BROADCASTING
The Weekly Newsmagazine of Radio

RESULTS YOU CAN SEE.... HERE

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

IN THIS ISSUE: AM STATION GRANTS—JAN.—JULY
1st Coast to Coast

Nationally, KRNT leads all ABC stations in share of audience, morning, afternoon and night, in all network Hooper-rated cities. Locally, too, the ratings and sales results for this Des Moines Cowles station are truly outstanding.

The reason seems quite obvious to us. We program this station with warm, friendly personalities who are and who understand common, ordinary, every-day people. When we reach this category, we reach about 95% of the people because there are so many of us common, ordinary, every-day people.

Tom Breneman is a national example of this kind of personality. Our own M.J.B. in the morning, our Louie Wertz during the noon-time and our Gene Emerald in the afternoon are three outstanding local examples.

These personalities of ours are understanding people. They have the knowledge of what people want to hear. This gives them knowledge of how to sell. For proof of how they sell and how people listen, ask your Katz man to show you facts about

THAT VERY HIGHLY HOOPER-RATED
SALES-RESULTS PREMEDITATED
ABC AFFILIATED
STATION IN DES MOINES

REPRESENTED BY
THE
KATZ AGENCY

5000 WATTS
AMERICAN BASIC NETWORK
DES MOINES
IOWA

Affiliated with the Des Moines Register & Tribune
WOOD PRODUCTS help build a stable NASHVILLE market

Furniture and other finished wood products form a major industry here—and add over two and a half million dollars yearly to the manufacturing output of the Nashville area... Varied industrial activity has built a prospering sales territory... One million people have a spendable income of over 800 million dollars each year... And favorite network shows of American and Mutual have won a good part of this potential audience—for WSIX.

WSIX gives you all three: Market, Coverage, Economy
SOMETHING akin to mild alarm being expressed by Congressmen over FCC's indiscriminate AM licensing policy exemplified by recent grant of three new stations (one is already there) in Pocatello, Idaho, town of 18,000, and three new ones Friday on Tucson, Ariz., making five there. Eyebrows being lifted too on licensing of "outlanders" who may have no intention of residing in markets. FCC shortly may be queried about both procedures.

CONGRESSIONAL blast at FCC over creation of four assistant general counsels and four assistant chief engineers in offending, FCC contends Section 4 of Communications Act which limits assistants to three was not violated inasmuch as extra assistants are classified by Civil Service.

ALTHOUGH STYMIED legally at every attempt to force broadcasters to sell them time, Fundamentalist churches haven't given up fight. Now they're working on individual Congressmen. Action stems from amendment to Communications Act which would require stations to give or sell 15% of total broadcast time for religious purposes. But guess is such move wouldn't have prayer.

NEW ASPIRANT for station ownership is Arthur Feldman, crack war correspondent. Feldman, a former CBS' war correspondent, was stopped by Acting Chairman Denny, but FCC Friday announced three new AM grants for Tucson, Ariz., bringing total to five for city of only 90,000. Five new other AM CP's granted (details on page 97).

PROPOSALS for FM band expansion were tendered FCC in Friday hearing on proposed one-year reservation of every fifth FM "B" channel, but were excluded by Commission ruling that such proposals be made only through Docket 6651 (allocations) in which band was set at 88-108 mc.

FCC denied motion of Joseph H. Ream, CBS vice president, for postponement of decision on channel reservation pending opportunity to petition in Docket 6651 for band expansion.

After reading two pages of 10-page statement opposing reservation plan and proposing allocation of Television Channels 5 and 6 for FM (making FM band 76-108 mc), Mr. Ream was stopped by Acting Chairman Denny, but copy of his statement accepted "for the docket."

commission also accepted "for the docket" statements of J. E. Brown, Zenith assistant vice president and chief engineer, who renewed Zenith's plea for FM band expansion by adding frequencies in 50-mc region; and of Don Petty, NAB general counsel, asking FCC to "indicate" portion of spectrum into which expansion would be made (for NAB position, see page 32).

Mr. Denny emphasized that such suggestions "are not now before the Commission" and that no decision will be made as a result of them. He stressed that without such ruling, set manufacturers would "hear talk about changes" and not know where they stand.

He said he thought FCC considers 88-108 me "final." Commission is not "inviting" petitions for changes but if any are received in Docket 6651 an early hearing will be held so manufacturers "will know exactly where they stand," he asserted.

Sen. Glen H. Taylor (D -Ida.) sent statement in which he complimented FCC on Blue Book and, declaring FM will "progress most speedily if run by new blood," supported reservation plan although "it falls short" of Senate Small Business Committee's desires. He said he was confident FCC would re-examine need for continued reservation before rule expires, but hoped further reservation will not then be necessary.

Reservation plan also endorsed by veterans' groups, farm and labor organizations, several independent applicants and licensees.

As proposed, rule would reserve no channels in areas where no more than four have been allocated. In areas where five to nine channels were allocated, one would be reserved; two where 10-14 were listed; three where 15-19 were listed and four if 20 were listed.

Mr. Ream endorsed plan's purpose but said it would be "most undesirable" in closing door (Continued on page 98)
Cliff Gray runs a participating program over WSPA, six mornings a week, from 5:45 to 6:45, which is mighty early in the day, even for the agricultural Piedmont. His program, called “Farmer Gray”, is designed primarily in the interest of the large Spartan farm market tapped by WSPA.

Back in October, truck farmer W. H. Brock bought time on Cliff’s program to advertise, of all things, pecan trees.

In a very short time, and at a cost of $220, Farmer Brock, through Farmer Gray, sold 2,781 pecan trees for $7,383.

We’ve got other selling Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them …and for you. But then, the WSPA Piedmont is an advertiser’s paradise. A paradise that is “one of the best-balanced sections in the entire country”.

And WSPA swings the balance your way.

If you have another story to tell, WSPA will help you tell it.
Three weeks ago when the University of Washington played host to the top crews of the nation—among them Cornell, Wisconsin and M. I. T., it typified the spirit of the sports-conscious Pacific Northwest.

Crew racing is but one of many spectator sports popular in this Playground of America. And then, year in, year out, year 'round—sailing, fishing, golfing, hunting—all have their thousands of constant participants.

The interest in sports and the time and money spent in participating in sports indicates the prosperity of this rich market, where the average Seattleite has more than twice the income of the average American.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market... it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.
They Stay Tuned to WTAG

Worcester is a prosperous mass market, with a thriving population of 200,000, plus 300,000 more in the immediate trading area. Worcester's per capita retail sales of $777 in 1945, 24% higher than the national average, showed an increase of 11% over the previous year. Food purchases were 45% above the U. S. average.

The big Worcester market is a high spot of sales in industrial New England. The greatest selling voice in this fertile market is WTAG. Hooper ratings show this station has an all day and night audience greater than that of all the other stations heard in the area combined.

PAUL H. RAYMER CO. National Sales Representatives

WTAG

Affiliated With The Worcester Telegram - Gazette

BROADCASTING • Telecasting

July 15, 1946 • Page 7
**Capitol's BIG NAME**

**TO RAISE YOUR LISTENER LEVEL**

Big-name talent... hit tunes... top-flight programming aids. Just what you need to attract new listeners and sponsors. And just what you get in Capitol's new Transcription Service. All the elements of big-time network shows... skillfully combined by the artists and technicians who made Hollywood America's entertainment Capitol.

Capitol Transcriptions give you a new sales approach to the local sponsor—the man with a relatively limited budget. You now can give him just what he wants: network-type programs at "local" rates—more for his money.
TRANSCRIPTIONS

More Than 2000 Selections
You'll build your shows from Capitol's basic library of 2,000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. As an extra bonus, production schedules indicate not 50 but 70 new monthly releases ... and at no cost increase.

Names Everyone Knows
Every Capitol name is an audience-builder. Dozens of Hollywood's finest artists now record exclusively for Capitol Transcriptions. Big-name singers, top bands, western stars, and variety groups will lure more listeners, sell more sponsors.

BIG NAME BANDS
DUKE ELLINGTON • JAN GARBER • SKITCH HENDERSON • STAN KENTON • GENE KRUPA • EDDIE LeMAR
ENRIC MADRIGUERA • ALVINO REY

BIG NAME SINGERS
JUNE CHRISTY • HAL DERWIN • DINNING SISTERS • CAROLYN GREY • KING SISTERS • PEGGY LEE

BIG NAME VARIETY
BUDDY COLE'S FOUR OF A KIND • FRANK DeVOL • KING COLE TRIO • DANNY KUAANA
DEL PORTER AND HIS SWEET POTATO TOOTERS • JUAN ROLANDO • DICK SHANNON'S
ALEUTIAN FIVE • PAUL WESTON

BIG NAME WESTERN
SHUG FISHER • WALLY FOWLER • JACK GUTHRIE • KARL & HARTY • OAK
RIDGE QUARTETTE • TEX RITTER • MERLE TRAVIS • WESLEY TUTTLE • UNCLE
HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

Sparkling Programming Aids
Capitol gives you all the tools to build complete shows: Brilliantly arranged opening and closing themes for 22 programs. Voice and chatter tracks by featured artists. Musical interludes to background commercials.

A Complete Format Service
As an extra help for your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

Hear all the features that make Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.
Feature of Week

"DEATH" was pressed into service by WHBC Canton, Ohio, in a Green Cross safety program to each safety to the station's listeners.

Co-writer-producer Bill Babcock and Police Sergeant Sam Marconi were interviewing motorists in downtown Canton when a police ambulance sped up with siren screaming to the base of the 38-foot Green Cross Tower, which had been erected through WHBC's efforts.

The ambulance door opened and six members of Canton's traffic squad lifted out a gray coffin. Up rose a figure dressed in a long black robe—the "Voice of Death," who scoffed at traffic regulations and pleaded for more carelessness among motorists.

The "Voice" was Jim Dooley, WHBC news editor, who conceived the idea for the program. When the broadcast was over, he returned to his coffin, the box was slid back into the ambulance, and the siren again cleared the way for his return to the station.

Sellers of Sales

Unless you're interested in buying time on WIND Chicago, about the easiest way to get an appointment with John Thomas Carey is to challenge him at gin-rummy.

Besides being commercial manager of WIND, a job he has held since 1938, Mr. Carey is just about the roughest knock-on-ten player in Chicago.

John went with WIND as salesman when the station was in Gary, Indiana, with 1 kw power and has been, along with Ralph Atlass, former owner, before selling out to John S. Knight, largely responsible for its becoming one of the top independent stations in the country.

He was born in Madison, S. D., June 7, 1905. Three years later the Carey's headed for Chicago. This has been a good thing, not only for radio, but for the athletic department of Loyola U., where John was a fair student (with a C average) but one of the school's most enthusiastic athletes.

In his sophomore year he left Loyola on a transfer to Northwestern but he never formally attended because that summer (1926) he got his first of the three jobs he has held in his life. An uncle was a partner in the shoe firm of O'Connor & Goldberg and John thinks he hired to offset the number of shoe salesmen yelped Goldberg. He would probably be there yet except for an argument with Uncle O'Connor who had a poor opinion of people who made a living in advertising.

John stoutly defended advertising as a career and to prove his point applied for and obtained a job with Dade B. Epstein Advertising Agency, one of Chicago's oldest media firms. John liked agency work so well he stayed until 1955 when he resigned as account executive and junior partner to join WIND as salesman.

While with Epstein he had signed several State Street merchants to their first radio accounts, sold an hour of opera on KYW and sold the Elgin Watch Co. on sponsoring the home games of the Cubs and White Sox on WMAQ and WBBM.

In 1938 he was appointed sales manager of WIND. Now in his 11th year at the Atlass station John is one of the oldest members in point of service, of the station staff. One of the prerequisites of working for him as a salesman is that you must be sold on the product you are trying to sell.

Working hours permitting, he can be found each afternoon on the Edgewater golf course. Although he won't admit it, his toughest competitor is his wife, the former Charlotte Koropp, whom he met at Loyola.

The Carey's live in Rogers Park district of Chicago's North Side.
19 TIMES A DAY...

NORTHERN CALIFORNIA TUNES TO KYA FOR TIME-CLOCKED NEWS*

. . . . . . . . ON THE HOUR, EVERY HOUR

*CONSISTENTLY RISING IN HOOPER RATINGS

Represented by
ADAM J. YOUNG JR., INC.
NEW YORK, CHICAGO
LOS ANGELES, SAN FRANCISCO

. . . . . . . . . . . . KYA
SAN FRANCISCO
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Far be it from us to set up impossible aims for ourselves or anybody else—but here are the goals we set for being of top service to you:

First, to keep you fully apprised of the competitive advantages, growth and effectiveness of spot broadcasting. Second, to furnish you with complete and accurate data on markets, stations and programs. Third, to find and keep you informed on unusual spot-radio opportunities of every sort. Fourth, to render every possible aid in making spot broadcasting your favorite medium.

We keep our eyes constantly on those aims—and do our best!
ABC Transaction Readjustment Is Seen

Plan to Sell WOOD Complicates Proposal

By RUFUS CRATER

REBUITMENT of the $3,650,000 ABC-King Trendle transaction in view of the parlayed proposal to re-sell WOOD Grand Rapids to the newly-formed Liberty Broadcasting Co. was seen last week as the Commission held a one-day hearing on the plan and ABC’s projected $13,200,000 net stock issue.

Chief apparent complication developed from Liberty’s late entry into the ABC-King-Trendle transaction, which deprived ABC of a co-purchaser whose qualifications could be examined simultaneously with the hearing on ABC’s plans to purchase and retain WXYZ Detroit, the other King-Trendle station. Since ABC could not with propriety own WOOD, an NBC outlet, it announced originally it would dispose of the station.

Corporation Proposed

To solve the problem, Philip J. Hennessey, counsel for King-Trendle, proposed with the approval of ABC that George W. Trendle and H. Allen Campbell, the active stockholders, form a corporation to serve as escrow agent holding title and license of WOOD until its resale has been approved by the Commission. No application for the sale of WOOD has yet been filed, and its filing must be followed by 60-day advertisement under the Avco plan. The Avco provisions already have been met concerning ABC’s purchase of King-Trendle.

Procedure which FCC will follow in acting upon the ABC applications probably will be determined within a few days. It was pointed out that it could act on them either separately or jointly, but the fact that Securities and Exchange Commission must also act on the stock plan made it seem likely that at least that phase would be given an early decision by FCC.

In the King-Trendle purchase, if the Commission decides to approve, it might then announce the decision immediately but stipulate that the transfer not become effective until WOOD is transferred. Or it might follow the escrow plan suggested by Mr. Hennessey, or, as another alternative, it might reserve decision until the WOOD transfer has been advertised, studied, and decided, which would involve more than 60 days’ delay.

Highlights of testimony, heard Tuesday by FCC en banc:

1. C. Nicholas Priaulx, ABC vice president in charge of Washington operations; Mark Woods, ABC president; Robert Kintner, ABC senior vice president; H. Allen Campbell, King-Trendle secretary and general manager, and Edward J. Noble, ABC board chairman and controlling stockholder.

ON HAND for FCC’s hearing last Tuesday on proposed transfer of King-Trendle to ABC for record figure of $3,650,000, were these principals: George W. Trendle, president, King-Trendle; Robert Hinckley, ABC vice president in charge of Washington

British Debate Radio Jamming Threat

Churchill For Freedom Of Air; Morrison Is Opposed

RENEWAL of the British Broadcasting Corp. charter for five years, beginning Jan. 1, 1947, and implied threats that the Labor Government might consider jamming foreign commercial broadcasts to keep them from the ears of Britons led to heated debate in the House of Commons last week.

Winston Churchill, former Prime Minister, opposed any efforts on the part of the Government to control what British listeners should hear. Herbert Morrison, Majority Leader, told Commons that the Labor Government considers it undesirable for radio advertising to reach the ears of the British Public. He referred to jamming during the war to keep certain enemy broadcasts out, was challenged by Mr. Churchill who declared that it appeared the Labor Government intended to control the wavelengths over which British subjects would be allowed to hear foreign nations.

Renewal of the BBC charter for a five-year period rather than ten-year period was interpreted by observers as a victory for the Government-controlled BBC. The United Kingdom Information Service in Ottawa, quoting a London cable last week, said “expectations of a full debate before the summer recess have brought the Government and opposition alike to an immediate study” of a British White Paper released July 2 and announcing renewal of the BBC charter.

London Reports

There were reports in London that Radio Luxembourg, Radio Normandy, Radio Eire and other continental commercial stations which were popular before the war, would emerge even more popular with British subjects in the future.

Meanwhile, published reports in London that the Government would take steps to prevent outside commercial programs from being heard in the British Isles, have brought a wave of protest.

“Under what guise of freedom and democracy does the Labor Government base its decision to intimidate foreign broadcasting audible in the United Kingdom?” asked the letter. “Press reports speak of financial control and industrial restrictions on British advertisers who attempt to use sponsored radio originating abroad. Other press reports speak of ‘diplomatic action’ or ‘jamming, as a last resort,’ which would put the Government in the untenable position of forcing a domestic issue into international affairs.

“If such contemplated coercive action is taken, will the Labor Government pursue the policy to its (Continued on page 86)
Commercial Program Delivery By Shortwave Sought by PW

APPLICATION for temporary commercial license to operate a shortwave program delivery service was filed last week with the FCC by Press Wireless.

With the application, Press Wireless filed a report on a series of program tests made in May at the request of the Commission, which indicates that 88% of the stations to which A3 direct transmissions were beamed received programs of quality for rebroadcast [Broadcasting, July 1].

As a result of the tests, conducted in conjunction with 59 commercial stations and FCC engineers, Press Wireless announced that it is ready— with Commission approval—to offer broadcasters a low-cost nationwide shortwave service. PW officials said cost of transmitting a quarter-hour to 120 stations in a given area would be about $60, or 50 cents per station, exclusive of talent costs.

In its proposed service PW visions the nucleus of a low-cost network to feed new FM stations, thereby helping to develop the new service. From Washington a commentator could broadcast on a regional network in the West, for instance, at a cost far less than that for lines, PW said.

Letters in Evidence

In its petition PW contended that the proposed program delivery service, by means of which stations in every section of the country can obtain locally-slated public service features, at low cost and high quality, is in direct accord with the Communications Act which charges that the Commission "shall generally encourage the larger and more effective use of radio in the public interest, convenience and necessity."

Copies of letters from the 59 broadcasters who participated in the tests, as well as other documentary evidence, was included in the material filed with the Commission.

A total of 58 quarter-hour programs was broadcast to 20 areas from May 19-29 [Broadcasting, May 27, June 5]. Although the cooperating stations were asked to monitor only those broadcasts beamed at their respective areas, many of the stations monitored several programs.

Of particular value will be PW's proposal to feed public affairs broadcasts to stations in remote areas, especially from United Nations headquarters in New York, and from Washington, seat of world news activity. In its letter of transmittal to the FCC Press Wireless stated:

"The results of the tests demonstrate forcibly that shortwaves can be used by us to serve the needs of the broadcasting industry within the United States."

Improvement Possible

Tests were carried on under extreme adverse weather conditions, according to the PW report. In many sections of the country local thunderstorms created considerable static and in one instance, an antenna was struck by lightning during the test transmission. Because of the adverse conditions PW officials said the tests were more conclusive, inasmuch as 88% of the programs transmitted were reported of broadcast quality.

In many of the cases where poor reception was reported, the monitoring stations advised Press Wireless that with adjusted equipment the quality would be improved. Observations of monitoring stations "show that while the tests were highly satisfactory, even better results can be expected with a few simple adjustments at both the transmitters and receivers." (Continued on page 89)
CAB Fights Government Encroachment

Canadian Stations Would Establish Appeal Board

By JAMES MONTAGNES

AMERICAN BROADCASTERS watching Canada can see in the fight of Canadian broadcasting stations against more and more government regulation, a preview of what can happen in the United States should the FCC Blue Book and Charles A. Siepmann's "Radio's Second Chance" become more than just reports.

Canadian independently-owned stations last week, through the Canadian Assn. of Broadcasters, officially opened their fight against greater inroads by the Government-owned Canadian Broadcasting Corp. in two forceful briefs before the Parliamentary Committee on Radio Broadcasting, sitting in Ottawa.

Establishment of some existing Government commission as a Radio Appeal Board, before which both independent and CBC stations could go in the customary judicial manner was recommended in one brief. Such a commission would, under the recommendation, have jurisdiction to hear matters involving power increases, frequency allocations or changes, applications for new licenses for AM, FM, facsimile or television.

No Large Profits

The CAB presented statistics to show there have been no excessive profits in private operations: that huge amounts of time are devoted by most stations for local public service and sustaining programs; that Canadian private stations have trained most of the top men in the CBC: that the stations have developed local talent and have seen it leave for more money with the CBC and United States stations and that listeners contribute program content, and not advertisers.

The CAB pointed out that the 81 CAB member stations banded together as a voluntary trade association to improve "the standard of their service" in the belief that "(1) there should be a nationally-owned radio system controlling its own radio stations throughout the country and whatever networks it may deem desirable to fulfill its exacting obligations, and (2) a system of independently-owned community stations throughout the country."

"These community stations," the brief continued, "should exist as a competitive and protective force, to provide stimulation to the national system and to protect the democratic elements of freedom of speech and individuality of programing—and to serve those purely local needs which the national system obviously cannot undertake in the complete fulfillment of its national purpose."

On the subject of profits and commercialism, the brief pointed out that probably more attention is paid by many people to the question of radio profits than to that of any other business. Broadcasting in Canada is no gold mine, and Committee members shown by examples that station operators were not rolling in wealth from broadcasting operations.

Not Too Profitable

"Radio is distinctly a risk business," the brief pointed out. "The station operator is licensed for a period of one year. He has no guarantee that his existence can be continued beyond that 12-month period, but to operate during it he must make a heavy capital outlay for equipment and heavy outlays for staff and talent. The losses of both are rising, and at a faster rate than either revenue or revenue potential."

"The statement that the American percentage of profits is applicable to the Canadian field cannot, we believe, be supported (profits as shown in FCC Blue Book). A comparison of rate cards between any INDEPENDENT broadcasters of Canada, fearful of Government encroachment on private broadcasting, last week appeared before Parliamentary Committee on Radio Broadcasting, sitting in Ottawa. Canadian Assn. of Broadcasters recommended appointment of Appeal Board to which private broadcasters might appeal Dept. of Transport decisions. CAB oppose losses potential 50 kw outlets to CBC."

Canadian station and an American counterpart (would) show the vast difference caused by the greater population and heavier concentration of it in the United States and the consequently greater buying power that exists there. A fair analysis shows that Canadian stations devote a reasonable percentage of their income to the development of talent, to the training of personnel, and to public service work generally."

It was pointed out that until 1940 few stations had made any profits, that most had operated at a loss, that many profits might have been made due to the greater upsurge in business went in excess profit taxes, that even today stations operate at a loss, that stations are competing with other advertising media, that operation of the privately-owned stations costs the Canadian people much more than the operation of the CBC costs the public in license fees some $3,500,000 annually and the CBC contributes nothing by way of taxes; that profits are on so small a basis that if one or two larger users of radio advertising were to discontinue the use of radio advertising, it would probably mean the difference between profit and loss for most stations.

Spot Announcements

Pointing out that criticism had been leveled at "spot announcements," the brief stated that the community station must make available its facilities for the local merchant, the local advertisers, the people of its own community. Most of these can only afford local programs or spot announcements.

A recent survey made independently by the CAB showed that most Canadians preferred commercial broadcasting and sponsored programs. The brief cited the fact that few stations have complaints relating to advertising content or commercial broadcasting, that one station in western Canada which has received over 100,000 letters from listeners a year, has not received one complaint about advertising.

(Continued on page 84)

FCC Law Department Colleagues Join To Form New Washington Legal Firm

RESIGNATIONS of three top-ranking members of the FCC law department to join a former Commission colleague in opening a Washington law firm were announced last week.

Resigning are Jeremiah Courtney, assistant general counsel in charge of the Safety and Special Services Division; Seymour Krieger, chief of the law department's Field Section, and Norman E. Jorgensen, assistant to the general counsel. They will be associated with Nathan H. David, former senior assistant general counsel whose resignation was announced last month [BROADCASTING, June 3], in the firm of David, Courtney, Krieger & Jorgensen.

The new firm will open offices this week at 1707 H Street, N.W., Washington.

Mr. Krieger, a graduate of Columbia Law School in 1935, practiced law in New York for seven years and went to Washington in April 1942 as senior price attorney with OPA. He joined the FCC legal staff in November 1942 as chief of its administration section, handling common carrier legal problems. Two years later he was appointed head of the new Safety andSpecial Services Division buying power that department handling radio applications not involving broadcast or common carrier activities. He was made assistant general counsel in charge of the division in June this year.

While with FCC, Mr. Courtney was in charge of several investigations including those into the speed and quality of telegraph service, for the Board of War Communications; use of telephone and telegraph in disseminating racing information; and establishment and use of radio by railroads. He served as Commission counsel at several hearings in the safety service, and has written articles on railroad radio and on mortgage and real estate law. He was a member, alternate or technical adviser on several Board of War Communications committees.

Captain Krieger, now on terminal leave after two and a half years in the Army, recently returned from 10 months at Nuremberg as a member of Supreme Court Justice Robert H. Jackson's legal staff in prosecution of Nazi war criminals. He graduated from Yale Law School in 1937 and was special counsel in the Antitrust Division of the Justice Dept. before he joined FCC.

He prepared much of the Commission's Report on Chain Broadcasting, which was promulgated in May 1941, and has participated actively in litigation arising from the Chain Broadcasting Regulations. He joined the Army as a private on Dec. 7, 1942.

Mr. Jorgensen, who became assistant to the general counsel last March upon his return after two years in the Navy, first went with FCC as assistant to James Lawrence Fly, then chairman. He was discharged in March of this year, before he joined the Navy. As a lieutenant with Military Government he served in the Pacific, stationed in Korea for several months before he rejoined the stations.

Since his return to FCC, he has spent much of his time at broadcast hearings. A graduate of U. of (Continued on page 84)
Governor, Senator Seek 50-kw Assignment

For Wyoming

PLEX for clear channel duplication to accommodate more listeners were presented to FCC last week as the clear channel hearings were resumed for one day and then recessed until this morning (July 15).

Gov. Lester C. Hunt of Wyoming, describing radio service in his state as "totally inadequate," asked for at least one high-power-clear channel station in Wyoming. KFBC Cheyenne, now a 250-watter on 1240 kc, volunteered for that role and said it would apply for 50-kw clear channel operation "as soon as the granting of such an application will not be contrary to the Commission's rules."

Sen. Joseph C. O'Mahoney (D-Wyo.), took the stand briefly to support Governor Hunt's plea for greater radio coverage in Wyoming and asked for "reallocation of some of these so-called free channels" as the solution to the problem.

Need for 'Readjustment'

Royal V. Howard, director of engineering of KXLA Pasadena, introduced exhibits intended to show the need for improved coverage in the Los Angeles metropolitan district, which he said might be accomplished by "readjustments" in other parts of the U. S. to provide more 50-kw outlets in the Los Angeles area.

August G. Heibert, chief engineer of KFAR Fairbanks, Alaska, said the station plans to apply for a "permanent clear channel" and indicated it would ask for a regular assignment of facilities it has used for two-and-a-half years under Special Service Authorization--560 kc clear channel with 10 kw.

Senator O'Mahoney, asked by counsel for Clear Channel Broadcasting Service, whether he thought the high-power station requested for Wyoming should be allowed to use 500 kw if needed to cover the state, replied: "The bigger, the better--if necessary."

The week's sessions, cut short partially by a need for time to prepare additional exhibits and partially by the prospect of lengthy hearings scheduled for next week, will be resumed at 10 a.m. today.

Breakdown of Clear Channels Urged

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The week's sessions, cut short partially by a need for time to prepare additional exhibits and partially by the prospect of lengthy hearings scheduled for next week, will be resumed at 10 a.m. today.

Engineering Conference

A two-day informal engineering conference was held to consider the proposed revision of engineering standards for AM stations also opens today, to be held in the Departmental Auditorium in Washington [Broadcasting, July 8].

Although participants in the engineering conference were not required to file notices of appearance, it was expected that the networks, several new stations, and various consulting engineers in Washington would join the Clear Channel Broadcasting Service and the Regional Broadcasters Committee would be represented. NAB will have an observer present, originally was slated to testify at last week's clear channel session on behalf of WVL Cincinnati but was unable to appear. He is expected to take the stand this week and ask for use of 500 kw by WVL, which formerly operated developmentally with that power.

For the regional group, M. K. Toepfer, engineer and statistician, will attend scheduled for the last week, also may testify this week. He will present exhibits correlating data gathered by the Census Bureau and coverage data from a number of companies in cooperation with the FCC.

Last Monday's hearing, before the Commission en banc, opened with testimony of Governor Hunt, who said Wyoming's communications and transportation services are extremely limited and that a radio station serving all or nearly all of the state would perform a "priceless service."

There are now six stations operating in Wyoming--KFBN Fort Collins and KPOW Powell with 1 kw fulltime; KWWO Sheridan with 1 kw day and 500 w night; KFBC Cheyenne, KVRK Rock Springs, and KOA Denver with 1 kw fulltime. Two CPs are outstanding: KVOC Casper and KODI Cody, both for 250-w operations.

Need Benefits

In addition to providing radio coverage to carry emergency messages, weather forecasts and market reports and similar service broadcasts, Governor Hunt said, the 275,000 people of the state need the cultural and entertainment benefits of radio. He said many residents of sections receiving little or no service often drive many miles to Cheyenne to pick up broadcasts.

He said KSL Salt Lake City, a clear channel station, is heard at night as far east as central Wyoming and that KOA Denver, fairly well "by the state" after 10 p.m. KFI Los Angeles can be heard late at night, he reported, but California stations "are not used to any extent in Wyoming."

"As the granting of such an application will not be contrary to the public welfare," he said. "I want a high-powered station to provide more 50-kw outlets in the Los Angeles area."
Playing for keeps

The time’s coming. The big time . . . when you’ll have to get out there and fight for your share of business.

Most of the talk is about a seller’s market. But there are those who say, “Don’t you believe it.”

One way or another you’ll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you’ll get the W-I-T-H listeners in Baltimore.

WITH
and the FM Station W3XMB
BALTIMORE 3, MD.

Tom Tinsley, President · Headley-Reed, National Representatives
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Second Bikini Test Coverage Planned

New Precautions Against Flaws in Pickup Discussed

EVERY POSSIBLE effort is being made to remedy the mistakes—human and mechanical—of the first Bikini broadcast so that the second burst (underwater) will be heard with more clarity in the U. S. Capt. Charles F. Horne, Deputy Chief of Naval Communications, told Broadcasting last week.

On Thursday afternoon, Wells Church, CBS acting director of news broadcasts, and Frank McCall, NBC's manager of news operations, met with Navy communications officers at the Navy Dept. in Washington to discuss measures for improving the quality of the broadcast for the July atomic test. The two were representing all nets, following a New York network conference.

15-Minute Show

Net executives and the Navy tentatively agreed to make the second atom broadcast a 15-minute show, with pooled reports from correspondents. Transmission is scheduled for 3:30 p.m. (EDT), July 24 (July 25 at Bikini), pending atmospheric conditions. Following the pooled broadcast, networks will take individual reports from their own correspondents.

Although it was impossible to make specific recommendations for changes in transmission facilities so far removed from the scene of the test, Captain Horne said, it was agreed that improvements were necessary for the second test, and both the Navy and the networks pledged utmost cooperation to bring about the improvements.

While final decision on actual changes rests with the men now at Bikini, and above all, with Vice-Adm. W. H. P. Blandy, Captain Horne said that several suggestions were made and tentatively approved in Washington. The foremost difficulty, the Spindle Eye, is lack of adequately trained technicians—the Navy's greatest present need. Captain Horne suggested the loan of commercial radio technicians to handle the forthcoming broadcast. The networks agreed "to see what could be done."

Cites Smaller Size

Second possible improvement is use of the Spindle Eye, Army Communications ship assigned to Army-Navy Task Force 1, for relay use from the Appalachian, Navy communications ship. Plan is to have the Spindle Eye lying alongside the Appalachian for the broadcast.

When asked why the Spindle Eye was not used instead of the Appalachian, Mr. Tennyson, by his association with the Navy, is considerably smaller than the Appalachian and hasn't the accommodations or facilities of the larger ship. "The Navy requested the use of the Spindle Eye for the June test," said Captain Horne, "and under the circumstances, the ship was at Kwajalein. The July test will be more concentrated coverage, so that we can now use the Spindle Eye where it can be most effective." The Appalachian measures 460 feet, and is 12,521 tons, with 500 kw power for transmission. Spindle Eye is 340 feet, with 5,015 tons. Her power is 10 kw.

Also promised were more intensive pre-broadcast tests made from the communications ships to the West Coast, according to the Navy. "We will keep testing until all kinks are ironed out, as far as it is humanly possible to do so," the Captain reported.

"The first broadcast didn't come through properly," he said, "and the Navy is thoroughly in favor of any means that will improve transmission. The Appalachian's 25 to 30 transmitters were all in use for radio, press, picture, radio tele-type and other types of transmission," he explained. "Several frequencies were used for relay to Guam, Honolulu and the West Coast from each of the headquarters ships, in order that the best signal could be picked up. But with technicians lacking the experience such a job requires in knowledge of power, wiring, etc., all the efforts of the planners and the correspondents goes for nothing. That is why we hope to correct the situation."

1885 Harry Tennyson 1946

HARRY TENNYSON, 61, assistant chief, Broadcast Division of the FCC Accounting Dept., died suddenly Thursday afternoon at Sibley Hospital, Washington, after a heart attack. He had been in good health until early last week when he suffered several attacks of coronary thrombosis.

Funeral services were held Saturday morning from the S. H. Hines funeral parlor, with burial in Fort Lincoln cemetery. Washington, with active pallbearers, all associates at the FCC, were R. K. Hoskinson, E. E. Hensinger, Robert D. J. Leathy, Robert F. Braden; Jonas Welland, WFTC Kinston, N. C.; DeQuincy V. Sutton, a former associate at the FCC and now in consulting practice.

With FCC Since 1934

Mr. Tennyson had been with the FCC since December 1934 when the accounting department of the then new Commission was organized. He was transferred from the Interstate Commerce Commission where he had worked on telephone accounting activities while under ICC jurisdiction. Telephone regulation came under the FCC after passage of the Communications Act in 1934.

For several years Mr. Tennyson was engaged in common carrier accounting at the FCC, being in charge of depreciation studies. In 1938 he was the Budget, During Mr. Sutton's four-year tour of Army duty Mr. Tennyson was acting head of the Broadcast Division.

His FCC work had brought him contact with many industry figures and he enjoyed a wide acquaintance among broadcasters all over the country.

Born in Alexandria, Va., he attended school in that city. He started his business career with the Southern Railroad and has been a close friend of William Pollard, Southern treasurer.

From the railroad Mr. Tennyson moved to the international accounting firm of Haskins & Sells, dividing his time between New York and Washington while working on public utilities accounts. He accepted a post with the ICC just after World War I, working on the settlement when railroads were turned back to private owners after Government operation. He remained with the ICC until December 1934, going to the FCC the same day as Mr. Sutton.

Surviving are his wife and four children, three daughters and a son.

Mr. Tennyson

THE NETWORKS and the Navy got together in Washington last week to iron out kinks in second atomic broadcast, tentatively set for July 24. Both agreed first test was bad, both also agreed on corrective measures for second test.

They include more active participation of the Spindle Eye, more experienced technicians, more thorough pre-broadcast tests to West Coast. Final decisions rest with men now at Bikini.

HUGHES IS INJURED IN PLANE ACCIDENT

HOLD HUGHES, television petioner, aviator, movie producer, and tool magnate, was critically injured on July 7 when his plane crashed during a test flight of XP-11 for the Army Air Forces. Accident occurred in Beverly Hills, Calif. He is suffering from a punctured lung, eight broken ribs, broken shoulder, knee-cap and nose.

Threat of pneumonia in his crushed left lung has made his condition critical. Doctors reported improvement Wednesday evening, but as of last Friday his condition was still critical.

In explaining accident, Mr. Hughes said he knew plane was in trouble half an hour before crash and stayed with it, realizing "big investment in time and research in the ship."

Power Boosts to 50 kw

Asker by WHDH, KFEL

BREAKDOWN of two clear channels is sought in application filed last week with the FCC for increased power by two stations to 50 kw.

Matheson Radio Co., licensee of WHDH Boston, seeks construction permit to increase power from 5 to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location from Saugus to Wayland, Mass.

Eugene P. O'Fallon Inc., licensee of KFEL Denver, filed for construction permit to change frequency from 950 to 770 kc, and increase power from 5 to 50 kw, install new transmitter and change transmitter location. WJZ New York is the dominant station on 770 kc.

Matheson's application recalled the Supreme Court fight four years ago when the FCC granted WHDH a license to increase power from 1 kw limited to 5 kw unlimited on 850 kc, on which KOA Denver is the dominant station. NBC won the case on a procedural error in the Supreme Court fight in May 1944 but withdrew objections to the Boston station's operation at 5 kw. WHDH was purchased early this year by the Boston Herald-Traveller, although the licensee corporation's name was unchanged.
Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.
Second Bid Filed for KMED Purchase

WEU Sale Also Asked Of Commission Last Week

FOURTH COMPETITIVE bid under the FCC’s Acvo procedure was filed with the Commission last week when the Medford Radio Corp. matched Luther E. Gibson’s original offer of $260,000 for WLBR Medford, Ore., and accompanying construction permit for an FM station. Filing of the rival application foreshadows a third holder of CASTING, May 27; of WEEU Reading, Pa., by Berks Broadcasting, was denied purchase of the station by the Commission [BROADCASTING, May 13].

Other applications filed with the FCC last week requested the sale of WEEU Reading, Pa., by Berks Broadcasting Co. to Hawley Broadcasting Co. for $300,000 [BROADCASTING, May 13]. The addition of WBKB to ABC’s network will set up a television department in the Central Division, Mr. Mowrey said, vice president of the network will originate shows. The addition of films and programs. The purchase of WEEU by Berks was approved by the FCC, and the sale is expected to be completed by July 1.

Berks Control

Berks Broadcasting Co. is controlled by George J. Feinberg, 50% owner of Concord Chennille Co. of New York, who is president and owns 675 shares of common stock. Joseph M. Nassau, vice president (112% shares), is vice president and general manager of Valley Broadcasting Co., applicant for a standard station in Allentown, Pa. Milton H. Linleton, treasurer (112% shares), is licensee of KIBD Sedalia, Mo.

In addition to WEEU, transactions will include relay station WEGP and a conditional grant for 1440 kc with 1000 w daytime only, using a directional antenna. WEEU will be manned by WBKB engineers under the direction of Reinald Emery, 35, general manager of Valley Broadcasting Co., and former vice president of KFIZ Broadcasting Co., a subsidiary of Berks Broadcasting Co., seeking to operate on 1450 kc with 1 kw, daytime only.

Reporters Printing Co., publishers of the Fond du Lac (Wis.) Commonwealth Reporter, proposes a joint license of KFIZ to the KFIZ Broadcasting Co., a subsidiary corporation, “to facilitate and improve operation of the broadcasting department.” KFIZ is principally owned by A. H. Lang, president of the Reporter Printing Co. of Chicago (35.5%); C. F. Coffman, vice president (22.7%) and Emery Martin, secretary (34.8%). KFIZ an MBS affiliate is authorized to operate on 1450 kc with 250 w fulltime. Avo is not involved.

ABC Signs Contract With B&K To Use Chicago Video Station

ABC and WBKB, Balaban & Katz television station, signed a contract to use the video station. The ABC television department is part of a policy of expansion announced simultaneously, Captain Eddy said. The expansion includes the first use by WBKB of films as part of its daily program schedule. Effective July 9, WBKB began presentation of newsreels, travelogues, and short subjects in addition to its regular schedule of live programs. The addition of films and remote broadcasts is expected to double WBKB’s time on the air.

Decision to join ABC’s television department is part of a policy of expansion announced simultaneously, Captain Eddy said. The expansion includes the first use by WBKB of 16mm films as part of its daily program schedule. Effective July 9, WBKB began presentation of newsreels, travelogues, and short subjects in addition to its regular schedule of live programs. The addition of films and remote broadcasts is expected to double WBKB’s time on the air.

ABC Central Division indicated it would be glad to work out any problems that arise during the war. The ABC network will set up a television department in the Central Division, Mr. Mowrey said, vice president of the network. The expansion includes the first use by WBKB of films as part of its daily program schedule.

RCA-ASCAP Negotiation

On Music Fee Underway OFFICIALS of RCA’s Camden, N. J., plant met last week with a representative of ASCAP in what was described as opening negotiations of an ASCAP demand for increased license fees for music played on the plant’s loudspeaker system. Neither RCA nor ASCAP would disclose the nature or progress of the negotiations, beyond saying that “exploratory conversations” were held, but it was known that ASCAP took the viewpoint that the plant’s charges, which had been kept at a minimum figure during the war, for its music played on the public address system in the RCA factory.

Representing RCA at the meeting were: D. R. Cretzo, of the legal department; Fred W. Wilson, personnel director, and F. E. Crane, manager of sound equipment. Richard F. Murray, ASCAP assistant general manager, appeared for the society.

NAB President Miller Answers Churchill Plea

NAB is interested in any legislative ideas designed to bring about fair treatment for radio users, President Justin Miller informed Captain Clark G. Geste, president of National Religious Broadcasters, in answering Mr. Churchill’s letter [BROADCASTING, July 1] charging that industry executives are discriminating against NRBC.

President Miller said he would be glad to work out any problems that arise during the war. The ABC network will set up a television department in the Central Division, Mr. Mowrey said, vice president of the network. The expansion includes the first use by WBKB of 16mm films as part of its daily program schedule.

Set Output Up

WITH civilian production at an all-time high, monthly output of radios is almost equal to the 1941 average, according to John R. Steelman, director, Office of War Mobilization & Reconversion. Mr. Steelman reviewed industrial output for the second quarter of 1944 in a report to the President and Congress.

Lilli Ann Buys

LILLI ANN CO., San Francisco (CMG, women’s suits), with local dealer tie-in and placing direct on July 15, starts sponsoring weekly 15-minute transcribed Presenting Sonja Henie on 100 stations nationally. Contracts are for 13 weeks. Packaged by Jack Rourke Productions, Hollywood, series features the skating star in chatter and interview with Mr. Rourke. Miss Henie, who was serving overseas, would have received for making transcribed series goes to Bulova School of Watchmaking to provide benches for G. I. graduates of school.
WHAT FARM IMPLEMENT Seldom Shows in Farm Pictures

Answer: The radio.

You never thought of a radio as a farm implement?

True, the radio harrows no ground, it sows no seed, it harvests no crops. But, through farm-educational programs, it tells the farmer how best to plow. Through market data, it advises what to plant. Through weather reports, it counsels when to reap.

A rather indispensable implement, the farm radio. Besides, it's a ready and reliable source of entertainment and amusement... after the farm work is done.

At Westinghouse, we are aware of the trust that farmers place in us... in programming, and in technical developments leading to clearer, stronger reception on the farm front. To justify this trust is part and parcel of Westinghouse policy.

National representatives, NBC Spot Sales (except for KEX). For KEX, Paul H. Raymer Co.
AN INCREASE in the annual listener license fee and limitation of 5 kw for private stations were advocated at hearings of the Parliamentary Radio Committee at Ottawa.

The Canadian Asso of Adult Education, through Dr. W. H. Brittain of MacDonald College, St. Anne, suggested that the annual listener license fee, on which most of the CBC revenue is based, be increased from $2.50 to $3. The CAAE brief set forth six reasons why the present system of regulation by the CBC should be continued, including prevention of commercialization, necessity for sustaining educational programs, and encouragement for the "full and frank treatment of controversial issues on the air."

'Public Domain' The CAAE is "firmly convinced that all radio channels must be regarded as part of the public domain and consequently that no property rights in wavelengths should ever be granted or recognized." It commended "those private stations which carry on their business with a lively sense of their public responsibility for upholding high standards of efficiency and taste and for contributing to the welfare of the local community and the unity of this nation."

During discussion of changes of frequencies of the three high-power independent stations, CFRB Toronto, CFCN Calgary, and CKY Winnipeg, M. J. Coldwell, leader of the CCF (Socialist) party recommended that CBC set a limit of 5 kw for independent stations. He was curious to know why CFRB had been allowed to carry on with 10 kw power. He stated that with this power the station was competing unfairly with stations in Hamilton, Brantford, Oshawa and Owen Sound. "You're now changing the frequency, why not the power?" he asked.

C. G. W. Browne, controller of radio, Dept. of Transport, Ottawa, told the Committee that provisions of the Havana Treaty requiring the use of 50 kw stations on the clear channels allocated to Canada before the present term expires could have been met if CFRB had been allowed to increase its power from 10 kw to 50 kw on its 800 kc frequency. He reported that as far back as 1941 the three stations (CFRB, CFCN, CKY) had been advised by the Department of Transport that the frequencies would be required by the CBC, that the use of these frequencies by the CBC had been recommended to the licensing authority by the CBC Board of Governors, and that no doubt that CFRB would lose its frequency before June 1947.

Mr. Dunton pointed out that CFRB had been given the choice of 640 kc, 800 kc, 1010 kc or 1550 kc. Mr. Dunton read CBC board minutes in which Joseph Sedgwick, solicitor for CFRB, had stated that all possible action would be taken in the courts and if necessary through political pressure to retain the CFRB frequency of 880 kc. Mr. Browne reported that H. G. Love, president of CFCN, had written the department that the station would take legal action to retain its frequency of 1010 kc.

Earl Grey, president of the Asso of Canadian Radio Artists, told the Committee his organization was deeply concerned with the cultural and commercial aspects of radio. Both were essential and desirable, and both private and publicly owned stations should be favored by the artists organization.

Radio Men on Honor Roll Named July 1 by Canada A NUMBER of Canadian broadcasting, public relations men and newscasters were awarded decorations in the Dominion Day, July 1, honor list.

Leonard W. Brockington, former chairman of the board of governors and the Canadian Broadcasting Corp., and Dr. Augustin Frigon, CBC general manager, were made Companions of the Order of St. Michael and St. George (CMG). Joe W. G. Clark, formerly an executive of Cockfield Brown & Co., Montreal advertising agency, and during the war public relations directors of the three branches of Canada's armed service was made a Companion of the Order of the British Empire (CBE). Arthur Holmes, Matthew Halton, and Marcel Oulmet, CBC war correspondents, Gregory Clark, CBC commentator, were made Officers of the Order of the British Empire (OBE). Gerald Wilmot, CBC war correspondent, was awarded Member of the Most Excellent Order of the British Empire (MBE).

Well-known newspaper correspondents who have been heard at various time on Canadian stations who were awarded honors include W. F. Ross Munro, Canadian Press war correspondent; J. J. Phillips, New York Times Ottawa bureau chief; L. S. B. Shapiro, Montreal Gazette war correspondent.
BOB KELLEY JOINS "THE STATION OF THE STARS" AS SPORTS EDITOR . . . .

Already known as the sports station of Southern California KMPC is proud to announce this further expansion of its sports department. Bob Kelley is one of the nation's outstanding sportscasters. Formerly sports director of WGAR Cleveland, his broadcasts have been heard and enjoyed by millions. He brings to KMPC the kind of talent that continues to make this station "The West's Greatest Independent."
U.S. STEEL'S

WEBER TO HEAD TELECOMMUNICATIONS DIVISION OF NFAS PLANNED FOR AUG. 1

Full-length, one-hour dramatizations of the best in mystery fiction, featuring such well-known writers as Eric Ambler, Van Wyck Mason and Cornell Woolrich.

Leading actors and actresses, including Laurence Olivier, Geraldine Fitzgerald, Wendy Barrie, Brian Aherne, Frank Sinatra and William Bendix.

EVERY SUNDAY NIGHT at 10 P.M. E.D.T. over American Broadcasting Company, Coast to Coast... for 13 summer weeks, to replace The Theatre Guild on the Air.

"I HIGHLY RECOMMEND Hour of Mystery,"writes Ben Gross, radio editor of the New York Daily News. "Here we shall have only the finest, produced and acted with an artistry usually reserved for the best theatrical productions."

Presented by UNITED STATES STEEL

WEBER TO HEAD TELECOMMUNICATIONS DIVISION OF NFAS PLANNED FOR AUG. 1

DIVISION of Telecommunications will be set up Aug. 1 by the National Federation of American Shipping with Commodore E. M. Webster (Coast Guard retired) as director. Appointment of Commodore Webster, authority on maritime communications and former FCC assistant chief engineer, is described by the association as recognition of the growing importance of telecommunications to American shipping.

In announcing the appointment July 11 by the board, Almon E. Roth, association president, said the division will represent American shipping at international conferences on electronic aids to navigation, allocation of wavelengths, radar specifications and development, and other facilities.

Commodore Webster for many years served as chief communications officer of the U. S. Coast Guard Academy, where he had graduated in 1912. In 1934 he was retired from active duty, going to the FCC where his duties covered use and installation of ship radio. After Pearl Harbor he was re-called to active duty and assigned to his former post with rank of captain. He was promoted to commodore June 1, 1945. He is given credit for much of the American merchant marine supremacy in safety-at-sea.

Commodore Webster has attended most of the telecommunications conferences as U. S. representative, including those at Washington in 1927, Madrid in 1932, Cairo in 1938, and Rio in 1945. He attended the recent international aviation conference and last March was chairman of the U. S. delegation to the marine radio conference in London.

Among his activities have been: Board of War Communications as assistant secretary and Treasury alternate; Telecommunications Co-ordinating Committee, member; frequency allocation and other committees of Joint & Combined Communication Board of Joint Chiefs of Staff, member; Interdepartment Radio Advisory Committee, chairman; Radio Technical Commission on Aeronautics, member; also member of committees planning next world telecommunications conference.

Olian Is to Establish New York Branch Office OLIAN Advertising Co., Chicago and St. Louis, announced plans last week to establish a New York office to service all accounts headquartered in that city. Harold Kaye, radio director for the agency, has been transferred from Chicago, to direct the New York branch. Whole agency will service all media, initially it will concentrate on Louis Howe (Tums), Bisceglia Bros. (Paradise Wines) and greater New York industries accounts.

Office address has not been decided.

TEEN-SHOW WEBR and Sponsor Host to 1,000

CONCRETE effort to aid in combatting juvenile delinquency in Buffalo, N. Y., is being made by WEBR, that city. Effort consists of a program called the Hi-Teen Dance and Radio Show, presented every Saturday 2 to 5 p.m. at Kleinhan's Music Hall, and draws an average of 1,000 teen-agers at every session.

The initial success of the present shows have led WEBR to seek out larger accommodations to suit the more than 7,000 youngsters who apply for admission every week. Program is sponsored by The Sample Shop, Buffalo, Store has steered clear of over-loading the program with too many commercials which might detract from the show's civic aspect.

Paul Long, released as captain in AAF, and Gary Goodwin, former combat correspondent, USMC, have joined KBKA Pittsburgh, as news editor and staff announcer, respectively. Before entering service, Mr. Long was news editor and announcer at KWKH and KTPS Shreveport.
Barry Wood and Margaret Whiting find an appropriate setting for their talents in the new Ziv produced Barry Wood Show, a fifteen minute musical, transcribed for local and regional sponsors. Currently produced in New York on a five-per-week basis. Write, wire, or phone for availabilities.
WJJD loves Billboard Magazine's Contest Judges

WJJD is the only Chicago station to win an award in Billboard Magazine's station promotion contest...

WJJD knows how to promote an audience!

20,000 Watts of Selling Power

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY
NAB Standards to Be Fully Analyzed

Meeting at Estes Park To Discuss Teeth For Measure

By J. FRANK BEATTY

ONE year old next month, NAB's Standards of Practice will be exposed to a searching examination when the NAB Board of Directors holds its Aug. 6-8 meeting at the Hotel Stanley, Estes Park, Colo. Before the board gets through with its scrutiny of the document, successor to the old NAB Code, steps to improve its provisions may be considered.

The August probe will culminate months of discussion at NAB district meetings and a series of committee sessions. At these meetings the charge has been made repeatedly that the standards are weak and inadequate.

Tipoff that the standards would come in for a board going-over was given a fortnight ago by President Justin Miller after a meeting of the new NAB Program Executive Committee. President Miller commented that the standards are not static and will be "subjected to constant review and interpretation" by the new committee.

The standards were adopted in 1946 at the board meeting that elected Mr. Miller president of the association, and several changes have since been made. President Miller has discussed the problem with broadcasters all over the country in his travels.

The industry membership has not had a chance to vote on the abandoned Code, which some broadcasters believe is still technically effective. Chance of drawing up a complete new set of standards before the October convention of NAB is considered remote. Any weakness in the current standards is ascribed in large part to implied FCC threats in the WHKC case and to fear of antitrust action.

No Enforcement Power

Basic weakness of the document is lack of enforcement powers. Industry leaders in general agree this offers the most difficult problem, since even so drastic a step as NAB expulsion would not interfere with a station's license privileges under the Communications Act.

Relation of the standards to the FCC's Blue Book was discussed last Monday and Tuesday at a meeting of the NAB Strategy Committee, headed by President Miller. Subcommittees on public relations and legal aspects of the problem held separate meetings with a joint session following.

Feeling is apparent though not unanimous that a stiffening of the standards and improvement in programming are desirable since the FCC's attack on industry "soft spots." It was learned after the strategy meeting. Suggestion has been made that if the industry doesn't do something voluntarily, FCC may stretch the 1934 Act even farther by executing threats implied in the Blue Book.

The NAB Program Executive Committee has a subcommittee on standards of practice. The subcommittee has not met since the committee session July 1-2 in Chicago.

Programming Study

A void in the industry's programming structure—lack of knowledge of programming types, sponsorship and public service records—will be filled when the NAB Program Dept. completes study of a 100-station survey. Stations have not yet completed sending in information requested by Kenneth H. Baker, NAB research director.

Since additional time will be required for analysis of reports, it is not certain the complete document will be ready in time for study by the board of directors.

In considering the program structure the board will go over plans to set up a program department within the NAB. The department was authorized last winter by the board and funds have been provided to start operation. President Miller and Executive Vice President A. D. Willard Jr. are studying the personnel side of the question and may select a director by the time the board meets.

Another vacancy at NAB headquarters exists in the Labor Relations Dept. Operating with a greatly expanded program, the department lacks a director. When this post is filled NAB will have about completed the personnel expansion started last autumn. The Employee-Employer Relations Committee will meet Aug. 12-13 in Washington. Meeting originally was scheduled July 11.

Four broadcast advertising topics are tentatively slated for board consideration next month. The Standard Contract Form prepared by a joint NAB-AAAA committee will be submitted to the board. It requires approval of boards representing both associations. Revival of official industry statistics giving a picture of broadcast advertising was proposed to the Sales Managers Executive Committee in June. A pilot study was ordered to see if information could be obtained. Third proposal is that every station have a copy acceptance department to scan all radio advertising copy and keep it within the standards of practice. If the Subcommitte on Sales Practices of the sales

(Continued on page 28)

The No. 1 Farm Station in the No. 1 Farm Market

MERRILL!

This is Merrill Langfitt, KMA's energetic and capable Farm Director. Merrill knows Iowa farms and farm people. Born and reared on an Iowa farm, he is a graduate in agriculture of Iowa State College— is a former teacher of Vocational Agriculture, Adviser of the Future Farmers of America, and County Agent of Page County, Iowa.

So you see that Merrill Langfitt has the proper background for his job! He knows his business. He knows how to "gear" farm service programs to the needs of the KMA farmer.

As Farm Service Director of KMA, Merrill provides the farmer with all the latest information, most of which he gathers from direct contact in the field.

No wonder the farmers in the 155 counties of KMA's primary area respond to our specialized farm service shows. For proof, write for your copy of KMA's "1945 Mail Study".

155 COUNTIES AROUND

SHENANDOAH, IOWA

MEET MERRILL!

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

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NAB Standards

(Continued from page 27)

managing group has not reported by Aug. 6 the subject may go over to the NAB convention in October. Report of the special committee on the 1946 Jackie's of Texas retail study will be ready for board review.

NAB's attitude on the FCC's proposed easing of the transcription rule will be determined by the board. FCC postponed its June hearing of the rule at NAB request. The association is to appear at a hearing to be held Aug. 26 by the FCC.

Two angles of the music problem will come before the board. Developments on the Petrillo front have been slow since the U. S. attorney in Chicago charged AFM's head with violation of the Lea Act. Belief is voiced that the union head may be taking things easy pending court action in the autumn. Petrillo has not answered President Miller's May letter reminding him that AFM's agreement to hold policy negotiations with the industry had not been carried out.

Second music problem centers around expiration of ASCAP copyrights Dec. 31, 1949. Already steps have been taken to prevent another copyright battle. The NAB Music Committee meets today and tomorrow (July 15-16) at the Waldorf-Astoria, New York, to go over the situation.

Freedom of Radio Plans

The Freedom of Radio project will be reviewed when a new committee on the subject meets July 17-18 at the Waldorf-Astoria. Committee report will be given to the board. The project is designed to foster the American concept of radio and to interest other media such as movies and newspapers in promoting freedom of speech.

Expanded activity by the NAB Engineering Dept., now headed by James L. Middlebrooks, will be reviewed by the board. The Engineering Committee will meet July 25-26 at WSPA Spartanburg, S. C. Also included in the delegation were (not pictured) Troy Cribb, manager of the South Carolina Peach Growers Assn., and Miss Annabel Cribb, who had been selected as "Palmetto Peach Queen." The contingent had flown from South Carolina in a plane laden with peaches and, upon arrival at the Washington airport, was interviewed on the Sunday morning Journal of the Air, conducted by Chuck Worcester, CBS farm director. WSPA is promoting the peach harvest.

Peaches for H. S. T.

Peaches for the White House were delivered personally to President Harry S. Truman by Cliff Gray (1), farm director of WSPA Spartanburg, S. C. Also included in the delegation were (not pictured) Troy Cribb, manager of the South Carolina Peach Growers Assn., and Miss Annabel Cribb, who had been selected as "Palmetto Peach Queen." The contingent had flown from South Carolina in a plane laden with peaches and, upon arrival at the Washington airport, was interviewed on the Sunday morning Journal of the Air, conducted by Chuck Worcester, CBS farm director. WSPA is promoting the peach harvest.

Concern expressed over its cost, Committee report is expected. A committee named last month to discuss details of a proposed movie based on radio's history is expected to report to the board. The film would be produced by Gerald T. Brandt, Hollywood film promoter. In May the board "looked with favor" on the idea.

FM Discussions

FM discussions at the board meeting will center around NAB's firm stand against the FCC's proposed order to reserve one out of five FM channels for the time being. The new board will hold its first meeting Oct. 25, with two membership changes to be made. In the 8th District C. Bruce McConnell, WISH Indianapolis, succeeds John E. Petzer, WKZO Kalamazoo. In the 6th District Wiley Harris, WJDX Jackson, Miss., succeeds Hoyt B. Wooten, WREC Memphis. Messrs. Petzer and Wooten declined to run for reelection at winter district meetings. Michael R. Hanna, WHCU Ithaca, succeeded Kolin Hager in May as 2d District director when Mr. Hager resigned from WGY Schenectady to join SESAC. He is serving as interim director until October when he enters a regular two-year term.

New Balto. Firm

ALFRED B. BUFFINGTON, veteran Baltimore radio man, has announced opening of a new radio production company, Al Buffington Productions at 2104 North Charles St., Baltimore 18. Mr. Buffington, formerly connected with WBFR and WBAL, in that city, has been discharged from the Navy where he was executive officer of the Pacific Ocean Network, Armed Forces Radio Service, Honolulu, and later with AFRS Los Angeles headquarters. New company will create, produce and sell syndicated features for the national field. Henry Riddick, Navy veteran from Mobile, Ala., has joined the firm.
NEWS
10:00 AM  Open Mon., Wed., Fri.

MYRT & MARGE
9:00 AM  Open Mon. thru Fri.

RAINBOW HOUSE
10:30 AM  Open Saturday

NEWS
11:00 AM  Open Tues., Thurs., Sat.

ANSWER MAN
12:45 PM  Open Mon. thru Sat.

EASY ACES
6:00 PM  Open Mon. thru Fri.

STAN LOMAX
6:45 PM  Open Mon., Wed., Fri.

FULTON LEWIS, Jr.
7:00 PM  Open Mon. thru Fri.

BARRY GRAY’S VARIETIES
2:00 AM  Open Mon. thru Sun.
Whether you’re “going off” or “coming on” the air today, tomorrow, or a month from now, here’s a frank and helpful statement from WOR—the station that has probably created and produced more plaudit-prompting, audience-building, sales producing local, low-priced shows during the past 12 months than any station anywhere

Never before in WOR's almost a quarter-century of action-arousing programming to 18,000,000 people in seven of the Eastern Seaboard's greatest states, has its schedule been studded with a wider variety of crack shows priced low for immediate sale.

This is no casual boast and these are no casual buys. The majority of these programs have bounced — and are bouncing — to top-ranking rating slots on an ever-mounting crescendo of new and repeated acclaim from the nation’s most astute critics, columnists and feature writers. They are programs that have pulled rave letters of endorsement from such shrewd buyers as Raymond Spector, Ruthrauff & Ryan, O'Cedar Corp., Van Raalte, Julius Scheck, etc.; programs which have paved the way for “success stories” that are the envy of the industry and the delight of their sponsors.

So, if you are making or contemplating a change, either seasonal or permanent, in your network or local programming in New York, WOR sincerely suggests that you give some thought to the great show buys it has listed here. For these WOR programs are much more than station “packages”. They are grown and growing regional institutions; properties that, for net “vacationers”, are audience and sales “insurance” in their coverage of 16 of the nation’s greatest markets of more than 100,000 people each. They are also investments that can play a tremendous part in holding and increasing the popularity of, any advertiser’s product or service.

WOR urges you to act on this ad for a very simple reason. Annually, for more than eight years, we have published a similar message—and had it accepted by three, four—as many as seven advertisers. And in almost every case, those clients are among our present and most consistent users.

NOTE: a recording of any of these WOR shows, plus the free help and advice of the station’s talent-and-time-wise Commercial Program Sales Division, can be had for a phone call, PE 6-8600.

WOR

—that power-full station

MUTUAL

at 1440 Broadway, in New York
Brief by NAB Argues Against Withholding of FM Channels

ADDITIONAL room in the spectrum should be provided for FM and the FCC should abandon its proposed withdrawal of a portion of the present 88-108 mc band from immediate assignment, the NAB contended Friday in a brief filed at the Commission’s hearing on the proposed frequency reservations.

Don Petty, general counsel, and Bryce Rea Jr., assistant, representing the association, contended that the FCC lacks legal authority to reserve from assignment any FM channels, as proposed June 6 by the Commission [Broadcasting, June 10].

NAB claimed the only purpose of regulating broadcasting at all was to allocate the limited frequencies to permit as many stations as possible to operate as effectively as possible. Thus the field “is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assignment channel,” according to NAB, quoting from the Supreme Court decision in the Sanders case.

NAB argued that under Section 309(a) of the Communications Act the FCC is prohibited “from determining that the public interest, convenience, or necessity will not be served by the grant of an application prior to a full hearing thereon.” A general order withholding designated available channels from any assignment would, in effect, foreclose consideration of applications for such channels and determine without hearing that their use was not in the public interest, it is held.

Distribution Clause

Section 307, NAB claims, requires the FCC to distribute licenses to provide a “fair and efficient distribution of service among the several States and communities.” Paragraph (b) of the section is construed to apply when question of inequitable distribution arises.

Therefore the Commission “can neither exercise its power nor fulfill its duty under Section 307(b) by the issuance of a general order which, at one stroke, anticipates issues and decides them without consideration and judgment on the basis of a full hearing,” according to the NAB brief.

The public has an interest in the reservation of the FM channels, NAB points out in citing Section 303(g) of the Act which requires the Commission “to encourage the larger and more effective use of radio in the public interest.”

NAB says in some areas the applications for channels exceed the supply and that there are insufficient channels “to permit the public to receive service from both independent stations and existing networks. In view of this, it cannot be said that it is in the public interest to create an even greater scarcity of FM channels by withholding any portion of those already allocated. On the contrary it is evident that any withholding at this time will violate the spirit of Section 303(g) by encouraging the smaller and less effective use of radio in the public interest.”

Recalls Statement

NAB cites an FCC statement Aug. 24, 1945, “The Commission does not propose to reserve any FM channels from assignment at the present time.” It then cites a statement April 24, 1946, by Acting Chairman Charles R. Denny that “there is constantly a reexamination of allocations in the radio spectrum, but the present allocation of 88 to 108 is final.”

Solution to the scarcity problem, says NAB, is immediate indication by the Commission of an additional specific portion of the spectrum for future allocation to FM broadcasting. Public interest is declared to demand that there always be available enough FM channels so any qualified applicant can enter the field. NAB then suggests that assignment of more FM channels “should be considered as a field for expansion to provide for such applicants as the FCC must have had in mind when it ordered a hearing to determine whether the reservation of a portion of the allocated channels would serve the public interest.”

If a portion of the spectrum were indicated for expansion of FM, manufacturers could design sets to serve the range when it is assigned for use, according to NAB, saving the public large sums and permitting FM to develop without “waiting periods” for change over of receivers.

Radio Hypo

PONOKA, Alta., is a small rural community of 1,300 people (1941 census). Each year it has a stampede. This year 30 Ponoka business men decided to advertise the Ponoka Stampede with a total of 46 programs on CJCA Edmonton. They hoped to increase attendance at the two-day stampede from 5,000 to 10,000 persons. Over 20,000 are conservatively estimated to have attended as the result of the broadcasts.

It's the Working Man's Station, Too!

The working man, the fellow who "brings home the bacon" in this billion dollar market, is an ardent listener to KTSA. Our alert, well-balanced programming takes the men into consideration — provides the type of news, entertainment, and special features they want to hear most. KTSA's staunch following is evidenced by the outstanding results it can produce for you.

K TSA
SAN ANTONIO, TEXAS
5000 WATTS DAY • 550 K. C.

COLUMBIA BROADCASTING SYSTEM

LONE STAR CHAIN
Almost 25 years of continuous broadcasting service have made KGU a habit in Hawaii.

Hawaii’s FIRST station, in years and in service, KGU brings the best programs and the biggest names in radio to the Islands—a market of more than a half million people who in 1945 spent nearly a half billion dollars in retails sales.

For full coverage of this important market, get in touch with KGU or THE KATZ AGENCY.

AFFILIATED WITH THE HONOLULU ADVERTISER
REPRESENTED BY THE KATZ AGENCY, INC.
CAB Fights
(Continued from page 15)
tising content of programs in the past four years.
Examples were given of how private stations go about training per-
sonnel from local men and women and youths who want to get into
broadcasting.

Details of how community stations are developing local talent
were given the Committee. The methods include: maintenance of a
schedule of continuing auditions, broadcasting local musical clubs,
organizing and managing musical groups and individual performers,
developing amateur hours, maintenance of drama clubs, offering
scholarships to juvenile. Many indi-

\[\text{Continued on page 38}\]

HONORARY doctorate of law was
conferred July 1 on Frank Stan-
ton, president of CBS, by his
alma mater, Ohio Wesleyan U., at
the 100th annual commencement
exercises in Delaware, Ohio. Hoo-
ding Dr. Stanton (r) is Dr. T.
Chadbourne Dunham, a classmate
(1930), and now professor of Ger-
man at the university.

sustainers or public service pro-
gress, that little of the local pro-
gramming was recorded, that much
of it was live talent recruited lo-

This is the obverse side of the
perhaps unthinking statement made
by the CBC before the Committee
that community stations carry only
47% of CBC sustaining cultural and
education shows,” the brief
stated. “The stations need some
time to broadcast the tremendously
heavy load of cultural, public dis-
cussion, and educational public
services originated by themselves for the local needs of
their communities.”

Details were given of the job the
private stations were doing in the
rehabilitation of war veterans, through special programs to find
jobs for veterans and in employ-
ing veterans.

The job being done by stations
in helping to train disabled as well
as war veterans in good health was
specified. The job done during the
war and with the return of veter-
ans and the reception of war brides
was detailed for many community
stations which have had special
local interest programs in this con-
nection, some even sending their
own war correspondents overseas,

and the reception of war brides
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sends their own reporters to
meet ships bringing back local war
veterans.

Press Regulation
In its brief on future policy of
Canadian broadcasting, the CAB
pointed to the rapid changes in the
radio art since the CBC was estab-
lished, that present legislation un-
der which the CBC operates would
allow it to regulate the press with
the development of facsimile trans-
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mision.

The brief pointed out that pres-
te plans of the CBC to build three
more 50 kw AM transmitters would
not add one listener nor give bet-
ter service to listeners “than that
which would result if the inde-

(Continued on page 38)
RADIOACTIVITY
AND ACTIVITY FROM RADIO

To many of us the meaning of the atomic experiments in the New Mexico deserts is still vague and mysterious. The now familiar symbol of atomic energy and radioactive force is full of promise to such widely diverse fields as industrial power and cancer therapy.

There’s another symbol that doesn’t have the mystery of the unknown about it. The letters W-C-B-M have a clear meaning to time buyers who use its powerful appeal to sell a great diversity of products to all income groups in the Baltimore Market. For a force active in radio selling, your choice is WCBM.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, President
GEORGE H. ROEDER, General Manager
WMAQ — Clothes
the News in Simple Terms

SINCE February 1944 Bond Clothes has been sponsoring straightforward, clear-cut news reports tailored to fit the requirements of WMAQ's vast, yet discriminating audience.

Feeling that the need for accurate news reporting is more important than ever, Bond's has constantly maintained its schedule of fifteen minutes of news, seven nights a week at 11 o'clock. Recently returned from service, WMAQ's veteran newscaster, Myron Wallace, reports local and national news in a lucid style that has won him thousands of regular listeners in America's second largest market.

Year after year, high ratings testify to the effectiveness of forceful local features . . . and to the tremendous popularity of the NBC Parade of Stars. Year after year satisfied sponsors renew on WMAQ.
WJPA is mighty proud of its most recent survey...it proves very definitely that folks in the WJPA area are loyal to their 250 watt...WJPA leads for daytime listening

For the day, WJPA holds up against some mighty powerful competition...and makes a pretty good showing at night pitting its 250 watts against 50,000!

More evidence why you should consider WJPA for complete coverage of this important industrial section of Western Pennsylvania.

<table>
<thead>
<tr>
<th></th>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>EVENING</th>
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<tr>
<td>WJPA</td>
<td>27.5</td>
<td>28.8</td>
<td>21.5</td>
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<td>12.6</td>
<td>17.7</td>
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<td>Station &quot;B&quot;</td>
<td>22.6</td>
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<td>Station &quot;C&quot;</td>
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<td>Station &quot;D&quot;</td>
<td>19.4</td>
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<td>Other</td>
<td>2.2</td>
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<td>Total Calls 8350</td>
<td>Conlan Survey Nov. 25 - Dec. 1, 1945</td>
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WJPA is mighty proud of its most recent industrial section of Western Pennsylvania.

More evidence why you should consider WJPA for complete coverage of this important industrial section of Western Pennsylvania.

CAB Fights

(Continued from page 34)

WJPA is mighty proud of its most recent survey...it proves very definitely that folks in the WJPA area are loyal to their 250 watt.

For the day—WJPA holds up against some mighty powerful competition...and makes a pretty good showing at night pitting its 250 watts against 50,000!

More evidence why you should consider WJPA for complete coverage of this important industrial section of Western Pennsylvania.

WJPA leads for daytime listening

Washington, D.C., listeners a turn when a voice known so well to radio audiences was "heard" again by imitation. Ted Dunlap, WMAL staff announcer, was assigned to do an excerpt from a speech by the late President Roosevelt as a feature spot on the show. Among the calls received by the station following the broadcast was one from the sponsor to learn where a copy of "that Roosevelt record used on the broadcast" might be obtained!

My Friends...

WMAL weekly show, "As the Wheel Turns," gave Washington, D. C., listeners a turn when a voice known so well to radio audiences was "heard" again by imitation. Ted Dunlap, WMAL staff announcer, was assigned to do an excerpt from a speech by the late President Roosevelt as a feature spot on the show. Among the calls received by the station following the broadcast was one from the sponsor to learn where a copy of "that Roosevelt record used on the broadcast" might be obtained!

CAB Fights

(Continued from page 34)

Dependent stations now assigned these frequencies were granted the permission, which they have repeatedly requested, to increase their station power to 50 kw."

The brief stated that in spending money on new 50 kw AM transmitters, and in doing limited research work, the CBC will have to increase its sources of revenue, either through an outright Government subsidy, entering the publications field as the BBC has done profitably, increasing the radio listener's annual license fee (now $2.50), or embarking on an aggressive volume of network and spot advertising revenue. In the latter case, CBC would have to compete seriously with all established media, would have to bring in an increasing number of American network programs "to the unquestionable detriment of Canadian talent," would have less and less time available for public service programming, and would come under domination of large advertisers.

It was reported that since the Parliamentary Committee hearings began the CBC had issued a new rate card offering local advertising on its stations, a new venture, with special regional discounts which favored the large manufacturer with nationwide distribution, who would get a 20% discount on local CBC stations if he took time on all CBC stations. This would be an advantage which local independent stations could not offer.

None Trained

It was pointed out that under present legislation no Canadians are being trained in television, FM and facsimile. CBC is unable to direct energy or necessary funds into the development of these new channels for itself or for independent broadcasters.

Answering CBC statements that 85% of its programs are of Canadian origination, that 80% are sustainers and 20% are commercial programs, typical CBC weekly program orders were analysed to show that 20% of program time consisted of recordings from the United States which "can scarcely be called Canadian because they were used in Canada." It was also shown that in some regions the ratio of American commercial to Canadian programs was 2:1.

From standpoint of network broadcasting, it was pointed out that CBC had a monopoly in that field that it turned over to independent stations a very small proportion of their card rates for network time after deducting line costs while CBC stations received full card rates. In some cases stations received more for single spot announcements than they did for quarter-hour commercial network programs.

From CBC figures it was shown that profits of about 400% were made by the CBC on the sale of network lines for commercial programs, since CBC controlled all lines in Canada, buying them from the wire companies on an annual basis. CBC's commercial inroads in eastern and western Canada with 50 kw stations, resulted in a number of independent stations being dropped from networks a year ago, was pointed out.

In announcing its recommendation for a Radio Appeal Board, the CAB pointed out that at present there is no appeal from rulings of the CBC Board of Governors. Stations can appear before this Board of Governors at which CBC officials are also present, state their case, answer questions, and then the board holds a session in camera with its officials to make a decision from which there is no redress, no chance for a rebuttal.

The brief suggested that in the public interest and the further progress of broadcasting development for the public benefit it would be well (1) "to let independent radio stations utilize their experience in actively aiding the early experiment, research and training in the fields of television and FM," and (2) "to leave whatever expansion may be necessary on present day facilities to the independent stations, letting CBC concentrate its funds and energies on newer developments, at the same time vigorously promoting the fullest possible use of Canadian talent."

Attending the session were most of the CAB Board of Directors and a number of other broadcasters, including N. Thivierge, CHRC; A. Gauthier, CHLT; Col. Keith Rogers, CFGR; Jerry Greens, CKBC; Frank Elphicke, CKWX; Harry Sedgwick, CFPR; Ken Sobel, CHML; Lloyd Moffat, CKBI; Dick Rice, CFRN; Bert Cairns, CFAC; Phil Lalonde, CKA; Ted Campeau, CKLW; Arthur Evans, CAB secretary; Harry Dawson, CAB engineer.

FIRST Raytheon Mariners Pathfinder radar, among latest of Raytheon developments, has been installed aboard the SS Drottingham of the Swedish-American Line.
Room for a Few More...

Yes, Panama City, Florida, with its population growing like a beanstalk, has room for more business—your business! Your profits will grow with...

WDLP
Panama City

A John H. Perry Station in Florida
Delayed Action
TO SAY that the Bikini atom bomb tests had a slight effect on the public is a gross understatement as far as "Red River Dave," WOAI San Antonio cowboy singer, is concerned. Introducing the opening bars of the latest cowboy ballad, Atomic Power, over a booming broadcast, Dave's guitar strings snapped...and the instrument exploded!

Kramer to WJR
WORTH KRAMER, released from Navy where he served as communications officer, has been named program director of WJR Detroit. He replaces Charles G. Burke, who is now director of sales for WJR. Mr. Kramer was program director of WGAR Cleveland for several years, originating I've Over Jordan while there. Before entering the Navy he was general manager of WQKV Charleston, W. Va., and president of the Kanawha Valley Broadcasting Co.

MacFarlane Is Awarded New Car by Veterans
IAN ROSS MacFARLANE, commentator of WTH Baltimore and WWDC Washington, is driving the first 1946 Chevrolet assembled at the Baltimore Chevrolet plant—a gift of Maryland war veterans.

Before the International League baseball game Tuesday night in Baltimore between the Orioles and Jersey City, Gov. Herbert R. O'Conor paid tribute to a "radio commentator who has had the interest of G's at heart," then addressing Mr. MacFarlane, told him the war veterans of Maryland wanted him to have the first car off the Baltimore assembly line. A veteran drove the car to home plate and it was presented to the commentator.

Mayor Theodore Roosevelt McKeldin of Baltimore, the heads of the Shrine, B'nai B'rith and Knights of Columbus, who had sponsored the game, also spoke. Mr. MacFarlane, who has commuted between Baltimore and Washington by train daily, now plans to drive.

KSTT Dedicated
KSTT Davenport, Ia., held a dedication program Sunday, July 7, 4 p.m., in honor of the opening of the station. Studios are in the Davenport Hotel. Station is 250 w daytime, on 750 kc, and is owned equally by Hugh R. Norman and A. M. McGregor (50% owner of WJBC Bloomington, Ill.).

O'Dwyer Declares WNYC Will Be Kept
Denies Rumors That Station Will Be Sold Soon
RUMORS THAT WNYC, New York city-owned station, might go on the block were definitely quashed last week. In a statement to BROADCASTING, Mayor William O'Dwyer stated flatly that sale of the station was not contemplated.

The mayor said: "The municipal broadcasting station WNYC is an independent means of direct communication with the people. It will not be sold during this administration."

Questioned as to whether the station's operating budget would be increased, an administrative spokesman said he felt that such points would not be discussed or decided by the mayor until this fall.

The statement by Mr. O'Dwyer was his first definite remark he has made with regard to the future of WNYC since his taking office. Also Mr. O'Dwyer is known to feel that the present budget of $109,120 for 1946-47 is something less than satisfactory in view of WNYC's cultural and informational activities. It is expected also that in the fall the mayor will appoint a director of radio communications, a post that has not been officially filled since the resignation of Morris Novik, who left at the end of Fiorello LaGuardia's term as mayor.

Sale of the station has been the subject of speculation for a number of years. During the administration of Mr. LaGuardia, the Democratic majority in the city council and some of the Democratic members of the Board of Estimate repeatedly urged sale of the station. Often during the former mayor's tenure, he was accused of utilizing the facilities of WNYC for his own political advantage.

Known widely throughout broadcasting circles for its preponderance of public service and educational programs, WNYC, under the last city regime, attained great distinction in cultural presentations. Since Mayor O'Dwyer took office the same general policy has been pursued. Its most recent public service has been the broadcasting of the full proceedings of the Security Council.

O'Connell Honored
RAYMOND T. O'CONNELL, assistant supervisor of the NBC information department, New York, has been awarded the Croix De Guerre with silver star by General Charles de Gaulle for outstanding service in the liberation of France. Discharged this year as a captain, Mr. O'Connell also wears a Bronze Star with oak leaf cluster and ETO ribbon with five battle stars. He served as communications officer and headquarters battery commander of the 578th Field Artillery Battalion.
"From the banks of the Mississippi"—to all corners of the nation—goes the music of Russ David and the KSD Orchestra each Monday evening, providing listening and dancing pleasure through NBC's "St. Louis Serenade." Russ David, musical director for KSD, is equally familiar with the most modern trends as with the ultra classics. He has appeared as piano soloist with the St. Louis Symphony, and his interpretations in swing are currently being featured by a commercial recording company. His own penchant for perfection is reflected in the effort of his men, and has made Russ David's music preferred listening for NBC coast-to-coast audiences as well as for KSD listeners in the St. Louis area.
The Milwaukee Station

with

the Most Complete Coverage

of

★ News
★ Sports
★ Music

WEMP is a Milwaukee Habit with MORE News, Sports, and Music than any other station

★ Don't sell WEMP short
★ Try a WEMP Plan and see how it sells

WEMP Milwaukee

AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR. HOWARD H. WILSON CO.

General Manager National Representative

Charges FM Set Makers Are Impeding Development Probed by Justice Dept.

FOLLOWING indictment last week of four corporations and six individuals on charges of conspiring to fix prices and monopolize production and distribution of variable condensers, it was learned that the Justice Dept. is investigating FM set manufacturers to determine whether a conspiracy exists to impede development of FM broadcasting.

Attorney General Tom C. Clark on Tuesday announced that a Federal Grand Jury in Trenton, N. J., had returned a three-count criminal indictment against the following: General Instrument Corp., Abraham Blumenkrantz, its president, and Samuel Cohen, board chairman, all of Elizabeth, N. J.; Radio Condenser Co., Stanley S. Cramer, president, and Russel E. Cramer, vice president, Camden, N. J.; Variable Condenser Corp., Charles Hyman, president, and Nathan Hyman, vice president, Brooklyn, and Condenser Development Corp., Newark, patent holding company in which Messrs. Blumenkrantz, Cohen and the two Cramers were officers and directors.

The indictment had no connection with a request by Sen. Glen H. Taylor (D-Idaho) that the Justice Dept. Antitrust Division investigate television reality

LAUDED BY POPPELE

TELEVISION provides a "sense of reality" which no other medium provides, J. R. Poppele, president of Television Broadcasters Assn. and vice president and chief engineer of Bamberger Broadcasting Service, told the New York Exchange Club last week when he was speaker at a luncheon meeting.

In the field of special events, television, an unedited, discerning medium, brings its viewers an honest account of what is going on, he said. The telecast of the Lincoln title fight, for example, showed the bout for what it was exactly, he said, while other media, subject to editorializing, failed to impart a completely real account of it.

As another example of television's adherence to reality he cited the telecast of Lincoln Day ceremonies in Washington. General Dwight Eisenhower, after initially placing a wreath on Lincoln's statue, was asked by still and newsreel cameramen to repeat the performance for better pictures. Television caught that little foible in the ceremony, while other media, after editing, showed the General placing the wreath only once.

Mr. Poppele told members of the club that the expansion of television depended upon the distribution of receiving sets. Although only about 10,000 are in use now, he said, it was estimated that there would be 100,000 by the end of the year.

The status of FM set manufacture [BROADCASTING, July 1]. It was pointed out, however, that since the defendant firms controlled more than 75% of the manufacture and distribution of variable condensers, the case might affect the manufacture of FM as well as AM sets.

In a letter to Senator Taylor, Attorney General Clark said his department was watching the New Jersey case and would determine whether it had any bearing on the delay of FM sets.

"This case is important in the Justice Department's program to eliminate restraints impeding re-conversion of important industries from wartime to peacetime production," said Mr. Clark. "The variable condenser industry, although not to be classed as a basic industry, supplies a device without which the radio receiving sets of today would be paralyzed."

The indictment charges the four firms together produce and sell more than 75% of the total production of variable condensers in the United States for the manufacture of variable condensers, both at present and during wartime, when variable condensers were an important military item in critical supply," said Mr. Clark. "The defendants by their acts have impeded reconversion by the manufacturers of radio sets from wartime to peacetime production, and have contributed substantially to an existing serious shortage of radio receiving sets for home use."

Worth Rowley and Brooke Armst, special attorneys in the Washington office, Antitrust Division, have charge of the case, which is under supervision of Edward P. Hodges, chief, and Victor H. Kramer, assistant chief, Complaints & Small Business Section, Antitrust Division.

Radio Manufacturers Assn. had no comment on the indictments. Membership list of the RMA shows that the General Instrument Corp. and Radio Condenser Co. are members but that Condenser Development Corp. and Variable Condenser Corp. are not.

MOTORISTS caught in the Fourth of July week-end traffic jams were kept posted on traveling conditions by WNYC New York on July 7 from 3:30 p.m. until 11 p.m., during the station's regular hourly news period. The station reported the easiest routes into New York City, checking constantly with the Port Authorities, tunnels, bridges, and with the Police Department's observation planes, which was in operation for the first time since the beginning of the war.
FOUR (out of five) leading department stores choose WNGAR in Cleveland

The Halle Bros. Co.  Taylor's  The MAY Company  The BAILEY Co.

These retail neighbors know their way around Cleveland radio. They buy more than two hours daily over WGAR. Specially-built programs... PLUS wide-awake promotion... PLUS listeners who have a high regard for "Cleveland's Friendly Station" are paying off for those who use this station.

National advertisers are in good company when they advertise on WGAR.

Free Speech Mike says:
"Sales mean production... and production will keep America great."

Edward Petry & Company, Inc.,
National Representatives
Entire WLIB Schedule Given to Peace Programs

THE entire broadcast schedule of WLIB New York on July 14 was devoted to programs built around the battle for peace and progress made toward world harmony since the end of World War II. Entitled “Operation Peace,” the programs covered problems facing the world.

Among special programs heard were Mighty Gadgets, a discussion which featured Sen. Brien McMah- 
on (D-Conn.), Chairman of the Senate Atomic Energy Committee, and Dr. Pierre Auger, French Di- 
rector of High Education and al-
ternate delegate to the UN Atomic 
Energy Commission, on the atom bomb, jet propulsion and other war
born developments.

Will Rogers Jr., former Cali-
ifornia Congressman, spoke. A com-
parison of the aims and results of
the two wars by veterans was
discussed.

WE THINK it’s funny—That’s
the only reason the editors have
for running this sappy view of Bob
Sweeney (1) and Hal March, who
write as well as perform on the
new CBS Friday comedy series
Sweeney & March.

All-Negro Opera Group Starts Series on WNEW
AN ALL-NEGRO Opera company, started a weekly series of the best known classical works rang-
ing from “Pagliacci” to “The Mikado,” on July 14, on WNEW New
York, Sunday, 5-5:30 p. m.

The presentation is a continua-
tion of the American Negro Theatre
which has been heard each Sun-
day on that station presenting weekly radio plays for which it
was awarded numerous citations.

Produced by Ted Cott, director of WNEW programs, in association with Abram Hill, director of the
American Negro Theatre, the pro-
gram will be directed by Jack
Grogan, WNEW production mana-
ger, with Ira Knaster adapting the librettors. Operas will be con-
densed with English dialogue re-
placing recitatives. In all cases the
arias will be sung in their original languages.

Short Circuit
IT WAS a 1,000,000-to-1
chance, but it happened to
KDTH Dubuque, Iowa, just
the same. Transmission lines from the station’s Dubuque
studios pass via cable under the
Mississippi River to its
transmitter in East Dubuque, III. A steamboat ignored
markings on its navigation
charts and dropped anchor
precisely in the wrong place,
snapping KDTH’s cables and
disrupting communications from Iowa to the Illinois side of
the river. The station im-
mediately began transmitting
all programs from Mutual
and for the rest of the day a
three-car shuttle service car-
ried the discs to and from the
boat where all programs were originated
until late evening. Temporary
service was restored later by
overhead power lines which
cross a railroad bridge.

Toni Delays
PLANS TO SPONSOR a quarter
hour program over CBS have been
delayed, at least temporarily, by
Toni Co. (home cold wave kits)
St. Paul, Minn., as a result of
agreement over proposed ad-
vertising policies with its agency,
J. Walter Thompson Co. Chicago.
R. Neilson W. Harris, president of the
company also an-
ounced the appointment of Poote,
Cone & Belding, Chicago, to handle
its national advertising, effective
July 9. Leo Rosenberg, of the
agency, will act as account execu-
tive. Toni recently signed with CBS
Pacific Network for sponsorship of
Meet the Mrs. Monday, Wednesday
and Friday, 1:45-2 p. m. (PST),
over all PN stations. All radio for
the account will be handled by Stu
Dawson, radio director of FC&B’s
Chicago office.

New Grant Co. Set-up
WEST HOLLIDAY Co., San Fran-
cisco, publishers’ representa-
tives, has acquired minority stock interest
in W. S. Grant Co., San Francisco
station representatives. New set-
up will permit former firm to corre-
late radio with its newspaper
clients. W. S. Grant remains presi-
dent of station representatives
concern with Robert P. Holliday vice
president and Arthur W. Stypes
secretary-treasurer. Paul A. West
will serve with the mentioned three
on board of directors.

HENRY MORGAN, star of the WJZ
New York participation program “Here’s
Morgan,” Monday-Friday, 6-6:45 p. m.
today (July 15), is auditioning a half-
hour evening network show for ABC.
Program will be of a variety nature with
Mr. Morgan as comedian. Also effective
today, Mr. Morgan goes on vacation for
four weeks and his program will be re-
placed by “Great Scott,” who will con-
tinue the same format of the “Here’s
Morgan” series.
the combination to Georgia

WGST
5000W 920 Kc
ATLANTA

WMAZ
5000W 940 Kc
MACON

WTOC
5000W 1290 Kc
SAVANNAH

only a combination of stations can cover
Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a
strong enough signal to deliver primary coverage of
Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting
of the three CBS stations in these three markets
does the job

at one low cost

the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc.

* 1000W AT NIGHT
ABC Contest Winners

NATIONAL WINNERS of the local promotional competition in connection with the Tom Breneman-Hedda Hopper hat contest, has been announced by John Master- son, manager of the ABC Breakfast Club. Two first prizes of $250 wrist watches went to Fred K. Augsburg, program manager of WLAP Lexington, Ky., and K. Kopp, program manager of KWNO Winona, Minn. Watch prizes were given Bill Traum, program manager, WROK Rockford, Ill.; Bob Laws, promotion manager, KGJ San Francisco; Jack Gross, program manager of WGNB, Chicago Tribune FM station, Ill.; Bob Wood, of exclusive American representation. In American money it's $2.50.

Atlantic City; Elizabeth M. Claire, KKEL Waterloo, la.; and Edward E. Bishop, general manager, WGH San Francisco; Jack Gross, program manager, KGO Los Angeles; Ronay Mess, promotion manager, KLCM St. Louis; and Robert D. Ford, manager, WBTM Danville, Va.; Mrs. Zaida Porter, program manager of KWNO Winona, Minn. Watch prizes were given Bill Traum, program manager, WROK Rockford, Ill.; Bob Laws, promotion manager, KGJ San Francisco; Jack Gross, program manager of WGNB, Chicago Tribune FM station, Ill.; Bob Wood, of exclusive American representation. In American money it's $2.50.

Red Barber

RED BARBER NAMED CBS SPORTS CHIEF

WALTER LANIER (Red) BARBER, veteran sportscaster currently doing the Brooklyn Dodgers games on WHN New York, last week was appointed CBS Director of Sports succeeding Ted Husing, whose contract expires Aug. 8. Mr. Husing will continue sportscasts on a freelance basis.

James Dolan, former assistant to Mr. Husing, has been named CBS Associate Director of Sports. Mr. Barber will continue his broadcasts for P. Lorillard Co. (Old Gold cigarettes) through the 1947-48 seasons in addition to his new duties. With CBS he will be heard on the air and will set up a comprehensive sports program, including the "cream of sports broadcasts in the future," said a CBS announcement.

Mr. Barber began his radio career on WRUF Gainesville, Fla. in 1939 while attending college. He joined WLW-WSAI in the spring of 1934 and for six seasons broadcast the Cincinnati Reds' games on WSAI, as well as football on WLW. In 1939 he went to New York, describing the Dodgers games on WOR and New York Giants games on alternate Sundays. He described the first professional baseball telecast in 1939 and the first professional football game on video in 1941.

Mr. Barber has described nine World Series, four all-star baseball games and five Army-Navy football games.

Central Division Adds Five ABC Originations

WITH 15 of ABC's programs originating from its Central Division in Chicago, Mr. Barber, ABC Central Division program director, has scheduled five new programs in the past two months.

These include: "The Stump the Authors," Sunday, 3:30 p.m., CDT; "How Do You Pronounce It?" Thursdays, 7:30-8 p.m., CDT; "George Barnes Octet," Mondays through Fridays, 12:45-1 p.m., CDT; "Stir at Your Request" featuring Boice Smith, tenor and orchestra, Mondays through Thursdays, 11:30 a.m.-12 noon CDT.

Send for booklet: "Film-The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BG2, 1270 Avenue of the Americas, New York 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U.S. Pat. Of.

Page 46 • July 15, 1946
The Boston Globe

AND

WCOP

join to serve Boston with daily newscasts and special events over WCOP's powerful new 5000-watt transmitter

With ten times more power, WCOP now brings ABC network and Boston's favorite local programs into every corner of the Greater Boston area—the third richest market in America.

Put this new power to work for you. WCOP backs your advertising with Boston's liveliest merchandising service—and you'll benefit from the publicity which is daily calling Boston's attention to WCOP's new power.

Rates and availabilities from any Katz office.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston.
Broadcasters:

You’ll Get More Results* if you write your FCC Application around a

LINGO VERTICAL TUBULAR STEEL RADIATOR

When You Specify LINGO
You Are Assured of
LOW MAINTENANCE
PEAK PERFORMANCE
INSURED STABILITY

You’ll always be glad you installed a Lingo Radiator... because Lingo will back up your investment by providing you with a tried and proved antenna system to meet your specific requirements with maximum efficiency at a minimum of cost and maintenance. Remember, only Lingo offers you these “6 Extras” at no extra cost:

1. Moderate Initial Cost
2. Optimum Performance
3. Low Maintenance Cost
4. 5 Years Insurance
5. 50 Years Experience
6. Single Responsibility

WRITE FOR ENGINEERING ADVICE

The services of our consulting engineers are available to you on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing, please indicate location, power and frequency proposed.

JOHN E. LINGO & SON, Inc.
Est. 1897 Camden, New Jersey

J ohn L. Barnes, WGAC Augusta, has resigned to take up duties as vice president and manager of new Eberston, Ga., station.

Edwin Buckalew, CBS western station manager, is going on a three week trip visiting affiliates in Oregon, Washington, Montana and Nevada.

Irving F. Teetsell has been appointed assistant general manager of WRK-

Atlantic City.

Robert B. Hudson, CBS associate director of education, July 10 addressed the Emory U. Workshop for Teachers, Atlanta, on “The Use of Radio in Schools.” The following day he addressed the Virginia State Teachers Conference in Williamsburg, on “Communications Are Basic to Democracy.”

Lewis Allen Weis, vice president and general manager of Don Lee Broad-
casting System, Hollywood, and Mrs. Weis, accompanied by their daughter, Marjorie Hart, will leave aboard the S. S. Matsonia on a four week Hawaiian Islands vacation on Aug. 1. This will be his first vacation in five years.

Jack K. Cooke, president of CKEY Toronto, CJKL Toronto, and Roy H. Thompson, owner of CPCH North Bay, CJKL Kirk-
land Lake, on CKGB Timmins, Ont., are directors of Skyway Drive-in The-
ses in Ontario, first store to move picture chain in Canada.

Engstrom on Trip

E. W. Engstrom, vice president in charge of research, RCA Lab-

oratories division, RCA, on Aug. 10 sails from New York aboard the Gripsholm as a member of the Scandinavian research and industry tour sponsored by the Royal Swedish Academy of Engineering Research. The tour has been arranged to provide research and industrial executives of the U. S. with technological, industrial and management advances in Scandinavian countries with the objective of opening a two-way flow of scientific information across the Atlantic. The group will return to this country Sept. 17.

HY Steed, manager of WLAV Grand Rapids and the new WLOL Network, has been honor guest in the last few weeks at the Michigan State Lions Club Convention, the Optimist Club and its Lakes Michigan cruise and at civic meetings for the Grand Rapids Chicote (professional girls baseball club).

A. L. Ashby, vice president and general counsel of NBC, has been reappointed chairman of the Communications Committee of the New York County Lawyers Assn. for 1946.

James R. Knox, account executive of Ruthrauff & Ryan, Toronto, has been elected president for 1946-47 of the Radio Executive Club of Toronto. Other officers elected were Spence Caldwell, All-Canada Radio Officers, vice president; SYD Lan-
caster, Radio Representatives, secretary; T E D R ut-

ter, Horace N. Stovin & Co., treasurer; Directors elected were Past Presidents, HARRY E. FOSTER of Harry E. Foster Agencies, and C. W. W R I G H T , station representative. Committee include R. E. McGuire, National Broadcasters; sales (speakers); ANDY Mc Dermott, Horace N. Stovin & Co.; A. R. TIDY, Harry E. Foster Agencies; and Harry Sayers, “Market” (publicity); HAZEL KELLEY, Stevenson & Scott; BOREN DENLUP, Young & Rubicon (membership).

Two More Leaving R&R for New Firm

Two MORE Ruthrauff & Ryan executives are leaving to join the four who resigned a fortnight ago to form a new agency.

John J. Van Nostrand, program supervisor of Ruthrauff & Ryan, and Mrs. Van Nostrand, have resigned to join Sullivan, Stauffer, Colwell & Bayles as west coast manager in charge of the Hollywood office. The agency expects to open that office sometime in August. Phil Cohen, head of daytime programs for Ruthrauff & Ryan, is reported to be joining SSCB sometime in July.

The agency, which formerly announced its name as Sullivan, Stauffer & Bayles, has changed it to Sullivan, Stauffer, Colwell & Bayles with the affiliation of Robert Colwell (Broadcasting, July 1). Mr. Colwell was formerly chairman of the planning board of J. Walter Thompson Co.

ABC Fight Rating

A udience for the Louis-Conn fight broadcast was said to be 45,000,000 by the research department of ABC. In its issue of June 24, Broadcasting erroneously attributed this figure to a special C. E. Hooper Inc. survey.

WINNER of WBS Atlanta Bob Hope Search for Talent Contest is Mary Margaret Price, a tall blonde chosen from 150 contestants. She sang with Bob Hope when he made a personal appearance in Atlanta last May and she will be considered as replacement for Frances Langford.

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Before buying radio time investigate the reasons why WAGA has made more progress in the past three years than any other Atlanta station.

WAGA's 5000 watts on 590 kilocycles assures dependable coverage of a market which accounts for half of Georgia's retail sales and radio homes.

Add to this power, timely programming and aggressive audience-building promotion and you have the reasons why WAGA is producing the maximum response to your sales message in the South's responsive market... Atlanta.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.
A Profitable Buy — This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

Reaches a Sales-Rich Market — Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.

Sales Results at Low Cost — Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

Reaches a Thriving Market, Economically — Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

Investigate these Eastern Pennsylvania "Profit Buys"
Trifling With TNT

RADIO, 'tis said, has a crisis daily. Last week the NAB held a half-dozen separate committee meetings to grapple with as many separate problems running from highly technical allocation factors to how to make programs better.

There's one problem, programwise, that warrants immediate attention—and action. It isn't one in the rarified and controversial area opened by the Blue Book. It is one directly and specifically covered by the Communications Act of 1934 in Section 316 thereof. It relates to lotteries and games of chance over the air. It makes them a penal offense, just as the postal regulations bar them in the mails.

New attention is focused upon such programs because of the revival of the Pot O' Gold, to begin Oct. 1 over ABC under sponsorship of Lewis-Howe Co. for Tums—the original 1939-41 sponsor. It was this program which in 1949 led the FCC's Dept. of Justice to prosecute under the lottery clause. The Attorney General decided not to prosecute, presumably because he thought it was a borderline case. But he did not conclude it was legal.

Legal or no, it is foolhardy for stations or networks to venture dangerously close to infringement of established law. The Pot O' Gold is simply a symbol. Former FCC Chairman James Lawrence Fly, who sought Dept. of Justice action in 1940, has been retained by the Lewis-Howe agency, Roche, Williams & Cleary, for the obvious purpose of ensuring a program format that will skirt the anti-lottery clause. Mr. Fly is a skillful lawyer and it may be assumed he will exert every effort to root out the “chance” or lottery elements.

Nevertheless, any type of money give-away program—local or nationwide—which has as its theme the requirement that the listener hear the particular program and be available for contact by phone through random selection of the phone number, constitutes bad radio. It is borderline lottery. There's no element of skill involved.

The anti-lottery law may be ill-advised. But it is the law. And it is an integral part of the radio law. It isn't a case (as is the Blue Book) of arrogation of power not specifically set out in the law.

Pirating of audience through appeal to gambling instincts, in our judgment, doesn't build prestige for radio. Before the war money give-aways became rampant. They are on the uptrend today. They can divert a substantial portion of the audience to “grab-bag” listening habits.

We think the leadership of radio would be well-advised to institute immediate steps to root out the money give-away before the infection spreads. It's a job that should be done by the NAB. If it isn't then expect the FCC to move in again, but this time through license renewal proceedings.

Britannia Waves the Rules

BRITAIN'S Labor Government, which has been hailed as the harbinger of what might happen here, is taking a turn at radio. Through a White Paper, it proclaims extension of the BBC’s charter, a government monopoly, but for five, rather than 10 years.

At the same time, the Government shows its teeth to all commercial radio. It even implies penalties against British advertisers who buy time on non-British stations which can be heard in Britain. There's talk of jamming the incoming broadcasts from the revived “American Plan” stations in Luxembourg, Normandy and a half-dozen other prospective locations. These stations, prewar, were the most popular in the Isles. The British appetite was whetted further when the American Forces Network stations broadcast to our occupation forces throughout the war.

The spectacle of Winston Churchill, now leader of the minority, debating the radio issue with Herbert Morrison, majority leader of the Labor party, was one which might well have its counterpart in our own House of Representatives. Mr. Morrison said that in Free Britain people can listen to what they like, but that the Government would like to limit what can be heard. He denied, in answer to Churchill, however, that a “restraining force” would be exercised, but pointed out there was a certain amount of “jamming” of incoming broadcasts during the war presumably to impede unwanted reception.

The hand of the BBC has reached into Canada, where a Parliamentary Committee currently is seeking to place increased restraints upon commercial stations and strengthen the nationalized system through absorption of all 50,000 w and clear channel outlets. There is open collaboration between Canada's CBC, which is both the regulatory body and the principal operating entity, and the FCC. The FCC's Blue Book on programming is a key Government exhibit. Remember too, that Charles Siepmann, who helped write the Blue Book, was a former program director of BBC in London.

BBC wants to exclude commercial programs from its people's ears. But it also aspires to rule the airwaves worldwide. It refused to collaborate with France's Radiodiffusion unless it adopted a “nationalized” or noncommercial system. The same happened with other continental satellites dependent upon her for programs and equipment. Its international shortwave transmissions are the most extensive in the world. It has an organization in the United States diligently engaged in aligning stations to carry its programs.

The British people are entitled to the kind of radio they want. The NAB or the American networks do not maintain organizations in Britain for the purpose of inducing acceptance of our method of programming or operation.

Could it be that Britain, no longer the supreme sea power in this day of air transportation, looks to the radio waves to retrieve its prestige in the world's foreign trade?
Three independent surveys conducted among KOIN's Pacific Northwest farm neighbors showed overwhelming preference for noontime listening. To quote: "...give us news of the day, farm bulletins and entertainment." So...KOIN scheduled COME 'N GET IT, 12:15 to 12:30 p.m. daily, following the popular and long established NOON NEWS.

This offers a solid half-hour block of the noontime listening asked for by our farm friends. Built around the great rural popularity of RED'S GANG with its refreshing Western entertainment, COME 'N GET IT features timely informative farm bulletins by Luke Roberts and latest weather news by the Weather Man—in person—from the U.S. Weather Station.
decided to give him a chance to sell talent. The job offered no salary increase but provided a 1% commission on all talent sold and a title—junior salesman. Assigned to a flock of small agencies, Mr. Stirton went to work to sell $100 worth of talent and make that $1.00 in commissions. He still remembers that first sale at Hubbard & Thomas agency. It was Phil Cook and The Landt Trio and White to Omega Oil. A few more quick sales and a full fledged talent salesman’s post resulted—this time with an increase.

Mr. Stirton remained with NBC until October 1937, when he became associated with James Saphier’s talent agency. Two years later Sid Strotz, vice president of NBC Central Division, offered him the management of Artists Service in Chicago, and he returned to NBC.

Early in 1942 when NBC Red and Blue Networks split and the program and talent sales departments (Artists Service) were sold to the National Concert & Artists Corp., Jim Stirton was one of the key players. When the ABC (Artists Service) was sold to a veteran for approximately $250 below cost. It was during his reign as ABC program manager that Jim Stirton found his greatest discovery—a beautiful young actress, Marguerite (Muggs) Osanna, who became Mrs. Stirton Dec. 11, 1942. They have a daughter, Leadell (Sunny), 1 year, and another heir is expected in November.

In the hobby department he lists reading autobiographies, golfing and swimming—and many a radio man with an empty wallet can vouch that he’s one of Chicago’s best gin rummy players.

Airborne Fax

AIRBORNE FACSIMILE, a wartime advance in communications, was tested for the first time on a commercial airline last Wednesday over New York. Demonstration was conducted by Finch Telecommunications Inc. aboard a Capital Airlines-PCA four engine plane. In flight, bulletins were transmitted from WGHF, Finch station in midtown New York.

TO OBSERVE start of ABC Ford Festival of American Music, Don Searle, network Western Division vice president, played host to sponsor and agency executives in Hollywood. Gathered (1 to r): Frank Samuels, ABC Western Division sales manager; Neil Mulhern, ABC Detroit account executive; Nelson Bowe, manager Ford Motor Co. Western Division; William B. Lewis, vice president in charge of radio, Kenyon & Eckhardt, agency servicing account; Ben Donaldson, Ford Motor Co. advertising manager; John Swallow, Kenyon & Eckhardt Pacific Coast radio director; Don Searle; George Zachary, agency program producer.

Journal Co. Undertaking Experimental Video Plan

A TWO-YEAR PLAN for experimental television work in the 540-920 mc band was announced last week by The Journal Co., Milwaukee, recipient last month of a construction permit for such a station in the upper band. Previously, The Journal Co. has stated it was their belief that the future of the art was in the upper band and, accordingly, had withdrawn its application to the FCC for a commercial CP in the low band [Broadcasting, May 13].

Development and construction of transmitting and antenna radiating equipment is to be the first step in the project, The Journal Co. said, and then at least one year will be spent in conducting field studies. One phase of this will be measuring of field intensities of radiated signals in four directions from the Journal Co.’s Radio City near Lake Michigan.

Second phase is to be concerned with multipath reflections in the 540-920 mc band. According to the company, its test will be unlike tests of others made in congested areas, in that it will use video modulated signals to study such reflections and make comparative studies over water, over rolling terrain and over the Milwaukee business district.

Both construction and field studies will be directed by Phillip B. Laeser, FM television engineering supervisor, and Edwin L. Cordes, chief construction engineer.

IARNE Formed

REPRESENTATIVES of 11 Iowa stations, convening June 28 at Iowa State College, Ames, formed the Iowa Assn. of Radio News Editors. Officers elected, who will comprise executive committee, are Dick Hull, WOI Ames, president; Dick Burris, KSO Des Moines, vice president; Bob Redeen, WHO Davenport. Temporary committee also named includes Mr. Hull, chairman; Jack Shelley, WHO Des Moines; Ralph Childs, KMA Shenandoah; Henry Hook, KGLO Mason City; and Mr. Burris.
What's Surprising About This?

$41,000,000 INCOME FROM CATTLE ALONE

We're not trying to "wave a red flag" and get you worked into a lather about Amarillo, but from these figures, you know it is definitely an exciting market. $41,600,000 annual income from cattle alone, certainly helps in raising this market to a $900 per capita income...a total effective buying income of 397 million dollars!

For deep penetration of this rich area, KGNC is your dominating influence!

KGNC
AMARILLO, TEXAS
The Family Station in the Great Panhandle
C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.

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HITS THE JACKPOT!

When an advertiser uses a station for the first time . . . he might be experimenting. But when an advertiser renew's his use of the station again and again—that means he hit the jackpot of profits!

Over 40 regional and local advertisers (not including network advertisers) have renewed use of XXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on XXOK.

* 630 Kilocycles
* 5,000 Watts
* Full Time

Owned and Operated by
The New St. Louis Stars, Inc.
WAKR AKRON
First in Listeners!

TOTAL RATED PERIODS

**HOOPER STATION LISTENING INDEX**
AKRON—OCTOBER, 1945 THROUGH FEBRUARY, 1946

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*Stations Located Outside of Akron

ABC NETWORK · 5000 WATTS · DAY AND NIGHT
WEED AND CO.
NATIONAL REPRESENTATIVES

*Copyrighted 1946 WAKR*
If you're trying to cover Oklahoma with only one station—listen to this! The Oklahoma Network offers you seven stations—each with a concentrated audience in the seven major markets in Oklahoma—each with dominance in their markets—most of them all of the time! And you can use all seven stations or as few as three...and still get the network rate!

So if it's complete coverage of a rich, responsive market you're after...the Oklahoma Network's your answer!

One Contract • One Contact • One Statement

ASSURES YOU Audience IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT P. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
Winchell Is First In Pacific Hooper

Canadian Ratings Also Given By Elliott-Haynes

WALTER WINCHELL was in first place among the first fifteen programs on the Pacific Coast with "The Aldrich Family second and "Blondie" in third place in the June Hooper Ratings Report, released last week.

The report showed an average evening audience rating of 6.5, a decrease of 1.1 from the last reported week. The average daytime sets-in-use for the same period last year. Average daytime sets-in-use were 28.2, 1.5 less than last report, 0.1 less than a year ago. The average evening available audience was 76.4, down 0.8 from last report, up 1.4 from 1945. The average day-time audience rating was 3.2, down 0.5 from last report and down 0.5 from a year ago. Average daytime sets-in-use reported were 13.4, a decrease of 1.6 from the last report and down 0.3 from a year ago. The average daytime available audience was 68.0, down 0.6 from last report and showed no change from a year ago.

The first 15 programs reported were: Walter Winchell, 16.8; "Blondie," 15.8; Truth Or Consequences, 13.7; Fred Allen, 13.5; Mr. District Attorney, 13.5; Michael Shayne, 13.1; Frank Mynors, 12.2; Case Book of Gregory, 11.9; Sandy Nelson, 11.6; The Whistler, 11.4; Screen Guild Players, 10.7; Hildagard, 10.6; Crime Doctor, 10.5.

**Canadian Ratings**

American Programs continue to lead Canada's evening program popularity poll for June, as shown in the Elliott-Haynes ratings for that month. The poll, released in Toronto July 10, Flicker McGee and Molly lead the first ten programs with a national program rating of 31.7, followed by Radio Theatre 29.1, Alec Templeton 28.2, Ozzie & Harriet 19.4, Music Hall 18.7, Album of Familiar Music 18.1, John & Judy 17.8 (Canadian program), Wradio 17.2, The Wealth 16.5 (Canadian program), and Bob Hope 13.1. (The Canadian listing included some of the above shows which are taking summer leaves.)

Canadian daytime English language programs for June show The Happy Gang (Canadian program) first with a national rating of 17.7, followed by Ma Perkins 16.5, Bob and Judy 15.8, George's Place 14.9 (Canadian program), and Pepper Young's Family 14.8.

French language evening programs for June show first five to be Un Homme et Son Peche 23.0, rating, Metropole 29.9, Ceux qu'on Aime 28.3, Talents de Chez Nous 25.7, and Secrets du Dr. Morhange 24.6. French language daytime programs for June were led first by Quelles Nouvelles with rating 28.7, followed by Jeunesse Dorée 26.8, Jouey trunculent 24.2, and Grande Soeur 22.7.

### DONALD M. KELLY Jr., WGAC time salesman, has been appointed commer- 
cial manager of the station.

### WCOP Boston effective July 1, issued a new rate card on a basis based on the station's new 5,000 watt which went on the air full time June 19. Cards are being distributed to all local and na-
tional agencies.

### DON LAWS, commercial manager of CFRB Vancouver, was elected vice-
president of the Canadian Advertising and Sales Federation at the annual meeting held at Ottawa.

### DON LAWS, CEO of KMPK Hollywood, on a three-
week vacation in the Pacific Northwest, returns July 22.

### JOHN CARL MORGAN last week was promoted to commercial manager and program director of WING Winchell, Va. He succeeds Gene Pollock. Mr. Pollock resigns July 15 to go to Holly-
wood. John Bigelow in Fredericton, Va., becomes WING an-
on executive effective July 15.

### CARL BREWSTER, formerly announcer, and released from Army as major after five years, has rejoined KPVD Los An-
geles as account executive and as-
sistant to HOWARD GRANT as commercial manager.

### TIM RICHARDS, of the KPBC San Francisco sales staff, is the father of twin daugh-
ters.

### JACK HALL has resigned from CBS San Francisco sales staff to join W. E. Gritz Co. sales office in that city.

### WAYNE Burlington, Vt., which will be on the air Aug. 15, has appointed Joseph Hennessy McGilivray as national re-
presentative.

### WESLEY C. CAMERON, formerly of Bingham-Keely radio advertising, pub-
lisher's representative, has rejoined Gene Grant & Co., Hollywood, stations representative, as account executive.

### Wright Production Firm Is Opened in New York

WYNNE WRIGHT, who resigned as NBC national production manager, [BROADCASTING, May 27], has formed a new radio production company under the name of Wynn Wright Assoc, located at 4 East 53rd St., New York. Before his association with NBC, Mr. Wright was dramatic di-
rector of WWJ Detroit, later bec-
ning program and production manager of the station and join-
ing NBC in Chicago as a director and producer.

Associated with Mr. Wright as manager of business and sales, is Charles Granzow who was assis-
tant program executive in the station gen-
er under Mr. Wright at WWJ and was recently discharged from the Navy.
JENNY MOORE, released from the Army, after two years theatre service, has rejoined WGAC Augusta, Ga., as m.c. coincident with his return, J. B. FUGU, station manager, announced. Mr. Moore has been appointed to position of production manager.

WALT NELSKOG, KQB Spokane, Wash., announcer, June 29 married Ann Bower in New Haven, Conn.

ALFRED JACOBS, released from the Army with rank of lieutenant, rejoined WTTW Hartford, Conn. as supervisor of studios.

HARRIOL A. BRAUER, formerly with WGR Rochester, is now with WREG Norfolk as chief announcer, succeeding J. F. FULLER, who has been appointed production director of network special events. DORIS EVELYN ROSS, formerly with the office department has been named director of women's programs. N.J. DRAKE is the station's new commentator. BOYD HARRIER has been named WOR director of music.

DICK (Chuck) RUDD, just returned from England where he served with the 15th radio division of the Canadian Army, has joined the announcing staff of CKWV New Westminster.

DON RAY, WJW Cleveland, has been named a commentator for ABC's "Sam Spade" sponsored by Wildroot Inc. for the Los Angeles area, KWKH, Broadcasting System, Hollywood. He will continue to air "To the Women," quarter-hourly program, which he has been hosting now in its tenth year.

PAUL WANGEN, ABO New York music director and the guest conductor at annual George Gershwin Memorial Concert at Hollywood (Cal.) Bowl on July 13.

MARTHA LOU STRONG, receptionist, has been named assistant to Bill Williams, head of continuity for Don Leser Broadcasting System, Hollywood. She replaces IRA STROM who has returned to Denver.

MEL RUICK, one time announcer on CBS "Lux Radio Theatre," has lead opposite LUELLA GEAR in stage production "The Vinegar Tree" at East Hampton, Long Island.

JACQUES SURMAGNE, former commentator for Paris-Soir and now on executive staff of 20th Century-Fox Film Corp., Los Angeles, is on a series of special broadcasts to France at request of U. S. Department of the Interior. He is commentating for OWSI Overseas Branch during war. Mr. Surmagne will broadcast Hollywood news on his weekly program. "Can Be Beautiful" is taking over the air in broadcasting during the summer of 1946.

BOYD HARRIER, WOR New York has joined the announcing staff of WAPI New York as producer of "Harp-shots."

AL PHILLIPPE, star of weekly ABC "Al Pearce Show," following a slight stroke was affected his left leg, will with- drew from the air for a short period.

HARRY MATEEL has replaced JAY SHAFER as chief announcer on CBS western division "Meet the Missing."

DICK MCKNIGHT, writer on CBS "Jack Benny and Ed Wynn's" Hollywood network receptionist, has accepted a position as a talent agent, with wedding planned for August 11.

AL BROWN, former film actor and recently released from AAF, has joined WNEL WNYC as producer of "Waltz of the Roses."

LEW CLAWSON, WNYC Chicago will also do the Saturday "Sunset Serenade" on WNYC, which is heard in Philadelphia.

DAVID KENT, continuity director of WNYC New York was named ABC's representative in New York. Mr. Kent has been president of CAS Charity and Service.
When Edwards Says it
...They Listen!

Possessing an oversized bump of curiosity and plenty of well-directed energy to dig for the answer until he finds it, it’s small wonder that Frank Edwards, WIBC news commentator and analyst, has become "required listening" for Hoosiers who want a clear and comprehensive picture of what’s happening about them—and why.

This same bump of curiosity has led Frank Edwards into many fields and far places. It led to exhaustive studies in psychology, photo-chemistry, controllable luminosity and other diversified subjects. It led to an assignment as motion picture photographer for the Sheldon-Smithfield expedition... to the research department of MGM studios in Hollywood... and to radio. Starting as a sportscaster, he later became a newscaster and commentator.

At WIBC, Frank Edwards is before the microphone six evenings a week at 6:15 with his keen and factual analysis of the news and, Monday through Friday, again at 10 p.m. These broadcasts have earned for him the highest Hooperating of all local commentators... a citation from the V.F.W. for outstanding service... and the confidence of his audience which knows that, when Edwards says it, it’s time to listen.

In Frank Edwards, whose time, incidentally, is completely sold at present, you have a representative example of the high type of personalities who comprise the WIBC live talent staff. Experienced, resourceful and versatile, they are capable of building just the kind of show you need to sell Indiana audiences. Your John Blair man will be glad to show you what’s available. Ask him today.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News
Ina Butler Citizenship Awards Are Announced

WINNERS in the first annual Ina H. Butler Citizenship Award, presented by Burridge D. Butler, president of WLS Chicago, were announced this week. The awards, part of the WLS Farm Youth Award program which reaches an estimated 800,000 rural young people, were presented formally at the Butler home to Juanita Os-ward, Logansport, Ind.; Doris Anderson, Blair, Wis., Lucille Mur-doch, Tecumseh, Mich., and Irma Parish, Decatur, Ill.

Each award represents a $500 scholarship and was offered to senior girls where total high school enrollment was under 300. Contest entries were scored by high school principals and pastors on scholarship, leadership, personality, community activities, sports and church activities. The four girls were guests of WLS for three days.

Larimer to Spot Sales

L. D. LARIMER, former sales- man at KNX Los Angeles, CBS owned station, effective July 17, has been placed in charge of the Los Angeles office of Radio Sales, the spot broadcasting division of CBS. Joining the Corn Belt Broad- casting Corp., as manager of KFOR Lincoln, Neb., Mr. Larimer was salesman for KFAB Lincoln, KOIL Omaha and KFOR, when the sta- tions were acquired by Central States Broadcasting Co., in 1933. In 1940 he joined the San Diego division of Consolidated Vultee Air- craft Corp., where he was employed as service manager, personnel director and assistant chief of industrial relations. He joined KNX in 1945.

Canadian Radio Budget

CLOSE TO $11,500,000 was spent in 1944 in Canada on radio adver- tising, according to a survey made by the Canadian Government’s Dominion Bureau of Statistics. To- tal spending on advertising in Canada in 1944 amounted to $104,925,535 according to this tabulation, of which $11,486,952 was spent on radio advertising. Of total adver- tising placed through agencies, ra- dio advertising accounted for 20.4%, publications 66.3%, and miscellaneous advertising 13.3%. Totals spent on radio advertising include time and production costs and wireline charges. This survey marks the first time the Dominion Bureau of Statistics has issued to- tals on radio advertising.

Dr. Louis D. H. Weld

DR. LOUIS D. H. WELD, 64, di- rector of research of McCann- Erickson Inc., New York, died on July 7 at Gloucester, Mass. He had been associated with the agency since 1926. Prior to that he headed the commercial research depart- ment of Swift & Co. He authored book The Marketing of Farm Products.

William F. Brooks, Brig. Gen. Ken Dyke Take Over New NBC Vice Presidencies

WILLIAM F. BROOKS, Brig. Gen. Ken Dyke recently resigned his new post at NBC, he will admin- ister the network's policies govern- ing advertising and program pres- entations on the air and will main- tain liaison with the program, sales, station relations, research and news departments in "effecting improvements in broadcasting tech- niques," NBC announced. The NBC continuity acceptance department, which reviews commercial an- nouncements will report directly to Gen. Dyke. Niles Trammell, presi- dent of NBC, said that Gen. Dyke would be charged with coordinat- ing the results of all NBC audien- ce and business research.

In a statement released upon the announcement of his elevation to a vice presidency, Gen. Dyke pointed to his experiences as a member of Gen. MacArthur's staff and said that "in Japan, particularly, I saw at first hand the results and dan- gers of complete government con- trol of this effective medium (radio). Under the American sys- tem, radio broadcasting is able to bring its most comprehensive and constructive contributions to the public. Our task is to improve con- stantly its value as an entertain- ment, information, education and advertis- ing service."

Gen. Dyke after leaving NBC in 1942 joined the Office of Facts and Figures and later became Chief of the Bureau of Campaigns, OWI. He was commissioned a major in the Army in January, 1943.

Cross on Tour

CHRISTOPHER CROSS, United Nations radio liaison officer, has left New York on a three week tour of Western stations to make prepara- tions for radio coverage of the United Nations general assembly meeting in September. Mr. Cross will visit Seattle, Los Angeles, San Francisco, Salt Lake City, Denver, Dallas and Fort Worth.
You may not think of the WSM listening area as a strictly Number One market for electric hot water heaters. But you must consider the development of TVA and REA to account for this fact:

In 1946 our five million listeners will need 72,000 more electric hot water heaters than you will be able to deliver to them!

There is a backlog for next year. But by next year the picture will be quite different for many manufacturers. The number needed will be even larger. But the brands acceptable to WSM listeners will be smaller.

For during 1946 some manufacturers of electric water heaters are sure to tell their story via the fifty thousand WSM watts. And our listeners have learned to listen carefully, to believe fully, and to buy according to what they hear on this station.

Which is why we keep repeating that WSM is the one and only single medium that will do a selling job at low cost in this big market.
ACCTIONS OF THE FCC
JULY 5 TO JULY 11

Decisions...

JULY 8
ACTIONS ON MOTIONS
BY COMMISSIONER HYDE

Eau Claire-Chippewa Bestg. Co., Eau Claire, Wis.—Granted petition for leave to intervene in the hearing upon application of Lake Shore Bestg. Co. for a new station in Branston, Ill. The amendment to and extension of the order opening the hearing was granted.

Westinghouse Radio Stations Inc., Pittsburgh, Pa.—Granted petition for leave to intervene in the hearing upon application of the Bell Telephone Co. Inc., New York and New Jersey, for authority to establish and operate an AM radio station at Richmond, Ind., with a frequency of 1170 kc and a power of 50 w.

Radio Projects Inc., Newark, N. J.—Granted leave to intervene in the hearing upon application of the American Telephone & Telegraph Co. for authority to establish and operate a new telephone station at Eau Claire, Wis., with a frequency of 1490 kc and a power of 250 w.

Booth Radio Stations Inc., Grand Rapids, Mich.—Granted leave to intervene in the hearing upon application of the American Telephone & Telegraph Co. for authority to establish and operate a new telephone station at Eau Claire, Wis., with a frequency of 1490 kc and a power of 250 w.

American Telephone & Telegraph Co., Des Moines, Iowa—Granted leave to intervene in the hearing upon application of the Booth Radio Stations Inc. for authority to establish and operate a new telephone station at Eau Claire, Wis., with a frequency of 1490 kc and a power of 250 w.

July 9

BY COMMISSIONER HYDE

KMA, Shenandoah, Iowa.—Denied petition for leave to intervene in the hearing upon application of the Independent Broadcasters Ass'n Inc. for a new AM station, to be located at Shenandoah, Iowa, with a frequency of 1420 kc and a power of 250 w.

Radio Station WOSG Inc., Charlotte, N. C.—Granted in part petition requesting reconsideration of the order authorizing the operation of an AM radio station at Charlotte, N. C., with a frequency of 1480 kc and a power of 250 w.

BY ADMINISTRATIVE BOARD

WHBT Durham, N. C.—Denied petition for modification of the order authorizing the operation of an AM radio station at Durham, N. C., with a frequency of 1480 kc and a power of 50 w.

ORPHANS OF THE FCC

Western Electric two element 753 Type Speakers have a long record of high quality, trouble-free operation for AM and FM monitoring.

The frequency response of the 753C is essentially uniform from 60 to 15,000 cycles. The 753B response is uniform from 60 to 6,500 cycles.

Like all other Western Electric equipment, the 753 Type Speakers are designed by Bell Telephone Laboratories.

For further technical information and delivery schedules, consult your nearest Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

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WILL IMPROVE YOUR BROADCAST MONITORING

AT&T SEEKING MORE ROAD MOBILE RADIO

The American Telephone and Telegraph Co. has applied to the FCC for authority to install mobile radiotelephone service on three more inter-city highways totaling more than 800 miles, in addition to the two highway mobile radiotelephone service between New York and Philadelphia and between Chicago and St. Louis already granted and now under construction, it was announced last week.

The routes applied for are the highways between Greenbush and New York; Buffalo and New York, via Albany; and Los Angeles and San Diego. The New York-Washington highway will have transmitting and receiving stations near New Brunswick, Philadelphia, Wilmington, Baltimore and Washington, constituting an extension of the Boston to New York system.

In addition to the New York station on the New York-Albany-Buffalo route, the Bell System plans to install transmitter-receivers near White Plains, Poughkeepsie, Albany, Fonda, Utica, Syracuse, Rochester, Elmira, Binghamton and Saratoga Springs. Servicing vehicles on the Los Angeles-San Diego highway, transmitter-receivers will be erected on Mt. Wilson and Mt. Woodson, near the respective cities.

With the five routes totalling nearly 1,400 miles, authority has also been granted for Bell System highway radiotelephone stations in Cincinnati and Green Bay, the latter city having completed construction of the equipment, with an application for a license pending before the FCC.

FRED FLETCHER’S FAIRY TALES

Heard regularly over

The Tobacco Network and other North Carolina Radio Stations

NOW AVAILABLE AT YOUR STATION

LIMITED NUMBER OF PRESSINGS AVAILABLE

The Fairy Tale Network

Radio Station WRAL

Raleigh, N. C.
“There's a great radio show coming into your life if you—

Listen to ABC”

STATION TIME, coverage and such are important, but experience-wise advertisers know "the show's the thing." That's why ABC offers you program service that can really deliver when you're casting about for a new show.

Just look at the record!

ABC has developed a barrel of successful programs. For example, there's Breakfast in Hollywood, frequently in first place among all daytime shows. . . . Counterspy, currently earning a 7.1 Sunday afternoons after showing an even higher rating in evening periods . . . Breakfast Club, another morning show that rarely gets below second place among all network morning shows . . . My True Story, currently averaging a 4.8 daytime rating . . . Bride and Groom, a new afternoon show in the ABC technique that Sterling Drug bought after a few initial broadcasts . . . and Right Down Your Alley, another brand-new show which has just been snapped up by an alert sponsor, Hastings Manufacturing Company.

Interested in the Future?

What have we got available for you right now—this minute? Just take a good look at these excellent buys:

FAMOUS JURY TRIALS. Because of its many years of uninterrupted broadcasting, undoubtedly one of the best known programs on the air. It's now earning a 7.8 Hooper, or a 25.2 share of audience! Offers the advertiser one of the largest audiences in radio without gamble and at a bargain price. Saturdays, 8:30-9:00 P.M., EDST.

FOREVER TOPS. Paul Whiteman, the biggest name in modern music, at his best. His new show is already well on the way to building a steady, loyal audience that spells sales for some sponsor. Now on ABC Mondays 9:30-9:55 P.M., EDST.

I DEAL IN CRIME. Bill Gargan playing Ross Dolan, “a private eye,” puts over an outstanding job of script writing. Listen in next Monday 9:00-9:30 P.M. and see if you don’t agree this is a show that's going places.

SO YOU WANT TO LEAD A BAND. Here's a chance to make Sammy Kaye your star salesman! His great new show combines audience participation, cash and merchandise prizes from Sammy Kaye's famous Band Box, swing music, vocalists, humor and showmanship into surefire entertainment for the whole family. What's more, you can have this big variety show out on the road working for you night after night—giving your dealers a chance to merchandise the living daylights out of your product. New time—Tuesdays, 8:30-9:00 P.M., EDST.

THE FAT MAN. This Dashiell Hammett detective-thriller has already set a record. In just a few months it has shot up to a 7.3 rating with a 21.8 share of audience. In the hands of an advertiser who knows how to smash-promote a good show, The Fat Man could become one of the biggest things in radio. Mondays 8:30-9:00 P.M., EDST.

THE COURT OF MISSING HEIRS. Back on the air after a war vacation, this is the same program that proved itself over a period of three years with an average Hooper of 8.4 and a high of 13.3. Listen Wednesdays at 9:00 P.M., EDST.

ESQUIRE SPORTS PARADE. A natural for the manufacturer who wants a male-appeal show. Says Variety, “Aired in conjunction with Esquire magazine, the show has snap, good continuity, and boasts of a very adult job of writing by Ken Houston . . . timing is excellent . . . fast and intelligent script. Outstanding is Paul Barnes, whose deep quiet pipes add dignity to the show.” Wednesdays, 10:00-10:30 P.M., EDST.

Space prevents a full listing, but here are a few more shows now being readied and soon to hit the air: two brand-new participationers—The Society of Amateur Chefs starring Alan Prescott, a riot of fun in the kitchen; and Meet Me at the Astor, with Walter Kiernan presiding as the Tom Breneman of New York.

Looking for comedy? ABC is bringing out two new ones! A half-hour show starring Henry (Here's) Morgan and a new program built around Ray Wencial, graduate of night clubs and vaudeville. Ray has been wowing the G. I.'s abroad and gives promise of being that great new comedian sponsors are praying for.

When you think of radio in terms of a new show, check with ABC.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA
HOW HIGH?

The world's tallest antenna tower—over 1000 ft.—was designed, fabricated and erected by Blaw-Knox. Blaw-Knox has constructed some 12,000 other Vertical Radiators and towers of lesser heights for all types of electronic transmission.

Experience that dates back to the birth of commercial radio adds nothing to the cost of Blaw-Knox towers today. Our engineers are available for discussion.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.

Mr. Welch will be associated with Harold Mott [Broadcasting, June 10], under the firm name of Welch & Mott, with offices at 1511 Pennsylvania Ave., N. W. Firm will engage in general practice, specializing in radio and communications law.

Mr. Welch joined the legal staff of the FCC in August 1941. On leave from the Commission, Mr. Welch served in the Southwest Pacific attached to Naval Aviation. He returned to the Commission in November 1945 and was assigned to the New FM Facilities Section, transferring to the AM Division in January of this year.

Mr. Welch, born in Portland, Me., Oct. 3, 1917, is a graduate of Bowdoin College and the Harvard School of Law. He married the former Barbara Gross of Philadelphia.

KFBK HOLDS RADIO CLASS FOR SUMMER

PATTERNED after its 1945 school which had a registration of over 100 area school teachers, KFBK, McClatchy Broadcasting Co., Sacramento, is holding its second Radio Summer School, July 5-Aug. 4. No fee is charged and city school teachers receive credits.

Director of the school is Leo Ricketts, KFBK manager, and leader is Elizabeth Goudy Noel, chairman of the radio committee of the Audio-Visual Education Assn. of Southern Calif., and an instructor in radio production at Vallejo College.

Faculty includes four members of ABC network with which KFBK is affiliated. They are Robert Sauder, manager of the public service division; Francis Conrad, station relations manager of the Western Division; J. Donald Wilson, writer-producer for the Western Division; Frank LaTourette, news and special events manager of the Western Division.

In addition, McClatchy Broadcasting Co. personnel on faculty includes: John Groller, program director; Frances Frater, educational director; Emil Martin, music director; Norman Webster, technical director.

The school is but one of the five this year being held by McClatchy stations. KOH Reno concluded its school May 9; KERN Bakersfield finished its course July 2; schools in KWG Stockton and KJM Fresno will be held in the fall.

FM Station in Evanston To Be on Air by Dec. 15

FIRST FM station in Evanston, Ill., is expected to go on the air by Dec. 15, following grant by CPA for construction of a 1 kw class A FM station to WEAW, doing business as the North Shore Broadcasting Co. Edward A. Wheeler, president of North Shore, said plans call for a broadcast schedule from 3 to 10 p.m. with programming devoted principally to classical and semi-classical music, news and public service features.

Mr. Wheeler said arrangements have been made with Northwestern U. to originate all local news programs from its own studios. Station, which will operate on 104.3 mc, channel 292, will be located at 2425 Main Street, Evanston. By end of first year of operation, Mr. Wheeler said station hoped to be 80% commercial.

Services used will be United Press and World Broadcasting. All transmitter equipment will be General Electric. Station is owned jointly by Mr. Wheeler and Leonard Dayton, both discharged servicemen.

Planning Board Elects

THE ADMINISTRATIVE committee of the Radio Technical Planning Board of the Institute of Radio Engineers met in New York last Wednesday to elect officers for new one year term effective Oct. 1, 1946. Haraden Pratt, McKay Radio, was reelected chairman; J. L. Middlebrooks of ABC, Seattle, was elected vice chairman; George W. Bailey, executive secretary of IRE, was elected secretary and Will Baltin, Television Broadcasters Assn., was reelected treasurer.
Announcing a NEW
FM Phase-Modulation Tube

Revolutionary in design and performance

Achieves modulation by providing a rotating “wheel” of electrons, which is advanced or retarded in speed by magnetic fields produced by audio-frequency currents.

DIRECT CRYSTAL FREQUENCY CONTROL
WITH ONLY ONE CRYSTAL. NO MOTORS
OR REACTANCE-TUBE TUNING.

Pioneered by Zenith—developed, designed, and built by General Electric—the new PHASITRON tube offers sensational advantages to manufacturers and users of FM transmitters.

Several tuned circuits, with their tubes and other components, are eliminated by Type GL-2H21. Greater frequency stability—less distortion—a lower noise level—these are important improvements in FM transmitters made possible by the PHASITRON.

Use of Type GL-2H21 produces a straightforward FM transmitter design, one which is easier to tune—also it means less maintenance for the transmitter operator, as well as a simpler, more reliable product in the 88 to 106-megacycle band.

Fast service by G-E tube engineers is available to manufacturers who wish to consider the PHASITRON for their new FM transmitter circuits. Phone your nearest G-E office, or communicate direct with Electronics Department, General Electric Company, Schenectady 5, N. Y.

Ratings for Typical Operation

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heater voltage</td>
<td>6.3 v d-c</td>
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<tr>
<td>Heater current</td>
<td>300 ma d-c</td>
</tr>
<tr>
<td>Voltage, solid anode</td>
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GENERAL ELECTRIC
TRANSMITTING, RECEIVING, INDUSTRIAL, SPECIAL PURPOSE TUBES • VACUUM SWITCHES AND CAPACITORS

BROADCASTING • Telecasting
July 15, 1946 • Page 67
A short time ago—TOM OWENS—was removed from this station's schedule to make room for some new and pressing business in his 6:15 to 6:45 a.m. time period. Tom's mail count was mighty fine for a participating show at the aforementioned hour, so we naturally expected a certain amount of squawk from his fans. But hold your hats boys when we tell you that a much louder rejoinder came from THOSE SATISFIED ADVERTISERS USING HIS PROGRAM REGULARLY.

Well, gentlemen, when a station is confronted with this situation, the sensible thing to do is to reinstate the attraction. We are pleased to announce that TOM OWENS is again holding forth with his program DURING recent San Francisco trolley strike, KFOP-NBC San Francisco gave time to both Mayor Roger D. Lapham, of that city, and the AFL and CIO unions, participating in the strike.

Both Sides Heard

During the celebration of the 50th anniversary of New England air mail service. Originals from Worcester's Franklin Square, broadcast featured Gil Hodges, WTAG announcer, describing a helicopter landing and picking up mail. There were several guest speakers on the program.

Weather Jingle

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BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Boston, Massachusetts
AMHERST HOLLAND, news editor of WPTF Raleigh, N. C., has been appointed re- gional sales promotion director for the newly organized National Assn. of Radio News Editors.

KERM TRIMBLE, former news director and director of special events of KOIL (hams), is now news head of KBOY Sacramento. He is a veteran of 16 years with the Associated Press and will be transferred to the Ninth Division.

LIEUT. GENE GORD, who is back at WBO Denver news bureau as writer and newscaster after 40 months in Navy, will be active in organizing the Kansas State Newsmen.

Mr. Kirk, one of the principal stockholders of the Empire (Kansas) Broadcasting Co., and for two years general manager of KTSW Emporia, has joined a fast-growing network as regional manager of NBC stations

LARRY BUTTERBROTHAL, after two years service as a lieutenant in the Merchant Marine, has returned to his former position as news editor of the Detroit News. After spending 20 months at sea in an open lifeboat following a torpedoing during the war, Mr. Butters published an account of his adventures in a book titled "The Last Voyage of the Quene Sable."

KENSASO MOUNTAIN LANDIS II, son of former Governor Landis, has been named newscaster at KEN Portland, replacing JOHN FAHEY, who resigned to devote himself to graduate work at Harvard.

AUDREY HOLMES, of CBS W6, former newspaper staff writer, announces regular newscasts by NBC newsman in Chicago July 16 as new editor, replacing JOHN FAHEY, who resigned to devote himself to graduate work at Harvard.

UNITED REXALL DRUG Co., Los Angeles (Rio All Drug Ad., Los Angeles, to handle regional advertising.

BLAIR BAYLES & ASSOCIATES, Los Angeles, has handled advertising for this agency. They have also handled advertising for this agency. They have also handled advertising for this agency.

GOLDBLATT Bros., Chicago department store, doubled their advertising budget for 1946. They are the largest advertiser in their territory, and their brand of "Let's Have Fun" audience participation campaign is going on now.

SAFETY STORES, Oakland, (Monte Cristo Wines), following summer layoff, has resumed advertising. They are the largest advertiser in their territory, and their brand of "Let's Have Fun" audience participation campaign is going on now.

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DOUBLE EXPOSURE of Texas' Greatest Markets

DOUBLE COVERAGE WITH WRR-KFJZ FOR ONE PRICE

WRR and KFJZ now offer a one-two punch at the Billion Dollar Dallas-Fort Worth Markets. One price, with no extra costs, will let you hit Texas' largest market area with two established 5000 watt stations either simultaneously or at separate hours.

Extensive surveys have established proof of the listener-loyalty of WRR and KFJZ... a combination of the two, offers double coverage of a tremendous market that must be included on any radio schedule.

Take advantage of a double opportunity and save costs at the same time.

MARKET DATA
.5 MILLIVOLT AREA

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Population</td>
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<tr>
<td>Retail Sales</td>
<td>$963,424,000</td>
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<tr>
<td>Food Stores</td>
<td>$237,375,000</td>
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<tr>
<td>Gen. Mds.</td>
<td>$208,767,000</td>
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<td>Drug Stores</td>
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<td>Buying Income</td>
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<tr>
<td>*Bank Debts</td>
<td>$9,106,210,000</td>
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<td>*Radio Homes</td>
<td>376,844</td>
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<td>*Fort Worth &amp; Dallas Only</td>
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<td>*Radio Market Data Handbook</td>
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<td>*All other data SM Survey</td>
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<td>*Buying Power</td>
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NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD
FCC 1946 Grants Already Set Record

213 New Standard Applicants Receive Authorization

By FRED FITZGERALD

ALREADY with new station authorizations in the AM, FM and television fields more than triple any other year in the FCC's history, last year's prediction that over one thousand such new station applications would be added to the radio spectrum in 1946 [BROADCASTING, Dec. 31] is being fulfilled.

From Jan. 1 to July 10 alone, 213 new standard station applicants were given construction permits. To this figure can be added the 1946 commercial FM grants, 451, and the commercial television construction permits for this year, 20, which makes a total of 684 in slightly more than a half-year.

Tabulations of FM and television currently are being compiled and will be carried in subsequent issues.

Despite expected difficulties in procurement of equipment and anticipated lags due to CPA building restrictions more than 20 of the new AM stations have gone on the air, some in record time, and another dozen have indicated to BROADCASTING that their operations will begin in the next six to eight weeks.

Total number of standard stations in the U. S. according to the FCC, is now 2,125.

Multiple Grants

Noted in the 1946 standard grants has been FCC adherence to "survival of fittest" theory, with issuance of multiple grants in communities of such size as to pose a question mark on the feasibility of grantees further pursuing these CPs. Outstanding examples (population shown in brackets):
- Mobile, Ala. (78,720) — Already with two commercial stations; three new CPs in 1946.
- Gadsden, Ala. (39,975) — Already with one station; three more CPs issued.
- Bakersfield, Calif. (29,252) — One station now; two more CPs issued.
- Twin Falls, Idaho (11,851) — Now with one station; two new CPs issued.
- Pocatello, Idaho (18,133) — Already with one station; three new CPs issued this year.
- Mayfield, Ky. (8,619) — Three new stations granted this spring.
- Alpena, Mich. (12,808) — Two new stations authorized.
- Durham, N. C. (60,195) — Already with one station; three new CPs issued.
- Charleston, W. Va. (67,914) — With two stations now; new station authorized.
- Other multiple grants in Peoria, Ill.; Lexington, Ky.; Alexandria, La.; Savannah, Ga.; Glens Falls, N. Y.; Huntington, W. Va. Similar postwar double grants in the fall of 1945 to applicants in Brawley, Calif., and Ellensburg, Wash., resulted in one of the grantees in each community dropping their CPs for economic unfeasibility reasons.

FCC Boxscore

STATUS of applications at FCC as of July 10:
- AM — 213 granted CPs in 1946; 229 in hearing; 327 pending.
- FM — 451 conditional grants made (of which 102 now CPs); 126 in hearing; 261 pending.
- Television — 20 granted CPs; 25 in hearing; 33 pending; 76 dismissals; 1 denial.

Standard Stations Granted by FCC From Jan. 1 to July 10, 1946

For principles involved, see BROADCASTING issue subsequent to date of grant

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
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<tr>
<td>ALABAMA</td>
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<td>Thomas H. Beach</td>
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<td>550</td>
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<td>200</td>
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<td>WKG</td>
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BROADCASTING • Telecasting
<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
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<tbody>
<tr>
<td>Quincy</td>
<td>WQFY</td>
<td>Ilmo Bestg. Corp.</td>
<td>1230</td>
<td>230 – D</td>
<td>4/10</td>
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<tr>
<td>Peoria</td>
<td>WPSJ</td>
<td>Fohey Bestg. Co.</td>
<td>1140</td>
<td>220 – D</td>
<td>1/16</td>
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<td>Peoria</td>
<td>WQOH</td>
<td>Midwest Bestg. Corp.</td>
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<td>Terre Haute</td>
<td>WQBF</td>
<td>Wabash Valley Bestg. Corp.</td>
<td>1200</td>
<td>1,000 – D</td>
<td>6/6</td>
</tr>
<tr>
<td>Terre Haute</td>
<td></td>
<td>(interest held by stockholder in KWTV, Houston)</td>
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<tr>
<td>Terre Haute</td>
<td>WQBF</td>
<td>Wabash Valley Bestg. Corp.</td>
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<tr>
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<td>(Raccinded 6/29)</td>
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<tr>
<td>Bloomington</td>
<td>WSLW</td>
<td>Warren Davis, Yeager &amp; Ford</td>
<td>1010</td>
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<td>WSLW</td>
<td>Valparaiso Valley Bestg. Corp.</td>
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<tr>
<td>Bloomington</td>
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<td>Davenport</td>
<td>KSTT</td>
<td>Davenport Bestg. Co., Inc.</td>
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<td>Moline</td>
<td>WQRO</td>
<td>Muscatine Co. Ltd.</td>
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<td>250 – D</td>
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<tr>
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<td>Muscatine Co. Ltd.</td>
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<td>WHWK</td>
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<td>Hutchinson</td>
<td>WHWK</td>
<td>James E. Murray</td>
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<td>Kentucky</td>
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<td>Corbin</td>
<td>WCTT</td>
<td>The Corbin News-Tribune</td>
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<td>5/10</td>
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<td>Lexington</td>
<td>WKLY</td>
<td>The Kentucky Bestg. Co.</td>
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<td>2/29</td>
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<td>WCIH</td>
<td>Madisonville Bestg. Co. (owned and operated by WCIH, Madisonville)</td>
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<td>WPSJ</td>
<td>Mayfield Bestg. Co.</td>
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<td>Mayfield Bestg. Co. (also)</td>
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<td>Middleboro</td>
<td>WMIK</td>
<td>Middleboro Bestg. Co.</td>
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<td>Paducah</td>
<td>WKYB</td>
<td>Paducah News Publishers, Inc.</td>
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<tr>
<td>Louisiana</td>
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<tr>
<td>Alexandria</td>
<td>KPDR</td>
<td>Central LA. Bestg. Corp.</td>
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<tr>
<td>Austin</td>
<td>WAOU</td>
<td>Independence Broadcasting Co.</td>
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<td>250 – D</td>
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<tr>
<td>Bangor</td>
<td>WJFR</td>
<td>Border Broadcasting Service</td>
<td>1400</td>
<td>250 – D</td>
<td>6/26</td>
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<td>Portland</td>
<td>WYAE</td>
<td>The Yankee Network, Inc.</td>
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<td>5/16</td>
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<td>Waterville</td>
<td>WTVL</td>
<td>Kennebec Bestg. Co.</td>
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<td>1/3</td>
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<td>Maryland</td>
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<td>Annapolis</td>
<td>WQAE</td>
<td>Chesapeake Radio Corp.</td>
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<td>Massachusetts</td>
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<td>Regional Bestg. Co.</td>
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<td>Chicopee</td>
<td>WACE</td>
<td>New England Bestg. Corp.</td>
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<td>Worcester</td>
<td>WACE</td>
<td>New England Bestg. Corp.</td>
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<td>Michigan</td>
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<tr>
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<td>Alpena Bestg. Corp.</td>
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<tr>
<td>Alpena</td>
<td>WNPA</td>
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<td>Flint</td>
<td>WMRP</td>
<td>Methodist Radio Church</td>
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<td>Muskegon</td>
<td>WJMG</td>
<td>Greater Muskegon Broadcasters Inc.</td>
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<td>1,000 – D</td>
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<tr>
<td>Petoskey</td>
<td>WPTW</td>
<td>Greater Muskegon Broadcasters Inc.</td>
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<td>250 – D</td>
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<td>Minnesota</td>
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<tr>
<td>Bemidji</td>
<td>WJQS</td>
<td>Mississippi Bestg. Corp.</td>
<td>1400</td>
<td>100 – D</td>
<td>3/20</td>
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<td>Minneapolis</td>
<td>WFXR</td>
<td>Broadcasting Co.</td>
<td>1450</td>
<td>250 – D</td>
<td>5/21</td>
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<tr>
<td>Jackson</td>
<td>WJQS</td>
<td>Mississippi Bestg. Corp. (also licensee of WCOC, Meridian)</td>
<td>1400</td>
<td>100 – D</td>
<td>3/20</td>
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<tr>
<td>Laurel</td>
<td>WLAU</td>
<td>Southland Bestg. Co.</td>
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<td>250 – D</td>
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<td>Meridian</td>
<td>WPTK</td>
<td>Meridian Bestg. Corp.</td>
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<td>250 – D</td>
<td>4/11</td>
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<td>Missouri</td>
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<tr>
<td>Joplin</td>
<td>KJPP</td>
<td>Air Time Inc.</td>
<td>1230</td>
<td>250 – D</td>
<td>2/6</td>
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<tr>
<td>St. Joseph</td>
<td>KJPP</td>
<td>Mo. Valley Bestg. Corp.</td>
<td>1230</td>
<td>250 – D</td>
<td>2/6</td>
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<tr>
<td>Mankato</td>
<td>KJPP</td>
<td>Mo. Valley Bestg. Corp.</td>
<td>1230</td>
<td>250 – D</td>
<td>2/6</td>
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<tr>
<td>Montana</td>
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<tr>
<td>Anaconda</td>
<td>KANA</td>
<td>Muscogei's Inc. (also licensee of KGMD Missoula)</td>
<td>1200</td>
<td>250 – D</td>
<td>4/10</td>
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<tr>
<td>Billings</td>
<td>KBMY</td>
<td>Billings Bestg. Co.</td>
<td>1240</td>
<td>250 – D</td>
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</table>

(Continued on Page 74)
### Standard Stations Granted in 1946 (Continued from page 73)

#### TENNESSEE—Continued

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oak Ridge</td>
<td>WROM</td>
<td>Palatine &amp; Grahamer</td>
<td>1400</td>
<td>250</td>
<td>4/8</td>
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<tr>
<td>Shelbyville</td>
<td>WHAL</td>
<td>Shelbyville Bstg. Co.</td>
<td>1400</td>
<td>250</td>
<td>4/26</td>
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<tr>
<td>Union City</td>
<td>WENK</td>
<td>Union City Bstg. Co., Inc.</td>
<td>1240</td>
<td>250</td>
<td>4/17</td>
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</table>

#### TEXAS

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay City</td>
<td>KIOX</td>
<td>Bay City Bstg. Co.</td>
<td>1110</td>
<td>1,000-D</td>
<td>3/7</td>
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<tr>
<td>Fort Worth</td>
<td>KEBE</td>
<td>Worth Bstg. Co.</td>
<td>970</td>
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<td>Jacksonville</td>
<td>KRG</td>
<td>Oil Center Bstg. Co.</td>
<td>1410</td>
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#### UTAH

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<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
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<tbody>
<tr>
<td>Vernal</td>
<td>KJAM</td>
<td>The Utah Bstg. Co.</td>
<td>1340</td>
<td>250</td>
<td>4/10</td>
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#### VIRGINIA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
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<tbody>
<tr>
<td>Arlington</td>
<td>Northern Virginia Broadcasters Inc.</td>
<td></td>
<td>780</td>
<td>1,000-D</td>
<td>6/13</td>
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<td>Galax</td>
<td>WBOB</td>
<td>Carroll-Grauston Bstg. Corp.</td>
<td>1400</td>
<td>5/10</td>
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</tr>
<tr>
<td>Roanoke</td>
<td>WROV</td>
<td>Blue Ridge Bstg. Corp.</td>
<td>1490</td>
<td>3/20</td>
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#### WEST VIRGINIA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>Date Granted</th>
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</thead>
<tbody>
<tr>
<td>Beckley</td>
<td>WWNR</td>
<td>Raleigh Bstg. Co., Inc. (also license of WNAR Norristown, Pa.)</td>
<td>1450</td>
<td>250</td>
<td>3/7</td>
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<tr>
<td>Charleston</td>
<td>WKNX</td>
<td>Joe L. Smith, Jr. (also licensee of WJLS Beckley)</td>
<td>950</td>
<td>1,000-D</td>
<td>3/20</td>
</tr>
<tr>
<td>Charleston</td>
<td>WTPF</td>
<td>Chemical City Bstg. Co.</td>
<td>1240</td>
<td>250</td>
<td>3/20</td>
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</tbody>
</table>

### ELECTIONS AFFECT RADIO COMMITTEE

SEN. HENRIK SHIPSHEAD (R-Minn.), is the first member of the Senate Interstate Commerce Committee, in which radio legislation originates, to be defeated in primaries. Senator Shipshead last Tuesday conceded the Republican nomination for Senator from Minnesota to Gov. Edward J. Thye, a Stassen-supported man. Eight of the committee's 21 members are up for reelection this fall. Sen. Warren R. Austin (R-Vt.) will not be a candidate, due to his appointment as U. S. representative in the United Nations Organization.

Chairman Burton K. Wheeler (D-Mont.) is opposed in the July 16 primaries by Leif Erickson, former member of the Montana Supreme Court and CIO-supported candidate. Senator Wheeler is backed by the AFL. Following are other committee members whose terms expire with the current session:

- Ernest W. McFarland (D-Ariz.), primary July 16; James M. Tunnell (D-Del.), nominated by convention; Frank P. Briggs (D-Mo.), primary Aug. 6; James W. Huffman (D-Ohio), renominated in the May 7 primary; Hugh B. Mitchell (D-Wash.), renominated July 9.

### CBC FM Plans

CBC will install its second 250 w FM station at Toronto, with a turnstile antenna on top of the 31-story Canadian Bank of Commerce, tallest building in the British Empire. The Toronto CBC FM station will operate on 99.1 mc with call letters VE9EV, and will at first broadcast programs carried on CBL Toronto. The station's signal is expected to be received over a 55 mile radius. CBC operates VESCB Montreal, 250 w English-language FM station and will shortly open VE9FM at Montreal as a French-language station. Stations are on top of Mount Royal. CBC is to build FM stations at Vancouver and Winnipeg before the end of the year.

### DON McALLISTER, audience program director of Don Lee Broadcasting System, Hollywood, has resigned to enter insurance business.

"Cheer up, mate—with our luck we might win that Treasure Hunt over WFDF Flint some day."
## CHICAGO CITY

### HOOPER STATION LISTENING INDEX

**City Zone**

**MONTH** May, 1946

**SHARE OF AUDIENCE**

TOTAL COINCIDENTAL CALLS - THIS PERIOD: 36,645

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WIND</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
<th>&quot;E&quot;</th>
<th>&quot;F&quot;</th>
<th>&quot;G&quot;</th>
<th>&quot;H&quot;</th>
<th>&quot;I&quot;</th>
<th>OTHERS</th>
<th>HOMES CALLED</th>
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<tr>
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<td>12:00 N - 6:00 PM</td>
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<td>0.8</td>
<td>0.6</td>
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<td><strong>SATURDAY AFTERNOON</strong></td>
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<td>12:00 N - 6:00 PM</td>
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<td>3.9</td>
<td>4.1</td>
<td>23.6</td>
<td>4.1</td>
<td></td>
</tr>
</tbody>
</table>

**Chicago’s Number 1 Station All Sunday Afternoon**

**Chicago’s Number 1 Station All Saturday Afternoon**

**Chicago’s Number 3 Station All Afternoon Monday Through Friday**

These Hooper figures speak for themselves! Top sports features — exclusive broadcasts of all Chicago Cubs baseball and Chicago Bears football games — U.P., A.P., I.N.S. News Every Hour On The Hour — 24 Hour A Day Operation — Outstanding public service features — alert programming. W-I-N-D has combined them all to build some of the highest listener ratings ever reached by a Chicago non-network station. It’s a fact ... W-I-N-D provides major station audiences.

**W-I-N-D**

**Chicago's only 24 Hour Station**

560 K.C. - 5000 WATTS

New York Representative

JOHN E. PEARSON CO.
WESTER CLAIMANT TO 'GUIDING LIGHT'
A THIRD PARTY last week entered the legal battle of Emmons Carlson vs. Irna Phillips, Chicago radio writer, over ownership of Guiding Light, lead-off program on NBC's General Mills hour.

Attorneys for Karl Wester, agent for Miss Phillips and producer of the four General Mills programs—Guiding Light, Woman In White, Today's Children and Masquerade—appeared in Cook County (Ill.) Circuit Court July 10, to file an intervening motion to deny Mr. Carlson's demands for an accounting of the shows' profits since 1937 and a counter-claim in which Mr. Wester sought to establish himself as sole owner of Guiding Light as a result of a purchase of the program from Miss Phillips in January 1938. At that time, attorneys for Mr. Wester contended, Miss Phillips signed over her rights to Guiding Light in exchange for a $700 weekly script fee.

Cost of Guiding Light to General Mills, placed through Dancer-Fitzgerald-Sample, is reported to be $3000 per week.

In a counter-claim filed by Mr. Carlson's attorneys, Mr. Wester was charged with conspiracy to defraud the former of his half-interest in the program by entering into a contract with Miss Phillips.

Mr. Wester's response was that Mr. Carlson himself had entered into a secret partnership with Miss Phillips because of his association with NBC as promotion manager of its Central Division, that he made no objection to Miss Phillips assigning her interests in Guiding Light to Mr. Wester in 1938, and that he took no legal steps to identify himself as a joint owner of the program until August 1941, when Guiding Light had become well established under the sponsorship of General Mills.

ABC Video Quiz
ABC has sent video set-owners in the New York area a "30-second Quiz for Television Fans," asking for their reactions to each of the 16 elements of the Chevrolet television program, produced by ABC and telecast on WABD New York July 2. Program, a dance lesson, was the fourth in a four-program series.

WINS CANCER AWARD
The AMERICAN Cancer Society has awarded a citation to WQAM Miami, Fla., in recognition of services during the 1946 campaign.

Cash Discount Merits Are Argued by AAAA
A PROGRAM of advertising and education to bolster faith among doubting newspaper publishers in the efficiency of the 2 percent national sales cash discount has been started by the American Assn. of Advertising Agencies.

Radio, AAAA reports, as far as networks are concerned, has heartily endorsed the cash discount plan, and with it has reduced payment time on advertising from a high of 30 days, to 15 days on average. The reason for the renewed campaigning by AAAA is Mrs. recent elimination of the 2 percent discount by six large daily papers. Pittsburgh's three big dailies, Sun-Telegraph, Post-Gazette and the Press have dropped from AAAA's list as have the San Francisco News, Boston Post and Cincinnati Times-Star.

The coming program will be designed to reach newspapers and the 100 or more independent radio stations that have not followed the network lead in accepting the AAAA's proposals.

"ATOMIC BOMBS," the August 7, 1945, script of "Service To The Front," one of the Wrigley sponsored public interest shows during the war, on CBS, is published as one of the best one-act plays of the year in the 9th annual issue of "The Best One Act Plays of 1945," edited by Margaret Mann. Script, written by Ted Robertson and Frank and Doris Hursley, has also been translated into Dutch for broadcast over Radio Berne, Switzerland.

The coming program will be designed to reach newspapers and the 100 or more independent radio stations that have not followed the network lead in accepting the AAAA's proposals.
Figures recently published establish CFRB’s position among Toronto stations with Ontario’s night-time audience. This station has the widest coverage, the greatest share of listeners and the largest number of popular shows of all stations operating in the city from six o’clock on.

The following facts show that this position is maintained with Ontario’s daytime audience, too!

1. With a daytime coverage penetration of 50% or better in three-quarters of the Province, this station reaches 454,217 radio homes in its primary area, 88% of the total number.

2. This station has an average listenership from 9 a.m. to 6 p.m. of 21.7%, a greater share than that of any other Toronto station.

3. Of the top twenty-five most popular daytime shows broadcast over Toronto stations, twelve are broadcast over CFRB, a greater number than that claimed by any other station.

WRITE THIS STATION FOR FULLER DETAILS ON DAYTIME COVERAGE, LISTENERSHIP AND PROGRAMME RATINGS

Representatives:
ADAM J. YOUNG JR., INCORPORATED
NEW YORK    CHICAGO
ALL-CANADA RADIO FACILITIES LTD.
MONTREAL

CFRB
860 KC.    TORONTO

FIRST FOR INFORMATION! FIRST FOR ENTERTAINMENT! FIRST FOR INSPIRATION!
The Robert L. Kaufman Organization

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3517 Kenmore Ave., Dayton, Ohio
Phone—Kenmore 6333

GEORGE H. JASPERT
Consultants
Broadcast Engineering, Operations
Preparation and breakdown of program
matters pertaining to AM-FM applications,
estimates of station costs, annual operating expenses
and income.
Little Building, Hancock 4948
Boston, Mass.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65th St. 23
SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

FREQUENCY MEASURING SERVICE
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
District 1640

TOWER SALES & Erecting Co.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROLSTON RADIO ENGINEERING CO.
Supervision of constructing AM & FM Stations
1448 N St., N.W.
Office—D. 2704
Washington, D. C.

GREther Radio Engineering Corp.
Julius L. Groether—William P. Groether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Nights 24408
Consulting Radio Engineers
AM INSTALLATION SPECIALISTS—FM

DeQuincy S. Sutton
Radio Business Consultant
2700 Conn. Ave.
Columbia 8105
Washington 8, D. C.

DeQuincy S. Sutton
Radio Business Consultant
2700 Conn. Ave.
Columbia 8105
Washington 8, D. C.

Worthy of an Engineer’s Careful Consideration

The Langevin Company
INcORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65th St. 23
SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

The 108 Series Amplifiers consist of Types A, B, C and D. The “A” is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm input; the “B” is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the “C” is a combination of the “A” and the “B”; and the “D” supplies two high-level input stages as described for the 108-B.

LANG-WORTH FEATURE PROGRAMS
New York, with start of fall season, will establish West Coast offices in Hollywood. Winnie O’Reagan, a former assistant of firm, was in Hollywood during July to make preliminary arrangements and is expected to return there in August to complete details for office opening.

VETERANS GUIDANCE IN Advertising & Selling
New York, which quarters at Advertising Club of New York, 30 East 37th Street, has announced that effective July 11 all panel sessions are being held on the second floor of New York Veterans Service Center, 500 Park Avenue.

PAUL F. HANNAH, after service with the Army in General MacArthur’s headquarters as Deputy Chief of the Civil Communications Section, has joined Raytheon Manufacturing Co., Waltham, Mass., as general counsel. Before entering the service Mr. Hannah was associate and junior partner of Morris, Kim Miller & Barry, Washington, D. C., where he was engaged in general and governmental practice and was director and general counsel of Ayerst, McKenna & Harrison (U. S.), Ltd.

MEREDITH WILSON, musical conductor of NBC “Maxwell House Coffee Time,” has been awarded a Gold Medal of Memorial Ribbon for his performance as musical director of Armed Forces Radio Service from its inception until shortly before V-J Day.

BENJAMIN COHEN, United Nations assistant secretary general for public information, will go on a one month-long business trip to South America.

BERNARD HEINZE, Australian musician and principal conductor of the Australian Broadcasting Commission, is to arrive in Canada in December as guest conductor of the CBC in a tour of Vancouver, Victoria, Edmonton and other centres as well as guest conductor of CBC networks next January and February.

KING HARRIS, former Navy lieutenant, is now a public relations executive for KSFO San Francisco, has joined the sales staff of Edward Petry Publicity. Before entering the service, Mr. Harris was with NBC’s New York studio with Erwin, Wasey & Co. on the coast. Believing West he had been with the radio department of J. Stirling Getchell in New York. Earl H. Smith, manager of the Petry San Francisco office, will now assume his duties at MBS.

ALVIN C. O’GRADY, formerly radio director of Lever Bros., Toronto, before joining the Canadian Broadcasting Corporation, has been named a co-director of the Canadian Institute of Public Opinion (Canadian Gallup Poll). He has also been a research and accounts executive with McKim Adv., Toronto.

LEON J. SUBRAU, former sales promotion director of Majestic Records, New York, has been appointed sales manager of the firm and Leslie A. Kramer, who writes the shows presented by the Circa Saints and Bumbers Club, New York, has been appointed assistant director of publicity of the organization.

W. BOB TURNER, released from Army, has been appointed advertising manager of the 20th Century Records Inc., Hollywood.

ALAN KEYES is now publicity director for record department, RCA Victor.

FREDERICK W. ZIV Co., Cincinnati, announces that Z. L. Colbourn, account executive of the company, has been appointed their representative in Michigan. G. V. Smith, their representative in Ohio, has been made their representative in Illinois.

LEAR Inc. has leased 68,000 square feet of floor space in the building which houses the General Motors Corp. equipment plant in Grand Rapids, Mich. The company was appointed for the construction of variable capacitors and other radio component parts which Lear Inc. is now making. It will also house the production of Lear home radio consoles, radio-photograph combinations, rec- ord changers, and Lear wire recorders.

EDWARD PETRY, president of the Petry Co., New York, last week conferred with executives of WBT Charlotte, N. C., on the findings of his survey and has insti- tuted in regard to effectiveness of spot announcements. Mr. Petry is currently traveling through the South reviewing his survey.
CLEAR CHANNEL HEARINGS?

No...not interested!

In WEST TEXAS, it's LISTENER LOYALTY, not power, that RINGS THE CASH REGISTER!

WEST TEXAS NETWORK offers POWER COVERAGE OF 33 counties, PLUS LOCAL LISTENER LOYALTY!

Conlan's Survey Says:

Morning Periods (8-12)

(including home distribution)

KRBC, 78.2; Power Stations, 16.3; Others, 5.5.

KBST, 72.4; Power Stations, 20.3; Others, 7.3.

KGKL, 77.6; Power Stations, 18.2; Others, 4.2.

West Texas, with bank deposits and retail sales up over 400%, is one of the nation's fastest growing markets!

This is The West Texas Network KRBC KBST KGKL

ABILENE, TEX. BIG SPRING, TEX. SAN ANGELO


New York - Chicago - Kansas City - Los Angeles - San Francisco

THREE DAYS after the atomic bomb test at Bikini, KLZ Denver sent out a folder entitled "Behind the Atom," giving information on the new KLZ series by that name. It gives background of the series and the scientist who is featured on broadcast. Folder was sent to 2,000 professional and business leaders and to advertising agencies throughout the country.

4-H Sponsorship

WDAY Fargo, N. D., has issued a booklet describing the station's sponsorship of the North Dakota delegation to the 16th annual 4-H Club Camp in Washington, D. C. in June. booklet tells all phases of the trip and how WDAY did a series of special feature programs on the camp for area farm communities.

'Said the Governor...'

"Said the Governor of North Carolina to the Governor of South Carolina," reads the cover of a promotion booklet put out by WBT Charlotte, N. C. on the relative merits of the two states. Booklet quotes the two Governors, telling states' virtues, using pink motif for North Carolina, blue for South Carolina. Piece ends with saying "no reason for doubting the Carolina's separate merits —when together they become one big, prosperous market, equally and easily covered by WBT."

National Ad Piece

NATIONAL Advertising Agency Network, Los Angeles, (Listening Home distribution) has put out by WMAZ Macon, Ga. a promotion piece that reprints a story from "Billboard" saying the station does "a better job than the networks." Inside fold compares net and WOW ratings of programs, showing how WOW gets ratings above the net in each case.

WBT Figures It Out

In an envelope looking as if it just came off a sales manager's desk, covered with doodlings and mathematical nonsense, WBT Charlotte has put out a promotion sheet. "Yes, we've been doing some figuring," piece begins, "and the results are..." piece begins, "Yes, we've been doing some figuring," piece begins, "and the results are..."

The Story of Skippy

"SKIPPY SKIPPED" is the title of the brochure issued by KQW San Francisco, tracing the history of the Skippy peanut butter account. Booklet, using block print illustrations of the Gay Nineties period and playbill type print, is built around a letter from Garfield & Guild Agency, San Francisco, congratulating the station on "a grand job KQW is doing for Skippy." Story of how the account left KQW then reentered is told in turn-of-the-century ballad style, with Skippy the young innocent who leaves home.

Quartet Selected

"DRUMS QUARTET," in amateur gospel quartet from the Carolinas has been selected by WBT Charlotte, N. C. to compete in the national Gospel Quartet Contest, held annually in Renfro Valley, Ky. Contest provides for an all-expense trip to Renfro Valley for the winning quartet from each locality.

WOW's Better Job

In BOLD BLACK lettering, WOW Omaha proclaims how "WOW delivers" in a promotion piece that reprints a story from "Billboard" saying the station does "a better job than the networks.

Power Stations, Loyalty!

WIGGLESWORTH's Brochure

A PROMOTION piece is currently being distributed to stations throughout the country by New Tools For Learning, New York, on its transcribed program "Beep Me Up With The Wigglesworths." The brochure lists stations carrying program and also announces a series of 78 records now available. WMAZ Macon, Ga. $100 scholarship award was won by Dorothy Jane Wilkin, winner of "What's New in Business." WDAY Fargo, N. D., has issued a booklet giving information on the new KLZ series by that name. Illustrated folder gives background of the series and the scientist who is featured on broadcast. Folder was sent to 2,000 professional and business leaders and to advertising agencies throughout the country.

Mr. Quirk

Mr. Royen

JANE GRIFTH, formerly of the WQRX New York news staff, has been transferred to that station's publicity department as assistant to ELMANORE (Pat) HURLEY, promotion and publicity director. Prior to joining WQRX, she was affiliated with INS and served as news writer. ELMANORE

JANE MINER has joined KCMD Kansas City doing promotion and publicity. WELF CLEMENT, formerly with Dickson & Edgington, program producers, Toronto, has joined Horace N. Stovin Co., station reps, Toronto, to handle station promotion.

CHARLES LEVIN, CBS Hollywood publicist, has resigned after two years to open his own publicity office. JOE ASBURY, formerly assistant sports editor of Pasadena Star-News, has joined CBS Hollywood publicity staff. JEAN BOUTETTE, after four years in Merchant Marine, has joined network publicity staff in that city.
FCC Actions (Continued from page 64)

transmitter and temporary antenna 72 feet above ground for a period of 90 days from date of issuance.

KANA Anacoda, Mont.—Granted modification of CP which authorized a new station, to change type of transmitter.

WCMA Chambersburg, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter, for approval of studio location at Graff Prese Bldg., Lincoln Way E. at Pennscy, R.A., Chambersburg.

JULY 11

BY ADMINISTRATIVE BOARD

WROS Savannah, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter (Gates Radio Co., 250-W) for approval of antenna, for approval of transmitter location at Wt. and Savannah, and approval of studio location at corner Bull and York Sts., Savannah. Authority is granted on condition (1) that permittee submit measurements to show interference caused WFMJ at Dayton Beach; and (2) that permittee will not object to interference which may be caused by a grant of RP-10459.

KBFI Wichita, Kan.—Granted license to cover CP which authorized increase in power from 1 kw-12 to 19 kw-12, and make changes in transmitting equipment.

KWIN Franklin, Ky.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 120 watts unlimited time; also authority to determine operating power by direct measurement.

WBZ Boston—Granted authority to determine operating power by direct measurement.

WHMH Memphis, Tenn.—Granted a modification of CP which authorized a new station, to change name of permittee to Herbert Heritz, to/wha WHMH Broadcasting Co.

WHLK Lexington, Ky.—Granted modification of CP which authorized a new station, to change name of corporation to The Fayette Bbly Co., specify type of equipment; new location as 120 E. Main St., Lexington, Ky.

WXYX Pasadena, Calif.—Granted license to cover CP which authorized a new station, to change type of transmitter to (Gates Radio Co. 1-N), change transmitter and studio location to Los Angeles (So. of Pasodhal) and 504 Ky. KXO, respectively; approve time measurements and commencement and completion dates to 60 days after grant and 180 days thereafter, respectively. This action is taken subject to condition that the permittee herein shall comply with complaints of blanketing within 250 mile contour, including external cross modulation.

WLWA Area of Cincinnati—Granted CP which authorized installation of new transmitter on transmitter site at 2513, 9811 mec, with 3 kw, using temporary antenna on WLWA’s tower for a period beginning July 11 and ending Aug. 11, 1956, for the purpose of making FM site tests.

Applications...

JULY 9

AM—1120 kc

Broadcast Management Inc., Bethesda, Md.—CP new station 1120 kc, 250 w, and daytime hours.

AM—1490 kc


AM—800 kc

WKBX Paducah, Ky.—Modification of CP which authorized installation of new transmitter, new antenna and antenna location, to change type of transmitter, change transmitter and studio location, to extend commencement and completion dates.

AM—1230 kc

WIBK Iron Mountain, Mich.—Modification of CP which authorized installation of new transmitter, for approval of antenna and approval of transmitter and studio locations.

AM—1320 kc


Video—204-210 mc

Philadelphia Daily News Inc., Philadelphia—CP new commercial television station to be operated on channel 3, 180-190 mc, ESR of 85 and power of visual 9 kw, visual 2 w-5, to change frequency from channel 8, 180-186 mc to channel 12, 204-210 mc, type of transmitter, specify effective radiated power as visual—3 kw, visual 3 kw, aerial presence and make changes in antenna system and change ESR from 865 to 1010.

Hearings This Week

Subject to last minute change by FCC

MONDAY, JULY 15, Washington, D. C.

Radio Airways Inc., Eugene, Ore.—CP new station 1520 kc, 1 kw, directional antenna.

MONDAY, JULY 15, Washington, D. C.

Independent Bbly, Co., Des Moines—CP new station 940 kc, 5 kw night, 10 kw day, directional antenna night and day, KJUM Minn.—CP new station 940 kc 5 kw night, 3 kw day, sharing with WCAI, WCAI Northfield, Minn. Motion to intervene filed by KUOM.

MONDAY, JULY 15, Washington, D. C.

Further Clear Channel Conference.

MONDAY & TUESDAY, JULY 15-16, Washington, D. C.

Informal conference in connection with Clear Channel proceedings.

WEDNESDAY, JULY 17, Washington, D. C.

A. J. Fletcher, Greenboro, N. C.—CP new station 850 kc, 1 kw, daytime.

T. Paducah, Florence, Ky.—CP new station 850 kc, 1 kw night, 3 kw day; High Point Enterprise Inc., High Point, N. C.—CP new station 850 kc, 1 kw night, 5 kw day.

Intervenor: WBUF.

MONDAY, JULY 15, Washington, D. C.

KITH Inc., Houston, Tex.—CP new station 810 kc, 5 kw night and day with directional antenna; W. Albert, Lee, Houston, Tex.—CP new station 810 kc, 5 kw night and 5 days and 360 of the Commission’s rules; condition.

THURSDAY, JULY 18, Washington, D. C.

Henry P. Felt, Dearborn, Mich.—CP new station 1450 kc, 1 kw daytime.

Suburban Broadcasters, Dearborn, Mich.—CP new station 1450 kc, 1 kw, daytime.

AM—900 kc

Northeast Oklahoma Bbly Co., Mi-

ami, Oklahoma—CP new station 900 kc 250 w and daytime hours.

AM—1410 kc

Baird Bishop & Ed Bishop, d/b/a Dalkey Broadcast Co., Baltimore, Md.—CP new station 1410 kc 250 w and unlimited hours.

AM—860 kc

KONO San Antonio, Tex.—CP to change frequency from 1400 to 860 kc, increase power from 250 w to 1 kw, install new directional antenna, 5 kw night 5 kw day, install new transmitter and directional antenna for night use and change transmitter location. AMENDED: re change in transmitter location.

AM—1400 kc

David W. Radoff, Stamford, Conn.—CP new station 1400 kc 250 w and unlimited hours.

AM—1496 kc

Enterprise Publishing Co., Douglas, Ga.—CP new station 1490 kc 250 w and unlimited hours.

AM—1500 kc

Carol Beck, Co., Carrollton, Ga.—CP new station 1500 kc 250 w and daytime hours.

AM—1240 kc

WENK Union City, Tenn.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

AM—1010 kc

Albermarle Bbly Co., Albermarle, N. C.—CP new station 1010 kc 1 kw and daytime hours.

AM—1000 kc

WWGP Sanford, N. C.—Modification of CP which authorized a new station, to change type of transmitter, approval of antenna and transmitter location.

Peter B. Thornell, Florence, S. C.—CP new station 1220 kc 250 w and unlimited hours.

AM—740 kc

Radio Airways Inc., Eugene, Ore.—CP new station 1420 kc, 1 kw.

AM—1080 kc

KSBJ Jamestown, N. D.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna and change in transmitter and studio locations for extension of complete date.

AM—1230 kc

KFB Marshalltown, Iowa.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KVMV Twin Falls, Idaho—CP to install a new transmitter.

AM—1400 kc

KMDK Medford, Ore.—Vollary available for installation of antenna.

AM—1110 kc

Alvin A. Beal & Elmer P. Hauser, d/b/a Beal & Hauser Bbly Co., Fontana, Calif.—CP new station 1110 kc and unlimited hours.

AM—810 kc

KDON Monterey, Calif.—Authority to determine operating power by direct measurement of coaxial cable power.

AM—1230 kc

XKO El Centro, Calif.—Modification of CP which authorized installation of new transmitter, new vertical antenna and ground system, and change transmitter and studio location to move

(Continued on page 82)
FCC Actions
(Continued from page 81)

WCHS
Charleston, W. Va.

transmitter location and to extend completion and completion dates.

AM-1490 kc
KWWB Walla Walla, Wash.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, new directional antenna for day and night and change transmitter location from Saints to Wayland, Ohio—CP new station 1240 kc 250 w and unlimited hours.

AM-1000 kc
KOMO Seattle, Wash.—Modification of CP which authorized an increase in power, installation of new transmitter and directional antenna for night use, and change in transmitter location for change of power by direct antenna for night use.

AM-1090 kc
KEVR Seattle, Wash.—Modification of CP which authorized an increase in power, installation of new transmitter and directional antenna for day and night use, and change in transmitter location for change of directional antenna for night use.

AM-1630 kc
Western Montana Associates, Missoula, Mont.—CP new station 630 kc and directional antenna night and unlimited hours.

AM-1230 kc
Tri-County Radio Corp., Shelby, Mont.—CP new station 1250 kc 250 w and unlimited hours.

AM-1450 kc
James L. Frank, Colorado Springs, Colo.—CP new station 1450 kc 250 w and unlimited hours.

AM-1240 kc
Peake-Peake Corp., Colorado Springs, Colo.—CP new station 1450 kc 250 w and unlimited hours.

Southern Wyoming Bestg. Co., Laramie, Wyo.—CP new station 1450 kc 250 w and unlimited hours.

AM-1400 kc
KODY Cody, Wyo.—Modification of CP which authorized a new standard broadcast station for approval of antenna and directional antenna system and to extend completion date.

AM-1290 kc
Southern Wyoming Bestg. Co., Laramie, Wyo.—CP new station 1290 kc 250 w and unlimited hours.

AM-900 kc
The Eastern Oklahoma Bestg. Corp., Muskogee, Okla.—CP new station 900 kc 5 kw, directional antenna and unlimited hours.

AM-1460 kc
WLAY Muscle Shoals, Ala.—CP to change from 1460 to 1460 kc, power from 250 w to 1 kw, install directional antenna night, new transmitter and transmitter location.

AM-1270 kc
WTMC Columbia, S. C.—CP to change from 1270 to 1370 kc, power from 250 w to 1 kw, install directional antenna night, new transmitter and transmitter location.

AM-1270 kc
Independent Bestg. Co., Knoxville, Tenn.—CP new station 800 kc 1 kw and daytime hours.

AM-1170 kc
Anderson Broadcasters, S. C.—CP new station 1170 kc 250 w and daytime hours.

AM-1120 kc
Marti Inc., Cleburne, Tex.—CP new station 1120 kc 250 w and daytime hours.

AM-1450 kc
Arthur S. Feldman, P. O. Box, Wayne, Ind.—CP new station 1450 kc 250 w and unlimited hours. (Continuing on WPJA operating on new frequency.)

AM-620 kc
Fresno Bestg. Co., Calif.—CP new station 620 kc 1 kw, directional antenna and unlimited hours.

AM-1490 kc
Siskiyou Bestg. Co., Ukiah, Calif.—CP new station 1490 kc 250 w and unlimited hours.

AM-1390 kc
KIRK Everett, Wash.—CP to change from 1390 to 1380 kc, power from 250 w to 1 kw, install new transmitter and directional antenna for night use.

AM-1340 kc
Pacific States Radio Co., Corvallis, Ore.—CP new station 1340 kc 250 w and unlimited hours.

JULY 9

AM-1340 kc
WHDH Boston—CP to increase from 1340 to 1370 kc, power from unlimited to 50 kw, new directional antenna for day and night and change transmitter location from Saugus to Wayland, Mass.

AM-1240 kc
Miller Associated, Inc., Youngstown, Ohio—CP new station 1240 kc 250 w and unlimited hours.

AM-1110 kc
Moraine Broadcasters Inc., Dayton, Ohio—CP new station 1110 kc 1 kw and daytime hours.

AM-1150 kc
WCPQ Boston, Mass.—Authority to determine operating power by direct measurement of antenna power.

WARI Bangor, Me.—Modification of CP which authorized an increase in power, empowers CP to make changes in transmitting equipment for extension of completion date.

AM-1340 kc
WMFF Pittsburgh, Pa.—License to cover CP which authorized installation of new transmitter.

FM—Unassigned
Brooklyn Bestg. Service Inc., Brooklyn, N. Y.—New CP (FM) station to be operated on frequency to be assigned by FCC (FM) to special studio location.

WCIF Madisonville, Ky.—Modification of CP for a new station for approval of antenna and approval of transmitter and studio locations.

WOTD Toledo, Ohio—License to cover CP as modified which authorized a new station.

AM-1500 kc
WOTD Toledo, Ohio—Authority to determine operating power by direct measurement of antenna power.

KAMD Camden, S. C.—License to cover CP which authorized a new station.

Radio Asheville Inc., Asheville, N. C.—CP for new FM (2A) station to be operated on frequency and coverage to be assigned by FCC-FM to AMEND to: change type of transmitter.

Video—76-82 mc
J. W. Birdwell, Pittsboro, N. C.—CP new commercial television station to be operated at 90-92 mc and 500 kw and AMEND to: change frequency from channel 5 to 21 and 500 kw to 520 kw, new city of license from Pittsboro to Raleigh, N. C. and unlimited hours.

WKAN Kankakee, Ill.—Modification of CP which authorized new station, to change type of transmitter, make changes in antenna system and extend completion date.

AM-1230 kc
Southern Wyoming Bestg. Co., Laramie, Wyo.—CP new station 1230 kc 250 w and unlimited hours.

AM-1640 kc
Boulder City Bestg. Co., Las Vegas, Nev.—CP new station 970 kc 1 kw and unlimited hours.

AM-1490 kc
Alva B. Adams, Pueblo, Colo.—CP new station 970 kc 250 w and unlimited hours.

AM-1490 kc
Ogden Bestg. Co., Ogden, Utah—CP new station 1490 kc 250 w and unlimited hours. AMEND to: re change in stockholders.

Relay
News-Press Publishing Co., Area of Santa Barbara, Calif.—CP new relay station to be operated on 31.25, 35.35, 37.34, 39.62 mc, power of 5 and A1 emission.

Applications Returned:
AM-1480 kc
Thomaston Bestg. Co., Thomaston, Conn.—CP new station 1480 kc 250 w and unlimited hours.

AM-810 kc
Thomaston Bestg. Co., Columbus, Ga.—CP new station 810 kc 5 kw and daytime hours.

AM-1420 kc
San Joaquin Broadcasting Co., Stockton, Calif.—CP new station 1420 kc, directional antenna and unlimited hours.

Applications Tendered for Filing:
AM-850 kc
WEUE Reading, Pa.—Consent to transfer license from George J. Feinberg, Joseph M. Nassau, Robert W. LeMond, F. Clinton Jones to William S. Grosse, Jr., Robert W. LeMond, F. Clinton Jones.

AM-1090 kc
WFWF Pittsburg, Pa.—Consent to assignment of license to WFWF Bestg. Co.

AM-1450 kc
KZ1C Durango, Colo.—Consent to assignment of license to KZ1C Bestg. Co.

AM-1440 kc
KZLZ Du Quoin, Ill.—License to cover CP which authorized installation of new transmitter.

AM-1150 kc
KZM1 Jacksonville, Fla.—CP new station 1150 kc 250 w and unlimited hours.

AM-1190 kc
KZQX Toledo, Ohio—CP new station 1190 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.

AM-1490 kc
KZQX Toledo, Ohio—CP new station 1490 kc 250 w and unlimited hours.
UOPWA WOULD OPEN CBS NEGOTIATIONS

DESPITE the fact that certification of the United Office and Professional Workers of America (CIO) to represent white collar workers has not been made by the National Labor Relations Board, (pending the outcome of the challenged votes) the union last week served an open letter to Howard Hausman, director of personnel relations for CBS, suggesting the opening of negotiations between UOPWA and CBS management.

The letter, signed by Norma Aronson, director of organization for UOPWA, and Myra Jordan, chairman of CBS chapter, UOPWA Radio Guild, stated that "an agreement should be reached upon a date when all financial adjustments arising out of collective bargaining can be made effective." It further proposed "that all monetary increases and classification adjustments, growing out of collective bargaining be made retroactive to June 14, the date of the NLRB election."

It seemed likely that since the NLRB has not certified the union to represent the workers as yet, the CBS answer to the letter would be "no."

The UOPWA also published a statement protesting "the action of Columbia in laying off 25 white collar employees in its current "economy" drive. The union proposed "immediate reinstatement of lay-offs" and "immediate reinstatement of the 25 white collar employees to the payroll."

Famine Group Feted

GOVERNMENT officials and members of the press were guests Thursday night at a dinner at the Statler Hotel, Washington, which came back from Europe as a WLW Cincinnati Famine Committee, which visited Greece, Italy, France and Poland. With James D. House, vice president of the Crosley Corp., in charge of broadcasting, as toastmaster, the committee members, whose trip was sponsored by WLW, reported on their findings. Speakers were Katherine Fox, WLW Special Broadcast Services head; Roy Battles, WLW farm director, who headed the trip; Mrs. Rhea Ahn, Columbus, O., homemaker; C. B. Blubaugh, Knox County, Ohio, farmer, and Al Hokanson, Portland, Ind., grocer. At the head table were Rep. Clarence J. Brown (R-Ohio); FCC Comrs. Paul A. Walker and Rosel H. Hyde and Robert E. Dunville, Crosley vice president and WLW general manager.

Kalaidjian Promoted

ROBERT E. KALAI DJIAN, assistant employment manager last week was appointed employment manager succeeding Bennett W. Lowry, resigned. Katherine Alles, who has been in the radio sales and Columbia-owned station administrative departments, will become assistant employment manager.

A 'Natural'

THE STATISTICS involved in the birth of a child to the wife of WHN New York Announcer Larry Blenheim read more like those of a dice game than a delivery. Mrs. Blenheim bore a seven-pound, seven-ounce girl on the seventh day of the seventh month at seven a.m., in New York. Last week she rested comfortably in room 4-1-7, seven that is, after being the seventh maternity case in the hospital delivery room.

Lindow, at New Position

In Rochester, Is Feted

TOP executives of Rochester, N, Y., radio stations, newspapers, and advertising agencies attended a cocktail party for Lester Lindow, at New Position, at the Statler Hotel Pickwick, Kansas City 6, Mo., July 10 to meet Lester W. Lindow, new general manager of Rochester's newest radio station.

Hosts were the board of directors of Broadcasting, Inc., holders of a CP for a 250 w station on 680 kc. Mr. Lindow, formerly manager of WFBM Indianapolis, recently joined the new station upon his release from active duty with the Army. He was Chief of the War Department's Radio Branch with rank of lieutenant colonel.

About 125 guests were present, including the general managers and key executives of the other three Rochester stations. Monroe Broadcasting Co., a locally owned corporation, directed present included: Louis Wehle, George Kelly, John Wehle, Robert Wehle, M. Thomas Nagle, and Donald Dailey.

Mr. Lindow announced that offices and studios will be located at 101 East Ave. in downtown Rochester. Construction is now underway, and the station will occupy the entire second floor of the building at that address. The transmitter will be located at the edge of the city on Mt. Read Blvd.

Metropolitan Broadcasting Co., in a letter filed last week with the FCC, denied allegations of the Foundation Co. that Metropolitan was not "legally, technically, financially and otherwise" qualified to hold a construction permit [Broadcasting, July 8].

No formal brief was filed in reply to the Foundation petition. Morris Rodman, president of Metropolitan, sent to the Commission a letter of denial, along with (a) a memorandum of conferences between Lawrence J. Heller, treasurer of Foundation and former majority owner of WINX Washington, Elmer W. Pratt, president of Foundation Co., and Edward M. Brecher, general manager of Metropolitan; (b) a letter from Foundation Co. to Metropolitan; (c) a letter from Mr. Brecher to Mr. Heller, and (d) a resolution adopted by Metropolitan Board of Directors.

The memorandum purported to report on a conference in which the terms of consolidating interests allegedly were discussed. The Foundation Co. letter, signed by Elmer W. Pratt, president, to Mr. Brecher said: "While the petition contains the usual necessary allegations in matters of this kind, we are in no way disposed to change our position as set forth by Mr. Heller to you in our recent conference."

Mr. Rodman called attention to the Pratt letter, alleging in his communication to the FCC that Mr. Pratt "states, in effect, that the allegations in the Foundation Co. petition are not seriously offered but are rather "the usual necessary allegations in matters of this kind."

The letter to Mr. Heller advised action taken by Metropolitan and the board resolution was that Metropolitan "would not enter negotiations with Mr. Heller or with Foundation Co."

Metropolitan was granted a construction permit for a 500 w daytime station on 570 kc. Foundation filed application for a 7 kw fulltime outlet on 580 kc. Regulations require a 40 kc separation.

Veteran Issues Raised

In New Series on MBS

ENABLING WORLD WAR II veterans to present their problems before a panel of distinguished Americans, MBS, on July 14, started a new series entitled What the Veteran Wants to Know, Sunday, 2:45-3 p.m.

Presenting a different problem each week, panel on the initial show consisted of Gen. Omar N. Bradley, Administrator of Veterans Affairs, Wilson W. Wyatt, U. S. Housing Administrator; and William K. Jackson, president of the U. S. Chamber of Commerce.

Veteran issues raised in the initial show included:

1. Education and training for veterans.
2. Employment opportunities for veterans.
3. Housing for veterans.

Veterans were encouraged to participate in the series by writing to MBS, One Madison, N.Y.

Woman Becomes Avenue House Owner

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Women,Broadcasting, Telecasting, July 15, 1946
Sedgwick (Continued from page 15)

Chicago in 1932, he abandoned a successful business career in 1942 to return to the University and study law, receiving his J. D. degree in 1943.

Mr. David joined FCC in 1939 after two years' law practice in Boston, and served for more than a year as assistant to Chairman Fly. Later he headed the renewal section of the law department's Broadcast Division and subsequently became chief of the litigation section. At the outset of the war he was placed in charge of some 25 lawyers dealing with war problems.

FCC Assignments

His FCC assignments included work on legal aspects of problems arising under NARBA; setting up of field offices in the law department to investigate complaint and policies of foreign language and international broadcast stations; and preparation, for a Senate committee, of testimony analyzing history and problems of the telegraph industry as the basis for FCC's proposal for the merger of Postal Telegraph and Western Union. He aided General Counsel (now Acting Chairman) Charles R. Denny Jr., in preparing FCC's case before the Cox investigating committee. A few months ago he was mentioned as a possible successor to Paul A. Porter on the Commission and also as an appointee to the general counselship.

KYW Technicians Vote On Bargaining Agent

TECHNICIANS of KYW Philadelphia will vote within 30 days, under an NLRB decision announced last Monday, to choose National Association of Broadcast Engineers and Technicians (NABET) or American Communications Association of CIO, or neither, as their bargaining agent.

KYW and KYW-FM are owned by Westinghouse Radio Stations Inc. NLRB's decision noted that ACA has represented the employees since 1941 but that when ACA gave notice that it wanted to negotiate a new contract, the agreement was continued in effect for an indefinite period by both company and union. NABET demanded recognition early this year.

A hearing on NABET's petition was held in Philadelphia in April, with ACA as intervenor. ACA subsequently charged Westinghouse Radio Stations with unfair labor practice, but the NLRB Regional Director administratively dismissed the charge by refusing to issue a complaint.

In the Public Interest

Safety Announcements

THE ADMONITION, "Please drive carefully this weekend," was used 64 times by WOW Omaha over the long weekend of the Fourth of July. Not one fatal auto accident was reported in Omaha or in the immediate territory. Manager of Omaha Safety Council said, "We are extremely grateful to WOW."

* * *

Scandinavian Plea

A PLEA, written by a family in need found its way from Norway to Texas to WTCN Minneapolis. Relayed to the station from the recipient, a resident of Texas, the Scandinavian writer explains that "Because of the misery that is here, I will dare to write to this address that I found in a piece of paper." Translated by Johan Arrthun, WTCN Scandinavian singer, the letter was read in text by John Ford on one of his news programs.

In part, the letter reads: "... We are grateful for anything. A thing like new underwear we have not seen for five years. We are five in the family and even used material..."

* * *

Sponsor Aids Famine

COOPER BREWERY, Philadelphia, during its Nightcap of News, urges listeners to cooperate with President's Famine Emergency Committee by cutting use of wheat products, fats and oils and conserving all foods. Throughout war Cooper plugged war bonds, blood donor campaigns, Red Cross drives and similar public service projects. Nightcap of News is one of the oldest newscasts in the Philadelphia area.

* * *

Fighting Fatalities

AIMED at reducing Fourth of July holiday accidents, KKOK St. Louis started spot announcements July 3 calling attention to various accidents around the country and urging listeners to exercise caution.

On the Fourth, KKOK correspondents were stationed in various hospitals to report accident cases to the station which broadcast details with the admonition that each listener could be the next victim. For its efforts, KKOK was congratulated by Herman Culfield, director of public safety in St. Louis, who termed it "one of the finest educational features I have ever heard in the many years of my public service."

* * *

WWJ Service Awards

Since the inaugurations of its sustaining program for Alcoholics Anonymous 17 months ago, WWJ Detroit has received requests from 138 stations for transcriptions of the original shows. As a result of this meritorious activity, WWJ has been presented with two awards for public service—one from Ohio State U. and the other from City College of New York.

* * *

Hospital Fund

FINAL PUSH to attain goal of $1,300,000 funds necessary to implement "ADOPT A CHILD" plan is under way at Children's Hospital of Washington, D. C., was substantially aided when WWDC last week presented its "Million Dollar Show." From 7 a.m. until 8 p.m., station broadcast from the hospital's basement grounds every half-hour, presenting many of its regular features direct from the institution.

* * *

Donors Respond

WMOH Hamilton, Ohio, broadcast an emergency appeal for a rare type blood, informing listeners that only seven percent of the population had the required type. Despite that fact, within 45 minutes, during which time two announcements were made, the hospital had heard from more than enough donors.

* * *

Foster Parents

MARY BIDDLE, subbing for Anice Ives, on the Everywoman's Program on WFIL Philadelphia, launched a drive to provide "foster parents" for the thousands of children overseas who are in dire need. The program is in cooperation with "Foster Parents Plan for Navy Children," a national organization. The name of a destitute child in France or Italy is provided to any listener who wants to help. The interested persons are then introduced by letter and sent whatever packages are necessary to help. Among the services Mrs. Biddle will render will be keeping in constant touch with donors, keeping them up to date on postal regulations, packaging requirements, and recommending those items high on the necessity list.

EDWARD BORLOWE, partner in the advertising firm of Van Dyne, Borlowe & Capatazas, Chicago, has returned to his desk after being confined to a local hospital for an emergency appendectomy.
British Jamming
(Continued from page 13)
next logical step of banning in the British Isles all foreign journals which carry advertising?"

The letter pointed out that any action taken by the British Government to restrict international radio broadcasting would be harmful to all interests, government and private.

Charges that the British listener, hearing advertisements placed in the air, would pressure the Government to restrict international radio advertising, which beside the basic danger of abuse of freedom of the airwaves could easily lead to a radio war that would be harmful to all interests, government and private."

The White Paper said the Government had turned down a suggestion for an independent committee of inquiry to advise it on broadcasting in the view to form conclusions on the merits or demerits of the present system of broadcasting; (2) it is too early to determine the effects of wartime electronic research on peacetime broadcasting; (3) it will be some time before existing international agreements can be revised to take account of the geographical and technical changes of the past six years.

The Government, however, is not opposed to the idea of an independent committee of inquiry, said the White Paper; thus the extension of BBC charter remains in power, Britain will have nothing to do with commercial broadcasting. As a result, Washington last year the Prime Minister Clement Attlee, it was stated on high authority that the Prime Minister would vigorously oppose any commercial broadcasting in British as long as he had breath.

On the other hand, hundreds of British Tommies during the war had a taste of American type of free broadcasting. They liked Jack Benny, Kate Smith, Bing Crosby, the dramatic serials. Although commercials were deleted by the War Dept., Army "commercials" were inserted and the British servicemen and women are reported to have acquired a liking for the variety of programs offered by U. S. stations.

High-ranking British officers and Government officials, over here during the war, are returning to their homeland with a different slant on the American commercialized radio, it is reported.

To offset the demands by British listeners for a greater variety of programs, the BBC in the fall will start a third service, to consist of serious programs, concerts and operas in their entirety. This service will augment the present "Light" and "Home" services. The BBC director general has stated that with this third program Britain will have a more comprehensive broadcasting service than any country in the world," said the British release.

Britain would welcome acceptance by the BBC of "suitable foreign programs for rediffusion to home listeners," said the White Paper. The Government welcomes the BBC policy of "encouraging the spirit of competition in broadcasting by enhancing the status of its individual regional organizations," according to the U. K. Information Office.

Fraisers Engineers
Of BBC engineers the White Paper said: "No greater tribute could be paid to the technical excellence and reliability of their stations and equipment than to say that these have been extensively copied in other countries." BBC plans to spend each year a "substantial sum" on research and development.

The White Paper recommended continuation of international shortwave and mediumwave broadcasting since "other powers intend to continue the use of broadcasting to put their point of view before the European audience, and we cannot afford to let the British viewpoint go by default."

Overseas broadcasts will be financed by a direct grant from the Treasury estimated at 4,000,000 pounds or about $16,000,000 U. S. money. The U. S. State Dept. has earmarked $8,600,000 for international shortwave broadcasting for the next year.

There was one hitch in the BBC charter renewal. Radio fare will cost British listeners twice as much as in the past. Tax on home receivers, formerly 10 shillings a year (approximately $2) will be one pound ($4). On television sets the fee will be two pounds or about $8.

PROBLEMS CENTERING AROUND FEDERAL REGULATION

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(Continued from page 13)
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PROBLEMS CENTERING AROUND FEDERAL REGULATION

NAB STRATEGISTS

PROBE REGULATION

PROBLEMS centering around Federal regulation of broadcasting and the FCC Blue Book were discussed July 8-9 at a meeting of the NAB Strategy Committee and its two subcommittees. The strategy group was authorized by the board last spring after issuance of the Blue Book (see separate board story, page 27).

NAB President Justin Miller presided at the meeting, which opened Monday evening with the public relations and legal subcommittees then convening separately. Joint meeting was held Tuesday.

Recommendations to be submitted to NAB board meeting Aug. 6-8 at Estes Park, Colo., were adopted but not divulged since they require board action. After the meeting President Miller voiced satisfaction over the "careful and thoughtful consideration which the committee had given to the subject."

The subject was defined as "the many problems incident to the entry into the broadcast business of thousands of new broadcasters, many of them unfamiliar with the problems involved in the business."

These problems are serious, it was indicated, since many operators of new stations are entering the field from other types of business and are not familiar with responsibilities and ethics of broadcast station operation.

Present at the strategy meeting, besides President Miller, were Edgar Bill, WMBD Peoria; Frank Stanton, CBS; Wayne Coy, WIXN Washington; Louis G. Caldwell, Horace Lohnes, Washington radio attorneys; Don S. Elias, WWNC Asheville, N. C.; A. D. Willard Jr., NAB executive vice president; E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Edward J. Heffron, executive assistant, public relations, all of NAB.

Lyons Leaves WBKB
HERBERT LYONS, publicity director for WBKB, Chicago television station, has resigned to become picture and television representative for Stanley & Kramer, Hollywood advertising agency, effective August 15. Helen Donaldson Bolstad, associated with WBKB before entering the trade press field, has returned to replace Mr. Lyons.

W WL
New Orleans
shouts its shows on car cards throughout the year
Folks turn first to—

BROADCASTING • Telecasting

WLAW
LAWRENCE, MASS.
NATIONAL REPRESENTATIVES: WEED & CO.
ABC Hearing
(Continued from page 13)

stock optioned by ABC executives and shares to be offered affiliates (on the basis of station compensation), at $14 rather than the $15 public price (see separate story).

4. Edward J. Noble, ABC board chairman and controlling stockholder, said he bought the Blue network in 1943 not as a speculation but "to acquire an opportunity to build a great radio network," and that he had no intention of selling. Mr. Priaulx said Mr. Noble had taken no income from ABC.

5. President Mark Woods reviewed ABC history and outlined AM, FM, and television plans, including plans for an FM network (see page 87). He thought ABC might break even on operation of five proposed television stations in three years but said it might be "many years" before FM can be a financially successful independent operation.

6. He said ABC planned to purchase King-Trendle whether the stock issue is approved or not.

7. Regarding the stock plan, he said the general public will benefit by having ABC owned by many stockholders and said he had no doubt that shares selling at $15 in this issue would be worth $30 or more in five years.

8. Vernon L. Wilkinson, FCC assistant general counsel, noted that some stockholders of ABC own interests in other stations and asked the Commission to take judicial notice of its recent Wabash Valley decision, in which FCC said it was considering promulgation of a rule barring network officials from owning stock in other stations.

9. Mr. Wilkinson pointed out that the contract with King-Trendle calls for ABC to receive undistributed profits of the corporation from Jan. 1 and that this might include profits of WOOD after FCC’s decision but before WOOD is transmitted. Sec. 3.106 of FCC rules might be involved. Sec. 3.106 prohibits network ownership of a station if competition with other stations in that market would thereby be substantially restrained.

10. It was emphasized that program enterprises (Lone Ranger, Green Hornet, etc.) owned by King-Trendle stockholders, are not involved in the sale.

Owners of King-Trendle are John H. King (40%); George W. Trendle (40%); H. Allen Campbell (10%); Howard G. Pierce (10%). WXZY operates on 1270 kc and WOOD on 1300 kc, both with 5 kw power fulltime. ABC introduced a letter dated July 8 in which Liberty Broadcasting Co. agreed to pay $850,000 for WOOD [Broadcasting, July 1].

RANGING from 100 shares for small local stations to 3,060 for WLS Chicago, amount of stock to be offered each ABC affiliate in the network’s proposed stock issue was revealed in exhibits presented to FCC at the hearing last Tuesday (see separate story).

The allocations were based on station compensation during the first three periods of 1946, with a minimum of 100 shares to any licensee. The will be at $14 a share, with the $15 starting price in the public sale.

While 100,000 shares would be reserved for offer to affiliates, C. Nicholas Priaulx, ABC vice president in charge of finance, said it was not known whether the stations would buy their allotted amounts. He emphasized that there will be no restrictions on disposition of the stock except that it be held for 60 days, and that ownership of stock would have no effect upon the stations’ affiliation contracts.

Affiliates would be required to purchase within three to seven days of the exact deadline to be set by ABC and the underwriters.

The list covered 201 affiliates (all of whom are holders of 1,000 shares more than 3,000), the $15 was the only station which would be offered more than 1,000,000 shares.

In the 2,000-3,000 bracket were: WCAE Pittsburgh 2,620; WFLI Philadelphia 2,260; WWVA Wheeling 2,210. Sold from 1,000 to 2,000 were: WAGA Atlanta 1,140; WFBk Baltimore 1,970; WCOP Boston 1,480; WKBW Buffalo 1,490; WSAI Cincinnati 1,280; JWV Cleveland 1,980; KVOD Denver 1,140; KRNZ Des Moines 1,220; WOWO Fort Wayne 1,100; KGKO Fort Worth 1,140; KXYZ Houston 1,170; WHIS Indianapolis 1,050; KCMO Kansas City 1,150; WTCN Minneapolis 1,440; KEX Portland 1,050; KXOK St. Louis 1,940; KJRC Seattle 1,140; WAGE Syracuse 1,240; WTRW Troy, N. Y. 1,100; WMAL Washington 1,140; KXEL Waterloo, Ia., 1,480; WNNX Yankton 1,480.

Exhibit Outlines ABC’s Proposed Sale Of Stock to Stations on Sliding Scale

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Most commonly used.

studies of recent station transfers

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For WXYZ was about 71/3

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Said ABC proposes to operate FM with AM, dupli-

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slAP of ABC's proposed FM network is shown above

hand opinion.

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A broadcasting

To WXYZ's 1270

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April

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Mr. Wilkinson, FCC assistant

ceeds from the stock issue will be

Mr. Priaulx agreed.

Asked by

Comr. Wilkinson, FCC assistant

further

Mr. Woods estimated operating

 expenses for the proposed New

York television station at $500,000

for the first full year; approxi-

mately the same for the Los An-

gelas outlets, and lesser amounts

for those in Chicago, San Fran-

cisco and Detroit.

Conceding that it is difficult to

forecast returns, he said "we don't

intend to go broke at it. In a few

years' time, we'll be doing all

right." He said he thought the

network could break even on com-

bined operation of five stations in

three years.

Difficult to Forecast

Advisers who help pay the

bill in television at the outset, he

said, may be given priority on

time spots over advertisers who

get into television later, he as-

serted.

He said ABC plans to operate

FM as a "supplementary" but im-

portant service, duplicating AM

programs over FM as much as

possible. "The cost of FM, God

and Mr. Petrillo willing, shouldn't

be too high," he declared.

How long it will be until FM

can "break even," he said, depends

upon such factors as the indi-

vidual operating the station,

whether it operates independently

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ABC Hearing
(Continued from page 87)
or has a network affiliation, actions of the FCC, and production on the part of manufacturers.

He said FM is superior to AM "in rural areas especially," but that unless an AM station had a good signal he didn’t think the listener would be particularly interested in dialing to FM.

ABC does not plan to increase its rates because of FM operation, he declared.

Encourages FM
He emphasized that ABC consistently has encouraged its affiliates to enter FM.

Mr. Woods said the affiliate which renders the best service to the network through the network to the advertiser is entitled to greater remuneration from the network than one who renders less service. This, he declared, might be made a factor in future promotion of FM to ABC affiliates.

The network does not intend, he said, to apply for FM in a city where it has an AM affiliate, even though the affiliate itself does not seek FM operation. To do so, he explained, would incur illwill.

Commissioner Durr pointed out that ABC plans to spend $33,000 for FM in Detroit compared to $2,800,000 for WXYZ. Mr. Woods conceded that the proposed FM outlet might give slightly better coverage than WXYZ. But he stressed that the FM station would have “zero listeners” at the start until the outcome was decided.

The two-day event will exhibit the latest television equipment ready for service to broadcasters and consumers, with actual telecasts originating at the conference.

A registration fee of $25 per person for the conference should be sent to Ralph B. Austen, chairman, Second Television Conference and Exhibition, Television Broadcasters Assn. Inc., Suite 1038, 500 Fifth Ave., New York 16, N. Y.

Site Selected by TBA For October Conference
THE SECOND Television Conference and Exhibition of Televising Broadcasterers will be held Oct. 10 and 11 at the Waldorf-Astoria Hotel, New York City, it was announced last week.

Farms and state, in brief appearances on the ABC, pointed out that Mr. King, 73 and not active in the business, wished to dispose of his 40% interest in King-Trendle, and that Mr. Pierce, owner of 10%, also is retired.

Mr. Campbell said he and Mr. Pierce, owner of 10%, also is retired. He said James G. Riddell would be promoted from sales manager to station manager of WXYZ.

Mr. Noble, testifying briefly, said he bought the Blue network not as a speculation but as “an opportunity to build a great network.” He said he was not interested in selling the company at any price. The proposed financing is solely for the benefit of the company. He is not selling and have no intention of selling any of my shares this year, or next, or any future years as far as one can humanly know.

It is my desire and ambition to help everyone to realize the unrealized potentialities of radio as one of our nation’s richest assets—bringing entertainment, enlightenment and education to all people.”

Pledged ‘Reputation’
Referring to his purchase of Blue network for $8,000,000, he said, “I am not taking on this enterprise single-handedly with a challenge and I expect my personal reward to be in the satisfaction that comes from accomplishment.”

Earlier, it was testified that Mr. Noble in buying the Blue not only invested $4,000,000 but “pledged his reputation” on a $4,000,000 loan secured by American.

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PW License

(Continued from page 14)

point of origin and the point of reception," said the PW report.

PW plans to utilize frequencies already licensed, although a survey indicates "there is no assurance service will be obtained from an increase in transmitter power," PW reported.

Tests of moduplex and relay transmissions were made. Results indicated, however, that A3 direct transmissions were better than the others. Evaluation as a whole of the various methods was stated as follows:

A direct—Excellent 19%; good 21%; fair 39%; poor 10%; very poor 16%. Moduplex direct—Excellent 21%; good 21%; fair 16%; poor 29%; very poor 16%. A3 relay—Good 22%; fair 45%; poor 25%; very poor 29%. Moduplex relay—Good 50%; fair 25%; poor 25%. Monitoring stations indicated, said PW, that they considered "excellent" and "good" as meaning suitable for rebroadcast, regardless of program content, and "fair" a suitable if the program content was speech only. PW does not plan to recommend transmission of musical programs over its proposed system in the immediate future, although each of the 58 quarter-hour segments contained both music and speech.

WHLS Hearing

HEARING on charges against WHLS Port Huron, Mich. regarding sale of time in the 1945 city elections, FCC announced last week, will be held Sept. 16. The hearing had been set for last Wednesday but was continued to permit completion of a stipulation of facts on which the case is to be heard. The Commission also continued, from July 8 to Sept. 9, the hearing on Electronic Time Inc.'s application for a developmental station in New York to demonstrate watch receivers providing listeners with continuous time and weather reports.

Rate Action Dropped

PROCEEDINGS involving division of radio-link tolls for U. S. communications carriers, begun by the FCC May 11, 1943, were dismissed last week. Under the proceedings the Commission proposed to require the radio-link portion of charges for foreign or overseas radio communications be divided on a basis of 50% to the licensee and 50% to the foreign correspondents of licensee. Such a division is now in effect in most radio-phone carriers and is provided for in the Bermuda Telecommunications Agreement of Dec. 4, 1945, affecting direct radiotelegraph circuits between the U. S. and British Commonwealth points, the FCC said.

SHOES FOR FAMILY

Mother and Seven Children—Aided by KDYL

SHOES for 16 feet were provided by the ZCMI Dept. Store, Salt Lake City, through its program, "Wishing Well," conducted by Jerry Burns on KDYL-AM, Salt Lake City. Mrs. H. S. Stevenson, wife of a Salt Lake City doctor, wrote Mr. Burns about the Merle Campbell family, consisting of triplets, twins and two other children, ranging in ages from 8 years to 14 months. Mr. Campbell was in a hospital and providing shoes for the children was no easy matter, Mrs. Stevenson wrote. "I am not wishing for myself. Instead I make my wish for Mrs. Campbell and her seven children," wrote Mrs. Stevenson, the listener. As a result Mrs. Campbell and her children were outfitted with shoes by the ZCMI store.

Austrian Again Boosts Film as Video Medium

RALPH B. AUSTRIAN, president of RKO Television Corp., last week told the film company's salesmen, meeting in New York, that "few programs" now being produced by live talent on television were "passable entertainment" and that he felt certain that 70 to 80 percent of television's manufactured entertainment would have to be done on film and 20 minute showings.

He said that his criticism of present telecasts did not include those of special events like boxing matches.

Applying before the RKO radio pictures sales meeting at the Waldorf Astoria, Mr. Austrian reported that much experimentation in television was currently under way and that within one or two years, he thought, thought television would be a practical reality.

Bus Grant Proposed

PETITION of National Bus Communications Inc. to make available certain frequencies to operate intercity bus communications experimentally would be granted under a proposal adopted last Wednesday by the FCC. Further hearing will be held to determine the number of frequencies to be assigned for bus service. Requests of other proposed users will be considered. Under the proposed decision the intercity passenger bus industry would not be required to obtain its channel as an existing general communications carrier or share with others the frequencies assigned. The FCC will continue to issue licences on an experimental basis for intercity bus communications. After final frequency determination the FCC will establish a separate intercity passenger bus radio service to govern operation of all stations furnishing communications exclusively to buses.

David Carpenter Takes Position at New WINR

APPOINTMENT of David Carpenter as general manager of WINR, New NBC affiliate in Binghamton, N. Y., was made Friday by E. R. Vadeboncoeur, vice president of WSYR Syracuse, and one of the founders of the Binghamton station.

For the past four years Mr. Carpenter has been vice president and general manager of WKNE Keene, N. H., during which time it was a Harry C. Wilder station.

Prior to that he was sales manager of WHB Portsmouth, N. H. His first radio experience was in 1928 as musician and announcer at WIRE Wilkes-Barre, Pa. After spending several years in other lines of business and theatre management, he returned to radio in 1938 as announcer and sales manager.

He attended Western Reserve Academy, Hudson, Ohio, and Wyoming Seminary in Kingston, Pa. Mr. Carpenter is married and has three children.

WINR will go on the air Aug. 1, from newly constructed studios on Court House Square in Binghamton.

UN Arrangements

A MEETING was held at Mayor William O'Dwyer's office last Wednesday to plan for the welfare of out-of-town radio correspondents covering the United Nations sessions in New York next fall. Hotel accommodations, transportation accommodations will be handled through the office of Christopher Cross, United Nations radio liaison officer. Correspondents are to communicate with Mr. Cross at Hunter College, Stanley Richardson, NBC assistant director of news and head of the committee of broadcasters accredited to the United Nations, and Mr. Cross represented the radio correspondents at the meeting with representatives of Mayor O'Dwyer.

Speed Plane Radio

SHORT-CUT to speed authorization of radio operation on private aircraft was announced by FCC last Wednesday. The application form is being simplified so that part of its filled-out portion may be mechanically reproduced on a license for quick delivery. FCC also is encouraging aircraft transmitter manufacturers to supply basic technical data, so the applicant need not bother with this phase. When the new form comes into use, FCC said, one day generally will be sufficient for processing station applications.

BROADCASTING • Telecasting

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New York FM
(Continued from page 16)

were to the effect that President Truman had asked four Supreme Court justices to resign (the White House denied the story) and one last October, in which Mr. O'Donnell charged that President Roosevelt had been asked to oust General Patton by several wealthy Jews, because of the Patton slapping incident.

Mr. Hubert also asked the News to produce scripts if any, dealing with denials of the O'Donnell stories.

The News, listing many civic and educational groups that had expressed willingness to cooperate in developing programs, added that this did not mean that the people involved were expressing any endorsement of the News.

Most of the cross-examination of the News came from Mr. Cohn, representing the ILGWU; Joseph Brodsky, chief counsel to the Communist Party for over 20 years, representing the Peoples Radio Foundation, and counsel from the Amalgamated Clothing Workers, National Maritime Union, and the United Auto Workers.

Applicants applying for New York FM are: WBNX Broadcasting Co., Inc.; WMCA Inc.; the Debs Memorial Radio Fund and WEVD; FM Broadcasting Corp.; American Broadcasting Corp.; Hearst Radio (WINS); Bernard Fein; New York Post (WLIB); Peoples Radio Foundation Inc.; Metropolitan Broadcasting Service;

PARALLELING the Post Office Dept. famed motto of the un- daunted, neither the passive re- sistance of the local press nor the threat of strike-bound materials for advertiser-exhibitors could stay WHNC New Haven, Conn., from the swift accomplishment of one of the year's better station promotion projects.

It started last April when promotion-conscious minds at WHNC were casting about for a little more unusual and enterprising stunt. They decided to invade the pre-war bailiwick of newspapers; to stage an exposition at the State Armory. Entitled "The Exposition for Better Living," WHNC contracted for the entire floor space during the week of June 3.

New Haven's situation is peculiar, reports the station, in that the local press is anti-radio, refusing to carry program listings and even NMU Broadcasting Co. Inc.; Amalgamated Broadcasting System Inc.; Unity Broadcasting Corp. of New York, Board of Missions and Church Extension of the Methodist Church of N. Y.; New Jersey Radio Projects Inc.; Atlantic Broadcasting Co.; New Jersey Broadcasting Co. Inc.; the Daily News.

It is expected that the hearings will last from two to three weeks.

preventing radio-newspaper adver- tisers from using their newspaper space to call attention to radio shows. Further, according to WHNC, when they tried to con- tract for announcement ads in the papers, the station was again re- fused.

Meanwhile, without outside help from professional promoters and on their own efforts, WHNC was plannning. The Armory was di- vided into 140 booth spaces for manufacturers of all types of home and sundry supplies. Again another threat arose when some con- cern posed the question of rail deliveries due to an impending railroad strike. Others said that local distributors were afraid to display new merchandise for a hungry public when retail deliveries were so uncertain.

Frankly, according to Vince Callanan, WHNC merchandising manager, the station began to wonder if its planning was premature.

Went Ahead

But the "die had been cast" and WHNC decided to go ahead. Their perseverance was rewarded one week later when three "name" ac- counts decided to buy booths. It was a turning point that touched off a flood of nominations for space at the Armory. A total of 124 advan- tisers signed WHNC contracts undertaking cost of displays, and with the other 16 booths given to Red Cross and other public serv- ice projects, a full exposition was assured.

When the exposition did open, with a slow opening day that WHNC admits was "not very en- thusiastic," the crowds began to pour in. Exceeding the expected 25,000 to 35,000 figure that would normally spell success, a total of 50,084 people visited the show.

WHNC dug deep into its promotion and merchandising bag to herald the exposition. The station, itself, set up a "Crystal Studio" in the Armory and originated many short shows from there. Door prizes and a grand prize of a new automobile lured many.

The successful effort of the station, which drew the praise of New Haven Mayor William C. Celen- tano, has prompted WHNC to plan future expositions on an even more elaborate scale. Deeming the pro- ject, suitable for radio stations anywhere, WHNC has also expressed its willingness to supply detailed information to anyone else who is interested.

Collins Joins Miller

SAM COLLINS, vice president and di- rector of WDAD Indiana, Pa., has been re- signed as commercial manager to join Allen H. Miller Agency, Toledo, Ohio, as general sales manager. Mr. Collins is also vice president and director of WARD Johnstown, Pa.

KANSAS CITY 6, MISSOURI
Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

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Clear Channel

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resulting from 50 kw operation would be $79,580 a year including $41,600 in depreciation. Operating revenue with 250 kW, he said, was $594,946 in 1944 and $102,794 in 1945.

Figuring on a network rate of $1.60 per nighttime hour for a 50 kw Cheyenne station (comparable to KOB Albuquerque's rate, he said), Mr. Grove anticipated a network revenue of about $80,000 a year. This is a net gain," he said, "since TBC is now a bonus station on his ABC network."

National spot revenue in 1945 was $11,743, he reported. "Assuming no change in local and national spot revenue from the 945 level, and adding the network revenue, the total revenue for 10 kw operation would be approximately $182,749 or approximately $19,543 more than estimated operating costs," Mr. Grove declared. However, he added, the station could expect national spot revenues and network revenues, adding about $68,000 a year and producing, on the basis of 1945 revenue, a total revenue of $251,050 or $87,799 more than operating costs.

"My company has sufficient confidence that the estimates I have just given are conservative, that we are willing to invest in excess of $200,000 in constructing a 50 kw station," he said.

O'Mahoney Testimony

Senator O'Mahoney told the Commission that the Government and all its services were designed for the people and that there is no reason why some channels should be "frozen."

"It must be made possible," he said, "for those who want to, to use these channels."

"To reach the people of Wyoming," he declared, "I have to go outside the state." He said he went to Denver to broadcast to one group in Wyoming; to Salt Lake City to address another group, and to Billings, Mont. to reach another.

Mr. Howard, KXLA director of engineering, director of Universal Research Labs., and vice president in charge of engineering of Associated Broadcasters and Universal Broadcasting Co., San Francisco, said that "while the Los Angeles metropolitan district is the second largest in the country in land area and third in population, it ranks last among the five largest metropolitan districts in broadcast facilities."

Mr. Howard said that of the five largest metropolitan districts, New York's position in relation to the growth of the U. S. has remained constant, those of Chicago, Philadelphia and Boston have trended downward, and Los Angeles has trended upward.

"As the situation now stands, the lack of an equitable distribution of broadcast facilities to the Los Angeles metropolitan area will be intensified as these population trends continue," he said. "The problem faced by the residents of the Los Angeles area in receiving satisfactory service from the stations now assigned to serve the area promises to grow more acute."

Mr. Howard testified that only two Los Angeles stations, KFI and KNX both 50 kw outlets, serve the metropolitan district 100%.

Asked by Mr. Caldwell whether he meant that KXLA should have more power and/or a different frequency from its present assignment, Mr. Howard responded that "in comparison with the four other large metropolitan districts, Los Angeles is underserved" and that the area should have more high-powered stations.

He said that apparently a 50 kw station is needed to cover a large area, that Los Angeles should have more, and that perhaps the problem could be solved by "re-adjustment of stations in other areas."

Caldwell Query

When he said eight or ten stations can be heard satisfactorily in the Los Angeles area, Chairman Denny asked whether that wasn't a sufficient choice of signals. Mr. Howard agreed generally that it was, but said some sections have no such latitude of choice.

In response to questions by Mr. Caldwell, he said he did not know whether Los Angeles has more stations per capita than any other city. He did not specifically answer Mr. Caldwell's query as to whether it was more important for the Los Angeles area to have more service.

NEW WRINKLE in commercial programs is this two-ply mike setup—NBC at left, CBS at right. Event occurred in NBC studios, Radio City, in presentation of "Edgars" for best radio mystery program to the ABC network. (Inspector Queen). "Edgars" are awarded by Mystery Writers of America, the name honoring Edgar Allan Poe.

In response to Mr. Denny's request, FCC Chief Engineer George P. Adair computed that, under identical broadcasting conditions, 50 kw operation would serve a 59-mile radius on 660 kc and a 42 1/2-mile radius on 880 kc.

Mr. Howard testified that only two Los Angeles stations, KFI and KNX both 50 kw outlets, serve the metropolitan district 100%, KXML, he said, serves 54.3% of the area.

(Continued on page 92)

ALL SQUAWS LIKE and LISTEN to CLEVELAND'S CHIEF STATION

Gather around and let WJW, Cleveland's CHIEF Station, guide you to Northern Ohio's billion dollar market. WJW delivers more daytime dialers per dollar in the Cleveland Area, than any other regional station.

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Clear Channel
(Continued from page 91)
or for more service to be provided for the outlying areas.
Mr. Hiebert, representing KFAR, pointed out that the station is assigned 610 kc with 5 kw but has been operating since 1943 under a Special Service Authorization for use of 10 kw on 660 kc, clear channel on which WEAF is dominant station. AM reception from the KFAR was on a regional channel and that Alaskans do not interfere - free station for listeners had reported that KFAR is the only interference-free station for those within 100-mile radius of 21 cities. Paul D. P. Spearman participated in the session as counsel for the Regional Broadcasters Committee. Harry Becker was Commission counsel.

LARGEST STUDIO in the NBC Central Division headquarters, Chicago, was built at cost of $100,000. Done in color scheme of yellow, gray and aquamarine, the curved and angled plaster surfaces were designed by Howard Luttgens, chief engineer of the Central Division. Design actually livens, instead of deadens sound as originally sought in studio construction.

Baker Tells Principles Of Audience Rate Plans
GENERAL principles of the main audience rating methods are described in a pamphlet prepared by Kenneth H. Baker, NAB director of research. It is designed to clear up much of the confusion over methods in general use, presenting nontechnical descriptions of techniques and background on listener habits.

Originally the NAB Research Committee had directed that the whole audience measurement question be evaluated. By last May, however, competing research firms had become so involved in controversy and shuffling of methods, that the idea was tabled and the research staff directed to prepare a summary to guide those interested in the subject. NAB plans to issue statements of CAB, C. E. Hooper and A. C. Nielsen on their operations.

Du Pont to Demonstrate New Type Video Films
A NEW TYPE of motion picture film developed by E. I. Du Pont de Nemours & Co. especially for use in television, will be demonstrated tonight (July 15) in a broadcast over NBC's New York telestation, WNBT.

Motion pictures of a parade of the 442nd Infantry Combat Team in Washington will be made on the new film which will be flown to New York for processing and showing at 8 p.m. The film is made with a special emulsion which provides great detail in highlights and shadows of outdoor scenes where lighting cannot be controlled, the Du Pont Co. reported.
Richard Bath Is Named WKEN General Manager

RICHARD G. BATH has been appointed vice president and general manager of WKNE Keene, N. H., effective July 16, Joseph K. Close, president of WKNE Corp., announced last week. He succeeds David Carpenter, former vice president and general manager, who resigned to become general manager of WINR, new NBC affiliate in Binghamton, N.Y., to open on August 1.

Mr. Bath, who has been sales manager of WKNE, joined the station 13 years ago when it was founded as WNBX in Springfield, Vt. He was educated at Massachusetts College, served two years as press photographer on Springfield, Mass., newspapers. Afterward he joined the advertising staff of the Springfield Republican which position he resigned in 1928 to become publicity manager and export position he resigned in 1928 to become press photographer on Springfield, Mass., newspapers. Afterward he joined the advertising staff of the Springfield Republican which position he resigned in 1928 to become publicity manager and export manager of the Fisk Tire Co. in Chicopee Falls. In 1933 he joined WNBX in charge of sales. After the station moved to Keene in 1940 he was named sales manager.

WHOT A BILL!
Paralysis Foundation Pleased

A BILL for $78 for “promotion and/or publicity announcements broadcast during the month of June 1946” went out a fortnight ago from WHOT South Bend, Ind. to the National Foundation for Infantile Paralysis. Howard J. Lance, Foundation radio director, enclosed the bill in a letter to Broadcasting last week.

“Perhaps more stations should bill charity organizations in the same fashion to remind them that station time costs money,” he wrote. You see, the bill was marked “PAID IN FULL.”

Mr. Bath

Shortwave Licensees Slow in Asking For Right to Program Own Stations

DESPITE an Act of Congress limiting the State Dept. to the purchase of 75% of international shortwave broadcast time without consent of the licensee, there are no reports, although private licensees to program any part of their stations, the State Dept. revealed last week.

Meanwhile Kenneth D. Fry, who last month was named chief of the International Broadcast Division, Office of International Information & Cultural Affairs [Broadcasting, June 10], has been concurring with various State Dept. officials and private licensees on the immediate future of shortwave.

Under the 1947 fiscal year appropriations bill, now a law, the State Dept. is authorized to purchase no more than 75% of the effective broadcast time from any licensee without the licensee’s consent. An amendment by Sen. Joseph Ball (R-Minn.) was adopted after Walter S. Lemmon, president of World Wide Broadcasting Foundation, and Dr. Harlow Shapley, board chairman, appeared before the Senate Appropriations subcommittee to protest fulltime operation by State Dept.

Following passage of the bill World Wide advised State Dept. that it had no intention of disrupting present schedules and would continue the status quo for 60 days to permit State Dept. to re-adjust its schedules before resuming its own programming a small portion of the time.

Mr. Fry said for the time being OIC will continue its present operations, although plans are now underway to make some possible changes later on. State Dept. will submit to Congress a recommendation for establishment of a Government-supported corporation to operate all international shortwave stations [Broadcasting, June 24]. Pending submission of the recommendation, plans are to continue the status quo.

Published reports last week that the U. S. would begin broadcasting Russian language programs by shortwave early in the fall could not be confirmed at the State Dept., although it was revealed last March that such a plan was under way, during hearings before the House Rules Committee on the Bloom Bill (HR-4982) to authorize the State Dept.’s proposed program of international information [Broadcasting, March 25].

Reports last month in Washington that France had begun broadcasts in the Russian language were unfounded, Robert Lange, director of the North American Service, Radiodiffusion Francaise, who left a fortnight ago for Paris after a tour of U. S. stations, said that France has not begun broadcasts in the Russian language. It was understood that before either France or the U. S. start Russian-language programs, certain diplomatic matters must be ironed out.

In the meantime the British Broadcasting Corp. began Russian-language broadcasts last March and Russia has been beaming programs to the U. S., France and Britain daily.

NAB Will Seek Method Of Promoting FM Sets

PROJECTS designed to encourage manufacture of FM receivers are to be placed on the agenda of the NAB board at its Aug. 6-8 meeting in Estes Park, Col., Fred Fletcher, manager of WRAL Raleigh, N. C., was informed in a letter from A. D. Willard Jr., NAB’s vice president. Mr. Fletcher had asked NAB to inform him of any steps taken by the association to promote manufacture of FM sets, and had sent similar letters to Mark Woods, ABC president, and Edgar Kobak, MBS president.

Mr. Fletcher has pioneered a campaign on behalf of FM sets in anticipation of WRAL’s FM outlet, WCOY, which takes the air in September. He has used an announcement campaign on WRAL in the belief that pressure from consumers is necessary if set makers are to make AM-FM combinations.

Boswell Claim Against Biow Co. to Arbitration

A DISPUTE between Connie Boswell, singer, and the Biow Co., New York, over an allegedly abrogated oral contract for six appearances by the singer on the Shick Razor Co.’s “Tonight on Broadway” on CBS will be brought before the American Arbitration Assn. (Arbitrators for AFRA) this week.

Miss Boswell charged that she worked on the first two broadcasts of the show, then filled a two-week theatrical engagement in Chicago, but was to return to the program for six more shows. Upon her return to New York, the Biow Co., she alleged, failed to restore her to the show’s cast.

She claimed that she cancelled about $10,000 worth of theatrical and nightclub dates which conflicted with the six broadcasts. Miss Boswell receives $1,500 per broadcast. Thus she allegedly has a claim of $9,000 on fulfillment of dilling in for six broadcasts.

William Kent has been appointed arbitrator to represent Miss Boswell. Benjamin Pepper, attorney, has been named to represent the agency. The two arbitrators will appoint a third the early part of this week.

Green Joins Lewin

MAX GREEN, vice president of United Advertising, Newark, for 10 years, effective Aug. 1 joins A. W. Lewin Co., New York, as vice president and a member of the executive board.
Help Wanted

Radio time salesman wanted to do constructive selling. Must write copy for own advertisements appearing in NBC station, network owned. RCA equipment required. Must be familiar with RCA equipment and engineering. Must know background of area and keep abreast of trends. Laboratory experience necessary. Pay Open.

Southern station will have opening for advertising manager. Must have background in advertising sales. Opportunity gives background, experience and raises. First class licence necessary. KJFP, Marshalltown, Iowa.

Chief engineer—Local midwest ABC affiliate. Must be familiar with RCA equipment and engineering. Must have laboratory experience and be able to handle all types of radio equipment. Salary given background, experience and raises. WMAU, Anniston, Ala.

Teacher radio journalism and business management. School or Journalism, Ohio State University. (Salary open.)

First class engineer. Single, veteran preferred. Must be familiar with RCA equipment and engineering. First time job. KJFP, Marshalltown, Iowa.

Engineer-announcer wanted by NBC station. Must have first class licence and two years experience in routine announcing required. First rate outlet. NBC affiliation. Excellent opportunity for advancement. First class licence necessary. KJFP, Marshalltown, Iowa.

Engineer-announcer. NBC station has excellent opportunity for two good candidates. First class licence with experience on announcing desired. Married men preferred who want to settle permanently in one of California's most interesting cities. Weekly salary $90.00 for forty hours. Write, Wire or phone Manager, KGEA, Sacramento, California.

Combination announcer-operator with first class licence, and experience. Send photo and references. Box 517, Broadcasting.

Wanted—Announcer to work 101 hours on air. Send photo and references. Box 517, Broadcasting.

Salesman, preferably single, and who can write copy for own advertisements appearing in NBC station, network owned. RCA equipment required. Must be familiar with RCA equipment and engineering. Must know background of area and keep abreast of trends. Laboratory experience necessary. Pay Open.

Transmitter operator—First class licence, one year's experience, and references, Box 517, Broadcasting.

First class licensed engineer Rocky Mountain area. Must be familiar with RCA equipment and engineering. Must have laboratory experience. Salary given background, experience and raises. KAVE, Carlsbad, New Mexico.

First class operator, 250 watt Mutual Station. Must have first class licence and "business" experience. Salary expected. WSJV, Petersburg, Virginia.

Outstanding opportunity for experienced, capable, sober, aggressive communicator. Must have first class license and "business" experience. Excellent future for right man. Station age, experience, qualifications, etc. Confidential. Radio Station WBRC, Birmingham, Ala.

Attention: All interested announcers, managers, engineers, writers, etc. A new radio station is being established in West Memphis, Arkansas, and an opening exists for a combination announcer. This station will be ready for operation on or about August 15. It is designed as an experimental station, daytimed operation. Your applications are invited if you are interested, and your communication will be forwarded to West Memphis, Arkansas.

Wanted—Or about August 15, good announcer, with first class operator's license. Prefer one who wants to learn all phases of radio. Willing to offer some other experience, and capable, sober, aggressive communicator. Excellent future for right man. Station age, experience, qualifications, etc. Confidential. KJFP, Marshalltown, Iowa.

First class operator, 250 watt Mutual Station. Must have first class licence and "business" experience. Salary expected. WSJV, Petersburg, Virginia.

I don't know anything, but am very eager to learn. Vitality interested in all phases of radio. Willing to learn from the ground up. Salary level to level. College graduate, 4½ years Army Air Force officer. Prefer Carolinas. Box 517, Broadcasting.

First class announcer—With first class operator's licence. NBC audition required. Willing to learn all phases of radio. Must be ready to move at the drop of a hat. Prefer east coast. Box 508, Broadcasting.

Anncower—Single, 24, Army Network experience, announcing; commercial manager, copywriting and other activities connected with the advertising of broadcast stations. Guaranteed salary $75.00. Willing to learn all phases of radio. Complete references. Write P. O. Box 517, Broadcasting.

Anncower—experienced—left broadcasting, directing, new editing, programming and new station organization. Thoroughly familiar with all music libraries, and controls. Written and oral presentation of network commercials, voice. Excellent references. Mutual, ABC. Minimum 5 kw $75.00, more. First class licence required. Good salary. Write P. O. Box 517, Broadcasting.

WANTED: NEWSCASTER One of America's largest important radio stations has an immediate, full time opening for young man with first class license who is a college graduate in Journalism. Actual newspaper and newsstand experience is required. Attractive downtown New York City location. High prestige, high salary, living quarters included. Write Karl Koepfer, Managing Director, Radio Station KXAE, Box 1150, Gallup, New Mexico.

WANTED: JUNIOR , JR. 916 or 916 A RF Bridge, 6058 Signal Generator, 6700 freedom to locate anywhere. Box 517, Broadcasting.

WANTED—URGENT General Radio 516C or 916 A RF Bridge, 6058 Signal Generator, 6700 freedom to locate anywhere. Box 517, Broadcasting.
**Situations Wanted (Cont'd)**

Law clerk position with Washington law firm dealing with matters of law by former Signal Corps and OSS par-troop officer. G. W. law senior. Amateur and broad-caster, training received in engineering, experi-ence with affiliation upon accession to the bar. Box 516, BROADCASTING.

Announcer—Veteran, 3 years' experience with NBC. Experience on 5 kw NBC, Remote, cooperative atmosphere. Married, young, hard worker. Desire position as newscast announcer. Box 159, BROADCASTING.

Chief engineer, age 33, married, desires station with good equipment. Box 492, BROADCASTING.

Attention new station applicants! Experience as station owner-manager. Have operated new station myself. New station applicant can help you with your application. Experienced in construction, staffing, and management, etc. Box 950, BROADCASTING.

Chief engineer, experienced, installation, maintenance, operation all types equipment. Annoyance and exasperation of As ow of 250. Prefer mid-west. Box 591, BROADCASTING.

Have 1789. Consistently sold. Personally sold on good stable station. Available three months. Box 545, BROADCASTING.

Have had construction experience. Willing to go any place in United States. Willing to work under veteran's train-ing. Bob Boyton, 424 Casasawa St., Erwin, Tenn.

Calling all program directors! Interested in 25 kw. Six years' experience. Also disc jockey, writer, producer. Good contact by L. Marvin Parment, 135-58 Francis Lewis Blvd., Laurelton, L.I., N. Y.

Technical director and graduate of leading radio institute. Holder 2nd class radiotelegraph operator license. Will travel anywhere. Nicholas Ferrante, 2786 Newbold Ave., Bronx 61, N. Y.

Discharged veteran, ten years' experi-ence, now desiring of new sta-tion as sportscaster (play-by-play), early morning disc jockey, or radio color man. Shows my dish. Age 30. Sober, reliable, ambitious. Will guarantee all work. Box 551, BROADCASTING.

Veteran, 2 years' experience, desires connection with small station. Good voice. Ad-lib and recorded Announcing. Willing to work under veteran's train-ing. Bob Boyton, 424 Casasawa St., Erwin, Tenn.

iqué and professional. Box 546, BROADCASTING.

WANTED: Desires to prove himself. Married, 1 child. A let-ted writer-producer with references. Box 527, BROADCASTING.

**Locations Wanted (Cont'd)**

To the bar. Box 516, BROADCASTING.

Veteran, years of experience, Radio tele-visor, announcer and writer—producer for television stations. Continuity editor, agency radio director, freelance transcriptionist. For 15th anniversary in radio! Decade and phone first, available now. 5 to 50 kw Veteran, years of experience, Radio tele-visor, announcer and writer—producer for television stations. Continuity editor, agency radio director, freelance transcriptionist. For 15th anniversary in radio! Decade and phone first, available now. 5 to 50 kw

Radar Station Grants

WESTINGHOUSE Radio Stations Inc. last week was granted a new experimental Class 2 station by the FCC, for operation of a portable ra-dar set to be used in connection with its Strato vision broadcast project. Operating within the 2700-2900 mc band, with not more than 1 kw peak power, the new station will be used in tests to deter-mine location of Strato vision equipment. Held by the Columbia Broadcasting System, 2700-2900 mc band, with not more than 1 kw peak power, the new station will be used in tests to deter-mine location of Strato vision equipment. Held by the Columbia Broadcasting System.

**Philo Dividend Rate**

PHILCO Corp., Philadelphia, last week filed an amendment to its registration statement with the Securities and Exchange Commis-sion establishing a dividend rate of 3¾ per cent, and offering price to the public of 1014³, in addition to accrued dividends from July 1 to date of delivery on its forth-coming offering of $10,000,000 of preferred stock, Series A. Pub-lic offering of new stock is being made by Smith, Barny & Co., under-writers firm.

**Radio Jobs**

**WBBW Workshop**

DELEGATES of the Chicago So-cial Work Publicity Council have been invited to attend a special ra-dio workshop to be conducted by the WBBW Educational De-partment, following plans completed last week by the CBS sta-tion in Chicago.

**PICARD Advertising Co., New York, has taken into partnership effective immediately, Alfred Sydney Left, art director, and William Marvin, account executive.**

**HORSE LAUGH**

**HORSE LAUGH**

Most startling reaction to promotion yet reported is claimed by KRNJ Des Moines—and reasons are put up cards on all local streetcarspromoting Gordon Gammack and his 6 p.m. newscast. Last week Mr. Gammack received the following postcard: "Dear Mr. Gammack: "Here is one that will make you laugh. I drive a horse and wagon down town hauling junk from stores. The horse I drive formerly was a circus horse and his act was with a clown. The clown made the horse lay down every time he met the animal. I thought he would forget the clown because I bought him six years ago from the circus. It was just yesterday I was following a street car with my horse and wagon when the horse sud-denly stopped. He wouldn't move. I didn't know what happened until I noticed your picture hanging on the back end of the car advertising a radio program. The horse noticed it too, and it was the dead image of the horse I used to drive. He began to do his laying down act with."

**Don Lee Baby**

ANNE GUTHRIE, daugh-ter of Godfrey Guthrie, chief engineer of KBND Bend, Ore., has been named "Don Lee Baby" in an extensive contest conducted among 40 Pacific stations of Don Lee Broadcasting System, Hollywood. Contest was con-ducted through national net-work’s monthly house organ “The Don Lee News” with runners-up as follows: Judith Phillips, daughter of Gordon Phillips, KHJ Holly-wood soundman; Joan Gammack, daughter of Ted Knightlinger, KMA To-coma continuity writer; Julia Paulette Jones, daughter of Paul Jones, KGB San Diego announcer; William R. Taft Jr., son of William R. Taft, KRKO Everett, Wash., presi-dent and general manager; Lynn Knightlinger, daughter of Mr. Helen Bates, KALE Portland, secretar.y.
DeLacy Uses Radio To Win Renomination

REP. HUGH DeLACY (D-Wash.), renominated from the First Washington District, including Seattle, at the Washington primary last Tuesday, depended almost entirely on radio to reach the people, emulating his nearest opponent, Howard Costigan, former Seattle commentator.

Seattle daily newspapers gave Rep. DeLacy no support, although he did place some paid advertising, but he used Seattle stations effectively. Mr. Costigan, who resigned as a secretary on Gov. Mon C. Wallgren's staff to run against Mr. DeLacy, formerly broadcast news over several Seattle stations, including KOL and KIRO. Mr. Costigan did have newspaper support, in addition to his broadcasts. He campaigned for himself using radio heavily.

The First District campaign was given national importance with a member of the late President Franklin D. Roosevelt's family supporting each candidate. James Roosevelt, now a commentator in his own right, supported Rep. DeLacy. Mrs. Anna Roosevelt Boettiger supported Mr. Costigan. In the 1944 primary Mr. Costigan was runner-up when Mr. DeLacy won his first nomination.

Czufin Promoted

STEPHEN CZUFIN was last week named a vice president of Foote, Cone and Belding. He is account executive in charge of the American Tobacco Co. account (Lucky Strike cigarettes, Bull Durham and Half & Half smoking tobacco, El Roi Tan and Cremo cigars.) Mr. Czufin has been with the advertising agency since it was founded. Before that time he was with Lord & Thomas, New York.

Reddall Promoted

H. HASTINGS REDDALL, former chief factory auditor for Western Electric Co., New York, has been elected treasurer of the company, effective Nov. 1, succeeding George B. Proud, who is retiring.

Joining Western Electric in 1919, Mr. Reddall served as assistant treasurer of the company from 1922 to 1942. Mr. Proud has been with the company for 37 years and has been treasurer since 1941.

24 Years of DRAMATIC PROGRAMS

Featuring The WGY Players — One of the Oldest Dramatic Groups in Radio....

WGY originated the first dramatic program on the air, back in 1922. Through the years the WGY Players have regularly appeared on a weekly presentation with a wide variety of talent. In 1943 WGY introduced the first series of programs with facts taken from the files of the Federal Bureau of Investigation — “The F.B.I. In Action” featuring the WGY Players.

50,000 WATTS

WGY SCHENECTADY, N.Y.

Represented by
TAYLOR-HOWE-SNOWDEN
RADIO SALES
New York : Chicago : Dallas
Amarillo : Seattle : Los Angeles
San Francisco

Guesting for COCO

IT WAS a busman's holiday for Bob Delaney, sportscaster of WJNO West Palm Beach, Fla., when he took his vacation in Cuba. He was attending the baseball game between West Palm Beach Indians and the Havana Cubans when COCO, Havana station, asked him to do the English version of the game, inning by inning.

New Antenna Broadcasts Video Pictures, Sound

DEVELOPMENT of a new type antenna, called the “superturnstile,” by RCA and NBC engineers to make possible the simultaneous transmission of television pictures, television sound and FM broadcasts was announced last week.

O. B. Hanson, NBC vice president and chief engineer, said NBC would request authorization to install the new antenna at the proposed location of the network’s transmitter and studios in Washington’s Wardman Park Hotel.

The new antenna, he said, consists of a steel pole upon which will be mounted a series of light metal bat-wings, projecting on each side of the pole to a distance corresponding to the width of the tower at the top. It utilizes the triplexing system and provides a combination of highpower gains, wide-band characteristics and mechanical and electrical simplicity, NBC said.

War Crimes Judge

MAJOR GENERAL Myron C. Cramer, former Judge Advocate General of the U. S. Army, has resigned as partner of the Washington radio law firm, Cramer and Haley, to accept appointment by President Truman as Judge of the International War Crimes Tribunal in Tokyo. He succeeds John P. Higgins, Chief Justice of the Massachusetts Supreme Court.
At Deadline...

ALLOCATION CHANGE CONSOLIDATES RELAYS

FCC announced minor changes in overall allocations of frequencies, permitting relay broadcast service to have frequency space in one block in 152-162 mc band, and altering assignment slightly in 920-960 mc band, providing studio-transmitter FM links.

Proposal attempts to reconcile conflicting views within industry, permitting maximum of frequency use and fewer FCC. Desirability of having standard international maritime mobile band in VHF region recognized at London conference on Radio Aids to Marine Navigation, hence FCC assigning that service to that conference on Radio Aids to Marine Navigation.

Four channels assigned for relay broadcast, geophysical, forestry-conservation, repress, motion pictures as follows: 152.75 mc, 152.81 mc, 153.47 mc, 153.53 mc. Ten channels as follows: 152.87 mc, 152.93 mc, 152.99 mc, 153.05 mc, 153.25 mc, 153.29 mc, 153.35 mc, 153.41 mc.

Following is text of 920-960 mc change:

International: 920-960 mc (a) Broadcasting.
(b) Reading.
U.S.: 920-940 mc, experimental broadcast; non-Gov. fixed (see notes 1, 3); 940-953 mc non-Gov. fixed (see notes 1, 4).
Note 1—Assignments in the frequency band 920-960 mc are to be on a multiple of 100 kc in order that flexible assignment may be available.

The band-widths required by the different services concerned can be accommodated through the assignments of an appropriate number of adjacent channels to each station.

Note 2—Assignments to FM studio-to-transmitter links may be made in the upper portion of the 920-940 mc band in the event that future requirements indicate that insufficient space is available in the band 940-953 mc.

Note 3—the band of frequencies 940-952 mc is to be used for fixed studio-to-transmitter links with assignments progressing upward from 940 mc.

Note 4—Assignments to FM fixed or mobile service in the band 952-960 mc is to be used for fixed circuits such as police, facsimile, control, circuits, with assignments progressing downward from 960 mc.

Note 5—The frequency tolerance of 0.1% and a band-width of 500 kc are available for FM studio-to-transmitter links.

TELEVISION GRANTS ISSUED FOR ST. LOUIS, DETROIT

TOTAL commercial television grants by FCC upped to 23 Friday with announcement of CPs for The Pulitzer Publishing Co. (KSD), St. Louis; King-Trendle Bstg. Corp. (WXYZ), Detroit; The Evening News Assn. (WWJ), Detroit.

Pulitzer grant for 76-82 mc (channel No. 5); effective peak power radiated (visual) 18.15 kw; antenna height, 524 ft.

King-Trendle grant for 76-82 mc (channel No. 5); effective peak power radiated (visual) 16 kw, (aural) 14 kw; antenna height, 577 ft. Evening News grant for 68-72 mc (channel No. 4); effective peak power radiated (visual) 17.1 kw, (aural) 7.7 kw; antenna height, 588 ft.

MUSIC TALKS CONTINUE

THREATENED strike of AFM local in San Antonio, set for July 15, called off last week for another fortnight and union is continuing negotiations with stations. Understood union first wanted closed shop, then agreed to permit nonunion musicians (hillbillies) if given right to approve programs in advance. Original contract expired early this month.

SPILLANE AND JAMES PROMOTED BY FCC

FCC ANNOUNCED Friday promotion of Lester W. Spillane to assist general counsel in charge of Safety & Special Services, succeeding Jeremiah Courtney, and of Walter E. (Red) James to assistant to general counsel, succeeding Norman E. Jorgensen. Courtery and Jorgensen resigned to enter private practice (see page 15). Mr. Spillane began Government career in 1928 with Radio Division of Department of Commerce and its successor, FCC. He has been assistant to chief, Law Dept's Broadcasting Division, since March. Mr. James went to FCC with Commr. C. J. Durr as special assistant to Mr. Durr, entered in 1944, returned to FCC last February, has been special assistant to chairman. Previously he was with Commerce Dept. and WPA.

Eight New AM Grants, Three For Tucson

(See Multiple Grant Story, Page 79)

CONTINUING its policy of so-called "free competition" in dispensing AM grants, FCC announced Friday eight new construction permits authorized Thursday, including three for Tucson, Ariz., city of 36,618. Grants give Tucson five stations. Since Jan. 1 FCC has granted 221 AM CP's.

Five of last week's grants were for fulltime operation; one for 1 kw daytime, two for 259 w daytime outlets. They follow:

Tucson—Sun Country Broadcasting Co., 1490 kc, 250 unlimited (changed from 1340 kc), contingent filing within 20 days amendment specifying new frequency. Stockholders: J. P. Dixon, Heath, owner Valley Service Co, for 15 years commercial manager, KTAR Phoenix; earlier with KPFD Phoenix, president (45.4%); Del E. Webb, industrialist, vice president (22.8%); Charles L. Strauss, lawyer, secretary (4.54%); Dr. Hilton J. McKeown, physician, treasurer (22.8%); McFarland Barker (4.54%).

Tucson—Catalina Broadcasting Co., 1340 kc, 250 w unlimited. Stockholders: Harry Behn, presumably a transient; vice president (12 1/2%); Rev. George W. Ferguson, Episcopal rector (12 1/2%); Robert Fish, banker-in-of Arizona, secretary-treasurer (12 1/2%); Rev. George W. Ferguson, Episcopal bishop (12 1/2%); Charles L. Strauss, lawyer, secretary (4.54%); Dr. Hilton J. McKeown, physician (4.54%).

Tucson—Old Pueblo Broadcasting Co., 1450 kc, 250 w unlimited (changed from 1340 kc), contingent on filing amendment within 20 days specifying 1450 kc frequency. Stockholders: Gene A. Peet, San Diego singer-songer-movie star 15% owner, KPHO Phoenix (48%); John Rockwell, former hotel executive president (24%); Charles H. Garland, manager KPHO, former commercial manager, WBDM Chicago, vice president (12%); Iona Udell, consulting engineer secretary-treasurer 5% owner, KPHO, secretary-treasurer (24%).

Lock Haven, Pa.—Lock Haven Broadcasting Corp., 1230 kc, 250 w unlimited. Stockholders: Donald A. Welch, automobile dealer president (18%); Howard B. Furlong, manager-treasurer, secretary, Piper Aircraft Corp., vice president (10%); Ted V. Weld, vice president-director, Piper Aircraft, treasurer (10%); Paul Breon, assistant cashier, 1st Natl. Bank, Lock Haven, assistant cashier (20%); Howard D. Fisher, Industrial Relations Mgr., Piper Aircraft (3 1/3%); Carroll W. Keller, cashier, First Natl. Bank, Lock Haven, (5%); Frank D. O'Reilly Jr., assistant general manager Lock Haven Express (5%); Harry Shaffer, hardware business (5%); Dr. William C. Holter, dentist (10%); Gurney Wagner, radio service business (3 1/3%); John R. Turner, gasoline service station (5%); Lock Haven Co., Dairy Supply Co. (10%); Rebecca S. Gross, secretary-treasurer, Lock Haven Express (5%); Abraham H. Lezay, lawyer (10%).

Kenosha, Wis.—William L. Lipman, grocery distributor, 150 kw, 250 w unlimited. Stockholders: Gurney Wagner, radio service business (5%); Lock Haven Co., Dairy Supply Co., 1st Natl. Bank, 1st Vice President and treasurer, Lock Haven Express (5%); Abraham H. Lezay, lawyer (10%).

Woods testsifies on ABC FM

ABC presented case for FM before FCC examiner in New York Friday, (earlier story on page 16). Mark Woods, ABC president, testified company authorized to spend up to $75,000 for purchase and construction. Additional funds, if needed, he added.

Regardless of whether FCC or SEC approved ABC's proposed financing, Mr. Woods said, ABC would go ahead with other plans to finance it. Mr. Woods, other direct testimony given by John H. McNeil, program manager of WJZ New York and Charles C. Barry, national program director of ABC. Last two testified to validity of ABC's exhibit presented to FCC.

NAB CONVENTION PLAN

HOTEL reservations at Palmer House and Stevens, Hilton hotels in Chicago, for NAB convention Oct. 21-24 to be made only through certification by NAB headquarters, C. E. A. Director, 150 N. Wabash, Chicago, anounced Friday. Hotels will honor only requests on regular NAB forms, and certified by NAB. Forms go out to members in next fortnight.

Benton Harbor, Mich.—Palladium Publishing Co., publisher, News-Palladium, 1600 kc, 1 kw, daytime, contingent on filing within 60 days amendment specifying transmitter site and antenna system.

ABC would go ahead with other plans to finance its FM and video. Other direct testimony given by John H. McNeil, program manager of WJZ New York and Charles C. Barry, national program director of ABC. Last two testified to validity of ABC's exhibit presented to FCC.

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NAB COMMITTEE MAPS PUBLIC RELATIONS PROGRAM

PUBLIC relations activities of NAB, immediate and long-range, reviewed Friday at meeting of Public Relations Executive Committee held at Mayflower Hotel. With President Justin Miller presiding, committee adopted recommendations on board of directors at Aug. 6-8 meeting. Understood National Radio Week not discussed.

Committee went over public relations program submitted to board in January by Edward M. Kirby, at that time special counsel to NAB. Program includes Freedom of Radio Committee, Standards of Practice, international broadcasting and other projects. Committee met Ted Heffron, NAB executive assistant in public relations, reported Association of Women Directors now has 1,000 members.

Program points ambiguity on whether William B. Quarton, WMT Cedar Rapids; George Crandall, CBS; Phil Hoffman, KRNT Des Moines; Richard H. Mason, WPTF Raleigh; James H. Moore, WLSA Roanoke; Frank King, WBYM Birmingham, and L. H. Bonebrake, KOCY Oklahoma City, board liaison member.

SEEKS FORD SHOOT SPOT

DINAH SHORE, star of own show sponsored by Birdseye Frozen Foods, is currently negotiating with J. Walter Thompson Co., New York, to star in Wednesday night CBS Ford Motor Co. program. Talent on show now Bob Crosby.

BRIG. GEN. DAVID SARNOFF, RCA president, NBC board chairman, en route to London and Continent aboard Queen Mary, for month's business trip.

FM HEARING

(Continued from page 4)

executive radio corps, has his own method of welcoming new vice presidents into NBC fold. When Brig. Gen. Ken Dyke and News Chief Bill Brooks were elected brother vp's last week, "Scop" sent each mimeographed form with their names filled in in pencil.

THESE DOUGHTY radio amateurs, largely responsible for penetrating shortwaves and harnessing them, will attest now that FCC was wise in shifting FM band from 50 to 100 mcs. They say they are breaking distance records daily in 50 mc area because of phenomenal skip but that it's almost impossible to maintain sustained contact. Intermediate stations sometimes take possession, completely disrupting contacts, then suddenly fade out.

CIO Textile Workers Union, powerful organization in South, had gleam in eyes for radio but apparently has lost its desire. Local in one Dixie city mapped plans to sign up broadcast stations for small radio units. One season, though not an employe knew a warp from a woof. Idea petered out before station was formally approached.

on many applicants who are qualified now. He said CBS would like to see enough channels for 5,000 FM stations and 10 nationwide networks.

W. Theodore Pierson, Washington attorney, representing Yankee Network and several other groups. With reserved plans, arguing FCC has no legal right to withhold channels if qualified applicants seek them.

Thomas Dowd, representing WWDC Washington, said that FM application is up for further testimony, question whether "in proposals of reservation plan and its application in Washington. He contended that if plan is adopted, two channels should be reserved out of the 12 already allocated and not two out of 11, since one of original 12 already has been assigned at Winchester, Va.

Allocations insufficient

Hoyt S. Haddock of National Maritime Union Broadcasting Co., seeking New York station, subscribed generally to Mr. Pierson's views and declared present allocations are "insufficient.

On behalf of Television Broadcasters Assn., William A. Roberts submitted brief concerning video industry has spent much time, money and research on basis of present television allocation and could not be swayed by any "proposition to disturb the status quo."

Mr. Brown, of Zenith, said FM developed rapidly during war but progress since "has been most unsatisfactory." He attributed this partly to lack of sufficiently powerful FM transmitters and said "reservation of every fifth channel in the present band will, unquestionably, further retard development of this new service."

Cornelius H. T. Graf, representing NBC, reiterated network's previous opposition to channel reservation.

C. Maurice Wieting, Director of Information Services, National Council of Farmer Cooperatives, said plan is "wise and prudent," would permit more equitable distribution of assignments, would "not hold FM back too far.

Similar views expressed by Fred Bailey of National Grange and Russell Smith of Farmers Educational Cooperative Union were for allocation of broadcasting for veterans and men yet to be discharged, Chat Paterson, national legislative representative of American Veterans Committee, said one-year reservation was not enough but he considered it "reasonable."

Herbert S. Wood, president of Potomac Broadcasting Co., which holds a conditional CP for FM in Washington, said additional applications from cooperative organizations would result if some channels were reserved.

Joseph R. Buckley of Peoples Radio Foundation, FM applicant in N. Y., favored plan but asked that it be "eased" regarding N. Y. He suggested the 11 N. Y. licensees be "brought back into the field" to compete with present applicants and said "enact any rule this suggestion not pertinent to issue."

Raymond F. Kohn, president of Penn-Allen Broadcasting Co., which received FM grant last week for Allentown, Pa., also supported reservation of channels. Morris S. Novik, radio consultant for International Ladies Garment Workers Union, applicant for five FM stations, called plan "basically sound" and approved it except as it applies to N. Y. There, he said, it would tend to exclude newcomers.

LYNNE C. SMEBY, former engineer of NAB now in consulting practice in Washington, is father of second boy, born last Thursday.

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Everything Points To THIS ONE FACT

WLW SERVES ITS

That WLW is seriously aware of its clear-channel responsibility to serve the farmers of its great midwestern area is borne out by many kinds of evidence.

Variety's 1945 award to WLW "for contributing to the world's breadbasket" is one valued recognition of showmanship in the farmer's interest.

Citation by the Radio Editors' Poll of WLW's farm service feature "From The Ground Up" is another strong endorsement.

And the approval of the farmers themselves, expressed in actual listening, clinches it. In the poorest rural radio months of 1945, August and September, 1,324,000 rural radio families averaged 400 minutes per week* listening to The Nation's Station... 29.1% of their total listening to all stations heard in the area!

Yes—everything points to the fact that WLW GIVES THE FARMER WHAT HE WANTS TO HEAR!

*Nielsen Radio Index. August-September 1945

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
The Victrola*, made exclusively by RCA Victor, gives higher fidelity and longer record life through its jewel-point pickup.

Your Victrola's jewel-point pickup

floats like a feather on water—

Instead of an ordinary, rigidly mounted needle that requires changing, your Victrola radio-phonograph has a moving sapphire playing tip that fairly floats over the record.

It follows the groove with effortless ease, achieves new clarity of tone, adds longer life to records, and acts as a filter against surface noise.

Such a feather touch reduces "needle chatter," gives you all the rich warm flow of pure music . . . the highest tones, lowest tones, the overtones. Truly, your Victrola's jewel-point pickup brings you the ultimate in recorded music pleasure.

This pickup was perfected at RCA Laboratories—a world center of radio and electronic research—where every RCA product is kept at the top of its field.

And when you buy an RCA Victor radio, television receiver, Victrola, or even an RCA radio tube replacement, RCA Laboratories is your assurance that you are getting one of the finest products of its kind that science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Time, over the NBC Network.