The lighthouse and its guiding beam is an age-old symbol of responsibility and dependability.

Today, when people of every city, town and hamlet eagerly await information concerning new products, services and new methods of doing old tasks—radio’s responsible, dependable guiding beam is playing its biggest role.

Being a man-made service, the usefulness of broadcasting is limited only to the skill and research that go into its finished product.

The Fort Industry Company, today, is recognized as one of the outstanding examples of broadcasting at its best. A Fort Industry Station delivers advertising as specified—tailor-made to the requirements of the advertiser. The Fort Industry Company not only sells its clients radio time, but also the opportunity of reaching seven of America’s major markets at a lower listener cost—while increasing sales volume and the acceptance of a specified product.

It’s The Fort Industry Company’s old time habit of keeping abreast of all that is new in radio that makes all Fort Industry Stations so proud of their mutual record of responsible and dependable broadcasting.

THE FORT INDUSTRY COMPANY

You Can Bank On A Fort Industry Station

WSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WGBS, Miami, Fla.

WAGA, Atlanta, Ga.  •  WMMN, Fairmont, W. Va.  •  WLOK, Lima, O.  •  WHIZ, Zanesville, O.
WHEN IT'S "FAIR" WEATHER

WLS TALENT IS IN DEMAND THROUGHOUT MIDWEST AMERICA—

207 fairs and celebrations on WLS personal appearance calendar by June 1

When Midwest America plans its county and state fairs, its community celebrations of every kind, the WLS Artists Bureau telephones and mail room get busy.

For Midwesterners have relied on WLS talent to spark their shows for more than two decades — so long that WLS is a "must," like the pink lemonade, the hamburger stand, or the sideshow Barker.

This is another form of WLS results — the demand that has already resulted in 207 bookings this year — that brought 172,750 people to see WLS acts in personal appearances during the first half of 1946 — that will lead WLS entertainers to travel a total of more than a quarter-million miles this year, throughout the Middlewest and even beyond.

In million-a-year mail response — in demand for our entertainers — in genuine service — in sales for reliable products, WLS GETS RESULTS!
Exclusive—For New England Coverage of Automotive Golden Jubilee

Four members of Yankee's Special Features Department, under the direction of Linus Travers, Executive Vice-President of The Yankee Network, recently returned from the Automotive Golden Jubilee celebration in Detroit. They brought with them, via Wire Recorder, behind-the-scenes interviews with top-ranking executives of the automotive industry; PLUS an important message from Governor Kelly of Michigan especially directed to New England dealers, future customers and to the six New England governors.

"Yankee goes to Detroit", another example of on-the-spot reporting of headline events, was broadcast June 8, 10 to 11 PM from WNAC, Boston, over Yankee stations in New England; and presented before the Massachusetts State Automobile Dealers Association 6th Annual Convention, Boston, June 18.


THE YANKEE NETWORK INC.
Member of the Mutual Broadcasting System
21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by EDWARD PETRY & CO., INC.
NEW OWNERSHIP in offer for KSTP, 50,000-w Twin City outlet of NBC. Shields and Brown estates (formerly key stockholders of National Battery Co.), which hold 50% and 25% respectively of KSTP Inc., talking sale with Stanley E. Hubbard, president, general manager and owner of remaining 25%, because estates cannot expand into FM and television under trust agreements. Recalled that Hubbard since 1928 has held option to purchase Shields’ 50% at best bona fide offer, since he founded station and has operated it more than 20 years. Conversation reported centered around $600,000 evaluation proposal by Hubbard, who evidently will not dispose of his quarter and desires to exercise his option.

GEORGE BOLLING, manager of New York Office of John Blair & Co., reported leaving to organize own station representative firm.

TOP LEVEL NBC executives said discussing feasibility of organizing package-program unit within network’s Program Development Dept. to build shows for use not only on NBC but for sales to other networks.

WOR New York planning organization of autonomous unit as station representative for top Mutual outlets. Unit would be administratively and operationally independent of WOR, but owned by New York Station. Robert Wood, now commercial program director, would head new unit.

REPORTS current that Compton Adv., co-sharer with Benton & Bowles of Procter & Gamble Co. account, urging latter agency to replace its Glamor Manor program Monday through Friday on ABC, with Fifty Club now on WLW Cincinnati only.

WASHINGTON scene observers with weather fingers to wind do not see wholesale duplication of clear channels everywhere but get impression FCC is pondering prospects of doubling up on perhaps half dozen channels east of Appalachians and west of Rockies.

WHY DOESN'T NAB invite Gen. "Ike" Eisenhower as key speaker at NAB Convention in Chicago Oct. 21-24? Radio having performed as fourth arm of offense in ETO, General Ike should be key speaker at special dinner session, with no other business transacted.

THOUGH formal adoption of Avco advertising rule governing station sales is still pending (but expected soon), some FCC members not too excited about its importance, claiming main value is to help keep Commission’s skirts clean in passing on transfers. Contributing factor may be that only four applications out of several dozen applicable cases have drawn competing bids. Until final decision on rule, (Continued on page 105)

BROADCASTING... at deadline

Closed Circuit

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Upcoming


July 30: KGW Transfer, Oral Argument, FCC Hqtrs., Washington, D. C.

Aug. 3-8: NAB Board Meeting, Hotel Stanley, Estes Park, Colo.

(See page 50 for other upcomings.)

Bullets

ORGANIZATION of television field by International Alliance of Theatrical Stage Employees and Motion Picture Operators (AFL) urged in resolution referred to IATSE executive board at Chicago convention Friday. President Richard F. Walsh, however, promised union would protect rights of members in television field.

CONFER ON WXYZ SHIFT


FCC Warns FM Construction Must Move

READING RIOT act to FM grantees and permittees, FCC Friday threw weight behind reading law, warning it would brook no undue delay getting stations in operation and threatening to cancel grants or call new hearings wherever lack of diligence detected.

Commission released copy of new 16-question inquiry to go to all present and future grantees seeking details on efforts to secure FM equipment, prospects for delivery, and steps taken to provide "interim" FM service.

Time for conditional grantees to submit requested extra engineering or other information sliced from 90 to 30 days. If "undue delay" occurs, FCC will review the grant to determine whether the application should be designated for hearing and the grant cancelled.

If permittee seeks extension of CP-set completion date (eight months after issuance) and seems unindulgent in constructing station as quickly as possible, FCC will review request "with particularity to determine whether such extension application should be granted or designated for hearing:"

Though complete equipment may not be immediately available, Commission “expects permittees to use interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available.” This factor, as well as permittee’s efforts to secure equipment and materials, considered in acting on requests for more time.

Interim equipment now being used by several conditional grantees and permit holders, FCC said.

Serving notice that 90 days “is no longer considered necessary” for submission of additional engineering material that may be requested of grantees, Commission noted recent FM rules changes provide brackets of antenna height and effective radiated power for Class A and Class B stations, so that “a considerable number of applications may, therefore, be completed without individual request for further information.”

FCC said it is issuing CPs as quickly as possible after receiving necessary information, expects FM station construction to be “carried forward expeditiously.”

Engineering approvals and final CPs, here-tofore sometimes announced individually, (Continued on page 106)

Business Briefly

MBS NEWS OFFERING • Recorded news shows, compiled from U. S. and overseas correspondents’ reports, produced in radio newscast technique by Mutual, offered for sponsorship. At least one advertiser reported interested. MBS may clear 7:30-45 p.m. spot for show.

SUTHO SUDS PLANS • Sutho Suds Inc., Indianapolis (soapless detergent), plans radio campaign in New York market. Rodway Sales Corp., New York, sales agent, reported negotiating with WOR for program.


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Excuse us please for taking over the Standard Rate & Data masthead for commercial purposes. These initials have great significance to advertisers and their agencies and since spot radio delivers sales so fast and so inexpensively, the tieup is natural.

Spot radio is also the “natural” for any advertiser who wants flexibility in his schedule, selectivity in his markets and results in his sales department.

**SPOT RADIO LIST**

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**THE YANKEE AND TEXAS QUALITY NETWORKS**

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**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

NEW YORK - CHICAGO - LOS ANGELES
DETOIT - ST. LOUIS - SAN FRANCISCO - ATLANTA

BROADCASTING • TELECASTING

July 29, 1946 • Page 5
America's Highest Incomes...

COMPLETE MARKET COVERAGE BY
AN OUTSTANDING RADIO STATION

The State of Washington had the highest per capita income in the United States in 1945. Oregon had the seventh highest.

Radio Station KIRO, Seattle-Tacoma, serves large areas in these rich states — and parts of Canada — with 50,000 watts power at 710 kc.

Here in this land of high incomes and rapid industrial expansion, KIRO is recognized as a leader in programming, market coverage and public service.

When you think of prosperous customers — think of the Pacific Northwest. And when you think of complete radio service in this market — think of KIRO . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

KIRO'S 50,000-watt Transmitter—Vashon Island

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc

CBS

Represented by
FREE and PETERS, Inc.
A wide range of INDUSTRIES shape the NASHVILLE market

Major markets are shaped by their industrial activity... In the Nashville area over 35 separate industries produce hundreds of articles valued at over 85 million dollars annually... These factories directly employ thousands—and their payrolls shape the growing prosperity of this great market... The one million people in Nashville's trade area spend over 356 million dollars each year in retail stores alone... That's the major market you can count on when WSIX is broadcasting your sales message.

WSIX gives you all three: Market, Coverage, Economy!

5,000 WATTS 980 K.C.

AMERICAN MUTUAL

Represented Nationally by THE KATZ AGENCY, Inc.
Something else up
When you're dealing them off the top of the deck seven nights a week to over 28,000,000 radio homes, Columbia's new "Jack Kirkwood Show" is a pretty good card to have up your sleeve. Hollywood Variety calls it "as solidly laugh-latching as anything heard on the air."

But there is more than just a show up our sleeve. There's the persistent determination and effort by Columbia to produce programs injecting new entertainment and vitality into radio listening. The Kirkwood show is just a recent example. The network's history reveals many others dating back to the early years of the last decade.

Out of this effort have emerged some of radio's greatest names—names like Kate Smith, Guy Lombardo, Frank Sinatra, Bing Crosby—names of writers, producers and performers who have added luster to the radio art.

We readily admit to trying to stack the cards by loading our kilocycles 18 hours a day with the best entertainment and information within our power. We're stacking them in the interests of radio's listeners which is another way of saying radio's sponsors. The adjacent list of CBS Feature Productions* gives you an idea.

Columbia Broadcasting System
Feature of Week

HOMES were found for 150 forgotten children as the result of the first six broadcasts in a KYA San Francisco series, dramatizing the stories of youngsters left homeless in the Golden Gate area.

Interesting increase in the number of children left homeless since the war, more acute in San Francisco than other parts of the country, was noted by KFY news editors, who decided to do something about it.

The answer was to bring these stories to public attention. A Treliss For The Vine, the program KYA originated to fill this need, quickly enlisted the support of the Community Chest and of many public officials who discuss the urgency of the subject for 10 minutes of each half-hour presentation. The program, written by H. B. Rossen, editor of the KFY News Bureau, is heard twice a week on Saturday evening and Tuesday morning.

Twenty-six broadcasts are planned.

Through the cooperation of the charitable agencies every encouragement has been given to prospective foster parents. None of the children is available for adoption, and the agencies pay expenses of each child taken in by a family.

KYA's programs, believed to be the first in the country devoted to this service, point out community responsibility for the children not only as a kindness but as a means of preventing juvenile delinquency.

Sellers of Sales

A YOUNG MAN of foresight is James Templeton Kelley, newly appointed account executive of Earle Ludgin & Co., Chicago.

A\'s of Jim\'s early jobs were stepping stones to his future. While still at Dartmouth he worked during summer vacations for Bar- ton, Durstine & Osborn (before Batten in New York, doing some of the first survey and market analysis work.

Following graduation he chose advertising as his vocation and in 1929 sought Bruce Bar- ton, an old friend of the family, for advice in planning his career. Mr. Barton suggested that Jim get department store experience.

Jim moved to Chi- cago in March 1930, joined Marshall Field & Co., and became a assistant buyer. He left in December for a better position at Sears, Roebuck & Co. where he remained for three and a half years. The first year he did merchandising and sales analysis work; later he advanced to editor of the retail sales bulletins.

With printing, retail advertising, and mail order experience behind him, Jim joined Barron G. Collier Inc., Chicago (transportation advertising) and after one year in the Indiana territory, he was transferred to the Twin Cities to manage the Northwest branch.

A year later, in 1935, Jim moved his brief case to Knox Reeves, Min- neapolis to be in charge of new business and as account executive on a local bakery account, a coal account and Kelly Liquor Co. (no relative). At the end of the year, Mr. Reeves put him on a special assignment on General Mills (Wheaties) along with Bradbury Robinson, still with Knox Reeves, and later Lloyd Griffin, now with Free & Peters.

Wheaties had been testing baseball broadcasting in Des Moines and Minneapolis and were planning to expand nationally. The following six years Jim spent traveling (100,000 miles annually), buying time in large quantities, buying broadcasting rights from baseball clubs and supervising broadcasts for General Mills, Socony-Vacuum, and B. F. Goodrich Co.

In 1941 he returned to Chicago as general manager of Radio Advertising Corp., a subsidiary of Paul H. Ray- mer Co., remaining there until November 1942 when he joined the Navy. A gunnery and range officer at Great Lakes for 23 months, Jim then spent 14 months overseas at Pearl Harbor and Kahului Naval Air Base on Maui. Lieut. Comdr. Kelley returned to civilian life last December and joined Earle Ludgin in March. He is an account executive looking for new business.

Born in Seattle, Washington, April 8, 1907, Jim met his wife through Gilmore N. Nunn of the Nunn station, when he and Mr. Nunn were fishing in Florida. She is the former Margo Simpson, of Rochester, N. Y. They were married May 23, 1942.

In the hobby department fishing is tops, but Jim also enjoys hunting, photography and gunnery.
How Far Does Your Dollar Go In America's 4th Largest Market?

RADIO FAMILIES PER DOLLAR

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Sources: The Pulse of North Jersey, Standard Rate and Data (Excluding Talent Costs)

Proving... WAAT delivers more listeners in America's 4th Largest Market* than any other station... including all 50,000-watters.

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.
GREAT PUBLIC SERVICE FEATURES HELP BUILD

Americans who like to keep well informed...

Listen to

ABC
AMERICAN BROADCASTING COMPANY

Every Thursday night a question of national importance is discussed pro and con by noted authorities on America’s Town Meeting of the Air. This famous forum program—winner of every radio award in its field—typifies ABC’s policy of presenting both sides of all major issues. On Question for America, Monday nights, questions selected by ABC news editors are covered from every angle.

Issues discussed at UN Security Council sessions and the Paris Peace Conference—dramatized to give historical background and to explain their significance in terms of world peace—are presented to ABC listeners Saturday afternoons on To Live in Peace with ABC commentator Walter Kiernan. The program features last-minute conference news, panel discussions, and recordings of actual proceedings.

More people listened to ABC’s broadcast of the Louis-Conn fight than to any other commercial program in radio history! And millions will tune in on the Graziano-Zale welterweight championship bout on July 25. Big events that stir public interest—such as the Mardi Gras in New Orleans, The National Open Golf Championship, the Penn Relays—all are described expertly by ABC reporters.

ABC takes no sides in controversies; attempts to give each side a chance to tell its views to the nation. On Labor U. S. A., broadcast Saturday nights, leaders in the C. I. O. and the A. F. L. relate labor’s side of current affairs. On the program immediately following, the N. A. M. and the U. S. Chamber of Commerce explain many present-day problems besetting management.

On-the-spot coverage of major agricultural events, from stock shows and sales to farm forums and state fairs, is provided every Saturday on ABC’s program, The American Farmer. Besides keeping listeners posted on up-to-the-minute farm news, the program brings them timely discussions by U. S. Department of Agriculture experts, helps them keep pace with modern farming methods.

In war or peace, Americans must be kept informed as to the nation’s military strength. Warriors of Peace, an ABC Sunday afternoon program, dramatizes the peacetime work of the U. S. Army. It helps the public understand the framework of the military organization set up for its defense—explains how the Army, during years of peace, builds and works for the nation’s general welfare.
ORE LOYAL AUDIENCE FOR ABC ADVERTISERS...

ABC broadcasts the services of three faiths each Sunday. Message of Israel (United Jewish Laymen's Committee) is a worship service with traditional music and sermons by noted rabbis. The Hour of Faith (National Council of Catholic Men) features addresses, prayers and musical selections. National Vespers (Federal Council of Churches) has well-known Dr. Harry Emerson Fosdick as speaker.

Every Tuesday evening, on The Doctors Talk It Over, eminent guest doctors discuss latest developments in the field of medical research and practice. While this ABC program is primarily a service to physicians, dentists, public health workers and health department officials, the general public finds much of interest in the subjects discussed, and the program has a wide audience.

From September to May some of the finest dramatic entertainment ever produced in America is brought to ABC listeners by The Theatre Guild on the Air. Outstanding stage hits—dramas, comedies, musicals—are brought into weekly radio highlights by famous players (among them, Lynn Fontanne, above) who have helped The Theatre Guild make history on the legitimate stage.

Bringing the world's great music to a nationwide audience is one of ABC's services to the public. From September to May the celebrated Boston Symphony Orchestra, directed by Dr. Serge Koussevitzky (above), brings you the music of the masters. And for twelve years, Saturday afternoons during the opera season, the Metropolitan Opera has been broadcast for the enjoyment of millions.

THE FIRST AIM of the American Broadcasting Company and its affiliated stations is to keep you fully informed as to local, national and world events...to live up to their responsibility of presenting both sides of every issue of public interest.

To do this—and at the same time broadcast information that is of specific value to veterans, farmers, doctors, teachers and the like—ABC devotes one-third of all its air time to programs exclusively dedicated to the public interest.

On these pages are listed many of radio's leading public service features which ABC broadcasts regularly for the benefit of the twenty-two million radio families who live within the network's reach. They are, perhaps, just one more reason why so many thinking Americans are leaving their dials set these days on their ABC stations.
The Will to Win is a wonderful thing. Somehow, in some almost glandular way, it calls forth those extra efforts that so often make all the difference.

Here at F&P, we have the Will to Win your business—not through desk-pounding pressure, but through giving you better service. More careful analysis of the kind of stations, times, and programs you really need. More persistence and effort to help you get what you need. More genuine interest in the success of your campaign, rather than merely in selling time.

Try some F&P Service, and judge for yourself!
Tobey Promised Support for FCC Probe

Program Control To Get Special Attention

By BILL BAILEY

A FULL-SCALE investigation of the FCC, with emphasis on its exercise of control over programs, as exemplified by the Blue Book, assignment of AM channels and the shift of FM from the 50 to 100 mc band, was sought last week by Sen. Charles W. Tobey (R-N.H.). He introduced a resolution (S-Res. 307), proposing that the Interstate Commerce Committee conduct the probe and make legislative recommendations.

Specifically the resolution calls for a “full and complete investigation” with respect to:

1. Exercise of control by the FCC over programs and the extent to which the Commission “claims to have the right, and exercises the right,” to censor or control the “operating and program policies” of stations, and the extent to which such censorship or control has restricted or may restrict freedom of speech on the air.

2. Effect upon the public interest of such “censorship and control or attempted censorship or control.”

3. Manner in which the FCC has administered allocation of frequencies.

4. Effect of shifting FM to the 100 mc band on the rural population and “whether there is not involved discrimination against the farmers of America.”

5. Allocation of FM frequencies and the effect of the recent reallocation, the reasons and effect on the public of such reallocation.

6. Administration generally by the FCC of the Communications Act relating to radio communication.

“I have been assured good support on both sides,” said Senator Tobey. “This is something I have been interested in for some time. Now that the FCC has issued its Blue Book on program control it’s time the Congress finds out just how far the Commission plans to go beyond the intent of Congress.”

While no formal statement was forthcoming from the FCC, there isn’t any doubt about opposition to the proposed inquiry, particularly at this time. When the House Select Committee conducted its investigation of the FCC in 1943-44, staff work all but stopped, particularly that of the Law Dept.

Would Mean Delays

With the Commission overloaded in all departments, and particularly with the clearing up of the maze of broadcast docket cases and applications for AM, FM and television, it was said at one FCC source that authorization of a Congressional investigation now would mean unpredictable delays in clearing even the existing back-log.

Whether the investigation can get underway before the 79th Congress formally ends Jan. 3 depends upon action of the Interstate Commerce Committee, of which Sen. Burton K. Wheeler (D-Mont.) is chairman and Senator Tobey an active member, and the Committee on Accounts, headed by Sen. Scott Lucas (D-Ill.)

Senator Wheeler said Friday he would not decide whether to call a committee meeting to consider the resolution before adjournment, expected this week, until he could confer with its author. Sen. Tobey said he would urge the chairman to call a meeting immediately.

Meanwhile in the House Rep. William Lemke (R-N.D.) introduced a new bill (HR-7095) requiring the FCC to allocate to FM a section of the 50-mc band. Congressman Lemke introduced a similar bill (HR-6174) last April [Broadcasting, April 22], which merely authorized the Commission to assign to FM a section of the 50 mc band.

Bill’s Provisions

His new bill is more specific than the first one, he said. It provides that the FCC “is hereby authorized and directed to assign” to FM “a section of the 50-mc band” with “power assignments available up to at least the maximum amount of power hereof assigned to FM at any time.”

That would require the Commission to grant powers in excess of

(Continued on page 94)

Second Atom Show Wins Acclaim

Test Baker Is Judged Among Best of All Special Events

TEST BAKER, the second test of the atomic bomb against fleet units, last week gave U. S. radio one of the best special events broadcasts ever, network newsmen said.

Technical ineptitudes that obstructed the hour-long transmission of the first atomic bomb test June 30 had been eliminated for the 15-minute show July 24.

Network news chieftains who hadrankled with embarrassment since the failure of the broadcast of Test Able found their humiliation assuaged by the listenable quality of the Baker show.

Navy Goes All Out

What had been done by the Navy to correct the communications inadequacies that made hash of the first broadcast? The answer: virtually everything that scolding Navy brass and sweating Navy technicians could do.

(1) Central control of voice radio communications was shifted from the limping Appalachian which had broadcast third-rate signals in the Able show to the command ship, Mt. McKinley, where a crew that earned the special commendation of broadcasters on the scene labored days in advance of

Baker to iron out the communications kinks. Better equipment was aboard the Mt. McKinley than that on the Appalachian, too.

(2) Relay circuits were established from the Mt. McKinley through Guam, through the Army’s powerful Spindle Eye anchored at

(Continued on page 16)

Hats Off!

TOP NEWSMEN at the four networks had these things to say about the July 24 (5:30-5:45 p.m. EDT) broadcast of the atom bomb experiment:

A. A. Schechter, vice president, MBS: “A great broadcast, not only for reception, but also for its suspense. The perfect special event. All technicians who worked on it should be congratulated.”

Wells Church, acting director of news broadcasts, CBS: “Baker made things Able.”

William Brooks, vice president, NBC: “I’m only sorry that the arrangements were not so good for the first (atom broadcast) as for the second. All the audience was built up for the first.”

Robert Kinter, vice president, ABC: “Radio showed what it can do in covering a top news event. All of the correspondents were excellent, and if the reception of the first broadcast had been comparable, radio would have received the praise it deserves.”
Low Hooper Indicates Second Atom Pickup Audience ‘Dud’

By EDWIN H. JAMES

WHATEVER else it was—an explosive of unheard-of force, a weapon which might well be used for civilization’s suicide—the atom bomb last week appeared to be a little more than a regular daytime show attraction.

The 15-minute broadcast of the second Bikini atomic experiment attracted an audience only a smidgeon bigger than that which tunes to programs like Jack Armstrong, the All-American Boy or Just Plain Bill that are usually heard on Wednesdays from 5:30 to 5:45 p.m. (EDST).

In a special report prepared for NBC, C. E. Hooper Inc. discovered that in the 15-minute period of the pooled broadcast of the bomb explosion over all four networks and many independent stations the percentage of sets-in-use in the 32 Hooper measurement cities was 19.1.

In the same 15-minute period a week before, when NBC was broadcasting Just Plain Bill; ABC, Jack Armstrong, the All-American Boy; CBS, Cimarron Tavern; Mutual, Captain Midnight, and independents were airing their usual local shows, the percentage of sets in use was 14.2.

Big Dropoff

The difference between the percentages of sets-in-use during the atom broadcast and during the ordinary time a week before was an unimpressive 4.0.

During the atom broadcast, the network share of the listening audience was 80.8. That left 19.2% of the audience tuned to independent stations, many of which carried the atom show. The Hooper survey deduced that the bomb’s national

Hooperating was, therefore, something less than 19.1, a figure hardly calculated to raise a statistician’s eyebrow for such an important event.

It was plain to see that America was losing interest in its new and deadly toy, by comparison with the eager interest it displayed toward other special radio performances lately:

(1) Joe Louis and Billy Conn earned a 67.2 Hoopering for fight which settled nothing more than a pugilism championship. It was broadcast over only one network, ABC.

(2) President Truman, in a little ceremony involving the lighting of the White House Christmas Tree on Dec. 24 got 21.7 Hoopering. He was on the air over four networks at approximately the same hour as the atom broadcast.

(3) President Truman, reporting to the nation on the Potsdam Conference and the atom bomb, got a 64.1 rating. His V-E Day proclamation got a 64.4. Both of these broadcasts were over four networks.

What made the second bomb a dud as far as audience command was concerned? A disenchanted audience, said U. S. radiomen.

For Test Able, the first atomic experiment off Bikini, radio prepared an ambitious show, including a whopping pre-show ballyhoo campaign. But Test Able, as a broadcast, was a flop [Broadcasting, July 8]. Disgusted with the first atom show, the audience walked out before the second.

The durable listeners who tuned in again were rewarded. Plainly, the bomb was a great performer, the correspondents who described its awful act, commendably objective.

MBS, AMERICAN LIST BILLINGS FOR 1946

A SUBSTANTIAL INCREASE of 47.2% in gross billings for the first six months of 1946 over those in a similar period of 1945 was reported last week by Mutual.

From Jan. 1 through June, this year, advertisers paid the network $19,586,944.16, reported Z. C. Barnes, Mutual’s vice president in charge of sales. In the similar period last year the figure was $9,299,353.10.

At the same time ABC reported that in the first half of 1946 it had spent more than held its own in gross billings. From Jan. 1 through June 1946, ABC collected $20,923,761, compared with $20,805,000 for a similar period in 1945. ABC’s billings increase was .58%.

To Place in 120

UNITED ARTISTS, New York, Aug. 15 will start a spot campaign in 120 key cities throughout the country in conjunction with the premiere of its latest film, “Caesar and Cleopatra.” The company will spend $6,500 on New York City radio promotion. Firm also will spend an overall appropriation of $400,000 on a pre-release campaign for “The Sin of Harold Diddle- bok,” due for release in October. Agency is Buchanan & Co., New York.

Western Series

STUDEBAKER PACIFIC Corp., Vernon, Calif. (automobiles) July 28 started sponsoring a weekly half hour musical The Studebaker Show on 16 CBS western stations, Sun. 6:30-7 p.m. (PST). June Hayden and Jimmy Cash, vocalists, are featured with Felix Mills’ orchestra and Ted Avery. Howard Diddlebuck is writer-director. Production is handled by Dana Jones Co., Los Angeles agency and Pacific Coast representative of Roche, Williams & Cleary, Chicago, agency servicing account.

Receives Honors

EDGAR KOBAK, president of MBS, has accepted three citations awarded by service and patriotic organizations in recognition of the network’s war record. A plaque was presented to Mr. Kobak during the regular MBS broadcast of Division Diary on July 26 by the recruiting division of the Army in behalf of MBS cooperation with the southern New York recruiting and induction office. The MBS president also has received a certificate of appreciation from the Navy Bureau of Naval Personnel in recognition of meritorious personal service during World War II, and a commendation from the City of New York and the New York City Defense Recreation Committee for outstanding patriotic voluntary services to the armed forces.
Radio Overcharged $4,000,000 a Year

**Expert Finds Toll Charges 100% Excessive**

By DeQUINCY V. SUTTON

BROADCASTERS are being overcharged approximately $4,000,000 a year for telephonic program lines.

A study of telephone rate actions since 1937 shows frequent and liberal reductions in rates for general telephone service, but only one reduction to broadcast users. Even after this reduction, the telecast bill was 100% excessive.

Telephone toll rates on a nation-wide basis were lowered six times from 1937 to 1946, giving users a total saving of about $90,000,000. This was a 60% reduction from the 1937 median rate. The broadcast reduction was in the neighborhood of 25% of the 1937 median rate.

Comparison of broadcast rates with ordinary toll call rates must take account of certain apparent differences. Telephone rates themselves are lower per mile since revenue depends on number of calls made. This is significant where rates per unit of distance decline as the distance used increases. This system has been in effect for such a long time in personal communications that it is now regarded as standard, if not scientific.

Broadcast rates on the other hand are flat per mile, regardless of distance. They are rental and not use rates, and but for one fact it might be said that the two are not comparable. The fact is that the telephone companies include broadcast program service in their general rate base schedules.

**Broadcasters' Bill**

If toll and program line rates had been reduced equally, the broadcasters' bills from 1944 on would look like this:

<table>
<thead>
<tr>
<th>Year</th>
<th>Actual Bill</th>
<th>Overcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>$7,489,000</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>1938</td>
<td>$7,500,000</td>
<td>$1,170,000</td>
</tr>
<tr>
<td>1939</td>
<td>$8,180,000</td>
<td>$1,145,200</td>
</tr>
<tr>
<td>1940</td>
<td>$8,504,000</td>
<td>$1,785,840</td>
</tr>
<tr>
<td>1941</td>
<td>$8,507,000</td>
<td>$2,977,450</td>
</tr>
<tr>
<td>1942</td>
<td>$9,488,000</td>
<td>$3,299,800</td>
</tr>
<tr>
<td>1943</td>
<td>$9,545,000</td>
<td>$3,716,000</td>
</tr>
<tr>
<td>1944</td>
<td>$9,551,000</td>
<td>$4,092,000</td>
</tr>
</tbody>
</table>

Not readily apparent from the table is the fact that the failure to reduce program line rates threw the heaviest burden on the broadcasters during the years when their revenues were least. In 1938, for example, the effect of the line rate was equivalent to a 6% tax on gross income.

If the toll service reductions had been given to broadcasters, the present rate for Class A lines would be no more than $3 per mile per month and the different classes of program lines could be eliminated. A broadcaster whose monthly line charge was $1000 in 1938 would now have a monthly bill of about $250 for service after making allowance for special connections and timing.

**Industry Overcharged**

While the table shows that the broadcast industry has been overcharged approximately $18,000,000 during the period 1937-1944, it still doesn't tell the whole story. Two further reductions in general rates, each amounting to about $20,000,000, were made in 1945 and 1946. If equivalent reductions were made on the program line rate, it should now stand at $1.76 per mile per month for Class A lines instead of the current rate of $6.

The $6 rate is so unreasonable that many broadcast users are subscribing to lower class lines, adding bridging and equalizing equipment at their own expense and saving money. That they can do it is, by itself, evidence enough against the arbitrary program line rate.

When the lone program line rate reduction of 25% was granted in 1943, the annual bill was brought down from $9,400,000 to $7,800,000. But in the very next year it climbed back up to $8,800,000. Why?

One answer is that the former rate of $8 had so bottled up the use of the service that only wealthy stations could have it. Loosening the control slightly—brought in new users. In other words one eighth of the country had been denied network programs because of an arbitrary rate artificially maintained.

That some stations were not able to receive network programs because of the line charges, was brought out in testimony at the FCC inquiry into chain broadcasting, known as the "Monopoly Hearing" (FCC Docket 508).

**Sales Appropriated**

Broadcasting is a business in which a high degree of control is desired. No one who believes that broadcast services are already highly profitable should be surprised that the stations maintain their program services. What the stations don't know is that the program service charges are still about one fourth of their "take." The Long Lines Department of AT&T, which furnishes practically all the program lines, has a ratio of 56% expenses to revenues. Program expenses of broadcasters usually represent one fourth of all expenses and often run as high as one third. And nearly one fourth of its spending per program hour is for program staff.

It is obvious that this condition is reflected in less money available for talent and other phases of programming. Relief from the program line rate burden could, therefore, be expected to improve general program quality and to increase the number of stations using network programs. More stations using network programs implies a better choice for the listener.

Now the AT&T could render network line service profitably at a flat subscriber rate per month for each station connected into chain service. This would have the added benefit of dealing in the realities (Continued on page 80)

**Nets Eye Possible Reshuffle Of Radio Shows by Miles Labs**

NEWS that Wade Adv., Chicago agency for Miles Labs, Elkhart, Ind., is considering Roy Rogers, Hollywood cowboy, as a possible replacement for one of its radio programs is being watched closely by the three networks that split up Miles' $5,000,000 radio budget.

Chief wariers, at the moment, are NBC and ABC, who are taking an extra dose of concern for their products in considerable doses. If Miles should drop the National Barn Dance, which it has sponsored for the past 14 years NBC won't worry—too much providing—and that is the important word—it gets the Rogers show. However, a strong possibility exists that Miles may choose Mutual or ABC as the vehicle to carry Rogers, due to NBC's Barn Dance's strong position, which includes Gangbusters on ABC.

ABC, which carries Quiz Kids for Miles, would like this very much to happen, but the possibility that the sponsor may drop Quiz Kids in favor of another network isn't considered too probable. In the third corner, Mutual is optimistic that the job they have done for Miles with Quiz Kids will put them in the front row when the time comes for the network choice to be made.

NBC, which finds itself switching from a strong metropolitan favorite with Truth or Consequences at 7:30 p. m. CDT, to a rural favorite in the Barn Dance at 8 p.m. CDT, has long wanted to attract more "name" talent to the segment. Rogers would compete closely to being what they want and still satisfy the sponsor.

But if Miles should drop Barn Dance and choose another network, NBC would be most unhappy. On the contrary, they have nothing to say but kind words about the program, just in case.

One of the most likely reasons for dropping NBC Barn Dance is the growing dissatisfaction of WLS, which originates the program as part of its four-hour long Saturday night WLS Barn Dance. WLS, an ABC outlet, is in the unique position of feeding a program to a rival network, NBC. It has had several differences with the agency from time to time over the manner in which Wade and NBC prefer to program the opening half of the show.

**Prefers Informal Show**

WLS, which prefers the informal type of programming, doesn't care for the "Hollywood production" both agency and network have been giving the program. They feel it lacks the realism they (Continued on page 97)
Far West Embarks on Post-War Boom

**Business, Factories and Agriculture Continue Forward Strides**

By ROBERT J. McANDREWS

**NBC Western Division Advertising & Promotion Manager**

Robert J. McAndrews has been with the network since 1936. Starting as an announcer in San Francisco, he progressed through continuity, press and finally to promotion manager and was transferred to Hollywood in 1940. Before entering the Army Air Forces in 1942, Mr. McAndrews spent two years in Hollywood as NBC western division promotion manager. He returned from service at the start of this year. A graduate of St. Mary’s College, he has been the network’s director of public relations for the past four years.

**MARKET EXPANSION IN FAR WEST**

<table>
<thead>
<tr>
<th>Population Increase 1940-1945</th>
<th>Per Capita Income</th>
<th>Per Capita Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.3%</td>
<td>$1,327</td>
<td>$644</td>
</tr>
<tr>
<td>0.7%</td>
<td>$1,117</td>
<td>$519</td>
</tr>
</tbody>
</table>

**Drug Copy Drive Needs Media Aid**

New Advisory Group Includes Agency Executives

By WALLACE WERBLE

IN THE West life over 100,000 civilians (1944)—12.3% more than were counted in the 1940 census (the national increase was only 0.7%). They comprise 12.3% of the nation’s population, a 50% jump over the region’s share in 1920. They occupy 1,177,000 square miles, or 39% of the country’s land area.

The new population in the West since the 1940 census—on which many advertisers base their budget allocations—is equivalent to a market the size of Philadelphia. And the West is the only major division of the United States to show an increase since 1940 (U.S. Census Bureau, March 10, 1945).

These Westerners have a per capita income of $1,327 (1944)—$210 above the national average, and almost double their own 1940 individual income of $675. Their personal income is the highest in the land. In the aggregate, Westerners receive annually $21,707,000,000 (1944)—more than double their 1940 take of $9,000,000,000, and 14.65% of all national income (Sales Management). Western bank deposits in 1944 were $13,397,000,000 (Federal Reserve).

Over the counters and into the channels of trade goes most of this tremendous income. Retail sales per capita are $644, against a national average of $619. Of the nation’s retail sales, 15.7% is bought by the West’s 12.3% of the nation’s people. To put it another way, 100 Westerners buy as much as 124 average Americans, Total Western retail sales are $10,532,070,000 (Sales Management).

This prosperity is still on the up-grade, end-of-the-war regardless. March 1946 check transactions in the 31 Western cities which do 90% of the region’s check business were 25% higher than any previous month: $8,267,565,000. Cash sale transactions boost the total to $10,000,000,000—the first eleven-digit month in Western history, according to the Federal Reserve Bank in San Francisco. Incidentally, this was the Twelfth Federal Reserve District, comprising only the seven western states.

(Continued on page 36)

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(Continued on page 36)
On Monday, Wednesday and Thursday nights (from 10:30 to 10:45) WHO's Billboard program “plugs” worthy matters in the public interest.

Recently the Billboard has told about the need for gifts of food, clothing, etc. to starving Europe. Result: To date, WHO's efforts have dispatched 22,500 bundles to Europe, from listeners in 39 States...and won the active participation of 749 community clubs!

ALL these people, wherever they are, tune to WHO to follow the progress of a public service program in which they are personally interested. TO ALL these people, the voice of WHO is the voice of a trusted co-worker in an inspiring and unselfish civic undertaking.

Consider what this means in terms of community good-will!

WHO takes seriously the implied responsibility of this relationship with its audience. In sponsoring good citizenship, WHO recognizes that it must carry its own good citizenship into its commercial activities as well. If you have worthy products to sell, we invite you to participate in the good-will which naturally results from this WHO philosophy of service, throughout the 1,930 prosperous cities and towns in Iowa Plus.

WHO

for Iowa PLUS

Des Moines...50,000 Watts
FREE & PETERS, Inc., National Representatives
Wheeler Endorses Clements

Still pending before the President is the candidacy of J. Burke Clements, chairman of the Montana Industrial Accident Board, who has the endorsement of Senator Wheeler. Prior to the Montana primaries July 16, it had been speculated that if Senator Wheeler won renomination, Mr. Clements doubtless would have received the nomination. As a simultaneous act, it had been expected that the President would designate Acting Chairman Charles R. Denny Jr. permanent chairman. [BROADCASTING, July 22]. Senator Wheeler's defeat does not automatically eliminate Mr. Clements but it was thought his chances had diminished.

Infusion of new life in the OPA, even with its sharply curtailed powers, was under the management of the last vestige of doubt as to former FCC Chairman Paul A. Porter's intentions. He is expected to remain with OPA for the foreseeable future, getting it back on an even keel. Privately, he had said several times that he had no intention of returning to the FCC chairmanship which he left last February. He is a son of Mr. Denny, was instrumental in urging his appointment as acting chairman, and is solidly behind him for the permanent chairmanship.

Whether General McClure is being urged for the commissionship or for the chairmanship was not clear last week. It was understood that General Eisenhower would give his unequivocal endorsement and that many important men on both sides of the aisle were solidly behind him for the support of the regular Army officer. Among these would be Wil-
A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.

W I T H
and the FM Station W3XMB
Baltimore, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
July 29, 1946
Page 21
Announcing a NEW Radio Station

WINR

1490 Kc.

N.B.C. in the Triple Cities
Binghamton - Johnson City - Endicott

On the Air
Early August 1946

At Last!

A NEW radio voice to tell your story to 225,000 people of the Triple-Cities area — where only one other station can be heard.

A rich audience in a depression-proof market which enjoys the third largest average annual individual income in New York State.

DAVID CARPENTER
General Manager

HEADLEY-REED
National Representatives

WINR

Binghamton, N. Y.
Commercial Television Total Now 30 With 24 1946 Grants

DESPITE temporary desuetude of commercial television operations by two of radio's pioneer organizations, the Mutual Broadcasting Co., Milwaukee, and the Worcesterser Telegram Publishing Co., Worcester, Mass. — the video art, as of July 24, has expanded to 30 stations. Of these, 24 received their first year's grants in 1946, the other six are holdovers from the prewar era.

Returning its construction permit to the FCC last spring, The Journal Co., through its vice-president and director of radio, Walter J. Damm, stated that he believed the future of television lay in the color field and preferred to confine itself to experimental video at the present time [Broadcasting, May 13, July 15].

Likewise, the Worcester Telegraph Publishing Co., last week notified the Commission that it too preferred to wait for color and accordingly returned the construction permit it had been granted May 17 of this year (see story this issue).

Against this sentiment opposing black-and-white, currently-operating stations and recent recipients of construction permits have announced comprehensive plans for inauguration of additional service and the expansion of that television already in for.

The Evening News Assn., (WWJ) Detroit, has already contracted with Allen B. DuMont Labs, Inc., for the equipment and installation of a station that is intended to bring video service to the Motor City by Nov. 15. Similarly, The Pulitzer Publishing Co., (KSD) St. Louis, granted stations for July 12, the very next day announced full plans for construction and commencement of operation by next Spring.

Stanley E. Hubbard, president and general manager of KSTP Minneapolis-St. Paul which received its television construction permit last May, backed the black-and-white video faction, with a statement that building of their Twin Cities television outlet would begin as soon as possible since it was KSTP's belief that color was at least five years away [Broadcasting, May 28].

AM Interests

The television authorizations for 1945 followed the pattern of new AM grants [Broadcasting, July 15] and announced comprehensive plans for the expansion of existing AM stations. Of the four non-AM grantees, WTG Washington is licensed to Allen B. DuMont Labs, Inc., also operators of WABD New York video outlet, and another grant is held by the Raytheon Mfg. Co., in Waltham, Mass. Both are equipment manufacturers.

Quadrophonie holdings in commercial television are now held by NBC with its presently-operating WBNY New York and CPs in Washington, Cleveland, and Chicago.

NARBA CHANGES

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes:


1310 kc—XEMX Mexicali, Baja California, unlimited, Class III-B, to begin operations Jan. 1, 1947.

1440 kc—XERJ Tijuana, B.C., to begin operations under the conditions of a construction permit (shifted to 630 kc);

3450 kc—XERX Guadalajara, Jalisco, to operate under a conditional grant.

1170 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

1380 kc—XEXM Mexicali, Baja California, to operate under a conditional grant.

455 kc—XHMR Jalisco, to operate under a conditional grant.

1520 kc—XERJ Tijuana, B.C., to operate under a conditional grant.

2340 kc—XELX Toluca, Mexico, to operate under a conditional grant.

2080 kc—XEBF Tijuana, B.C., to operate under a conditional grant.

2510 kc—XEOJ Tijuana, B.C., to operate under a conditional grant.

2750 kc—XERJ Tijuana, B.C., to operate under a conditional grant.

2880 kc—XELM Tijuana, B.C., to operate under a conditional grant.

3000 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

3610 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

4550 kc—XERR Tijuana, B.C., to operate under a conditional grant.

5000 kc—XERO Tijuana, B.C., to operate under a conditional grant.

5550 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

6000 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

6550 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

7100 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

7650 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

8200 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

8750 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

9300 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

9850 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

10400 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

11050 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

11700 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

12350 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

13000 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

13650 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

14300 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

14950 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

15600 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

16250 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

16900 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

17550 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

18200 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

18850 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

19500 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

20150 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

20800 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

21450 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

22100 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

22750 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

23400 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

24050 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

24700 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

25350 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

26000 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

26650 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

27300 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

27950 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

28600 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

29250 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

29900 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

30550 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

31200 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

31850 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

32500 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

33150 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

33800 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

34450 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

35100 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

35750 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

36400 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

37050 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

37700 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

38350 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

39000 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

39650 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

40300 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

40950 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

41600 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

42250 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

42900 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

43550 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

44200 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

44850 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.

45500 kc—XERF Cuernavaca, Morelos, to operate under a conditional grant.
**Voice of the South Plains of Texas**

**KFWO Will Go to 50 kw About First of Year**

KFWO San Francisco, ABC owned and operated station, will begin operations on 50,000 w power about January 1, Gayle V. Grubb, station manager, announced.

A new $200,000 transmitter will be installed near Newark, Calif., on the east side of San Francisco Bay, replacing the 7500 w transmitter which has been in operation since 1924. A. E. Evans, chief engineer, said that the increased power would more than double KFWO's daytime coverage.

**AFRA Meet**

AFRA National Convention will be held in Hollywood Aug. 23-25. George Heller, currently holding two AFRA positions, national executive secretary and New York executive secretary, will report to the convention his decision as to which job he will retain.

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**General Parks Lauds KICD, KFJB**

Local Iowa Stations Are Commended for Work

On Mutual’s ‘Division Diary’

The program they carried was *Division Diary*, a weekly half hour Mutual show, which features two periods of music by the 80-piece U. S. Army Band interspersed with narration or dramatized accounts of divisions in combat. The producer is Lieut. Edgar M. Jones, former assistant director of information for the FCC, who has since served in the Pacific.

Divisions are chosen for program treatment whenever a local tie-in can be arranged. When the Army band went to Iowa in connection with the Iowa centennial, the subject of the second broadcast was the 34th Division, comprising the Iowa National Guard.

Steve McCormick, Mutual’s presidential announcer, handles the announcing for the program, but it is otherwise written, produced and directed by Army personnel.

**Coalition Brewing Against Rosenberg**

Local 802 Head Hospitalized With Heart Attack

JACOB ROSENBERG, long-time president of the American Federation of Musicians’ biggest, brassiest local—802 of New York, last week was reported to be rallying from a heart attack which he struck a fortnight ago while dining at Lindy’s restaurant.

Mr. Rosenberg’s seizure was described as serious. Although his condition was said to be improving, news which may have reached him from within the union seemed hardly salutary to his speeded recovery. Local 802, which has long been fomenting with political dissonance [Broadcasting, June 24], was drawing battle lines for its elections next December.

It was reported that the not inconsiderable forces of local 802’s Unity Group, whose nominal chief, Calmen Fleisig, was defeated by Mr. Rosenberg for the presidency of the local in 1944, were negotiating a coalition with other anti-Rosenberg factions. What Mr. Fleisig hoped to build was a broad front of dissidence united in support of his own candidacy next December.

Mr. Fleisig, it was known, had made appealing overtures to members of the Independents, whose alliance with his own Unity Group would create an impressive bloc of opposition to the incumbent local president.

At week’s end it seemed obvious that powerful factions were tuning up for a showdown session. To the ailing Mr. Rosenberg, the sounds that came from within his seething union may have portended the ominous tooting of his own political dirge.

**Good Neighbors**

**When Stumped About What to Do With Two Programs They Had Contracted For Before the Emergency Wheat Order Went into Effect**

Lindsey Robinson & Co., Roanoke, Va. (Gambill’s Best Flour), finally found a solution. They named their emergency flour “Good Neighbor,” and each day on the air invite listeners to send in tips on conserving, preparing and shopping for food—in good neighbor, across-the-fence style. Pyrex pie plate or Pyrex custard cups are prizes for the tips. Programs are heard on WDBJ Roanoke and WPUV Pulaski, Va. Houck & Co. is agency.

**RIGHT IN THE MIDDLE...**

**OF BIG THINGS!**

Big things are right! As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub of the South Plains of Texas—a market with a $167,922,000 effective buying income—from grain, dairying, wholesale and retail distribution, oil, poultry, and cotton.

To get a big, juicy bite out of this rich market—KFYO’s your station—the ONLY station dominating this area with a consistent clear signal!

**Voice of the South Plains of Texas**

**KFWO**

LUBBOCK, TEXAS

1340 ON THE DIAL
250 WATTS
But sales data are no substitute for salesmen at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.
ANDREW JACKSON

"Old Hickory" . . . hero of the War of 1812 and President of the United States from 1829 to 1837.

"GATEWAY TO THE RICH"
Tennessee's history of progress and the achievements of her native sons were unfolded in a spectacular sesquicentennial pageant last month.

WLAC, long identified with public interest, was given the honor of presenting a trophy to the teachers and students of Nashville's home county ... for their great part in this tremendous celebration. WLAC is proud to be in the heart of the state which today, as for the past one hundred and fifty years, is making history!
Clears Emphasize Need for Higher Power

Answer to Rural Area Coverage Seen

By RUFUS CRATER

A GROWING INCLINATION among clear channel advocates to accentuate higher power as an answer to the rural coverage problem was seen last week as FCC hold its final clear channel session before the Aug. 5 hearing on AM engineering standards.

Originally the clear channel group concentrated on retention of the channels unduplicated, with higher power seemingly a secondary goal. More recently, observers pointed out, increased emphasis has been attached to the importance of greater power.

Meanwhile, tug-of-war over the Regional Broadcasters Committee's breakdown proposals [BROADCASTING, July 22] developed in cross-examination on the plan during last week's session, held Monday before Comm'r Rosel H. Hyde. A. Harry Becker appeared as FCC counsel.

Provides for Regionals?

Clear Channel Broadcasting Service, contending that the proposals would result in less service for listeners in clear channel cities and for large surrounding rural populations, spiced its attack with charges that the plan "takes care of" members of the regional group by providing them high-power stations at the expense of clears.

Paul Godley, consulting engineer who presented the breakdown maps for the regional group, emphasized that the plan was a "demonstration" only, showing one way duplications might be achieved, and repeatedly denied that he was thinking of the interests of any regional group members when he prepared the maps. He insisted the plan would permit greater equality of service throughout the U. S. Skywave service, he said, would be "thinned" in some sections and "thickened" in others.

The one-day session included a presentation by Morris H. Hansen, statistical assistant to the director, Census Bureau, in further defense against CCBS attacks on the bureau's survey of rural reception [BROADCASTING, July 8, 22]. He said that "either the CCBS analysts have a knowledge of simple statistical theory and are misinterpreting the facts, or are so woefully lacking in the simple rudiments of statistics as to render them unqualified to pass judgments on the validity of the results of a statistical survey."

"For their benefit," he added, "I have assumed the latter."

Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, challenged the regional group's maps showing duplications of signals within given areas, contending that since they were prepared as of the second hour after sunset they failed to show the full picture.

More "Efficient"

When he asked Mr. Godley whether the situation in the East, where duplications are heaviest, is so bad that at that hour that listeners in those areas should be deprived of pre-sunset and first-hour-after-sunset service, the engineer replied that "I don't think that will be necessary." He said in many cases the channels could be used more efficiently without depriving anyone.

Mr. Caldwell contended that the regional group's plan would add a large number of stations in the East, where choice of signals already is relatively created. In response to his question, Mr. Godley replied that he hadn't noticed that a majority of the new stations were projected for cities east of the Missouri River.

Mr. Godley said the maps showed the situation at the second hour after sunset because that period was the only one for which accepted standards were available.

He agreed that many people living near clear channel cities depend upon these high-power stations for superior service and that such listeners might represent a large percentage of the U. S. rural population. But he said it was "not necessarily true" that more farmers live within 150 miles of the larger cities than are found in areas around smaller cities.

Mr. Caldwell noted that 13 stations represented by the Regional Broadcasters Committee are owned by Ed Craney, Cowles Broadcasting Co. and Yankee Network, and charged that the duplication plan would make better facilities available for all three. Mr. Godley insisted he was not thinking of Mr. Craney (XXL Portland and KGIR Butte), T. A. M. Craven (vice president of Cowles in charge of engineering), John Shepard 3d (chairman of the board of Yankee Network), or any other member of the Regional committee when he prepared the exhibits suggesting locations for new stations on duplicated channels.

He said it was "purely accidental" that cities in which these licensees now have stations were (Continued on page 32)
Superb Scenery

and

A THRIVING MARKET

OF 2,700,000 BUYERS

When you vacation in the West, you’ll thrill at the beauty of scenes like Jackson Lake in the Tetons. But this same 11-state vacationland is one of America’s important markets. KSL, situated in Salt Lake City, Center of Scenic America, serves 221 out of 411 counties (2,781,702 population) in this area with Primary or Secondary Coverage. That is why we say “You Can’t Cover the West Without KSL.” Be sure that KSL is included in your Fall advertising plans.

You can’t cover the West without.

KSL

Edward Petry and Company - National Representatives
Radio Spots Require Listener Appeal

Poorly-Prepared Word Barrages Termed Insults

By JOHN BOYLAN
Assistant Director, Radio Dept., Paramount Pictures Inc., Hollywood

If an advertiser bought a half-hour on a network for $5,000, and filed that time with a program that cost him $100, he'd be considered pretty dumb by the fair-haired boys along radio row. Yet these same smart radio men are guilty of a practice that is every bit as stupid—and may be more so.

We're talking about the transcribed spot announcements they produce—destined for thousands of playings all over the country at a time. Out of many times $5,000, and the spots are so poor and so cheaply prepared that they are an insult to the intelligence of the listener.

Spots Unpopular

The spot announcement today has reached a point where it is tolerated by some listeners, despised by many more. And a great percentage of the presenters and men who have been responsible for them have come to the conclusion that this can't be done in 60 seconds, that it must be attention-getting and fast as physical resources allow.

But more important than cost ratios is the fact that radio listeners will actually like these “Searching Wind” spots instead of resenting them. And because they like the spots they will have a friendly feeling for the product. The spots will make them want to see the picture.

Engineering Problems To Be Discussed by NAB

A PROPOSED agenda providing for full discussion of engineering problems at the forthcoming NAB Convention in October was adopted last week at a meeting of the NAB Engineering Executive Committee in Washington.

Recommendations to be submitted to the NAB Board of Directors at its August meeting at Estes Park, Col., were adopted after consideration of a proposed study of the existing recording standards promulgated in 1942 by the NAB, and other engineering matters. The NAB Engineering Handbook will be ready for distribution prior to the convention.

The committee, which met for the first time with the new NAB Director of Engineering, James R. Middlebrooks, expressed to Howard S. Frazier, Mr. Middlebrooks' predecessor, its “grateful appreciation for the intelligent and constructive contribution" he made to radio during his tenure in the NAB office.

Attending last Monday's session were: B. Porter Houston, WCBM, Baltimore, chairman; J. B. Puqua, WGAC Augusta; Karl B. Hoffman, WGR Buffalo; William B. Lodge, CBS New York; T. A. M. Craven, WOL Washington, NAB board liaison member; C. E. Arney Jr., NAB secretary-treasurer, and Mr. Middlebrooks.

WCCP Plans Start

PLANS for the new WCCP Savannah, Ga., to go on the air in the next few weeks have been announced by Welden W. Herring, business manager of the station which will operate with 250 w on 1450 kc. Station will be affiliated with Mutual. President and licensee of WCCP, authorized last Feb. 20, is Carter C. Peterson.

1905 Maurice L. Goodkind 1946

MAURICE LEWIS (LEW) GOODKIND, 41, vice president and treasurer of Goodkind, Joice & Morgan, died suddenly of coronary thrombosis Sunday, July 21, at his home, 12 Country Lane, Northfield, Ill.

Prominent in Chicago advertising, Mr. Goodkind started his career with the Chicago Herald American in 1926. Two years later he joined Lord & Thomas, Chicago, where he remained for nine years as assistant radio director, manager of radio service, and director of publicity. He was vice-president of Burnett-Kuhn Adv., Chicago, for one year. In 1938 he formed his own agency, which became Goodkind, Joice & Morgan two years later.

Mr. Goodkind's activities included: board of directors of Chicago Off The Street Club; co-chairman of Northfield Cub Scouts; board of governors, Chicago Federation Advertising Club; charter member and one of the founders of Chicago Radio Management Club;

MR. GOODKIND
central secretary-treasurer of Central Council of 4 A's.
He is survived by his wife, a daughter, Ann Agee, and a son, John Kenneth.

ATTENDING du Pont “Teletfilm” demonstration July 15 at NBC studios are M. R. Boyer (1) of E. I. du Pont de Nemours & Co., and O. B. Hanson, vice president and chief engineer of NBC. Film which contained picture and sound track on one film was televised by WNBT New York less than four hours after it had been placed in a film laboratory in Washington (Broadcasting, July 8).

Opposition Won't Deter BBC Video Says Haley

SIR WILLIAM HALEY, director-general of the BBC, told the Imperial Press Conference in London that television will develop into a large-scale medium regardless of opposition from other entertainment interests. Ultimately it will increase interest in sports, movies and theatre, he said, announcing that the BBC intends “to press on as fast as physical resources allow with the task of making it available to as many homes and over as widespread an area as we possibly can.”

Sir William's statement was seen as both a challenge and an invitation for cooperation to sports and theatrical entertainment groups in England, who now forbid their members to make television appearances.

At the same time the speaker hinted that BBC intends to control British video as strictly as radio. “It is an integral part of broadcasting, and not an art separate from it,” he said.

AFRA Certified

NATIONAL Labor Relations Board last week certified American Federation of Radio Artists (AFRL) as bargaining agent of non-executive actors, dramatic narrators, singers, and news, sports and women's shopping service commentators of Westinghouse Radio Stations’ WBB and WBZ-FM Boston and WBZA Springfield. Certification followed a consent election July 3 at which 10 of 16 eligible voters cast valid ballots, all for the union.
Maybe in one market it's a hillbilly show—an hour long once a week—or fifteen minutes three times a week. In another, perhaps it's a five-minute newscast daily or a home economics show directed to women. Whatever the program is, you'll be time and money ahead when you buy highly rated, market-tested Spot Programs that are already well established on the air.

For when you buy pre-tested Spot Programs you take the gamble out of radio. You get the best shows on the best stations in only the markets that interest you. And your messages are delivered to ready-built audiences by well-known local personalities who know their audiences and have proven their ability to sell.

There are many top-notch Spot Programs available. A John Blair man can tell you about the best of them. Call him today. He's a radio expert who knows markets, merchandising and flexible Spot Broadcasting. And he represents many of the country's finest radio stations.

* For leading Blair-represented "hot" Spot Programs see the following pages! (32-53)
Clear Channel
(Continued from page 28)

among those chosen for duplicated operations.

Asked whether he was sure that cities suggested for additional stations need and can support the projected outlets, he replied that he did not know.

To Submit Data

The regional group agreed to submit cost and technical data on the directional pattern contemplated in the addition of a 10-kw station on 670 kc (clear channel) at Winner, S. D. Mr. Godley said all antenna plans were based on accepted standards and were workable, but that details on all operations were not in form for presentation to the Commission. He estimated that real estate would involve the largest single cost item in setting up the six-element array projected for Winner.

Under re-direct examination by Paul D. P. Spearman, counsel for Regional Broadcasters Committee, Mr. Godley emphasized that the "demonstration" showed breakdowns of only some of the clear channels, and that further choice of signals would be available if all were duplicated.

Taking the stand as the session opened Monday morning, Mr. Godley was asked by Mr. Caldwell whether he would be willing to invest in an outlet in the 10-kw station suggested for Winner, a town of about 2,400 population. "I think I might," Mr. Godley replied. He said he didn't know that the town itself could support such a station but that the outlet would provide extensive coverage and might be supported by its farm populations.

Mr. Godley agreed that approximately 50% of the U. S. at night depends upon skywave service and that about 40% receives daytime signals of less than 500 microvolts. The Regional Broadcasters Committee's "demonstration" of possible clear channel breakdowns, he said, was designed to "thin out skywave service" in the East, where more signals are available, and "thicken it somewhat" in sections where it is "now extremely thin."

Substantiates Contention

Queried on maps showing duplications of signals within given areas at the second hour after sunset, he said he did not know how much duplication would exist the first hour after sunset and that there would be "no worrisome duplication" before sunset. He agreed that under certain circumstances farm listeners at times might receive no duplications at the first hour after sunset while city listeners could receive such duplications for only a few minutes.

He affirmed Mr. Caldwell's contention that some network affiliates present local rather than network shows during the evening, thus reducing the number of network signals duplicated in those areas.

Further questioning by Mr. Caldwell brought out that the regional group's maps of secondary network service that might be provided with 1-A stations at 500 kw assume (1) no change in network affiliations, and (2) that 1-B stations not increase power.

He said the regional group's suggestion looking to a possible move of a 50-kw station on 870 kc to Shreveport, La., did not necessarily suggest that WWL New Orleans, dominant station on the channel, be moved. He asserted, however, that a move from New Orleans to Shreveport might be desirable even if population losses offset population gains, unless no other service could be made available in New Orleans. More land and less sea coverage would be possible with a Shreveport location, he declared.

When Mr. Caldwell declared that the Census survey showed that, of all 1-A and 1-B stations, only 3% of the people in all areas hear as many as three 1-A and 1-B stations without trouble at night and only 1% hear four, Mr. Godley answered that these represent the number they "do hear," rather than the number they "can hear."

Gustav B. Margraf, counsel for NBC, cross-examined Mr. Godley on maps showing duplications of NBC service, seeking to show that differences of time and other factors would reduce the number of duplicated network signals actually available within given areas during principal network evening hours (7-11 p.m.). Mr. Godley did not agree, however, that the maps' showing of duplications represent a situation that would not prevail at any time.

Hansen on Census

James A. McKenna Jr., counsel for ABC, asked whether a "better breakdown" might not be achieved by duplication of 660 kc (WEAF New York, dominant station) or of 880 kc (WABC New York) instead of 770 kc (ABC's WJZ New York) as suggested in the regional group's plan. Mr. Godley said this might be true.

In the Monday afternoon testimony Mr. Hansen attempted to show that "any statistics the Census has published for the 1040 [survey] counties combined, or for any designated subgroupings of

(Continued on page 34)
RELAX, BESSIE. THE BOSS NEVER COMES AROUND UNTIL THE CHARLEY STOOKEY PROGRAM IS OVER.

CHARLEY STOOKEY
KXOK Farm Editor

Presents
"TOWN and COUNTRY"
6:00 to 7:30 a.m., Monday through Saturday

As much a part of farm life as Bessie, the cow... that's Charley Stookey's "Town and Country" program. Seventeen years of bringing his rural and metropolitan listeners the last word in news, market reports, weather, time reports and practical farm advice have made Charley Stookey a household authority. A steady stream of mail attests to his popularity, and a list of sponsors that stick is proof of his ability to turn his boosters into boosters for your product.

KXOK
is the
JOHN BLAIR STATION
in St. Louis

ST. LOUIS 1, MISSOURI • Owned and operated by the St. Louis Star-Times • 630 KC • 5000 Watts Full Time Affiliate, AMERICAN BROADCASTING COMPANY
Clear Channel
(Continued from page 32)

The Census expert said that the CPBS had confused the issue by quoting facts "to which we will all agree," but which are "wholly irrelevant to the conclusions that they draw from them... Radio listening," he said, "is no exception to the principles of sampling... the principles are applicable whatever the characteristics being sampled."

He hypothetically illustrated his point on the blackboard, showing that with any figures, the sampling procedure produces unbiased results. The numbers he used had the same characteristics, he claimed, that the CPBS Exhibit 269 said should be expected, and "that they said would introduce a bias; that is, the larger counties (or primary sample units) are assumed to be closer to stations, at least to regional stations and to hear more stations without trouble."

"Had we not used probability proportionate to size in selection," Mr. Hansen said, "a different method of estimating would have had to be used or else the results would have been biased..."

He pointed out that the varying probabilities of selection were compensated for by the estimating method used. All available engineering knowledge was used in the Census survey for the FCC, Mr. Hansen said. He added that counties were concentrated geographically as much as possible in order to minimize distances between counties within a cell and thus to have counties within a cell as much alike as is possible when they must be grouped into 85 cells.

While variation exists between counties within a cell, he explained, "the results have a smaller error than if no stratification... had been used, and the results are reliable when accumulated over a sufficient number of cells... Any modification would still have produced substantially the same results..."

Same Result

He emphasized that in his illustrations of survey methods he did "precisely the things that the CPBS have criticized. We have sampled with probability proportionate to size. We have put together in a cell PSU's that are not exactly alike, and sometimes are very different in their listening conditions. We have projected from a single PSU to obtain an estimate for a cell. And we have accumulated these estimates over a number of cells. But it is clear that without making any assumptions as to PSU's being alike within a cell, our estimates have been unbiased, even though they have been subject to large errors for single cells..."

"From the interview sample of 85 PSU's it may reasonably be expected that the estimates for the statistics on listening by class of station, day and night, with and without trouble are, for the most part, based on a sufficiently large sample as to make the estimates of sufficient reliability for practical use for all 1040 counties combined, and for regions and for types of service areas."

He stated several times that there is no difference in this case between theory and practice, and that one needs only random sampling to make the theory applicable. Under cross-examination by Mr. Caldwell, Mr. Hansen reiterated that the Census survey obtained representative but not specific results.

"That doesn't help us find out what we want to know about local areas," said Mr. Caldwell. "For our purposes—to determine what areas need service—you're no help. There is too wide a margin of error..."

To that Mr. Hansen replied that the mail survey results answer specific area questions, and that the Census Survey for the FCC was not intended to be specific.

Included in the exhibits was a comparison of interview results with mail results.

Law Firm Address

LAW OFFICES of Welch & Mott, new law firm in Washington, are in Suite 5-B, Occidental Building, 1411 Pennsylvania Ave., N.W. Telephone number is EXECutive 1398. Street address was erroneously listed in the July 15 issue reporting the resignation of Vincent B. Welch from the FCC law department to join Harold Mott, a former colleague at FCC, in the new firm.
One advertiser used the “hot” spot program, "WLS Farm News and Service," for five years (1941 through 1945—13 weeks per year), and 238,698 women wrote in asking for the booklet offered.

These 238,698 WLS responses, during a five-year period, topped the more than 40 other individual stations carrying the same offer. (All announcements were scheduled within the "WLS Farm News and Service" program except for a six-week period.)

And again in 1946 this advertiser is carrying the same schedule on WLS. He knows from experience what he is buying and the results to expect.

This is but one of the many “hot” spot programs which follows the WLS pattern of getting RESULTS. Your John Blair man will be glad to give you further information about this or any WLS broadcast—or about availabilities and results.

The "WLS Farm News and Service" program, six days a week—11:30 to 12 noon CST, furnishes the Midwest with complete market and weather information.

A Clear Channel Station

The PRAIRIE FARMER STATION

Serving a better President

EXECUTIVE MANAGER

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
Western Boom
(Continued from page 18)
most States, reports annual bank debts (1944) of $78,068,482,000, topped only by the New York and Chicago districts.

Westerners are getting homes despite difficulties, too. The ten largest cities reported $56,000,000 in building permits for the last two months of 1945—a 500% gain over the same period.

Dr. Vergil D. Reed, research director of J. Walter Thompson Co., advertising agency and former acting director of the census, says in his new book Book of Population and Purchasing Power that the West will continue to gain population for two basic reasons. One is the future of Pacific export trade, which economists say may reach $7,000,000,000 a year, double the pre-war figure. The other is the trend to decentralize industry, largely to save freight costs.

Production Data
We've taken a quick view of the consumer market, so let's peer behind California's high producers of this Western wealth.

Agriculture, of course, is tops. Farm income (1944, Sales Management) totals $3,860,528,000—17% of the nation's, ranking the West third among the eight major geographical regions. The size of farms and ranches is indicated by the fact that the West has only 8% of the country's farms but 28% of its agricultural acreage. The U. S. Census of Agriculture, 1945, testifies that Western acreage has increased 21.4% since 1940 to a current total of 509,357,349 acres. The national gain has been only 7.7% in the same period.

A WPB survey (1944) reported that 14,499,100,000 board feet of lumber is cut annually in the West—44% of the nation's total, and, of course, more than any other region. Forty-eight per cent of the wool in the United States comes from the Western States. So does 17.3% of all the mineral production, with an annual worth of $1,391,100,000 (U. S. Dept. of Interior, 1943).

Even before the war (1939 Census of Business) the West had 21,828 manufacturing establishments, producing $4,620,000,000 worth of goods annually—8% of the nation's total. Though sizable, the manufacturing situation left plenty of room for improvement. Per capita factory production in the above figure, for instance, averaged $337, while the national average was $434. Only 15.4% of the West's employed population was engaged in manufacturing, against a national average of 23.4%.

All the manufacturers, local and Eastern, have been moving in. War-time production in many cases is being continued per se (synthetic rubber, petroleum products, iron and steel, magnesium, aluminum, certain airplane plants) or converted to peace-time goods (other aircraft plants to metal home appliances, for example). We'll get down to cases a little later when we examine specific states and cities.

More Employment
Significant is a recent poll of top Western industrial management on future plans: 48% said they would provide more employment than they did before the war; 53% admitted they would provide less; 33% boasted they would provide more than they did during the war!

At present we consider approximately 100 Western companies as actual or potential national consumer advertisers, with another 150 in the regional advertiser category. We confidently expect this list to grow, for to the West its natural resources have been added the far more valuable cultivated resource of newly developed skilled manpower and the new material development symbolized by the huge $300,000,000 steel mills at Fontana, Calif., and Salt Lake City, with their annual production of 2,000,000 tons. Now government-owned, the plants will probably be sold to private capital.

(Dr. Nathanael Engle of the U. of Washington will soon publish Marketing in the West under the aegis of the Advertising Assn. of the West [formerly Pacific Advertising Assn.]. Copies may be reserved through association offices, Monadnock Bldg., San Francisco.)

* * *

CALIFORNIA
THE NOSE-COUNTERS just can't keep up with California. The Census Bureau on March 10, 1945, issued an estimate of 8,746,989 as the population of the state on the preceding July 1. 6.59% of the nation. This meant an increase of 26.5% over the 1940 Census. Every available index indicates that the population is well over 9,000,000 civilians today—95% of them white.

Just four decades ago California ranked twenty-first in population among the States. It has climbed unchaltingly ever since. By 1910 it was twelfth; by 1920, eighth; 1930, sixth; 1940, fifth; 1944, third to New York and Pennsylvania. According to Victor W. Killick, chief statistician of the California Dept. of Motor Vehicles, it is practically certain that California has passed Pennsylvania's 9,193,057 (Census Bureau current estimate) and is today the No. 2 State in the Union.

The climbing trend of population increased by Mr. Killick in a recent letter. "At all border states (California checks all incoming vehicles for agricultural pests) many more people are entering the State than leaving it," he reports. "Population has been steadily increasing and at no time have we had a decrease in population since the beginning of the war. This is not true of other states in the East, some of which have steadily lost population."

In 1945, 1,998,107 persons entered California, motor—50% more than in 1944 and 200,000 in excess of the number who left the state in the same period. The number of cars increased 45.8% over 1944. The number of commercial buses jumped 2.9% despite an October strike.

In the first two months of 1946, 140,552 out-of-state cars brought in 383,342 persons—an increase of 156% over the same months in 1945. An additional 143,818 passengers arrived on buses.

Vets Like the Place
Contrary to the fond fixations of certain columnists and even radio comedians, the influx does not consist mainly of aged Easterners hoping to get comfortable for a while and then die. The young and the vigorous predominates in this new migration, with veterans playing an important role. A wartime poll of servicemen stationed in California showed that 52% of them intended to stay here after discharge, and evidently they're doing it. By the end of 1945 California had 710,000 veterans of World War II back in civvies—180,000 more than in other states. The State Chamber of Commerce predicts we'll have a million by the end of 1946.

Even discounting the flow of new residents, California is growing internally. Births exceed deaths by 80,000 in 1946, according to the State Bureau of Vital Statistics. Ninety-four California cities have been recountcd since the 1940 Census, and every one has shown a sizable gain, ranging up to more than 250% in the cases of Rich mond, Benicia and Coronado. Gov. Earl Warren said last month that California will add 20,000,000 residents by 1960.

So much for the avoideriooia on this burgeoning giant. Now for a quick look at its internal health.

Income? $1,489 per capita (the national average is $1,117) and

(Continued on page 42)
Early morning—but it pulls! Will Wright and his Old Corral gang have become such favorites that KDYL's early-morning listeners all over the west send them birthday cakes, other gifts, and an average of 4000 letters a month. The show features western music, homely gossip, market tips, farm and ranch information—5:30 to 7:00 a.m., Monday through Friday, with 15 minutes of news at 6:15.

Games, Prizes and Lots of Laughs have won a big and enthusiastic following for "Something for the Ladies" deliberately aimed at the fair sex (the buying members of the family, you know!)—broadcast as a studio program five days a week and an audience-participation show each Saturday at 11 a.m. from the KDYL Playhouse.

And also ask John Blair about "Music in the Continental Manner" featuring the violin of Eugene Jelesnik, conductor... and other "hot" spots in Utah.
NEWS FROM GOVERNOR Earl C. Warren, of California, was broadcast by CBS, Monterey (Calif.) during West Coast Centennial Celebration of raising of American flag, which took place in this area. Words were born by all celebrities which explain growth on face of General Manager, who handled interview.

Famine Area Report

FINAL report to listeners of WLW Cin- cinnati, on the problems faced in the famine countries of Europe was made Aug. 5 by substitute Phil Clayshon and his orchestra for Nelson Eyde on its “Electric Hour,” Sun., 4:30-5 p.m. on CBS. This, they declared, would

Industries Dramatized

To DRAMATIZE Pacific Coast industries showing their local importance as well as relation to national economy CBS Pacific network has started series known as “Westmebers At Work.” Series has been arranged by Chet Huntley, Western Division director of public af- fairs, and is being handled by Peter Robbeck of CBS Hollywood news bureau.

The CUDAHY PACKING Co., Chicago, Aug. 2, will drop sponsorship of “Tena Days,” heard weekdays on WGN, Chicago. Mr. Rodner said the Electric

Electric Co. Change

THE ELECTRIC Co. Advertising Pro- gram, New York, effective in early fall will substitute Philip Clayshon and his orchestra for Nelson Eyde on its “Electric Hour,” Sun., 4:30-5 p.m. on CBS. The show will originate from NBC rather than Hollywood, according to Norman. Masterson. public

Initial objectives of the campaign, he declared, are to awaken manufacturers to the growing de- mand, Mr. Rodner cited a re-

Mr. Rodner said his company intended to “sparkplug” the ac- tivity with advertising, both on its own television show, Telequizilla, on WKBK, Chicago, and in its newspaper ads.

One Commercial Outlet

With the exception of WKBK, Balaban & Katz owned-and-oper- ated television station, no televi- sion is available to the Chicago area.

Zenith Radio Corp., is operating its own experimental station, and ABC recently completed arrange- ments with WKBK for sponsorship of outdoor sports contests, but all programming has been handled either by the FCC or by “a natural unwillingness” to operate without receivers,” Mr. Rodner de- clared.

“Prove that television is in demand, Mr. Rodner cited a re- cent survey made by the utility company which reported 756 peo- ple of 2,000 interviewed as listing television receivers among electrical appliances they would buy first when they become available.

Two only television manufacturers are now in production in the Chicago area, he declared. The two, “Farnsworth and Belmont” will be joined by “at least” 20 others by 1947, he said he had been notified by manufacturers.

Rodner said the Electric Association would press for “at least” five television stations in operation by January 1, 1948. He pointed out that, ac- cording to manufacturers, the average television receiver will be priced to retail at $250 each.

This, he declared, represents $43,500,000 in new business for retail dealers.

Attending Sessions


Programs

Ball State on 410

WBCL Radio Recording Division last week announced that 410 stations had accepted their recorded series “Play Ball,” which is distributed by the American Legion through their own public service feature. Presented in the format of a picture feature, in which major league baseball players and radio station announcers are writers, programs consist of 15-15 minute readings featuring such sportscasters as Bob Feller, N. L. writers, Jim Butler, and Charlie Keller and others with Umpires Bill Ralston, E. M. K. Capone, Babe Finelli etc., acting as moderators.

Quartets on MBS

NEWSTIME listings of available shows is weekly half hour de- vice by the American Legion and is now being distributed to radio stations. The quartets feature a group of amateur performers, selected by the local American Legion and presented by a group of amateur performers, selected by the local American Legion and presented by Letter from Governor Earl C. Warren, of California, was broadcast by CBS, Monterey (Calif.) during West Coast Centennial Celebration of raising of American flag, which took place in this area. Words were born by all celebrities which explain growth on face of General Manager, who handled interview.

First reports of a closed ses- sion on radio distributors, dis- tributors and sales executives. The show will originate from New York, during the Electric Club, in Chicago, indicate an organized move to sell television to Chi- cago area at the present time, the set manufacturers said present plans called for sharp in- creases in production to meet pub- lic demand.

This, they declared, would see “at least” 8,000 new television re- ceivers in use in Chicago by Janu- ary 1, 1947, with the larger amount “dependent on labor cooperation and material availabilities.”

Presented under the sponsorship of the Electric Association, com- prising manufacturers, retail and wholesale distributors and adver- tising and sales executives, the campaign, he declared, will en- able Chicago as a top-ranking televi- sion center, A. B. Rodner, Jr., Commonwealth Edison Co., told the gathering.

Mr. Rodner said his company intended to “sparkplug” the ac- tivity with advertising, both on its own television show, Telequizilla, on WKBK, Chicago, and in its newspaper ads.

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Attending Sessions

For a "HOT" buy in spot radio, participate in the RAY PERKINS SHOW... 90 minutes every day of locally produced mirth and melody with popular recordings... featuring a nationally known network personality beamed to the KFEL audience.

Managed by GENE O’FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE
Four Veterans Ask for Station to Fight Against Intolerance in Civilian Life

Mr. Murphy  Mr. Ramen  Mr. Cole  Mr. Wolfson

FOUR veterans who slugged it out with Fascism overseas then returned to lecture on democracy in the Army's Information and Education Section are organizing a radio station as the best means of carrying on the fight against intolerance in civilian life.

As the Information & Education Broadcasting Corp. of Dayton, Ohio, they have applied for an FCC license under the call letters WSVD, signifying "the radio service voice of Dayton." Their purpose is to broadcast the fullest possible information on political and social subjects vital to all.

Frank M. Murphy, president of the group, was a sergeant and mortar gunner with the 75th Infantry Division in Europe. He has had radio experience with WDEL Wilmington, WAGE WFBL and WSTR Syracuse and extensive theatre training. Jack Ramen, vice president, was section chief of a 40 million gun battery in Europe and sergeant major of the I & E Division on his return. Lawrence Wolfson, secretary-treasurer, spent two of his three Army years in the South Pacific and has had experience as a staff announcer on WDEF Chattanooga. Howard L. Cole, assistant-secretary treasurer, was in the Coast Artillery. He has had experience on WJAY and WHK Cleveland, and WADC Akron. Messrs. Ramen and Wolfson are lawyers.

"We propose," their statement to the FCC says, "to furnish a well-balanced program of news, entertainment and religious inspiration, which will appeal to all." They will "support the legislative aims of the Federal administration, without propaganda."

WASHINGTON OFFICE OPENED BY DEIGERT
ROBERT DEIGERT, architect specializing in radio and other communications buildings, has opened a Washington office at 2700 O St., N. W.

Mr. Deigert, who will practice as a consulting communication architect, was a lieutenant colonel and has just completed four years' service with the Army Airways Communication System. As director of the Technical and Development Division, wing commander and chief of operation of this branch, he was in charge of the design, construction and operation of more than 800 communication stations in various parts of the world.

Before the war Mr. Deigert had architectural offices in Toledo and Detroit and for the past 10 years has specialized in the structural and acoustic design of studios, transmitter buildings and other communications buildings. He has built a number of broadcasting stations in the United States. A Yale graduate, Mr. Deigert is a member of the American Institute of Architects.

KGO Commended
KGO SAN FRANCISCO has received a commendation from the Radio Committee of the San Francisco Bay Branch of the American Association of University Women for its efforts to minimize changes in local broadcast times during the switch to Daylight Saving Time in other parts of the country.

Godfrey Contract
ARTHUR GODFREY has signed a five year contract with CBS for two early-morning programs on WABC New York, WTOP Washington. He's on air 22 hours weekly—on CBS Monday-Friday, 11-11:30 a.m., and Arthur Godfrey's Talent Scouts Tuesday, 9-9:30 p.m.; on WTOP since Jan. 15, 1944. WABC since April 27, 1941.

BROADCASTING  Telecasting

BEE-Z-Z-Z-Z
LISTENERS to KRB M Bozeman, Mont., fidgeted with dials when they heard a buzz or hum in their sets July 19. In a moment, however the announcer frantically assured them that it was no technical difficulty, but that the studio audience had gotten out of hand. The studio audience consisted of a swarm of bees, who hovered over the transcription cabinets—probably attracted by the wax there, as Ernie Neath, station manager, calmly observed. Soft music had no effect and as a last resort police were called. They declined jurisdiction, but sent an apiarist who managed to evict the little fans. No casualties.
MAL HANSEN, WOW’s New FARM SERVICE REPORTER

In Farm News and Interviews — A Full Half-Hour — 6:30 to 7 A.M. Weekdays

MAL HANSEN covers every farm event within 150 miles of Omaha. He’s a former 4-H clubber, born and raised on an Iowa farm. He knows farming and is respected by every farm leader in WOW-land. He has a pleasing radio personality. Hansen has travelled 9,000 miles this Spring, covering farm events for WOW listeners.

THE FARM SERVICE REPORTER is rapidly becoming the midwest clearing house for farm news, farm information and special farm events.

A NATURAL for the big advertiser who wants to sell to the multi-million dollar farm market. 'Phone the nearest John Blair office or WOW, Webster 3400, Omaha, for full details.
Western Boom
(Continued from page 36)
$12,948,000,000 total—a 9.7% of the nation's 1944. Retail sales $3,187,709,000 in 1939, practically doubling to $6,057,756,000 by 1944. And still going up, with January, February, 1946, 15% ahead of January, 1945. Per capita, the rise is from $469.839 in 1939 to $993 in 1944, when the national average was $519. February 1946 sales in the 4,854 firms reporting to the Dept. of Commerce were $121,090,778. Savings? Bank deposits have almost trebled in six years, from 4,9 billion in 1939 to 11 billion in 1945. The world's largest private bank is in California: Bank of America, with $5,231,000,000 in deposits. The world's largest private bank is in California: Bank of America, with $5,231,000,000 in deposits. Where does the money come from? Many places... and getting many-er.

Agriculture, of course, is primary. No other state can equal California's farm income, $1,765,445,000 in 1945—up a cool hundred million from 1944, up 241 million from 1939 (U. S. Dept. of Agriculture). Net income per farm was $7,079, also the highest in the United States. In California are the nation's top five counties in gross farm income: 17 of the first 25; 23 of the first 50. Of California farms, 96.3% are electrified (national average, 44.3%). California's annual $50,000,000 peach crop supplies 90% of nation's canning pack.

California Timber
Lumber from the mountains and foothills of the Sierras totals 2,362,925 board feet saved (U. S. Census of Forest Products, 1945). California ranks third among the states in this product. Sixty different minerals worth $469,774,525 are produced (1944). In this category, too, California places third among all states. Petroleum production alone grossed $330,659,802 in 1944. And there are 3,000,000 motor vehicles (including 250,000 trucks) within the borders of the State to help consume it.
The Pacific offshore yields $26,103,000 yearly to California fisheries (State Fish & Game Commission, 1942). Our commercial catch totals a quarter of the entire haul of the United States and Alaska combined, and is double the more publicized New England catch (U. S. Dept. of Commerce). To see the whole thing—land and water, and especially the people and things which happen on them—tourists pour in profusely. They will probably spend $500,000,000 in California in this first post-war year.

Business of all kinds is booming within California. In 1945 the State government licensed 4,683 new corporations, with an authorized capital of $1,113,967,220. This is in 1939 (U. S. Census of Manufactures, 1942).

Facts
The other 16.5% of all employed Californians in manufacturing, California women are leaving the factories for the home. Facts Consolidated reports that 88,300 women were employed in manufacturing in January 1946 up to 10,000 in January '45. There are plenty of men to take their places, however—312,200 employed in manufacturing this January, 307,000 last December. This is part of a series of three articles on Far West markets by Mr. McAndrews. The other two articles will appear in forthcoming issues.
here's the IOWA "hot spot" "cold cash" program!
as advertised on page 31
by

* H. R. GROSS

IOWA'S FAVORITE NEWSCASTER
AVAILABLE NOW
6:15-6:30 P.M.
MON. THRU SAT.

Josh Higgins Broadcasting Co.,
Waterloo, Iowa

Personalities make the news—and, personality determines listener loyalty! That's why if you ask an
Iowan in a city...in a town, or on the farm...
the answer'll be—"I'd rather listen to H. R. Gross."

50,000 WATTS . . . CLEAR CHANNEL . . . ABC

Call your John Blair man for complete information
of this current availability on K X E L! He'll give
you full details about K X E L's dominance in Iowa
day-time radio! A recent independent mail survey
asked: Daytime, at least 3 times a week, we listen
to Station——? The answer . . . 1,778 replied . . .
48-plus% response!
61.3% said K X E L
58.2% said WHO
50.8% said WMT

Need more be said?
Continuous broadcasting service in the period ahead will depend largely on the safety of your tower—if it is down, you are off the air. Complex, high-frequency array structures ... dual and triple-purpose antenna towers ... are problems where the added safety of IDECO triangular-section design is important.

The 100% safety record of IDECO Triangular Towers is due to the basic rigidity of triangular construction. Wind resistance and maximum load are reduced as much as 20% ... distortion with resulting secondary stresses is avoided, regardless of wind direction.

IDECO experience in the construction of antenna towers of all types, including structures for Army and Navy radar service, is available for the solution of your problems. IDECO Towers can be ordered from available for the solution of the principal manufacturers of broadcasting equipment or can be supplied direct. Write for descriptive bulletin RT-46.

**AAAN Annual Awards Given for Productions**

AFFILIATED Advertising Agencies, network headquarters in San Francisco, has presented its 1945 Gold Award to HACKberry Hotel, produced for Universal Mills by Advertising-Business Agency, Fort Worth. The show originated on KQGO, Fort Worth and Dallas, and was fed to the Lone Star chain. A joke book give-away doubled the previous mail-pull record of KGKO.

The silver award went to **Musical Sweets**, produced for Sierra Candy Co. by the Robert B. Young agency of San Francisco, and used on 14 stations in the Pacific Northwest.

**Radio, Adv. Curriculum Set for U. of Georgia**

RADIO AND ADVERTISING are two of six fields open for specialization in the revised program of the U. of Georgia Journalism School, starting this fall.

The new curriculum is "an effort to make the instruction of maximum benefit to students, especially in terms of placement following graduation," according to the university's announcement.

Richard S. Nickeson, recently named to teach radio, has a background of practical radio experience at KGQV Pittsburgh, WGST New Castle, Pa., and WPMJ Youngstown, Ohio. Described as the "outstanding man in radio in the Wisconsin Graduate School this year," Mr. Nickeson wrote a thesis on "The History of the Radio Commercial."

**SAG in Video**

TO STUDY question of union jurisdiction, Screen Actors Guild has appointed a television committee. As a starter committee consists of Harpo Marx, Dick Powell and Tudor Williams. Action was taken by SAG board of directors because American Federation of Radio Artists, American Guild of Variety Artists, American Guild of Musical Artists and Actors Equity had "not yet acted to organize the television field and establish minimum wage scales." Study will be made in collaboration with other actor units in attempts to cover all talent who perform on film intended for video use. Move may precipitate prolonged battle between SAG and other talent unions of the Associated Actors and Artists of America.

**Fly to Arbitrate**

JAMES LAWRENCE FLY, former FCC chairman, was named by Secretary of Labor Schwellenbach last week as arbitrator of labor disputes involving radio operators on Atlantic and Gulf Coast ships. The June 15 settlement of the CIO maritime case required appointment of an arbitrator for certain secondary issues if no agreement was reached within 30 days.

**State Dept. to Operate Shortwave in New York**

MERGER of the New York and San Francisco radio operations of State Dept.'s Office of International Information and Cultural Affairs began last week ago when first contingent of some 50 persons transferred from San Francisco to New York. All shortwave operations henceforth will be handled from New York, William B. Benton, Assistant Secretary of State in charge of Public Affairs, announced.

Kenneth H. Fry, former West Coast chief, now acting chief, International Broadcast Division, will supervise shortwave activities, maintaining headquarters in Washington. State Dept. currently is using 36 transmitters, beaming programs to all parts of the world. Ten West Coast transmitters will continue to beam program material to the Far East, but will be fed by land lines from New York. Samuel H. Richard, former president, American U., Rangoon, veteran of the San Francisco office, OIC, will head the Far East Section under the merger.
"What's the weather?" is a HOT "hot-spot"!

Especially tailored to the exacting tastes of Northwest audiences, "What's the Weather?" has been breaking records for three years. Spotted 8:00 to 8:25 a.m. against such opposition as "The Breakfast Club," it has earned a rating of 15.3*—more than 71% of all sets-in-use.

Every week, Cal Culver, the show's amiable MC, opens from 1200 to 2000 letters from folks who never miss "What's the Weather?"

This show is sales-tested, too. Using three programs per week, Hartford Bulb Company sold 1290 sets of bulbs—at $1.69 each—in one month. And at a lower cost-per-order than any other station carrying the account.

This outstanding buy is now available for sponsorship. Better hurry—it won't be available long.

*Robert S. Conlan—April, 1946

**ask any john blair man**
AN EXCLUSIVE interview with Luis Taruc, leader of the rebellious Philippine Hukbalahaps who have been terrorizing Central Luzon was claimed by KZPI Manila, first operating station of the Philippine Broadcasting Co.

The guerrilla chief was secretly taken to KZPI's studios and went on the air in a half-hour interview.

A week before on July 4, Philippine Independence Day — KZPI had begun operations with its entire first-day programming devoted to the historic inauguration of the Philippine state. Five other stations to the historic inauguration of the network, at Davao, Iloilo, Tacloban, Cebu and Zamboanga, will be in operation by the first of next year, it was reported.

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

**MEET DORIS!**

This is Doris Murphy, KMA's charming Continuity Editor — KMA pioneer — and Magna Cum Laude graduate of the School of Radio Experience.

Doris studied journalism at the University of Missouri, and prior to entering radio, was for five years in newspaper work. She first became associated with KMA in 1930. Since 1940 she has served as the Continuity Editor.

At KMA Doris has been newscaster commercial announcer — head of traffic department — editor of station house organ. She is a native of southwestern Iowa, knows its people and talks their language.

Doris Murphy's background, initiative, imagination and vision make her Department one of the smoothest and most effective in the organization. To know how much that means, write for your copy of our "1945 Radio Mail Study".

**Rival Applicant’s Withdrawal Is Issue in Georgia Hearing**

INVESTIGATION of charges that Tift County Broadcasting Co’s competing application, later withdrawn, was "not filed in good faith" will be made by the FCC during hearing on application of Walter A. Graham for a standard station in Tifton, Ga.

Issues for the hearing also include a determination of circumstances surrounding the withdrawal of the Tift County application (broadcasting, April 8) and any methods which may have been used by the original applicant to induce the competing party to withdraw its application.

Application by Mr. Graham was filed with the Commission Sept. 4, 1945, along with a series of communications requesting immediate consideration on the grounds that present service in the Tifton area is inadequate. Accompanying the Graham application were numerous resolutions and endorsements from civic leaders and organizations praising Mr. Graham’s qualifications and the immediate need for a station in Tifton.

These included letters to FCC from Walter P. George and Richard B. Russell, Democratic Senators from Georgia; Rep. Eugene Cuneo (D-Ga.); Ralph H. Pittman, State representative, and R. Eve, Georgia Superior Court Judge.

Judge Eve wrote the Commission that it was his opinion the Tift County company's apparent "design is to overthrow Mr. Graham and substantiate themselves." Judge Eve also said Senators Russell and George would vouch for his character.

A reply, from Acting Chairman Charles R. Denny Jr., inviting Judge Eve to testify on behalf of Mr. Graham and present proof of his charge that the Tifton County application was filed for the purpose of "hindering the grant" of Mr. Graham’s application, was acknowledged by Judge Eve who stated that he was merely expressing his personal opinion, rather than making a charge.

Could Purchase

Mr. Graham has retained William Shepherd in an advisory capacity as the proposer manager of his station. Mr. Graham stated that at a later date Mr. Shepherd would be given an opportunity to purchase a one-fifth interest in the station, with FCC consent.

Mr. Graham estimated his station would cost approximately $9,900. Both applicants—Tift County and Mr. Graham—applied for 1340 kc with 250 w fulltime.

**Milestones**

FOURTEENTH anniversary of Jack Armstrong, the All-American Boy, will be celebrated July 21 during its ABC broadcast. Continuously sponsored on ABC by General Mills Co., Minneapolis, for Wheaties, since July 1932, program is heard Monday through Friday 5:30-6:45 p.m. Agency is Knox Reeves Adv., Minneapolis.

With July 21 broadcast on NBC, General Motors Symphony of the Air marked its third year of continuous sponsorship by that firm.

Series is heard Sun. 5-6 p.m., EDT. . . . Bill Herson, m. c., of morning WRC Washington Time-keeper show, has entered his fifth year with NBC outlet. . . . British Columbia Electric Railway Co., Vancouver, B. C., also is starting its fifth year with Home Service News program and spot announcements on Vancouver and Victoria stations, placing through O'Brien-Gourlay, Vancouver.

July 14 was date for 400th consecutive Sunday broadcast of Sunday Polka Hour on WMV East St. Louis, Ill. John Kukawski conducts. . . . Same date FM station KOAD Omaha turned back the clock 24 years in duplicating a 1922 broadcast of KOWH Omaha in which the Hanscom Park Methodist Church figured in a pioneer remote control religious program.

**KMA 155 COUNTIES AROUND SHENANDOAH, IOWA**

**Ad Club Luncheon**

WITH luncheon meeting devoted to NBC-United Nations program project, Los Angeles Advertising Club will have Carlton Savage of State Dept., Washington, as guest speaker on July 30. Robert McAndrews, NBC Western Division advertising and promotion manager, will be chairman. Gay Jennings Pierce, NBC Western Division director of station relations, is in charge of program arrangements. Mr. McAndrews recently was elected vice-president of the Advertising Association of the Week.
TODAY'S BEST BUY ON WFBR-BALTIMORE

THE HOBBY CLUB
(Cited by both Variety and Billboard for Excellence)

HERE'S WHAT THE HOBBY CLUB BUYS

65 Weeks Sustaining Build-up. • A Top Notch Program conducted by one of Maryland's leading Educators, Frank A. Woodfield. • Big Studio Audience. • Mailing List of Thousands. • Responsive Air Audience of Children and Parents. • "Box Top" Potential That Delivers. • On Baltimore's Big Home Station WFBR

ASK THE NEAREST BLAIR MAN FOR COST

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
New York Auto Radio

Phone Company to Begin Regular Service
-To Motorists on Highways-

The New York Telephone Co. will soon begin installing two-way radiotelephone service for automobiles in the metropolitan area, it was learned last week. The service, subject to FCC approval, will go into effect late this summer or early in the fall.

Tentative rates call for a $25 installation fee, with a $15 monthly rental fee thereafter, plus $7 minimum monthly service charge, allowing the modern motorist between 15 and 20 three-minute local calls. Toll rates will be charged for out-of-town calls. Two 250 w transmitters, one in Mt. Vernon, N. Y., and the other in the phone company’s Long Lines Building on Manhattan’s Avenue of the Americas will link the control station in the building itself.

This set-up, allowing service over the initial one-voice channel in the 150 mc range, will be maintained within a radius of 20 to 25 miles of each transmitter. This will encompass New York City, Nassau County, lower-Westchester and near-by New Jersey. This latest communications advance will allow one general two-way telephone service, another for a two-way dispatch service between a customer’s office and his mobile units and last, for one-way signalling service to mobile units.

Transit Company Radio Planned in Okla.

Oklahoma City will soon have shortwave communication between busses and street cars and the central office of the Oklahoma Railway Co., city transportation concern.

Operation details and schedules will be checked by radio. Accident reports will be facilitated and the company believes some accidents may be prevented by radio warnings.

The system will also cover intercity transportation to Norman and other cities served by the transit company.

Stock Is Listed

Taylor, Pearson & Carson, Calgary, holding company for a number of Canadian stations, (CFAC Calgary, CJCA Edmon-
ton, CKOC Hamilton), for an operating company running a number of additional western Canadian stations, a radio representation and transcription company, All Canada Radio Facilities, and operating automobile accessories and radio stores in western Canada, has had its stock listed on the Toronto Stock Exchange. Authorized capital is 50,000 5% cumulative redeemable convertible preferred shares of $10 par value, and 500,000 common, of which 25,000 preferred and 200,000 common are issued.

AFRS Moves

Streamlining operations in line with postwar economy of personnel, Armed Forces Radio Service has closed its San Francisco offices and moved its news origina-
tions to Hollywood, center of organization’s other activities. Under new setup, 16-hour-a-day schedule has been moved to Hollywood where writing and production of such AFRS shows as Command Performance, USA, Jubilee and Mail Call are handled. Broadcasts are beamed to Aleutians, China, Japan, Philippines, Southwest and Middle Pacific as well as ships at sea through combined shortwave facilities of KCBR KGEX KNBA KGEI KNBI KNSX KXID.

Carriers to Refile

Applications of international radiotelegraph carriers to lease lines from the United Nations headquarters, Lake Success, Long Island, N. Y., to respective transmitters are likely to be refiled with FCC, contending Western Union facilities are inadequate to handle traffic. Despite UN support, Commission has dismissed without prejudice joint application of Commercial Cable Co., Mackay Radio & Telegraph Co., All American Cables & Radio, and RCA Communications, for temporary authority to lease lines for one year. Press Wireless plans to file contending WU facilities are inadequate. UN supported joint application in letter to Commission.

Cinema Engineering Co., Burbank, Calif., announces manufacture of new diameter equalizers simplified in design and capable of equalizing eight decibels at five inches recording disc diameter down to zero decibels at 12 inches diameter at 10,000 cycles.

WRITE TODAY for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem, Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

Air Express

gets there first

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States
Here's What Your J.B.M.* Means by “Hot” Spots

From the time it was first aired last March, the 40-minute WIBC audience participating show, "P.M. Party," has been a four-star hit with Hoosiers... one of the hottest "spots" in Indiana. For the premier performance, a simple announcement was enough to pack the studios... and "P.M. Party" has been packing 'em in ever since.

Like the infinitely larger stay-at-home audience, the women shoppers (and men, too) who fill the studio to S.R.O. every week-day afternoon are the faithful followers of the popular WIBC personalities who stage this live wire, live talent show. They flock to hear the songs of Rance MacFarland and Dave Hamilton... the music of Walt Jackson and His Cavaliers... the emceeing of genial Gene Kelly... and to take part in the "Crazy Question Quiz" or toss the rings for a greenback or two.

Here in "P.M. Party" is what WIBC means by "live talent—alive to your commercial objective"... and here is what your John Blair Man means when he talks about "hot" spots—pre-tested spot programs already established on the air. So, if you want to increase sales in Indiana, get in touch with your J.B.M. today about this particular Hoosier "hot" spot... and the host of other live talent shows that make WIBC time your best buy in Indianapolis.

*JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis
JACK TODD, since 1940 manager of KANS Wichita, Kan., under the own-

ership of DON SEARLE and HERB TAYLOR, has resigned to become

general manager of the new KBOL Boulder, Col., licensed to

KANS. Todd, who joined the station in 1939 when it became a part of

the Mutual network, also had been station manager of KBAI and KAVC

in Denver. The new station, licensed to the family of Max Beal

under the ownership of KBOL, will go on the air in September.

WILLIAM HAWKINS, assistant manager of WLS Chicago, Ill.,

was appointed to handle the

correspondence of the new station at

WLIB New York, KLAC Los

Angeles, and KFYI Phoenix. He

was previously assistant manager

of KMPC Los Angeles.

HARRISON FLINT, manager of CKSP

Cincinnati, has returned to the

station after an extended illness.

JIM HIGGINS, assistant manager of

WMSA Massena, N. Y., will be

guest m. c. at CKSP, Cornwall, Ont., for Ameri-

can Day Aug. 10.

CAPT. JOHN A. KENNEDY, side to Sec-

retary of the Navy, is expect-

ed to terminate his naval reserve serv-

ices in 1942 to return to Charle-

ston as president of the West Virginia

Network. He was to return last week-

end from a globe-

gridding naval in-

spection tour with Secretary Forrestal which included the first Bikini atom bomb test. Before being commissioned as a com-

mander in 1941, Captain Kennedy was a radio technician and a

WPB director in the Midwest as a dol-

ler.

DAVIDSON TAYLOR, CBS vice presi-

dent in charge of programs, July 24,

became the father of a girl, Alison

Elisabeth.

Upcoming

July 30: Radio and Television Marketing,

on "Furs on Parade," to be pre-

cedent for the broadcast of the Na-

tional Association of Manufacturers

in cooperation with National

Press Club. Washington, D. C.

Aug. 5: NAB News Conference, Local

Broadcasting Association,外出

August 12-13: NAB Employe-Employer Re-

lations Committee, Washington.

Aug. 13-14: APRA National Conven-

tion, Hollywood, Calif.

Aug. 15: Western Assn. of Broadcasters

Executive Committee, Washington.

Aug. 25: National Association of Manu-

facturers, National Press Club, Wash-

ington, D. C.

Aug. 26-30: AFRA National Convention,

Aspen, Colo.

Sept. 1: Broadcast Research Foundation

Executive Committee, Washington.

Sept. 1-5: NAB Small Market Stations

Executive Committee, Washington.

Sept. 11: Brand Research Foundation

annual meeting, San Francisco.

Sept. 19-21: Affiliated Advertising Network

annual meeting, Salt Lake City, Utah.

"FURS ON PARADE"

39 transcribed programs. The most

successful fur promotion and radio

campaign in the country! 1946-47

version now ready. Exclusive to

one sponsor in a city. Already

signed by over 50 stations!

Write, phone or wire NOW for

audition samples and rates.

KASPER-GORDON Inc.

140 Boylston St., Boston 16, Mass.

One of the Country's Largest Pro-

ducers of Successful Radio Programs.

Page 50 • July 29, 1946

Printers' Ink

78 other stations, networks and station

representatives also use the P. I. network to

reach the leading audience of buyers of ad-

vertising through the largest A. B. C. net paid

circulation in the general advertising field.
MIAMI HERALD

JOHN T. BILLS . . .
Herald radio broadcast
editor. Fifteen years
news experience, the
last three as newscaster
and commentator.

JACK BELL . . .
Herald "Town Crier"
columnist and war cor-
respondent. Twenty-
five years experience as
a newsman.

JACK KOFÖED . . .
Herald columnist and
war correspondent,
author of many short
stories and books, 25
years a newsman.

ROBERT R. QUINN . . .
Herald assistant city
editor and specialist in
local news. Eighteen
years a newsman.

ROBERT ELLIOTT . . .
Herald executive sports
editor, and specialist in
golf and baseball cov-
erage. Fourteen years
experience.

LUTHER VOLTZ . . .
Herald city hall re-
porter, and specialist in
covering the Miami
political scene.

PERSONALITIES
WHO PRESENT THE
WQAM
HERALD REPORTER

THE 'HOT SPOT' NEWS HEADLINER 6:30 to 6:45 p.m. Mon. thru Sat.
☆ Local and State, National and International
News . . . with a sports wind-up final.
South Florida's fabulously growing market! Tunes
in and Listens, regularly to the Herald Reporter.

HOOPERATING 8.8 (Dec. 1945 through April 1946 Survey)

MIAMI BROADCASTING
COMPANY
Affiliated
CBS
and
MIAMI HERALD
"The Voice Of
Tropical America"

WQAM
MIAMI, FLORIDA

SEE YOUR JOHN BLAIR MAN
Sweatt Stresses Radio For Education at KYW

WARNING educators to avoid lackadaisical presentation of many of their programs, Kelsey S. Sweatt, Massachusetts State Department of Education radio director, gave a timely suggestion that they should put forth extra effort to gain greater listener interest if radio is to be utilized to its fullest extent and not become a “lost opportunity” in educational work.

Mr. Sweatt addressed his talk to a group of the Philadelphia Schools’ faculty members at the fourth annual Taylor’s Radio Workshop held at KYW Philadelphia.

Educators cannot ignore the fact that school children listen to the radio as many hours a week as they spend in classrooms, he said. Adults spend six times as many hours listening to radios as they do in reading books.

Educational Applicants Issued Grants by FCC

THE FCC has authorized two new non-commercial educational FM stations, one in North Sacramento, Calif., and the other in Eugene, Ore.

Grant Union High School and Technical College, N. Sacramento will operate on 90.5 mc (channel 219); power: 0.8 kw; antenna: 470 feet; approved types of frequency monitors to be used, site subject to CAA approval.

School District No. 4, under School Board, a municipal corporation organized under Oregon State laws only located in Eugene, will use channel 211, 90.1 mc; power: 0.3 kw; antenna height: —45 feet (below sea level); site subject to CAA approval.

KBS Adds 13 Stations


WCCO Signs Contract

SIGNING of a contract with the American Newspaper Guild to cover all news writers, was announced last week by WCCO Minneapolis. Contract, negotiated by A. E. Johnson, station general manager, and Sig Mickelson, WCCO director of news and special events, with John J. Biddison, representing ANG, provides for eight-hour day, five-day week, with new minimum pay scale gradually increasing upon length of service. Agreement also provides for three-week vacation.

Fit, But Not Surviving

[Editor’s Note: Contrary to our policy we are publishing the following anonymous letter which bears the postmark of a town in a midwestern state. The text of the letter makes obvious the writer’s reasons for asking to remain anonymous.]

EDITOR, BROADCASTING:

Is the FCC doing a Dr. Jekyll and Mr. Hyde act?

It is my understanding that the FCC looks with favor upon the “little guy” with radio background and know-how who wants to invest his necessarily limited bankroll in a station of his own. Almost everyone will applaud that attitude. The belief that such is the attitude of the FCC has encouraged many “little guys” to try their wings. Witness the hundreds of applications now on file.

But, on the other hand, who can applaud the Mr. Hyde attitude of the FCC when they practice the “survival of the fittest” or “dog eat dog” policy of making station grants? Their policy of granting every possible applicant, without regard to whether or not it is economically feasible for so many stations to operate in a market, automatically counters their benevolent attitude toward the “little guy.”

Undoubtedly, the FCC has little interest in whether or not a station operates profitably. Yet, they ask . . . even demand . . . better programming, more public service, less commercialism. Theoretically the FCC is consistent. Competition for the listening audience works to create better programming. Practically the policy is not consistent when carried to the extreme that is now being done.

Can the “little guy” with limited financing render public service, do creative local programming, contribute to his community if he must cut every operational cost to keep his head above water financially?

Will the well-financed station be able or willing to spend money for better programs, more public service if the station operation is doomed to be a losing proposition until such time that competition folds up to leave a clear field for the money-backed station?

The results are very evident. The public receives poor service from all stations until one or more stations fail financially. Mr. Little Guy gets squeezed out.

What chance is there for the “little guy”? He can be the most community-minded and sincere operator in the business, he can be a genius at creative programming, radio wise, a miracle worker, but it still takes profits to keep a station on the air doing a job. To survive, the “little guy” will have to be a miracle worker.

I do not decry wholesome competition . . . it makes for better radio, better business. I do deplore the uneconomical policy of wholesale granting of station licenses without regard for the commercial potential of the market to be served. Without profitable operation no station can serve the public or itself.

The FCC in the role of Dr. Jekyll says, “Come on little guy, we want to see you get a chance, we offer opportunity.”

Then, as Mr. Hyde, “We grant four stations in your town of 10,000. Here is a knife for each of you. Cut each other’s throat and we want to see you get a chance, we offer opportunity.”

To survive, the “little guy” will have to be a miracle worker.

Why doesn’t the FCC warn the “little guy” that he is wasting his time and money? He should be told frankly that it is the policy of the FCC to foster conditions under which it is virtually a financial impossibility for the “little guy” to survive.

If that is to continue to be the policy of the FCC, the American tradition of starting small and pulling oneself up the ladder by energy and initiative is lost to radio. How soon will it be lost to all industry?

The only applicants for radio stations today who can force a miracle are the “little guys” for the FCC of the era of the “survival of the fittest.”
Seldom Has A Station Achieved Such Leadership In Audience As This

ROBERT S. CONLAN AND ASSOCIATES

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<thead>
<tr>
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<th>Afternoon Periods</th>
<th>Evening Periods</th>
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*Station B leaves the air at local sunset.*

Survey Periods: Monday through Friday 8:00 A.M. to 10:00 P.M.

North Platte, Nebraska February 18 through 22, 1946

NO WONDER...

that more than 150 local North Platte businesses, 38 NBC and 67 National Spot Accounts are regular advertisers on KODY. They buy KODY because KODY pays off in results...delivers the biggest dollar's worth of coverage obtainable anywhere.

THE BIGGEST SMALL MARKET

The North Platte Trade Territory—as defined by the North Platte Chamber of Commerce—has an annual retail sales volume of over $100,000,000.00.

About one-third of the families in North Platte are railroad workers, with year-round substantial incomes from this source. North Platte is the center of a rich ranching and farming area. The prosperous cities of McCook, Lexington, Ogallala and Broken Bow also are in KODY's ⅔ millivolt area.

Write, Wire or Phone For Availabilities
The Little Man U
The "little man" is what we affectionately call our symbol and trade-mark. All WBAL publicity and advertising show the "little man" clothed in an original Lord Baltimore costume. The little man is WBAL.

If you lived in Baltimore, you'd know that you can hardly make a turn without running into WBAL in some way. Because of its powerful programming, Baltimoreans just naturally tune in WBAL — and so, Baltimoreans just naturally hear your message.

Besides, there's a wide-awake Merchandising Department at WBAL that ties up programs at point of sale. That's why we say "Wherever you go in Baltimore, the 'little man' is always there."

Two and two make four — Use WBAL to reach Baltimore.

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Editorial

Long Line Costs

INCREASED overhead isn't a trend peculiar to radio, which otherwise has more than its share of operational headaches. But, unlike most enterprises, radio's overhead increases when business is down because commercial time must be filled in with acceptable sustaining. That means money out of pocket.

Business has been good during the war years. Because of radio's unorthodox economics, the ratio of return has been at high ebb, although the last quarter saw a slight tapering off. All that, however, happened before the FCC opened the flood gates for new stations anywhere.

The overhead curve is up. Labor, music and talent costs are increasing. Competition is destined to become more pronounced. And advertising dollars may not trickle so freely.

There's one item of overhead which for many years has been taken for granted. That has to do with lines leased for program service. In this issue is published a penetrating analysis of program line costs by DeQuincy V. Sutton, former head broadcast accountant of the FCC. He concludes that broadcasters are being overcharged approximately $4,000,000 annually for lines—money that could be diverted to other ends in the more arduous days ahead.

By fact, figure and logic, Mr. Sutton presents what seems to us to be an ironclad case against the existing $6 per mile per month rate for Class A lines. He argues the rate should stand at $1.75 per mile, and that the different classes of program lines could be eliminated.

Mr. Sutton proposes a flat subscriber rate per month for each station using network service, in lieu of leased line service. He contends the AT&T can render this service profitably. He suggests a flat rate of 75c per month for local stations, $300 for regional stations and $1,000 for 50 kw stations. Benefits would accrue through increase in the number of network outlets, and application of the savings to improved program service.

Doubtless there's another side to this story. The AT&T and its associated Bell companies certainly can have space in this journal to present it.

It is a matter for radio and for the FCC as well as for AT&T to consider. The FCC is responsible for the fixing of fair and reasonable rates. But broadcasters have not contended formally that the rates are not reasonable.

With the advent of FM and television, the item of line costs bulk considerably larger. FM requires high fidelity lines. Coaxial cables have been installed by AT&T for this type of program transmission service. Radio relays also are in final stages of development, and in this field, AT&T will have competition.

We think the NAB promptly should authorize a study of line costs with a view to negotiation of a practical and reasonable rate formula for all radio service. High line costs deterred early expansion of the standard networks. By acquiring a knowledge of the cost and service factors, broadcasters will not have to deal in the dark in planning FM and television networks.

FCC & GOD

AND NOW atheism as a "controversial issue" in radio.

It is there because the FCC, in its omnipotent regulatory wisdom, has decreed it so. In a memorandum order and opinion the FCC holds that stations cannot deny their microphones to those who do not believe in the existence of a Divine Being. In so doing it proposes to extend the political section of the law to cover religion.

We shall leave to the clergy the answer to the spiritual aspects of this amazing intrusion by a regulatory agency. For it is certain to be answered from every pulpit.

But we are concerned with this opinion as another manifestation of the FCC's unrelenting drive to control all of radio's program content. This is censorship purely for the sake of censorship. There is no controversial issue involved. We can't conceive of any action that the electorate might take after hearing philosophical discussions of atheism versus religion.

The Commission was unanimous in its opinion. Its moving spirit was Clifford J. Durr, the quietly persuasive "liberal," who has spawned practically every program-related reform instituted by the Commission since 1941. That was when Mr. Durr took office.

It was Mr. Durr who presided last January at hearings in San Francisco at which the issue was raised. Robert Harold Scott, of Palo Alto, previously had petitioned the FCC to revoke the licenses of three San Francisco stations because they refused him time to expound on atheism. At the January hearings, Mr. Scott was allowed to ask each applicant whether he would provide time for such broadcasts.

Since then, Mr. Durr has inquired of numerous broadcasters whether they would sell or allow time for talks on atheism. The fact that the entire FCC membership went along with Mr. Durr is a tribute to his effectiveness. Virtually the same thing happened on the Blue Book, which was conceived as an impish way of "throwing a scare" into broadcasters. Now it is the yardstick on license renewals.

It would seem that the FCC has enough to do in processing the hundreds of applications for all types of service and in clearing up its back log of hearing docket cases without throwing new trouble in an area in which it clearly has no authority. It has bemoaned its work over-load and its lack of manpower.

In any event, the FCC now stands as the first Government agency to define religion. It even deigns to define God. The FCC brushes aside the judgment of the Founding Fathers. It overlooked the motto "In God We Trust" embossed on U. S. coins.

Lots of regulatory grist has gone through the FCC mill since Former Commissioner Frank R. McNinch unsecked the Mae West incident of nearly a decade ago, as an obscene performance. Legal or not, atheism now has the FCC green light. If that is accepted by acquisitive, we might as well anticipate "controversial issues" such absorbing subjects as free love and companionate marriages.

Jot down July, 1946 A. D. (in the year of our Lord) as the day the FCC took jurisdiction over God.

Our Respects To

ARCH LINN MCDONALD

IF Washington, Maryland and Virginia could hold a vote on their best-loved, best-known "voice," Arch McDonald would win, hands down. In 22 years of broadcasting play-by-play accounts of baseball games from the Nation's Capital he has accumulated a following that ranges from presidents to 10-year-old sandlotters.

This spring Arch McDonald learned the results of a vote from a segment of his unofficial fan club. He won the Democratic nomination for Congress from the Maryland Sixth District, with a platform only of sportsmanship.

"The only thing I offered was a sense of teamwork and cleanliness that comes from working in sports," he says. "No promises, no vague generalities, no criticism of opponents. I don't know anything about politics anyway, so why should I pretend to?"

There is one thing that worries him, though. He's been told that if elected to Congress he should keep quiet for the first few years. "If anything came up that I'd have an opinion on," he insists, "I'd have to say something. I've been talking so long I couldn't stop just because I was in Congress."

That's Arch McDonald—outspoken as an umpire, plainspoken as the bleacher.

His relaxed—and informal—accounts of ball games are "must" listening in Washington. The McDonald slow drawl rises in a happy crescendo when the Washington Senators are winning. When they are on the losing side, his voice drops to a low, disinterested monotone. And the hopes of every Senators' fan drops with it.

He has been interested in sports practically from the time of his birth, May 23, 1901, in Hot Springs, Ark. While at McCallie Prep in Chattanooga he played in all school sports. "There probably has never been a worse baseball player," he says, "and undoubtedly I am the world's worst golfer."

His boy, Sandy, 18, beats him already at the game. He has three children—and a grandson, 19 months, the child of his oldest daughter, Marcha, Mrs. W. H. Bernard. His other daughter is Patricia, 20. Mr. and Mrs. McDonald—the former Cynthia Handley—were married in 1925.

It was by virtue of his residence in Burnt Mills Hills, Md., that he could run for Congress, although all his air work is done in Washington.

He joined WTOP Washington (then WJSV) in March 1934, coming from Chattanooga where he had been handling sports broadcasts for four years. He is the only man to

(Continued on page 60)
A City Within A City

More than half-a-million families in the greater New York area, tune regularly to WQXR for 62% of their radio listening time. These families share a love for good music and unusual program features. They are a city excelled in size by only five cities in the United States—"a city within a city."

For the favorite station of discriminating listeners . . . for the only station with The New York Times news bulletins broadcast every hour . . . for programs with proved audience acceptance . . . for the radio market of above-average incomes . . . for consistent advertising results . . . buy WQXR:

WQXR
Radio Station of The New York Times
ARCH MORTON, for two years sales manager of KNX Hollywood, has been named CBS West Coast sales manager. WAYNE STEFFNER, CBS San Francisco office manager, is to assist him as Columbia Pacific Network sales manager, but remains San Francisco.

ARTHUR R. SHERIN JR., formerly with Associated Press Radio Productions, New York, has joined Lewis H. Avery Inc., New York, as account executive. Before his association with AP, Mr. Sherin was with WBAL Baltimore, International Radio Sales and Pedlar & Ryan, New York.

ELMER KRAUSE, assistant treasurer of WGAR Cleveland, has been awarded the Army Commendation Ribbon for initiating and installing a plan for computing combat tables of supply while serving in the AAF. He had been released last fall as major.

CHESTER V. CREEK, formerly with Radio Consultants, New York, has joined the sales staff of WNEW New York.

FRED HORTON of the NBC sales staff, New York, has joined the Public Sales Staff of KABC Los Angeles.

FRANK J. WOODS, WILLIAM J. LENNEHAN and PETER B. KENNY have been appointed to the sales staff of WNEW New York.

CAROL IRWIN, sales manager of WIOD, 1050 kc, Miami, re- signed. Before joining WIOD, Mr. Wight was in the radio department of William Morris Agency, New York, and prior to that was vice president of World Broadcasting, New York.

TOM O. McCULLOUGH, for 31 years commercial manager of WOIO Miami, Fla., has returned. Before joining WOIO, Mr. McCullough for 14 years was with Pacific Coast Port Industry Co. as salesman at WSPD-Toled and national sales manager of WAGA Atlanta.

KVOL Lafayette, La., has appointed Joseph Hershey McIlvira as exclusive national representative of the Los Angeles Times. The addition to the sales force of the Cincinnati office of WAGA will be handled by E. F. BUSBEE, former publisher of the Las Vegas News Bureau.

WAGA Atlanta.

PAUL -5FIHATED WITH THE WORCESTER TELEGRAPH, having operations Aug. 4.

WKNB New Britain, has been appointed to the sales staff of NEHAN and PETER B. KENNY have joined the sales staff of WNEW New York.

Radio stations' and publishers' representatives concern is now known as The Robert W. Walker Co., with offices in San Francisco and Los Angeles.

DONALD COOKE inc., New York, station r-pesentative, is to add two more stations to its list. CHOK Sarina, Ont. 5000 w on 1970 kc which goes on the air July 30. The station has both a Canadian and American listening. Claude K. Green is general manager. Other station is KFMI Tulsa, Okla., which is awaiting FCC approval. It has applied for 1600 w on 1050 kc. General manager is Lawson Taylor.

READ WIGHT, former member of ABC program sales department, New York, is now a member of the ABC program sales division of the ABC program department, New York, and prior to that was vice president of World Broadcasting, New York.

Mr. Wight

Massachusetts, with 97.9%, leads all states in the U.S. in percentage of population that owns radios. These new facts were recently revealed in The Box Score, a department in Printers' Ink devoted to "Data Important to Admen".

Worcester, Massachusetts' second largest city, is the heart of a $300,000,000 market. Hooper ratings consistently show WTAG has an audience greater than that of all other stations heard in the area combined. Add these facts to high radio ownership. Worcester and WTAG have everything essential to bring steady profits from your advertising in this prosperous area.

Paul H. Raymer Co National Sales Representatives
WTAG - Worcester
 Affiliated with The Worcester Telegram-Gazette
850 kW 3000 Wats

WCAU Gets It

A LETTER, simply addressed to "the radio station, Phila-delphia, Pa.," mailed from Salzburg, Austria, was delivered to WCAU Philadelphia last week by the postal authorities. Letter contained a plea from a Salzburg resident for help in searching for a long lost relative believed to be residing in the Philadelphia area.

Unfair Tactics Charged

Representatives of the Co-operative Union of Canada appeared before the Committee stating that private radio stations were being used against co-operatives and public ownership without adequate provision for reply. The brief stated that while stations offered equal time for reply to statements against the co-operatives, there was not ample time in which to give a reply.

Representatives of the Canada and Newfoundland Education Association told the Committee that more school teachers should be trained and employed to take part in the writing and presentation of school broadcasts, that broadcasting of school programs is of great potential importance.

CBA Error Admitted in Late Dispossess Notice to CFRB

NOT UNTIL April 18, 1946, was CFRB Toronto, officially notified that its 860 kc frequency would be required by the Canadian Broadcasting Corp., G. C. W. Brown, Acting Controller of Radio, Department of Transport, Ottawa, told the Parliamentary Radio Committee on Ottawa July 19. He admitted that the CBC had erred in stating that CFRB had been notified it would lose its frequency back in 1941. Only in April 1946, had Reconstruction Minister C. D. Howe approved the CBC recommendation for taking over the CFGBO, CKY Winnipeg, and CFGB Calgary, frequencies for the CBC's new 50 kw stations.

Harry Sedgwick, CFRB president, had been called by CBC to attend in November 1945 to discuss problems of Class 1-A channels. Mr. Sedgwick contended that even then there had been no hint that CBC would take over its frequency for VKOL, совсем CBC station in Toronto. Delay on the CBC's part in revealing their plans had among other things, made it impossible for the Committee to begin operations Aug. 4. Before joining WIOD, Mr. Wight was in the radio department of William Morris Agency, New York, and prior to that was vice president of World Broadcasting, New York.

Statement Recalled

The statement was also questioned regarding his statement that CBC was planning to take away his Columbia Broadcasting System franchise, which he held for 17 years (BROADCASTING, July 22). He told the Committee that his information on this had come from CBC general manager Dr. A. Frigon, during a private conversation in New York, and also from CBS officials.

Questioned if he thought private radio stations could continue to exist under CBC policy, Mr. Sedgwick stated he did not know, but that "if it is going to be the policy of the CBC to ultimately own all these stations they require for national coverage, those affiliated stations will be taken over. There will be no survival for them."

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ISSUES of the city-wide buyer strike in New York July 23 were discussed on that day on WLBD New York by representatives of organizations sponsoring the strike.
More than 650,000 electric refrigerators, over and above what you can actually deliver, would be bought during 1946 in the WSM listening area. The need is so great that almost any make would sell here.

But by 1947 the commercials on WSM will do a job of focussing this demand upon certain brands. The demand will be even greater, for the same reason—but the number of acceptable makes will be sharply lowered.

WSM knows this. We know that the intimate relationship between this station and its listeners has built up a bond that cannot be duplicated in any other way.

The truth is, WSM is the only single medium which can powerfully influence the lives of this prosperous group of five million people . . . and it does so at a per capita cost so low we sometimes wonder if our rate card is right.

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

W S M
NASHVILLE
Respects
(Continued from page 56)

win the Sporting News Award three times, The national baseball weekly gave it to him in 1932, 1942 and 1945 for being the No. 1 play-by-play baseball broadcaster of those years.

In 1937 he was cited for handling the World Series as 'the outstanding individual baseball broadcaster who was chosen in 1938 to describe the All-Star Game, as the first non-network baseball play-by-play man assigned to the event.'

Arch McDonald's trophies and awards number in the hundreds, but despite the fact that he talks so much on the air, he closes up like a burro when asked to tell about his own colorful career. He insists dryly, "There's nothing much to tell about me, nothing of much interest."

He was hired just about every ball player that has played for the Washington Senators since he has been broadcasting their games. Clark Griffith, owner of the Senators, will have no other broadcaster handle the games from Griffith Stadium. Literally covering the walls of his office Mr. McDonald has letters, write-ups of testimonial dinners in his honor, and a whole gallery of pictures.

Friend of Godfrey

Mixed in with the pictures of Washington officialdom taken with him are a few gag shots with his friend Arthur Godfrey, CBS m.c. who claims WTOP as headquarters. When Arch McDonald was in the hospital a few years ago, Arthur Godfrey took over his five weekly sponsored Six-Thirty Show—and did it "for free." When Mr. Godfrey's spring son, Mr. McDonald did the same thing for him on the Godfrey shows.

Among the pictures there are also several showing him in summer shows around Washington, doing "The Old Scotch Show-Off," and other character parts. His performances broke several attendance records for the barn theatres in the area.

His most outstanding performances, though, are those he never talks about. They are the appearances he has put in at camps and veterans' hospitals in and around Washington, talking to the boys, answering their questions about sports, and spreading around the friendliness of his personality.

"If you are the Coffeeville Cubs doing this year, Arch?" one of the boys will ask. And he has an answer ready, with batting averages, schedules, and all the other information they are eager to hear.

He is active in the Masons, Lions Club, Advertising Club, a member of the board of directors of the YMCA and of the executive committee of the Washington Boys Club. The latter holds his special interest, and he has in mind a plan for the development of a Government-sponsored national youth program to promote clean living and good sportsmanship.

HAL GRAVES, formerly with WBFN and WBFN-AM in New York, N.Y., has been named publicity director of WBBN, Chicago's new station. During war he was with AFN, Bremen, Germany.

ANNE C. BALDWIN, formerly with the New York Herald Tribune Fresh Air Fund, New York, and prior to that with the J. Gordon Lippincott Co., New York, has been appointed publicity manager for WOR, New York, succeeding RITA MURPHY who resigned in February.

JOHN HYNES, chief of the radio business department at The Bower Co., has left the Army, has been added to the sales promotion staff of Royal Canadian, Conn. In service he was public relations officer for Fifth Air Force in Japan. Before the war Mr. Landsman was program manager of WMAB Bridgeport, Conn.

HUGH MACKENZIE, promotion manager of WAGA Atlanta, Ga., is confirmed to Ponce de Leon Bar, Overseas Infirmary, Atlanta.

E. C. CRANE, sales and promotion director of WING Dayton, Ohio, has been named chairman of the promotion committee of the newly organized Miami Valley Public Relations Council.

ROBERT F. LAVIN, promotion and publicity manager of KGO San Francisco, has been elected chairman of the Public Relations Board of the newly formed San Francisco Bay Area Media Promotion Association, and chairman of the radio department of the San Francisco Advertising Club.

H. R. HOOK, returned to the promotion staff of the Lee Stations, KGLO Mason City, Iowa and WTAD Quincy, Ill., after service as military government officer with top secret, has been chosen to head the emergency food collection for northern Iowa.

HENRI GIRARD, CBC press and information section, Montreal, has been transferred from the French section to the CBC international service division.

MILGER FIELDER, discharged from the Women's Royal Canadian Naval Service, has joined the network's press and information section in Vancouver.

TOM FAIRLEY, formerly of Canadian Press, has been appointed director of press and information for CBC international service, Montreal.

Club Program Issued

PROGRAM of advertising club activity for the coming year has been announced by officers and directors of advertising club, by the club's advertising department, Advertising Federation of America. Under the heading, "Program for the Year," the Federation's memorandum to club leaders suggested the following subjects: Veterans Guidance and Placement, in Advertising, Education, Training and Training in Advertising for Members and Non-Members, a public relations campaign, a Campaign of Public Service.

Souvenir Brochure

BROCHURE, "Going Forward With Radio," has been published by National Radio Personality, Peoria, Ill., for WHRC Canton, Ohio, for distribution in Canton's area. Some 52,000 copies are being made available through more than 400 business establishments. Brochure contains over 100 subscription sections for members and personalities, is similar to one made available by WMCA Newark and distributed by the station as promotion piece.

KIDO Paper

NEW HOUSE publication of KIDO Boise, Idaho, is "KIDO Radio Reporter," published in newspaper form. Program listings, news and pictures for listeners are featured.
BROADCASTERS TO BUY

G-E FM Transmitters
— the transmitters with the Phasitron Circuit

To twenty-five valued customers—who wish to remain anonymous for reasons of policy—we proudly dedicate this page. As with all broadcasters who have purchased G-E FM transmitters, we aim to retain your confidence in our equipment leadership by continuing to deserve it.

* For the FIRST 25, see BROADCASTING, April 8
  For the SECOND 25, see BROADCASTING, April 15
  For the THIRD 25, see BROADCASTING, May 13
  For the FOURTH 25, see BROADCASTING, June 3
  For the FIFTH 25, see BROADCASTING, July 1

Have you placed your order yet?

Electronics Department

GENERAL ELECTRIC

Syracuse 1, N. Y.
Yankee Network Is First Regional Group To Subscribe to BMB Audience Reports

THE YANKEE Network last week became the first regional network to subscribe to Broadcast Management Bureau, signing a contract which gives the regional web the same kind of audience reports that national networks get.

The regional network will receive reports showing duplicative audience in every county and measured in which 10,000 radio families listen to that network. The audiences will be shown separately for day and night, and will be expressed both numerically and as a percentage of total radio families.

Announcing Yankee's signing with BMB, John Shepard, Yankee president, said in Boston, "We like to be in the forefront of progressive modernization. We are the first to accept regional network subscriptions some months ago. The moment they opened their books we were in.

"BMB will answer many questions for us that will be valuable to management, engineering, programs and sales," Mr. Shepard said.

It will enable us to serve our clients better and help them use the Yankee network to greater advantage. I hope other regions, including our competitors, will follow suit."

Commenting on the agreement in New York, where it was announced coincidentally, Hugh Felten, BMB president, said, "John Shepard is to be congratulated on his farsightedness. My own experience with regional networks suggests that they have excellent sales stories to put before advertisers and agencies, but in the past have been handicapped by a lack of uniform audience information to use in conjunction with their market information. By showing the regional network's audience and audience by counties and cities, BMB will provide factual, authoritative evidence of the network's value. All four national networks have subscribed to BMB, I hope the regional networks, which have as much to gain, will equal their record."

CLARENCE B. JUNEAE DIES ON WEST COAST

CLARENCE B. JUNEAE, owner and president of Clarence Juneae Agencies and Clarence B. Juneae Enterprises, Los Angeles, died at St. John's hospital, Santa Monica, Calif., following a heart attack on July 20.

Well-known in Pacific Coast radio and advertising, Mr. Juneae established one of the first commercial stations on the West Coast as well as one of the first regional networks. Before establishing his own agency in 1938, he was with Hearst Radio and an agency manager.

A native of Dubuque, Iowa, Mr. Juneau came to Los Angeles in 1920. Four years later he established KFFV. With sale in 1927 to Pickwick Stages Corp., he was vice president and advertiser and established a regional chain including KGB San Diego and KTAB Oakland. Call letters of KFFV were changed to KTMI. When station was purchased by Los Angeles Evening Herald, call letters were again changed to KEHE. With sale of KEHE to Hearst Radio Inc., he supervised that station as well as KYA San Francisco.

Besides his widow, Doris Juneau, surviving are two children, Diane and Clarence Jr.; his father, S. N. Juneau, and a brother, Stan.

EXPLANATION

Herald Tribune Radio Chart—Lists Eight Stations

EASY METHOD of reading daily radio schedules—down and across by station and time—in New York Herald Tribune has been expanded to include programs of eight of New York stations. They include: WMCA WEAF WOR WJZ WNYC WABC WXR.

Enlarged makeup was started July 15. According to the Tribune, box-type chart was instituted 15 years ago for the paper's radio page. Practice of highlighting approximately 15 programs was dropped BMB continued, and FM and television programs are listed separately.

Paper has also added a radio column, "Radio in Review," by John Crosby, formerly of the Tribune. The column gives analysis and criticism—sometimes praise—of current programs, usually reviewing one a day. New York Herald Tribune Syndicate is said to have plans for national syndication of the column.

Newspaper Section

SPECIAL section of the Houston (Tex.) Post July 14 announced opening of high-quality bureau, equipment and sales service and parts distributor. Boston advertisements tied-in with formal opening; key accounts will be on firm, its employees and the electronic equipment for which Houston Radio Supply is distributor or representative.
NEW MEASURE OF A RADIO STATION'S INFLUENCE
8 times as many people listen to dramatic shows on WWL, New Orleans, as go to all the stage productions in New York in a year.

40 times as many people listen to great music on WWL as attend all performances of any two of the finest Symphony Orchestras annually.
Twice as many people hear the sports broadcasts on WWL in just 3 hours as attend all the nation's football Bowl Games in a year's time.

6 times as many people hear Sunday Mass on Station WWL as attend St. Patrick's Cathedral in New York annually.

Throughout this area—
with 3,486,182 people, 576,110 radio homes.

Folks Turn First To —

WWL
NEW ORLEANS

— and WWL never stops building listenership.
The only New Orleans station using all these means to build listenership continuously

24-Sheet Posters

Street Car Dash Signs

Newspaper Advertising

Point-of-Sale Displays

So—Morning, Noon, and Night
Folks turn first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
LOYD S. SIGMON, chief engineer of KNPC Hollywood, was presented by Great Britain with conferment of honorary membership in the Association of Most Excellent Order of British Empire. Awakened by a telegram announcing his honor, Mr. Sigmon was informed that his engineering accomplishments were recognized by the British government as having contributed to the defense of the Empire.

CARSON PINKLEY, formerly of KOKI Portland, Ore., has joined KCMI Palm Springs, Calif., as maintenance engineer.

ROBERT BEVERFORDEN, engineer of the NBC summer radio classes in New York, has added to the technical staff of Broadway Enterprises wartime-built NBC developmental facilities.

ROGERS MAJESTIC, head of the Rogers Majestic Ltd., Leaside, Toronto, has been added to the technical staff of the National Association of Music Merchants as maintenance engineer.

JIMMY JOHNTZ, in the NBC summer radio classes in New York, has been added to the technical staff of the National Association of Music Merchants as maintenance engineer.

LLEWELLYN JONES, in AAF for 8 years, has been added to the technical staff of the National Association of Music Merchants as maintenance engineer.

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BROOKLYN BROADCASTING: Musaphonic Display

GENERAL ELECTRIC'S first line of completely re-engineered Musaphonic radios was given its first New York showing Wednesday and Thursday at the Ambassador Hotel.

The new deluxe radio-phonograph combinations are expected to sell at prices between $450 and $600 and will include FM reception as well as AM. Two line displayed comprises four basic models, all operating from the same type chassis. These will be manufactured in eight cabinet styles.

Andrews Antenna

A NEW ANTENNA, capable of receiving on all commercial television and FM channels, has been perfected by the Andrew Co. of Chicago. The unit is called Di-Fan from its fan-like design. It has two sets of five elements extended in two different directions. Ordinary dipole antennas or dipole reflector arrays are said to work well on only one or two of the commercial television channels.

GE FM in August

GENERAL ELECTRIC FM and shortwave receivers, unveiled to the National Association of Music Merchants at Chicago July 16, will be delivered to dealers starting next week.

E. B. ABBOTT JOINS SHAW - LEVALLY INC.

EDMUND B. ABBOTT, Chicago supervisor for General Mills radio shows and production supervisor of radio commercials at Dancer-Fitzgerald-Sample, Chicago, has resigned to become vice president in charge of radio for Shaw-LeVally Inc., Chicago, it was announced last week by the latter agency.

Mr. Abbott started his career with Broadcasting, Bigelow, Minneapolis, after leaving Dartmouth College. He was senior announcer and assistant production head at WCCO Minneapolis for 71/2 years. CBS brought him to Chicago in 1940 as radio producer-director. He was three years in the Army Air Forces, attaining rank of captain and later was transferred to AAF public relations in Washington as supervisor of radio productions. Returning to Chicago he was made supervisor of Chicago radio at LeVally Inc. last fall, joining D-F-S where he remained for more than a year.

Mr. Abbott will assume his new post August 12.

Fundamentalist Group Seeks Daytime Station in Knoxville

BALLED at every turn in attempts to force radio stations to sell them time for religious broadcasts, the Fundamentalist church leaders have carried a threat to go into broadcasting themselves.

Rev. J. Harold Smith, Knoxville Fundamentalist preacher, his wife, Myrtice Rhodes Smith, and Martin I. Thompson, former Army sergeant, have filed application with the FCC for a 1 kw daytime station on 800 kc in Knoxville. The FCC, Supreme Court and House Committee on Un-American Activities have turned deaf ears to complaints of the Fundamentalists against stations which refused to sell them time, but offered free time on a rotation basis for religious broadcasts.

Paid Religious Programs

Reverend Smith stated in his application that “paid religious broadcasts will be accepted by us. Present stations selling this area do not meet the test.”

At a mass meeting in Knoxville Broadcasting, May 13, Mr. Smith, together with Revs. Carl Moreland of Fort Worth, N. J., and Harvey H. Springer, Englewood, Col., condemned the Federal Council of Churches and WNOX—the latter for its cancellation of paid religious broadcasts, in accord with Scripps-Howard Radio policy change. Simultaneously, a collection was taken up for the purpose of “establishing a new radio station in Knoxville.”

Officers and stockholders of the applicant—Independent Broadcasting Corp.—are: Reverend Smith, chairman and president, 33 1/3%; Mrs. Smith, secretary-treasurer, 33 1/3%; and Mr. Thompson vice president, 33 1/3%.

Firm has authorized 200 shares of common stock at $100 per share with one vote each and 15,000 shares of preferred stock at one dollar per share paying 6% voting power. Each principal holds 50 shares of common stock.

In his application Reverend Smith refused to reply to a routine question concerning his income for the past two years. He stated that “if this information is pertinent to the consideration of this application a full statement, which will be held in confidence, will be furnished to the FCC on request.”

Reverend Smith asserted in the application that “we have on file 60 letters requesting the FCC to permit us to broadcast.”

Applicant estimated the cost of its new station at $17,210, with monthly operating costs in the vicinity of $2,800. Monthly revenues were estimated at $4,500.

E. B. ABBOTT JOINS SHAW - LEVALLY INC.
RADIO LISTENERS in the St. Louis area will get a new thrill from finer, high-fidelity, interference-free broadcasting when Station KWK goes on the air this summer with FM—powered by Federal's new 50-kilowatt transmitter. To assure maximum output, KWK will use a Federal 8-Element, Square-Loop antenna with a power gain of 9, so that the 50-kw transmitter will actually deliver an effective radiated power of 450 kw.

As this station is a member of the Mutual Broadcasting System, its powerful FM transmitter will undoubtedly be an important link in Mutual's proposed FM network.

Both transmitters incorporate Federal's exclusive "Frequematic"* modulator, assuring outstanding fidelity and mean-carrier stability. As with all of its
STATION WEW of the University of St. Louis—second oldest radio broadcasting station in the United States—has contracted with Federal for a 10-kilowatt FM transmitting station, completely Federal engineered and equipped from microphone to antenna. With the new 8-Element, Square-Loop antenna, WEW will actually have an effective radiated power of 90 kw.—providing more power and greater listening pleasure for the University's vitally important educational, religious and commercial programs. Space will be left above the FM antenna array for future 485-600 Mc color television antenna.

FM equipment, Federal is making available to KWK and WEW, the services of factory-trained engineers to supervise the installation, make the initial "tune-up," and see the stations successfully on the air. Write for general and technical data.

and Radio Corporation

Newark 1, New Jersey
MITCHELL MARK after service with the Army Transport Command where he served as a flight captain and instructor has returned to Adam Hat Stores, New York, as advertising director. Prior to the war Mr. Mark was acting advertising director of the firm.

SHERMAN D. GREGORY, radio director of Scheinberg Distillers Corp., New York, is the father of a girl, Judith Ero.

INTERNATIONAL PICTURES, New York, has appropriated a budget of $1,000,000 for 1947 for national advertising and promotion of its eight to ten pictures to be released through United World. Placed through Buchanan & Co., New York, radio is to be included.

CHAMP LABS., Toronto (proprietary), Sept. 10 starts half-hour transcribed program "Champ Scrap Book" on a number of Canadian stations. Agency is J. J. Gibbons Ltd., Toronto.

MANHATTAN SOAP Co., New York (Sweetheart soap), has appointed Irwin Vladimir & Co., New York, to handle export advertising.

HUNTER, DOUGLAS Corp., New York and Riverside, Calif. (Flexalum aluminum cladding for veterans' blinds), has appointed Abbott Kimball Co., New York, to handle advertising. Radio may be used.

MASTIC ACRES, L. I., N. Y. (realty firm), has appropriated a budget of $100,000 for an advertising campaign over a nine month period to promote its low cost real estate development. Radio will be used. Agency is Jasper, Lynch & Fisher, New York.

NOMA ELECTRIC Corp., New York, has announced net sales of the corporation and its subsidiaries as $9,942,060 for the first six months of 1946.

JAMES A. NEEDHAM, formerly with Erwin, Wasey & Co., New York, has joined Boyle-Midway Inc., New York, household division of American Home Products Corp., as advertising administrative assistant to JAMES RAYEN, director of advertising and merchandising.

GEORGE HARSHEBERGER has resigned as cooperative advertising manager of United-Rexall Drug Co., Los Angeles, to join publicity department of Samuel Goldwyn Studios, Hollywood film unit.

D-T-D-LITE Inc., Los Angeles (bug killing light), has appointed Hiscox-O'Donnell Adv., Los Angeles, to handle national advertising. Spot announcements are being considered.

EVERSHARP Inc., Chicago, has added 404,842 square feet for the manufacture of new CA sphere point pen and other pens and pencil products. Space is contained in two new structures obtained in Chicago and Long Island City, N. Y.

GEORGE L. STERNFIELD, formerly in charge of production of Continental Soup Mfg. Co., Chicago, as vice president. In charge of production of Py-O-My Crest, Miss Farm Friends and other packaged food products.

LANCE Inc., Charlotte, N. C. (Toaster Sandwiches), through Hugh A. Deadwyler Adv., Charlotte, has signed for sponsorship of the Sun. 12:30-1 p.m. period on all seven stations of To-leton Network.

Wood Pictures, Los Angeles, is planning national campaign to introduce new starch product. Madisen Adv., Toronto, handles account.

CAMPBELL SOUP Co., New York; J. B. Conley, general manager, has appointed McKim Adv., Toronto, as agency. National plans are being discussed.

O'CEDAR of Canada, Toronto (O-Box liquid starch), is planning national campaign to introduce new starch product. Madisen Adv., Toronto, handles account.


Missoula, Mont.

Lt. Col. A. V. Miller, director of the 15th Army Air Force, has returned to Missoula from a trip to England where he served as a flight captain.

Earl Soyer, Missoula, Mont.

Lt. Col. A. V. Miller, director of the 15th Army Air Force, has returned to Missoula from a trip to England where he served as a flight captain.

Earl Soyer, Missoula, Mont.
SEVEN STAR SPECIAL
(Six Commercials and Bill Baldwin)

Bill Baldwin's entertaining Tea Time Serenade works commercial announcements into the dialogue...gives advertisers added Punch for their Pitch!

KSO's refreshing Tea Time Serenade goes all out for advertisers. Bill Baldwin, the program's versatile emcee, cleverly weaves commercial announcements into the dialogue of his daily 4:30 to 5 p.m. program in a refreshing, breezy manner...makes them an important, listened-to part in the program's over-all entertainment.

Baldwin, who fingers the piano keyboard as readily as the turntable, has developed a bright, sparkling show that pulls listeners because it's different. His fast-moving dialogue skillfully sets the stage for each commercial...gives advertisers added attention value. Folks in Des Moines and Central Iowa like Baldwin...listen regularly to his refreshing program. If you're lucky enough to have one of the Tea Time commercial spots—availabilities are scarcer than hen's teeth—you're slated for extra listenership...and increased popular acceptance.

KSO

DES MOINES, IOWA • 5000 WATTS
Basic CBS Outlet in Central Iowa
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, President
George J. Higgins, General Manager
National Representatives: Headley-Reed Co.
JOINT BIRTHDAY CELEBRATION for the Borden Co.'s County Fair (1:30-2 p.m. EDT Saturdays on CBS) and Florene Irene Petricko was held by officials of the Borden Co., Kenyon & Eckhardt, agency placing account, and County Fair cast members. Florence Irene, of McKees Rocks, Pa., was born at time County Fair went on the air. Celebrants are (1 to r): Richard Dunne, K & E Radio Research Dept., head; Bernice Gaines, copy department; Don Severn, talent chief; Doris Smith, head of copy; Bob Wolfe, associate director, K & E Radio Dept.; Vic Norton, K & E vice president; Jesse Bickmore, the Borden Co.; Nurse Landry holding Baby Florence; Mrs. Petricko; Mr. Petricko; Montie Sohn, Borden Co.; Arthur Moore, County Fair producer; Win Elliott, m.c.; Bill Gale, orchestra leader.

Mrs. Marjorie De Mott

MRS. MARJORIE M. DE MOTT, 51, former head of the radio division of Badger & Browning & Hersey, New York, died July 20 at her home in Bronxville, N. Y., after a brief illness. Born in Cincinnati, Mrs. De Mott went to New York in 1928 where she was a copy writer for several advertising agencies before joining Badger & Browning & Hersey. She was a member of the drama department of the Bronxville Women's Club and the author of several one-act plays. Surviving are her husband, Raymond B. De Mott, and two sons, Peter Alfred and Lucian Keith.

PALEY REITERATES
DENIAL OF SELLING
WILLIAM S. PALEY, chairman of the CBS board, last week reiterated his denial of rumors that he intended to dispose of a portion of his CBS stock.

Said Mr. Paley, on his return from California where a fortnight ago he had tried to scotch the rumors in a statement to Broadcasting's Hollywood correspondent:

"There has recently appeared in the trade press a report to the effect that I plan to sell a large portion of my CBS stock. The report is without foundation. I am not considering the sale of any of my CBS holdings or lessening my interest or activities in Columbia's affairs."

New Package Firm

USING their talents in a cooperative venture, 27 World War II veterans who worked for Armed Forces Radio Service, have formed Command Radio Productions to package live and transcribed programs. Offices are located at 6000 Sunset Blvd., Hollywood, and 3 Gramercy Square, New York City. Stockholders who wrote, produced and acted in AFRS shows, already have evolved several programs for sponsor consideration. Group also will enter the recording field via Command Records. Walter Schumann is chairman of the board and headquartered in Hollywood; Art Van Horn is vice president and New York manager; Elliott Lewis is second vice president with Michael Meshekow secretary-treasurer.

Sidney Matz

FUNERAL services were held Thursday in New York for Sidney Matz, 47, vice president and director of Ex-Lax Inc., who died in a crash while flying his own plane on July 29. Mr. Matz was an important factor in the advertising policies of Ex-Lax, emphasizing radio.

$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 291,344,945 pounds.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina
FORJOE & COMPANY, Natl. Representatives
New York - Chicago - Philadelphia

Page 72 • July 29, 1946
You can advertise on WDRC's "Shoppers Special" for the cost of a 1-minute announcement. This participation gives you:

1. Your regular 1-minute copy, on a rotating basis between 7 and 9 o'clock in the morning.
2. Product identification in the "Market Basket", which is filled with merchandise and given away twice each morning.
3. Good representation (3 mentions) on the biggest show in Hartford, with MC, live band, vocalist, local color, comedy, weather and time reports, UP and AP news.

The "Shoppers Special" runs from 7 to 9 a.m., Monday through Saturday. Participations are taken on a non-competitive basis. Write William F. Malo, WDRC, for full details.

*An Original Program Idea, Created by WDRC's Program Department

Roy Hansen, popular MC, has helped bring the "Shoppers Special" to its present high Hooler in Hartford.

Jim Garrett and Jean Chesley go calling twice each morning with WDRC's Mobile Unit for "Market Basket" home interviews.
ABOVE THE FIELD!

We invite your inquiries for AM - FM and Television Towers

LEHIGH STRUCTURAL STEEL CO.
17 Battery Place New York 4, N. Y.
Plant at Allentown, Penna.
Offices In Principal Cities

GEOGE C. CONNOR, former assistant general sales manager of the electronics division of Sylvania Electric Products, Boston, has been appointed general sales manager of that division. With Sylvania since 1934, Mr. Connor was liaison agent between the firm and the Government on the engineering development of radio and radar products during the war, and in 1943 established company’s West Coast sales office.

ERIC BERNAK, president of Keynote Records, New York, is in Hollywood to establish West Coast division and appoint a manager for that operation. Recently added to firm’s board of directors were NORMAN CORWIN and PAUL ROBSON.

BEN ELLISON, recently resigned general manager of Exclusive Records, Hollywood, has joined new firm of Hollywood International Records in similar capacity.

FRANK WALKER, New York head of MGM’s as yet unnamed new record division, is in Hollywood for three weeks to confer with tentative distributors, investigate possibility of utilizing film studio lot facilities for recordings and to interview talent. With Mr. Walker is MACKLIN MERRAW, director of music for the organization. The new Loew’s subsidiary last month closed deal for a modern recording plant in Bloomfield, N. J., and is scheduled to go into production division during the month with records on the market before spring of next year.

BROADCAST MUSIC Inc. has taken over exclusive American representation of the complete France-Music catalog covering the works of Roussel, Breton and his French publishing house. Under terms of the agreement, which will be in force for three years, BMI will continue servicing as the performance rights agency of France-Music and in addition, Mr. Breton has signed over to BMI sole selling and distributing rights to his catalog in this country and Canada.

HERMAN S. SMITH, former president of Radio Essentials, Mount Vernon, N. Y., has resigned from his organization, Herman H. Smith Inc., at 405 44th St., Brooklyn, N. Y. The new company will manufacture radio and electronic components and hardware and will act as suppliers to radio parts jobbers.

DAMON TRANSCRIPTION Lab., Kansas City, is spending about $100,000 on new recording studios and offices being constructed at 115 W. 14th St. Studios are being floated on rubber blocks.

P. E. FLURRY, former Navy electronics instructor, has been appointed Atlantic district representative of General Electric Co. electronics department, Philadelphia, covering sale of electronic equipment in North Carolina, Virginia, Delaware, Maryland.

WYMAN HOLMES, released from AAF service, has joined Tel-A-Vix Recording Studios, Boston, to direct new transcription series.

THOMAS ROCKETT has joined the talent booking division of WLW Cincinnati as assistant to WILLIAM MCCLUSKEY, head of the WLW talent exploitation department.

THOMAS FREEBAIN-SMITH, radio producer of Radio Corp. of America, has been selected to head Radio Directors Guild. Other officers include ROBERT SWAN, vice president; JOSEPH L. ALLAN, secretary; and HERMAN S. SMITH, treasurer.

CBS executive producer: WILLIAM JOHNSON, ABC; EZRAH McTISH, J. Walter Thompson Co.; LEONARD REGG, ABC, and PHIL COHAN, freelance producer.

JOSEPH BURGESS Jr., after service with the Army as a colonel, and prior to that personal manager of CBS, has joined Columbia Recording Corp., Bridgeport, as manager of industrial relations.

RUTH FRANKLIN, National Association of Women Broadcasters member since 1943 and former women’s editor of KLX, Oakland, Calif., has been appointed director of radio and special events of the Community Chest of San Francisco. She succeeds OBERA HAMMER, who headed War Chest radio bureau during the war.

LEWIS C. TEGARDEN, former chief complaint deputy of Los Angeles City Attorney’s office, has joined Standard Radio Transcriptions, Hollywood, in an executive capacity with title of general counsel. Prior to entering general law practice, Mr. Teegarden was on staff of KFWB Hollywood for six years as writer-producer-announcer.

MAJ. BRIAN MEREDITH of Ottawa has been appointed a senior radio liaison officer with the United Nations Department of Public Information to direct relations with the BBC and broadcasting organizations of British Dominions and the Middle East by Capt. W. A. F. Finch, president of Finch Telecommunications Inc., following Mr. Eaves appointment as director of sales for the Finch concern. Passaic, N. J., manufacturers of facsimile equipment and other electronic apparatus, Mr. Eaves spent many years in the Bell Telephone Laboratories as a development engineer of communications systems and for the past 20 years has been general communications sales manager, Otisbar Electric Co., N. Y.
If you're interested in old maps and history, you'll quickly recognize this symbol, the fleur de lis. It's familiar as the heraldic lily of royal France and as the universal sign that designates North on the compass. Regardless of the product or service that you sell, the letters WCBM constitute a symbol of importance to you. Like the compass it clearly points the way to the Baltimore market and assures a coverage that includes every income group. Are you utilizing this effective and economical sales producing medium?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, President
GEORGE H. ROEDER, General Manager
THE NEW "MYRT"
NOW ON THE AIR!

Take your listeners backstage on Broadway

PLAYED against the throbbing tempo of Broadway, this story has everything your listeners crave—Romance and Laughter which start with the signature "Poor Butterfly" and last until the familiar voice of Andre Baruch closes each 15-minute episode... Dramatic suspense which will bring your audience back every day until the serial has run its full, exciting course... through a minimum of 260 open-end shows.

Already known to millions of listeners who followed it faithfully for 10 years, "Myrt and Marge" is now available for local, regional and national sponsorship... transcribed for the first time as another World feature. Here is the same heart-interest and plot, with new scripts brought thoroughly up to date... all recorded with superb realism and fidelity on World famous transcriptions.

A FINLEY PRODUCTION

HIGH RATINGS

During its first five years, "Myrt and Marge" was opposite "Amos and Andy"... ran nip and tuck in ratings. During its second five years (daytime), the show reached a Hooper of 10.4. During its entire ten year run, it was sponsored by two leading national advertisers.

World Broadcasting System, INC.

A Subsidiary of Decca Records
David E. Kessler has been appointed head of the newly established news bureau at WHAM Rochester, N.Y. Mr. Kessler has been commentator on WHAM for Planters Nut and Chocolate Co. Two new news programs have been started by WHAM with Max Metcalf as reporter. Jack Ross continues as station's news editor. Johnny Lawrence, play-by-play baseball announcer, has been added to staff of WMPP Plattsburgh, N.Y.

Robert Hansen, newscaster and special events announcer at KSFO San Francisco for 2 1/2 years, has been appointed director of news and special features department. Previously he had been newscaster with OWI.

Donald McGinney, newspaper writer and world traveller, is newest member of the WBBM Chicago news staff. Mr. McGinney replaces Paul Neilsen, whose newscasts at 8:15 a.m. and 6:15-6:16 p.m. (CHF) were sponsored by Peter Paul Inc. (candy) and Atlas Prager Brewing Co., Chicago, respectively. Agency for both accounts is Ollan Adv., Chicago. Mr. Neilsen resigned because of an application for an Evanston station now pending before FCC.

Stanley Ross, American correspondent in Latin America, has been signed by WLIB New York for a series of transmitted eyewitness reports on the political situation in Central America. Mr. Ross will prepare four-minute commentaries in Guatamala, Costa Rica, El Salvador, Honduras, Panama and Venezuela to be included in the station's regular 10-minute newscast. He is now in Latin America on assignment from Collier's and other publications.

Jesse H. Buffum, CBS director of agriculture for New England, July 27 attended the Potato Blossom Festival at Holton, Me., at which he crowned the Potato Blossom Queen. Ceremonies were held on CBS "Country Journal," Sat. 3 p.m.

Stephen Laird, now covering Paris Peace Conference, has been assigned to Berlin as chief CBS German and Balkan correspondent.

Ina Shippey, KPO San Francisco news writer recently selected as "the most beautiful news-writing girl in America" in a contest conducted by International News Service, has been appointed assistant station manager of the station's news and special events department.

Norman Nesbitt, KMPC Hollywood commentator, in collaboration with Los Angeles daily newspapers and Paralyzed Veterans Assn. of Birmingham Hospital, Van Nuys, Calif., is sponsoring a flying club exclusively composed of paraplegics. Funds are being sought to purchase planes which can be controlled entirely by hand. The Civil Aeronautics Adm. has agreed to certify such planes. Five flight instructors have pledged instruction time to the project.

Byron MacMillan, discharged from RCA, has returned to the newroom of OHB Halifax, N.S.

Cyril Bassett has joined the news staff of CBC international service, Montreal.

Walter Kennedy, vice president of the Scholastic Institute and public relations director of Noise Dance until January of this year, is now in Latin America on assignment from Collier's and other publications. His next base will be in Venezuela to be included in the station's regular 10-minute newscasts. He is now in Latin America on assignment from Collier's and other publications.

Mr. Kennedy is a native of Britain and his previous experience includes a 32-week series of weekly sports programs, "Titled Sports Page of Air," feature is aired Monday evenings.

Basket Mos, member of the BC Central Division news department, resigns effective Aug. 15 to become an assistant professor of journalism at the Medill School of Journalism, Northwestern U.

Jim Dooley, news editor of WHBC Canton, Ohio, is the father of a girl, Cheryl Lynn, born July 29, 1946, in Cleveland.

George J. O'Connor, former associate swing editor of the Binghamton (N.Y.) Sun, has been named news editor of WINS Binghamton, new NBC affiliate to begin operations Aug. 15.

Don Nicholson, newscaster at KGLO Mason City, Iowa, following completion of service with AAF in the Mediterranean, has been assigned to the news staff of KGLO, KBLO, Ill., affiliated operation (The Lee Stations).

Hal Vial, farm commentator of KOA Denver, July 23 presented reenactment of broadcast for meeting of Colorado Wool Growers Assn. at Shrir- lever.

Herb Kennedy, returned to radio after three years with AAF, has been transferred from the announcing staff of KSFO San Francisco to the station's newscasting staff.

Robert Miller, associate farm program director of WLW Cincinnati, is the father of a boy, Lenan Clifford.

Suit Fails JUDGMENT in $200,000 suit of Edward Holden, Hollywood writer-actor, against Basic Corp. of America, F. W. Fitch Co., and NBC over title of Rogues' Gallery, was decided in favor of defendants by U. S. District Judge Pierce P. Jessup in Los Angeles on July 15. Mr. Holden charged "unfair competition" in that title of his auditioned program called Rogues' Gallery was used by defendants. Court held that Mr. Holden was not entitled to damages on basis of evidence submitted.

Listeners heartily applaud Cleveland's CHIEF station again and again for the best local shows on the air. WJW has more local daytime listeners in Northern Ohio than any other regional station.
AND NOW - 10 NEW REL 1 KW FM TRANSMITTERS IN OPERATION!

The first eight:

W2XMN (WFMN)—Alpine, N. J.
W3XO—Washington, D. C. (WINX)
WDRC-FM—Hartford, Conn.
WTIC-FM—Hartford, Conn.
WENA—Detroit, Mich.
WNBF-FM—Binghamton, N. Y.
WGTR—Paxton, Mass.
WMIT—Winston Salem, N. C.

No. 9 — To WIL (WILFM), owned and operated by the Missouri Broadcasting Company... on the air since June 20th, 1946. First FM station in St. Louis.


REL is now delivering FM Broadcast Equipment including Transmitters, FM Monitors, Speech Consoles, and a compact turnstile Antenna with Power Gain of 2. Consult us if you have any problems with delivery of your new FM Broadcast Equipment.

PIioneer MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.

July 29, 1946 • Page 79
Sparkling showmanship builds top local shows over WFBL in Syracuse, New York

RAY GANTTER
Production Manager

With a 25-year background as a gifted pianist, composer, arranger and dramatist, Ray Gantter gives sparkle and audience-building showmanship to WFBL's local radio productions.

Before he entered the Army, Ray was the sparkplug “Of Thee I Sing” and “Behind the Lines”...two outstanding shows originating at WFBL. When the war ended, Ray was in London and in that city produced “Winterfest” with an all-G.I. cast in the Scala Theater.

He's back at WFBL now, supervising all locally-creaeted programs, including the popular “The Curtain Rises” and “Full House.” His experience, education and knowledge is reflected in these outstanding programs.

For case histories, write or wire any Free & Peters office, or

WFBL
Syracuse, N.Y.

Toll Charges
(Continued from page 17)

of dollars and service without the slide-rule mysticism of rate making by segments of service. Such a flat rate would be in the order of:

50 kw stations........ $1000
Regional stations...... 500
Local stations......... 75

Rents Lines

As it stands now AT&T does not render network line service at all. It simply builds and maintains the lines and rents them to the networks. Under any arrangement the networks would have to maintain their own traffic staffs and the AT&T, its traffic engineers, so the question is purely one of reasonable rates and not one of performance. It may be pointed out, however, that stations on chains are network subscribers, not telephone subscribers. From the stations' point of view the mileage base in the rate is about as logical as it would be to fix movie admissions on the basis of film feet shown.

Blame for the exorbitant rates cannot be laid to the FCC alone. Broadcasters have let the matter lie dormant for so many years that the Commission may be justified in assuming they are suffering no hardship. It was natural for the Commission to concern itself first with lowering toll call rates since these affected the greatest number of people to the greatest extent.

The broadcast bill is such that program line rates to broadcasters are excessive and probably await filing of a formal complaint with the Commission, an authoritative source in that body commented in reaction to a BROADCASTING article on the subject by DeQuincy V. Sutton, Washington consultant (see page 17).

Emphasizing that the Commission has yet to receive a formal complaint from broadcasters against rates which Mr. Sutton says have been unreasonable for years, the same source indicated that it is not up to the Government to take per unit of traffic in the teletype service for broadcasters and the rates for that service.

The broadcaster is in the peculiar situation of being charged with public service responsibility and having no voice speaking for him, through his own trade associations, the Government or the Bell System. He must either accept in contented silence the present rate practices or must, on his own initiative, analyze his case against the rates and present it.

No Particular Standard

Program line service is of no peculiar technical standard. At least if we are to believe Bell's defense of its communications-wide maintenance system, it is not. Nor does it serve any special group. It serves the radio-listening public. It is not necessary here to give the population of that audience, nor to compare it with the number of people who make long distance telephone calls.

Whether the Bell System follows the most-favored customer rule is not the subject of this article. It can not escape note, however, that many circuits of similar characteristics and maintenance requirements are leased to others for about half the present Class A line rate for radio stations.

So far we have considered only the initiative in such a matter. Mr. Sutton said that he was unable to shed any tears over an alleged overcharge made against network broadcasters who have not even formally complained to the FCC.

His impression was that when broadcasters were granted a reduction in 1943, they failed to pass it on to individual stations.

While declining to judge the merit of the case, this source questioned Mr. Sutton's comparison of program line rates to ordinary telephone rates. The two may or may not be directly related, he suggested.

FCC Seen Awaiting Complaint Before Acting on Overcharges

Any FCC consideration of charges that program line rates to broadcasters are excessive must probably await filing of a formal complaint with the Commission, an authoritative source in that body commented in reaction to a BROADCASTING article on the subject by DeQuincy V. Sutton, Washington consultant (see page 17).

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So far we have considered only AM stations and intercity program transmission lines. FM stations appear to be embarking on the same rough voyage, however, for tariffs for their lines stand where AM lines were before the 1943 reductions. And this is despite the fact that coaxial cable can carry many circuits other than program ones.

Coaxial cable systems, including relays and terminals, cost in the neighborhood of $30,000 per mile installed. They are said to have a capacity of 2000 circuits, but for broadcast use there will probably be about 200 circuits and for FM alone, even less. Cost per basic circuit mile: $15. Since telegraph and voice users will be in the same cable units, it is obvious that a rate of $8 will recover cost at a far more rapid rate than the traditional 6%. Assuming a use of only 10% of capacity, recovery would be 100% every 18 months.

The telephone plant is naturally engineered on a 20% traffic development basis. Yet even if coaxial cable circuits are allowed 10 years to attain full use, it is difficult to justify the $8 per month per mile rate.

Housing for Cupid

FOURTEEN months ago Ann Andrews, Chicago radio singer, and George Herro, publicity director for MBS Chicago, became engaged. They announced at the time their marriage would depend on how long it took to find a home. Last week Mr. Herro ended his search for an apartment and on Aug. 4 Miss Andrews will become Mrs. George Herro at a wedding to be held in the Chicago Radio Actors Club.

GROUND WIRE
COPPER AND COPPERWELD
WIRE FOR GROUND SYSTEMS
WRITE FOR LIST OF SIZES
ANDREW CO.
363 East 75 St. Chicago 19
TO RADIO STATIONS "public service" programs are one of two things:
They are non-profitable nuisance—but necessary because of the licensing
requirements of the Federal Communications
Commission. Or they are noble efforts to
benefit the public—and, at the same time, build
for itself a reputation as a participating
citizen of the community.

Independent station KYA is San Fran-
cisco's most solid station "citizen." It
takes its obligation to serve the public
seriously. And by so doing, its reputation
has spread nation-wide.

Billboard's award for the top public
service job done by an independent sta-
tion went to KYA for its San Francisco
Conference coverage...its wartime
louphoremen's program won another
national award...and from the Treasury
Department came a Station for its Vic-
tory-window bond sales of thirty-five
million dollars. More recent are KYA's
programs of United Nations sessions,
broadcast from recordings loaned from
Hunter College, and its airings of civic
government squabbles and city activities.

Last month KYA reached a new public
service high with its concerted food-for-
the-starving drive—a series of nine pro-
ductions entitled This Is a Different War.

Proof that the general public, as well as
the industry, takes KYA's efforts seriously
is this: Well over a million cans of food
had been collected at this writing and

This is not a "fan" story.
It is a report of splendid
world service being given
by a single station: KYA

To help starving children, KYA workers contributed their services to a
standout program series, spent their days off writing and packing the million
 cans of food collected in the drive. At work here, left to right: Bill
 Curley, Foreman Bill MacKintosh, Dave Davis, Ellis Lind and Bill MacLain

Represented by ADAM J. YOUNG JR., INC. NEW YORK, CHICAGO
Cattle are on the move in Mississippi, where livestock and livestock products accounted for 23 percent of Mississippi’s total income from farm marketsings in 1945. Mississippi farmers last year received 76 million, 716 thousand dollars from this source alone. Alert advertisers will see the opportunity offered by this “bullish” stock.

**WJDX** — The DONALD Voice of Mississippi effectively, efficiently covers this growing market.

**The Nunn Stations**

**5 MARKETS**

- **WMOB** — ABC Mobile, Ala.
- **WBR** — ABC Knoxville, Tenn.
- **WALP** — ABC Lexington, Ky.
- **KFD-A** — ABC Amarillo, Tex.

**CHOK**, in Sarnia, Ont., Starts Operation Today

CHOK Sarnia, Ont., goes on the air for the first time today, operating on 1670 kc with 500 watts.

H. M. Hueston is president of the Sarnia Broadcasting Co., Ltd.; A. D. McKenzie, vice president; and Claude R. Irvine, managing director. Jerry Kelly is chief engineer.

The staff of 26 includes Bob Reinhart, program director, and six announcers, four of whom are from other Canadian stations. The commercial staff includes Arnold Stinson from CKLW Windsor, Sidney King, Bruce Nicol and G. Forbes as Port Huron representatives. National representatives are National Broadcasting Sales, Toronto and Montreal, and Donald Cooke Inc., New York and Chicago.

RCA equipment has been installed and the station has three library services, including Standard, Lang-Worth. Press News teletype will provide copy for every-hour-on-the-hour news broadcasts. Operating schedule is 6 a.m. to 2 a.m.

**I'M GLAD TO GET TO NEW YORK AND HEAR WOV'S PRAIRIE STARS WITH ROSALIE ALLEN!**

RALPH N. WEIL, General Manager

JOHN E. PEARSON CO., Earl Rep.
TIME BUYERS—DO YOU KNOW WHAT IS HAPPENING IN BOSTON?

WHDH is on the move!

<table>
<thead>
<tr>
<th>Weekday Morning Audience</th>
<th>UP 80%</th>
</tr>
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<tbody>
<tr>
<td>(Participations available in the &quot;Carnival of Music&quot; with Fred B. Cole)</td>
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<table>
<thead>
<tr>
<th>Weekday Afternoon Audience</th>
<th>UP 23.7%</th>
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<tbody>
<tr>
<td>(Choice spots open for participations in &quot;Back Bay Matinee&quot;)</td>
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<table>
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<tr>
<th>Weekday Evening Audience</th>
<th>UP 16.2%</th>
</tr>
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<tbody>
<tr>
<td>(News, Sports and Musical programs open for sponsorship)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Audience</th>
<th>UP 30.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison of May-June over March-April Hooper Station Listening Index—Share of Audience reports.</td>
<td></td>
</tr>
</tbody>
</table>

On March 18th of this year, the Herald-Traveler Corporation took over the active management of WHDH. A complete new schedule of programs went into effect on April 29th.

Figures shown here give the first indication of the pulling power of these new programs.

This is only the start. The new WHDH is really taking hold in the Boston Area. The increases in listeners are the result of well thought out programming, built to attract audiences and produce sales.

In planning your fall schedule of advertising, remember choice spots are still available.
**IN CLOVER... with a**

**Western Electric**

**CLOVER-LEAF ANTENNA**

You'll be in clover when you get your new 54A CLOVER-LEAF FM broadcast antenna Bell Telephone Laboratories designed with a number of important features. Here are twelve of them — look 'em over:

1. High Efficiency.
2. Circular azimuth pattern.
3. Simple to install.
5. Exceptionally rugged design.
6. 50 KW power capacity.
7. No multiple transmission lines.
8. No phase correcting lines or networks.
9. No balancing.
10. No field or factory antenna tuning.
11. No insulators — full lightning protection.
12. No dead seals.

They even wrote a booklet about it. Want one?

---

**Worthy of an Engineer's Careful Consideration**

**TYPE 102-A LINE AMPLIFIER**

**TYPE 102A Amplifier** is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.
Robert Harold Scott, San Francisco—Denied petition for revocation of license of KFW, KPO and KPRC [BROADCASTING, July 22].

Petition

Adopted order denying petition for leave to amend its application for CP so as to show a change in type of frequency measurement [BROADCASTING, July 22].

Petition

Granted petition requesting leave to amend application for CP so as to show distance from proposed WOAF FM site to all airports and airways in the Pittsburgh area. The amendment was accepted, and without further hearing the amendment is made a part of the record.

Express Publishing Co., San Antonio, Tex.—Denied petition requesting leave to amend its application for CP so as to show distance from proposed WOAF FM site to all airports and airways in the Pittsburgh area. The amendment was accepted, and without further hearing the amendment is made a part of the record.

Radio Kentucky Inc., Louisville, Ky.—Denied petition for waiver of S. 1,383 and accept petitioner's late appearance in re Docket 7365.

GWC Inc., Pittsburgh, Pa.—Denied petition requesting leave to amend its application for CP so as to show distance from proposed WOAF FM site to all airports and airways in the Pittsburgh area. The amendment was accepted, and without further hearing the amendment is made a part of the record.

Robert C. Wight, San Francisco—Denied motion to dismiss petition for amendment of license of KFW, KPO and KPRC [BROADCASTING, July 22].

Petition

Adopted motion denying petition for leave to intervene and other relief in the Washington investigation [BROADCASTING, July 22].

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RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending May 3, 1949: WJAF, WEAJ, WOAN and AUX. WJCC, WPBO and AUX. WRRC and AUX. WSJS.

BY COMMISSION EN BANC

Edward J. Noble, ABC—Announced grant of consent for transfer of control of WJAF, [BROADCASTING, July 24].

George W. Trendle, John H. H., Allen Campbell and Howard C. Pierce—Announced grant of consent for transfer of control of King-Trendle Bcstg. Corp. to ABC [BROADCASTING, July 24].

WINS New York—Announced grant of consent for assignment of control of this station from Hearst Radio Inc. to The Crosley Corp. [BROADCASTING, July 25].

FCC Actions

(Continued from page 84)

hearing on interference issue to KVOB, Comm. Jett voting to grant same. ANX-400 k.

Central Bcstg. Corp., Flint, Mich.—Granted CP new station to operate on 600 kc, 1 kw day, 500 w night, unlimited time.

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"BUT, DARLING,
A NERN STATION SAID THIS NEW PAINT
WOULD MAKE ANYTHING LOOK AS GOOD AS NEW."

How right she is! — except that it isn’t quite fair to use this old horse-and-buggy home as a test case. After all, there’s a difference between antiques and wreckage. However, his nabs doesn’t look too upset: he knows that his new tool-box — which, incidently, he bought last week on a NERN station’s recommendation — contains enough implements to rebuild this venerable eye-sore into a serviceable garage.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
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<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>WLZ</td>
<td>620</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WDKO</td>
<td>1400</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

— These stations are NBC affiliates and carry the nation’s popular top-ranking shows.
— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation’s retail goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York

Nationally represented by
WEED & COMPANY
New York  Boston  Chicago  Atlanta
Detroit  San Francisco  Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

NERN
HARTFORD, CONNECTICUT

July 29, 1946  Page 87
To: WCAU advertisers

Sales Results delivered

No Charge for "Know-How"

Do you have a product to sell in the Philadelphia market area? To whom will it appeal? What is the best way to reach and sell those people? How can you get mass distribution? How can you put your product over in America's third largest market?

WCAU can guide you to the most effective, efficient way to do it—WCAU knows how. Its personnel, experienced in planning radio selling that reaches the right audience at the right time—has directed many advertisers to local sales success. Their invaluable knowledge of the characteristics and potentialities of the Philadelphia market—gained in 22 years of successful operation under the same local management—is yours at no charge.

50,000 WATTS . . . WCAU . . . CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
tinuance of the hearing in re application for CP authorized to a new transmitter site near San Mateo County (Class B station). (See story on Page 90.)

AM—1240 kc
Thompson Best, Co. Altona, Pa. — Granted petition to reinstate its application for a new station to operate on 1430 kc, 250 w instead of 790 kc, subject to conditions; simultaneously proposed to change type of transmitter and antenna system meeting the requirements of the standards. Notice of Sec. 8.10 is required.

AM—1450 kc
Southwest Broadcast Inc. Raton, N. M. — Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to condition that applicant will within 90 days of issuance of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards, and filing modification of permit thereon within 60 days and 30 days after the 60 days of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards.

RADIO ACTIVITY

AM—1450 kc
Highlands Broadcasters Inc., Oak Ridge, Tenn. — Granted CP to operate on 1450 kc, unlimited time, subject to condition that application will within 90 days of issuance of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards, and filing modification of permit thereon within 60 days and 30 days after the 60 days of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

BROADCASTING Technology

WABI Bangor, Maine — Granted modification of CP which authorized a new transmitter site, to change type of transmitter to RCA-BTA-250-L and for changes in ground system. Station to be operated on 20 foot structure on roof of 314 N. Broadway, ed on 314 N. Broadway, 6th Floor, at 14 N. Broadway, 6th Floor, at 140 S. Highway 85 and Main St., Hot Springs, N. M.

BY COMMISSION EN BANC

Northern Allegheny Best, Co., Warrenton, Va. — Granted CP to a new station to operate on 1010 kc, 1 kw, daytime only, subject to condition that applicant, within 60 days from date of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

AM—730 kc
Commonwealth Best, Co., Portsmouth, Va. — Granted CP for a new station to operate on 730 kc, 1 kw, daytime only, subject to condition that applicant, within 60 days from date of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

AM—1510 kc
WBUK Best, Co., Waukegs, Wis. — Granted CP to a new station to operate on 1510 kc, 250 w, daytime only, subject to condition that applicant will within 60 days from date of grant file an application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the standards.

AM—1310 kc
Elko Service Co., Elko, Nev. — Granted CP for a new station to operate on 1340 kc, 75 w, daytime only, subject to the condition that applicant, within 90 days of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards. Notice of Sec. 8.10 is required.

BY COMMISSIONER HYDE

KYOX Moorhead, Minn. — Northern States Best, Co., Farago, N. D. — The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Wednesday, Aug. 14 and Thursday, Aug. 15, at Fargo, N. D.

McHenry Tichener, Boulder, Col.: Gifford Phillips, Denver, Colo. — The Commission, on its own motion, scheduled the consolidated hearing on these applications for Monday, Aug. 12 at Denver, Colo.

BY COMMISSIONER DURR

Templeton Radio Mfg. Co., Boston — Granted petition for leave to amend the conditions of Permit for FM Change of Frequency to a location at a site not more than 1000 ft. from the original site. The application relies upon the estimates of area and population within the predicted 100 µw contours, and the amendment was approved.

BY ADMINISTRATIVE BOARD

WGET Brockton, Mass. — Granted modification of CP which authorized a new station to operate on 1590 kc, daytime only, subject to the condition that applicant, within 60 days from date of grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards. Notice of Sec. 8.10 is required.
FCC Actions
(Continued from page 89)
station, for approval of antenna and
permits for operation of a new FM
broadcast station.
WDLB Marshfield, Wis.—Grant modi-
fication of CP which authorized a new
FM station.

Applications

July 19

FM—Unassigned

Colonial Bestg., Co., Providence—CP
new metropolitan FM station to be op-
erated on plus or minus 98 mc and
coverage of 3,072,566; change opera-
tion to daytime and night use.

FM—98 mc

North Jersey Radio Inc., Newark, N. J.—CP new metropolitan FM station on 1010 mc, 50 kw, and coverage of
8,550 sq. mi., population of 2,359,000 to
2,517,500; change operation to daytime and
unlimited hours.

FM—Unassigned

Board of Missions and Church Extens-
ion of the Methodist Church Inc., New
York, N. Y.—CP new metropolitan FM
station on plus or minus 98 mc, coverage of
12,369,166; change operation to daytime and
night use.

FM—95.1 mc

WNCA Inc., New York—CP new met-
ropolitan FM station to be operated on
104.3 mc and coverage of 8,425 sq. mi.
AM—800 kc

Greater Laurel Broadcasting, Inc.,
Laurel, Md.—CP new station 1340 kc, 5 kw,
and daytime hours.

AM—660 kc


AM—1350 kc

WJMJ Philadelphia.—Modification of
CP which authorized a new standard
broadcast station to change frequency
from 1310 to 1300 kc.

AM—104.5 kc

Thomas C. Holston, Lebanon, Pa.—CP new station on channel 281, 1 kw, night and 250 kw day.

AM—1350 kc

WCTA Anchorage, Ala.—Modification of
CP which authorized a new standard
broadcast station.

AM—1120 kc

Martini Inc., Albuquerque, N. M.—CP new station 1350 kc, 5 kw, and unlimited hours.

AM—1490 kc

WVHS Tallahassee, Fla.—Modification of
CP which authorized a new standard
broadcast station, to change type of
transmitter.

AM—890 kc

Greater Laurel Broadcasting, Inc.,
Laurel, Md.—Modification of CP which
authorized a new standard FM broadcast station, to change frequency from 1330 to 1310 kc, and coverage of
13,740,749; pop. 984,521, transmitter type
change.

AM—1360 kc

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

FM—Unassigned

KSHG Los Angeles.—CP new station to
change frequency from 1261 to 1250 kc.

AM—104.5 kc

Thomas C. Holston, Lebanon, Pa.—CP
new station to be operated on channel
281, 1 kw, and 250 kw day.

AM—1360 kc

WCTA Anchorage, Ala.—Modification of
CP which authorized a new standard
broadcast station.

AM—1120 kc

Martini Inc., Albuquerque, N. M.—CP new station 1350 kc, 5 kw, and unlimited hours.

AM—1490 kc

KNEL Brady, Tex.—Modification of
license to increase power from 100 kw
night and 250 kw day to 250 kw day and
night.

AM—710 kc

KGNC Amarillo, Tex.—Modification of
CP which authorized change in fre-
quency, increase in power, change type
of transmitter, and change operation to
daylight and night.

AM—1270 kc

WTAL Tallahassee, Fla.—CP to change
time frequency from 1340 to 1270 kc, increase power from 250 kw to 1 kw.

AM—1490 kc

WRHP Tallahassee, Fla.—Modification of
CP which authorized a new standard
broadcast station, to change type of
transmitter.

AM—550 kc

Sampson Bestg. Co., Clinton, N. C.—CP
new station 1300 kc, 1 kw, and unlimited hours.

AM—1110 kc

WBBH Joplin, Mo.—CP to change
time frequency from 1280 to 1210 kc, in-
crease power from 250 kw to 1 kw night,
and 250 kw day.

AM—1360 kc

Waterloo Bestg. Co., Waterloo, Iowa.—CP new station 730 kc, 50 kw and daytime hours.

AM—1360 kc

WDDW-FM Champaign, Ill.—Modification of
CP which authorized a new standard
FM broadcast station on 98.3 mc, change coverage from 10,364,356 to 10,947,566.

AM—250 kw

Greater Laurel Broadcasting, Inc.,
Laurel, Md.—CP new station 1340 kc, 5 kw, and unlimited hours.

AM—1040 kc

Greater Laurel Broadcasting, Inc.,
Laurel, Md.—CP new station 1340 kc, 5 kw, and unlimited hours.

AM—1360 kc

WLS Chicago, Ill.—Modification of
CP which authorized a new standard
FM broadcast station, to change frequency from 1010 to 950 kc.

AM—1040 kc

WCAW Atlantic City, N. J.—CP new station 1340 kc, 5 kw, and unlimited hours.

AM—1360 kc

WAMU Laurel, Miss.—Authority to
determine operating power by direct measurement of antenna power.

AM—1710 kc

Winston-Salem Bestg. Co., Winston-
Salem, N. C.—CP new station 710 kc, 1 kw and daytime hours.

AM—1360 kc

WMLT Dublin, Ga.—Voluntary as-
signment of license to Dublin Bestg. Co.

SURE THING!
We can deliver
Radio’s famed
"OSLOM SINGER"
EDWARD MACHugh
For Live Shows
or
Transcribed
420 15-Minute Programs
Available
A READY-MADE LOYAL AUDIENCE
AWARDS NATIONAL, REGIONAL OR LOCAL SPONSORS
Write or Wire for Availability
CASHING IN ON BMI CONTINUITY

"They're terrific. Keep 'em coming! I'm referring to the new BMI Continuity feature, 'Love Letters and Love Songs.'

We've already scheduled them for a local sponsor, so please keep them coming. Incidentally, I'm having success with 'According to the Record,' too. Thanks a lot!"

DON C. ROBERTS
Program Director KDB
Don Lee Broadcasting System

FREE TO ALL BMI LICENSED STATIONS

5-MINUTE MUSICAL PROGRAMS—ready-made family shows for the program director who wants Maximum Audience Appeal and for the commercial manager who wants Sales and Profits.

Hundreds of alert program managers like Don Roberts are cashing in on BMI Continuities.

Whether your music programming makes use of phonograph records or electrical transcriptions, BMI CONTINUITY answers your every need... in sustaining or sponsored shows.

Each script includes the use of carefully selected BMI-licensed music, cued to all of the major transcription libraries and to available phonograph records.

All are distinctive and refreshing program ideas, smoothly and effectively written by a staff of capable continuity writers.

LOVE LETTERS AND LOVE SONGS—
Exciting, romantic entertainment. A complete series of 5-minute programs scheduled to run five times per week for 52 weeks.

ACCORDING TO THE RECORD—
Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. Available seven times per week for 52 weeks.

SPOTLIGHT ON A STAR—
A headline radio show. New and unusual. Soon to be available. Also 5-minutes, five times weekly.

This BMI service is provided throughout the year, without cost, to all BMI-licensed stations. Write to Russell Sanjek for your copies of these scripts.

Broadcast Music, Inc.
580 Fifth Avenue, New York 19, N.Y.
FCC Actions
(Continued from page 90)

AM—1400 kc—Radio Austin Inc., Austin, Minn.—New FM station 1400 kc, 100 w and unlimited hours.

Developmental

WLAW, 5000 watt station, 680 kc.

FM—Unassigned

The Journal Co., Wauwau, Wis.—New FM (rural) station to be operated on frequency to be determined and coverage to be AMENDED to change antenna system.

KBUN Bemidji, Minn.—Modification of CP, authorized a new standard broadcast station for area of transmis- sion and transmitter location and changed studio location.

AM—1400 kc

WGEM Peoria, Ill.—Modification of CP, which authorized a new standard broadcast station for area of transmission and transmitter location and change studio location.

AM—1340 kc

Application Returned:

Paul W. Delehanty, Chester, Pa.—CP to change frequency from 1450 to 1440 kc to be operated on frequency not specified. Power and daytime hours of operation remain the same. (Incomplete.)

Applications Tendered for Filing:

AM—1250 kc

WTOC Savannah, Ga.—CP to make changes in directional antenna to permit 15 minute earlier time to be made fifteen minutes earlier or later when the regular schedule of programs falls within a continuous program.

AM—1000 kc

Piedmont Service Corp., Alexander City, Ala.—CP new station 1050 kc, 1 kw and daytime hours.

AM—1030 kc

KPHO Phoenix, Ariz.—CP to change frequency from 1230 to 1030 kc, increase power from 250 to 1 kw, install vertical and directional antenna for day and night use and change transmitter and studio locations.

AM—1070 kc

KKBQ Bakersfield, Calif.—CP to change frequency from 1410 to 1070 kc, increase power from 250 to 1 kw, install vertical and directional antenna for day and night use and change transmitter and studio locations.

AM—1550 kc

WGBY Buffalo, N. Y.—License to operate auxiliary transmitter of station on a regular basis; license to operate main transmitter of station on regular basis.

AM—1600 kc

WWRL Wolcott, Conn.—N. Y.—CP to increase from 250 to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location from Woodside to Liberty, N. Y. —AMENDED: to change transmitter location from Croton to Seacacca, N. J. —AMENDED: to change transmitter location from Croton to Seacacca, N. J.

AM—1180 kc

WHAM Rochester, N. Y.—CP to increase power from 250 to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location from Woodside to Liberty, N. Y. —AMENDED: to change transmitter location from Croton to Seacacca, N. J. —AMENDED: to change transmitter location from Croton to Seacacca, N. J.

AM—1800 kc

WHIZ Dayton, Ohio—CP to change frequency from 1450 to 1460 kc, increase power from 250 to 1 kw, install vertical and directional antenna for day and night use and change transmitter and studio locations.

AM—1400 kc

WDAR Savannah, Ga.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

AM—1070 kc

Burrrlington-Graham Best Co., Burlington, N. C.—CP to increase power from 250 to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1380 kc

AM—1970 kc

The High Point Enterprise Co., High Point, N. C.—CP new station 830 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 830 to 1070 kc and to change transmitter location.

James W. Bradner, Jr., Galveston, Tex.—CP new station 1540 kc 1 kw and daytime hours of operation—AMENDED: to change frequency from 830 to 1070 kc and to change transmitter location.

W. Albert Lee, Houston, Tex.—CP new station 1540 kc 1 kw and daytime hours of operation—AMENDED: to change frequency from 830 to 1450 kc.

Lee Segall Best Co., Houston, Tex.—CP new station 970 kc 1 kw and daytime hours—AMENDED: to change frequency from 790 to 1430 kc.

City of Dallas, Texas, Tex.—CP new FM station 1030 kc, daytime hours—AMENDED: to change frequency from 1050 to 1430 kc.

Saint Louis Broadcasting Co., Clayton, Mo.—CP new station 1030 kc 1 kw and daytime hours—AMENDED: to change frequency from 970 to 1430 kc.

WDLD Marshfield, Wis.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

WMAT Milwaukee, Wis.—CP new station 1030 kc, 1 kw, power of 25 kw.

WRAU Wauwau, Wis.—Construction permit for transmitter.

AM—1450 kc

WCRS Springfield, Mass.—License to operate new FM station.

AM—1490 kc

Radio Springfield, Inc., Springfield, Ill.—CP new station 1550 kc, 5 kw directional antenna and AMENDED: to change frequency from 1550 to 1590 kc power 1 kw.

AM—1450 kc

WSBY Northfield, Minn.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

AM—970 kc

Sun River Broadcasting Co., Inc., Great Falls, Mont.—CP new station 970 kc 5 kw directional antenna and AMENDED: to change frequency to 970 kc.

AM—1380 kc

KVOC Casper, Wyo.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

AM—1330 kc

KRKO Everett, Wash.—CP to change frequency from 1380 to 1370 kc power 1 kw and change in transmitter location.

AM—1400 kc

AM—1450 kc

WBBZ Ponca City, Okla.—CP change frequency from 1490 to 1270 kc increase power from 250 w to 1 kw install new transmitter and directional antenna for night use and change transmitter location.

AM—690 kc

WGAM Miami, Fla.—CP to install a new antenna and mount FM tower on top.

AM—1440 kc

WSFA Montgomery, Ala.—Modification of CP which authorized a new standard broadcast station to extend commencement and completion dates.

AM—1210 kc

WTMC Oklahoma City, Okla.—CP to change frequency from 1530 to 1700 kc, increase power from 250 w to 1 kw install new transmitter, directional antenna for night use and change transmitter location.

AM—1500 kc

WLAM Laurel, Miss.—License to operate new FM station.

AM—1440 kc

Muncie Shulls City, Ala.—CP to install new vertical antenna and studio location.

AM—1490 kc

AM—1450 kc

AM—1450 kc

KPSI St. Paul, Minn.—CP to install new antenna and transmit power from 250 w to 5 kw.

AM—1450 kc

AM—1490 kc

KPSI St. Paul, Minn.—CP to install new antenna and transmit power from 250 w to 5 kw.

AM—1490 kc

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AM—1490 kc

KPSI St. Paul, Minn.—CP to install new antenna and transmit power from 250 w to 5 kw.

AM—1490 kc

KPSI St. Paul, Minn.—CP to install new antenna and transmit power from 250 w to 5 kw.
More and More
250 Watt Stations
are being powered by Raytheon

Here’s the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design...its modern, “dress-up” beauty!

HERE’S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits — A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.

2. Increased Operating Efficiency — The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.

3. Greater Dependability — Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.

4. Simple, Speedy and Accurate Tuning — All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.

5. No Buffer Stage Tuning — The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.

6. Silent Operation — Natural air cooling means no blower noise, permits microphones in same room with transmitter.

7. Low Audio Distortion — Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.

8. Easy Servicing — Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.

9. Easily Meets All F.C.C. Requirements — All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.
**Text of the Tobey Resolution**

**To Amend the Communications Act of 1934, As Amended, Relative to Broadcast*ing**

The resolution (S. Res. 307) introduced last Wednesday by Sen. Charles W. Tobey (R-N.H.) was calling for a sweeping investigation of the FCC follows:

**RESOLVED, That the Committee on Interstate Commerce and the so-called subcommittee thereof, is authorized and directed to make a full and complete investigation with the FCC:**

(1) The exercise of control by the Federal Communications Commission over radio broadcasting, to the extent to which such Commission has assumed such control, or can or should assume such control, and the extent to which such censorship or control has restricted or may restrict freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States;

(2) The effect upon the public interest, convenience, or necessity of such censorship or control, and the manner in which the Commission has exercised such control, or the extent to which it has or has not restrained or controlled the exercise of control by the Federal Communications Commission;

(3) The manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations;

(4) The effect which the Commission’s order transferring frequency modulation from its former position in the radio spectrum would have upon the population of our States and whether the Commission has taken sufficient steps to protect the farmers of America and other matter of facilities for radio reception;

(5) The reason for the allocation of frequencies to that type of broadcasting known as frequency modulation, and FCC will deprive the rural population of radio service. He said he wants to know what effect shifting FM to the 100 mc band has on the "extent of control generally of radio broadcasting by the FCC." When the Blue Book was issued last March 7, Senator Tobey studied it diligently and included that the Commission had far overstated its authority as laid down by Congress in the Communications Act, he intimated.

One of the most important phases of his proposed investigation is the first, he said. That has to do with the exercise of control by the Commission over operating and program policies of stations, in conflict with the Communications Act," he explained.

**Assumption of Power**

"The Blue Book made it imperative that we investigate the Commission’s assumption of power over programs," he said. The effect of such control, he pointed out, could easily lead to one-sided presentation of controversial issues, particularly by the Administration in power.

On the third point Senator Tobey said he wants to know why the Commission has issued construction permits to ‘favored political friends of the Administration’ while denying facilities to others. He wants to know, too, how the Commission arrived at the station, and distribution of limited AM facilities through granting as many as five stations for one small community, while a large segment of the country is without either day or nighttime service, he said.

The multiple grants at Pocatello, Idaho, and Tucson, Ariz., [Broadcasting, July 15] should be carefully investigated to determine the “reasoning” behind them, according to Senator Tobey.

**Senator Tobey said the sixth part of his resolution was “all-inclusive.” It calls for the investigation of “the administration generally by the FCC of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communication.” That would include the administration of the Act relating to common carriers as well as broadcasting, although Senator Tobey said the basis of scores of complaints reaching him had been the manner in which the Commission seeks to exercise control over programs and station operations in the broadcast field.

The resolution would authorize the Interstate Commerce Committee or a subcommittee to conduct the investigation during the sessions, recesses, and adjourned periods of the 79th and succeeding Congresses.

**To Amend the Communications Act of 1934, As Amended, Relative to Broadcast*ing**

(Continued from page 15)
Grant FM Outlets
For San Francisco
11 Stations Now Authorized
In San Francisco-Oakland

FIVE conditional grants for Class B FM stations were awarded by the FCC last week to applicants for the San Francisco-Oakland metropolitan area—three of whom are licensees of existing standard stations.

Commission action granted conditional CPs to KJBS Broadcasters (KJBS), Pacific Agriculture Foundation Inc. (KQW), NBC (KPO), Chronicle Publishing Co., and Hughes Tool Co. The grants are subject to engineering approval.

Chronic Publishing Co., publisher of the San Francisco Chronicle, has a construction permit for a San Francisco television station [BROADCASTING, July 22]. Hughes Tool Co., applicant for video stations in both San Francisco and Los Angeles, will locate its station in San Mateo County. Other grantees specified San Francisco as site of station.

Thursday's action by FCC leaves four applicants—for four stations—yet to be determined for San Francisco by the Commission. FCC previously granted six stations conditionally. Eighteen channels had originally been allocated to that area but under FCC's reservation plan [BROADCASTING, July 22], three channels in the San Francisco area will be reserved for one year. Four remaining applicants—Don Lee Broadcasting System, Pacific Broadcasting Co., KROW Inc. and Radio Diablo—have been continued in consolidated hearing indefinitely, FCC revealed.

Principal stockholders in KJBS are: Hope D. Pettry, 25%; William B. Doul, 15%; Alice H. Doul, 5%; Helen S. Mark, 5%; Elizabeth N. Bingham, 20%; D. Worth Clark, 10%; E. P. Franklin, 10%, and Glenn G. Doul, 10%. Mrs. Mark is former owner of WOL Washington, and D. Worth Clark is the former Democratic Senator from Idaho, now practicing law. E. P. Franklin is general manager of KJBS.

KQW is owned by Sherwood B., Mott Q., and Ralph R. Brunton and C. L. McCarthy. Oral argument on FCC's proposed denial of sale of station for $950,000 to CBS will be heard by the Commission tomorrow (July 30).

Hughes Tool Co., is principally owned by Howard Hughes, aviator and movie producer.

Firm Organized
INTERNATIONAL MEDIA Corp., embracing Broadcasting Program Service and IMC Radio Productions, has formed with offices at 45 W. 45th St., New York, to handle national advertising and public relations. Herbert Rosen, former BPS head, is president; Frank G. Berglas, v.p.-treas.
Proposed Standards Revisions To Be Circulated to Industry

A NEW DRAFT of proposed changes in AM engineering standards [Broadcasting, July 8, 22] will be circulated to industry and FCC engineers early this week.

Worked out in an informal FCC-industry engineering conference July 15-17 after a proposed draft was submitted in the clear channel proceedings, the suggested changes will be aired before the Commission en banc on Aug. 5, when the future form of AM standards will be decided.

The new draft incorporating revisions agreed upon in the engineering conference was being prepared last late last week and was slated to be ready for distribution yesterday or today (Monday). Minority reports taking issue with the proposals may be submitted by either industry or FCC engineers.

H. Underwood Graham, FCC engineer who presented the original draft of revisions to the Commission during the clear channel hearings, said major changes retained in the second draft are as follows:

1. Calculation of Resulting Interference.—The proposed new method of calculating RSS interference ordinarily involves the neglect of small signals which are less than 50% of the RSS of the higher signals. Present standards neglect signals of less than 70% of the maximum signals in calculating RSS interference.)

A special case is made of determining RSS on local channels where there is a comparatively large number of interfering signals of the same order of magnitude. In this case the drop-out for convenience would be based on 50% of the maximum signal, rather than 50% of the RSS. In the "many cases" neglect of signals less than 50% of the RSS is expected to prove less stringent than the present plans.

2. Service Completion

3. Calculation of Urban Populations Served.—Using the basic work of Committee 1 appointed for the clear channel proceedings, a table was evolved to show the percentage of a city to be counted as served by a signal, taking the city's size and the field intensity of the signal into consideration.

Under the present standards, a city of 10,000 population, for example, is counted in total as served by a signal if the field intensity is over 2 millivolts, but is discarded in toto if the field intensity is less than 2 millivolts. By providing for graduated calculations, the new method eliminates "big jumps" resulting from small changes in field intensities.

3. Adjacent Channel Ratios.—The present 2-1 ratio for groundwave service receiving interference from a groundwave signal would be changed to 1-1-2. A change from 40 kc to 30 kc minimum separation for stations in the same area would be provided.

The adjustment in ratios would permit "somewhat closer spacing" of stations on adjacent channels and possibly would provide for more stations, although it was not expected that any considerable number of new assignments would result. However, it was pointed out "occasionally it would be easier to get new stations into operation where it would be difficult to locate them under present standards."

4. Permissible Interference to Skywave Service.—Because revised 50% skywave curves show marked latitude effects, the present standard of 0.5 millivolt as the protected skywave contour would be changed to 1-6-2. A change from 40 kc to 30 kc minimum separation for stations in the same area would be provided.

The adjustment in ratios would permit "somewhat closer spacing" of stations on adjacent channels and possibly would provide for more stations, although it was not expected that any considerable number of new assignments would result. However, it was pointed out "occasionally it would be easier to get new stations into operation where it would be difficult to locate them under present standards."

5. Latitude Effects on Skywave Interference and Service.—Effects of latitude upon transmission and reception, not taken into consideration in existing standards, were adjusted "valid and important," and it was generally agreed that the revised plan should provide for consideration of this factor.

Revised Plan

The revised plan, if adopted, would govern future allocations and would serve as the basis for U. S. recommendations to the signatories of NARBA regarding engineering changes to be made when the new agreement is drawn up in 1947. It is based on the present domestic set-up of channel assignments, station classifications and power limitations and, therefore, might need further revision if changes are made as a result of the clear channel proceedings.

Parties wishing to take part in the Aug. 5 hearing have been asked to submit written comments on the revision plan as soon as possible to the FCC engineering department, supplementing their comments by "specific proposals." Comments of the WHCU Ithaca, and John Barron, consulting engineer, of Washington, have been received and circulated among participants in the informal engineering conference.

WTOC Uses Trailers

TRAILERS are being used by WTOC Savannah, Ga., as program promotion at four of city's leading movie houses. Both local and CBS programs are featured.
Atheist Case
(Continued from page 9)

atheists. I don't think the FCC should have indulged in such a dissertation as they did. I think they should have added to go to such an extreme. Protestants, Catholics and Jews all agree on the fundamentals of religion—the love of God and fellow-man. We all believe God is just, kind and merciful.

My own opinion is that time on the radio is limited and one cannot give free rein as one pleases. If a person is going to say damaging things about religions, the FCC should definitely anti-athelitic, I think radio stations are guilty of that easily by setting up a priority system, giving priority to the leaders of various denominations representing 99% of the people who believe in God, instead of ruling off completely the atheist.

FATHER SHEEY—The FCC dictum in the case of Robert Harold Scott affirms that religion has as much right to the air as religion, that belief is entailed to broadcast rights as well. This is a strange doctrine to believe. It is promulgated by an official Government agency in a nation founded on these propositions: "That all men are endowed by their Creator with certain unalienable rights. That to secure these rights, Government is instituted among men."

In the case of the Catholic and Protestants, and for the Protestant all Jews are atheists. I think they are too far afield.

Exclusive, as that the Supreme Being is contrary not only to the code of the National Assn. of Broadcasters but to public criticism over the air. This was held: "If it is considered that one program is given priority to the leaders of the various denominations representing that giving priority to the leaders of the various denominations representing 99% of the people who believe in God, that one program is given priority to the leaders of the various denominations representing 99% of the people who believe in God, instead of ruling off completely the atheist.

PROFESSOR MARTIN—This is a strange doctrine to believe. It is promulgated by an official Government agency in a nation founded on these propositions: "That all men are endowed by their Creator with certain unalienable rights. That to secure these rights, Government is instituted among men."

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HIS[PH]R SHEEY—The FCC dictum in the case of Robert Harold Scott affirms that religion has as much right to the air as religion, that belief is entailed to broadcast rights as well. This is a strange doctrine to believe. It is promulgated by an official Government agency in a nation founded on these propositions: "That all men are endowed by their Creator with certain unalienable rights. That to secure these rights, Government is instituted among men."

In the case of the Catholic and Protestants, and for the Protestant all Jews are atheists. I think they are too far afield.
Drug Copy

(Continued from page 18)

However, Broadcasting Magazine, "pions of the radio industry," analyzed the drug and cosmetic ad content of the same issue of Life and was able to cite a number of examples of "bad taste" advertising.

In fact, the major problem in cleaning up drug advertising now involves questions of good taste rather than false claims. The latter are being handled by the Federal Trade Commission and the Food and Drug Administration.

While Dr. Cullen's proposal is limited to action on drug copy only, it wouldn't be very difficult to expand the plan to include cosmetic copy because both industries are closely related.

Saves Advertising

Actually, the idea that voluntary control of ad copy is a good way of saving the institution of advertising from its vociferous enemies has made some headway in recent months, but this progress has been limited to component parts of the advertising industry and has lacked the necessary catalytic agent to merge all groups into a united, over-all approach to the problem.

For example, the NAB has started work on a code of its own, but thus far the code has not been activated; NAB also has discussed a proposal that all stations have a copy acceptance department. The Newspaper Executives Assn. has a code which bans fraudulent or misleading advertising, but this is the same sort of thing handled by Government regulatory agencies and does not cover the current problem of good taste. At the last closed meeting of the American Assn. of Advertising Agencies, Allen L. Billingsley, president of the agency, and Ross and chairman of the AAAA's committee on improvement of ad content, asked for a show of hands on the need for a joint committee to handle voluntary ad control—and the showing was overwhelmingly favorable to the idea.

In essence, the position of far-sighted leaders in the proprietary field is this: As long as the present situation continues, there will be a constant invitation for increasing Government interference not only with regard to the advertiser but with regard to the media; the Proprietary Assn. line is that all can on its own to improve the situation; now it is up to media to engage in joint action for the protection of all concerned—to insure that the drug advertiser will be permitted to continue advertising his products and to insure that media will be permitted to continue acceptance of such copy.

Pertussin Places


Foote and Taylor

Mr. Taylor

Mr. Foote

A NEW Washington law firm first specializing in radio and administrative practice has been formed by Edward A. Foote and Sutherland G. Taylor [CLOSED CIRCUIT June 24], Address is Suite 724, 1029 Connecticut Ave.

Mr. Foote was named president of WBYN Brooklyn last year following his release from the Navy; as lieutenant commander, he served in the Navy as executive assistant to the director of aircraft production and later as executive assistant to the senior member of the logistic organizational planning unit for the Chief of Naval Operations.

He has been associated with several Cleveland law firms, for two years was on the legal staff of the Civil Aeronautics Board and was counsel for the Newark Evening News, owner of WBYN. Mr. Foote was also a special partner in the Washington law firm of Alvord & Alvord until the opening of his new firm. He is a member of the FCC Bar Assn.

Mr. Taylor is also a member of the FCCBA and until February was a member of the CBS legal staff specializing in FCC matters. Prior to that time he was with Reed, Abbott & Morgan, New York, in general practice and tax work.

Swintz Succeeds Schurz

In WBST Manager Post

WBST South Bend, Ind., with Robert H. Swintz as new station manager, is laying plans for celebrating its 25th anniversary by installing a new 5000 watt transmitter.

Mr. Swintz, commercial manager for the past 10 years, succeeds Franklin D. Schurz, who has been elected secretary-treasurer of the South Bend Tribune, owner of the CBS-affiliated station.

FCC Rules Change

INSTALLATION of a portable mobile radio unit in a vehicle which is not at all times controlled by the licensee is now permissible without special authority from FCC. Licensee was warned to take precautions to effectively eliminate the possibility of the transmitter being used while vehicle is out of his control.

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
Use of Top Flight Talent Planned for Local Sponsorship

AN EXTENSIVE radio promotion plan, built around a transcribed program series to be offered stations for local sponsorship, is being considered by officials of the U.S. Chamber of Commerce, Washington.

Planned as a promotion of the American system of free opportunity, the project is expected to arouse community interest and action on the part of local chambers and business firms, with radio in a kingpin position for promotion and participation.

Other Plans

Plans include the eventual establishment of a “Who’s Who” of business and a permanent establishment of a “Who’s Who” of American youth to develop their opportunities.

A preliminary check of station managers has shown active interest in the plan. Some 500 stations have been set as distribution goal.

The radio promotion plan is patterned after that developed by Robert J. Smith with NAB in promoting war loan programs as chief of Treasury’s War Finance radio unit. It is designed to encourage industry participation in planning and execution. The program series is expected to be offered to stations on an exclusive market basis for 15% of the single quarter-hour evening rate or a minimum of $5.00 per episode on a minimum contract of 39 weeks.

Selection of persons whose careers are to be dramatized is on basis of nominating by local chambers with final selection by a national board. Part of the proceeds over and above production costs of the program are to be set aside as a fund for scholarships, awards and other projects designed to encourage and assist American youth.

New Mutual Rate Card Shows 2 1/2% Reduction

MUTUAL’s new rate card 15, which becomes effective Aug. 1, 1946, was mailed last week to advertisers, agencies, etc., showing a reduction of 2 1/2% in discount structure and 67 more stations than were listed in last year’s rate card 14.

In an accompanying letter from Z. C. (Jess) Barnes, MBS vice president in charge of sales, it was pointed out that values remained substantially unchanged because in the past twelve months, 40 new markets have been added at an increase in network gross rate of only $40.

LOWE RUNKLE Buys RAY K. GLENN ADV.

LOWE RUNKLE, former vice president of Ray K. Glenn Adv., Oklahoma City, has announced purchase of the agency. Firm now is operating under name of Lowe Runkle Co., 1306 First National Bldg.

In addition to being president Mr. Runkle is radio director. There are no other changes in the agency’s setup. Major radio accounts are Cain’s Coffee Co., Arkansas City Flour Mills, local Federal Savings and Loan Assn., Merit Mills, Oklahoma Operating Co., and Liberty National Bank. Other officers are Roger Phinny, vice president, and Alice Streeter, secretary.

COMING... A NEW VOICE IN CONNECTICUT

WKB N 840 KC • 1000 WATTS

New Britain, Connecticut

BROADCASTING • Telecasting

Mr. Smith also is former MBS and WOR New York account executive. He was retained by Chamber last winter to handle the C of C-NAM management delegation to the President’s Labor-Management Conference.

Wheeler (Continued from page 20)

Newman plans to adjourn sine die Wednesday or Thursday and the House expects to complete its business Tuesday or Wednesday. A presidential nomination for the FCC must be considered by the Interstate Commerce Committee and then confirmed by the Senate. This process usually requires several days.

Despite Senator Wheeler’s insistence that he would not accept the FCC chairmanship, several close friends were attempting to induce him to reconsider. They pointed out that he could complete his term in the Senate and be named shortly after the new year.

General McClure, in his fiftieth year, is a holder of the Distinguished Service Medal awarded in 1943 for “exceptionally meritorious and distinguished services in a position of great responsibility” during the Tunisian campaign. These duties had to do with public relations policy and psychological warfare.

Born in Mattoon, Ill., on March 4, 1897, General McClure was educated at Kentucky Military Institute. His first service was in the Philippine Constabulary in 1916 when he was commissioned in the regular Army as an infantry second lieutenant.

It was assigned to London as assistant military attaché in 1941 and became military attaché the following year. In 1942 he became a G-2 intelligence officer under General Eisenhower in England. The following December he moved to the North African theatre and was assigned to Allied Force Hqtrs., as chief of the information and censorship section. He returned to ETO in November 1943.

In April 1944 he was assigned to G-6 (psychological warfare) ETO in the British Isles. He was given additional duty as director of the information control service, U. S. Group Control Council, in Germany in March 1945, and headquartered at Bad Homburg. Just a year ago—on July 12, 1945—he was assigned to Seventh Army Hqtrs. at Atlanta.

General McClure was married to Marjorie Leitch in 1918. They have two children—Robert Dugald and Richard Alexis. He was promoted to brigadier general in 1942. His home is at Madison, Ind.

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor’s sales have soared over 400% since Charlie began to philosophize about fish.
U.S. Education Commissioner Gets One of 8 New AM Stations

GRANTS for seven new standard stations and increase in daytime power to 5 kW were assigned KLPF Minot, N. D., were announced by FCC last Thursday.

Earlier announcement of a grant to NAM Commission of Education John Ward Studebaker and his son, John Gordon Studebaker, for a full-time local outlet in San Diego, Calif., brought to eight the week's authorizations for new stations. The Studebakers, who are contemplating FM operations, were assigned 1240 kc with 250 w after amending their original application, which sought 1250 kc.

"We want to show that education by radio ought to pay," asserted the elder Dr. Studebaker. He plans to serve as an adviser, while his son will manage the station.

A second station for Oak Ridge, Tenn., the town that started with the atom bomb, was among the authorizations. The grant for 1450 kc with 250 w went to Highlands Broadcasting, Inc. First grant for Oak Ridge was in May to Frank E. Pellegrin, NAB Director of Broadcast Advertising, and Homer E. Grunther, Washington representative of Omega Chamber of Commerce, for use of 1490 kc with 250 w.

The daytime power increase for KLPF was authorized over Comr. Roy Schneck's objection. The KLPF is assigned 1390 kc and now operates with 1 kw day and night.

Grants for new stations were as follows:

- Warren, Pa.—Northern Allegheny Broadcasting Co., 1310 kc 1 kw daytime only. Principals: A. David Potter Jr., stockholder in WKG in Kokomo, Ind., president, 13.1%; Homer R. Faison, WEGO assistant engineer, vice president, 12.1%; James A. Mathies, secretary-treasurer, 12.1%; Stanley R. Griswold, general manager, 12.1%.
- Ogden, Utah.—James B. Littlejohn, chairman, 51%; American Radio Co., 49%; Roy Schneck, Clearfield, Pa., 12.1%, granted July 25.
- Waukesha, Wis.—A. Q. Broadcasting Co., 1510 kc 250 w daytime only. Principals: (with 33.3% interest each) Carl G. Stine, owner, 51% of Johnson Monument Co., also owner of 100% of John W. Hughes Co. president, 100%; Roy C. Wakefield, Waukesha attorney, 10%; chairman of Radio Education Committee, (to be general manager), 33.3%. Granted July 25.

Mowery on Video

TELEVISION, unlike radio in its early days, will receive the whole-hearted support of national advertisers, according to Paul B. Mowery, national advertising manager for ABC, speaking before the WLW Cincinnati Summer Radio and Television Institute last week.

NAB Building

FINAL NEGOTIATIONS for acquisition of a new building, to be owned by the Canadian Embassy [Broadcasting, May 20, Closed Circuit, July 8] will be completed early next week by the NAB, C. E. Arney Jr., secretary-treasurer, announced last week. NAB is buying the building, across the street from present headquarters (1760 N. St., N. W., Washington) for a figure within the $250,000 appropriated for the purpose.

Mowery on Video

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EARNINGS ARE HIGH FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, makers of Gold Medal Flour, Wheaties, Bisquick, etc., and one of the biggest users of radio, last week reported net earnings of $7,146,107 for the fiscal year ended May 31, 1946, as compared with $6,474,493 for the preceding year.

IT COST an estimated $20,000 for Drew Pearson to speak against the Ku Klux Klan from the steps of the Lincoln Memorial.

Lee Hats Pays Heavily to Put
On Steps of Georgia's Capitol

Lee Hats, 302 Behr Ave., fronting the show will originate from WEEI Boston. Agency for Wrigley & Ryan, New York.

EARNINGS ARE HIGH for the fiscal year ended May 31, 1946, as compared with $7,146,107 for the fiscal year ended May 31, 1945. According to Harry Treener, radio director of Wm. H. Weintraub & Co., New York agency, costs included approximately $1,000 for the Lloyd's million-dollar insurance policy on Mr. Pearson's life, $5,000 for fullpage ads in the New York Times and the Danbury (Conn.) News-Times, and other costs, adding up to the $20,000 figure.

Mr. Treener also pointed out that Lee Hats, Mr. Pearson's sponsor, had "stuck their chin out" in supporting the commentator in his anti-KKk broadcast in the heart of the Klan country. It was also a bold step on the part of the network, ABC, as nets are not prone to enter into controversial issues.

Utilization of BMB Reports Discussed at N. Y. Conference

WAYS IN WHICH the buyers and sellers of radio time can make use of the data contained in the forthcoming BMB reports on station and network audiences throughout the country were discussed by a group of about 100 representatives of advertisers, advertising agencies, stations, stations, networks, retailers and station representatives last Wednesday at an afternoon meeting at BMB headquarters in New York.

The session was the first of six pre-publication clinics to be held on consecutive Wednesdays, July 24-Aug. 28, 2:30-4 p.m., for the benefit of the New York users of the BMB data which will be published in October. A similar series will be started in Chicago in the near future and three other groups will be planned for use by local advertising and sales groups throughout the country.

Conclusions Evolved

Philip Frank, executive secretary of BMB, who conducted the meeting, began, with a description of nine uses of the BMB data suggested by advertising agencies he had previously interviewed. These were: (1) to help station salesmen understand the format of the New York users of the BMB data which will be published in October. A similar series will be started in Chicago in the near future and three other groups will be planned for use by local advertising and sales groups throughout the country.

Three major conclusions about BMB evolved from the presentation and the ensuing discussion. First, while "BMB audience" and "ABC circulation" are not exactly comparable, BMB will give the radio buying audience data for stations and networks on a uniform basis throughout the country as ABC supplies circulation data for newspapers and magazines.

Second, BMB is not a one-purpose operation, useful only in comparing audiences of stations or of networks. The nine uses described, Mr. Frank said, are only the beginning. He pointed out that the data are published and in daily use by the sellers and buyers of radio time. Unquestionably many other uses will be found for the BMB figures.

Third, BMB is not a magic formula which will solve all time-buying problems automatically and eliminate all need for judgment on the part of time-buyers.

Both Mr. Frank and those who took part in the discussion pointed out that BMB data comprise only one factor in the whole complicated picture of planning a radio advertising campaign, that they do not replace and in some cases conflict with program ratings, that station rates as well as station audiences must be taken into consideration, that the advertiser's sales and distributor's personality will influence the selection of stations, and that good programs broadcast at the proper times will command larger audiences than poor or wrongly-placed programs. But BMB does supply a uniform yardstick hereafter lacking for station and network audiences, giving the timebuyers a sounder basis for the exercise of their judgment.

CHICAGO VIDEO CP IS GRANTED TO ABC

ABC was granted a construction permit for a new television station in Chicago last Thursday, two weeks after the network completed negotiations for use of WBKB, Balaban & Katz station there.

The FCC's action gives ABC its second television grant, the network having acquired preliminary permission for a Detroit outlet in its purchase of King-Trendle Broadcasting Corp. (Broadcasting, July 15).

ABC was authorized to operate on channel 7, 174-180 mc. Visual power is 30 kw, aural 15 kw with antenna height of 613 feet. Grant is contingent upon CAA approval and that ABC install frequency monitor with accuracy of .001% or better when available.

ABC grant is third such authorization for Chicago. Zenith Radio Co., now conducting experimental television broadcasts, holds a commercial CP and the Balaban & Katz station is in operation.

LEMMON, WATSON CITED BY WAR DEPT.

RALPH L. EMERSON, president of United World Wide Broadcasting, Ltd., and Thomas J. Watson, president of International Business Machines Corp., have been presented with citation awards, at the direction of the War Dept., for the development of radiotelegraph and cryptographic equipment. The citations were presented by Brig. Gen. F. E. Stoner, chief of signal communication, at IBM world headquarters in New York.

Sun Spots Interfere With Short Wave Radio

ELECTRICAL disturbances associated with sun spots wereblanking out short-wave broadcasts in the 2 to 30 mc band over the weeks, and even more disturbances were expected.

Short-wave stations in New York and San Francisco on Thursday reported their signals faded into silence for a period of several hours due to a sudden inospheric disturbance of that day. Navy Radio Central in Washington had the same experience with conditions returning to normal Thursday night.

Auto Lite on 100

ELECTRIC AUTO-LITE, Toledo, O., is to start a six week spot campaign on about 100 stations throughout the country. The agency is Ruthrauff & Ryan, New York.

IRISH BRIDE of Mark Finley, public relations director of Don Lee-Mutual, Hollywood, was greeted by Mr. Finley upon her arrival at LaGuardia Field, New York, from Ireland. She's the former Maeve O'Reilly, whose nuptials with Mr. Finley were performed July 20 at New York's St. Patrick's Cathedral. They met when Mr. Finley was stationed in Ireland and, for old times sake, he wore his Army uniform and lieutenant colonel insignia to welcome her.
Classified Advertisements

**SOUTHERN STATION WANTED FOR CASH**
I want to buy a good station (at least 1 kw) located in or near Georgia, Alabama or Mississippi. All cash will be paid. All communications should be in confidence. Box 652, BROADCASTING.

**SITUATIONS WANTED**

**Situations Wanted (Cont’d)**

Nine years experience announcing, selling, managing. Want job on 350 watt in New York City, or near it. Must have money to buy interest. Capable, dependable, Box 541, BROADCASTING.

S a l e s m a n — Well experienced, hard worker, high volumes, ideas, ideal for busy family man. Box 541, BROADCASTING.

**Help Wanted (Cont’d)**

Engineers—Radio Jobs! Lute engineering jobs, excellent free sample copy. Radio Jobs, 55 Fifth Ave., New York, or WRRF, 3152 113th St., Inglewood, Calif.

Sales manager—Small market station sales, network 250 watt station. KONP, Port Angeles, Washington.

Wanted—First class operator—announcer, network station. WSSV, 3301 Michigan Ave., Chicago or 565 Fifth Ave., New York.

**Help Wanted**

Announcer—"Radio Jobs" lists announcements open throughout country. Send for free sample copy. Radio Jobs, 55 Fifth Ave., New York, N. Y.

Highly experienced salaried salesmen wanted throughout the country. Advertisements in Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C.

**Assistant to general manager**—Fifteen years in program department of one of radio's most highly respected organizations. Rich, versatile background. Now seeking opportunity to prepare further for top executive spot. Married. Dear references. Box 631, BROADCASTING.

Continuity writer—15 years experience, know sales and how to produce selling copy. Prefer broadcasting agency in west or southwest. Available September 15, Box 624, BROADCASTING.

Chief engineer last 5 years. College grad, aviation experience, wants west coast. Box 627, BROADCASTING.

Versatility—Network experience sports, news, General announcing, programming. Prefer broadcasting agency in west or southwest. Will consider combination work at substantial bonus. First class license. Vet. Box 630, BROADCASTING.

Program director—Experienced on 50 kw and 3 kw regions. Former network writer-producer. Original ideas, sales, agency ratings. Recipient national award for vital public service show. Know music, post war special events. Box 631, BROADCASTING.

Hollywood trained announcer—short on experience, long on ambition. Will work anywhere. Box 632, BROADCASTING.

**SITUATIONS WANTED**

Announcer—Familiar with all phases of station operations. Specializing in news-casting and announcing to obtain permanent position. Will consider G.1. Transfer. No experience, two years married. No smoke or drink. George Beam, 3152 112th St., Inglewood, Calif.

Announcer—experienced. Veteran, 33, next appearance, part time. Former 10 years civilian experience as newscaster, announcer, theater personality around town. Would like position as newscaster and/or announcer with chance in program department. Ralph F. Ellis, Rt. 2, Norristown, Penna.


**Help Wanted**

Analog engineer—For FM station of excellent classification of accounts and with many type shows. As operator—announcer. WKEU, Griffin, Georgia.

Chief engineer—wanted. Ten years experience, family, one of the largest markets in the country. Will consider assistant engineer. Will locate in middlewest who would be interested in acquiring an interest in a new station. Mail references, other background. Box 586, BROADCASTING.

**FOR SALE**

**FOR SALE**

Well established North Carolina local station. Affiliated with the American Broadcasting Co. Will sell all or part interest. Investment or management participation. Box 633, BROADCASTING.

**FOR SALE**

Moring Man
M. C. singer. 15 years experience in radio showmanship. Wants change from prominent eastern station. Can furnish good reasons and best agent and station references. Inquiries promptly acknowledged. Box 628, BROADCASTING.

**FOR SALE**

1000 watt full time clear channel station on east coast. Owner retiring. Box 621, BROADCASTING.

**SITUATIONS WANTED (Cont’d)**

Assistant to general manager—Fifteen years in program department of one of radio's most highly respected organizations. Rich, versatile background. Now seeking opportunity to prepare further for top executive spot. Married. Dear references. Box 631, BROADCASTING.

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WBKB to Run Own Production

ABC Is Told at Golf Pick-Up

WBKB, Chicago's lone television station, does not intend to allow outside interests to control its production department. Last position 50 kilo-watt NBC station, does not intend to allow outside interests to control its production department.


Said WBKB: “With the cooperation of the United States Rubber Co., ABC will televise for the first time in video history a major golf tournament.”

WBKB, 762 Georgia Ave., Brookline, Mass., is available for outside agencies.

Said WBKB: “Balaban & Katz staff announcer. Last position 50 kilo-watt NBC station, does not intend to allow outside interests to control its production department.”

Said ABC: “The convergence of opinion as to just who will become the first to make the broadcast history a major golf tournament.”

Radio Writers Guild and the American Federation of Musicians jointly called a meeting for a decision as to the Writers contract until an overall writers contract is established.

Four A’s objected to announcing the terms of the one-time writers contract until an overall writers contract is established.

The Four A’s objected to announcing the terms of the one-time writers contract until an overall writers contract is established.

Negotiations are continuing with the Radio Writers Guild and the American Federation of Musicians, looking toward establishment of an overall writers contract are scheduled to be resumed in New York July 31.

It was understood that a partial agreement, including the rights of one-time writers, had been reached. The agreement included, it was said, the right to sell shows again for rebroadcast, for two shows, for legitimate stage, etc.

The Four A’s objected to announcing the results of the one-time writers contract until an overall contract for writers is established, and it has polled its full negotiating committee for a decision as to whether the announcement should be made. The results of the poll will be revealed at the July 31 meeting.

Writers Guild - A A A A Negotiations Resume

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战斗

CBS Programs Cut by General Mills

GENERAL MILLS, through Dancer-Fitzgibbon & Sample, has notified CBS that it would discontinue sponsorship effective date of two of its oldest daytime serials, Valiant Lady, 9-9:15 a.m., and Light of the World, 9:15-9:30 a.m., beginning Monday, Aug. 5, and continuing through Friday with origination from WABC New York.

General Mills said the cancellations were based on company's decision to discontinue its promotional campaigns, estimated $407,000 radio budget because of Government restrictions on wheat and labor difficulties. Cancellation means a $1,000,000 loss in billing for NBC. The syndicate plans to make replacements for the programs, properties of General Mills. Products advertised have been Gold Medal flour (Valiant Lady) and Cheerios (Light of the World).

Said other programs on NBC and ABC will not be affected by the economic move and the company actually hopes to restore its radio budget if future grain conditions improve.

Raytheon Marine Sales Moved to Submarine Co.

FOLLOWING the merger of Submarine Signal Co., Boston, with Raytheon Mfg. Co., New York, H. J. W. Fay, president of Submarine Signal, announced last week that Raytheon's marine sales and service division has been transferred to Submarine Signal Co., which becomes the marine division of the parent company.

The marine division of Mackay Radio & Telegraph Co., will also continue as an agent for the distribution and maintenance of Raytheon's mariners' pathfinder radar in the U. S.

I. C. Clement, vice president of Submarine Signal, is in direct charge of the company’s sales activities and has named James Thompson to manage government contract services; Clark C. Rodman, sales manager, with James T. Tynan as assistant sales manager; Kenneth V. Curtis as application engineer, and H. W. Hollis as equipment service manager.

NBC Launches Fifth Annual Promotion Campaign, Parades Stars Across Nation

The executives piped the march into the bandboxes will be sent to stations before the month's end. Many of the NBC stars will perform in the bandboxes are prepared for broadcast use. $2000 will be available for broadcast use. $2000 was received.

Easy to install and maintain. Also, one RCA 70-A turntable with both vertical and lateral cameras. Excellent condition. $350 f.o.b. Also one RCA 201-A turntable with both vertical and lateral cameras. Excellent condition. $350 f.o.b. Also one RCA 201-A turntable with both vertical and lateral cameras.

Grant to Thompson in Altoona Proposed; Rome Gets Final OK

**FTC Seen Changing Ads for Radio Sets**

**New Interpretations**

regarding advertisement of radio sets, with particular reference to advertisement of tube complements and rectifier tubes, are expected from the Federal Trade Commission by late summer.

Radio Manufacturers Assn. officials, who have conferred with FTC authorities regarding detailed and specific interpretations of such advertisements, said they expected the definitions to come within 30 to 60 days. They advised set manufacturers not to prepare new advertisements or print literature based solely on previous interpretations.

FTC officials said that in addition to conferences with RMA, they had received inquiries from "two or three" individual manufacturers growing out of FTC charges that some concerns have misrepresented the number of tubes contained in sets by counting non-functional, tuning beacon, or rectifier tubes.

**WDAR to ABC**

WDAR Savannah, Ga., effective Sept. 1 joins ABC as an affiliate station of the southeastern group. Owned by A. C. Neff, WDAR is a new station now under construction to operate full time with 250 w on 1400 kc. John P. Dyer is manager.

**FM Applicant in N.Y. Admits AFM Local May Get Interest**

The American Federation of Musicians' biggest, richest local—802 of New York—last week was disclosed as an interested party in the application for an AM allocation in New York.

The disclosure came during testimony on behalf of the application of the Unity Broadcasting Corp., an organization formed by the International Ladies Garment Workers Union, for an FM outlet, at FCC hearings in New York.

Fred Umhey, president of the UBC and secretary-treasurer of the ILGWU, told FCC examiners that the UBC would probably admit other unions to its FM operation. Among these, he said, was Local 802 which already had expressed a strong interest in joining the ILGWU in the project.

Four other unidentified unions, two of them AFL and two CIO, were also considering joining, Mr. Umhey reported.

The wealthy ILGWU, said Mr. Umhey, was prepared to underwrite an ambitious program of FM receiving set distribution to build up the New York FM audience. He said it already had arranged with a manufacturer whom he did not name to produce 20-25,000 FM receivers within 90 to 120 days for distribution to ILGWU members at cost. Mr. Umhey said that preliminary survey of ILGWU members indicated that 1 of every 10 of its total membership of 198,000 would buy an FM set.

Morris Novik, consultant to the Unity Broadcasting Corp., testified concerning proposed programming.

He said that the ILGWU's famed labor stage, which produced the review, "Pins and Needles," would work as an experimental group for the proposed FM station.

On Monday, the Newark (N.J.) Star-Ledger presented a comprehensive exhibit dealing with the possibility of FM in the heavily populated northeastern part of New Jersey. This section, containing 25% of the population in the metropolitan area is served only by a secondary nature by New York stations, the applying claimed, adding that New Jersey residents had every right to first class radio reception emanating from their home state.

For the rest of the week was taken up mainly by labor issues. These latter applicants based their claims to broadcast mostly on what they felt was labor's inability to receive equality on the air under present conditions.

All their exhibits purported to show that they would give their audiences a preponderance of public service, with commercialism held to an absolute minimum. Under cross examination, however, the labor groups admitted that if their original plans were not feasible, they would increase their commercial time.

Labor groups applying were the Amalgamated Clothing Workers; The Unity Broadcasting Corp., ILGWU; and WMRF, Inc., of the National Maritime Union (CIO). On Friday, the Board of Missions and Church Extension of the Methodist Church was to present its brief.

**Drug Survey**

SEEKING to ascertain 1947 trade promotion plans of its 217 wholesale members who annually distribute 100,000 products valued at $750,000,000, the National Wholesale Drugists Assn. has inaugurated a survey under the direction of Fred M. Truett, Southwestern Drug Corp., Dallas, chairman of the association's trade promotion committee.

The survey's results will be ready for disclosure at the association's fall meeting to be held in Atlantic City, when an exhibit of trade journal advertising, radio scripts, direct mail, training merchandising manuals, brochures, house organs and other material will be on display.

Mr. Truett plans to devote full time to his law practice and business interests. Remaining stockholders are Thomas Chawke (8.4%) and Morris Garvett (8.2%), attorneys, and Dr. L. Warren Gatley (5.2%).
FM stations announced by FCC Friday.

REGULAR construction permits for 17 new

FINAL CPS GIVEN

with 400 kw effective radiated power, antenna

height 480 feet.

CPSs went to:

Lehigh Valley Broadcasting Co. (WSAN), Allentown, Pa.; WKST Inc. (WKST), New Castle, Pa.; Laurence W. Harry, Postoria, Ohio; Broadcasting Corp of America (CBC), Riverside, Calif.; Broadcaster’s Syndication Co., Annapolis, Md.; Tuscola Broadcasting Co., Dover, Ohio; Radio Broadcasting Corp. (KVMY), Twin Falls, Idaho; Keystone Printing Service, Waukegan, Ill.; Bethlehems Globe Pub. Co. (WGPA), Bethlehem, Pa.;

Democrat Printing Co., Durant, Okla.;


TWO MORE AM GRANTS

GRANTS for new 250-w locals at Berlin, N. H., and Altus, Okla., announced Friday by FCC, bringing week's grants to 10 (see story page 100). Friday's were:

Berlin, N. H.—White Mountains Broadcasting Co., 1250 kc 1000 w fulltime; principals: Charles S. Holbrook, former ABC account executive, president, 10% plus; Walter P. O'Connell, general manager, 10%; John Gaubert, general manager of Berlin, 11% plus (to be general manager); Richard B. Washington Jr., Berlin, Navy veteran, 11% plus (to be chief engineer); Arthur J. Bergeron, district attorney, Court Bull. Co., Berlin, 25%.


WIP STRIKE STILL UNSETTLED

NO SETTLEMENT in sight Friday on two-week-old strike of American Communications Assn., Broadcasting Networks, Inc., and Wonder Broadcasting, Inc. (CIO) against WIP Philadelphia. Management operating station reports no sponsors lost and additional business gained last week. Station using 1000 w auxiliary transmitter, but resumed operations on 5000 w Friday. Benedict Gimbel Jr., president, acting as record librarian, and Ralph Minton, publicity director, is disc m.c. on all-night program Dawn Patrol. Picketing failed to keep studio audiences away, station says.

LICENSE RENEWALS to May 1, 1949, announced Friday by FCC for WIND Chicago, KFQD Anchorage, WBDO Orlando and respective auxiliaries: KOH Reno; KVOS Bellingham, Wash.; KXOK St. Louis; WILL Urbana, Ill. (For renewals announced earlier, see FCC Actions, page 84.)

SHORTWAVE MONOPOLY BY U. S. BANNED UNDER BLOOM BILL

IF SENATE passes House-approved version of Bloom Bill (HR-4982) authorizing State Dept. to conduct international information and cultural affairs program, State Dept. would be prevented, under amendment by Rep. John Vorys (R-Ohio) from competing with private media, including radio, and from creating monopoly in shortwave broadcast area. As BROADCASTING went to press bill was awaiting Senate action, companion measure by Sen. Elbert D. Thomas (D-Utah) having been reported favorably by Foreign Relations Committee. Vorys amendment provides "that nothing in this Act shall be construed to give the Dept. of State a monopoly in the production or sponsorship on the air of shortwave broadcast programs, or a monopoly in any other medium of information." Amendment also specifies State Dept. must identify all broadcasts, printed matter, etc., as to Government or private source. American Assn. of Newspaper Editors fostered identification provision.

LOVE ASKS 1010 KC RETENTION

GORDON LOVE, head of CFCFN Calgary, Alta., told Parliamentary Committee Thursday of willingness to sell station to listeners provided CFCFN can retain 1010 kc and increase power to 50 kw. Mr. Love's frequency one of three CBC seizing (earlier story, page 58). Mr. Love suggested CBC's new 50 kw Alberta station operate on 1060 kc, frequency offered to him, and locate in Southeast Alberta. Plan for selling station approved by municipal and agricultural groups in station's listening area.

KPOA APPOINTS PETRY

APPOINTMENT of Edward Petry & Co. as exclusive national representatives for new KPOA Honolulu, was announced Friday by Henry C. Putnam, general manager and part-owner in Island Broadcasting Co. Station, on 630 kc with 5,000 w, expects to begin about Sept. 1. KPOA established mainlander studios and offices in Fairmont Hotel, San Francisco.

'QUIZ KIDS' TIME SOUGHT

WADE ADVERTISING Co., Chicago, looking for new time for Quiz Kids, which it handles for Miles Labs. Alka-Seltzer. Now on ABC, program opposite Rogets' Gallery, NBC summer replacement for Fitzy Bandwagon, and Blonde on CBS. By fall it would have to contend with Fitch schedule of Alice Faye, Phil Harris and Jack Benny as frequent guest. Quiz Kids may shift to another net (earlier story on Miles plans page 17).

WTRY TO CBS JAN. 1

WTRY Troy, N. Y., now ABC affiliate, effective Jan. 1, 1947 joins CBS network's exclusive outlet in Albany-Troy-Schenectady area. At same time CBS will drop current affiliate in Albany, WOKO, which has been involved in proceedings with FCC on Commission's denial of license renewal on grounds of hidden ownership. Case now pending before U. S. Supreme Court. WTRY, 980 kc with 1000 w, owned by Troy Broadcasting Co.
FM CONSTRUCTION MUST BE SPEEDED

(Continued from page 4)

henceforth will be announced simultaneously. FCC will also warn in page-long Public Notice. When construction permits have been issued, the FCC will record them in its files. The FCC will then notify the applicant by mail that the permit has been issued. The permit will be recorded in public notice, and the permit will be filed with the Court of Appeals for the District of Columbia.

RF Engineering must be completed by the deadline set by the FCC. If the construction permit is not filed with the Court of Appeals for the District of Columbia by the deadline set by the FCC, the construction permit will be deemed abandoned and the construction permit holder will be notified by mail that the permit has been abandoned. In such cases, the permit holder may reapply for a new construction permit by following the procedures set forth in the Commission's Rules and Regulations.

Questionnaire for permittees, to be sent to present permit holders and to accompany CPs issued in future, must be filled out within 15 days after date given in CP for commencement date of construction.

Text of Public Notice and questionnaire (blank spaces for answers not shown):

PROGRESS OF FM BROADCAST STATION CONSTRUCTION

It has come to the attention of the Commission that holders of conditional grants and construction permits for new FM broadcast stations have, in some instances, been dilatory in the planning and construction of their FM stations and in providing an FM broadcast service in accordance with the requirements of the construction permits. In order to expedite the progress of construction of FM broadcast stations, and to install remaining equipment, interim equipment to provide an early FM service, and other equipment, the Commission has authorized the issuance of construction permits for new FM broadcast stations and for the installation of remaining equipment. In order that it may be fully advised concerning the progress of construction of your FM broadcast station, the Commission requests that you furnish the information called for in this questionnaire. The questionnaire is designed to obtain information concerning the progress of construction of your FM broadcast station, and to determine the extent to which construction of your FM broadcast station is progressing. The questionnaire is designed to obtain information concerning the progress of construction of your FM broadcast station, and to determine the extent to which construction of your FM broadcast station is progressing.

1. Has an order been placed for the FM broadcast tower? If answer is yes, give the date of the order and the estimated date of delivery.

2. Has the transmitter or any unit thereof been purchased? If answer is yes, give the date of purchase and the estimated date of delivery.

3. Has an order been placed for the FM antenna? If answer is yes, give the date of the order and the estimated date of delivery.

4. Has the construction permit been filled out? If answer is yes, estimate the percentage of construction completed.

5. Has an order been placed for the FM antenna described by the construction permit? If answer is yes, estimate the percentage of construction completed.

6. Has the FM antenna or any portion thereof been received? If answer is yes, estimate the percentage of installation completed.

7. Must property be purchased or leased for the transmitter? If answer is yes, has it been purchased or leased? If not, give the date of the purchase or lease and the estimated date of delivery.

8. Must property be purchased or leased for the studio location or studio equipment? If answer is yes, give the date of the purchase or lease and the estimated date of delivery.

9. Has an application for a construction permit been submitted to the Federal Communications Commission? If answer is yes, has it been acted upon? If so, what has been granted.

10. Has an application been submitted to the Civilian Production Administration? If answer is yes, has it been acted upon? If so, what has been granted.

11. What steps, if any, have been taken to comply with the requirements of the construction permit? If answer is yes, give the date of the order and the estimated date of delivery.

12. Has an order been placed for the FM broadcast tower? If answer is yes, give the date of the order and the estimated date of delivery.

13. Has the FM tower been purchased or leased? If answer is yes, give the date of the purchase or lease and the estimated date of delivery.

14. Has the FM antenna or any portion thereof been received? If answer is yes, estimate the percentage of construction completed.

15. Has the construction permit been filled out? If answer is yes, estimate the percentage of construction completed.

AGREEMENT to continue experimental audience reactions testing for rest of year reached Friday by NBC and Scherbi Research Corp. H. M. Beville Jr., NBC research director, said under Scherbi system recorded reactions of listeners from groups of 30 can be analyzed by sex, age, income or otherwise. Data obtained within 24 hours. Horace Scherbi, president of Scherbi firm, began experimenting in radio audience reactions before war, during war was in charge of testing programs and Quartermaster Corps training announcements for troops, receiving Legion of Merit and Oak Leaf Cluster for achievements.
MARKETS are people, not percentages. Ratings have meaning only in terms of homes reached. And they are projectible only to the segment of population represented by the sample.

In adopting the Nielsen Radio Index, WLW has now made it possible to obtain a program rating for the entire WLW Merchandise-able Area, based on an accurately representative cross-section, sampling every element of the total population, in exact proportion to the 1940 census.

Thus, an area rating of 10 means that 270,804 families were reached by the program, in 325 counties in seven midwestern states. A rating of 30 on the same program, from an urban-telephone sample in the city of Cincinnati, would represent only 43,500 homes (30% of the total phones listed in the Cincinnati telephone directory).

THE NIELSEN RADIO INDEX . . . is of vital importance to you. It gives a minute by minute picture of all radio listening in the WLW merchandise-able area . . . shows total audience for each station and program . . . holding power . . . total minutes of listening . . . difference between urban and rural listening.

All this, and more, is available now through the Nielsen Radio Index to help you plan your advertising more effectively in the great Midwest.
MORE OKLAHOMANS LISTEN...

WKY
OKLAHOMA CITY

REGULARLY TO THAN TO ANY OTHER STATION

One of the many facts revealed by the 1945-46 study of the Oklahoma radio audience conducted by Dr. F. L. Wham, University of Wichita, to be published soon.