"State Fair Time"...is here again in four big Midwest states, in full scale after the wartime lull.

WLS is there (as we have been since 1925) to greet our friends and neighbors—to entertain with 22-year-old Dinnerbell Time and special shows. Our tent is a between-times haven for foot-weary folks—a free checkstand for their bundles—a comfortable spot to unpack and enjoy their lunches.

Last Saturday (August 10) our WLS National Barn Dance again played to thousands at the opening of the Illinois State Fair. Today our tent is open, a welcomed institution on the Fair Grounds. Broadcasts will originate from the Illinois, Indiana, Michigan and Wisconsin state fairs this month and next.

WLS is part of State Fair Time because we're "one of the family in Midwest America." And that's a major reason for the 17 million letters we've received in 16 years—for dependable advertising results.
WDEC Basic Network

5000 Watts Day and Night

WDEL Wilmington, Delaware

SELLS your product in a prosperous, free-spending market


Represented by RADIO ADVERTISING COMPANY
DON'T WE ALL....

The desire that all of us have for a new home is leading to record sales figures in the building industry. . . . In the Nashville area, annual sales of building materials were over the 17 million dollar mark before the war. . . . Now, sales are growing enormously, giving employment to thousands of workers. . . . This is just one example of the growing Nashville market that will be opened for you by WSIX. . . . Make a full study of this potential sales territory—then let WSIX do the selling.

AMERICAN • MUTUAL

5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.

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

PROMOTIONS in offer for RCA Victor Engineering Products (transmitters, microphones, tubes, turntables, etc.) in wake of elevation of W. W. Watts as vice president in charge and Ted Smith in Watts’ shoes as general sales manager include: A. R. Hopkins from Chicago office as Ted Smith’s Camden successor, and C. M. (Buck) Lewis from Camden sales to Chicago manager.

THAT suggestion [CLOSED CIRCUIT, July 29] that Gen. “Ike” Eisenhower be invited as principal speaker at NAB convention in October was taken up by NAB Executive Vice President A. D. (Jess) Willard. Gen. “Ike” would like to do it but all depends on travel schedule. He’s in South America now. Second tentative guest speaker at general convention session may be FCC Chairman Charles R. Denny, already booked to participate in Monday FM panel (story on page 91). Suggestion made that Commission head take part in discussion of program standards.

DON’T inter proposed new United States Network [BROADCASTING, Feb. 25, April 29, June 6] as dead duck. Floyd Odlum, Wall Street tycoon and head of giant Atlas Corp., still much interested and has been trying to inveigle Louis Wasmer, owner of KGA Spokane and one of West’s first broadcasters, to take over executive direction. There’s talk of upwards of $10,000,000 now rather than original $3,000,000 kitty.

REORGANIZATION of North Central Broadcasting System promised by John W. Bole [BROADCASTING, June 24 and July 1] may be completed as result of close meeting in St. Paul between NCBS officials and some 19 stations affiliated with regional net.

ANY DAY Attorney General Clark will announce appointment of former Senator C. C. Dill, of Washington, as special assistant to Attorney General in charge of legal affairs incident to Bonneville Dam project in Columbia River power project. Senator Dill, co-author of Radio Act of 1927 and Communications Act of 1934, was daddy of Bonneville and Grand Coulee developments while in Congress. He maintains his home and law practice in Spokane.

UNDERSTOOD last week that if General Motors does not manage to sign up Bing Crosby for a fall show, it will not use any radio for coming season.

TEST of FCC’s new Aveo rule, which gives public chance to match original bids in station sales, may come soon. Evansville-on-the-Air Inc. (WEOA, WGBP) planning petition claiming Aveo offer for WABW (FM) and WBBW Indianapolis cannot be duplicated by second-bidder Radio Indianapolis, since original

Upcoming


Aug. 16-17: NAB 15th District, San Carlos Hotel, Monterey, Calif.

Other Upcomings, page 88.

FCC Hearings, page 79.

Bulletins

NEGOTIATION meetings between representatives of four major networks and officials of International Alliance of Theatrical Stage Employees on new contracts for radio studio hands will be continued Aug. 14 in New York. Current contracts terminate Aug. 31.

KSDJ San Diego, scheduled to begin operations Oct. 1, will be CBS affiliate, giving network first outlet in San Diego, Parnell H. Gould, general manager, announced Friday.

KATE SMITH HEADS DRIVE

SISTER Elizabeth Kenny Foundation for Infantile Paralysis announced that Kate Smith has accepted national chairmanship of 1946 drive, beginning Nov. 31, for $2,000,000. Bing Crosby heads national executive committee.

FCC Adopts Interim Clear Channel Policy

PROCEDURE was outlined by FCC Friday providing for consideration of some clear channel applications with mutually exclusive non-clear channel requests without waiting for decision on breakdown or maintenance of clears.

Plan was disclosed in Public Notice recognizing “anomalous situation” which FCC hopes to resolve regarding clear channel classifications of 770 and 1030 kc and declaring present and future applications for these two frequencies—including KOB Albuquerque’s for 770 kc—will be put into pending files until clear channel issue decided.

Statement was considered by some to be straw in wind indicating some clear channels to be duplicated. Others saw no such implication, considering it was meant solely to expedite action by granting applications that can be granted now, regardless of outcome in clear channel proceedings. In any event, some sources said, decision on clear channel issues may be forthcoming before action could be had on many applications under new plan.

FCC noted some non-clear channel applications are “mutually exclusive with applications in the pending files requesting daytime or limited time operation on an adjacent channel which is a clear channel.” In such situations henceforth Commission will designate for hearing “all such mutually exclusive applications and will include an issue as to which, if any, of the applications should be granted.”

If non-clear channel applicant is found best qualified, FCC said, it will be granted and others denied. But if it appears that grant of clear channel application would better serve public interest (aside from clear channel issue), then others will be denied and successful (clear channel) application will be put into pending files until after decision in clear channel hearing.

FCC recalled its Feb. 4 notice providing for

Business Briefly

NOX ON ABC • Nox Co., Los Angeles (Cystex and Mendace) Sept. 8 starts Dr. Donfield, weekly half-hour mystery, on full ABC network, 3:30-4 p.m. EDT, with rebroadcast for Central, Mountain and Pacific time zones, for 26 weeks. Effective Sept. 29 time is 3:30-4 p.m. EST. Michael Dunn in lead, Walter Ramsey produces. Dick Wilkinson writes. Agency, Robert Raisbeck, Hollywood.

PICKS CBS • Prince Matchabelli Inc., New York, Oct. 6 returns Stradivari Orchestra on CBS, Sun. 2:30-3 p.m. It is reported Paul Lavalle, conductor, will not return to program. Agency, Morse International, New York.

MEL BLANC DEAL • Colgate-Palmolive-Peet (Colgate Tooth Paste) reported to have given Sherman-Marquette agency, Chicago, green light on sponsorship of Mel Blanc as fall replacement for Theatre of Romance CBS Tuesday 8:30-9 p.m. (EST). Blanc is Hollywood radio comic who has been Donald Duck, Bugs Bunny and other voices.

NAMES LOUDON • Vacuum Foods Corp., Plymouth, Fla., has appointed Henry Loudon Adv., New York, to handle advertising. Radio will be used.

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD
NEW WIRE RECORDER

BRINGS ON-THE-SPOT BROADCAST

TO WDGY's LISTENERS

The installation of a new wire recorder is but one of the steps we’re taking to build a better WDGY under the banner of the Stuart Stations . . . new features, new interest, new listeners. The wire recorder will make possible greater versatility in serving audiences in Minnesota and surrounding states with more special events broadcasts, sports events and other special features. WDGY is on the march. March with WDGY.

5000 Watts  1130 KC

WDGY

MINNEAPOLIS  SAINT PAUL

GORDON GRAY  MELVIN DRAKE  LEWIS H. AVERY INC.
Vice President & Gen'l Mgr.  Vice President & Station Manager  National Representatives

Page 6 • August 12, 1946
Vital Link—

The great wholesale produce market of Philadelphia's Dock Street is a vital link in the chain of distribution which moves fresh food from farms to families. It is the center from which the produce of thousands of farms is delivered to all parts of the city.

WFIL is a vital link in this distribution system, too ... a direct link between producer and consumer, between you and the people who buy your goods and services. It carries your sales story into the 1,200,000 radio homes in the WFIL coverage area.

This link is strengthened by a planned program of promotion and merchandising patterned to meet your special problems. Our promotion of your program wins listeners —our merchandising of your program wins buyers.

A WFIL PROGRAM plus PLANNED PROMOTION equals SALES SUCCESS IN PHILADELPHIA

ABC AFFILIATE

WFIL

First ON YOUR DIAL

The Philadelphia Inquirer Station

BROADCASTING • Telecasting
When the Boys Come Home

Service to those who served is the keynote of KOA's vital program, *When The Boys Come Home*. Every Friday evening, in cooperation with the Colorado State Veterans Advisory Council, KOA presents a program of valued information for all returning veterans and their families.

Thousands of servicemen and women are coming to Colorado to live; thousands more have homes in the vast Mountain and Plains States area. Actively supported by business, civic and governmental agencies, KOA offers competent discussion of veteran problems. Re-employment, the G.I. Bill of Rights, Insurance, Home Loans—these are only a few of the subjects on which veterans are given expert advice and genuine assistance.

Years of eminent service to the Rocky Mountain area have qualified KOA for its important role in reconversion. Years of service and results have made KOA the favorite of listeners and the first choice of local and national advertisers.

**FIRST IN DENVER**

**KOA**

50,000 WATTS 850 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY
Feature of Week

SO GREAT is the human interest pull of the Southern daytime serial, Just Home Folks, that when "Junior's" puppy died, within two days following the episode, Junior received 15 live puppies, three Persian kittens, a guinea pig, two turtles, six rabbits—and a bowl of goldfish!

The cast is remarkably "home folks" as it consists of the producer and author, Amanda Barnes, who plays Heroine "Ann Scott"; a daughter, Ridge, who has been playing "Junior" since she was 11; another daughter, Jean, who has been "Diane" since she was four. The serial's long history began in October 1932 on WWL New Orleans, and ran on that station for 1500 consecutive episodes until 1938. In 1939 the cast was chosen as good will ambassadors for the City of Miami Beach, Fla. and toured 24 Central, Southern and Eastern States, presenting sketches from the series on 100 stations. In 1940 the Georgia Light and Power Co. brought the show to WGST Atlanta where it ran until 1943 when it was sponsored transcribed for the 1943-44 season for Lydia Pinkham on WGST WAPI WMAZ WTOC WBRL WCOW KWKH, through Erwin, Wasey & Co. In November 1944 WBT put on the series as an audience builder—and holder. Just Home Folks is now back on WWL, 11:15-11:30 a.m. and will return to the air by transcription on a number of southern stations this fall. WWL sponsor is Blue Plate Fine Foods.

When the show went on its vacation from WBT, it had the highest rating of any program on WBT or on WBT's competition, local or network, sustaining or commercial, between 9:15 and 11:30 each weekday morning. It was aired at 10:45 a.m. The story is kept simple, and steeped in the atmosphere of the South. The cast is small, "folkay" and seems to be taken to heart by its listeners if audience response is a judge.

Sellers of Sales

THE MOST ardent volunteer fireman in tiny Ardsley, a Westchester County, N. Y. village, is Chester Carter Slaybaugh.

Mr. Slaybaugh has chased fires in Ardsley for a dozen years. Fortunately for his other enterprises, Ardsley is too small to support more than an occasional conflagration; so Mr. Slaybaugh finds time (and interest) to manage the radio department of Norse International, New York, and also to buy time for several of its clients. With such accounts as all Vick Chemical Co. products, Seaford Products, Prince Matchabelli and Vitamin Plus and with Ardsley fires demanding of his time, Mr. Slaybaugh is a busy man.

Before joining the advertising business in 1940 (as a timebuyer for BBDO), Mr. Slaybaugh was a banker for 12 years, the last part of his pre-advertising career having been spent as assistant cashier at the Central National Bank in Yonkers. N. Y. Although born in Cleveland, Ohio, he moved at a very early age to New York. He received his B.S. in economics at the U. of Pennsylvania.

In July 1943, he took over his present position. Currently, he has been buying 5, 10 and 15 minute shows for the Vicks Products for its advertising campaign starting Sept. 16 on about 100 stations. The Slaybaugh's (she is the former Leah Brown) have been married for 17 years. They have three children, Barbara, 14, Eleanor, 11 and Chester Jr., 7. The Slaybaugh's own a home in Ardsley.

Tennis is Mr. Slaybaugh's favorite sport. He was a member of the freshman tennis team at Penn. Occasionally he plays golf.

He also raises iris and has often thought of growing orchids but never seems to have enough time.

Civic-minded Chet has been trustee of the Village of Ardsley, and director of the bank in Ardsley. He is a member of the Lion's Club and the Radio Executives Club.
1000% INCREASE IN 5 YEARS!*

KFNF
The Friendly Farmer Station

Provides

Dramatic proof of the ancient adage—

"HE WHO SERVES BEST PROFITS MOST"

FOR KFNF HAS BEEN SERVING THE GREAT
FARM MARKET AROUND SHENANDOAH, IOWA,
BEST—SINCE 1924.

1000 W.

KFNF
Shenandoah, Iowa

920 Kc.

For availabilities, call FRANK STUBBS, SHENANDOAH, IOWA, Phone #1

* KFNF net broadcast income for July, 1946 was 31.4% above June, 1946—
63.2% above June, 1945 and more than ten times that of June, 1941
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

Maybe we're getting our story backwards, for this once—but there are times when a man (or a mouse!) can put too much steam into his efforts—and get a little carried away as a result!

When your F&P Colonel recommends a station, an availability or a spot-broadcasting program, take our word for it—you're getting the results of careful thought and seasoned judgment. We've been in this business for fourteen years. We know our stuff—including the fact that an ill-considered recommendation is poison for us as well as for you.

Too much to expect from a sales organization? Try us and see!

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOB
BALTIMORE: WCBM
BROWNSVILLE: KVAL
BUFFALO: WGR-WKBW
CHARLESTON, S. C.: WCSS
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVF
MINNEAPOLIS-ST. PAUL: WTCN
OKLAHOMA CITY: KOMA
PEORIA-TUSCOLA: WMBD-WDZ
RALEIGH: WPIT
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFBL
TULSA: KTUL
NAB Board Strengthens Industry Control

Committee to Study Plan to Revise Standards
By SOL TAISHOFF
ESTES PARK, COLO., Aug. 8—Taking a firmer hand in the conduct of radio's affairs the NAB Board of Directors in a three-day meeting concluded today authorized setting the machinery in motion toward more stringent self-regulation by broadening the range of NAB activities.

While no concrete action was taken on revision of the Standards of Practice, successor to the controverted Code of Ethics, the board recognized the need for tightening radio's programming and commercial structure by adopting a series of interrelated reports of committees which have studied the problems during the past year.

President Justin Miller was authorized to appoint a new Standards of Practice Subcommittee representative of all station classes to consider revision of the Standards of Practice as well as the old code.

The board authorized $3,000 for the study, with the report presumably to be made to the NAB convention at Chicago Oct. 21-24.

Scrutiny of Operations
Throughout the sessions, attended by all but two members of the 26-man board, there was emphasis on closer scrutiny of station operations. The influx of new stations, occasioned by the wholesale licensing of both new AM and FM outlets, it was evident, motivated the board's desire to spell out more explicitly the functions and obligations of stations and the need for constant vigilance lest the FCC attempt further to invade the field of program regulation and business practices.

At its concluding session Thursday the board took the action designed to give it greater scope and power in defining operating standards and in enforcing them through a proposed by-law amendment to be submitted to the membership at the October meeting. It proposes a new section to Article 8 of the by-laws (dealing with the powers of the board) to give it the right to originate and promulgate standards of practice or codes and to "adopt proper measures for the observation thereof."

Edgar Kobak, MBS president, attended a board meeting for the first time as an "observer." MBS joined NAB three months ago but Mr. Kobak declined to exercise his voting privilege on the ground that he felt networks should belong to the association but should not vote. He participated actively in the board discussion, however, particularly in connection with programming, audience survey and matters concerning policy.

Vying with the standards for top board attention was the FCC's proposed new transcription rule which would eliminate the requirement that recordings be specifically announced as such, provided there is no effort to deceive the audience. Hearing on the proposed rule is scheduled for Aug. 28 at which time NAB will state its position. Discussion centered around the suggestion that the rule be modified so "name talent" used on recordings in programs be identified as such. At the Wednesday session this suggestion was voted down 17-6, with the majority favoring the rule as proposed.

At the Thursday session, after protracted discussion, the board by the identical vote of 17-6 ordered NAB endorsement of the proposed rule (3.407) with the request that it be made permanent. It is presumed the board itself proposes to prevent deception through inclusion of provisions for proper identification of transcribed "name talent" in the revised standards or code.

Vote on Proposed Rule
Board members who voted for the proposed rule as written are understood to have been Campbell Arnow, WTAB Norfolk; M. H. Bonebrake, KOCY Oklahoma City; Fred Burton, WQAM Miami; Martin Campbell, WFPA Dallas; T. A. M. Craven, Cowles stations; John E. Petzer, WKZO Kalamazoo; John J. Gillin Jr., WOW Omaha; Michael R. Hanna, WHCU Itasca; E. L. Hayek, KATE Albert Lea, Minn.; Leslie C. Johnson, WIBF Rock Rapids, Iowa; Michael R. McGough, WGAL Lancaster, Pa.; Paul W. Morency, WTIC Hartford; G. Richard Shafto, WLS Chicago; William B. Smulich, KIEM Eureka, Calif.; Harry E. Spencer, KXKO.

HIGHLIGHTS OF NAB Board Meeting
Recommended by-law change empowering board to promulgate standards and adopt means for "observation thereof."

Endorsed proposed Rule 3.407 easing recording identification.

Approved AAAA standard contract form.

Tabled agency recognition bureau plan.

Urged creation of new class of operators to reduce hardship under FCC Rule 91-D.

Ordered study of "Oscar" plan but refused to grant funds and specified industry is not to participate in making awards.

Approved plan setting up and providing means for "observation thereof." 

Ordered completion of Employe-Employer Dept. staff.

Rejected $200,000 assessment on members for new headquarters building but directed study of dues.

Adopted proposed referendum amendment to Article 14 of by-laws to pave way for complete revision of constitution and by-laws.

FCC Creates New Hearing Section
TO EXPEDITE handling of the great mass of pending broadcast hearing cases, FCC is setting up a Hearings Section under Samuel Miller of the Law Dept., formerly in charge of the FM Section.

With awards of 700 broadcast cases now in hearing, FCC authorities explained, the Commission for some time has been concerned with the length of the time-lapse between completion of a hearing and issuance of a decision on the case.

To help solve this problem, attributed primarily to the unprecedentedly heavy work-load which has prevailed throughout the Commission since the war ended, the Hearings Section was formed and given the job of planning hearings schedules, seeing that arrangements are made for conducting the proceedings, and expediting the preparation of decisions.

Mr. Miller, whose new assignment was seen by industry attorneys as one of the most important in the Law Dept., will be responsible to Vernon L. Wilkinson, assistant general counsel in charge of the Broadcast Division, just as he has been in his post as chief of the FM Section.

The FM Section under Mr. Miller turned out an record-setting volume of more than 500 decisions in some eight months.

Supervisory
The Hearings Section's duties will be supervisory, not actually conducting hearings itself. Hearings examiners and Commission counsel for the various proceedings will be drawn, as in the past, from the Broadcast Division and other departments as needed.

Establishment of the new section has not been formally announced and was understood to be still in the process of organization, although Mr. Miller and a group of assistants have already gone to work on the mass of hearing cases. Evidence of this was seen in the handling down of some 12 or 15 proposed or final decisions—a decided increase over "normal"—during the last 10 days.

Among the estimated 600-700 broadcast cases now in hearing, the great majority—from 400 to 500, it was estimated—are AM applications and about 125 involve FM. Only a handful of television applications are in the list.

The extent of hearings work became evident late last year when the Commission prepared what was then its heaviest hearings calendar, containing 268 applications for consideration during the first three months of this year. The calendar for the next four months scheduled approximately 300 applications.
Kesten Resigns Post at CBS; Will Remain as Consultant

FORCED to temporary inactivity by ill health, Paul W. Kesten last week resigned as vice chairman of the board and a director of CBS.

Mr. Kesten had been absent from the network several months. In explanation of his decision to resign, he advised the Columbia board that "during the past several years of my services to the company I have been steadily overdrawing my reserve of health and energy due to persistent arthritis."

The restoration of his health, he said, required his freedom from "regular corporate responsibilities."

"As for my future plans," he said, "I hope to do some of the things I didn't have the time to do when I had the energy — or the energy to do when I had the time. I leave the close, day-by-day association with members of the CBS staff with deep personal regrets."

Mr. Kesten will continue to serve the network in a consulting capacity, it was announced.

As the wartime executive vice president of CBS, Mr. Kesten was operating chief of the network during the absence of William S. Paley, then president, who was in European war service for the OWI and sales promotion.

In December 1943, he was elected a vice president; in May 1937, he became a director, and in October 1945, he was named executive vice president.

Spalding to Place

A. G. SPALDING & BROS., Chicopee, Mass., Sept. 7-8 will sponsor two broadcasts of the national tennis championship matches from Forest Hills, L. I., N. Y., on 30 stations throughout the country, aired 3-5 p.m. "on both days."

Agency for Spalding is Hanley, Hicks & Montgomery, New York.

Schenley on CBS

SCHENLEY DISTILLERIES Corp. (Cresta Blanca Wine) starts sponsorship of Hollywood Players on Sept. 3, 9:30-10 p.m. on CBS. The show will feature eight movie actors and actresses who will pick stories in which they will star. List includes Bette Davis, Paulette Goddard, John Garfield, Joan Fontaine, Claudette Colbert, and Gregory Peck. Schedule is 7-8 p.m. October 1.

BROADCASTING • Telecasting
Juggling of AM Assignment Unlikely

Separation Requirement Expected to Stand
In Most Cases

FCC MADE IT PLAIN last week that it intends no "general reshuffling" of broadcast assignments now to provide for more AM stations.

On that ground the Commission indicated it would not lower the minimum separation requirement for assignments in the same area from the present 40 kc to the proposed 30 kc, except where new stations can be added without changing assignments of existing stations.

Otherwise it appeared after Monday's oral argument on the proposed new AM engineering standards that (1) new standards would be adopted, and (2) generally they would follow the lines suggested in the "revised draft of proposals" worked out in the July-15 industry-FCC engineering conference [BROADCASTING, July 22, 29].

Delay in Domestic Use

Acting Chairman Charles R. Denny Jr. and Comr. E. K. Jett suggested the Commission might make whatever modifications it deemed advisable in the proposed new standards and then adopt the "whole document" for use in making recommendations for the 1947 renegotiation of NARBA and for use in deciding the issues of the clear channel proceedings.

But it appeared that use of the new standards in processing domestic applications would be delayed. Commissioner Jett indicated that existing standards might be followed until NARBA signatories' reaction to the new plan could be learned, but noted this would not necessarily require waiting until the present NARBA expires in 1949. Chairman Denny, noting that an "impossible" situation would result if applications filed on the basis of existing standards had to be sent back and re-worked in the light of new standards, thought it might be possible to begin earlier to draw upon the new plan for points that would help improve broadcast service and yet not require re-working of pending applications.

Some members thought that formal notice would be given before new standards are put into use either in whole or in part.

FCC Chief Engineer George P. Adair pointed out that additional details of the proposed plan must yet be worked out and that he thought new standards should not be "suddenly thrown in" for domestic use.

Some decision on the final form of the standards may be announced before the end of this month. Meanwhile, no further clear channel sessions are scheduled until September, when formal proposals will be made and loose ends of the extensive proceedings will be wound up.

One of the chief objections to the revised draft of standards came from the Commission itself, directed against the plan to allow assignment of stations in the same area on channels as close as 30-kc separation (present minimum is 40 kc).

Reallocation Necessary?

"I think you're opening the door to reallocation of broadcast frequencies" in suggesting 30-kc separation, Commissioner Jett told FCC Engineer H. Underwood Graham, who presented the revised plan as it was agreed upon in the engineering conference. Reallocation, he said would be necessary in order to take full advantage of the 30-kc provision and general re-shuffling would involve NARBA.

Mr. Denny said he could understand a 30-kc separation might be recommended "if we were starting over again, at the present advanced state of the engineering art." But in view of the more than 1,000 stations on the air and construction permits outstanding for others, he questioned the advisability now, particularly, he said, since some of the problems (cross-modulation etc.) which would be involved are known while the extent of benefits is unknown.

In response to a question by Commissioner Jett, Mr. Graham said the engineering conference had not considered, in the light of FM prospects, the advisability of a complete re-shuffle of the broadcast band to provide "several hundred" more AM stations.

Chairman Denny said the standard could be kept at 40 kc with a "note" that applications involving 30-kc separation will be considered if they would not re-assign existing stations, but that it should be made plain no general reallocation of assignments will be permitted.

It was apparent at the oral argument, heard by the Commission en banc, that most of the objections to the original proposal had been eliminated in the engineering conference and general agreement prevailed on revised draft.

The proposals covered calculations of resulting interference and of urban populations served, adjacent channel ratios, computation of permissible interference to skywave service, variation of noise levels, and latitude effects on skywave interference and service, as worked out in the engineering conference and summarized in the July 22 issue of BROADCASTING.

Mr. Graham pointed out that the new plan would give Alaska, Hawaii and Puerto Rico the status of "foreign nations" so far as assignments on Class 1-A clear channels is concerned. Thus stations in those territories could be assigned for Class 2 operation on U. S. 1-A channels if they meet the requirements imposed on Canada and other NARBA signatories for Class 2 use of U. S. 1-A's.

When Mr. Graham noted that the differentiation between Class 1-A and Class 3-B stations would be dropped, with all Class 3 outlets to be protected to the 2.5 milli- volt contour (as compared with 4 millivolts protective separation for 3-B's under existing standards), Chairman Denny said two classes of regions might still result— (Continued on page 80)

Wichita Falls Won't Buy FMless Sets

KTRN Promotion Sells Texans on Many Advantages

IN WICHITA FALLS, Tex., two radio dealers each have a beautiful console-model postwar radio set and can't sell it.

The reason is that neither of the sets has FM, and Wichita Falls, because of an outstanding promotion campaign, has become one of the most FM-conscious communities in the United States.

Robertson Behind Promotion

The man who conducted the campaign is W. W. (Bill) Robertson, veteran engineer and radio executive, who will manage a new FM station, KTRN, when it goes on the air in Wichita Falls about Oct. 15. Owner of the station is the Wichita Daily Times and News Record.

Mr. Robertson, recently with NBC in Cleveland, has been in radio for 18 years and was engineer of KGKO Wichita Falls in 1930-32. Later he was in charge of construction of four radio stations in West Texas.

When his station goes on the air Mr. Robertson wants an audience. To get one he has been campaigning since February. He started in on the dealers. "If they could be sold on the idea that FM was a money maker for them," he said, "then they would put the pressure on the manufacturer to produce more FM sets and to ship a large proportion of them to territories where FM is available."

Each Sunday since Feb. 11 an article has run in the Times, explaining FM to the public and urging customers to ask their dealers about it. Mr. Robertson's next step was to invite all the dealers in the area to a dinner at which a General Electric engineer...
## Southern California Achieves Success In Method
### By DEAN JOHNSON
Counsel for Southern California Broadcasters Assn.

JOINT negotiations between radio stations in a given area and a given union may be the answer to your labor relations. At least, stations in the Los Angeles area have found it so.

Until two years ago, the independent stations of Los Angeles conducted individual negotiations with two labor organizations, one representing announcers and the other representing technicians. As an aid understanding such a negotiation, consider the varied power of the principals:

- **KHEF Long Beach**: 10,000w, full time
- **KRAM Los Angeles**: 5,000w, full time
- **KIEV Glendale**
- **KORD Hollywood**: 10,000w, part time
- **KRKD Los Angeles**: 2,500w, full time
- **KFWB Hollywood**: 1,000w, full time
day light
- **KFIV Glendale**: 2,500w, full time
- **KMPX Hollywood**: 10,000w, full time
- **KXLX Pasadena**: 10,000w, full time
- **KKNJ Hollywood**: 1,000w, full time
- **KPAX Long Beach**: 1,000w, full time
- **KXLA Pasadena**: full time

Although negotiations were carried on with identical unions and all stations employed people from the same labor market area, an extreme variance among contracts of the several stations developed. Terms covering salaries and working conditions varied greatly.

Stations recognized that differentials in compensation should exist. The degree of variance, however, should be determined by power, coverage, rate cards, time of operations and other related factors of the respective stations. Yet it was felt that differentials beyond the 12 independent stations did not reflect such criteria.

A solution was deliberate opposition to these criteria by the American Federation of Radio Artists (AFRA) or the International Brotherhood of Electrical Workers (AFL), who had for reasons peculiar to each negotiation sought or settled for varied rates for their membership at each station.

In an effort to eliminate the grounds of dissatisfaction, the first step was arranged with AFRA. By it, 12 stations settled announcers' scales at once by joint negotiation. This was more than two years ago.

A joint consideration provided the first mutuall satisfactory terms, effective March 1, 1944. These agreements were again the subject of negotiation in spring of this year. In complete accord was obtained, producing a general extension of earlier agreements with modification only as to salary rates extending to a term which ends on Sept. 1, 1947.

The first time, mutual consideration of contracts was conducted in negotiations with IBEW. Management and IBEW have just concluded an agreement covering wages and working conditions of technicians.

There are, of course, practical problems in the path of joint negotiation. The primary one is to obtain agreement among the several station managers upon a uniform approach which must precede any final agreement which will be mutually acceptable.

To this end, the Southern California Broadcasters Assn. first calls all station managers together for a joint meeting to consider any first proposal submitted to the individual stations by that union. Generally, several meetings are held, attended by all managers. During such sessions, union proposals are thoroughly analyzed and discussed.

At such meetings, each manager calls attention of the entire group to certain problems of operation peculiar to his individual station. In addition, the history of past negotiations are reviewed to uncover discrepancies of past agreement. On such matters, the entire group attempts to establish a uniform position acceptable to union and station.

When SCBA agrees upon a counterproposal a committee of three is named to deal directly with union representatives and arrange with them on terms of new agreements. By this time, the committee is fully conversant with individual problems and attitudes of all station managers and so possesses full authority to determine the shape of final agreement with union.

After meeting with union representatives and obtaining agreements on certain aspects of contract and none on others, the committee reports back to full meeting of all managers. To date, it has never been necessary for the entire group of members to meet with union representatives; instead each agreement reached has been effected by the committee meeting with union representatives.

Such a procedure does take time, but it is consensus that this method is better than individual negotiations with each station. For, in this method, this same goal is equally desirable to the unions.

Careful consideration of conditions in one labor market area enables individual stations to develop standards in line with local conditions. Furthermore, patterns of comparable stations elsewhere in the country may likewise be studied as a satisfactory yardstick. Through careful study and resulting agreement greater amity prevails in ranks of management and labor.

One difficulty peculiar to negotiation (Continued on page 82)

## Bulova Plans to File for Sale of WOV

### Application for WNEW Facilities Dropped By Paulists

**PETITION for sale of WOV New York by Wodaam Corp., licensee, to an undisclosed purchaser will be filed with the FCC within a fortnight, Arde Bulova, majority stockholder, testified last week during hearing on the renewal of license for WNEW New York, which he also controls.**

His disclosure came shortly after John J. Sirica, Washington, counsel for the Missionary Society of St. Paul the Apostle, New York, announced he would file motion to dismiss without prejudice the Paulists' petition for a construction permit for the facilities of WNEW [CLOSED CIRCUIT, Aug. 5]. Mr. Sirica filed the formal motion on Thursday.

**FCC Likely to Wait**

Pending before the U. S. Court of Appeals, 2d District, Brooklyn, is an appeal of Murray and Meyer Mester, Brooklyn oil merchants, from a Commission decision denying transfer of control of WOV to the Mester brothers [BROADCASTING, July 1]. Whether the FCC would act on any new application for transfer of WOV pending outcome of the appeal was problematical, although informed circles pointed out that under the new FCC "auction" rules, the sale would have to be advertised for 60 days and the court had to hand down a decision within that time.

Commission sources said, however, that the FCC likely would honor the appeal, electing not to accept any applications for transfer while the WOV-Mester case is in litigation.

In announcing his intention to withdraw application of the Paulist Fathers, Mr. Sirica read into the record a letter dated Aug. 2 from Rev. James F. Cunningham, CSP, superior-general of the Paulist Order, requesting him to file motion for dismissal "without prejudice." Pointing out that the Paulist Fathers have a "change of administration" within the past six weeks, Father Cunningham said: "Upon mature consideration and in view of other undertakings we have a new administration. Under undertakings were not contemplated at the time we filed application to own and operate a full-time radio station, it has been decided that we must withdraw our application for a hearing now pending before the FCC. . . . We wish to withdraw from this activity as the present administration does not feel itself in a position to successfully prosecute the case or commit itself, at this time, to the financial outlay involved."

When he presented Father Cunningham's letter Mr. Sirica told FCC Examiner J. Fred Johnson that when he entered the Paulist case in April 1945 "I felt the Paulist Fathers had a real case against Mr. Bulova," adding, "I am more convinced at the present time that the Paulist Fathers have a very strong case, but in view of the action taken by my client, there is nothing I can do but withdraw."

Mr. Sirica was general counsel of the House Select Committee to investigate the Radio Corporation of America and participated in an investigation of the 1937 sale by the Paulist Fathers of WLWL New York to Mr. Bulova.

Mr. Sirica asked Harold Lafront, official of the Bulova Corporation, to verify the sale of the station. Harold Lafront who, in the WORL decision, the Commission said was guilty of 17 misrepresentations of fact and refused to renew the license of WORL. On the stand, Mr. Lafront testified he was. John McCoy, FCC counsel, moved that the Commission take judicial notice in the WNEW renewal pro- (Continued on page 82)
WHO GETS A 9.5 MORNING HOOOPERATING IN 11 IOWA CITIES!

(THE'S A 46.7 "SHARE OF AUDIENCE"!)

Everybody knows that "WHO does a good job in Iowa". But HOW good? To get the facts, WHO had Hooper survey eleven Iowa cities, ranging from 30 to 146 air miles from Des Moines, making a comparison of these cities with the regular C.M. Des Moines report. Seven of these "outside zone cities" have their own local stations. PROVED—that WHO, even at its lowest point, gets a minimum of 40.9% of this "outside zone" audience—and from there the WHO share of audience goes all the way up to 68.6%!

Here are the summaries for the eleven-city "outside zone":

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WHO Rating</th>
<th>Share of Aud</th>
<th>Other NBC Rating</th>
<th>Share of Aud</th>
<th>All CBS Rating</th>
<th>Share of Aud</th>
<th>All ABC-MBS Rating</th>
<th>Share of Aud</th>
<th>All Others Rating</th>
<th>Share of Aud</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM to NOON Mon. thru Fri.</td>
<td>9.5</td>
<td>46.7</td>
<td></td>
<td></td>
<td>3.4</td>
<td>16.9</td>
<td>6.6</td>
<td>32.4</td>
<td>0.8</td>
<td>3.8</td>
</tr>
<tr>
<td>NOON to 6 PM Mon. thru Fri.</td>
<td>11.8</td>
<td>51.5</td>
<td>0.2</td>
<td>1.0</td>
<td>3.8</td>
<td>16.5</td>
<td>6.2</td>
<td>27.0</td>
<td>0.9</td>
<td>4.0</td>
</tr>
<tr>
<td>6 PM to 10 PM Sun. thru Sat.</td>
<td>22.3</td>
<td>54.0</td>
<td>0.3</td>
<td>0.9</td>
<td>6.0</td>
<td>17.3</td>
<td>5.9</td>
<td>17.0</td>
<td>0.4</td>
<td>0.8</td>
</tr>
</tbody>
</table>

If you are interested in Iowa coverage, you ought to have a copy of the complete Hooper Report. We will gladly send you one—or ask Free & Peters.

WHO + for Iowa PLUS +

Des Moines . . . . . . . . . . 50,000 Watts
B. J. Palmer, President . . . . J. O. Maland, Manager
Free & Peters, Inc., National Representatives

BROADCASTING • Telecasting
Petrillo Brief Date Moved to Aug. 15

POSTPONEMENT until Aug. 15 for filing supporting briefs in his motion to dismiss charges of violating the Lea Act was granted last week to James Caesar Petrillo, president of the American Federation of Musicians.

Mr. Petrillo originally had been given until Aug. 5 to file briefs in support of his motion for dismissal and the Government had been given until Sept. 9 to reply [Broadcexting, July 22]. Under motion granted last Monday by Presiding Judge William Campbell in Petition 426, WBTM Radio, Danville, Ill., the music czar has until Aug. 15 to file supporting briefs and the Government until Sept. 19 to reply.

More Time Needed

David Katz, counsel for Mr. Petrillo, said additional time was necessary to prepare his briefs because of the contention that the Lea Act is unconstitutional on at least three points—that it violates the First, Fifth and Thirteenth Amendments to the Constitution.

After the Government reply is filed Sept. 19 the court may designate the case for oral argument, then hand down a decision. Should the dismissal motion be upheld the Government is expected to take the case direct to the Supreme Court on a constitutional issue, inasmuch as defense has admitted the facts.

A bill of criminal information, charging the union chief with violating the Lea Act in his strike against WAAF Chicago, was filed June 10 by J. Albert Woll, U. S. District Attorney for the Northern District of Illinois [Broadcexting, June 17]. When the case reaches the hearing stage Attorney General Tom C. Clark will assign a special assistant Attorney General to represent the Government [Broadcasting, July 22]. Mr. Woll is the son of Matthew Woll, second vice-president of the American Federation of Labor, with which the AFM is affiliated.

CIO TEXTILE UNION ORGANIZING RADIO

NEW union entered the broadcast- ing field with the recent agreement of the CIO Textile Workers Union of America and Press Wireless Inc., worldwide radio communications agency, last week.

The workers are members of the American Communications Association (CIO). Their move resulted from what a union spokesman described as a lack of willingness on the part of the company to arbitrate differences arising since the end of the war.

By the end of the week no move on the part of the company or the union toward reaching a settlement had been announced. The union evidently expected a long strike, had a war chest of $50,000 and from the other communications unions in the country came the promise of a 5% assessment on members' wages to aid the Press Wireless workers.

Clairs Defer

Although the union claimed by the end of the week that company facilities had been slowed down as much as 50%, company officials said their national offices were working at about 80% of normal efficiency. The company said it had pressed into service clerks, stenographers and other general office help to fill the breach. Executives and supervisory workers were also operating Press Wireless equipment.

The men and women of ACA left the third week with no indication of a settlement. They are members of the American Federation of Musicians.

PUBLIC service worked both ways in Athens, Tenn., during election rioting in that city [Broadcasting, Aug. 5], when dozens of armed civilians turned out to protect the transmitters and studios of WLAR against the rumor that some local politicians were going to attempt to recapture the city. The new station had been on the air all through the night as veterans stormed the jail and then the local government disseminated orders.

Licensed less than a month before the rioting, WLAR was located across the street from the voting precinct where trouble started. The main excitement at the county jail was within 100 yards. Chuck Redfern, manager, and Jim O'Donnell, program director, were aided by Neil Ensminger, Wild Bill Knowlton, who was operating Press Wireless, and from similar groups in Britain, as to what action they will take to support the strikers.

Federal Conciliator Frederick A. Knowlton, at a series of meetings tried to avert the walk-out on Tuesday evening, had suggested the deadline for the discharges be delayed a few days in order that arbitration would have a chance. The company insisted that 12:01 a.m. Wednesday deadline be kept, saying it had already moved its lay-off deadline up two days from Monday. Wednesday morning the workers moved out of the Press Wireless buildings and immediately began picketing.

300 Press Wireless, Other Workers Continue Operations

A NATIONWIDE walk-out by more than 300 employees of Press Wireless Inc., worldwide radio communications agency, began last week. The workers are members of the American Communications Association (CIO). Their move resulted from what a union spokesman described as a lack of willingness on the part of the company to arbitrte differences arising since the end of the war.

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HOPE SEEN FOR END TO STRIKE AT WOAI

HOPE for early settlement of the AFM strike at WOAI San Antonio, as was held as the musicians’ union went into the second week of its walkout. This hope, heard in broadcast circles, was based on the fact that the AFM has understood the need to complete the defense against WAAF Chicago, as to what action they will take to support the strikers.

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Chicago Directors Guild Requests $100 Base Pay, Plus Fees of Net Stations

DEMANDS covering minimum wage pay and conditions surrounding contracts between employers and employees were presented Tuesday to the NBC Central Division by the Radio and Television Directors Guild of Chicago.

The Guild, an independent organization headed by Burr Lee, Chicago, director, met with E. (Chick) Showerman, NBC Central Division vice-president and general manager, to discuss proposals similar to those made earlier to WBRM-CBS [Broadcasting, Aug. 5].

Base Pay $100

Among the conditions it asks to be recognized are autonomous membership of all NBC directors and producers, and a base pay of $100 per week. In addition, the guild asks minimum fees for commercial programs as follows:

Local commercial—Half-hour $10; quarter-hour $5; five minutes $2.

Network commercial—Half-hour $15; quarter-hour $10; five minutes $5.

The union said such fees were not to include news programs, E7s, local or regional cut-ins, partial origination or spot announcements.

The guild also asked for pay increases of 15% for each successive week to exceed five years, three weeks vacation with full pay and sick leave. If the network is forced to dismiss a member, four weeks advance notice must be given, or four weeks pay in lieu of notice.

Officers of the local directors guild, which Mr. Lee said numbers 65 members, include Lyle Barnhart, program director; WOAI Local Lateau, NBC, secretary-treasurer, and the executive board members, Harry Dubecz, NBC; Herb Futran, freelance; Howard Wahl, WLS, and Phil Bowman, W. Walter Thompson Co.

Mr. Lee said notices had been sent to CBS, ABC and NBC that staff directors and producers had voted to recognize the R&TDG as an exclusive bargaining agent. CBS last week called on the NLRB to conduct a vote among network employees which was won unanimously by the guild. No such request is expected to be made by NBC, it was understood.

Armed Men Guard WLAR During Riot

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SINGING home weather man commercials, “Fair and Warm,” and “Fair and Milder” will begin this week. The Broadening, Chicago actor-director, met with I. Knowlton, who unsuccessfully tried to desire a clause in the contract covering its use.

The program, which was held as the musicians’ union went into the second week of its walkout. This hope, heard in broadcast circles, was based on the fact that the AFM has understood the need to complete the defense against WAAF Chicago, as to what action they will take to support the strikers.

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When the Ohio River starts on a rampage, whole villages pile out to fill in the levee to keep the river away from their door. It’s panicky stuff ... and every time someone asks why something can’t be done about it.

There’s a lesson for business in that picture. When the flood of competition starts to rise above the old high-water mark ... don’t start then to sandbag him. Be ahead of him ... don’t let him get out of hand first.

In Baltimore we’ve helped a lot of smart advertisers keep ahead of competition. We’ve helped them reach the greatest number of radio listeners at the lowest cost, for years. Our station is W-I-T-H ... the successful independent in this big five-station town. Put W-I-T-H to work now ... and you’ll be ahead of the game. Facts prove it.

Tom Tinsley, President

WITH

and the FM Station W3XMB

Baltimore, Md.

August 12, 1946
Entire West Is Enjoying Industrial Vigor

Whole Area Closely Knit; Economic Activity Reaches High Level

By ROBERT J. MCANDREWS

NBC Western Division Advertising & Promotion Manager

IN OREGON 1,296 new business concerns were licensed in the four-month period, November 1945-Feb-
ary 1946. That report from the office of the Governor symbolizes the industrial and econom-
ic vigor of the state. Expansion rests on the permanent base of lumber, fish and agriculture. Oregon has the largest remaining stand of timber in the United States. In its Columbia River Basin, which includes parts of southern Washington and Idaho, are 450,000,000 board feet; 81 bil-
on feet were cut in 1944, more than in any other region of the country. New methods of salvage are making even cut-over lands productive. Agriculturally, the State has one especially pregnant index of market stability: 85% of its 64,000 farms are owner-oper-
ated. Gross farm income is $289,943,000 (Sales Management).

Lumber Capital

As a market, Oregon has 1,214,-226 civilians (Dept. of Commerce, 1944) with an effective buying in-
come of $1,746,808,000 ($259 per capita) and retail sales of $879,-735,000. Population has increased 11.4% since 1940. Bank deposits total $929,000,000 (Sales Management).

Wartime industrialization centered in Portland, where 888 new factories located between Novem-
ber 1945 and February 1946, lured largely by industrial and hydrotic power in the nation. Earmarked for 1946 is $32,500,000 industrial construction in the city alone. In communities like Rose-
burg, Longview and Eugene an actual labor shortage is reported.

Literally the lumber capital of the world, it is the focal point of the growing plywood industry. The Commission of Public Docks has just obtained a property capable of handling for shipment 32 million feet of lumber.

Fifty-eight per cent of all Port-
landers own their own homes. Re-

Syphon and planes yesterday, Alaska and the Orient tomorrow symbolize western Washington economically and its potential for agriculture, and the power of Grand Coulee symbolize the eastern part.

The Dept. of Commerce esti-

mated 2,055,878 civilians in Wash-

ington in 1944—18.4% more than the 1940 census. Sales Management says they made $3,048,000,000 that year ($1,488 per capita), $472,979,-

000 of it from the farm, and spent at retail $1,500,644,000. Bank de-

posits total $1,603,000,000 (Fed-
eral Reserve).

Washington farms are 67.1% elec-
ted while the national average is only 32.6%. Farm customers there use 2,558 kilowatt hours an-

tually, more than double the na-
tional average. Two and one-half billion pounds of milk come from Washing-

to. So do 7 billion board feet of lumber and 1,250,000 tons of wood pulp, one-tenth of the nation’s supply (more than that contributed by any other crop). Pulp and paper payrolls jumped from $4,800,-

000 in 1927 to an estimated $30,-

000,000 this year.

Washington’s business is cente-
rated in the Puget Sound coastal section. Within a 50-mile radius of Seattle are a million consumers with 65.39% of the State’s effect-

ive buying income and a per family average of $4,789—104% bigger than the national figure. Se-

attle itself had a 1944 population of 480,000; Spokane, 155,000; Ta-

coma, 142,000.

Boeing, the shipyards, and other fac-
tories which put the city in the top two-score of WPB wartime manufactu-

ring areas are still produ-

cing or reconvert-

ving.

Big Food Industry

Food processing is big and grow-
bigger. Washington state ap-

plies are a multimillion dollar in-
dustry and a national advertiser. 28,000 carloads of one-fourth of the nation’s wheat, originate there an-

nually. Yet the orchards are second in value to the huge wheat crops of eastern Washington. Pictew-

t Frozen Foods is an expanding new-

comer, concentrating on chicken, Brown and Haley candy, Olympia and Sick’s beers, Albers Milling

and Fisher flour are heavy re-

gional advertisers. Turkey popula-

tion is 1,248,000—second only to California.

Industry between Seattle and Tacom-
a is a $10,000,000 airport, third largest in the country. Sears Roeback has started a $1,500,000 Seattle store. Marshall Field is ex-
panding $5,000,000, and the tele-
phone company is plowing $14,-

000,000 into new business.

Over in the Spokane “Inland Em-

pire” country, Henry J. Kaiser has been granted a lease to operate two huge aluminum plants built by the Government for Alcoa operation during the war. Swift has just purch-

ased a big local packing plant facing competition from Armour. Two billions of Government money produced plutonium at the Dupont Hanford plant. And the Bu-

(Continued on page 74)
WHERE PROGRAMS GET TOP RATING

KLZ
DENVER

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION
Twice Missing, Bell is Back After 19 Years in Orient

By MARY ZURHORST

IT TOOK two atomic bombs to get Mutual's Don Bell back to the States after 19 years of covering the Orient and the Pacific. With the exception of one short visit in early 1945, he has been away since 1927, and is probably the only network correspondent twice reported missing—and twice came back to tell his story.

“It will take a while to get reacquainted with the people in the U. S.,” he said while visiting WOL Washington after his return. “I want to know what they are thinking, if they are becoming engulfed again by local, internal problems, or if they have become aware of their place in the world—and their importance to the other peoples of the world.”

His last assignment before flying back was coverage of the two atomic bomb tests at Bikini. He will probably stay in the U. S. for the present.

Regal Trophy

Despite the fact that he has had one of the most colorful—and dangerous-careers of any network correspondent, he is a remarkably modest, almost reticent man. For example, he had smoked three or four cigarettes from his woven grass cigarette case when asked if he had smuggled in communications equipment. He had once been given to me by King Juda.”

King Juda is the Harry Truman of Bikini.

Don Bell of Hutchinson, Kan., covered China for a number of years as an NBC correspondent and newspaper man. He has interviewed Chiang Kai-shek and Madame Chiang several times, along with other officials in the Orient. In 1938 he went to Manila and became news and special events director of KZRH. He was also NBC correspondent there.

On Dec. 9, 1941 he was at Nichols Field near Manila when the Japs bombed that field. For excellence of his eye-witness reporting he was awarded the Headliner’s Award for 1941.

“The Army told me to wait around after that,” he said, “and stay on the job until there were no more facilities for broadcasting. I was to take over as the Voice of Freedom.” But the general who had my orders in his pocket was killed, and in a few days we blew up all the radio equipment so the Japs couldn’t use it. They were getting closer, and there was nothing to do but wait. Then they came.”

With his wife and two children he was interned in Santo Tomas prison camp, along with Bert Silen, KZRH general manager, also an NBC correspondent. “The natives smuggled communications equipment to us,” he said, “and before long we had a PA system going that covered the camp. The Japanese officer who was our censor knew very little English, so we got a lot of messages across right in front of their ears.

Pun Fooled Japs

“I’ll never live down the message I read when we heard—through our own underground—that the Army had landed at Leyte. We foolishly brought in the script, ‘better Leyte than never.’ Only in the written script it was ‘late’ and the Japs never noticed. Another device was to question the Japanese with some of our underground information, get vehement denials from them, then report, ‘It was denied today that the 37th Division landed at 6 a.m. this morning at Lingayen Gulf. And the whole camp would know it was true.’

The Jap had a price on his head. But he was registered under an ‘assumed’ name—his own real name, Bebie. His captors were never the wiser though practically the whole camp knew the secret.

He was in the camp “three years, one month and one day,” and immediately upon liberation went back into the fight, this time as a Mutual correspondent.

When he heard of a Navy bomb mission taking off, he arranged to go along. The plane was shot down over China and for 11 weeks he tramped through the desolate mountains. Aided by Chinese guerillas he finally returned to civilization.

Flown for Treatment

The experience left him in pretty bad shape physically, so he was flown—around the world and across the Atlantic—to the States for hospital treatment. Enemy installations in the Pacific made the long way home necessary.

In six weeks he was back in the Pacific, after sandwiching in coverage of the first UN conference in San Francisco. He had been covering the occupation of Japan until the time of the Able and Baker atom tests at Bikini.

In all his experience he says his favorite story is one that came out of his home town. “After I came back last year,” he says, “I was given a big party—and some cash—out at WGN Chicago. On the train en route to Hutchinson, Kan., someone came into my room and took practically every cent I had. That night at a dinner for me they introduced me with, ‘Eighteen years ago Don Bell left Hutchinson with not a nickel in his pocket. Now he has returned... with not a nickel in his pocket.’”
Sales for your product and the famous, fighting King Salmon have things in common... both abound here in the Seattle-Puget Sound Country... they're big, and both respond to the most attractive appeal.

The big sales are here because income in this concentrated sales pool is far above the national average. More than a million people live here... with total effective buying income of TWO BILLION DOLLARS. People here are responsive to advertising, and particularly to KOMO... the accepted, appealing, exclusive voice of NBC in the Puget Sound region. RESULT... for KOMO advertisers: SALES... KING SIZE!
Another Engineer Speaks His Mind

WTCN-FM Technical Director Reviews FM Argument

By JOHN SHERMAN

Technical Director and Chief Engineer of WTCN, WTCN-FM Minneapolis

I HAVE just reread the article "Engineer Presents FM's Other Side" by Homer A. Ray, chief engineer of KIRO Seattle [Broadcasting, July 22]. I admire Mr. Ray's effort to settle the seemingly disputable points left up in the air about FM by the recent utterances of Major Armstrong and Mr. Shouse. I am encouraged to speak to underscore most of the points made by Mr. Ray and in justice to "the FM System" of broadcasting, to emphasize an advantage or two of "the FM system" perhaps inadvertently overlooked by Mr. Ray and which should be included in any FM story.

The general criticism that I would like to make of most of the "pro" or "con" articles concerning FM or television is that it sometimes makes a difference from where the author sits at the time of writing. By this I mean, if the author has wide AM coverage as a class I or II or a low frequency regional station he may not be very warm to the installation of an FM station.

On the other side of the ledger, if the author is concerned about the limitations of AM area coverage, particularly at night, of a high band regional or local broadcast station or hopes that the public will soon enjoy the improved FM reproduction characteristics, he may find advantage in the "FM system" otherwise overlooked. I would like to see all such articles review the whole truth or at least as much of the complete story as we now know it.

Mr. Ray asks whether the building of a "powerful FM station is the right thing to do from a business viewpoint." In this regard, note I refer to Section 303 of the Communications Act of 1934, as amended, paragraph (g). This paragraph is under the title of General Powers of the Commission and states that "the Commission from time to time . . . shall—" (g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

The FCC has adopted FM rules and standards as well as television rules and standards only after much successful experimental and developmental work had been accomplished in these fields. By so doing, it is obvious that the FCC was carrying out the mandate of the Act. We need only remember the statements of Paul Porter at the IRE Winter Meeting in New York in January or the recent FCC warning that FM construction must move [Broadcasting, July 29] to be sure that FM is really here and the public interest is going to be served by FM broadcasting stations.

I agree with Mr. Ray that the frequency response of the progressive and maintained AM stations is better than the 30-10,000 cps. required by the AM standards. However, I do not agree that even a good minimum of the percentage of the AM radio receivers in use today are anywhere near flat to 5000 cps. Besides tests which I have made on the better AM receivers may I refer to a letter which I recently received from one of the}
Here at last is a show to land that hard-to-get men's wear sponsor on the dotted line!

Starting first week in September, sponsorships going fast — Quick Action Urged

Preliminary announcement to stores all over the country brought enthusiastic response and the first show will hit the air in September with a large list of sponsors. But—sponsorship is still open in certain markets, large and small. Don't wait! Grab this show now on exclusive basis with full protection for your client. Send for complete details, price and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director

A great new 15 minute weekly transcribed program, specially built by Esquire to make your sponsor the dominant men's wear radio advertiser in his market.

A radio show as outstanding as Esquire itself—a show that only ESQUIRE could create—tied-up with a terrific ESQUIRE selling, merchandising and promotion job. Every one of these programs sparkles with entertainment—top-flight music . . . instrumental, vocal . . . always different . . . always the best. And guests! The biggest names in the country . . . from the screen . . . radio . . . stage . . . from the fashion world and the sports world . . . names that mean LISTENING . . . will parade through your market week after week on the ESQUIRE FASHION PARADE. And to tie in with your sponsor's merchandising . . . an up-to-the-minute fashion review every week by O. E. Schoeffler, ESQUIRE'S famous Fashion editor.

Sold at a price your client can afford

It's big name, big time radio—at local radio prices—a network calibre production no competitor's local program can possibly match. Backed by the magic of Esquire authority, it means sales, and more sales—prestige and more prestige . . . at a cost any sponsor will grab at!
THE ORIGINAL
WWVA
RADIO JAMBOREE

THE ORIGINAL
WWVA
RADIO JAMBOREE

Program Previews
Arranged by CBS

Petri Wine May Drop
‘Sherlock Holmes’ Show

Petri Wine Co., San Francisco,
may not resume sponsorship of the package,
Sherlock Holmes, 8:30-9 p.m. on MBS scheduled to start
Sept. 2.

Current contract with MCA requires company to sponsor 13
weeks of the show, but the agency,
Young & Rubicam, has notified MCA that if it can sell the package to another sponsor it will suspend its rights to the show. AGENCY contends that show is a good property, but since Y&R has built its own summer replacement, Gregory Hood, at a much cheaper price, it would prefer continuing with that show.

Sherlock Holmes costs about $5,000 while the Gregory Hood
package runs about $2,000. If MCA does not sell the package to another sponsor Petri Wine will sponsor it for contracted 13 weeks only.

NEWSPAPER OFFERS TO PURCHASE WNYC

AN UNDISCLOSED newspaper is prepared to buy WNYC, municipal station in New York, for an estimated $2,000,000, Borough President James J. Lyons disclosed last week while appearing as a guest speaker on former Mayor Fiorello LaGuardia’s commercial program on WJZ New York.

Mayor William O’Dwyer’s office reiterated its statement that the station will not be sold [BROADCASTING, July 15] and said it didn’t know the name of the mysterious bidder. Board of Estimate files revealed nothing about the would-be buyer’s identity.

Mr. Lyons said he had submitted the newspaper’s bid during Mr. LaGuardia’s tenure, and again at the beginning of the present incumbent’s term.

Mayor O’Dwyer has not used WNYC to any extent since coming into office. Since the resignation of Morris Novick, WNYC has been managerless, with no indication from the Mayor that the $8,000 a year position will be filled. 

CPA Gives Permission For NBS Radiation Lab

PERMIT to construct a $230,000 building to house a new radiation laboratory in Washington has been granted the National Bureau of Standards by the Civilian Production Administration. The project was held by CPA to be vitally necessary to public welfare, health and safety.

The building will house a 50,000-volt betatron (electron accelerator), according to Dr. E. U. Condon, Bureau director. Present facilities are limited to 1,400 volts. Underground facilities will be provided for research.
THREE MORE LISTENER DIARIES

More facts* about listening audiences are now available in Listener Diary Studies just released by The Katz Agency Audience Research Department for:

**WKY**
(Oklahoma City, Okla.)

**WNAX**
(Yankton, S. D.)

**WMAZ**
(Macon, Ga.)

Sorry we don't have copies for general distribution but your Katz salesman has the figures. Ask him.

MORE FACTS MAKE MORE SALES

*The Radio Listener Diary provides more facts about listening habits throughout the station's coverage area for the entire broadcast day—from sign-on to sign-off: sets-in-use, ratings, total weekly audience, audience flow, audience composition.

The Katz Agency, Inc.
Station Representatives
New York • Chicago • Detroit • Kansas City
Atlanta • San Francisco • Los Angeles • Dallas
Unexcelled Performance of Western Electric FM Transmitters

Audio Frequency Response: ±0.25 DB from 30 to 15,000 cycles.
Harmonic distortion—for ±75 KC swing: Less than 0.5% from 30 to 15,000 cycles.
— for ±100 KC swing: Less than 0.75% from 30 to 15,000 cycles.
Intermodulation— for ±75 KC swing: Less than 0.5% for 80% 50 cycles and 20% 1000 cycles; less than 1.0% for 80% 50 cycles and 20% 7000 cycles.
FM noise level: 65 DB below ±75 KC swing.
AM noise level: 50 DB below 100% amplitude modulation.
Carrier frequency stability: Less than 2000 cycles deviation (no crystal heater).

Not only a transmitter in itself, this unit serves as the basic driver for all higher powered transmitters.

Has its own rectifier and power components, with completely shielded air-cooled triode in broad-band circuit.
BY Western Electric

NEW Line is Keynoted by 1, 3 and 10 KW Units

New in appearance, new in performance, these FM transmitters, specially designed for operation on the higher frequencies, incorporate Synchronized Frequency Control, developed by Bell Telephone Laboratories and Western Electric.

Outstanding new cabinet designs keep pace with circuit improvements. For the first time in FM broadcasting, all tubes are visible to the operator at a glance.

For your convenience, all units are standard width, use identical door assemblies and the same top and side panels. Where more than one unit is used, a common base and meter panel provide single unit appearance.

In addition to 1, 3 and 10 KW transmitters, Western Electric’s line will include 250 watt, 25 and 50 KW units. For complete information, see your Graybar Broadcast Equipment Representative, or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

New air-cooled thoriated filament triode.
Final amplifier utilizes Grounded Plate Circuit, developed by Bell Laboratories.
Deliver your sales message in DETROIT

'The City With A Billion Dollar Buying Power'

WXYZ

Completely Covers The Detroit Area At More Reasonable Rates Than Any Other Major Detroit Radio Station

(Key Station of the Michigan Radio Network)

Owned and Operated by the KING-TRENDLE BROADCASTING CORPORATION

WXYZ

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

FCC Policy on Control of Mass Communications Is Invoked

FCC in two proposed decisions last week invoked its policy of making grants that will diversify control over media of mass communication wherever practical.

One decision proposed to grant the application of H. C. Winslow, a physician and surgeon, for a new Meadville, Pa. station on 1490 kc with 250 w fulltime, and to deny the conflicting application of Meadville Tribune Broadcasting Co., which is principally owned by men with other radio and newspaper interests.

The other looked toward a grant of Arkansas-Oklahoma Broadcasting Corp.'s application for 1290 kc with 250 w fulltime at Fort Smith, Ark. and denial of that of Donald W. Reynolds, owner of "the only two daily newspapers and the leading Sunday newspaper in the Fort Smith area." Mr. Reynolds has an FM permit for Fort Smith.

The Commission noted that Mr. Reynolds and his Fort Smith Publishing Corp. had been charged with violating the Robinson-Patman Price Discrimination Act [Broadcasting, March 18] but that the complaint was dismissed as to Mr. Reynolds personally and a consent decree was entered against the corporation.

"... while it appears that Mr. Reynolds himself was not responsible for the instituting of the practices involved in the Robinson-Patman Act suit [he testified the practices were started by one of the complainants before he himself bought the papers] their occurrence does point to some of the possible evils which may be more readily created when there exists an undue concentration of control of the media of mass communication in a single community," the decision declared.

Both proposed decisions, FCC pointed out, were based on the Commission's policy of so exercising its licensing power as to promote where practical, diversification in the controls of the media of mass communication.

Dr. Winslow, nominated for the Meadville grant, has a conditional FM grant for Meadville. In addition to his association with two local hospitals, he has banking and other business interests there. FCC said the proposed outlet would be managed by an experienced radio station manager who will receive a 40% interest "for a nominal sum." The executive was not named.

Meadville Tribune Broadcasting Co., whose application the Commission proposed to deny, is headed by John Fahlin, Jr. (25%), who is president, general manager and 40% owner of WPIC Sharon, Pa. Other stockholders include Edward and Robert Bates, brothers (27 1/2 % each), respectively president and editor of Meadville's only daily newspapers; and R. W. Thomas (20%), president and general manager of McCrosky Tool Corp. at Meadville.

Principals of Arkansas-Oklahoma Broadcasting Corp., which received the proposed grant for Fort Smith, are Clyde B. Randall, president (25%), principal owner of Randall Motor Co., Fort Smith; R. A. Young Jr., secretary-treasurer (25%), attorney; McLeod Sicard (25%) and W. J. Echols (12 1/2 %), bank executives, and A. B. Harper, vice president (12 1/2 %), in the natural gas business. George R. Wood, former W. L. St. Louis program director, is proposed station manager.

New GE Set to Include AM, FM, Video, Records

AN ALL-PURPOSE home entertainment instrument combining television, FM, standard broadcast and a record-player costing about $475 will be produced by the Receiver Division of General Electric Co. next year. Paul L. Chamberlain, manager of sales for the division, last week told a special sales meeting of district managers of the Electronics Dept. The model will have a 10-inch picture tube and will cover all 13 television channels.

Mr. Chamberlain reported General Electric plans to market four television receivers next year, ranging from a small direct-view table model to a de luxe large-screen projection receiver which will sell for about $1,200.
Announcing

Some important changes affecting WDSM

1. NOW OWNED BY...

RIDSON INC.

2. NATIONAL REPRESENTATIVES...

FREE and PETERS

3. AFFILIATED WITH...

DULUTH HERALD & NEWS TRIBUNE

CARL A. BLOOMQUIST... General Manager
CLIFFORD J. LUE... Sales Manager
LEWIS D. MARTIN... Promotion and Production Manager
CAROL SHER... Continuity Director
MELVIN A. LASKY... Chief Engineer

WDSM 1230 K.C.

DULUTH, MINN. SPALDING HOTEL
SUPERIOR, WISC. ANDROY HOTEL

BROADCASTING • Telecasting

August 12, 1946 • Page 31
Video Status Confused, Agency Finds

Burnett Sees Evidence Of Bright Future, However

SECOND report on television, technically and as an entertainment medium, was released last week by Leo Burnett Co., Chicago. Distributed to clients and others interested in the future of television, the report reviews the medium’s progress since the end of the war and outlines the basic conflict, color vs. black-and-white.

The report, prepared under supervision of Arthur Porter, research director for the agency’s Chicago office, states television’s future is contingent upon the following factors: Production of a sufficient number of sets by manufacturers; elimination of “bugs” by broadcasting stations; agreement of the industry as a whole upon a frequency program.

Picture Is Confusing

It outlines the positions taken by CBS, NBC and other leaders in the television field. Television’s overall picture as of June 1946, is described as “confused, halting and uncertain.” The industry as a whole is not on a sound basis in terms of “either economics or of artistic accomplishment,” the report states.

Internal dissension over wave-lengths is a serious threat to early progress, the report finds. Other findings of the report:

- In sharper focus came a widely divergent and conflicting close-up of what goes on in the industry. Looking at the dark side of the ensemble, one could see indications of an industry tangled up in its own underwear.
- “The controversy over frequencies was centered on television in color as developed and pushed aggressively by CBS. This threat of obsolescence, hanging over transmission and receiving equipment, interfered with progress in two ways. It was regarded as a contributing factor in some, not all, of 50-odd withdrawals of applications for television recorded by the FCC in April and May of 1946. It was presumed to have influenced in part the drastic revision downward of estimated output of receivers for the remainder of the year.”

On this point, the report quotes extensively an article from the May 15 Broadcasting.

The negative factors as expressed above, the report declares, were modified somewhat by “substantial evidence” that television is now on a workable basis and is moving to a bright future.

Brighter Side

Proof of this, it submits, is the campaign launched this June by “four of the nation’s most seasoned and substantial advertisers” to test their faith in the ultimate success of the medium.

Televizing of the Louis-Conn box-to-match by NBC is listed as another achievement by the industry to bring forcibly to the attention of the public the practical value of television.

Mr. Porter said the report was prepared from material compiled by Frank Eastman, his assistant. President Leo Burnett felt the agency’s clients should be kept well-informed of the progress of each new medium and its practical value in reaching the customers.

OWNERS SEEK SALE OF WJBC TO PAPER

SALE of WJBC Bloomington, Ill., by Arthur M. McGregor and Hugh L. Gately, a partnership, to the owners of the Bloomington Daily Pantagraph for $120,000 is sought in an application filed last week with the FCC.

Assignment of the station, a 250-w local operating on 1230 kc fulltime, would be to the Bloomington Broadcasting Corp., a wholly owned subsidiary of Daily Pantagraph Inc.

Loring C. Merwin is president of the parent corporation and owns 16.88% of the stock. Other officers and stockholders: Davis Merwin, vice president, 16.91%; Joseph M. Bunting, secretary-treasurer; Elizabeth S. Ives, 18.48%; Adlai E. Stevenson, 24.68%; Loring C. and Davis Merwin, as trustees, have 16.82% additional interest and the First National Bank of Chicago and Adlai Stevenson, as trustees with Helen D. Stevenson, have 6.5%.

Mr. McGregor is treasurer and owns 50% of Davenport Broadcasting Co. (KSTT), holder of a CP for Davenport, Iowa.

Kennedy Sees Truman

CAPT. JOHN A. KENNEDY, released from active duty in the Naval Reserve [Broadcasting, July 29], called at the White House July 31, as his last official act. The White House gave no statement on the purpose of his visit but it is understood he reported to President Truman on his worldwide inspection tour with Secretary of the Navy Forrestal, for whom he was special aide.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET HUGH!

This is Hugh M. Aspinwall, KMA’s highly-qualified Production Chief. Widely known to radio advertisers both as an air artist and as a master of program construction and production, Hugh has also been for more than twenty years a listeners’ favorite.

Long known as radio’s own lovable “Chick Martin”, Hugh is a “natural” actor, singer and production man, all rolled into one. Thus KMA programs, produced by Hugh Aspinwall, have the punch and appeal that spell success for the advertiser, here in KMA’s 155 counties of the nation’s great cornbelt.

To know what Hugh can do for you, contact your nearest Lewis H. Avery office—or communicate with us! Today?

155 COUNTIES AROUND SHENANDOAH, IOWA

KMA

LEWIS H. AVERY, Inc., National Representatives

Page 32 • August 12, 1946
Back in ancient Greece, the Spartan was self-sufficient: he grew his own olives, raised his own sheep, wove and spun his own yarn, made his own primitive weapons of warfare.

Your modern Spartan is a different customer altogether, and a mighty good one. He buys (in large quantity) such widely assorted items as pecan trees, furniture, chambray, tractors, copper "kittles", horse collars, flour, and feed.

All of these (and many more) have been successfully sold on behalf of local merchants by WSPA's staff of local program personalities.

We've got selling Spartans on WSPA. And the 151,458 families served by WSPA are the perfect audience for them...and for you.

But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the best-balanced sections in the entire country".

And WSPA swings the balance your way.

WSPA
SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market
United Nations to Make Broadcasts For Both Overseas, U. S. Recepti

UNITED Nations will undertake shortwave broadcasting, not only for reception overseas but also for retransmission by stations in the United States, when its General Assembly convenes in the fall, it was learned last week.

Although UN broadcasting plans were said to be still in the exploratory stage, it was learned that UN representatives had approached the U. S. State Dept. with a request to use State Dept. transmitters and frequencies.

Proposal Submitted
An indication of the UN's intention to embark upon broadcasting was evident in the reservation of two broadcasting booths at the Flushing, L. I., site of the coming General Assembly, by the United Nations Radio Section.

Kenneth Fry, chief of the State Dept.'s International Broadcast Division, was said to have submi-

Set Production for May 10% Above 1941 Level
RADIO set production in May totaled 1,128,193 sets, slightly below April output and 10% above 1941 average, according to a Census Bureau tabulation released last week.

Civilian Production Administration figures for June, released the previous week, showed production of 1,378,000 sets for that month against 1,185,000 for May [BROADCASTING, Aug. 5]. Radio Manufacturers Ass'n, announced July 20 that its members had produced 1,052,597 sets in June [BROADCASTING, July 22].

May output consisted of 734,376 home radios (except battery), according to the Census Bureau; 168,728 battery operated (except auto); 106,443 auto sets; 118,646 radio-phonograph combinations. No FM receiver or converter production was noted in May. Television set output was not given because of disclosure of individual company information. Total May output was 110.6% of average monthly production in 1941.

KIST and WOC to Join NBC, Making 162 Total
KIST Santa Barbara, Calif., and WOC Davenport, Ia., on Sept. 15, and Jan. 1, 1947, respectively, join NBC, bringing the network's total of affiliates to 162.

Operating with 250 w on 1340 kc, and owned by Harry C. Butcher, former naval aide to General of the Army Eisenhower, and before that a CBS vice president, KIST will be a Pacific coast supplementary station.

Owned by the Tri-City Broadcasting Co., WOC operates with 500 w on 1420 kc and joins NBC as a basic outlet.

United Nations to Make Broadcasts For Both Overseas, U. S. Recepti

Although the means by which the UN hopes to deliver broadcasts to independent stations in the United States were not disclosed, it was recalled that many U. S. stations are equipped to intercept shortwave transmissions and rebroadcast them by medium wave.

FCC approval of that practice was granted in several instances two months ago when several independent stations discovered they could pick up the shortwave signals beamed by the State Dept. to Europe.

The practice was regarded favorably by the United Nations secretariat which believes that an inadequate programming of UN activities has been conveyed to American listeners. It was thought that the UN might be hoping to instigate technical improvements in shortwave broadcasts so that stations everywhere in the U. S. would be able to receive the signals clearly.

UN radio authorities have stated that some stations have complained that UN broadcasts were hardly available to them because the cost of telephone lines was prohibitive. There were also complaints, it was said, that networks had scheduled only a smattering of UN broadcasts.

There seemed to be little doubt that the State Dept. would react favorably to the UN request for transmitters. Last February the department voluntarily offered the use of some of its facilities to the UN, but at that time the international organization was not prepared to begin broadcasting.

MODEL UN

NBC, Roosevelt College

Plan Meeting


Model assembly will follow formal procedure of actual UN sessions in New York with prominent speakers scheduled as representatives of various nations.

Day's conference will be divided into four sessions and agenda includes discussions of admission of new members, peace treaties and Franco Spain. Several of the keynote addresses will be aired over WMAQ, NBC Chicago outlet.

Plans for the model conference were arranged by Edward J. Parling, president of Roosevelt College; Prof. George H. Watson, head of college's political science department, and Judith Waller, director of public service for NBC Central Division.
For Hire...

THREE ELEMENTS!

This is an odd-looking symbol that resembles a circle enclosing a hair pin, a zig-zag and a pan-cake turner. However, it's the electronic engineer's symbol for the vacuum tube such as you use in your radio. The three elements in the circle are called,—the filament, grid and plate. The purpose of the vacuum tube is to detect and amplify incoming signals.

Another symbol in radio consists of the letters WCBM. To program sponsors this symbol detects customers and amplifies sales. The three elements here are thorough coverage of the Baltimore Market at economical rates that produce definite results. Why don't you hire these three elements to work for you?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.

Exclusive National Representatives

George H. Roeder, General Manager

John Elmer, President
EDWARD PETRY & CO., INC.
ANNOUNCE THE OPENING OF THEIR
BOSTON OFFICE

- STATLER BUILDING
  20 PROVIDENCE ST.
  TELEPHONE HUBBARD 6342
and the appointment of

JAMES G. SANDISON

as manager
Felman Requests Hearing on WJOL
Former Owner Will Defend His Free-time Contract

ORAL ARGUMENT on FCC's proposed decision threatening denial of license renewal to WJOL Joliet, Ill. has been requested by A. J. Felman, former owner whose free-time contract with the station was the target of the Commission's objections.

FCC's decision [Broadcasting, July 22] proposed that WJOL be granted temporary license for three months on condition that, within 30 days after finality of the decision, the licensee establishes that it has "full control" over the station and its program structure and that no further effect is given to the agreement with Mr. Felman.

The contract, drawn up in 1937 to supplant one made when Mr. Felman sold WJOL (then WCLS) to R. W. Hoffman in 1932, gives Mr. Felman three-quarters of an hour a day to advertise his own scripts. Portions of it have "full control" over the station. His exceptions to the proposed decision, Mr. Felman said the time thus provided is a part of his compensation for sale of the station, and that to void the contract would violate the Fifth Amendment of the Constitution. He maintained that WJOL retains "full control" of the station, its programs and scripts.

Mr. Felman contends there is no kinship between the WJOL case and that involving Buffalo Broadcasting Co. and its time contract with Churchill Tabernacle, which was cited in the WJOL decision. He also denied that his contract contained any provisions prohibiting transfer of WJOL's license, declaring "the only effect the contract would have is as to the price the applicant could get on the sale of the station."

FCC authorities said no exceptions to the proposed decision had been received from the licensee of WJOL, Joliet Broadcasting Co., headed by Calvin Wilson. Deadline was Aug. 5.

SALUTING...

KOME
TULSA, OKLAHOMA

Located in Tulsa—"The Oil Capital of the World"—KOME penetrates a market that not only has a $600,000,000 income from oil alone, but vast revenue from livestock, farming, and retail sales as well. With KOME, you penetrate a market that's the distribution point for all of Oklahoma and surrounding states.

T.H.S. says, "Let KOME go to work for YOU" in doing a bang-up sales promotion job in this "Magic Empire." An American Broadcasting and Oklahoma Network Affiliate.

Menser Urges Some Program Changes

RADIO is for an audience and programs for people, Clarence L. Menser, NBC vice president in charge of programs, told broadcasters at the final banquet meeting of the 1946 NBC-Northwestern Summer Radio Institute in Chicago August 2.

In his critical review of radio programming, Mr. Menser pointed out that too often radio presents music just because musicians want to play it or drama because the author or actors like it, not because the audience wants to hear it. He also charged that many programs were presented with inadequate preparation, stating "with all the technical perfection available, we have made so little progress in the perfection of meticulous detail by which good productions are built."

Serial Improvements

His improvements for daytime serials, which he believed would be in effect soon on NBC, were: a longer story for daily episodes, better story line, improved commercials and deletion of the "tidbits and inconsequential items which clutter up the first and last two or three minutes of a 15-minute program." Attacking program standards of summer replacements, Mr. Menser proposed that replacements be considered as important as the programs they replace, and that they should not relax in quality.

Session was also highlighted by the presentation of two full scholarships and two half scholarships to the four outstanding students of the Institute. Top honors went to Marjorie Sheldon, continuity writer of WGL Fort Wayne and to Godfrey C. Hudson, CFQC Saskatoon, Sask, Canada. Half scholarships were awarded to Rebecca Averyt of Birmingham, Ala., and to Hilding Peterson, faculty member of MacAlester College, St. Paul.
Proof of Leadership in Northern California with Time-Clocked NEWS*

Another KYA "SCOOP" RECORDED BY ASSOCIATED PRESS ON JULY 16TH 1946

*B19 Times a Day EVERY HOUR ON THE HOUR CONSISTENTLY RISING IN HOOPER RATINGS

SAN FRANCISCO
Represented by
ADAM J. YOUNG JR., INC.
NEW YORK CHICAGO
CONTROL!

Only MOTION PICTURES give you Control
—Showmanship Control vital on

TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship... exclusive Telerel® Series. In 13, 26 or 52 week installments.
Write for details and arrange for private screening.
Send for booklet:
"Film—The Backbone of Television Programming."

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CBC Justifies Seizures, Outlines Plans For New Expansion at Ottawa Hearings

JUSTIFICATION OF CBC plan to take over frequencies of three independent clear channel Canadian stations and CBC expansion plans for the immediate future, featured testimony of CBC Board Chairman A. D. Dunton and CBC General Manager Dr. A. Frigon before the Parliamentary Radio Committee Aug. 1 and 2 at Ottawa.

CBC plans to spend between $1,000,000 and $2,000,000 on expansion, Mr. Dunton told the Committee, provided Parliament would allow CBC to borrow over its present $500,000 limit. Plans include 50 kw stations in Alberta, between Calgary and Edmonton, at Winnipeg and Toronto, on frequencies of CFCN Calgary, 1010 ke; CKY Winnipeg, 990 kc; CFRB Toronto, 860 kc. Power of following CBC stations would be increased: CBM Montreal, CJBC Toronto, and CBR Vancouver, from 5 kw to 50 kw, CBJ Chicoutimi, Que., from 1 kw to 10 kw, CBH Halifax, from 100 watts to 5 kw, CBV Quebec, and CBO Ottawa, from 1 kw to 5 kw.

A new 8 kw station would be constructed at Windsor. (Application for a private station license at Windsor by Ted Campeau, CKLW Windsor - Detroit, was turned down.)

Building Plans

CBC would also build a radio center at Montreal, expand radio center at Toronto, build new studios and offices at Winnipeg and Vancouver, install shortwave receiving stations on both Atlantic and Pacific coasts, install FM stations at Montreal, Toronto, Winnipeg and Vancouver.

Mr. Dunton stated there was little likelihood that CBC would recommend increasing ceilings on present power of privately-owned stations, although all three stations whose clear channel frequencies are to be taken over by CBC and a number of other stations have repeatedly asked for power increases to 50 kw.

Lengthy and acrimonious debate dealt with warning to CFCN, CKY and CFRB regarding seizure of their frequencies for CBC 50 kw stations. CBC pointed out that under the Canadian Radio Broadcasting Act it could recommend expropriation of CFCN and CFRB; instead CBC would aid these stations in retaining their listening audience on new frequencies. Mr. Dunton admitted that CBC's audience would be small as at present on a new frequency, but said that CBC wanted 800 kc frequency from CFRB to push its CJBC Toronto, and CBO station, 50 kw as key station of the Dominion network, enabling Dominion to take commercial programs during the daytime.

Mr. Dunton opposed suggestion of an impartial or appeal board to regulate Canadian broadcasting for both CBC and private stations as contrary to the original concept of a single national authority, claimed that a separate body would result in confusion in administration. He stated that CBC is responsible to Parliament and that in Parliament lies appeal from CBC.

Mr. Dunton suggested that CBC should receive all of the $2.50 annual listener license fees, instead of the present $2, with balance going for collection of the license. He said this would mean another $500,000 to the CBC, and collection could come from the general tax revenue.

To Pool U. S. Programs

A central pool of American network programs coming into Canada is being planned by the CBC, with equal distribution to stations, Dr. Augustin Frigon told the Committee. CBC is working on development of a formula which would not only benefit the listeners and the private stations generally, but also the American networks. There was no idea of taking the CBS programs from CFRB, the Committee was told.

A study is also being made on limitation of stations for any one region. Dr. Frigon said protection from competition was afforded some stations in the interests of the general national system. With advent of FM and the possibility of a larger number of stations, CBC was trying to draft a formula by which the number of stations in each area would be worked out on a per home radio basis.

Free newscasts on CBL Toronto by the Toronto Daily Star were estimated to be worth about $42,255 annually to CBC, and $42,255 to private stations. CBC pointed out that under the Canadian Radio Broadcasting Act it could recommend expropriation of CFRB and CFCN; instead CBC would aid them. CBC noted that under the Canadian Radio Broadcasting Act it could recommend expropriation of CFCN and CFRB; instead CBC would aid these stations in retaining their listening audience on new frequencies. Mr. Dunton admitted that CBC's audience would be small as at present on a new frequency, but said that CBC wanted 800 kc frequency from CFRB to push its CJBC Toronto, and CBO station, 50 kw as key station of the Dominion network, enabling Dominion to take commercial programs during the daytime.

Mr. Dunton opposed suggestion of an impartial or appeal board to regulate Canadian broadcasting for both CBC and private stations as contrary to the original concept of a single national authority, claimed that a separate body would result in confusion in administration. He stated that CBC is responsible to Parliament and that in Parliament lies appeal from CBC.

Mr. Dunton suggested that CBC should receive all of the $2.50 annual listener license fees, instead of the present approximately $2, with balance going for collection of the license. He said this would mean another $500,000 to the CBC, and collection could come from the general tax revenue.

NBC Show to Observe Date of Jap Surrender

THE FIRST anniversary of the Japanese surrender will be observed by NBC Aug. 14 when the network's news and special events department presents two special broadcasts.

The first, a quarter-hour discussion by five Navy and Marine officers who were leaders of important combat operations in the Pacific, will be heard at 12:30 p.m. The second, "Unto Us, the Living," will be a documentary account of the Pacific war, featuring the six heroes of Pacific action, supported by a cast made exclusively of Pacific combat veterans.

CFOR Joins Dominion

CFOR Orillia, Ont., Aug. 1 joined the CBC Dominion network. Welcoming ceremonies included broadcast by A. D. Dunton, chairman of the CBC board of governors.
Just a few miles from paved roads and broad highways, yet Farmer Brown and his family are isolated from the world, except for radio.

**WSM GETS THROUGH**

Thanks to our 50,000 watts and clear channel, the simplest radio sets bring us in, when rain and mud and snow and storms keep farm families locked indoors. Each day of the year, the lives of thousands of farm families have been brightened by the miracle of radio, the unflagging dependability of the WSM signal, and the warmth of programs planned especially for them.

One thing we have learned in more than twenty years of serving our audience of more than five million people: Our city friends and their cousins in the country are not too different in their radio tastes. WSM's well-balanced, planned programming serves both, and serves them well. Through more than twenty years, they have come to know WSM stands for:

The Best in Broadcasting

---

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., National Representatives
VETERANS PROJECT OF WOR IS LAUDED

STATE, VETERAN and civic leaders have sent messages of congratulation to WOR New York on its forthcoming V-J anniversary project, "One Year After—The Veteran Reports," to be broadcast, Aug. 13-14 in cooperation with various newspapers and civic organizations in the station's area.

Among prominent men commending programs were Sen. Joseph F. Guffey (D-Pa.), Governor Walter E. Edge of New Jersey, Governor Edward Martin of Pennsylvania, John Steele, national commander of the American Legion, and Joseph M. Stack, commander in chief of the Veterans of Foreign Wars.

Mayor William O'Dwyer of New York will be at LaGuardia Field to extend official welcome of the city to the out-of-town veterans when they land there. On the broadcast sixteen outstanding veterans, each representing one of the sixteen major cities in the area served by WOR, will describe what industry, labor, Government and community organizations have done for veterans welfare in their communities "one year after...."

KQW SAN FRANCISCO turned over its auditorium to Campbell Tomato Soup sales meeting. Dave Greene (1), KQW sales manager, chats with Campbell executives: J. M. Vanderford, acting Western Division manager, Campbell Sales Co.; W. B. Nixon, sales manager, Campbell Sales Co.; H. M. Budd, advertising manager, Campbell Soup Co., and C. J. Robb, San Francisco district manager, Campbell Sales Co.

Brecher's Article Lauds 'Blue Book'

One of Its Authors Writes About Programming Report

PRAISE of the FCC's Blue Book by one of its authors, Edward M. Brecher, formerly of FCC and now general manager of a Washington AM-FM grantee firm, Metropolitan Broadcasting Corp., is carried in the August issue of Atlantic Monthly under the title, "Whose Radio!"

Mr. Brecher suggests that "the success of the Blue Book in improving the daily fare of listeners (may) depend upon the FCC's recruiting a staff specially competent in the program field to administer its program procedures, just as it now employs engineers, accountants, and lawyers specially competent in their respective fields."

Will Reestablish Principle

Declaring that from 1927-1937 FCC interpreted "public interest" to mean primarily "program service," with intent to keep stations "on their toes," Mr. Brecher said: "During the next few months, the Commission will have ample opportunity to re-establish this principle in a host of particular decisions. By refusing to renew the licenses of the half-dozen worst offenders, by reallocating the clear-channel assignments and other special privileges in terms of program service actually rendered to the public, and—perhaps most important—by starting the hundreds of new FM and television stations on the right foot, the FCC can achieve once more the beneficent effects which such regulation produced during the 1927-1937 decade."

Whether FCC actually will implement the Blue Book "is still in doubt," he declared, noting that the hearing called on WBAL Baltimore's license renewal application (first designated following the issuance of the Blue Book) has twice been postponed, while WBAL's television application has been granted without hearing.

Mr. Brecher was a former assistant to then-Chairman James Lawrence of FCC and later a special analyst in the law department. Metropolitan Broadcasting Corp. holds a grant for a new daytime standard station in Washington and a proposed grant for FM operation.

Tele-Tone Stock

PROCEEDS from the sale of 75,000 shares of 50-cent par value common stock in Tele-Tone Radio Corp., registered Aug. 2 with the Securities & Exchange Commission, will be used to increase working capital with a view to entering FM and television at an advantageous time, a Tele-Tone prospectus said. The company registered 135,000 other shares which is to be sold for the account of 11 selling stockholders.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO - Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.

OMAHA INSTALLS THREE POSTWAR TRUSCON RADIO TOWERS!

- First in the long list of Truscon installations to follow the war is the new directional system consisting of three 435 foot towers for the 50 Kilowatt KFAB station, which blankets Omaha and surrounding territory.

Truscon Radio Towers dot the American landscape. Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon engineering and manufacturing services.

Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.

If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.

Experienced Truscon engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON RADIO TOWERS!

OMAHA INSTALLS THREE POSTWAR TRUSCON RADIO TOWERS!
Amazing Mason Started Young

Sydney Mason took his first professional bow at the age of five. Ever since, he’s been entertaining and amazing people with his versatile voice, via radio, stage and screen. Today, he’s making a solid hit with Hoosiers, via the fastest growing radio station in Indianapolis—WIBC.

Before joining WIBC, Syd Mason won acclaim as an announcer and featured dramatic player with such outlets as WLW Cincinnati, WMCA New York, WWJ and WXYZ Detroit. Now, he starts his diversified day as emcee for “WIBC Coffee Shop”—on which he also enacts half a dozen other character roles. Afternoons, he’s at the mike for the “Easy Does It” record show—from which program he has pulled over 500 pieces of mail a week since his first appearance. Saturday mornings, he’s “Uncle Syd” for the youthful listeners of “Kid Party.”

Syd Mason, with his broad background and bulging kitful of characters, is typical of the outstanding personalities who make up the WIBC live talent staff. In every phase of creative radio, you will find WIBC staffed by top-notch people, equipped with the experience and versatility to build for you a hard-hitting live talent show—alive to your commercial objective. You can get full details about the time and talent available from your John Blair man. Do it today!

JOHN BLAIR & COMPANY - NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis
JANSKY POINTS OUT FM OPPORTUNITIES

LOW-BAND television proponents may in reality be "trying to maintain a constant shortage of FM broadcast channels," suggested C. M. Jansky Jr., radio engineer, in an address at the U. of Wisconsin Public Service Radio Institute Aug. 5.

Mr. Jansky said that FM with its opportunity for more stations holds a great incentive for educational institutions to return to broadcasting, a field in which they pioneered in the 1920's, but have since lost out.

Present allocation policies of the FCC were deplored by Mr. Jansky as sharply limiting the number of FM stations. He said the small number of channels have the effect of making competition for facilities and not between programs. The space between 44 and 88 mc, he pointed out, now provides only six television channels, but if assigned to FM would make available 180 broadcast channels.

Other factors retarding FM, Mr. Jansky said, are the inability of broadcasters to visualize its advantages, and the interest of AM leaders in preserving the status quo. More than 7000 FM sets per week are now being built, he stated.

BERGEN, Cunning Build Hollywood Video Studios

AT REPORTED cost of $200,000, Edgar Bergen, star of NBC Chase & Sanborn Show, is developing television production studios at 6530 Sunset Blvd., Hollywood. Associated with him is Patrick M. Cunning, head of Stage Eight, video dramatic school and workshop.

Mr. Bergen bought building which will house the enterprise. It represents an investment of $100,000. More than $40,000 is invested in equipment with an equal sum to be spent for reconditioning stages and other items.

Plan calls for production of live shows and film for television. Programs will be filmed and stored. Live shows will be produced from library by means of a stock company. Sample library will be presented to the New York trade in September. Mr. Bergen's activities will be concerned with film, with Mr. Cunning concentrating on live shows and teaching.

Ralph T. Spolter

RALPH T. SPOLTER, 41, well-known San Francisco radio personality, died July 30 from injuries received when his car lost a wheel, overturned and burned. He had three shows in production at KSFO San Francisco, one of which he had just completed from Agua Caliente, Mexico, and was returning to San Francisco when accident occurred.

GARRY J. CARTER
INCORPORATED
RADIO TRANSCRIPTIONS
67 West 44th St., New York 18 Phone Murray Hill 2-5168

New York Offices with
CHARLES MICHELSON INC.

BROADCASTING • Telecasting

GIMBEL Bros., Philadelphia dept. store, has found its weekly television programs on WPTZ Philadelphia, Philco video station, "highly successful" in creating sales, David Arons, store publicity director, reported in an article in the midsummer issue of Promotion Exchange, publication of the National Retail Dry Goods Assn.

The programs, Mr. Arons writes, open with short commercials about Gimbel merchandise and services—"straight, undramatized commercials featuring items that can be demonstrated effectively!"—followed by a variety show with juvenile stars.

"If the effectiveness of any form of advertising is to be judged by sales," Mr. Arons says, "the Gimbel programs are proving highly successful, even though the expense is high in terms of consumer coverage." [There are an estimated 750 sets in this area.] (For percentages of sales return by products see BROADCASTING, Aug. 5)

OPENING OF WMNO SCHEDULED AUG. 18

WMNO Berlin, N. H., will open as a fulltime station Sunday, Aug. 18, and is planning formal opening ceremonies Saturday night to be attended by Governor Dale of New Hampshire and radio personalities including Lowell Thomas, Alma Kitchell and Milton Cross.

Station will operate on 1250 kc with 250 w power. Charles S. Holbrook is president of White Mountains Broadcasting Co., licensee of the station. Gerald E. Stetson is vice president and Richard B. Washington Jr., treasurer. Other directors are Arthur J. Bergeron and Carl E. Morin. Stockholders include: Arthur C. Bell, Willard Buber, Leon S. Goldberg, Laure Blen and Albert N. Morris.

The staff will be headed by Mr. Stetson as general manager; Mr. Holbrook will be commercial manager; Mr. Washington, chief engineer; Robert E. Fuller, program-production manager, and Florence L. Fuller, director of women's programs. Facilities include an Associated Press news wire.

Lear Signs Lease

IN A MOVE to increase production of its home radios and combination radio-phonographs, Lear Inc., Grand Rapids, Mich., has completed a long-term lease, effective Aug. 5, of all facilities of the Grand Rapids Woodcraft Corp., Grand Rapids. Lear will use plant to assemble and finish a portion of the radio cabinets and consoles, with present employees of Woodcraft retained by Lear and the number of employees at the plant considerably increased.
COUNTRY'S LARGEST HYDRAULIC PRESS

NEWEST OF WORCESTER'S MANY INDUSTRIAL GIANTS

Wyman Gordon Co., the nation's largest in the forging industry, recently installed the country's largest Hydraulic Press for forging magnesium and the lighter metals. It permits the forging of larger light parts, without loss of strength or rigidity, so essential to the aircraft and automotive industry. This 18,000 ton press is twice as large as any other die forging press in the country and is believed to be the largest single piece of machinery in America. Installation of this industrial giant lends further proof that progressive Worcester keeps moving forward. Keep your sales apace with Worcester's industrial strides, through WTAG, the station with more listeners than all other stations heard in the area combined.
**EARLY RISERS LOVE THIS GUY!**

**JIM BOYSEN**

6:30 a.m. daily, "Alarm Clock Serenade" gets out of the groove of stereotyped "time-tunes-temperature." It puts bubbling Jim Boyesen to work slaving over a hot microphone and bringing joy to the land in terms of the stuff he dreams up...

**IT'S AVAILABLE FOR PARTICIPATION**

You cover an area of Minnesota responsible for at least 68 per cent of the retail and wholesale business of the entire State with professional sales staff of the entire State.

**KANSAS CITY 6, MISSOURI**

**NATIONAL REPRESENTATIVE...JOHN D. RYDER, comptroller of CBS Western Division, has received a citation for meritorious work in the forthcoming fifteenth annual meeting of the Controllers Institute of America to be held Sept. 14-16 at Hotel Commodore, New York.**

**THOMAS WARNER, program director of CKYL Kirkland Lake, Ont., has been promoted to commercial manager of CKYL. PETER CARNegie, discharged from the Canadian Army, has joined station as a salesman.**

**KIEF Glendale, Calif., as account executive. WAYNE MULLER, announcer with station, has been promoted to account executive.**

**Mr. Bailey**

**WCHS Chambersburg, Pa., has appointed Forgie & Co., New York, as station representative. WCHA is assigned 1000 w on 800 kc. Station first goes on the air Aug. 11. SAM BOOTH is the general manager.**

**FOUR NEW SERIES WILL START ON ABC**

**WINR in Binghampton Debut as NBC Outlet**

**WCHR in Binghampton, N. Y., NBC's 157th affiliate, went on the air Aug. 5, with 16 hour hours daily of programs sponsored by local firms. A capacity gallery attended a woman's audience participation show, and a Man In The Street broadcast later drew large crowds. Station operates on 1490 kc with 250 w power fulltime. It is owned by Southern Tier Radio Service Inc. E. R. Vadeboncoeur, vice president and manager of WSYR Syracuse, has an interest in the station. General manager is David Carpenter.**

**KCNO is up to something!**

**E. C. (Ted) MORROW has been appointed advertising manager of WJOY Burlington, Vt. New ABC affiliate to begin operations later in the summer on 1320 kc with 250 w. Former manager of CKGB Timmins, Ont., Mr. Morrow assisted in organisation and opening of CKFEY Toronto in July 1944 and most recently has been manager of CKPR Fort Williams, Ont. O. D. RYDEN, comptroller of CBS Western Division, has received a citation from President Benjamin "in appreciative recognition of assistance in maintaining a satisfactory organization and credentials which will be a part of the forthcoming fifteenth annual meeting of the Controllers Institute of America to be held Sept. 14-16 at Hotel Commodore, New York.**

**Debuts as NBC Outlet**

**WINR in Binghampton Debuts as NBC Outlet**

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**NBC Backs Du Mont**

**DU MONT booklet, The Truth About Color Television, a technical discussion of the problems leading up to the conclusion that "practical commercial color television for the home is still in the far distant future," is being distributed by NBC with an insert terming it "an excellent presentation of the subject."**

**STAN BAILEY, former assistant eastern manager for the Scripps-Howard national advertising department, adds the St. Louis Star-Times to his national account roster, which now includes the St. Louis Post-Dispatch, Evening Star and Times Mirror of Los Angeles, and the Chicago Sun-Times. Mr. Bailey was sales manager for the St. Louis Post-Dispatch and Daily News.**

**Mr. Bailey**

**D AVE MANNING, former account executive with Charles H. Maye, Los Angeles, has joined KIEF Glendale, Calif., as account executive. WAYNE MULLER, announcer with station, has been promoted to account executive.**

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**FOUR NEW SERIES WILL START ON ABC**

**INAUGURATING its fall programming schedule, ABC will present four new shows, two of them audience participation and two comedy.**

**Starting today (Aug. 12) Meet Me in Manhattan will be heard on ABC Monday-Friday, 4:30-5 p. m., starring Walter Kiernan, heard on the ABC co-op. Here's Your Corner as m. c. and Gene Kirby as announcer. The program will feature games and studio audience participation in contests with a "celebration table" bringing people on the air who are celebrating something special.**

**The second new program, entitled The Society of Amateur Chefs, will make its debut Aug. 13 and will be heard each Tuesday, 9-9:30 p. m. Featuring Allen Prescott, who has his own show on ABC, as m. c, the series will present each week guests who are noted writers, artists, actors, musicians, etc., who are also amateur chefs. Members of the studio audience will share in the questions and answers.**

**A new half-hour comedy show, slated to start in late August, will feature Henry Morgan, heard regularly on his own show Here's Morgan on ABC. Broadcast time of the new program will be announced later.**

**Fourth new ABC program, with a comedy format, is reported by the network to be written and packaged by "one of the top writers in the field" with the starting date and broadcast time to be announced in the future.**
"If you want to buy a good time...

Listen to ABC"

SHREWDOM users of radio know that good ABC time periods purchased now mean valuable franchises for the competitive years ahead. Among those who have already nailed down such periods are Bristol-Myers, Libby-McNeill and Libby, Carter Products, Curtis Publishing Company, Quaker Oats, Dr. Pepper, Ford, U. S. Steel, B. F. Goodrich and Gillette.

These advertisers have taken an up-to-date look at the radio field before making commitments. They know about the outstanding progress that ABC has made—and make their own decisions accordingly.

Take the matter of coverage, for example. In the four years this network has stood on its own feet, ABC has registered notable improvements in 107 of the first 300 U. S. markets through—

1. Increased power.
2. Better frequency.
3. Switch to a better station.
4. A new station in an important market not previously covered.

Today, more of these major markets are covered from within* by ABC stations than by any other network. And advertisers know these are the areas where the bulk of the nation’s spendable income is found—where sales are made at the most profitable level.

Things have happened. As you re-check your radio plans, take a good look at today’s ABC.

*Meaning a station actually located in the market.

7 REASONS

why more leading advertisers sit up and listen to ABC

1. REACHES 22,000,000 FAMILIES, located in practically every major market in the U. S.
2. ECONOMICAL RATES make possible nation-wide coverage of important markets at low cost per thousand listeners.
3. 207 STATIONS—covering more of the 300 major U. S. markets from within (actually located in the markets) than any other network.
4. EXPERT PROGRAM SERVICE available if and when you want it.
5. EFFECTIVE AUDIENCE PROMOTION that keeps building a bigger and bigger audience for ABC advertisers.
6. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.
7. PRACTICAL TELEVISION—program-building on an economical basis.

American Broadcasting Company
A network of 207 radio stations serving America

August 12, 1946 • Page 47
Today, more than ever, radio broadcasting requires a variety of material to build programs in the public interest. No other service could be more helpful in this respect than World Library. For World today puts over 4,000 selections at your finger-tips. This material can be used in building public service programs. When you build programs with World material, you're building good-will at the same time.
BROADCASTERS FOUND AN ANSWER TO A BASIC PROBLEM

To meet today's program requirements, the broadcaster must have a well-rounded source of program material. This service should provide him with a wide variety of music with which to build almost any type of program—classical, concert, folk songs, patriotic, novelty, salon, Latin American, college, religious, holiday, music appreciation, and many others. It should also provide him with production aids such as themes, bridge and mood music.

The World Library is just such a service.

It was founded 12 years ago as a specialized branch of World Broadcasting System, Inc. It was the first in the field. Since then, the World Library has grown steadily until, today, over 425 stations rely on it. It is geared to the needs of modern broadcasting. It can give you over seven hours every day of varied, audience-building programs.

PROGRAMS

To help build these programs, World Library supplies a Continuity Service. From our New York headquarters a steady stream of smartly-paced scripts—now numbering over 78 a week—are sent to subscribers. With these, program managers find it simple to make best use of the thousands of selections and great variety of music in the library.

TALENT

Well-known radio stars and talent from Broadway and Hollywood are used to build World Library programs. We enlist top-flight orchestras, vocalists and novelty groups...great personalities made available through our affiliation with Decca Records, Inc., and through our constant contact with all other sources of entertainment talent.

SUPERIOR REPRODUCTION

As a subscriber to the World Library, you get the benefit of the finest recording equipment and methods. As a Western Electric licensee, World gives you the best possible recording for FM broadcasting and plus quality for AM broadcasting...through use of the Vertical Wide Range Recording method. This system adds new dimensions to sound reproduction. As a result you get live-tone quality from Vertical Cut Vinylite World Library discs.

SHOWS AND TALENT THAT SELL!

With World Library, you have any type of program for your own station needs or any sponsor’s program requirements. One of the primary purposes of the World Library is to enable stations to offer programs suitable for sponsorship by local and regional sponsors with big or little budgets.

WORLD LIBRARY
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.
Mr. Kesten Quits

PAUL W. KESTEN has resigned as vice chairman of CBS.

He has been missed since he left his post for an extended rest in Arizona and Mexico. But most of those who knew and respected his diversified talents nurtured the hope that he would return.

Mr. Kesten joined CBS in 1929, and his rise to the vice chairmanship of the board was swift and sure. He distinguished himself in many ways, but in none more certainly than as the dynamic promoter whose keen pen etched that memorable series of network promotion pieces under the title, "This is the Columbia Broadcasting System ..."

His adversaries, who felt the whirl of his rhetoric, probably will feel his absence as keenly as his colleagues. And no doubt he will be missed by the members of the FCC, who have reason to respect his profundity.

He, with the able assistance of his lieutenant, Frank Stanton, who succeeded to the presidency, guided a great network through the difficult war years while CBS' chief executive, William S. Paley, was serving in the armed forces. Certainly what rest he finds after retirement from an exciting 17 years in harness, he richly deserves.

The Bell Tolls

WE HAVE BEEN watching hopefully for some sign that the press of this nation would awaken to the inherent dangers it faces in any threat against radio. We have seen the sign.

In a recent issue of The Goldfish Bowl, official publication of the National Press Club in Washington, there appears an editorial from which this quotation is excerpted:

"With the rise of the influence of radio and the news magazines, there is a natural impulse on the part of those who serve these media to boast. And daily newspapermen are inclined to sneer at radio news coverage. True, its presentation too often is tied up with corny advertising [Ed. Note: Oh, really now]. But all of us should realize that radio news coverage, editing and handling in the big stations and networks has come of age. It is on just as high a professional basis as any high grade newspaper office or news service.

"What we should all remember—daily newspapermen, weekly news magazine and trade writers, and radio news men—is that we are all in the same boat. A threat to the freedom or the integrity of one, to any segment of either press or radio, is an instant threat to all the others, and to the livelihood of every one of us personally."

Well, what do you know? We took the trouble to learn what member of the royal Washington press corps penned this sacrilege. He is James E. Warner, chairman of the NPC publication and New York Herald Tribune staffer.

Salad, Mr. Warner! May the other goldfish have the good sense to follow in your wake.

Parlor Patter

FRANCIS H. ROYER, president of the Retail Furniture Advertising Institute, last week said that local furniture stores do not get "the most out of their advertising dollar on radio."

He acknowledges that during the last three years such retailers have devoted "about half" of their advertising budgets to broadcasting. They can use little but institutional copy," he said. As a consequence of this belief, Mr. Royer said that his Institute in the future would direct most of its attention toward newspapers, acting as a sort of advertising agency for small stores and preparing art and copy for them.

There are hundreds of radio stations which can point to scores of furniture stores that have quadrupled their business as a result of radio advertising. Certainly Mr. Royer must know of many such cases.

But if he does not, it would be helpful if broadcasters would send such evidence to him. And he might prove to be an interesting chap for the NAB to know.

The Retail Furniture Advertising Institute is located at 123 E. 39th St., New York City.

HOTEL RESERVATION notices for the NAB convention (Oct. 21-24, Palmer, Stevens, Chicago) and TBA Conference and Exhibition (Oct. 10-11, Waldorf-Astoria, New York), have been mailed. Both organizations are urging delegates and guests to make their reservations as soon as possible. Hotel accommodations are extremely limited. To those who wait too long, Chicago and New York hotels will offer their customary Lodging for Latecomers—the lobby.

Poll-itical Question

THERE'S something pretty wonderful about an election.

That might not be immediately apparent to the station manager who clears time for candidates. But it will be apparent to him when he reflects on the fact that whatever freedom he possesses can be attributed to the truth that those who go to the polls are the final protectors of liberty.

No more delicate management problem in radio faces the licensee than his handling of political broadcasting at election time. Candidates, especially in those areas where contests are close, are bound to be fretful and sensitive. They might be manhandled by the press and seek no redress. But wronged by radio, they will turn to reprisals.

This, perhaps, is a tribute to radio, which has exhibited before its tremendous impact upon the voter's consciousness. Having such influence, radio's voice should seek impartiality. It should endeavor to give fair attention to all. It should, in its wisdom, present to the American voter—as no other medium can be said to do—a political prospectus replete with facts upon which he can base his decisions.

The distribution of time for campaigning candidates is a policy problem and requires the personal attention of management. The objectivity management exercises affects directly the cause of democracy.

For as long as there are honest elections, there is freedom—for the people and for the institutions which serve them.

(Continued on page 52)

Our Respects To—

JAMES LEWIS MIDDLEBROOKS

JIM MIDDLEBROOKS has seen everything—that is, everything that has transpired in radio in the last three decades.

What he has seen has been good. But all that is water over the electronics dam. Now he wants to see that which is going to happen in electronics in the next three decades. As usual he wants a front seat for the show, and as usual he has managed to get what he wants.

The front row seat is at 1760 N St. in Northwest Washington, national headquarters of NAB whose engineering department he has directed since July 1. The trade association, Jim feels, is focal point for electronic developments. There he can see the industry he has loved since he first tinkered with a spark gap back in 1917 at the age of 11.

The chance to serve is serious business to Jim Middlebrooks. He has a four-year service record in the Navy that is known to all who took part in the swift development of the electronic machine that did so much to win what has been called an electronic war. He gave up a job as engineering director of the Field stations (WSAI, WJJD, KOIN—and perhaps KJR soon) to step into the NAB post vacated when Howard Frazier decided to enter consulting practice.

There are many lucrative opportunities in electronics for a man who knows construction and electrical engineering, and who has specialized 15 years in radio construction and electronic engineering. After all, Jim has supervised from conception to operation such electronic monuments as WABC New York, WTOP Washington, WEEI Boston, WKRC Cincinnati and KNX Los Angeles.

Fortunately, his combined talents came to the Navy's attention shortly after Pearl Harbor when he was given a lieutenantcy in the Bureau of Ships. His first major achievement was typical. Throwing the book out the window, he plugged a vital electronic spot by stringing a 6,500-foot antenna between two mountain peaks in the Sierras, with a 2,000-foot down lead. The tricks that gadget will do are a story in themselves—a story still locked in Navy files.

Whenever anything hot was brewing electronics-wise in the Navy, Jim somehow was on the scene. In the autumn of 1945 he was sent to Trinidad as radio material officer on the commandant's staff in charge of installing, maintaining and operating all radio, radar and underwater sound equipment used by the fleet. He designed and installed the large shore
When it's time to play, Oregon is the place to be! In this scenic wonderland of the Pacific Coast, you can fish the far-famed waters of the roarin' Rogue... pack in by pinto to the lofty Wallowa country... or rest your city-weary eyes on rugged coastal views that will remain indelible in the picture gallery of your mind. Golf, you ask? Yes, we have that, too. Come to Portland and play some of the sportiest courses in the nation. This is a red-hot golf town. The 1946 UNITED STATES PGA TOURNAMENT will rivet the golfing world's attention on Portland August 19-25. KOIN microphones will get a stiff workout during this event. That's because KOIN serves constantly as a mirror for the interests of Pacific Northwesterners—be it golf or any other community activity.

A bona fide golf champion handles KOIN's golf broadcasts. He is Special Events Director JOHNNY CARPENTER, who this year won the First Annual Portland Radio Broadcasters Tournament, and will head KOIN coverage of the PGA Tournament.

A GOLF BUG'S Paradise

LEWIS H. AVERY, Inc., National Representative

BROADCASTING • Telecasting

August 12, 1946 • Page 51
Respects

(Continued from page 50)

communications station. Previously he had surveyed electronic repair facilities for fleet and shore bases in South America, Canal Zone, Puebla, Mexico, and Cuba, and had been made officer in charge of the advance radio group of the Bureau's Electronics Division. At Trinidad he received out-of-line promotion to lieutenant commander.

Radio men will remember most of all his developments in 1943 of the famed "packaged radio station." This consisted of a series of stations for every type of naval job—all ready for shipment, with everything done to the last nut and bolt. Only a military man can realize the tremendous saving in time and trouble offered by the packaged station.

The package idea simplified his next big assignment—orders to assemble electronics material and personnel to support the Normandy invasion. With the actual invasion only six months off, he took men and supplies to England, setting up at Exeter. Those six months were full of excitement and problems, but when D-Day came every craft in the amphibious forces sailed with every piece of electronic equipment in operating condition.

Among the early arrivals at Normandy that D-Day morning was Jim Middlebrooks, with two repair units that maintained beachhead repairs for vessels shuttling from England. He set up the Omaha and Utah beach communications and moved with the Army. At Cherbourg, where he ran into his friend Harry Butcher, of Eisenhower's staff, he set up fleet facilities and the first communications station in Europe, with the aid of a lot of unserer equipment. For this he was awarded the Bronze Star and later the Croix de Guerre.

In September 1944 he was ordered to the Pacific as chief engineer of the Engineering Planning Group, designing and installing communications facilities used by Adm. Nimitz. It was the largest single installation of communications equipment in the world. In May 1945 he was ordered to the Bureau of Ships as officer in charge of shore communications group, directing the designing, installation and maintenance of all electronic equipment used by the Navy. He was relieved of active duty Nov. 1, that year. Latest recognition of his war achievements came in early July with award of the Legion of Merit [Broadcasting, July 8].

Jim Middlebrooks was born with an electrode in his mouth, Nov. 24, 1906, his father heading the Middlebrooks Electric Co. in Birmingham, Ala. Jim studied to be an electrical engineer at Alabama Polytechnic Institute, in 1927 going into the electrical construction business with his father. Shortly after the elder Middlebrooks died in the depression year of 1931, Jim reluctantly said goodbye to the shop where he had pattered with electronics devices for a decade-and-a-half and sold the business. He figured that the whole project had centered around the knowledge, acumen and integrity of his father.

The Middlebrooks shop had built and sold crystal sets shortly after World War I, and Jim's adolescent digits had helped with each. He got some of the earliest electronic tubes from friendly salesmen representing the big manufacturing concerns and put them to practical and experimental use. After selling the business he joined WAPI Birmingham as engineer, soon becoming chief engineer. The station, owned by Alabama Polytechnic Institute, was leased to W. H. Pote and Bascom Hopson, who also bought WOXK Mobile and WJBY Gadsden. He served as technical director for the group.

CBS Wanted a Man

In 1936 CBS wanted a man who could build a station from start to finish. Birmingham had the man, and Jim Middlebrooks moved to New York. Jim loved it. Every day brought new problems or new projects. He became a long-range community when he was building WEEI and WKRC simultaneously, and again when he was putting up the two-story KSFO addition on San Francisco's Palace Hotel and the KNX transmitter at Los Angeles.

When CBS picked Pea Island as a site for its WABC transmitter, Jim often went to work in his own sailboat, satisfying his favorite hobby. Other hobby is photography and Jim will cheerfully show you his photo collection which combines his professional and naval careers with his two hobbies.

He married his Birmingham sweetheart, Dorothy Carlisle, in 1927. They have two children, a boy 4 and girl 7. Jim is a member of the American Society of Naval Engineers, Society of Motion Picture Engineers, Naval Reserve Officers Assn. He is an Episcopalian.

Jim's philosophy is simple. Unassuming and friendly, he follows through by studying the facts, problems and people involved, carefully deciding what should be done, and then doing it. He doesn't stop there, though. When he completes a radio job, he leaves with it a man trained in its operation.
Here's your chance to blast away with both barrels for one price at a Billion-Dollar target . . . . the Dallas-Fort Worth Markets!

With two established 5000 watt stations for ammunition, you can now hit Texas' largest market area twice for one price, at simultaneous or separate hours . . . with no extra costs.

Nor is there any risk of shooting "blanks" . . . proof of the listener-loyalty and pull-value of KFJZ and WRR has been firmly established by extensive surveys . . . Together, they offer a double coverage of a tremendous market.

Level your guns at these dominant twin markets and save advertising costs at the same time.

**MARKET DATA**

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† Radio Market Data Handbook
* Fort Worth & Dallas Only

All other data from Sales Management Survey Buying Power

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**NATIONAL REPRESENTATIVE**

**WEED & COMPANY**

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

BROADCASTING • Telecasting

August 12, 1946 • Page 53
MARJORIE CAMPBELL, film director of television station WSKG Hollywood, and Joseph E. Lipinski were married at Riverside, Calif., in early August.

TED LENZ has joined KGFL Hollywood as director of m.c. handling nightly 4½ hour schedule.

LELAND MULLER, former production assistant with 20th Century-Fox Film Corp., and for four years AAF lieutenant, has joined the program department of WEXY Hollywood, operated by Televised Productions Inc., subsidiary of Paramount.

RUBY COOPER has joined WFLF Philadelphia as music and record librarian, succeeding ERA GILES who is devoted to television.

LOUIS T. MARSH, formerly with WMRN Marion, Ohio, and before war service in the Navy with NBC New York, has been appointed head of the new talent and program development division, of the program department of WINS New York City, N. C. JOHN COMMISSON has been named assistant to Program Manager C. ESTES, in charge of production.

STANLEY K. SIWEK has joined the continuity staff of WKIP Chicago, N. Y.

BURKE CROTTY, director of NBC television field operations, is recovering from an operation at Beth Davit Hospital, New York. He will be away from his desk for several months.

ALICE LINCOLN HUNT, FM supervisor of WHTX Philadelphia, and WILLIAM DAILY, announcer, have announced their engagement. Mr. Bally has been a director of the armed forces, has joined WMAL Washington, D. C., as announcer.

Mr. Marsh

Ralph J. Hinch, former announcer with CBS New York City, close affiliate, has rejoined the announcer staff of KOL Philadelphia, where he was formerly with the station.

ROBERT McGALL and J. IAN REID, who have served in the armed forces, have joined the production staff of CBS New York City.

J. I. REID joins the announcing department of ABC Chicago, where he was formerly with WKPT Kingsport, Tenn.

LESLIE C. ESTES, in charge of the continuity department of WIBW Kansas City, has been promoted to program director.

C. H. MILLER has joined the production department of WIBW Kansas City, where he was formerly with WBZ Boston, Mass.

AL COLLINS, formerly of CKWBS Kingsport, Tenn., is now announcer at WDAY Fargo, N. D.

NATALIE TOWLE has been named first woman disc m.c. at WDDC Washington, D. C. She writes her own script. Miss Towlle also is music librarian for the station.

JACK POLLIE, formerly of CKDK Ottawa, has joined the announcing staff of CKWS Kingston, Ont.

ALFRED S. PATRICK has joined the announcing staff of WOL Washington, D. C., as music director.

DON JOHN ROSS, former Midwest-New York announcer-producer, has been appointed program director of station's new FM outlet, soon to be put into operation.

JOHN B. ROSS, former West Coast announcer for WLAC Nashville, Tenn., has taken over the early morning program on WTMA in Mobile, Ala., former in Coast Guard for 6½ years.

JACK PEACH, formerly of CBB Vancouver, B. C., and CBC overseas unit, has been recommended by BBC to organize a broadcasting system for the British West Indies.

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For nearly five years New Yorkers have learned of war and peace through the hourly news bulletins on WMCA. Now, these special editions of the news are prepared and edited by the Herald Tribune 7 am and every hour thereafter through 11 pm.

News by one of the world's leading news-gathering organizations presented over America's leading independent station...a public service combination that more than ever keeps metropolitan listeners in the habit of tuning to first on their dials for firsts in the news!
Here are the television units that meet every technical and program requirement—based on the experience gained from more than 2000 different telecasts at General Electric's WRGB. Here are units designed to handle every known type of program source. Here are the basic equipments that enable you to "block-build" for future expansion.

Have you placed your order yet?
Low-Cost Community-type Stations — Metropolitan Stations — Rural Stations

Whether you go into television modestly or big-time, G-E fixed studio equipment will give you better picture quality, provide a flexibility to match the imagination of any director, furnish the proper program experience right from the start—all at reasonable cost.

Check these important features

1. SHARPER, HIGHER CONTRAST PICTURES
   Picture quality, contrast, and depth to satisfy the most critical audiences.

2. GREATER FLEXIBILITY
   Complete fading and switching facilities assure smooth programming from studios, network, or outside pickup.

3. TROUBLE-FREE OPERATION
   Proved circuits backed by six years of operating experience at General Electric's WRGB.

SUPPOSE you want to start out small. With the minimum of equipment as shown below in list 1 you can produce such programs as outdoor sports events, network shows, simple studio presentations, speeches, motion pictures, slide projections, and commercials. As more elaborate programs are required or air-time is increased, add to these basic units in almost any combination you desire—up to the maximum requirements of a 6-studio metropolitan station. For example, the equipment requirements for a 2-studio metropolitan station are fully met by the G-E basic units shown below in list 2.

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Starting Small?
Here's what you need for a Community station
- One 16-mm projector
- One slide projector
- One film camera channel
- One studio camera channel
- One master control desk
- Audio equipment
- One waveform rack
- One general-purpose rack
- Field pick-up equipment
- Transmitting equipment
- Lighting equipment

Starting Big?
Here's what you need for a 2-studio Metropolitan station
- Six studio camera channels
- Two film camera channels
- Two program consoles
- Two 35-mm projectors
- One 16-mm projector
- One slide projector
- One master control desk
- Audio equipment
- Two line monitors
- Two waveform racks
- Three general-purpose racks
- Field pick-up equipment
- Transmitting equipment
- Lighting equipment

Write for these important G-E Television references
"G-E Television Equipment Data Book". An illustrated description of G-E studio units, transmitters and antennas. This data book is free when requested on your company letterhead.
"Television Show Business", 246 richly illustrated pages of production "know-how" by Judy Dupuy. An indispensable guide to successful programming. $2.50 per copy.

Call your G-E broadcast sales engineer for complete information, or write at once to the Electronics Department, General Electric Company, Syracuse 1, New York. Offices in all principal cities.

FM • TELEVISION • AM

See G.E. for all three!
KFI's General Manager, W. B. Ryan, announced this week the appointment of JAMES SAMPLE as director of the KFI Symphony Orchestra for the 1946-47 Season of the "KFI-BEAVER BOWL YOUNG ARTISTS COMPETITION." In line with KFI's policy of continuously expanding the scope of its public interest series, the appointment of JAMES SAMPLE as music director affords the opportunity of working with one of America's most promising symphony conductors. Though now only thirty-four years old, JAMES SAMPLE has to his credit a successful European tour as a conductor in 1938; a tour in 1944-45 with S. Hurok and the New York Symphony Orchestra as the assistant conductor; one year (1945-46) as director of the Utah State Symphony Orchestra; and two years as a member of the Times Herald stockholders, that only one Altorie officer is associated with KRLD, and that policies and operation of KARD would be independent of KARD's. Apparently with Altorie formerly owned 28.9% of Altorie.

Service Overlaps
The petition concedes that "the entire service area of KAND lies within the service area of KRLD," but notes that the KAND area is served by 13 other stations day-time and night-time, and that the overlap is "a minor part" of KRLD's total area.

Under the redistribution of Altorie stock, 47% is owned by Wesley W. West, Houston businessman (lumber, banking, cattle, oil); 18% by P. M. Stevenson, an associate of Mr. West; 10% by J. C. West, now 50% owner of KAND; 1% by Don H. Housman, Dallas real estate man. The remaining 24% is owned by 12 KRLD or Times Herald stockholders, that only one Altorie officer is associated with KRLD, and that policies and operation of KARD would be independent of KARD's.

ALTO ASKS GRANT OF KAND TRANSFER
Petition Seeks to Eliminate Hearing Called by FCC
ALTO Inc., transeree in the proposed $2,000,000 sale of KAND to Col. and Mrs. Hunsinn, Tex., has petitioned FCC for approval without the hearing called by the Commission on issues including duopoly implications involving KRLD Dallas [BROADCASTING, June 3].

The petition asks permission to amend the original application [BROADCASTING, Dec. 10, 1945] to show a redistribution of stock ownership cutting to 24% the amount held by persons associated with KRLD or its parent organization, Times Herald Printing Co. It emphasizes that only 16% of Alto stock is now owned by persons associated with KRLD, and that policies and operation of KARD would be independent of KARD's. Apparently with Altorie formerly owned 28.9% of Alto.

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Want a program to do a great job for your clients’ products? Want a program so effective . . . so powerful in audience attraction . . . it can really roll up sales? Stop, look and read about the eleven striking programs listed below. It’s a sure signal you’re on the right track.

Add to this kind of programming the mass markets that these eleven key stations dominate . . . markets comprising 55% of the families in the U. S. with 34.2% more money to spend than the nation’s average . . . and you will be quick to recognize why leading advertisers everywhere prefer to use programs on NBC Spot’s 11 major stations.

Lines form fast for “Spot’s” Express to Program Results . . . so reach for that phone and make your reservations now.

WTAM . . . . . . . . . . . . . Cleveland
“News”—Reported in brisk and authoritative style by Joe Mulvihill, ace WTAM newscaster. 7:00-7:10 am, Tues., Thurs., and Sat.

WOWO . . . . . . . . . . . . . Fort Wayne
“Nancy Lee and the Hilltoppers”—a bright aggregation of rural rhythm stars long familiar to WOWO listeners. 1:30-1:45 pm, Saturday.

WMAQ . . . . . . . . . . . . . Chicago
“The Roens”—Elizabeth Hart and her husband, Louis Roen, well-known WMAQ personalities, discuss current topics in an engaging manner. 12:30-12:45 pm, Tuesday and Thursday.

KOA . . . . . . . . . . . . . Denver
“Harkness of Washington”—with his clear analyses, sheds an illuminating light on daily activities in the nation's nerve center. 11:30 pm Monday; 11:15 pm, Tues. thru Fri.

KPO . . . . . . . . . . . . . San Francisco
“Larry Smith”—Years of experience as a newsmen in Tokyo account for this commentator’s insight on Far Eastern affairs. 9:30-9:45 am, Mon., Wed., and Fri.

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**NBC Spot Sales**

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Denver, Main 6211 . . . . Boston, Hancock 4239
ROGER JENKINS, former chief engineer at WLAX Lakeland, Fla., and Army veteran of the Mediterranean theater, has joined the engineering staff at WFLA Tampa, Fla.

GUY CORNEIL and JOHNNY WELSH have both been added to the operating staff at CJAD Montreal.

ROBERT INGLE Jr. has returned to the engineering staff of WMZQ Macon, Ga., after spending several months at the Valpariago Radio Technical School, Valparaiso, Ind.

LLEWELLYN BATES KEIM, formerly with the Kyle Corp. as sales manager in electronics and with Musak Radio as chief engineer and operating head, has joined The Zeitco Inc. as field electronics engineer.

Mr. Keim

ALLEN GUNDERSON, chief television engineer at EDYL Salt Lake City, is the father of a boy, James Vincent.

HALLCRAFTERS Co., Chicago, has taken partial occupancy of its new $600,000 west side factory and expects to have four new production lines in operation within 30 to 45 days.

INTERNATIONAL STANDARD ELECTRIC Corp., has arranged distribution in foreign countries of facsimile and photography equipment manufactured by Time Telephoto Equipment Inc., wholly-owned subsidiary of New York Times Co. International Standard is manufacturing and sales organization of the International Telephone and Telegraph Corp. Originally developed for news-photo transmission, equipment was used for many other purposes during war.

ROBERT INGLE JR.

BILL BRICKER, formerly with WCNC Charlotte, is the father of a boy.

ROBERT MCCABE, control room engineer of WPBL Binghamton, N. Y., is the father of a boy, James Vincent.

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Internation Standard Electric Corp.

Mr. Keim

JOHN E. MILLER has been promoted at WSJS Winston-Salem, N. C., to director of sports, special events and public interest features.

DONALD LAUBENSTEIN, former serviceman, has been added to the local bureau of WFTN Jamestown, N. Y.

WILM Wilmington, Del., has acquired its own set of meteorological instruments to localize its weather reports.

JOE WILLS, newscaster of WQAI San Antonio, has married Dorothy Perkins last week.

BRENNAN, MBS news commentator in Boston, whose syndicated news column is carried in the Boston Herald, will have his column published in most of the cities in which his MBS broadcast is heard, according to United Features syndicate.

BILL CUNNINGHAM, MBS news commentator in Boston, whose syndicated news column is carried in the Boston Herald, will have his column published in most of the cities in which his MBS broadcast is heard, according to United Features syndicate.

BOB BENDER, for two years assistant to BILL STERN, NBC sportscaster, and of late sports announcer and sports writer at WTAR Norfolk, Va., has been named head of the sports department at WTMA Charleston, S. C.

DR. FRANK KINGDON, educator, speaker and former president of Newart U., Newark, N. J., today (Aug. 12) starts new series of news commentaries on WOR New York, Mon. through Fri. 6-6:15 p.m.

EARL ROSS, formerly with CJCH Halifax, N. S., has been added to news and feature staff of CJAD Montreal. He works on night shift.

KOA Denver has added three new staff artists. They are Lennie Baylison, who gives a program of Novachord music, Fred Nesbit, bartending, and Nick Perito, accordionist.

MR. KEIM

Mr. Keim

JOHN E. MILLER

Mr. Keim
You Wouldn't Go Swimming In Your Overcoat!

and you shouldn't try to cover OKLAHOMA without the OKLAHOMA NETWORK

The right coverage is important! So why try to cover Oklahoma without the Oklahoma Network... the network which offers you SEVEN stations... each with a concentrated audience in the seven major markets of Oklahoma... each with DOMINANCE in their markets... most of them ALL OF THE TIME! You can use all seven stations, or as few as three... and still get the network rate!

ONE CONTRACT  ONE CONTACT  ONE STATEMENT!

ASSURES YOU Audience IN THE RICIHEST MARKETS IN OKLAHOMA

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA

ROBERT R. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA
A SPECIAL U. S. Savings Bond half-hour transcribed radio program, "A Story for V-J Day," was shipped last week to all stations in the country for broadcast Aug. 14, according to Brent O. Guts, chief of the Savings Bonds Radio Division. Written by Harry Chevigny, with an original musical score by Mark Warnew, featuring John Gibson and other radio actors and actresses, the program is a dramatic fantasy, the story of an ex-G.I. who finds a state of confusion existing in the U.S. between his return from the service and is given the power by mythical philosophers and dictators of the past to run things "his way."

Baseball Special

All A PRELUDE to the All-Star vs. New York Randot Baseball League game slated for Aug. 15 at the Polo Grounds, New York, WNEW New York is presenting a series of six special programs Aug. 8, 9, 10, 12, 13 and 14, 10-11:15 p.m., featuring distinguished baseball players of yesterday and today including former Giants, Bill Dickey, Rabbit Maranville, Ray Schalk and Carl Hubbell, and Mrs. Lou Gehrig, wife of the late Yankee first-baseman, along with sports authorities, in outlining the role of sandlot baseball in promoting healthy living habits, community spirit and the development of ideas of fair play.

CBS Switch

CBS ARMY recruiting show, "Sound-Check for Mark Warnew," which has been summer replacement for "The FBI in Peace and War," Thurs. 8-9 p.m., will be extended on that network during Aug. 13-23 when it switches to Aug. 23 and 24 to Fri. 8-9 p.m. "The FBI in Peace and War," sponsored by Procter & Gamble, Cincinnati, (Lava soap), returns to CBS Aug. 22. They tuck in Aug. 9 p.m. Anybody "Try It and Gamble" is The Bow Co., New York, which offers a $500 War Bond, and Army & Navy, New York, handles Army recruiting campaign.

Two New on WOL

FASHION news and tribute to outstanding Government girl, plus music of "West of Broadway." These are featured on new Sunday evening half-hour series starting by WOL Washington. Titled "The Show of the Week," the program is sponsored by Brentley Fur Co., Washington through Kronstadt Adv., that city. Sept. 1 WOL begins "Over on the Band," Mon. through Fri. late morning show to feature Bob Krayl and Marion Brooks, orchestra leader, Procter & Gamble Food Stores Inc., local chain, will sponsor "Vivian Bling Through KL, Ekhrich & Merrick, Washington."

Dramatic Series

ONE-HOUR DRAMATIC presentations on the CBC Trans-Canada network will start Sept. 8, featuring adaptations of famous novels, short stories, plays and biographies. The program, "Rain," will be the fourth annual series in Sunday evening half-hour CBC. Program will be directed by Andrew Allan from CBC Toronto and will feature works of Sinclair Lewis, Ibsen, Chekov, Sophocles, Fielding, Dickens, De Maupassant and other classical authors.

P & G Returns Mystery

PROCTOR & GAMBLE Co., Cincinnati (Lava soap), 10 returns "Mystery of the Week" on the CBS full network, Monday through Friday, 7-7:15 p.m., and drops the "Lenny Ross Show," which before its summer hiatus was heard on a split CBS network with "Mystery of the Week." Agent for Ivory soap is Compton Adv., New York.

Double Switch

PHILIP MORRIS & CO., New York, effective Sept. 20, switches 10 stations "It Pays to Be Informed," currently heard on CBS Fri. 8-9:30 p.m., to Fri. 19-19:30 p.m. on selected stations, the Borden Co. New network is "Tommy Rags and Betty Lou," a CBS program from 7:30-8 p.m., Fri. 9-9:30 p.m. The agency for Philip Morris is The Bow Co., New York, while Young & Rubicam, New York, handles Borden account.

dupont Resumes

E. I. duPONT DE NEMOURS & Co., "Calvalcade of Americas" Monday 8-9:30 p.m on NBC returns to air after a summer hiatus Aug. 16. First program with Borden Co., "The Old Plow Boy" Thursday nights originating in Hollywood, Plassa are scheduled continue from West Coast for first 13 weeks. Agency is BBDO, New York.

Horse Race Team

THE SABATOGA horse races are being carried in 17 and 24 on CBS, 5-5:15 p.m., with Joe Palmer, New York; and 12 other turf writers, Bill Foster of AP and Gene Ward of the New York Times.TV news doing commentary on those respective dates. None of the three have been banned from a network broadcast program previously. The broadcasts are under the direction of Jimmy Dolan, CBS-servant director of sports. Introduction of these new commentators is in keeping with CBS Director of Sports Red Barber's new policy of inaugurating as many new voices as possible. It is his intention to build a group of sports broadcasters, each as a specialist in his field, to cover headline events throughout the year.

Maritime Appeals

MANY radio advertisers are volunteering their support in answer to a special appeal made by the Advertising Council to help recruit 4,000 licensed officers needed to man 460 additional Merchant Marine ships before Sept. 1. The Council said radio appeals are being carried on CBS, NBC, and other networks, explaining these men are needed so that relief shipments may proceed.

Anniversary Event

CELEBRATING 100th anniversary of the railroading of the American Rouge over Los Angeles, ABC on Aug. 13 will present special program, "The Pacific Electric," starring Mr. and Mrs. Walter Huston as narrator of drama tracing progress of those "horseless carriages," as part of the U. S. Broadcast at 10:30 p.m. show will include Frank Sinatas, Judy Garland, Margaret O'Brien and Mayor Fletcher Bowron of Los Angeles.

Old New Stories

A PART of the daily 7 p.m. air edition of the Pacific Western News, effective Aug. 12. The program, "This Week in West- terners," will be syndicated by the station as quarter-hour disc series for distribution to stations which will read from old American newspapers those stories which have counter parts in today's news.

Period Designated

TO BUILD an audience for public interest features, KYW Philadelphia has designated 2:30-3 p.m. through Friday for programs of public service nature.

On Sex Crimes

DISCUSSION of juvenile sex crimes was aired over WOV New York in a special midnight broadcast Tuesday, featuring Dr. Ralph Banay, medical authority on sex offenses, and Harold Sherwood, managing editor of Coronet. WOV remained on air after its regular sign-off time to reach an adult audience.

The Inside

EYEWITNESS report is used on new WPNX Philadelphia news commentary, "Private Line News, the City." Listeners hear weekly commentary between Correspondent John LaCerda in Paris, and his managing editor, Dwight Ferrin at WPNX. Special live interviews on Peace Conference are heard on Fri. 6:45-7 p.m. series.

Social Service

VETERANS service feature to be started in September by WTTR Trenton, "First-Up Serenade," will be presented in cooperation with the Veterans Service Bureau and will assist former servicemen to secure suitable jobs and homes. Program will be heard three times weekly.

Aviation Stories

WPIX Auckland, Va. is presenting new weekly program, "Aviation in the News," Mon. 2-2:15 p.m. Week's review of human interest stories in commercial aviation is presented by O. C. Jones, manager of traffic and sales for United Air Lines in the Washington, D. C. district. Program is connected with all airlines.

Social Service

ENDORSES "endorses" Connecticut State and Los Angeles County medical authorities and as a public service the Puget Sound has started transcribed weekly hour dramaticized educational program on social service, "One-Hour Series," each program is complete.

Water Safety Series

IN AN EFFORT to aid in cutting down numbers of summer drownings, CBS, Toronto has started a series of quarter-hour programs on water safety in the water, with interviews with life savers on what to do to help in a rescue or resuscitation.

Around the Town

A SATURDAY NIGHT program in "Tonight in Town," is aired for an hour on CKCR Timmins, Ont., with interviews, discussions or interesting people, events of the week in Timmins and district, visits to local places and clubs.

Local Experts Quizzed

PROMINENT local experts discuss questions on the day's on "The Richmond Evening News" heard on WMGB Richmond, Va., Tuesday nights. Queries telephoned in from listeners are immediately answered at the panel.

KPNF to Cover Rodeo

KPNF Shennandoah, Iowa, has secured exclusive broadcast rights to cover forthcoming "Sidney (Iowa) Rodeo." KPNF programs will be sponsored by United Hybrid Corn Co., Shennandoah.
BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Boston, Massachusetts
FRANK KEMP, media supervisor in charge of the Procter & Gamble account at Compton Adv., New York, effective Aug. 19, leaves to become media director of Dancer-Fitzgerald-Sample, New York. BILL MALLIBERT, account executive of Compton Adv., will take over Mr. Kemp's duties as media supervisor in addition to his timebuying activities.

RICHARD D. LA FOND, formerly public relations director of Sperry Products, Hoboken, N. J., has opened an advertising agency under his own name with offices located in the Salomon Towers Building, Fifth Ave. and 45th St., New York. The agency is currently handling the Nancy Davis fashion line, in addition to Arthur Godfrey's Dream Night shampoo, which sponsors participations in the Arthur Godfrey show on WTOP Washington and the Ruth Crane show on WMAQ, Washington.

WILLIAM E. LARCOMBE, former account executive and director of J. D. Tarcher & Co., New York, has retired.

ERNEST J. ZIELIN, former publicity representative for the New Haven Railroad, New York, has joined Dusane Jones Co., New York, as publicity director.

L. BROOKS ELSM, formerly with J. M. Mathes Inc., New York, as an account executive and prior to that with Fleece, Cone & Belding, has joined Geyer, Cornell & Newell, New York, as executive vice president.

RUTH BRANCH GARRISON, former assistant to the general manager of Tell City (Ind.) Chair Co., has joined Piedmont Adv., new agency in Salisbury, N. C.

WELLS W. SPENCE has been named vice president and a member of the principal board of Management of Montgomerie, New York. He recently joined agency after four years with Sterling Drug.

JAMES HOULAHAN, vice president of William Eddy & Co., New York, has been named executive vice president to WILLIAM D. HUTCHINS, president, and JAMES MARTINDALE, both with agency's copy department, also were appointed vice presidents.

MORRISON H. STEWART, former advertising manager of the State Co., San Francisco, has joined Robert B. Young Adv., that city, as account executive.

BARBARA HATHWAY, former radio writer with Mutual Broadcasting System, New York, has returned to the agency, succeeding Mr. Dorrance, in charge of publicity for the Greater Boston Community Fund.

HUTCHINS & GRAVES, New York, has changed its name to Graves Advertising Inc. and has been taken over by LEE GRAVES, former vice president of the agency, succeeding the late L. W. HUTCHINS, former president of Hutchins & Graves. Office address remains 420 Lexington Ave., New York.

CLIFFORD DILLON, former group copy head at J. Walter Thompson Co., has joined Bullock's Ullman, three Bayes, New York, as copy chief.

HENRY C. RAINFORD, former production manager at M. H. Hackett Co., has joined Donahue & Co., New York, as associate production manager.

TEX WEINER has been named director of radio for Robert Delaware Assoc., New York.

GEORGE COGAN of Hollywood, has joined the marketing department of Warner-Intermountain, New York, in a liaison capacity.

MARY V. KING, with the Kudner Agency, New York, since 1940, has been appointed timebuyer effective immediately.

GEORGE GALI, former head of his own New York radio packaging firm, has been appointed radio director of Parker, Cash & Assoc., Hollywood.

ROBERT D. HUBERT, West Coast talent buyer of Young & Rubicam, has taken on additional duties as manager of agency's Hollywood program development department.

JOHN T. HAYES, copy and radio director of Productive Adv., Los Angeles, has been named agency manager. Agency has moved to larger quarters at 114 S. Western Ave.

EDDIE POLA, former producer of Cliff Shenfeld & Doherty on "Alan Young Show," continues in that capacity with the Sham & Myers Co., adding production of that show to Young & Rubican. Program originated from NBC Hollywood starting Sept. 20.

WILLIAM KESTER & Co., new Hollywood agency, has established offices at 6533 Hollywood Blvd. Telephone is Hollywood 5-3232. Mr. Kester was an executive of Sherman & Marquette, Chicago, assigned to Culver-Palmolive-Peet Co. and other accounts.

GEORGE H. STELLMAN is radio director of new firm. He formerly supervised all General Mills programs for Dancer-Fitzgerald-Sample, Chicago. EUGENE POWERS, former Procter & Gamble Co., copy director at Dancer-Fitzgerald-Sample, Chicago, and NICHOLAS C. ORR, head of Young & Rubicam's west coast operations, have joined agency.

VI WARREN, former copy chief with Kutter & Kutter, has been named national radio director of Lieder Adv., Chicago.

TIM MORGAN, for 3½ years account executive and radio director of Jacobs Co., Chicago, has resigned to take a similar position with W. W. Garrison & Co., Chicago. He is creator of "Tim Pan Alley of the Air."

ALBERT L. GALE, vice president of Agency Service Corp., Chicago, is teaching commercial scripts writing at Radio Institute of Chicago where he is on board of governors.

CARL A. BRISTE, former director of public relations of the Electronic Corp. of America, New York, has been appointed director of the recently created publicity and public relations department of Henry Bach Assoc., New York.

GERALD W. RAPIN, formerly with the aircraft training division of the Packard plant in Detroit, has joined Brooke, Smith, French & Dorrance, Detroit, in a creative capacity.

FREDERICK APT, account executive with Downer Organization, radio station representatives, has resigned.

ZACH BAYT, who formerly did free-lance advertising and traffic supervision, has opened agency under own name in Chicago featuring special radio and commercial motion pictures. Offices at 1434 N. Roosevelt St., Chicago.

JULIUS J. ROWEN Co., New York, has moved to 1991 Broadway.

JOHN STEADMAN has resigned as supervisor of OIC and radio consultant of McClain-Krickeon, Chicago.

MARGARET MACY, former advertising representative for H. W. Kastor & Sons, Chicago, to move to Hollywood as freelance producer.

CBS Football

CBS will begin its football broadcasts on Sept. 21. Network airs description of Army vs. Villanova football game from West Point. Red Barber, CBS director of sports, and Jimmy Donlan, his assistant, will play-by-play.
Your sales message has double-barreled effect when you use KNOW to reach the rich Austin market. KNOW offers low-cost, remarkably effective, concentrated coverage that no other radio station can match. KNOW's high rate of listener loyalty is the result of live-wire, progressive programming, and a thorough understanding of our listeners' interests.

Let us show you how KNOW delivers more dialers per dollar, and how Austin delivers more dollars per dialer. Write today for more information, and ask for your copy of our booklet, "The Austin, Texas Area."

*Overall Hooperatings, Fall, 1945
KNOW 43.6
Austin Station "B" 16.7
WE DON'T PRY THE CAP OFF BOTTLE TOP (Ky.)!

If you use some big station hereabouts, you might be able to open Bottle Top (Ky.)—but the rest of the state, combined! We haven't the power to uncork Bottle Top, but we can sure open up some new accounts for you here in Louisville.

Louisville's WQV 5000 WATT... 920 C.E.  . FREE & PETERS, INC.
National Representatives

TALK ABOUT AN AVAILABILITY!

Fulton Lewis, Jr. . . . who consistently maintains the 2nd largest listening audience among Pittsburgh's 5 stations, 7 to 7:15 p.m. . . . whose audience in Pittsburgh is 25% above his network average . . . is now available, Monday through Friday, at 1000 W rates (5000 W rates in effect Sept. 1).

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

Promotion

In 'Record'

COMMENTS of legislative leaders, appearing in the Congressional Record, provided the material for promotions; ad copy was written for promotion by WOL Washington in behalf of "The Voice of Washington" program, which was sponsored by General Electric Co. (The copy for the series Brochure insert is reprinted of July 25 Look Magazine article by Albert Warner, WOR news bureau chief.

"Climping Service"

TO FOCUS attention upon the fact that considerable free time is devoted to advertising, although they are not aware of it, Network Promotion has started a "sponsors' climping service." Summaries of mentions are mailed regularly to advertisers and their agencies.

Theinn Stations

SERVE AND SELL IN GROWING 5 MARKETS

- WMOB—ABC
  Mobile, Ala.
- WBR—ABC
  Knoxville, Tenn.
- WLP—ABC
  Lexington, Ky.
- KFDA—ABC
  Amarillo, Tex.
- WCMJ—CBS
  Ashland, Ky.
  Huntington, W. Va.

Broadcasting • Telecasting
A quarter of a century ago, baseball fans had only two choices—to attend the games or read about them in the morning paper. Then, in 1922, WGY broadcast the first inning-by-inning reports straight from the World Series games in October, by means of United Press bulletins.

But, inning-by-inning United Press reports weren't enough. In 1923 WGY listeners heard a play-by-play description of the World Series games straight from the field in New York. WGY and WEAF combined forces to bring listeners, hundreds of miles away from New York, all the excitement of the World Series. It was the first World Series broadcast and the first "network" sports broadcast—with Graham McNamee, young WEAF announcer, graphically describing the games.

For nearly twenty-five years, listeners have looked to WGY for the best in programming. Sponsors, today, look to WGY as one of the top stations in the Great Northeast.
Catalina Knitting Mills, Los Angeles (swim suits), has prepared a series of spot announcements featuring voice of Jimmy Walkin for distribution to key retail outlets throughout country. Agency is Hillman-Shane Adv., Los Angeles.

William Cagney Productions, Hollywood, has appointed Lennen & Mitchell to handle advertising campaign. Firm will use radio. First picture for which agency will institute a spot campaign is "The Story Lamb," which goes into production in September and stars James Cagney.


Kensie Watch Co., New York, will sponsor a quarter-hour transcription show called "Flight With Music" featuring Marian Hutton and Herb Sheldon on 30 stations. The contest for the 39-weeks, effective Sept. 1, was placed by Weiss & Geller, New York.

Schurach Jewelry Co., Salt Lake City and Ogden, Utah, has signed 52-week contract with KDYL Salt Lake City for sponsorship of transcription "Hollywood Open House," Sun. 3:30-4 p.m., and transcribed "Measure Parade," Mon. through Fri. 8:15-8:30 p.m. G. T. Fullford Co., Toronto (Children's Own Radio), in the fall will start a full-time program on a limited number of Canadian stations. Business is placed through Spot Broadcasting, New York.

Paul L. Ehrlich, former assistant sales manager of the radio section of Carnegie-Illinois Steel Corp., Pittsburgh, has been elected sales vice president of the U. S. Steel Lake City, Chicago, succeeding Leslie B. Arentzen, former executive with LaRoche & Ellis, New York, for 10 years, has been appointed national manager of the coat, and cocktail and toasting kennel of Hiram Walker Inc., New York.

Marcus J. Aurelius, former assistant sales manager of the radio section of Carnegie-Illinois Steel Corp., Pittsburgh, has been elected sales vice president of the U. S. Steel Lake City, Chicago, succeeding Leslie B. Arentzen, former executive with LaRoche & Ellis, New York, for 10 years, has been appointed national manager of the coat, and cocktail and toasting kennel of Hiram Walker Inc., New York.

Joseph D. Bohan, vice president of New York, in charge of its Centaur Co. division, has been appointed coordinator for the current advertising account, "Good Foundation," handled by Advertising Council, Young & Rubicam, New York.

L. B. Kerrie, agency manager of G. M. Bradford Co., and the Joseph Katz Co., all New York, continue as the four-volume agencies on this campaign with Herbert F. Kornell of Wharton Inc. as advertising consultant.

BRISTOL-MYERS Co., New York (Ipaks and Vitaline), Sept. 8 starts half-hour spot campaign begun by WCBW New York, Sun. 8:30-9 p.m. Divided into two segments, the first half-hour of 30-minute period presented on behalf of Ipana will be a cartoon show with Sid Hoff, whose cartoons appear in the New Yorker and Saturday Evening Post, presenting a special cartoon character, "Shorty," for the show. The second half of the program, which will advertise Vitaline, will be "Sports Almanac," featuring motion pictures with Bob Hope, sports director of WCBW as commentator. Agency: Munich-McDoherty, Clifford & Shenfield, New York.

PERFEX CHEMICAL LABS, Bronx, N.Y., maker of Ded-Lee insecticide, has appointed Lester "I" Wolf Inc., New York, to handle its advertising. National promotion campaign is being planned for next fall.

Jacob Rupprecht, Brewer, New York, has appointed Art Meyer & Son, Inc., New York, as advertising agency effective Oct. 1. Brewery uses spot radio network spots and sports shows currently. It will continue present campaign.

GENERAL FOODS Corp., New York, has announced appointment of five vice presidents of company's sales unit. Names: George Black, central division sales manager; Charles A. Kolb, eastern division sales manager; W. Parlin Lillard, staff division sales manager; Joseph E. Hoff, southern division sales manager; Richard H. Moultion, western division sales manager.

Canadian Oil Co., Montreal (White Rose gasoline), has started daily early morning newscasts on CKSY Toronto. Account is handled by McConnell,枣庄man, Co., Montreal.

Geo. Weston Ltd., Toronto (biscuits), starts transcription program "The Wife Savers" on a number of Western Canadian stations in October. Account is placed by J. J. Gibbons Ltd., Winnipeg.

Canadian Canners, Hamilton, Ont. (soups), is starting a campaign on 24 Canadian stations in September. Agency is Hayhurst Adv. Co., Toronto.

International Vanier Co., Toronto (paints), has started spot announcement campaign on a number of Canadian stations. Agency is McKinnon's Adv., Toronto.

Gray's Balm Labs., Toronto (prospect), has appointed Albers Jarvis Ltd., Toronto, to handle advertising. Radio campaign is being planned for Ontario.

O-Pee-Chee Co., London, Ont. (cigarettes), is starting a national spot announcement campaign on Toronto and Montreal stations which is handled by Adv. Council of Canada, Toronto.

California Sugar Products, Los Angeles (plumbing supplies), has appointed Smith, Bull & McCreary, Hollywood, to handle advertising. Radio is to be used.

Atlantic Brewing Co., Chicago (Tavern Pole beer) and Campbell-Mithun, Chicago, will end their agency relationship November 15 (the agency is now operating under the name of James McDonald & Associates). Chicago is in beer advertising between Chicago and Minneapolis offices of the agency. New agency for Atlantic will be Grant Adv. Inc.

Samuel Goldwyn Productions, Hollywood, has shifted account from Delmar & Co., New York, to Poole & Belding, Los Angeles, with latter agency assuming account for "The Best Years of Our Lives." Spot radio will be used along with other media. Advertising budget for campaign is $500,000.

When you buy NBB, be sure you get

Reno, Nevada

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

Sponsors

Network Accounts

New Business


Whitehall Pharmaceutical (Canada). Walkerville, Ont. (Anacin), Sept. 9 starts for 52 weeks "They Tell Me" on 28 Trans-Canada network stations. Mon.-Wed.-Fri. 11:30-11:40 a.m. Agency: Young & Rubicam, Toronto.

Robin Hood Flour Mills, Montreal (cereal), Aug. 10 starts "They Tell Me" for 39 weeks on 30 Trans-Canada network stations, Mon.-Wed.-Fri. 1:30-1:45 p.m. (EST) after Sept. 30. Agency: Young & Rubicam, Montreal.

Renewal Accounts

Procter & Gamble Co., Cincinnati (Oxydol), Aug. 19 after seven-week summer hiatus returns "Jack Smith Show" on CBS, Mon. through Fri. 7-7:30 p.m. Agency: Dancer-Pittsburgh-San- ple Y.

Mail Pouch Tobacco Co., Wheeling, W. Va. has renewed for 52 weeks "The Fishing & Hunting Club of the Air" on ABC, Wed. 8:30-9 p.m. Agency: Walker & Dowling, Pittsburgh.


Whitehall Pharmaceutical (Canada), Walkerville, Ont. (proprietary), renewed on Oct. 5 to Jan. 2, "Ham to You" on 28 Trans-Canada stations, Tues.-Thurs. 7-7:15 p.m. Agency: Young & Rubicam, Toronto.
Let's start with the record. Disc recording has attained a fidelity that is uncanny. Fine quality disc recordings actually duplicate the original sound. It is difficult, even for the trained ear, to distinguish the recording from the original live studio performance.

What has this to do with FM performance? Just this. FM sound reproduction equipment must also possess a fidelity that is uncanny! It must keep the record “alive”!

FM performance, therefore, puts a premium on precision built sound equipment that has been engineered for wide dynamic range, minimum distortion content and wide frequency range.

Fairchild has long anticipated the needs of FM. The Unit 524 Transcription Turntable is one outstanding example. It is completely new. The drive and turntable were designed especially for cabinet installation. Turntable noise, rumble and vibration are practically non-existent because of the unique method of mounting the drive and filtering out vibration.

‘WOW’-free operation is assured at either 33.3 or 78 rpm by the famed Fairchild direct-from-the-center drive. Evenness of speed is attained by a carefully calculated loading of the drive mechanism that keeps the synchronous motor pulling constantly. Intermittent grab and release is prevented by precision control of all alignments.

If you're interested in FM performance for either FM or AM recorded broadcasts, you'll be interested in Fairchild Sound Equipment.

**FOR IMPROVED PERFORMANCE** — Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP, which is standard equipment on the Unit 524 Transcription Turntable, assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform ‘floating’ stylus pressure of 25 grams — even under unfavorable playing conditions. And pliant suspension material provides the vertical compliance needed by the stylus to track lateral records accurately.

UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its specifications of flat within ± 2 db to 8,000 cycles. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of +20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to unusually long cushion blocks and exceptionally fine mechanical design.

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
The Voice Is STRONGER!

Central Ohio listeners enthusiastically comment on WCOL’s finer reception since completion of its new 412-foot tower. Listeners remark that “it cuts interference and our favorite local and A&B Programs now come in free of distortion and clear as a bell.” WCOL, serving the third largest market in the fourth richest state, is more than ever “the listening habit of Central Ohio.”

WCOL Columbus
The Listening Habit of Central Ohio
Represented by THE HEADLEY-REED CO.

Page 70 • August 12, 1946

BROADCASTING • Teletasking
SURVEYS SHOW

Audience Preference!
CFRB delivers the highest weekly share of evening listeners!

in

Toronto

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(PERCENTAGES INDICATE EACH STATION’S SHARE OF THE 6 TO 10 P.M. AUDIENCE)

and

Ontario, too!

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(PERCENTAGES INDICATE EACH STATION’S SHARE OF THE 6 TO 10 P.M. AUDIENCE)

These figures for the period from 6:00 to 10:00 p.m. come from a comparative study of Toronto stations, recently supplied by independent research organizations. They tell only part of the story. The whole story is that CFRB is the station that gives you the greatest coverage in over 40% of Canada’s richest market.

Write this station for further details

860 kc. TORONTO

CFRB

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

Representatives
Adam J. Young Jr., Incorporated
New York Chicago

All-Canada Radio Facilities Ltd.
Montreal
FREQUENCY MEASUREMENTS

Exact Measurements at any time

R C A COMMUNICATIONS, INC.
44 Brad Street
New York 4, N. Y.

MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES
Freeland & Olschier Products, Inc.
611 Baronne St., New Orleans 13, La.

High Power Tube Specialists Exclusively

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation

STANDARD
Measuring & Equipment Co.
Phones 877-5635
East, Ohio. Since 1929

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & ground systems.
1600 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

FCC Actions
(Continued from page 70)

Lake, Wash.—Granted CP new station 1450 kc 250 w unlimited time subject to FAA approval of transmitter of station system: waiver idea, 3.53(b) and 3.69 of rules.

AM—1100 kc
Central Best., Co., partnership composed of H. Ross Perkins and J. E. Jones, 6110 N. E. Columbia Blvd., N. E. Portland, Ore., applying for a CP (Commissioner Durr voting "No"), for new station 1100 kc 250 w unlimited time subject to condition that applicant will within 60 days from date of grant file application for modification of permit specifying transmitter and antenna system and installing approved frequency monitoring instrument when applying, meeting requirements of standards.

AM—1490 kc
KVOE Salinas, Calif.—Granted modification of CP to provide for monitoring of station's signal in direct line of direction and at its direction in the field.

AM—1450 kc
WAGM Presque Isle, Me., Granted CP increase of power from 100 to 250 w and hours from to unlimited on condition that station cease operation on 1450 kc, provided that applicant file within 120 days from date of grant a CP application for a new station 1450 kc with 250 w unlimited time subject to condition that grantee file within 120 days from date of grant an application for new station 1450 kc with 250 w unlimited time subject to FAA approval of transmitting equipment of station system: waiver idea, 3.53(b) and 3.69 of rules.

AM—710 kc
WITW Canton, Ohio.—Granted a CP increase of power from 10 kw to unlimited time, to install new transmitter and make other changes in direct line of direction and approved by 712 kc that provided that applicant agrees to investigate and correct equipment, if necessary, during the next six months, within proposed 250 m, in contour and frequency. The applicant has begun operation with 20 kw input power, and the array has been satisfactorily adjusted in that operation. The 20 kw input may be required to make weekly field intensity checks at design points, according to FCC regulations, to continue to measure and determine input power as required operating characteristics.

AM—590 kc
Lubbock Best., Co., Lubbock, Tex.—Granted CP new station 950 kc 1 kw daytime only contingent on request within 60 days for grant of on plant proving of site and adjustment of all reasonable complaints of cross-modulation.

AM—1290 kc
Cream City Best., Co., Milwaukee, Wis.—Granted for hearing application for new station 1290 kc 250 w day time only.

AM—1260 kc
San Fernando Valley Best., Co., San Fernando, Calif.—Granted for hearing application for new station 1260 kc 1 kw unlimited time DA; Station KFJF to be made party to hearing.

KFD A Amarillo, Tex.—Denied application to reconsider, sever and grant its approval of application for new station 1260 kc with 1 kw unlimited time, DA; Station KFJF to be made party to hearing.

KFD A Amarillo, Tex.—Denied request to reconsider, sever and grant its approval of application for new station 1260 kc with 1 kw unlimited time; DA; Station KFJF to be made party to hearing.

AM—590 kc
Lubbock Best., Co., Lubbock, Tex.—Granted CP new station 950 kc 1 kw daytime only contingent on OCA proving of site and adjustment of all reasonable complaints of cross-modulation.

AM—1290 kc
Cream City Best., Co., Milwaukee, Wis.—Granted for hearing application for new station 1290 kc 250 w day time only.

AM—1260 kc
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KFD A Amarillo, Tex.—Denied request to reconsider, sever and grant its approval of application for new station 1260 kc with 1 kw unlimited time; DA; Station KFJF to be made party to hearing.

WITI Whitehall, Ohio.—Granted CP new station 1150 kc 50 kw night only.

AM—Joint Petition
Syndicate Theatre, Columbus, Ind.; Universal Best., Co., Indianapolis—Application of Syndicate Theatre, Columbus, Ind., for a CP for a new station 1150 kc 1 kw unlimited time, approved by 345; joint petition of Universal Best., Co., and Universal Best., Co., for new station in Indianapolis, so as to permit receipt of certain engineering data on behalf of both Universal Best., Co., and evidence with respect thereto; such matter to be held Sept. 3 (Dockets 7099 and 7100).

AM—Consolidation
Blue Valley Best., Co., and General Best., Co., Independence, Mo., KORN FM, Inc., application of Blue Valley Best., Co., for a CP for new station 1150 kc 1 kw unlimited time, approved by 345; joint petition of Universal Best., Co., and evidence with respect thereto; such matter to be held Sept. 3 (Dockets 7099 and 7100).

WITI Whitehall, Ohio.—Granted CP for new station 1150 kc 1 kw unlimited time.

AM—Consolidation
Blue Valley Best., Co., and General Best., Co., Independence, Mo., KORN FM, Inc., application of Blue Valley Best., Co., for a CP for new station 1150 kc 1 kw unlimited time, approved by 345; joint petition of Universal Best., Co., and evidence with respect thereto; such matter to be held Sept. 3 (Dockets 7099 and 7100).

WITI Whitehall, Ohio.—Granted CP for new station 1150 kc 1 kw unlimited time.

AM—Reconsider
WITI Whitehall, Ohio.—Granted CP for new station 1150 kc 1 kw unlimited time.

AM—Reconsider
WITI Whitehall, Ohio.—Granted CP for new station 1150 kc 1 kw unlimited time.
The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to

THE GREATEST SELLING POWER IN
THE SOUTH'S GREATEST CITY

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN
THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

K PAC
Deepest in the
Hearts of Texans

MBS

BMB
Representatives
Sears & Ayer, Inc.

West
(Continued from page 20)
rea of Reclamation has advertised for
bids in excavating the main
channel of the multimillion dollar Co-
lumbia Basin project.

NEVADA
The little fellow with the big
punch, Nevada is really rolling
with the stuff which makes big per
capita indices. The state tax on
legalized gambling alone last year
was $212,300.46—and the tax is
just 1% of the gross revenue!

Reno, of course, is the Nevada
market, with the other cities pic-
turesque but minor in bulk. The
seven counties of Reno's western
Nevada have 100,000 people—2/3
of the state total. Retail sales
(Sales Management) are $101,
645,000, or $1,084 per capita—
101% above the national average,
80% of the state total. There are
3,107 farms, grossing last year
$23,962,000.

Nevada total income is $196,000-
000 (1944), $1,256 per capita; popu-
lation is 156,446—41.9% up from
1940; retail sales, $119,642,000.

Government centers in nearby
Carson City; railroadin in the
shops of suburban Sparks; manu-
facturing in Las Vegas at the
southern part of the state, where
the tremendous Basic Magnesium
plant put the area among the top
two-score industrial giants main-
tained by the WBP. Reno itself has
50 factories with a 1939 product
value of $5,315,550.

Busy Little Reno
Nevada's mineral output was as-
essed at $30,516,600 annually in
the 1940 census. The U. of Nevada
maintains an outstanding school of
mines and metals to capitalize on
the state's greatest natural gift.
The state's gross farm income is
$28,606,000 (Sales Management).
Bank deposits are $96,000,000 (Fed-
eral Reserve, 1944).

Reno is the center of a vast
wholesale trading area including
the six easternmost counties of
northern California and extending
500 miles east to Elko, 270 miles
north to Lakeview, Oregon, and
200 miles south to Bishop, Calif.

Tourists are big business to the
"biggest little city in the world."

There were 1,000,000 of them in
1940 and about the same number
in 1941. A spot check of the four
main gateways to the city counted
185,000 visitors pouring in by cars
alone in one month.

With the return of peace, the
Tourist bonanza is on again. Lake
Tahoe on the California side at-
tracts from 30,000 to 60,000 vac-
cationists a year who trade through
Reno, read Reno papers and listen to
Reno radio. To supplement this
summer boom, Reno is building its
superb Mount Rose snow sports
area as a future competitor to Sun
Valley.

PACIFIC SOUTHWEST
A billion dollars in spendable in-
come and the almost total absence
of reconversion troubles make the
Pacific Southwest (Arizona, New
Mexico and the El Paso corner of Texas) a marketing bright spot.

Tourists and industry, once highly
seasonal, are getting to be year-
round sources of income to supple-
ment the permanent, stable re-
sources of livestock, mining and
agriculture.

Arizona gained 94,000 residents
during the war, stands today at
58,412—27.9% ahead of its 1940
census. Its spendable income is
104% ahead of 1940 (Los Angeles
Chamber of Commerce) totaled in
1944—$548,000,000 (550 per cap-
ita). Retail sales the same year
were $276,045,000; farm income
$134,113,000 (Sales Management);
bank deposits $236,000,000 (Fed-
eral Reserve).

Phoenix boasts a metropolitan
area of 162,000, 33.3% more than
before the war. In five years its
retail sales have risen 111.3%,
check transactions 105.1%, postal
receipts 85% (Los Angeles Cham-
ber of Commerce). It is assuming
a leading role in the manufacture
of outdoor furniture and sports-
wear.

Tucson numbers 91,700 in its
metropolitan area, 38.9% more
than in 1940. Its retail sales are up
86.7%, bank debits 126.5%, postal
receipts 108.4%. Lithography, con-
tainers, and sportswear are im-
portant new manufactures.

Biabee counts 22,000 in its met-
ropolitan area, which embraces the
communities of Lowell, Warren,
Naco and Don Luis. Its population
has jumped 27% since '40; retail
sales, 158.1%; postal receipts,
64.4%.

Douglas, with 16,000 people, is
up 58.8% since the pre-war period.

Throughout Arizona the picture
is the same. Yuma has 133.8% more
inhabitants than before the war, Flagstaff 50% more, Prescott
55.8% more.

New Mexico Business
New Mexico is right behind Ari-
izona in size, with 583,512 (Dept.
of Commerce, 1944). Its spendable
income is 89% more than in 1941
—$934,000,000 in 1944 ($741 per
capita) with retail sales $186,336-
000 (Sales Management) and farm
income $310,550. Bank deposits
are $155,000,000 (Federal Reserve).

Albuquerque has 77,000 people,
"The WFDF Flint reporter
might mention us if we catch
those auto thieves."
14.9% more than in '41. Its 1945 bank clearings showed a plus of 95.9% over 1941, postal receipts an up of 55.8%. Trailers, cabinets, sportswear, toys and furniture are now being built in the city.

Santa Fe is a growing city, with its 1945 population of 24,000, 13.3% bigger than in 1940. Postal receipts jumped 68% in those five years.

El Paso’s metropolitan area has 125,000 people, 28.8% ahead of 1941 (Los Angeles Chamber of Commerce). Its 1945 retail trade is ahead of '41 by 14%; bank clearings by 71.3%; postal receipts by 56.9%; spendable income by 69%. The clothing industry has become an El Paso standby.

MOUNTAIN

King of the mountain is size and wealth, of course, Colorado, with 1,147,209 people counted by the Dept. of Commerce in 1944, 2.1% ahead of 1940. Sales Management estimates state income at $1,101,000,000 the same year ($960 per capita); retail sales at $661,225,000; and gross farm income at $340,951,000. The Federal Reserve bank deposits are $651,000,000.

Utah in the same indices has 606,994 people—10.3% more than in 1940; income of $606,000,000 ($998 per capita); retail sales of $327,750,000; farm income of $116,163,000; bank deposits of $340,000,000.

Idaho has 531,573 people (up 1.3% from '40); $252,000,000 income ($987 per capita); $275,520,000 retail sales; $259,440,000 farm income; $277,000,000 bank deposits.

Montana, the only western state to lose population during the war, has 464,999 people; income of $99,000,000 ($213 per capita); retail sales of $191,000,000; farm income of $99,033,000; bank deposits of $130,000,000.

More of Everything

So everywhere in the West the picture is the same. More people, more money, more diversification, more stability. The future, with balmy climate meaning lower building and heating costs, higher labor efficiency, more pleasant living conditions and ideal recreational possibilities, is roseate.

The West is a closely knit region. The rest of the country is set apart by mountain and desert, time zones and distance. A colorful history began later in the West and is hence more apt to be present in the forefront of western consciousness.

The moral of all this? Simple: the Far West is a superior market today and a superb market tomorrow. And it is a unified market, ideally suited to regional network radio.

Myrtle Labbitt's "Homechats", after a solid ten year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country... homely as a parlor rocker, smart as a new Fall bonnet. "Homechats" is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves.

Myrtle Labbitt is especially adept at introducing new products to her audiences for she advertises only those which she has personally used or tested and in which she herself has confidence. The commercials vary in length from 150 to 500 words, depending upon their editorial or news value. In addition to commercially announced products the "Homechats" audience is given news of the latest developments in household appliances, new foods, unusual recipes, new fabrics or any household methods that will assist the homemaker in her daily tasks.

Reviewing current books, giving news of unusual hobbies and interviewing men and women who are well known in the entertainment field, or for performing some outstanding public service and those who have a particular message for the audience, all serve to make the "Homechats" entertaining, educational and full of human interest.

In the Detroit Area, its

CKLW

5,000 Watts at 800 KC. Day and Night

J. E. Compeau, Managing Director


PROOF? As shown below, on a recipe-request campaign, Myrtle Labbitt's Homechats showed placed 2nd in low net costs per inquiry... and five of the nine stations listed are 50,000 watters!

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Time Offer</th>
<th>No. of Time Offer</th>
<th>Cost per Inquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>DETROIT</td>
<td>15</td>
<td>18</td>
<td>0.14</td>
</tr>
<tr>
<td>SCHENECTAD</td>
<td>10</td>
<td>13</td>
<td>0.17</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>15</td>
<td>18</td>
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</tr>
<tr>
<td>BOSTON</td>
<td>15</td>
<td>18</td>
<td>0.29</td>
</tr>
<tr>
<td>PHILADELPH</td>
<td>15</td>
<td>18</td>
<td>0.31</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>15</td>
<td>18</td>
<td>0.33</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>15</td>
<td>18</td>
<td>0.35</td>
</tr>
<tr>
<td>ROCHESTER</td>
<td>15</td>
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<tr>
<td>PITTSBURGH</td>
<td>15</td>
<td>18</td>
<td>0.39</td>
</tr>
</tbody>
</table>

August 12, 1946 • Page 75
Sherman

(Continued from page 24) reputable receiver manufacturers quoting characteristics on one of their better AM receivers: "... the overall frequency response with the tone control in the normal position (using 1000 cps as reference) is down 3.2 db at 50 cps and down 14 db at 5000 cps on the high end ... ". This represents the reproduction characteristics of a $375 (list) receiver. (No doubt this drop of the high audio frequency response is due to the sharpness of the I.F. stages to permit 10 kc channel selection to provide for rural reception. Most of the superhet receivers in use today are certainly no better than these characteristics. This all adds up to the fact that the receivers do not have characteristics to permit anything like "natural" reproduction.

Challenge to Manufacturers

It has been widely written in the many trade papers that FM receivers, with proper design, particularly as to the discrimination and audio circuits should permit reproduction of the audio range between 50-15,000 cps. This represents what might be described as "natural" reproduction. In the light of the research, development and investments of time and money by the scientists, FCC, manufacturers and broadcasters already expended for the "FM system" it should be a challenge to the receiver manufacturers to "pour in" to the receivers the best components practical to permit the highest fidelity (distortionless) reproduction of programs possible. True, the small loudspeakers in the table models will be limited in bass response, but comparing "set" by "set" the FM reception should make AM reception seem obsolete.

I like to sum up the FM advantages of FM and AM to include at least the following points:

(a) Elimination of electrical noises and static.
(b) Higher fidelity of reproduction (less distortion).
(c) Greater dynamic range of volume.
(d) Equal day and night coverage.
(e) Improved night area coverage for most class II, III, and IV standard AM stations which, when interpreted means a better selection of programs most everywhere.

Whether the chicken or the egg should come first in FM or television, the broadcasters have a public service to perform with these new uses for radio which the FCC has determined will be in the "public interest." It appears that, if the declared FM broadcasters would intensify their efforts to hurry FM operations of the proposed stations, the public will sooner become educated to FM and will then know that AM is obsolete, except for rural areas where no FM service exists. After proper demonstration and promotion of "the FM system" the radio receiver manufacturers may have to export their AM production as "lease-lend."

I have not meant to detract from Mr. Ray's fine article. He and I certainly have a common interest. WTEN-FM has been engineered (FCC approved) to have consistent service in some 23,000 square miles, in which reside 60% of Minnesota's population, using 400,000 watt effective radiated power from its antenna installed at the most advantageous natural location in the Minneapolis-St. Paul area and the State of Minnesota. Our initial operation on FM will be in September with an effective 25,000 watt radiated from an antenna at 480 feet above surrounding terrain. I hope that Mr. Ray's wish comes true and he is able to build the most powerful FM station in the State of Washington.

FIFTH MEMPHIS AM, WHHM, GOES ON AIR

WHHM Memphis is now on the air, on 1340 kc with 250 w. Offices and studios are in the Sterick Bldg., highest in Memphis. The station is owned by Herbert Herff, Memphis automobile dealer, and the general manager is Patt McDonald, formerly of KMAC San Antonio.

The sales staff and their former affiliations are: Lou Zlotick, WMPZ Memphis; Fred Markham, WSGN Birmingham; Herman K. Clark, KVAL Brownsville, Texas, and Don J. Lynch WJBO Batton Rouge. Facilities include Associated Press radio news wire and Lang-Worth and Standard transcription libraries. Program director is Dean Turner, formerly with KTSA San Antonio, Josephine McKinnon, formerly with WMC Memphis, is head of the continuity department.

WHHM announcers are Dick Crane (KFI Los Angeles), Ted Harding (WWL New Orleans), Al Martin (WHBQ Memphis), Milton Q. Ford (WHIR Knoxville) and Alan Avery (WJJD Chicago).

New 5 kw in Ontario

CKSO Sudbury, Ont., inaugurates its new 5 kw Canadian Marconi transmitter Aug. 19. CKSO is the first station to have a 5 kw transmitter in northern Ontario.

Page 76 • August 12, 1946
FCC Actions (Continued from page 72) application of Brooks H. Short, Anderson, Ind., for CP for two class 1 experimental mobile radio stations in two automobiles for purpose of conducting experimental program looking toward development of signaling devices, for use as an adjunct to automobile horn, involving transmission of warning signals by radio from one automobile to another. Authorization covers vicinity of Greenwood and use of 465 mc.

Commission amended Part 12 of its rules governing amateur radio service to (1) permit applicants for amateur operator licenses to file and present test results; (2) add a sub-paragraph (5) under paragraph (g) of Sec. 12.63 to provide for assignment of an unused two-letter call to a previous holder of a two-letter call; (3) delete the restriction in Sec. 12.82(d) on use of geographical terms and abbreviations in transmission of station call; and (4) establish calling procedure for mobile amateur radio stations which are operated aboard vessels or aircraft on voyages outside the U.S., its territories and possessions.

COMMISSIONERS

August 8

BY COMMISSION EN BANC

AM—720 kc

J. B. Fuqua et al d/b as Charleston Broadcasting, Charleston, S. C.—Granted CP* new station 1340 kc 1 kw daytime only.

AM—1040 kc

Variety Bcstg. Co., Dallas, Tex.—Granted CP* new station 1940 kc 1 kw daytime only.

AM—1340 kc

Jes Bachele et al d/b as Sangre, P. R.—Granted CP* new station 1320 kc 250 w unlimited time during day. (Docket 7656).

AM—1500 kc

Gail G. Greiner and Alden M. Cooper, a partnership d/b as Coastal Broadcasting Co., Adrian, Mich.—Granted CP new station 1500 kc 250 w daytime only. Waiver Secs. 3.35(b) and 3.60 of rules required.

AM—Transfer

KRO El Centro, Calif.—Granted consent to transfer of control of Valradio Inc., licensee of AM-1490 kc to Paul A. Jenkins, Kenneth H. Thornton, Richard J. Jenkins, Imperial Valley Pub. Co., Belle S. Royer, and Harry N. Royer, for consideration of $65,000 (plus any increase resulting in asset base of $15,000) for all outstanding capital stock.

AM—1390 kc

Capital City Bcstg. Co., Des Moines, Iowa—Granted petition for grant of application for new station 1390 kc 1 kw using direct current day, Monday thru Friday, W JW brings in more than 3 million people bringing greater listener enjoyment and antenna day and night (Docket 7611).

AM—Transfer

KROD El Paso, Tex.—Granted petition insofar as it requests leave to amend application for assignment of license of KROD, so as to substitute amended Exhibit B in place of amended Exhibit A, which was accepted. Insofar as petition requests reconsideration of grant of application as amended, it was denied (Docket 7914).

AM—823 kc

WSOU Columbus, Ohio—Denied request for special temporary authority to operate additional time during months of October and November and six days in December.

AM—1100 kc

KSOO Sioux Falls, S. D.—Designated applicant for hearing application for CP increase power from 5 kw limited time to 19 kw unlimited time, using directional antenna at night.

AM—1570 kc

KGCU Mandeville, La.—Designated for hearing application for CP increase power from 250 w to 1 kw, install new antenna at night.

AM—1400 kc

Radio Television Corp., Medford, Ore.—Designated for hearing application for CP for new station 1270 kc 5 kw unlimited time, change frequency from 1340 to 1260 kc, move transmitter site, install new antenna and increase power from 100 to 1 kw.

AM—1450 kc

G. F. Tipton, Porterville, Calif.—Granted CP* new station 1260 kc 1 kw unlimited time.

AM—1400 kc

Frank Mitchell Farris Jr., Nashville, Tenn.—Designated for hearing application for CP new station 1910 kc 1 kw unlimited time.

AM—1450 kc

J. F. Tipton, Porterville, Calif.—Granted CP* new station 1400 kc 250 w unlimited time, change frequency from 1340 to 1260 kc, move transmitter site, install new antenna and change location of antenna.

AM—1350 kc

Khlc Lewiston, Idaho—Removed from docket (7950) and granted CP change frequency from 1340 to 1350 kc, increase power from 250 to 1 kw, change transmitter location, install new transmitter and antenna.

AM—1400 kc

Interstate Radio Inc., Moscow, Idaho—Removed from docket (7949) and granted CP* new station 1400 kc 1 kw unlimited time; and waiver of Secs. 3.35(b) and 3.60 were waived.

AM—1500 kc


AM—1490 kc

R. O. Hardin and Verna S. Hardin, d/b as Athens Bcstg. Co., Athens, Tenn.—Granted authority to delete all records relative to authorization granted Nov. 28, 1945 for new station 1490 kc 250 w unlimited time, and delete call letters WROW.

AM—1400 kc

C. Thomas Patten, Oakland, Calif., and Radio Station Cruz, Santa Cruz, Calif.—Designated for consolidated hearing application of C. Thomas Patten and Radio Station Cruz, Santa Cruz, Calif., a partnership d/b as Mountain Bcstg. Co., Grass Valley, Calif.—Designated for hearing application for new station 1490 kc 250 w unlimited time, in consolidation with applications of Grass Valley—Nevada City Bcstg. (Docket 7461) and Town Talk Bcstg. Co. (Docket 7988), applicants for same facilities in Grass Valley, and ordered that the order designating those applications for hearing be amended to include application of "another.

AM—1490 kc

Southwestern Bcstg. and Television Co., and Imperial Broadcasting Inc., Albuquerque, N. M.—Designated for consolidated hearing applications both requesting 1490 kc 250 w unlimited time.

Following stations were granted renewal of licenses for period ending May 1, 1946: KOXK WQ_P NN WQNZ WQ_X NJ WMPG WMIS WIRL.

Following stations were granted renewal of license for period ending Feb. 1, 1946.

WGAL Lancaster, Pa.—Granted renewal of license for period ending Feb. 1, 1946.

(Continued on page 78)
REPRESENTING LEADING RADIO STATIONS
Chicago, Ill.

August 12, 1946

FCC Actions (Continued from page 77)

newal of license for period ending Aug.

4, 1946.

WPRF Fence, P. R.—Present license

Commission granted petition for

WNEW New York—Granted petition

of the Commission for period ending

AMENDMENTS

to amend application for CP (Docket

3794) so as to make slight change in

5.22

1946.

WNYC New York—Granted petition

to extend time within which it may amend

its application for CP (Docket 3794) to

September 15, 1946, within which WORC may file application to specify revised

DA pattern.

Radio Corp. of Cedar Rapids, Cedar

Rapids, Iowa—Granted CP (Docket 7208) so as to make minor changes in

station’s operating power.

Jett issued separate dissenting opinions.

Augusta, Ga., was directed to file application for modification of license of WAZL to

5.22

增加功率至 50 kW, operating 12 hours per day, 7 days per week.

KXES St. Joseph, Mo.—Granted

petition requesting Commission to extend time to 5-20-46 to file application for

new station, to specify studio location at 113 N. Main St., St. Joseph, Mo. Also authority

to determine operating power by direct measurement.

KFRJ Marshalltown, Iowa—Granted

license to cover CP as modified, which

authorized installation of new transmitter.

WENK Union City, Tenn.—Granted

license for new FM station, for coverage of

a radius of 8 miles from the Station’s

location at: On Ky. Route 147, 1½ miles north of Madisonville, Ky.

KRES St. Joseph, Mo.—Granted

license to cover CP as modified, which

authorized installation of new transmitter and studio location at: On Ky. Route 147, 1½ miles

north of Madisonville, Ky.

WFAS White Plains, N. Y.—Granted

license for new station, for antenna and

transmitting facilities at: See amendment

application for CP as modified.

WFAS White Plains, N. Y.—Granted

petition to extend time to 5-20-46 to file

application for CP (Docket 7208) so as to make slight change in

station’s operating power by direct measurement of antenna power.

Any A wn is a

spot

BLAIR

Ask A

WMHS

Charleston, W. Va.

Representing Leading Radio Stations

Page 78 • August 12, 1946

BROADCASTING • Telecasting
Applications . . .

JULY 31

AM—1230 kc

WCOL Columbus, Ohio—License to cover CP which authorized installation of new transmitter and vertical antenna and change transmitter location. Also authority to determine operating power by direct measurement of antenna power.

Video—82-88 mc

Wm. Penn Bestg. Co., Philadelphia—CP new commercial television station on channel 10, 192-198 mc, ESB of 3600 and power of 5 kw.—AMENDED: to change frequency from channel 10, 192-198 mc to 68-88 mc and change studio location.

AM—1230 kc

KGHI Little Rock, Ark.—License to cover CP which authorized installation of new antenna and ground system, and change transmitter location. Also authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WJOL Florence, Ala.—License to cover CP as modified which authorized new station. Also authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WFRP Savannah, Ga.—Modification of CP which authorized new installation, to change type of transmitter, of approval of transmitter and studio and studio locations.

AM—1400 kc

WQJS Jackson, Miss.—Modification of CP of which authorized new station, for approval of antenna, transmitter and studio locations.

FM—Antenna

KFKI Wichita, Kan.—CP mount FM antenna on top of AM tower.

AM—1340 kc

KJAM Vernal, Utah.—Modification of CP which authorized new installation, to change type of transmitter, change transmitting equipment, for approval of antenna, transmitter and studio locations.

AM—1230 kc

KQIN Portland, Ore.—CP mount FM antenna on top of AM tower.

AM—1340 kc

KKIN Visalia, Calif.—Modification of CP which authorized new station and transmitter, to change type transmitter location, approval of studio location and extension of commencement and completion dates.

AM—1230 kc

KCVR Lodi, Calif.—License to cover CP as modified which authorized new station. Also authority to determine operating power by direct measurement of antenna power.

Video—76-82 mc


AM—1450 kc

The New Haven Bestg. Corp., New Haven, Conn.—CP new station 1290 kc 250 w and daytime hours.

Century Bestg. Corp., Johnstown, Pa.—CP new station 1230 kc 250 w and unlimited hours.

Application to Purchase WABW, WBBW Indianapolis—Application to purchase WABW and WBBW.

Coast Radio Bestg. Corp., Los Angeles—CP new station to 1440 kc 5 kw and daytime hours.

AM—1450 kc

Ben C. Wathen & Son, Beecher, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—910 kc

KALL Salt Lake City—Transfer 50% of station to Life magazine corporation from Abrella S. Hinkley, Geo. C. Hatch and Walter Hatch to The Telegram Publishing Co.

August 2

AM—1130 kc

Theodore Townsend, H. H. Thomson and George L. Young, partners d/b as The Commonwealth Providence, R. I.—CP new station 1100 kc 1 kw and unlimited hours.

FM—Transmitters

Philco Radio and Television Company, area of Washington, D. C., Philadelphia and New York—Voluntary assignment of license to Philco Corp. W3XAF.

AM—1340 kc

WOPK Marietta, Ohio.—Modification of CP which authorized new station and studio, to change type of transmitter, change antenna and transmitter location.

AM—1450 kc

Bradford Publications, Bradford, Pa.—CP new station 1490 kc 250 w and unlimited hours.

Video—Transmitter

Philo Productions Inc., Springfield Township, Pa.—Voluntary assignment of license to Philco Corp. W3XAF.

FM—Antenna

Piedmont Bestg. Corp., Danville, Va.—Modification of CP which authorized new station, for approval of antenna and studio and studio location, resulting in change of transmitter location.

FM—47.1 mc

Roanoke Broadcasting, Roanoke, Va.—CP new metropolitan FM station to be operated on 47.1 mc and coverage of 34,350 sq. mi.—AMENDED: to change officers, directors and stockholders.

AM—550 kc


AM—730 kc

Ernest E. Forbes Jr. tr/as Magic City Bestg. Co., Birmingham, Ala.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 730 mc, power from 250 to 1 kw, from 1 hour of operation from unlimited to daytime, change type of transmitter and change studio location.

AM—1450 kc

WCBX Springfield, Ill.—CP change type of transmitter and change antenna location and change in type of transmitter.

FM—Transfer

WTAX Inc., Springfield, Ill.—Relinquish of control of permitted corporation by Jay A. Johnson through sale of 6½ shares common stock and 300 shares preferred stock to Oliver J. Keller, Archibald, Fiske & Co., Chicago, and transfer to Noah M. Dixon and Louis F. Gillespie.

BRUSSELS

WTAX Inc., Springfield, Ill.—Application to purchase controlling interest by Commodore Broadcasting Company.

FM—100 mc

WGES Chicago—CP new metropolitan FM station to be operated on any frequency to be assigned by FCC subject to approval of antenna and coverage of 10,800 sq. mi.—AMENDED: to change coverage from 10,800 sq. mi. to 8,945 sq. mi., specified population as 6,750,000, change transmitter site and makes changes in antenna system.

FM—100 mc

WAIT Chicago—CP new metropolitan FM station to be operated on frequency to be assigned in 150 kc block by FCC subject to approval of antenna and coverage of 10,800 sq. mi.—AMENDED: to change coverage from 10,800 to 8,945 sq. mi., specified population as 4,750,000, change transmitter site and makes changes in antenna system.

FM—Unassigned

Edward J. Allertor, John M. Camp, John W. Allen, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Bestg. Co., Peoria, Ill.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 14,145 sq. mi.—AMENDED: to specify frequency to channel 76 at Mansfield, Ohio, to be assigned by FCC, coverage of 14,145 sq. mi., population of 508,450, coverage of 8,247 mc, change studio location, transmitter and make changes in antenna system.

FM—Unassigned

WKME Hudson, Ohio.—Modification of CP which authorized new station, change type of transmitter, change locations and extend commencement and completion dates.

Radio Sales Inc., Seattle, Wash.—CP new commercial television station to be operated on channel 1450 kc, ESB of 1160, and power of 4 kw (peak)—AMENDED: to change frequency to channel 76 at Mansfield, Ohio, to be assigned by FCC, type of transmitter, make changes in antenna system.

Radio Sales Inc.—CP new commercial television station to be operated on channel 4, 78-84 mc to channel 5, 74-82 mc, type of transmitter and make changes in antenna system.

Video—76-82 mc

The Associated Broadcasters, San Francisco—CP new commercial television station to be operated on channel 4, 78-84 mc to channel 5, 74-82 mc, type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—1490 kc


AM—1400 kc

Yakima Bestg. Corp., Yakima, Wash.—CP new station 1490 kc 250 w and unlimited hours.

August 5

AM—680 kc

WAPA San Juan, Puerto Rico—CP which authorized new station, for approval of transmitter location and studio location.

AM—680 kc

KVPO Honolulu, T. H.—Modification of CP which authorized new station, change type of transmitter and studio location and extend commencement and completion dates.

AM—1230 kc

KOMA Seattle, Wash.—Approval of antenna and studio and studio location.

FM—Unassigned

WBNX Bestg. Co., New York—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 5,786 sq. mc.—AMENDED: to change population from 3,250,586 to 12,350,661 and make changes in antenna system.

FM—Unassigned

WAPA San Juan, Puerto Rico—CP which authorized new station, for approval of transmitter location and studio location.

FM—1450 kc

KYPD Honolulu, T. H.—Modification of CP which authorized new station, to change type of transmitter and change antenna in antenna and change transmitter and studio location and extend commencement and completion dates.

FM—1450 kc

WVQV New York—CP change in transmitting equipment of auxiliary transmitter. Also, CP change in transmitting equipment.

CBS New York—Extension of authority to transact programs to include CKC and CKK and other stations under the control of the ABC for period beginning 9-15-46.

FM—Unassigned

WBNX Bestg. Co., New York—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 5,786 sq. mc.—AMENDED: to change population from 3,250,586 to 12,350,661 and make changes in antenna system.

FM—Unassigned

WAPA San Juan, Puerto Rico—CP which authorized new station, for approval of transmitter location and studio location.

FM—Unassigned

WKAR Mobile, Ala.—Modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio location.

Hearings This Week

Subject to last-minute change by FCC

Monday, August 13, Washington

Further Hearing

Capital Broadcasting Co., Greensboro, N. C.—CP 850 kc 1 kw daytime.

The New Haven Bestg. Corp., New Haven, Conn.—CP 850 kc 3 kw day 1 kw night, unlimited.

Applications—WRUP Gainesville, Fla., intervenor.

Wednesday, Thursday, August 14-15

Fargo, N. D.

KVOX Moorhead, Minn.—CP 790 kc 5 kw unlimited.


Thursday, August 15, Provo, Utah

Room 209, Federal Bldg.


Mid-Utah Bestg. Co., Provo, Utah—Same.
AM Standards
(Continued from page 15)

those protected under present
standards and those protected
under new standards. Mr. Graham
said the distinction already has
been lost “through practice” and
that the main accomplishment of
the change would be in its “inter-
national implications.”

Local Stations

The plan also omits the exist-
ing provision for assignment of
local stations on regional chan-
els under certain conditions, but
Mr. Graham said such assignments
have been rare.

He said “there was some dis-
ussion” among engineering
conferences regarding a “maxi-
mum and minimum mileage pro-
tection on top of the 0.5 millivolt
daylight protection” of local sta-
tions, but that the matter was
left to the Commission. Mr. Jett
said he thought it advisable to
stick to field strengths rather than
mileage as the yardstick of pro-
tection.

(It was pointed out that local
stations were not represented at
the conference, although notice was
sent to all licensees. NAB was rep-
resented, officials said, but did not
choose to participate in the
voting.)

Engineers were given one week
to file objections to a provision that
the decibel (DB) method be used in
computing signal strengths
over paths of varying conductivity.
It was suggested that this method
should be required, with applicants
permitted to submit computations
based on other methods if desired.

Only witness other than Mr.
Graham was E. C. Page, MBS
vice-president in engineering, who offered several sug-
gestions including a proposal that
“some standard” be adopted to as-
sure local stations of interference-
free coverage in their home
communities at night. He recom-
mended a minimum service area
extending to the city limits, but
would exclude metropolitan areas
from this provision.

He said no serious problems had
been encountered in experience
with 30-kc separation but con-
ceded that they could arise. He
suggested, however, that assign-
ments as close as 30 kc apart
should be allowed upon a showing
that public interest would be
served.

Bailey Objection

Stuart L. Bailey, Washington
consulting engineer, renewed his
objection, first voiced at the en-
gineering conference, to the pro-
posal that the ratio of desired to
undesired groundwave signal be
changed (from 2-to-1) to 1-to-2.

Gustav B. Margraf, represent-
ing NBC, said the ratio for skywave interference
(proposed as 1-to-5) should not
be the same as for groundwave.

Andrew G. Haley, counsel for
ABC, expressed general agreement

Uniform Daylight Saving Plan
Is Urged by Canadian Group

CONTROL of hitch-hike announce-
ments, uniform method daylight
saving time, and a closer check
on franchises given advertising
agencies were advocated at the 12th
annual convention of the Western
Association of Advertisers, success-
ful at Harrison Hot Springs, B. C.,
Aug. 5-6.

A. M. Cairns, manager of CFAC
Calgary, was elected president, suc-
sessing G. R. A. Rice, manager of
CFRN Edmonton, president for the
past four years. Directors elected
were G. R. A. Rice, A. A. Mur-
phy, owner of CFQC Saskatoon, and
Gordon Henry, manager of CJCA
Edmonton.

WAB unanimously passed a
resolution for uniform daylight
saving time policy to overcome
crisis. It was decided that stations
should adopt one time or the other
for all Canada, irrespective of local
decisions.

Committee Named

Following a lengthy discussion on
commercial practices and proce-
dures, it was decided to set up a
committee to control hitch-hike
announcements. The committee will
consist of members of the Assn. of
Canadian Advertisers, one from
Canada. Assn. of Advertising
Agencies, one from CBC, and
George Chandler, CJOR Van-
couver; F. H. Elphicke, CKWX
Vancouver; J. Hunt, CKMO Van-
couver; Wm. Rae, CKNW New
Westminster, B. C. The committee
would begin operations in western
Canada and could enforce decisions
by cancelling station membership
in WAB or by having agencies
and advertisers withholding busi-
ness from offending stations.

The WAB resolved to suggest
to the CAB that it examine the
situation, to make sure all agen-
cies were observing CAB franchise
regulations.

Mr. Rice in his presidential ad-
dress referred to the presentation
of the briefs by the CAB to the
Parliamentary Radio Committee
with the proposed standards but
objected to the 30-ke separation
plan.

Louis G. Caldwell, counsel for
Clear Channel Broadcasting Ser-
vices, said CCBS interests would
not be involved by immediate or later
adoption of the standards as pro-
posed. However, he questioned the
reasons for having one standard
to determine extent of coverage in
a station’s home town and an
other standard to calculate its
coverage in other cities.

Paul D. P. Spearman, counsel for
Regional Broadcasters Com-
mittee, queried Mr. Graham on the
advantages of eliminating exclu-
sion of the 30-ke separation be-
 tween Class 3-A and Class 3-B stations, asking whether “in-
ternational criticism” might not re-
sult.

New BBM Report

Meetings of the CAB should be
moved back to February from May,
Mr. Graham said, if private stations
are to present their cases effectively
to future Parliamentary commit-
tees. Only 33 of 81 CAB member
stations responded to a public serv-
ices questionnaire, it was stated.

Horace N. Stovin, radio rep-
resentative, said Bureau of Broadcast
Measurement is working on a new
report based on a 32,000 return of
62,000 ballots mailed. Report will
contain up-to-date lists of radio
homes.

H. Leo Dolan, chief of the Cana-
dian Travel Bureau, Dept. of Trade
Development, said he is planning a
series of programs with Canadian
talent, telling the history, culture and
recreational story of the Dominion.

WHDH Moves

JUST 12 weeks and 5 days after
plans first went on paper WHDH
Boston Arrange for operations from
newly-constructed studios in the
Shearer Bldg. on Park Square.
The six studios are designed to
have no parallel surfaces, permit-
ting complete diffusion of sound
and absorption of low frequencies.

Register Early

REGISTRATION of NAB convention
delagates Sunday Oct. 20 is
advised by the association to avoid
a Monday crush as the Chicago
session opens. Hilton Hotels in
Chicago (Palmer House and Stev-
ens) inform NAB the hotels have
heavy checkouts on Sundays but are
usually sold out late in the day.
Rooms reserved for Sunday will
not be held after 6 p.m. unless
special notice is given the hotels.

Fire Prevention

THE ADVERTISING COUNCIL,
which began its fire prevention
campaign five years ago in coopera-
tion with the Forest Service of the
U. S. Department of Agricul-
ture, is planning an extensive pro-
motion of the campaign for the
remainder of the summer and fall.
Radio advertisers throughout coun-
try will cooperate on network
shows to help reduce number of
forest fires.
ON HIS SECOND BIRTHDAY celebrated as vice president of WING Dayton and WIZE Springfield, Ohio, John Pattison Williams was given a party by a few friends. Mr. Williams is also president of the Ohio Assn. of Broadcasters. At the party are (seated 1 to r): F. G. Dykstra, WING manager; Mr. Williams; Ruth R. Krouse, WING merchandising consultant. Standing (1 to r), Thomas Hogan, auditor; Charles Reeder, WING musical director; James McGavran, WING continuity director; Arthur Mastrostefano consultant for WING and WIZE; Charles Savery, WING, WIZE president, and former U. S. Ambassador to Belgium; Adna Karns, WIZE manager; E. C. Crane, WING promotion director.

Dunton Tells Final Ottawa Hearing CBC Now Has Everything It Wants

CANADIAN BROADCASTING CORPORATION has all its wants now, its chairman, A. D. Dunton, told the final public session of the Parliamentary Radio Committee at Ottawa Aug. 6.

Mr. Dunton said that private stations would not be taken off the CBC Trans-Canada, Dominion and French networks. Regarding frequencies he stated, “I can’t see the need of any more” once the CBC has the three clear-channel frequencies now occupied by two privately-owned stations and one provincial Government-owned station, CFRB Toronto, CFNC Calgary and CKY Winnipeg.

No Public Pressure

Mr. Dunton said that there had been no public pressure from people in Alberta province for the CBC to build a 50 kw station there and take over the 1010 kc channel now used by CFNC. (CBC has recommended to Transport that CFCN be shifted now used by CFCN. (CBC has recommended to Transport that CFCN be shifted.

Regarding CFRB whose 860 kc wavelength, “It’s the policy of (the provincial Government-owned station, CFRB) to encourage CFRB to discuss the newscasts originated. CBC board of governors at its next meeting will discuss the newscasts, Mr. Dunton said. It was revealed at the hearings that the newscasts had never been discussed at CBC board meetings in all these years, had been privately arranged by the first general manager, Gladstone Murray, and carried as sustainers, while CBC carried national newscasts for which it pays press services $95,000 annually.

Political broadcasting and freedom of the air insofar as talks by Communists are concerned, were also discussed at this session. Mr. Dunton said private stations had the right to refuse Communists time on the air, but that CBC policy believed that all important points of view should be given a fair chance. He pointed out that free political time on national networks was worked out by all political parties with CBC.

BMB Draws Crowd

BMB will hold the fourth of six seminars explaining the use of BMB data to buyers and sellers of radio time Wednesday at 2:30 p.m. at BMB headquarters in New York. Lack of space forced BMB to turn people away at the first two sessions, and the organization asks those who plan to attend to telephone for reservations in advance. Any member of an advertiser’s firm, agency, station, network, station representative or anyone otherwise connected with broadcasting is welcome to attend. Clinics will also be held Aug. 21 and 28 [Broadcasting, July 29].

FM Promotion

(Continued from page 15)

dresses of owners of prewar FM sets, built for the 42 to 50 mc band. With this information KTRN hopes to arrange for a changeover to the new frequencies in the most economical manner.

Maps showing the area KTRN will cover were sent to all dealers for display to rural customers, who doubted its reach.

A new weekly feature in both the morning and evening newspapers is Mr. Robertson’s column “FM Radio Quiz Corner.”

Ambitious Local Program

Dealers now report that all prospective customers ask for FM but the supply of sets has so far been disappointing.

Although no network facilities will be available, Mr. Robertson has planned an ambitious schedule of local programs, built around school sports events, farm news and advice, civic activities and a safety program sponsored by the State Highway Patrol.

The station will have a Hammond organ, World Transcription Service and the Associated Press radio news wire. Emphasis will be on good music, but there will be plenty of dance music for the youngsters. “The station the kids like is the one that is listened to most,” Mr. Robertson says.

He thinks that the sooner KTRN gets on the air, the sooner the sets will begin arriving in numbers. The beginning schedule will run from 9 a.m. to 9 p.m. Although this is the minimum required night broadcasting, the schedule is designed to have a program on the air throughout the day so that dealers can demonstrate the sets.

Near Completion

Construction is now 75% complete on the transmitter station and studio building which will have an overall cost of about $55,000. Site for the transmitter was selected as the highest available and has an altitude of 1010 feet above sea level. A 455-foot tower, manufactured by International Derrick and Equipment Co., will be surmounted by a 42-foot General Electric antenna. Other equipment is GE.

KTRN will be operated under the same management as the Times and Record News. Ed Howard is president and general manager of the company. Mr. Robertson will be chief engineer as well as manager.

Communications Patents

GROUP of patents covering communications and signaling has been placed on the Patent Office Register of Patents Available for Licensing or Sale. The group includes ultra-high frequency receiving system, automatic recording method and induction radio system.
BROADCASTERS’ AID IS ASKED FOR YOUTH

IN TOUCH WITH TOMORROW

ESTES PARK, Colo.—Taking cognizance of the growing problem of juvenile delinquency the NAB Board of Directors at its meeting here Thursday called upon the nation’s broadcasters for close supervision in selection and control of material, characterizations and plot of presentations.

Acting upon recommendation of President Justin Miller, whose avocation has been criminology, the board emphasized the need for careful attention to the established policy written in the NAB Code requiring supervision of programming.

The board urged cooperation with all interested agencies and organizations in curbing juvenile delinquency and further urged President Miller as a member of the Attorney General’s committee to this cause “the utmost support and cooperation of the industry.”

Labor Bargaining

(Continued from page 16)

The time has not yet passed to assess the value of joint negotiations conclusively. But enough experience has been had to take stock. In the eyes of local stations and unions concerned, it is agreed that the method is equitable to both sides.

Joint Negotiation

Joint negotiation in Los Angeles has produced an acceptance by both unions of a grouping of stations and establishment of salary differentials between several groups. It was not easy to arrive upon an agreement with respect to such groupings on either side of the bargaining table. After thrashing out the problem, acceptable criteria were established to permit establishment of fair differentials.

From industry’s point of view these pay differentials are realistic. This is since they represent collective analysis and study of all employers participating.

Biggest accomplishment has been establishment of balance among all stations, obviating dissimilarities which previously existed in the industry.

However, establishment of these uniform agreements of wage structures and working conditions appears to provide a sound basis for the future.

ONE member of the NAB Board didn’t get much travel expense for the Estes Park meeting. J. Harold Ryan, Ford Broadcasting Co., vice president, simply walked across the road, since his ranch, at which he is vacationing, is the house closest to the spacious Stanley Hotel grounds.

The board coterie, augmented by legal lights in Colorado and Denver was entertained by Denver stations at a WBN West chukk wagon dinner Wednesday night. Hugh Terry, KLZ Denver, host NAB director, was m. c. and acquitted himself so well that each of the network directors, ever alert for new talent, propositioned him.

NAB President Miller was presented with a hand tooled billfold by Gov. John C. Vivian at the outdoor theme evening. It was embossed on one side with a wedge-shaped microphone, on the other with initials.

Many broadcasters renewed acquaintance with Palmer Hoyt, former OWI domestic director, who recently left the Portland Oregonian (KGW) to become editor and publisher of the Denver Post. He has done things with the famed Post, and most important to radio, has begun a new era of cooperation.

Best gag at the board sessions was intermittent question shot at MBS President Ed Kobak on the latest count of affiliates. The final report was that MBS would hold affiliate meetings during the NAB convention in Chicago at WGN’s large studio with every chair occupied. It seats 600.

Herb Hollister, lacking from NAB councils for several years, turned up as licensee of the new KBOL Boulder, Colo., which expects to go on the air in November. Herb, head of Hollister Crystal Co., and former half-owner of KANS Wichita, is now president of the Colorado Mountain Club. He exhibited 16 mm. Kodachrome pictures of his climbing exploits. The one-hour performance left board members and their wives limp. Only Dick Shafo, WIS Columbia, cottoned to it. He was among the group climbing with Herb Friday but only over the junior route.

Busiest bee around Stanley was Lee Fodren, KLZ promotion manager, who made a greater circuit than any of the independent contractors at various stations. Of course, it is true that in striking this balance in a first negotiation it is necessary for stations to sacrifice percentage increase. However, establishment of these uniform agreements of wage structures and working conditions appears to provide a sound basis for the future.

THE 1947 NAB Convention

NEW ORLEANS

The 1947 NAB Convention won’t be held in New Orleans as originally planned because the city feels it can’t accommodate a convention of 1,800 or 2,000 at this time. NAB board meeting in Estes Park, Col., last week authorized Secretary-Treasurer C. E. Arney Jr. to investigate the possibility of other sites for the convention with a board member of his own choice—likely the member closest to the city or resort to be investigated.

WOV Sale

(Continued from page 16)

ceedings, of the decision in the WORL case.

With the withdrawal of the Paulist Fathers from the scene, lawyers for Richard E. O’Dea, of Paterson, N. J., a minority stockholder holding 19% of the voting stock and 50% of the non-voting stock in WOV, began examining WNEW witnesses.

Mr. O’Dea has charged in previous actions dating back to 1945, that Mr. Hanna, the greater stockholder than was indicated in dividend reports when $200,000 was transferred from Wodaam Corp. to WNEW, operated by the Greater New York Broadcasting Corp. At last week’s hearing the “how” of the profit had not been clearly ascertained. Engineering testimony will be presented to the FCC in Washington by WNEW soon.
NAB Plans to Move Into New Headquarters This Autumn

NAB will move into its new Washington headquarters building during the autumn if necessary repairs to the four-story structure can be completed. The association took title last week to the building, located at 1771 N St. N.W., across the street from the present residential headquarters.

Canadian Embassy, which uses the building as an annex, will vacate by Sept. 1 at which time NAB can start a six-week remodeling and renovation program. Plans for complete new partitioning of all four floors and the basement have been prepared under supervision of James C. Middlebrooks, NAB Director of Engineering.

Negotiated in May

Negotiations for purchase of the building were begun last May (Broadcasting, May 20). It was built originally as the palatial Gellert room town house of William F. Eno, inventor of the traffic light. The building has about 75,000 feet of floor space.

Repairs are not expected to require Civilian Production Administration approval since little new material will be used. Present partitions will provide ample studs for new partitions. The coal boiler will be converted to oil.

Cost of repairs has not been definitely calculated but the NAB board last week authorized use of contingent funds to finance the project. Proposal to finance the $200,000 plus cost of acquiring the building through special assessment of members was rejected by the board (see main board story page 13).

Arrangement

Basement of the building, under present plans, will house printing and production equipment, files, utility room and storage facilities. First floor will have a reception hall, with offices of secretary-treasurer, Information Dept., executive assistant for public relations and visitors' room. On the second floor will be a board room and offices for the Dept. of Broadcast Advertising director and three assistants; Research Dept. and staff; research library.

On the third floor will be the proposed new Program Dept., along with director of government relations and FM Dept., director of special services, director of engineering and Employe-Employer Dept. staff.

President and executive vice president's offices will be located on the fourth floor, with a study off the president's office. Adjoining offices are provided for the secretaries. Other fourth floor offices will be those of the general counsel and assistant general counsel, with space for a law library.

Other Actions

Other board actions included:

Adopted resolution submitted by Music Advisory Committee authorizing $5,000 for a study of blanket and per program music licenses in various types of stations in view of the expiration of both ASCAP and BMI contracts on Dec. 31, 1949. Report must be made to the board as it takes up the contract question. Recognized need for establishment of standards for program ratings but felt Advertising Research Foundation jointly sponsored by ANA-AAA is not agency through which such standards should be brought out as proposed in report of ANA, NAB and American Assn. of Advertising agencies. Proposed that further study be made to determine proper methods in cooperation with other groups, feeling that industry should not go into program rating business but simply should set standards.

Approved as proposed by Sales Managers Executive Committee standard AAAA contract form with continuing study to be made. Instructed Director of Broadcast Advertising to prepare mats and send to all station members.

Tabled plan for agency recognition bureau with NAB on ground not needed nationally and if desired locally can be set up without NAB participation except as to broad standards.

Approved recommendation of Engineering Executive Committee that study be made toward establishment of universal standards for recorders so all recordings will perform on all turntables.

Adopted two resolutions on FCC rule 91-D requiring smaller stations to operate with first class operators. Supported continuance of rule but recognized existing hardships and, as second phase, urged long-range study with a view to creating a new type of licensee to handle local outlets permitting less technical expense and opportunity to divert more money for program development.

Resolved previous action on establishment of national and local awards to networks and stations but authorized President Miller to appoint new committee to contact other elements in radio on whether they wish to consider feasibility of such a project, but without making any commitment for NAB, which would not participate in awards. Proposal that $5,000 be appropriated was rejected but traveling and incidental expenses of committee will be paid. Previous committee headed by William B. Ryan, KFI Los Angeles, discharged with thanks.

Authorized President Miller to appoint delegation to attend Inter-American Radio Congress in Mexico City beginning Sept. 30 to solidify Pan-American commercial radio relations and policies. Congress originally planned to meet in Havana last May.

Ruled that no staff member of NAB may engage in station operation, acquire stock in stations or accept any fee or emolument from station sources. Left to President Miller matter of disposing of two existing cases.

Referred to Finance Committee for study and report proposal of Public Relations Executive Committee that New York office be established with an assistant to the president in...
NAB Board
(Continued from page 83)

charge. This stemmed from suggestions that Executive Vice President A. D. Willard Jr. be transferred to proposed New York sub-headquarters.

Discussed AT&T line charges as posed by DeQuincey V. Sutton, Washington consultant, in article in July 29 BROADCASTING, and referred matter to Re- search Dept. for study and recommendation.

Named Robert C. Coleson, since January western rep- resentative of NAB, as assistant to President Miller, continuing to headquartered in Hollywood.

Instructed committee cooperating in production of film "Magic in the Air" to explore story and if satisfied it will be top flight production to recom- mend to next board meeting extent to which radio should actively support and promote film devoted to radio's develop- ment.

Rejected special assessment of membership to offset invest- ment of $200,000 new in NAB headquarters. Authorized detailed study of dues schedules for submission to next board meeting. Desire is to bring NAB reserve fund to any level is to bring NAB reserve fund to any magnitude of membership to offset invest- ment.

Generally moved to effect economies in NAB operation, ordering Secretary-Treasurer C. E. Arney Jr. to analyze amounts of subscriptions and dues to outside organizations and associations, advantages derived and those memberships which he feels should be re- tained.

In acting upon procedure on revi- sion of the Standards of Practice, the board had before it recommenda- tions of four of its top com- mittees which had met within the past six weeks.

Vigilance Urged

The general Strategy Committee which met in Washington July 9 recommended that any action taken by the NAB in the field of pro- gramming and advertising should be without recognition of any power on the part of the FCC to take such matters into account in exercising its licensing and regulatory powers over broadcasting under the Communications Act.

It specifically urged that "vigilance be continued with respect to attempts by the Commissi- on of regulation of broadcast pro- grams and advertising" and that such attempts be reported to the NAB with the board ready "to clear cases of actual or threatened usurpations of power, to authorize its representatives to take or par- ticipate in appropriate legal pro- ceedings in opposition thereto."

Another report approved was that of the Freedom of Radio Commit- tee which recommended creation of a council in each district to be composed of a representative of each state to be selected by the NAB member stations within each state. The committee also had rec- ommended that the NAB look to the cooperation of the press and motion pictures groups as well as other appropriate groups with respect to freedom of expression as an ultimate objective but that ac- tion be deferred until clearly de- fined procedures are evolved.

In connection with the music action the board was told that studies indicate that broadcasters are paying substantially larger amounts for music than other media also dependent on ASCAP, BMI and other copyright owners. One report is that radio is paying almost 30 to 1 more than the motion picture industry.

In streamlining the district meeting procedure, emphasis was placed upon relieving President Miller and his staff of arranging and attending the 17 separate dis- trict sessions. Whenever feasible joint meetings will be held, the president to attend each district at least once every two years. The recording of district meetings might well be combined, it was pointed out, along with others in contiguous districts.

Adoption of the proposed amend- ment to Article 14 of the by-laws is designed to pave the way for complete revision of the NAB’s constitution and by-laws. When written in 1923 the NAB had a membership of 850. The amendment provides that the board may sub- mit for referendum vote by mail propositions to amend the charter or by-laws and that 5% of the membership may petition the board 30 days in advance of each meet- ing. Consideration of proposed amendments would be mandatory upon the board.

Previously J. Harold Ryan, as chairman of the By-Laws Commit- tee, reported that with the growth of the association to a membership of more than 1,000 the by-laws should be completely overhauled and modernized to meet current and expected membership requirements.

Rules Revised

AMENDMENT to the rules govern- ing amateur radio operators was announced last Wednesday by the FCC. Revised version (1) per- mits applicants for amateur licenses to hand print code tests; (2) provides for assignment of an unassigned two-letter call to a pre- vious holder; (3) allows use of geo- graphic terms as phonetic aids to identify a station on any frequency of operation; and (4) establishes a calling procedure for mobile ama- teur radio stations which are op- erated aboard vessels or aircraft on voyages outside the U. S. its territories and possessions.

Total NAB Membership Exceeds 1,050
As Board Approves 60 Applications

NAB MEMBERSHIP eclipsed the 1950 mark with the approval by the Board of Directors at its Estates Park, Col., meeting of some 60 applications for all membership classes.

Topping the list of new active members was WDAF Kansas City, which returned to the fold after several years’ absence. Other new active members include WPGA Los Angeles, KOAL Price, Utah, WPRA Mayagüez, Puerto Rico, and WTIX Durham, N. C.

Associate Members


New Britain Broadcasting Co., New Britain, Conn. (WKNB-FM) and Rome Centennial Co., Rome, N. Y., were admitted to FM as- sociate memberships as holders of conditional grants. George C. Davis, Washington consulting engi- neer, was admitted to associate membership, along with George Jasper, Boston; Howard S. Frazier, Washington, and Fred A. Palmer, Cincinnati, radio consultants.

Two AMs Approved, Three Proposed

WAZL Move to 1490 kc Aids Pennsylvania Decisions

FCC last Thursday issued a final decision to change operating assignment of WAZL, Hazleton, Pa., from 1450 to 1490 kc and grant new stations on 1450 kc at Wilkes-Barre and Pottsville, Pa.

The Commission also handed down two proposed decisions for looking to grants for new stations in Augusta, Ga., and Murfreesboro and Nashville, Tenn. Three conflicting applications in Augusta case and four in Murfreesboro proceeding would be denied.

Then Pennsylvania final grants, both for 250-w operation, go to Miners Broadcasting Service, Pottsville, and Wyoming Valley Broadcast Co., Wilkes-Barre.

The decision noted that WAZL’s 250-w operation on 1450 kc at Hazleton would prevent a grant of either of the other applications, but that both could be granted and WAZL’s service area would not be substantially changed if the Hazleton station moved to 1490 kc. WAZL, recently sold by J. Hale and John F. Steinman to a group of Hazleton businessmen subject to FCC consent [BROADCASTING, July 29], had indicated it would not object to change.

Eight Partners

Miners is owned in equal interests by eight partners, with two “executive partners” who will have direct responsibility for the station: James J. Curran, Judge of the Court of Common Pleas of Schuylkill County, and Joseph J. Maguire, construction and business companies executive.

Other members of the partnership, which last week received a final construction permit for an FM station at Pottsville (see story page 92), James F. Koch, R. J. McCall, Evan Evans, John T. Maguire, Kenneth Maguire, and John Grenoble, all business or professional men of the Pottsville area.

None of the owners has had radio station experience, but they have retained Clifford M. Chafey, a veteran radio man, to supervise planning and to develop a staff.

Wyoming Valley also is a partnership of eight business and professional men: Harold T. Gray, 25% owner of WSPA, Spartanburg, S.C.; Gerald L. and Vernon G. Wise, 16 2/3% each in Eagle Printing Co., Butler, Pa., an FM applicant; Roy Morgan, former Pennsylvania State College member, now director of instruction at New Haven Junior College, who will be general manager of the station; Thomas F. Shelburne, former Virginia teacher at Washington, who would be assistant manager; Mitchell Jenkins of Wilkes-Barre; Leon Schwartz and I. C. Morgan of Nanticoke, Pa.

Both Miners and Wyoming Val-

ley had filed affidavits promising compliance with principles outlined by FCC in the “WHKC Case” regarding the broadcasting of controversial issues.

In its two proposed decisions, the Commission looked toward grants for Savannah Valley Broadcasting Co., Augusta, 1340 kc with 250 w full-time; Murfreesboro Broadcasting Service, Murfreesboro, 1460 kc with 250 w full-time, and Capitol Broadcasting Co., Nashville, 1240 kc with 250 w full-time.

The proposed grants exchanged the frequencies sought by Capitol and Murfreesboro, but the Commission had stipulated it would decide on a comparative basis the frequencies best suited to the respective communities.

Since only two of the Murfreesboro-Nashville applications could be granted due to interference problems, FCC proposed to deny the competing applications of Nashville Radio Corp., seeking 1450 kc at Nashville; Tennessee Radio Corp., Tennessee Broadcasters, and J. W. Birdwell, seeking 1240 kc at Nashville.

The decision noted that a grant of the Murfreesboro application would provide better distribution of service by putting an outlet into a town which now has no station.

The proposed grantee firm is a partnership of Cecil N. Elrod Jr., and Cecil N. Elrod Sr., managers of Murfreesboro radio stations and merchants, and S. D. Wooten Jr., chief engineer of WREX Memphis and 25% owner of WBBQ there.

The proposed station is on Armstrong Avenue, operated an AFRS station in Brazil.

Carlson to Oppose Moving ‘Light’ West

T H R E AT E N I N G contempt charges against Irla Phillips, attorneys for Emmons Carlson, NBC Central Division advertising and promotion director, said last week they would block any attempt to move the Guiding Light from Chicago to the West Coast Sept. 2, as announced by Carl Wester, producer for the General Mills hour. [BROADCASTING, Aug. 5].

Following a State Supreme Court order holding that Mr. Carlson is half owner of the Guiding Light, sponsored on NBC by General Mills, attorneys for Mr. Carlson said that unless Miss Phillips, who now lives in Hollywood, submits an accounting on the show’s profits before Aug. 19, they will appeal before Judge Michael Fineberg in Cook County Circuit Court on that date to ask for contempt proceedings.

Miss Phillips, they charge, was given until June 11 to submit an accounting of profits from Guiding Light, which has been in litigation since 1937, and was granted 30-day extension when she changed lawyers. Attempts at out-of-court settlement have failed, Mr. Carlson’s counsel said.

Profits on the show, which has been sponsored almost continuously since 1936, were estimated at more than $500,000. Among the complex maneuverings by attorneys for both parties has been an intervening petition filed by Mr. Webster, in which he claims full ownership of the program, based on a contract which he contended was negotiated with Miss Phillips by Jan. 1928. [BROADCASTING, July 15].

A counter-claim was filed by Mr. Carlson’s attorneys charging Mr. Wester and Miss Phillips with conspiring to defraud the plaintiff. Both petitions await hearing before a master-in-chancellor.

Trimount Searching

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), through Emig Mogul Co., New York, is looking for a network program for a September starting date. Firm sponsored Tom Harmon, the All-American football star, last season and prior to this in live programming; 53% of time to be sustaining—were given as major reasons for choosing Savannah Valley for the proposed grant. Proposed station would provide better distribution of service by putting an outlet into a town which now has no station.

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Sholis Attacks Wilson’s Method Of Presenting Census Findings

VICTOR A. SHOLIS, director of the Clear Channel Broadcasting Service, who led his own Census Bureau’s rural radio reception survey during the clear channel hearings [BROADCASTING, July 8], last week attacked Federal Extension Service Director M. L. Wilson’s presentation of what the survey showed.

In a letter to Mr. Wilson, who the week before had sent to state extension directors and editors a copy of a memorandum prepared for FCC using the Census findings as a basis [BROADCASTING, Aug. 5], Mr. Sholis said CBBS members “are particularly pleased with your general conclusion that rural listeners need better radio reception” and “have vigorously urged this improvement for years.”

‘Erroneous Allegations’

“Unfortunately,” he asserted, “you have used erroneous allegations as the basis of your conclusions. And you still persist in trying to prove that farmers want to hear farm service programs at night, though neither the Census Bureau survey nor the Bureau of Agricultural Economics survey [also used in clear channel hearings] bears out this contention.

... Farmers have indicated only that they want such nighttime services as weather forecasts and frost and storm warnings, and these they do get.”

Mr. Sholis said “certainly there is no support in this survey for the impression you are trying to plant that in the ‘poorer radio coverage areas’ farmers tune most often to regional and local stations for farm service programs because clear channel stations do not carry more of these programs at night.”

Explanation

“When asked to what station he listened most for farm service programs, the farmer naturally replied in terms of the daytime, when most such programs are broadcast.”

Allis-Chalmers Adds

ALLIS-CHALMERS MFG. Co., Milwaukee, through Bert S. Gittins Adv., will sponsor National Farm & Home Hour over full NBC network, Sat. 12-12:30 p. m. (CDT), effective Oct. 5. Firm has been using 47 NBC stations. At same time possibility exists that Allis-Chalmers Tractor Division will not renew Boston Symphony, Sat. 9:30-11 p.m. (CDT), on ABC. Order for contract renewal has not been received by Compton Adv., New York, although ABC Central Division is understood to have submitted $80,000. A three-month period is possible. Sponsorship appears contingent on settlement of strike in effect since April 30. If sponsor does renew, symphony would move to Thurs. 9:30-10 p. m. (CDT).

Mr. Sholis said. He asserted that “well over 50% of farm households reporting that they listened to such programs were in the “primary-day only” type of service area which “received daytime primary signals from regional stations only. It is not surprising, therefore, that the regional stations showed a lead in the overall figures,” he said.

In the “primary day and night” areas too, “two-thirds of stations were on a more equal footing,” he said, 68% specified clear channel stations to 11% for regions.

ABC’s Campaign Emphasizes Sales

ABC LAST WEEK was energetically pursuing a new and ambitious sales campaign to expand the station coverage of network accounts.

The network had assigned an Army Air Force veteran, Joseph V. Hogue Jr., to the Sales and Control Division with exclusive responsibilities to: (1) review station lineups and prepare “ammmunition” for the salesmen to use in presenting accounts to additional stations and (2) examine constantly the delayed broadcast situations on the network with a view to obtaining the maximum line-up of live broadcasts for each commercial network program.”

His Duties

As Fred Thrower Jr., vice president in charge of sales, put it, Mr. Hogue was, in effect, “the representative of all our stations and accounts.” By specializing in individual station information, Mr. Hogue can analyze each market and work with network salesmen in expanding the coverage of stations, adding new accounts and assuring the maximum coverage of those solicited in the future.

Both of the functions to which Mr. Hogue has been exclusively assigned normally are the responsibility of account executives, but the “preparation of the material the men off more important solicitations,” Mr. Thrower said.

The network’s determination to enlarge its station coverage was based on sound economic grounds. It was pointed out that in the case of an advertiser using a one-half hour evening program, the addition of only one station would mean an increase in gross revenue to ABC of $4,550, an increase in net of $2,300 on a 52-week basis.

Ten days after Mr. Hogue’s appointment, the network reported that station reaction to the proposed sales campaign had been uniformly favorable.

Lipton Begins

THOMAS J. LIPTON INC., Hoboken, N. J., Aug. 27 presents opening program of Vox Pop on CBS, Tues., 9-9:30 p. m., from the Iowa State Fair, Des Moines.

Program formerly was sponsored on CBS by Emerson Drug Co., and was discontinued April 22, 1946. Agency for Lipton is Young & Rubicam, New York.

Production Panel Is Named by RMA

GENERAL problems of the radio manufacturing industry, with main attention directed to production and pricing along with FM and television development, will be handled by the new Production Problems Committee of the Radio Manufacturers Assn.

Named chairman of the committee is M. F. Balcom, Sylvania Electric Products Inc., who also is RMA vice president. Vice chairman is F. J. Kissel, Standard Transformer Corp.


The new Amateur Radio Committee, formerly a section of the Parts Committee, has been reorganized with W. J. Halligan, Hallicrafters Co., continuing as chairman. Lloyd A. Hammard, Hammard Mfg. Co., is vice chairman.


RMA is planning its second industrial relations seminar, to be held, Chicago, Oct. 30-31. Thompson, Nobbitt-Sparkes Industries, is chairman and R. T. Borth, General Electric Co., vice chairman of the enlarged Industrial Relations Committee.
FCC Reports 8 New Grants; Two Get Day Clear Channels

GRANTS for eight new standard stations were announced by FCC last Thursday. Included were authorizations for 1-kw daytime stations on cleared frequency for Cincinnati, Ohio; Des Moines, Iowa; Dearborn, Mich.; and Portland, Me., for a $200,000 expansion program, including changing frequency from 1450 to 1390 kc and increasing power from 250 w to 5 kw. Expansion embraces a modern transmitter and antenna system on a 125-acre plot at the outskirts of Youngstown. The building will house the new 5 kw AM transmitter and a 10 kw FM transmitter, conditionally granted by FCC.

Mexican Channel Breakdown Asked

16 Broadcasters Are Seeking Fulltime Operation

A PETITION requesting fulltime use of six frequencies designated for NARBAs in U. S. on a daytime-only basis will be filed with FCC this week by a group of broadcasters now operating in the frequencies: 750, 800, 900, 1050, 1220 and 1570 kc [BROADCASTING, July 8].

The Daytime Petitioner's Assn., headed by Howard O. Pearltone, president, who also is president of WPIK Alexandria, Va., asks a general hearing looking toward amendment of FCC Rules and Regulations, Section 325 (d), concerning fulltime use of the six channels. There are some 16 station members of the association.

Frequency were assigned to Mexico by NARBA effective in March 1941 for clear channel operation, with the U. S. using them only in daytime. (Two exceptions are WHN New York on 1050 kc for daytime only, and WGAR Cleveland on 1220 kc fulltime with 5 kw, application pending for 50 kw.)

While the next NARBA conference does not convene until September 1947, in Canada, the formal conference will be preceded by a meeting of technicians of member nations next January in Harrisburg. The September meeting, NARBA is expected to be renegotiated.

Since no expiration date was mentioned at the time the "gentlemen's agreement" concerning use of the channels was made, petitioners conclude that the agreement expired at the same time as NARBA, March 1946. Since the subsequent interim NARBA did not refer to the "gentlemen's Agreement," the association contends FCC is now free to grant fulltime use of the frequencies.

The Daytime Petitioner's Assn. asserts that it is possible to operate during nighttime hours on the six frequencies without "undue interference to Mexico," particularly if the U. S. stations use directional antennas at night.

The Washington law firm of Cohn & Marks is legal counsel for the association.

WFMJ Expands

WFMJ Youngstown, Ohio, begins its eighth year on the air Sept. 7 with preparations for the introduction of $200,000 expansion program, including changing frequency from 1450 to 1390 kc and increasing power from 250 w to 5 kw. Expansion embraces a modern transmitter building and a tower directional antenna system on a 125-acre plot at the outskirts of Youngstown. The building will house the new 5 kw AM transmitter and a 10 kw FM transmitter, conditionally granted by FCC.

RATE CARD SURVEY NEARS COMPLETION

EXTENT of variation in station rate practices will be shown when results of a study by the NAB Research Dept. are complete, according to Kenneth H. Baker, research director. Replies have been received from two-thirds of members stations. Follow-up requests for return of questionnaires were sent out last week.

The survey will determine how many rates the average station has for a given segment of time. Some stations have only one rate for all accounts, commissioanble to agencies. Others have national or general rates, also commissionable, with local channel rates direct. Stations vary in the allowance of local rates to retailers for promotion of national products. The survey seeks to determine if any stations use a local sponsor, who then bills a national advertiser for the time.

Results will provide a basis for recommendations by the Sales Managers Executive Committee on station rate practices.
Success of Food Drive Is Attributed to Radio

Major credit for success of the famine emergency relief program belongs to radio, Jay M. Socin, program director, Media Programming Division, Office of War Mobilization & Reconstruction notified the=NAB last week.

In a letter to Dorothy Lewis, director of listener activities, Mr. Socin said: "Thanks for the part which you and your organization played in helping to put over the Famine Emergency Program. The material you sent us will be of real value in assessing the contribution of the radio industry to the program. At the moment, it would seem that radio deserves the lion's share of the credit for securing public cooperation and support."

Bell Heads KSIL

HILLIS BELL, formerly of the commercial staff of KROD El Paso, Tex., has been named manager of KSIL Silver City, N. M., new station to begin operations Sept. 1. KSIL and KROD are owned by Dorrance D. Roderick.

Howard Clark

HOWARD CLARK, manager of CJRL Kenora, Ont., drowned Aug. 1, while swimming at Kenora. His wife and one child are left. He was a member of the radio industry for four years.

In our eighteen years of serving America's top drawer broadcast stations, we here at Harvey's haven't discovered a single outstanding personality... that we leave to the talent scouts. We operate entirely behind the "red light"... providing the equipment and components that help send the show over the air. We've got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We've got "name brands"... a fast shipping service... and prices as reasonable as you'll find anywhere.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

Telephone Longacre 3-1800

Harvey Radio Company
103 West 43rd Street
New York 18, N. Y.

N. C. GAMES MAY NOW BE SPONSORED

Major football broadcasts in North Carolina are now available to local stations on a cooperative sponsorship basis, for the first time, according to Fred Fletcher, manager of WRAL Raleigh, N. C. For five years WRAL has been feeding the games to a number of North Carolina stations on a sustaining basis because of the U. of N. C. policy against commercial sponsorship of the games.

This year, U. of N. C. is allowing sponsorship on a non-exclusive basis and a payment of a small broadcast fee from each station plus a nominal production cost to WRAL for feeding the broadcasts. Home games of the U. of N. C., N. C. State College and Wake Forest have been offered to 25 state outlets, available for local sponsorship.

Broadcasts of the games will be handled by J. B. Clark, program director of WAYS Charlotte, doing color; and Ray Reeve, sports director of WRAL who will do play-by-play description. Following stations have already contracted to carry the ten-game schedule: WAYS WGNJ WBBB WRAL WGBR WGTC WHJN.

In the Pentagon, Mr. Force left NBC to become chief of the radio news section of the O.W.I. domestic bureau. After a year in that post, he entered the Army and was in public relations with the 26th Infantry Division. He was overseas for 17 months, part of that time as managing editor of Stars & Stripes, southern Germany edition. He returned to the NBC newsroom before going to Washington with the AAF.

Mr. Force

FOR Acquisition

IF YOU CAN’T GET ME ON THE AIR

Mr. Force

I'M ON THE AIR

Behind the "Red Light"

HARVEY RADIO COMPANY
103 West 43rd Street
New York 18, N. Y.

Sale of WABF, New York FM, And KXO El Centro Approved

APPROVAL of sale of KXO El Centro, Calif., and WABF, New York FM outlet, was announced last Thursday by the FCC.

KXO, principally owned by Airfan Radio Corp., licensee of KFPS San Diego, Calif., was sold to a group of active executives of the station and the Imperial Valley Publishing Co. for $650,000. KXO is on 1230 kc with 250 w fulltime.

Thomas E. Sharp owns 90.55% of Airfan and 21.5% of KXO. Airfan has an additional 77.66% interest in KXO. It was pointed out in the transfer application that Mr. Sharp originally intended to have his son, Donald, operate the El Centro outlet. His son died in action over Germany, however, and Mr. Sharp no longer desires to maintain affiliation with the station, he said.

Under the transfer, Kenneth H. Thornton, general manager of the station for five years, will own two-thirtyehts of the corporation. Mrs. Belle Hovey, KXO advertising manager and her husband, Harvey H. Hovey, will have two-thirtyehts jointly.

Paul A. Jenkins, president of the Imperial Valley Publishing Co., will have two-thirtyehts; Edith J. Jenkins, secretary of the publishing firm, will have three-thirtyehts, and the Imperial Publishing Co., which publishes two daily newspapers in El Centro and nearby Brawley, will have four-thirtyehts interest.

Hirschmann Buys

Ira A. Hirschmann, former New York department store executive and long active in radio as vice president and director of station relations of WABF and W2XMT (high frequency experimental television station), is president and will ultimately be principal stockholder of Hirschmann Broadcasting Corp. [BROADCASTING, Aug. 8].

Transfer of WABF is from Abraham & Straus Inc. and Bloomerdale Bros. Inc., prominent New York department store firms, to Hirschmann Broadcasting Corp., a consideration of $1100,000, Metropolitan Broadcasting Corp., present licensee of the stations, will be withdrawn as a result of Commission approval of Hirschmann's purchase, according to the transfer proposal.

Samuel Wechsler, member of the New York Stock Exchange and president of Samuel Wechsler Co., New York stock firm, is vice president of Hirschmann Broadcasting Corp., and will ultimately have approximately 2% interest. Alvin Hirschmann is vice president and Norman A. Levine is secretary-treasurer. I. Hirschmann will have around 78% control.

The payment for the station is to be made over a period of four years at 1% interest.

Book-of-the-Month Club Inc., applicant for a class B FM station in New York, is to lease Hirschmann $200,000, holding eight of the 15 shares of the capital stock of Metropolitan in escrow as security. Application, however, will be withdrawn as a result of Commission approval of Hirschmann's purchase, according to the transfer proposal.

Upcoming

Aug. 14-17: NAB 15th District, Monterey, Calif.
Aug. 16: NAB Radio News Clinic, Canton, Ohio.
Sept. 3-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 7-11: Brand Research Foundation regional meeting, Salt Lake City, Utah.
Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

FCC hearings: See box on page 79.
Byrnes to Decide Acceptance Of Soviet 5-Power Invitation

SECRETARY of State James F. Byrnes will decide whether the U. S. accepts an invitation of the Soviet Union to a five-power telecommunications conference in Moscow Aug. 28, Acting Secretary of State Acheson said last week at a news conference.

“We have been discussing the invitation,” said Mr. Acheson. “We are asking the Secretary’s views. We hope, before many days, to make up our minds.”

Russia issued a belated invitation to the Moscow conference [BROADCASTING, Aug. 5], but not until after 20 nations had assented to a proposal of the U. S. to hold a world telecommunications conference in April 1947.

State Dept. officials met last Monday to discuss Russia’s invitation and it was decided to leave the question up to Secretary Byrnes.

Three Join CBS

HOS Colon and HOD David, Panana, and HJAP Cartagena, Columbia, have joined the CBS Network of Americas bringing a total of 114 CBS stations throughout the Americas bringing a total of 114 CBS stations throughout the Americas, including Columbia, Panama, and the Caribbean. HOS operates on 1200 kc with 1 kw; HOD operates on 1140 kc with 250 w; and HJAP Cartagena, Colon and HOD David, Panama.

WPIK Goes to 1 kw

WPIK Alexandria, Va., Aug. 18, increases power from 250 w to 1 kw. Station will broadcast special show for event 1:30-1:45 p.m. that day, written by Bill Jeffery, program director. Program will start on 250 w power, there will be a few seconds of dead air, and when program returns, station will be operating on 1 kw. WPIK has been on the air nine months. It is owned by Howard Hayes and Carl Lindberg of Potomac Broadcasting Corp., both former CBS engineers.

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Video Sets Ready

U. S. TELEVISION MFG. Corp. will begin shipment of television sets in September with prices ranging from $195 to $2,750. Company estimates it must increase dollar volume to more than $1,000,000 a month to satisfy wholesale distributors. Shipments at present are confined to home radios, phonographs and radio-phonograph combinations.

Form Record Firm

JOINING forces with a number of top radio personalities, H. Paul Wackick of Warwick and Legler, New York, is heading new recording firm known as Audience Records Inc., according to announcement from Hollywood last week. Not to be available for commercial or broadcast use, records will be sold under two labels, Audience and Top Ten. Discs will be made with audiences to simulate actual studio conditions. Those holding interests include Freeman Godden and Charles Correll, Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Eddie Cantor, Ed Gardner and James and Marion Jordon. Each of stars would make one or two albums annually. Mr. Wackick is president of new firm.

T. Newman Lawler, attorney, is secretary. Norman Morrell, former West Coast radio director of Foote, Cone & Belding, is to head Hollywood operations.

WAC - OWNED KBIO

STARTED AUG. 5TH

KBIO, new Burley, Ida., station owned by a WAC lieutenant now serving in Europe, went on the air Monday (Aug. 5), operating on 1400 kc with 250 w.

Mr. Jansen, who has been in the broadcasting field for 20 years, was recently United Press stations relations representative for five states in the Northwest. Prior to that he was manager of Associated Broadcasters in San Francisco.

Members of KBIO staff are: Frank Krshka, formerly of KWRC Pendleton, Ore., sales manager; Rodney L. Sams, chief engineer; Elmer Christensen, formerly of KATE Albert Lea, Minn., Jess Hynas and Joe Patterson, all announcer-operators; and Catherine Lick, formerly of KPKW Pasco, Wash., traffic and production.

The station’s newly-constructed building, located 1½ miles from the center of Burley, includes a reception room, three studios, control room, two offices, and a three-room apartment. Station is now independent but expects to join a network soon.
Classified Advertisements

Situations Wanted (Cont’d)

Available 1 September—Radio showman with nine years local and network experience. For last three years involved in sales and MC of radio and stage shows for Army and Navy, and presently acting as public relations officer for Army Public Relations School. Experience includes all phases of radio production and announcing. Desire position as program director or production manager. Also consider MC spot if sufficiently proficient in voice. Box 693, BROADCASTING.

Veteran, age 22, married. Announcing, continuity and platter experience. Can do advertising. 2½ years Army experience. Graduated college June. Want to go anywhere; do anything. Box 694, BROADCASTING.

Managerial position—Thoroughly qualified to assume complete responsibility of small radio station in midwest. Veteran, 33, married. Now employed as sales representative with major New York agency. Radio background and background references. Box 695, BROADCASTING.


Announcer—Experience in announcing and/or announcer. Six years experience as sales representative with major New York. Now on staff Chicago station. Age 28. Has written and produced radio commercials. Union man. Box 697, BROADCASTING.

Engineer in charge—5 to 50 kw or multiple low power only. University and 13 years experience in construction 5 to 50 kw plants plus studio. Union man. Salary $5,000. Experienced all phases of station. Available from one of the foremost U. S. network and well-known 1-9 station. Box 698, BROADCASTING.

Manager—presently employed, interested in change. Desires knowledge all phases of broadcasting. 12 years experience. Past position was hardly commensurate. Box 701, BROADCASTING.

Station executive—Seven years experience in general management of two 500 watt stations, personnel and management of regional network and engineering construction. Experience in FCC applications with all phases of radio license. Excellent references. Interested in permanent position new station. Box 702, BROADCASTING.

Announcer—Five years experience news-casting, commercials. Remembers disc jockey, control board. Veteran, married, still available. Box 704, BROADCASTING.

Chief engineer—Radio programmer available soon. Both wish to locate with good station in permanent connection with intelligent organization. Box 705, BROADCASTING.

Radio copywriter—Four years station experience. College degree. Desires job with agency or station New York City area. Complete brochure of background on request. Box 717, BROADCASTING.

Attention New England stations: An announcement which has no effect on the rest of the country. Maine has southern part has personal reasons for wanting to move to some good station in New England. Sectional experience in all phases of announcing work. Plans to return to Maine after proving following. Could do program in connection for good, established station. Married, settled. Army man. Box 720, BROADCASTING.

Available immediately—Responsibility, influence, in nation's recognized network. Desires job with major network. Box 722, BROADCASTING.

Radio copywriter—Four years station experience. College degree. Desires job with agency or station New York City area. Complete brochure of background on request. Box 717, BROADCASTING.

Attention New England stations: An announcement which has no effect on the rest of the country. Maine has southern part has personal reasons for wanting to move to some good station in New England. Sectional experience in all phases of announcing work. Plans to return to Maine after proving following. Could do program in connection for good, established station. Married, settled. Army man. Box 720, BROADCASTING.

Sales manager available September 1. Program wise. Want station in east or midwest. College degree. Six years experience, one with major network. Four years in New York radio. Best references. Box 663, BROADCASTING.

Radio copywriters. Certainly you can find a spot on your staff for a spunky siren capable 30 year old veteran with six years reporting, publicity, advertising and writing under his belt. Edited NYU papers. Sparked with initiative. Loaded with energy. Let’s talk it over. Box 726, BROADCASTING.

Classified Advertisements

Help Wanted

Salesman, preferably single, and who can write copy for 500 watt NBC Rocky Mountain station in west city. Must be interested in acquiring an interest in the station. Give details. Box 648, BROADCASTING.

Assistant engineering manager—Desires a position with major network in sales department in addition to own writing duties. Particularly local commercial work. Send qualifications, address, phone tickets. Good pay. $40.00 per week. Address reply Box 649, BROADCASTING.

Continuity—Interested in positions as continuity writer. Must be familiar with FCC regulations. Send name and address. Box 650, BROADCASTING.

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Situations Wanted

Announcer—Veteran 42. Disc and photos available. Will write details. Box 654, BROADCASTING.

Announcer—Veteran, 23, completed professional workshop course in recognized station. Desires job as disc jockey, control board, veteran, married, still available. Box 704, BROADCASTING.

Chief engineer—Radio programmer available soon. Both wish to locate with good station in permanent connection with intelligent organization. Box 705, BROADCASTING.

Radio copywriter—Four years station experience. College degree. Desires job with agency or station New York City area. Complete brochure of background on request. Box 717, BROADCASTING.

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Situations Wanted (Cont’d)

Available 1 September—Radio showman with nine years local and network experience. For last three years involved in sales and MC of radio and stage shows for Army and Navy, and presently acting as public relations officer for Army Public Relations School. Experience includes all phases of radio production and announcing. Desire position as program director or production manager. Also consider MC spot if sufficiently proficient in voice. Box 693, BROADCASTING.

Veteran, age 22, married. Announcing, continuity and platter experience. Can do advertising. 2½ years Army experience. Graduated college June. Want to go anywhere; do anything. Box 694, BROADCASTING.

Managerial position—Thoroughly qualified to assume complete responsibility of small radio station in midwest. Veteran, 33, married. Now employed as sales representative with major New York agency. Radio background and background references. Box 695, BROADCASTING.


Announcer—Experience in announcing and/or announcer. Six years experience as sales representative with major New York. Now on staff Chicago station. Age 28. Has written and produced radio commercials. Union man. Box 697, BROADCASTING.

Engineer in charge—5 to 50 kw or multiple low power only. University and 13 years experience in construction 5 to 50 kw plants plus studio. Union man. Salary $5,000. Experienced all phases of station. Available from one of the foremost U. S. network and well-known 1-9 station. Box 698, BROADCASTING.

Manager—presently employed, interested in change. Desires knowledge all phases of broadcasting. 12 years experience. Past position was hardly commensurate. Box 701, BROADCASTING.

Station executive—Seven years experience in general management of two 500 watt stations, personnel and management of regional network and engineering construction. Experience in FCC applications with all phases of radio license. Excellent references. Interested in permanent position new station. Box 702, BROADCASTING.

Announcer—Five years experience news-casting, commercials. Remembers disc jockey, control board. Veteran, married, still available. Box 704, BROADCASTING.

Chief engineer—Radio programmer available soon. Both wish to locate with good station in permanent connection with intelligent organization. Box 705, BROADCASTING.

Radio copywriter—Four years station experience. College degree. Desires job with agency or station New York City area. Complete brochure of background on request. Box 717, BROADCASTING.

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CBS May Appeal Decision Of FCC Denying KQW Sale

CBS was reported last week to be planning to go to court with an appeal from FCC’s denial of its proposition to buy KQW from Morelia, Michoacan, Mexico, although no comment was forthcoming from the network.

The Commission’s final decision, putting into effect the 4-2 denial proposed two months earlier [Broadcasting, June 3], was adopted July 31, the day after oral argument [Broadcasting, Aug. 5] and a day before the new deadline.

‘Concentration of Control’

As in the proposed decision, the majority’s action was based largely on the contention that the network’s ownership of six 50-kw clear channel stations and one 5-kw regional "represents a concentration of control of AM facilities that it should not be extended.

Comra. E. K. Jett and Ray C.

U. S. Programs Retain Popularity in Canada

AMERICAN PROGRAMS still lead in popularity in Canada, according to July national ratings released Aug. 10 by Elliott-Haynes Ltd., Toronto. First ten evenings programs in popularity were Aloc Templeton with rating of 20.5, Fred Waring and his Pennsylva-

nia Cocktail Party 20.0, Ahmad Misk 

tes Music 16.8, Watus Times 13.1, Music Hall 12.7, Meet Cor-lies Archer 11.2, Green Hornet 10.6, Ellery Queen 9.7, Big Town and Treasvry Trail (Canadian program) 9.3.

Five leading daytime programs in July were Mra Perkins 13.0, Big Sister 11.3, Pepper Young’s Fam-ily Hour 11.2, Young and Innocent (Canadian program) 10.3, and Lucy Linton (Canadian program) 9.9.

Leading French-language evening programs in July were Metrop-ole Coast 18.4, U.S.A. to Porto Rico 18.3, Course au Tresor 16.9, and Leblanc Detective 10.8. Leading French daytime programs in July were Jeunesse Doree 20.3, Rue Principale 19.1, Rue des Champs-Elysees 18.1, Tante Lucie 14.7, and Quelles Nouvelles 9.9.

Miscellaneous

Disc jockey’s commodity material. Box 493, for self, 40c; for agency, 60c.

Newman has $5,000 for active invest-ment eastern radio station Box 650, N. Y.

Seeking seasoned radio executives and personnel interested in investing in $250,000 company joining its staff. Excellent midwest mar-

ket. Must be experienced in radio and reply. Box 708, Broadcasting.

Radio engineer has $5,000 for active in-

vestment in broadcast station. Box 724, BROADCASTING.

Check your listening audience with ac-

tual listeners. Send show for free sample postcard. $500 @ 3c; 1000 @ 21/c.

Wanted—Announcer with first class voice, 1 year’ experience. For person who can meet our high announcial standards giving an opportunity to gain unusualshowmanship experienc in smart local pro-

duction. Will pay $15 per week plus show. Box 39, BROADCASTING.

To you who think you can qualify and want to be associated with one of America’s most respected stations. Reply Box 39, BROADCASTING.

CBS telecast of the Presidential Debate was a commercial success. Other CBS shows during the week included "Tatlin and the Great Wave" (Sunday), "The Lone Ranger" (Monday), "This is Your Life" (Tuesday), "The Real McCoys" (Wednesday), "The Adventures of Ozzie and Harriet" (Thursday), "The Adventures of locales" (Friday), and "The Jack Benny Program" (Saturday).
Charles Smithgall, who resigned as 10-year director of WAGA Atlanta to devote full time to personal business, the Fort Industry Co., announced Friday. Mr. Smithgall has been with WAGA since November 19, 1942. He also was a member of the board of directors and in charge of southern interests for the Fort Industry Co., which owns and operates WAGA, WGBS Miami and five other stations in Ohio and West Va.

Lee S. Wailes, general manager of the company, announced that no changes in station personnel or management were planned, and that James E. Bailey, commercial manager of the station would assume temporary duties as acting manager.

Mr. Smithgall has been associated with the radio industry in Georgia for 14 years, and is now president of the Georgia Association of Broadcasters. He also is president of the Blue Ridge Broadcasting Co., which operates station WGGA in Gainesville.

Mr. Smithgall is best known to Georgians for his own programs which he started after graduation from Georgia Tech in 1933. He became master of ceremonies on a breakfast-time program on WGST that fall. Mr. Smithgall was listing what he thought the people of Texas when he made trips to Washington to obtain the license for his own radio station.

On the program of the NAB's convention in Chicago Oct. 21-24, they are to consider the following amendments which were proposed by the NAB Board of Directors and recommended by the NAB Board of Directors.

Amend Article VIII by adding thereto a new section to be numbered 3, and renumbering the present Section 3, 4 and succeeding sections of said article, accordingly.

Amend Article XIV as follows:

Section 3. The charter of or by-laws of the NAB may be amended, repealed or restated in whole or in part by a majority referendum vote submitted by the Board of Directors to the qualified voting membership in such manner as to facilitate any amendments provided upon petition signed by not less than one-fourth of the active membership of the association respecting the charter or by-laws of the NAB, and the charter or by-laws of the NAB shall be thereafter filed for Commission in granting applications for the same. Such amendment or amendments shall be proposed by the NAB Board of Directors and shall be submitted to the Commission in granting such proposals in accordance with the provisions of this section.

TWO AMENDMENTS
Proposed by NAB Board
For Chicago Vote

Mr. Rainey was listing what he thought the people of Texas when he made trips to Washington to obtain the license for his own radio station.

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RAINYE VISITED BY COMMISSIONERS
DELEGATION of members of the FCC, headed by Acting Chairman Harry H. Doan, and Commissioners E. K. Jett and Rosel Hyde, made an inspection tour of Raytheon Manufacturing Corp. in Boston last Thursday.

Commission representatives, arriving in Boston early Thursday morning, were shown latest of Raytheon developments in communication field.

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Jester of KWXT Charged
In Speech by Rainey
HOMER P. RAINEY, candidate for Governor of Texas who ran second to Beauford H. Jester in the first primary, charged in an Ama-rillo speech that Mr. Jester “was drawing a salary of $7,000 a year from the people of Texas when he made trips to Washington to obtain the license for his own radio station.”

Mr. Rainey was listing what he thought the people of Texas when he made trips to Washington to obtain the license for his own radio station.

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At Deadline...

12 FINAL FM CPS GRANTED BY FCC; FOUR CONDITIONALS

TWELVE final FM CPS—10 to AM licensees or construction permit holders—granted by FCC Friday, along with four conditional FM grants, two to firms of standard stations.

Three conditional CPS for St. Louis; all grants for Class B stations (earlier story page 92).

Construction permits to:

Topeka Broadcasting Ass'n, Topeka, Kan. (WIBW), Class B 102.5 mc, 2.9 kw; Wave Inc., Louisville (WAVE), Class B 99.9 mc, 3 kw; Huntington Broadcasting Corp., Huntington, W. Va. (WPHJ), Class B 99.5 mc, 3.9 kw; Wex. Bros. Inc., Oakland, Calif. (KWKQ), Class B 97.3 mc, 6 kw. The Co., Cedar Rapids, Ia. (KZCP), Class B 96.1 mc, 11 kw; Civic Broadcasting Corp., Chicago, Ill. (WLS), Class B 96 mc, 1.5 kw; James A. Hardman, North Adams, Mass., Class B 101.5 mc, 1.6 kw.

City of Jacksonville, Jacksonville, Fla. (WJAX), Class B 94.3 mc, 2 kw; KOIN, Portland, Ore. (KQIN), Class B 94.5 mc, 50 kw; John F. Realey, Anchorage, Okla. (KWSW), Class B 97.1 mc, 1 kw; Radio Sales Corp., Seattle, Wash. (KBSQ), Class B 89.3 mc, 17 kw.

Additional permits to:

(MBS) Class B 91.3 mc, power to be determined by FCC.

Previously authorized CPS for different engineering details.

Following are conditional grants, subject to engineering approval.

St. Louis—Columbia Broadcasting System Inc.

Globe-Democrat Publishing Co., Class B, Unity Broadcasting Corp. of Mo., Class B.

Clay County—Evan's Telephone Co., Macon, Ohio & other states (KFUO), Class B.

MBS ANNOUNCES TWO RENEWALS OF CONTRACT

RALSTON Purina Co., St. Louis, Sept. 2 increases Tom Mix program on MBS from threeweekly to five-weekly and Sept. 30 contract for 52 weeks. Sept. 23 Wander Co., Chicago (Ovaltine), renews Capt. Midnight on MBS, Monday-Friday, 5-5:30 p.m., for 52 weeks.

MBS moves programs in fall shuffle:

Beatrice Kay Show from 8:30-p.m. Wednes-
day to 10-10:30 p.m. Wednesday, Aug. 21;

David Byrd from 6:30-7 p.m. Wednesday, takes three-week vacation effective Aug. 14, returns Sept. 6, 8:30-9 p.m. Friday; Voice in the Night, switches Sept. 6 from 8:30-9 p.m. Friday to 8-8:30 p.m. Friday; Passport to Ro-

WOBM REORGANIZED

Office of War Mobilization & Reconversion reorganized by Director John R. Steelman, absorbing functions of Office of Economic Stabilization. Commodr. Joseph L. Miller, USNR, former NAV Lab. Relations Director, continues as special assistant to Mr. Steelman.

CLEAR CHANNEL POLICY (Continued from page 4)

disresolution of applications conflicting with exis-
ting clear channel and other specified rules

MBS moves programs in fall shuffle:

Beatrice Kay Show from 8:30-p.m. Wednes-
day to 10-10:30 p.m. Wednesday, Aug. 21;
MR. D. A. LEADS JULY PACIFIC HOOPERATINGS

JULY Pacific Network Hooperatings place Mr. District Attorney at top of first 15 with Aldrich Family second, The Whistler third.

Average evening audience rating 3.6, up .4 from last report, up .3 over last year. Average available evening audience 82,6, down 4.5 from last report, down 1.5 from year ago.

Average daytime audience rating 3.6, up .4 over last report, up .3 over last year. Average daytime sets-in-use rated 15, increase of 1.6 from last report, up 2.5 from last year. Average available audience 64,6, up .1 from the last report, up 1 over a year ago.


HUBER TO GREEN

E. J. (Mike) HUBER, onetime sales promotion manager of ABC who last week became partner in Green Assoc., Chicago, will head sales promotion and merchandising activities of new radio production agency. Green Assoc. plans future expansion to Hollywood and New York. Offices now at 165 W. Wacker Dr., Chicago.

COMMEMORATING Centennial anniversary of radio that day over Los Angeles, ABC Aug. 13 airs full network half-hour with George Jessel as m. c.; Gov. Earl C. Warren, Walter Huston, Meredith Willson, Frank Sinatra, Judy Garland, Margaret O'Brien, speakers.

S. KENNEDY (Ken) TULLY, after five years in Navy, returns to old post, news editor, Yankee Network News Service. He was commander, was wounded at Tinian.

Closed Circuit

(Continued from page 4)

offer provided payment not in cash but in stock in Curtis Radiocasting, which controls Evansville-on-the-Air.

NEW PUZZLER faces FCC by virtue of pending proposal whereby Salt Lake Telegram would acquire 50% interest in KALL for $100,000. [Broadcasting, Aug. 5] Telegram owners hold about 20% of 50,000 w KSL. Will duopoly apply?

APPEARANCE of Roy Rogers and horse, Trigger, on National Barn Dance Chicago (NBC 9-9:30 p.m. EST Saturday) revived report on Rogers' career which will fill replacement for rural program sponsored 14 years by Miles Labs., Elkhart, Ind., for Alka-Seltzer. Wade Adv., agency, declined comment on Rogers report and on another that Quiz Kids would switch from ABC to NBC in fall to avoid Phil Harris competition. [Broadcasting, July 29].

ABC shortly will announce covey of New Rocky Mountain area affiliates. Among them are new KGEM Boise; KLIK Twin Falls; KBIO Burley and KEIO Pocatello, all tying in through KUTA Salt Lake City and under supervisory control of KUTA president and general manager Frank Carmen. Affiliations effective Aug. 15.

RECORDINGS IMPROVED

H. H. SCOTT, president of newly organized Technology Instrument Corp., Wellington, Mass., Friday announced invention of new electronic system, which improves quality of phonograph record reproduction by reducing scratch and rumble noises. Tests indicate stations using new system can extend transmitted audio frequency range when using commercial shellac and vinylite discs, realize lower scratch level than with low-pass filters. TIC makes first commercial broadcast announcement appearance with invention shortly. Licensee relations under direction of Ralph P. Glover, Oak Park, Ill. consulting engineer.

SET PRODUCTION PEAK YEAR AWAY—COSGROVE

SET PRODUCTION will not reach peak until late 1947 or early 1948, R. C. Cosgrove, vice president-executive of Radio Networks Inc., Cincinnati, and Radio Manufacturers Assn. president, told appliance group of Western Merchandise Mart in San Francisco. He deplored "terrible amount of information and misinformation" about RCA radio sets.

Mr. Cosgrove sees in television "greatest unit in the radio business," thinks color is still long way off, that black-and-white will be on market "in volume some years before color television." He said "selective and aggressive selling and promotion" will be necessary on distributors' part.

RMA RADIO WEEK PLANS


JACOBSON NEBLETT PARTNER

REORGANIZATION of Neblett Radio Productions, Chicago (transcriptions), to include Morton Jacobson, associated with firm for two years in legal capacity, as full partner, announced Friday by Johnnie Neblett. Firm soon to release Open House and Song and Story in addition to exclusive transcription rights for So the Story Goes and Louise Massey and the Westerners.

CBS AIRS DERBY

FINALS of 10th annual All-American Soap Box Derby will be broadcast on CBS Aug. 18, 5:30-5:45 p.m. by Bill Downs, CBS correspondent, from Akron. Network will broadcast preview Aug. 17, 4-5 p.m.

WRGB Schenectady, General Electric television station, Aug. 19 begins regular daily relay experimental telecasting, picking up NBC programs from WNYT New York, in addition to its own shows.

People

HAROLD B. SHAW, former general manager of WRBW Welch, W. Va., named manager of WMON Montgomery, W. Va., MBS outlet, succeeding Robert Wandon, who holds CP for new Portsmouth, Va. station.

BOB BINGHAM resigns as general manager of WFTC Kinston, N. C. to become sports director of WFWL Hollywood, Fla., effective Sept. 1. Both stations in Jonas Weiland group.

JOHN E. NORTH, former commercial manager, KANS Wichita, and vice president, Butler Paper Co., St. Louis, joins Taylor-Rowe-Snowden as assistant to Tom Peterson, Chicago manager.

NORMAN BYRON, with Benton & Bowles, New York, since 1937, elected vice president.

NORMAN OSTBY, assistant to Don Seare, ABC Western Division vice president, named public service director in addition to present duties.

ART LINKLETTER, m. c. of NBC People Are Funny and CBS GE House Party father of girl.

F. M. SCHWEMMER, former merchandising manager for Sterling Drug (Central Division), joins executive staff of Ruthrauff & Ryan, New York, specializing in drug accounts. CURTIS C. LEWALD, associated with BBDO, New York, four years as account executive and copywriter, joined R & R creative staff.

GEORGE CARSON PUTNAM, MBS news-caster and former Marine, will m. c. Mutual Victory Anniversary Wednesday 10 p.m. (EDT), featuring Generals H. H. Arnold, G. C. Marshall and Admirals E. J. King and W. D. Leahy.

BMB STUDIES SURVEY

TECHNICAL Research Committee of BMB met Friday to discuss advantages and drawbacks to another nationwide station audience survey in 1947. Group made no formal recommendation but passed resolution that BMB should not conduct any station studies independently of national survey. Problem will be studied by Board Research Committee whose recommendations will be considered by full BMB board in mid-September when board decides whether to recommend national 1947 survey to broadcasters at NAB convention, Chicago.

HOOPER INHERITS NINE


MUSIC FOR INDUSTRY

ASCAP representatives met with officials of sound system firms last week to discuss new formula for musical licensing in industrial plants. Details of formula not disclosed. Representatives from Executone Co., Rauland Co., and Stromberg-Carlson were present.
Ever try to Survey a Famine?

Several weeks ago, newspapers, magazines and radio stations were telling conflicting stories about the need for famine relief in Europe. Eight hundred million people—one third of the world’s population—were reported to be faced with an acute shortage of food.

As a clear channel station serving a rich 4-state agricultural area, WLW set out to determine the true facts and to report them without bias or emotion to its listeners. We arranged to send a group to Europe to report on actual conditions as they found them. We chose three laymen typical of our audience—a farmer, a grocer, and a housewife, representing the producer, the distributor and the consumer. WLW’s Farm Program Director, Roy Battles, accompanied them on a six weeks’ air tour of England, France, Italy, Greece and Poland.

Direct broadcasts by shortwave, cabled reports and recorded programs and interviews were sent back and aired by WLW throughout the program schedule. The grocer reported his findings by shortwave to 4,000 members assembled at the National Association of Retail Grocers convention in Chicago. Returning in Mid-July, the WLW Famineers made a report to officials of the FCC, the State Department, the Agriculture Department and prominent government officials at a meeting in Washington. A similar report to agricultural, civic and government officials of our 4-state area was made at a meeting in Cincinnati.

The tour and its resulting broadcasts and meetings have, we feel, provided our listeners with the true and complete picture about the food situation abroad upon which to base their own decision and course of action. Our only purpose in arranging the tour was to provide the facts—and in so doing we feel that we have accomplished one more step in our serious obligation and responsibility as a clear channel station.
Developed during the war, Loran projects long-distance radio beams to guide ships on lanes charted by radio-electronics.

Loran—"highway signposts" for the seas and skies!

Loran provides a new kind of road map for the sea and air, day or night, and in almost any kind of weather.

With Loran, ships and planes as far as 700 to 1400 miles offshore in the densest fog can determine their positions with uncanny accuracy. Trial installations of Loran are being successfully conducted on both the Atlantic and Pacific by Radio-marine Corporation of America—a service of RCA.

The same scientists and engineers at RCA Laboratories who were largely responsible for the development and refinement of Loran also devote their skills and knowledge to every RCA and RCA Victor product.

This never-ending research at RCA Laboratories is your assurance that when you buy anything bearing the RCA or RCA Victor monogram you are getting one of the finest instruments of its kind science has yet achieved.

RCA Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Time, over the NBC Network.