FOR WEEKS our What's-the-Square-Root-of-the-Root Department has been studying papers. Newspapers—not just things to write on.

It notes that 191 papers now list WOR programs DAILY, compared with the once-good total of about 130 papers back in 1939. And it adds that 89 of these 191 papers are OUTSIDE the area in which WOR guarantees to spread your message profitably for cash!

This gives you the general idea.

It also gives you 89 proofs that people listen DAILY to WOR in 71 cities, in 11 states, that we don't even say we'll sell you. States like Virginia, Maine and Vermont—with Canada to boot. If the people in these places didn't listen to WOR, you can bet whatever the taxes leave you that the editors of their papers wouldn't be scissoring their columns to make room for WOR programs.

Our advertising people (ever on the lookout for a loose nickel) would like to find some way of charging extra for this extra. We won't let them. We'll just go on keeping the excitement up near the top of the tube, and listeners will keep on asking their editors to make sure to let them know what's on WOR—daily, in Tamaqua—which, if you're interested, is in Pennsylvania.

WOR
—that powerful station at 1440 Broadway, in New York
WEATHER IS NEEDED NEWS
ON THE MIDWEST FARM...

the Midwest depends on WLS
for weather news—

WLS FORECAST SAVES THE HAY...

On Saturday, the WLS weather
man forecast rain for the coming
Tuesday. Monday, Lewis De Graff of
Ogle County, Illinois, called to say it
was clear weather, so he and his neigh-
bors planned to put up hay Tues-
day. The WLS forecaster repeated his
prediction of rain...the farmers did
not put up their hay...and it did rain.
They called to express their gratitude
for this very real service.

CITY LISTENERS, too, appreciate WLS weather
information...for gardening or golfing, painting or
picnicking. Here is a service for everybody's needs.

HIS HAY IS ALL UP...
This postcard received at WLS tells its own story:

July 5, 1946

Dear Sirs:

We do all of our own farm work. By listening to
Harry Geise's WLS weather predictions last week,
we got our hay all up. It looked like rain, but he
said not, so we took a chance and got it up in fine
condition. Hope he keeps the good advice up to us
farmers. Yours,

J. C. Bratcher
Clay Co., Ind.

A COMPLETE WEATHER SERVICE

In addition to a daily 5-minutes direct from the
government weather bureau, WLS employs its own
staff weather man—gives the country's only 7-day
forecast every Saturday evening—localizes its re-
ports by areas over the four states—gives tempe-
rature and humidity between all programs—covers
the weather thoroughly from the standpoint of the
people who depend on us for this complete weather
service.

A Clear Channel Station

WLS
CHICAGO 7

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with Koy, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
Once more, WPEN was privileged to bring Philadelphians the summer concerts from Robin Hood Dell. Stars of opera, musical comedy and radio sang under the stars in this famous outdoor music hall. The world’s noted conductors led the orchestra. Robin Hood Dell is a Philadelphia institution.

Philadelphians who could not get seats at the Dell turned naturally to WPEN to hear the music over the air. They know WPEN broadcasts the best in music.

These programs were typical of the way WPEN identifies itself with the interests of listeners in the Philadelphia area. Its programs are styled especially for their tastes. That's why listening to WPEN is getting to be a Philadelphia habit. And why advertisers are finding WPEN an economical way to reach listeners in America’s third largest market.
Closed Circuit

ORDER CHANGETH again at FCC. With OPA in throes of decontrol, speculation arises anew about plans of Paul A. Porter, who left FCC chairmanship last February to trouble-shoot OPA at President Truman's behest. When efficient Charles R. Denny Jr., was appointed acting chairman, it was with view to Mr. Porter's return. Though his closest associates don't know his mind, there's basis for view that by Labor Day, or in any event by turn of year, Mr. Porter will resume FCC chairmanship, with Mr. Denny reverting to commissionership.

FRANK AND ANN HUMMERT, kingpins in program production and writing, are completing plans to form new company specializing in both live and transcribed packaged programs. Grapevine has that it Ed Kirby, head of own public relations firm, former NAB public relations director and Army radio chief, will head up new company while continuing his public relations office.

EVEN IF FCC gives advisory opinion approving proposed new format of Pot O' Gold program as acceptable under lottery provision of law, account may find itself in anomalous position. Proprietary Association Code bans use of premiums in sale of medicine as beneath dignity of proprietary field. If not adjudged technical violation, money giveaway format probably would be regarded as violation in spirit, according to informed sources.

CONTRACT FOR sale of WORL Boston by Harold A. LaFount and Sanford H. and George Cohen, New York attorneys, for $200,000 plus value of quick assets and receivables not to exceed an additional $100,000, closed and this week will be submitted for FCC approval. Purchasers are Lawrence S. Bitner, who on Sept. 1 resigns as vice president of Filene's in Boston, and Dominic J. Perri, vice president and treasurer of American Guaranty Corp. of Boston. Each would hold 50%. Mr. LaFount, former member of Federal Radio Commission, is general manager of Arde Bulova stations.

THERE'S LARGE investment firm in Cleveland eager to enter network broadcasting field—and probably would have done so at time of Associated Broadcasting System collapse if right man could have been found to head up organization. Understood firm has $50,000 annual stipend earmarked for that "right man."

DON BELL, Mutual correspondent just returned from the Pacific [BROADCASTING, Aug. 12], slated for assignment at WOL, Washington MBS outlet.

SOUNDS OF DISCONTENT among some independent FM operators who feel NAB is giving new system "brushoff" in Convention (Continued on page 102)

Upcoming

Aug. 20: NAB Radio News Clinic, Onesto Hotel, Canton, Ohio.

(Other upcomings on page 50)

HEARING SCHEDULE

HEARING schedule for September, October and November announced Friday by FCC, covering all broad cast applications set for hearing prior to Aug. 1. Hearings start Sept. 4. List is compiled by docket numbers. Alphabetical list is promised in few days and will be published in Aug. 26 BROADCASTING if available.

BULLETINS

ONLY about one-third of 167 members of Cooperative Analysis of Broadcasting voted by Friday on board proposal to "discontinue administrative operations," despite board's urgent request all ballots be returned by Aug. 15. Matter said mere formality, however, with votes to date ratifying board's action. CAB program rating service discontinued July 31.

EFFORT of Missionary Society of St. Paul the Apostle, New York, to obtain facilities of WNEW New York formally abandoned Friday by FCC, covering all broadcast applications for time audience puller of 1946, Ms. District Attorney

FITCH PLAN F. W. Fitch Co., Des Moines, through L. W. Ramsey Agency, Davenport, 1a., announced discontinuance Sept. 10 of Vg and Stardust, 7:30-8 p.m., CDT, to concentrate majority of budget on new Alice Faye-Phil Harris show, starting Sept. 29, NBC, 6:30-7 p.m., CDT.

GRID SPONSOR Atlantic Refining Co. again to sponsor Ohio State U. football this fall on WVTAM Cleveland, with Tom Manning doing play-by-play. Agency, N. W. Ayer & Son, Philadelphia.

TWO ON WBT American Ace Coffee Co. and Fleming and Sons, Dallas, Tenn. (Wall-ribite), to take 15-minute segment of Carolein Hayride and Hit Parade on WBT Charlotte, N. C. Both start Aug. 31.


BORDEN TELEVISION Borden Co., New York, signed 13-week contract with WNBT New York, NBC television outlet, for I Love to Eat Fridays, 9 p.m. Borden to advertise all products on show, which features James Beard Agency, Young & Rubicam, N. Y.

MR. DISTRICT ATTORNEY RETAINS HOOPER LEAD

MAINTAINING its position as top summertime audience puller of 1946, Mr. District Attorney first week in August rang up Hooperating of 10.8, according to Aug. 15 report on network programs issued by C. E. Hooper Inc. Suspense was second with rating of 10.5; Jack Haley third with 9.8. Other nighttime leaders were:

Crime Doctor 9.3, Your Hit Parade 9.2, Screen Guild Players 8.8, Man Called X 8.8, Big Town 8.3, Kay Kyser (10:30-11 p.m.) 8.2, Dr. I. Q. 8.2, Dr. Christian 8.0, Evening With Romberg 8.0, Aldrich Family 7.9, Jergens Summer Edition 7.8, Blondie 7.7, We The People 7.7, Take It or Leave It 7.7.

Average evening sets in use for week were 18.2, up 0.4 from mid-July, down 0.9 from year ago. Average evening rating was 5.4, up 0.2 from last report, down 0.3 from year ago. Average available audience was 78.1, up 0.1 from last report, up 0.5 from year ago. Total sponsored hour index was 55 1/2, unchanged since last report, compared with 66 year ago.

Top 10 daytime programs, according to Hooper report were: When a Girl Marries, 8.9, Young's Family 5.4, Breakfast in Hollywood, 6.3, Stella Dallas 6, Ma Perkins (CBS) 5.8, Betty Crocker, 5.8, Lorenzo Jones 5.4, Pepper Young's Family 5.4, Breakfast in Hollywood (P&G) 5.4, Right to Happiness 5.4, Romance of Helen Trent, 5.4, Woman in White, 5.4.

BROADCASTING... at deadline

Business Briefly

FITCH PLAN F. W. Fitch Co., Des Moines, through L. W. Ramsey Agency, Davenport, 1a., announced discontinuance Sept. 10 of Vg and Stardust, 7:30-8 p.m., CDT, to concentrate majority of budget on new Alice Faye-Phil Harris show, starting Sept. 29, NBC, 6:30-7 p.m., CDT.

GRID SPONSOR Atlantic Refining Co. again to sponsor Ohio State U. football this fall on WVTAM Cleveland, with Tom Manning doing play-by-play. Agency, N. W. Ayer & Son, Philadelphia.

TWO ON WBT American Ace Coffee Co. and Fleming and Sons, Dallas, Tenn. (Wall-ribite), to take 15-minute segment of Carolein Hayride and Hit Parade on WBT Charlotte, N. C. Both start Aug. 31.


BORDEN TELEVISION Borden Co., New York, signed 13-week contract with WNBT New York, NBC television outlet, for I Love to Eat Fridays, 9 p.m. Borden to advertise all products on show, which features James Beard Agency, Young & Rubicam, N. Y.

MR. DISTRICT ATTORNEY RETAINS HOOPER LEAD

MAINTAINING its position as top summertime audience puller of 1946, Mr. District Attorney first week in August rang up Hooperating of 10.8, according to Aug. 15 report on network programs issued by C. E. Hooper Inc. Suspense was second with rating of 10.5; Jack Haley third with 9.8. Other nighttime leaders were:

Crime Doctor 9.3, Your Hit Parade 9.2, Screen Guild Players 8.8, Man Called X 8.8, Big Town 8.3, Kay Kyser (10:30-11 p.m.) 8.2, Dr. I. Q. 8.2, Dr. Christian 8.0, Evening With Romberg 8.0, Aldrich Family 7.9, Jergens Summer Edition 7.8, Blondie 7.7, We The People 7.7, Take It or Leave It 7.7.

Average evening sets in use for week were 18.2, up 0.4 from mid-July, down 0.9 from year ago. Average evening rating was 5.4, up 0.2 from last report, down 0.3 from year ago. Average available audience was 78.1, up 0.1 from last report, up 0.5 from year ago. Total sponsored hour index was 55 1/2, unchanged since last report, compared with 66 year ago.

Top 10 daytime programs, according to Hooper report were: When a Girl Marries, 8.9, Young's Family 5.4, Breakfast in Hollywood, 6.3, Stella Dallas 6, Ma Perkins (CBS) 5.8, Betty Crocker, 5.8, Lorenzo Jones 5.4, Pepper Young's Family 5.4, Breakfast in Hollywood (P&G) 5.4, Right to Happiness 5.4, Romance of Helen Trent, 5.4, Woman in White, 5.4.
**FCC ANNOUNCES STATUS AND ORDER OF PROCESSING IN PENDING AM APPLICATIONS**

**DETAILED LIST** showing status of all AM applications for new or changed facilities and incorporating new “processing line” machinery to speed handling of applications released by FCC late Friday.

List covers 869 applications—new peak for FCC—but excludes those for transfer or assignment, antenna or transmitter site changes, and “other matters which are ordinarily acted on by the Administrative Board.” Compiled as of close of business Aug. 13 (last Tuesday), list carries applications in order in which they will be processed (based on order in which filed).

Processing-line procedure, described as more a systematization of present policy than deviation from existing methods, puts emphasis on consideration of applications in order received and, as a result, more time-saving correlation of work by various FCC departments.

**Deviaton**

One deviation is that henceforth petitions for amendment, removal from hearing docket and grant will be entertained only insofar as amendment and removal from hearing are concerned. If these are approved, application will go back to its proper place in line to wait its turn for action.

Five “processing lines” shown by FCC. With approximate number of applications in each as of Aug. 13, they are:

I. Simple new station applications such as those for 250-w local stations, daytime-only outlets (134).

II. Applications involving more complex engineering questions, such as those involving regional or clear channels, and directional antennas (130).

III. Cases approved by engineering department and up for study by law and accounting departments (64).

IV. Cases in pending files, such as those in which processing cannot continue until requested additional information is received; also those involving conflict with announced policy (27).

V. Cases in hearing (about 504)

Applications obviously involving conflict with other applications will be set out and put into the hearing line when they reach the engineering department but will be kept in line for engineering processing unless conflict is obvious.

By listing order in which applications will be considered in their respective “lines,” Commission said it hoped to reduce number of inquiries from applicants wanting to know status of their cases. Inquiries, FCC said, “have consumed much of the time . . . that could be better spent on the actual processing of applications.”

While such individual inquiries can not be entertained, FCC will undertake lists similar to Friday’s “at appropriate intervals” and mail them to all applicants.

FCC emphasized importance of differentiating between Processing Lines I and II. Engineers working on Line II (more complex applications) need greater degree of training than those on Line I (simpler cases), and complicated cases requiring several weeks' work would delay processing of simpler ones if two classes were “mixed up.”

Cases in Lines I and II may be lumped together for study, however, if they involve mutual conflicts and if time can be saved by studying them together.

“All engineering personnel available for this purpose under the Commission’s appropriation is assigned to these two processing lines and everything is being done to see that the lines move as quickly as possible in the light of engineering personnel available,” FCC declared.

It was noted that when case is put into particular "line," it is listed in proper order by file number: Oldest at front of line; newest, at back. “Thus,” it was pointed out, “the file number strictly determines the order in which the staff’s work is begun on a particular application.”

But FCC cautioned that greater complexity of some applications, need for additional information, etc., may result in processing being completed after newer but simpler applications have been completed—that is, that in such cases place near the front of the line is granted only in anticipation that application will be completely processed before less complicated applications which are farther back in line.

It was emphasized that production-line system will enable law and accounting departments to keep track of what comes next, so they will be writing reports on same applications being studied by engineering department.

In classes of hearing, Commission said efforts are made to hear oldest cases first “but some divergence of schedule necessary in order to arrange schedules which minimize conflicts between attorneys and which group cases in particular geographical areas for hearing at approximately the same time so as to reduce the amount of travel . . . .”

FCC called attention to recent policy permitting applicants to waive hearings. In such cases, applications will be taken from hearing line and put into proper place in processing line. “If any such case involves conflicting applications,” Commission said, “a decision will not be made prior to the filing time when the file number of the oldest of such conflicting applications is reached in the proper processing line.”

Applications will hold place in line even if amended to change frequency and/or power or change request from fulltime to daytime operation. File Numbers will be changed in case of amendment only when amendment is so substantial it “really involves the substitution of a different application.”

List and explanation of plan will be mailed to all applicants. If errors are detected, FCC asked they be brought to Commission’s attention by letter to Secretary T. J. Slowie marked “attention Broadcasting Processing Lines.” Telephone calls regarding possible errors can not be handled.

List of AM applications released by the FCC follows:

**PROCESSING LINE NO. 1**

Under Examination by Engineering Department

Frequency, Call Letter, Location, Docket No.—File No.  

780 — NEW-Birmingham, Ala.  BS-P-3871  
1340 — NEW-Des Moines, Iowa  BS-P-3823  
1450 — NEW-Houston, Tex.  BS-P-3818  
910 — NEW-Chicago, III.  BS-P-4793  
1400 — NEW-Chillicothe, Ohio  BS-P-4612  
1280 — NEW-Clearwater, Fla.  BS-P-4605  
1400 — NEW-Mayaguez, P. R.  BS-P-4600  
1240 — NEW-Camden, N. J.  BS-P-4565  
780 — NEW-Memphis, Tenn.  BS-P-4570  
1450 — NEW-Denver, Colo.  BS-P-4592  
1320 — NEW-Cleveland, Ohio  BS-P-4589  
1400 — NEW-Cambridge, Md.  BS-P-4540  
1400 — NEW-Caldwell, Idaho  BS-P-4590  
1400 — NEW-Monroe, N. C.  BS-P-4511  
1080 — NEW-Pittsburgh, Pa.  BS-P-4317  
1230 — NEW-Colorado Springs, Colo.  BS-P-4318  
1240 — NEW-Cardinal, Md.  BS-P-4302  
1120 — NEW-Charleston, W. Va.  BS-P-4308  
1540 — NEW-Colorado Springs, Colo.  BS-P-4309  
1600 — NEW-Clayton, Ohio  BS-P-4320  
1400 — NEW-Cabaret, Tex.  BS-P-4302  
1640 — NEW-Columbus, Ohio  BS-P-4290  
1060 — NEW-Miami, Ohio  BS-P-4290  
1200 — NEW-Raleigh, Wyo.  BS-P-4291  
1240 — NEW-Colorado Springs, Colo.  BS-P-4294  
1300 — NEW-Shelby, Mont.  BS-P-4295  
1400 — NEW-Philadelphia, Pa.  BS-P-4296  
1060 — NEW-Des Moines, Iowa  BS-P-4299  
1240 — NEW-Den Moines, Iowa  BS-P-4294  
1400 — NEW-Brentsville, S. C.  BS-P-4245  
1400 — NEW-Pueblo, Colo.  BS-P-4248  
1300 — NEW-Alamogordo, N. M.  BS-P-4249  
1190 — NEW-Farmingham, Mass.  BS-P-4250  
1250 — NEW-Pine Bluff, Ark.  BS-P-4251  
1140 — NEW-Mineral Wells, Tex.  BS-P-4252  
1400 — NEW-Dallas, Tex.  BS-P-4253  
860 — NEW-Pima, Ohio  BS-P-4254  
1400 — NEW-Colorado Springs, Colo.  BS-P-4255

(Continued on Page 4b)
KCMO is up to something!

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
NO ONE STATION can cover MILWAUKEE

Milwaukee is a big market, so big that no one station can adequately cover this concentration of 1,299,000 people. WEMP, the Milwaukee Station, is key to the interests of the listeners in this area. WEMP programs are local in appeal with emphasis on intensive news schedules, local sports broadcasts, tuneful musical programs—plus the American Broadcasting Company, America's favorite daytime network. Local interest programs make WEMP a listener habit.

★

Stop, look and listen to the WEMP PLAN—before spending your radio dollars in this market.

WEMP
AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR.  HOWARD H. WILSON COMPANY
General Manager  National Representative
Honolulu

HAWAII'S first STATION

First in Years
First in Service

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Honolulu

HABIT IN HAWAII

Now in its
25th YEAR OF CONTINUOUS
BROADCASTING SERVICE

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Honolulu

HAWAII—A Major Market

Civilian Population — 502,122
1945 Retail Sales—$427,387,316

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Honolulu

The BEST IN RADIO

NBC in the Pacific
since 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
The new 1946 KMOX-CBS Listener Diary Study is now available to all advertisers and their agencies. Again it proves that KMOX is the way-in-front favorite of an overwhelming majority of listeners in St. Louis and throughout the mid-Mississippi Valley.

This KMOX study is a slide-rule-accurate measurement of listening habits and preferences throughout the KMOX 62-county Day-Night Primary Area.* The most comprehensive ever undertaken in this territory, this study is based on the CBS Listener Diary technique, with the balloting conducted by C. E. Hooper. According to this independent research organization...
From 6:00 a.m. to 6:00 p.m., KMOX has the largest audience during 185 of the 324 daytime quarter-hours ... 294% more “firsts” than any other St. Louis station!

From 6:00 p.m. to midnight, KMOX has more listeners than any other St. Louis station during 97 of the 168 nighttime quarter-hours...102% more “firsts” than its closest competitor!

During the entire week, KMOX has the lion’s share of the audience during more than half of the total 492 quarter-hours...is in first place more often than all other St. Louis stations combined!

Once again KMOX is the people’s choice. Which is why KMOX should be your choice. Get in touch with us or Radio Sales to see KMOX’s 1946 Diary and to pick the availability that will make your product a mid-west favorite.

*CBS Listening Area Study, 7th Series
OUR LISTENERS GOT A 50 MILLION DOLLAR RAISE

Those steadfast civil service workers in the U. S. Government got a raise!

Fifty million a year!

And if you've been reading these WWDC ads you know they're in the market for everything from washing machines to rugs.

WWDC is the way to reach this stable market. That's the entertainment station in Washington ... that's the one they listen to.

WWDC

the big sales result station in Washington, D. C.

represented nationally by FORJOE & COMPANY

Feature of Week

By FRED SAMPLE

A COUPLE OF JOES who had plenty of opportunity to see how the average soldier reacts under fire are telling the nation how the average vet reacts to civilian life and are having a swell time doing it.

The pair are ex-sergeants Bill Berns and Bill Raidt, late of Abe Schechter's Pacific combat radio staff and now writers-producers-stars of their own program, Opportunity U. S. A. aired by Mutual Saturday, 3:45-4 p.m. (EST).

When Berns and Raidt, who had buddied up after meeting during the Tennessee maneuvers in 1942, were discharged, they came back to the states with a "terrific" idea.

The idea was to interview veterans over a nationwide hookup to let the folks know how they felt about civilian life. They called on their old boss, Mr. Schechter, now MBS news and special events head. He knew his boys and he felt a real need for such a program.

June 8, the two Bills started out on a cross-country tour in a second-hand jeep, interviewing veterans about their jobs, their businesses and their ambitions and airing them every Saturday.

They spend two to five days in each community ("some Joes are shy," they say) lining up their interviews. They've had some dandies, ranging from veteran-owned big sales result.

As President of the Neff-Rogow Advertising agency, William Rogow finds it natural to sell radio, for it was radio that sold Mr. Rogow.

As sales manager of Martinson's Coffee in the late '20's, Mr. Rogow became so enthusiastic over the job that radio was doing for his firm that he left the coffee organization in 1929 to hitch his enthusiasm to the WOR New York sales staff.

It was here that he met Walter Neff, another salesman on the station. After seven years of successful selling of radio, Mr. Rogow merged his talents and enthusiasm with those of Mr. Neff to form the advertising firm of Neff-Rogow.

Mr. Neff died last November.

The firm—under Mr. Rogow's supervision—currently buys local shows and spot campaigns for the following accounts: Martinson's Coffee, Thom McAn Shoes and Bond Clothes.

William Rogow was born in Brooklyn, New York, on June 6, 1896. As a youngster he worked at everything from sweeping out a ladies' neckwear shop to selling millinery. After the first World War he was in the import and export business.

His "last import," Mr. Rogow fondly explains, was his wife, the former Blank Glattauer from Vienna. Last month he celebrated his silver-wedding anniversary, and he became a grandfather.

The Rogows have two children, Mildred, 22 and Robert, 24. Robert has caught his father's enthusiasm for radio. Recently discharged from the Army, he has decided to join the industry too.

The Rogows have two children, Mildred, 22 and Robert, 24. Robert has caught his father's enthusiasm for radio. Recently discharged from the Army, he has decided to join the industry too.

Tennis was William Rogow's favorite game but he has "shelved it now" because, he says, "I'm no good at it any more." However, he swims often to make up for his lost tennis prowess.

BROADCASTING • Telecasting

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

NBC

Represented by RADIO ADVERTISING COMPANY

4 markets it pays to consider
The KVOO Farm Department employs contour farming and terracing on the KVOO Demonstration Farm. This is proven practice that prevents soil erosion by holding the rain where it falls, insures more and better crops, and, as a by-product, encourages the growth of wild life on the farm.

"Contour programming" might well be the term to describe the kind of programming which is designed to interest and gain the new listener while it holds and satisfies the old, as it provides for the varying needs of all listeners throughout a broadcast day — there’s something for everyone, every day on KVOO.

"Contour programming" is the kind of programming which has been employed by KVOO since 1925 and which has built such a large and loyal audience for Oklahoma’s Greatest Station.

"Contour programming" will continue to supply better programs for KVOO listeners through the years ahead and we believe these loyal listeners to a free radio will do much to preserve and protect the American way of life where free enterprise provides the best of everything for more and more people at lower and lower cost.
Hoopers No Accident

In KRNT Operation

Broadcasting on the assumption that people won't listen to you unless they like you, KRNT in Des Moines has developed an audience-building technique worth analyzing.

Listeners First

It begins with the listener. It has secured for KRNT the greatest share of audience of any ABC station in any Hooper city in America.

People don't mind being made Hoopers out of, reasons the Cowles station, but it's smart to consider them as listeners first and statistics later.

Iowans, this station believed, will leave the latch string out for the radio station that's staffed with people who have the common touch.

A Friendly Staff

So KRNT acquired a staff of people with the capacity for friendly broadcasting.

Listening to these people, Iowans got the feeling that here was a station that wasn't just broadcasting; it was visiting. The visits were neighborly and entertaining and right-next-door in texture. They became the foundation for a firm, friendly radio-listener relationship.

Community Acceptance

It became a matter of importance to parents when Gene Emerald discussed jazz music for teen agers. He spoke with authority and evidenced a keen, personal interest. People appreciate approaches like that.

When Betty Wells endorsed a current book, it meant overtime for the public library because Iowans trusted her judgment.

The pattern is again evident in the audience acceptance of Wynn Hubler Speece, "Your Neighbor Lady" to Iowa housewives who treasure her homemaking advice.

And all the Iowa sport fans who set their bedtimes by the last item on Jon Hackett's evening sportscast retire each night restfully unaware of the considerable Hooper in the wake of their sleep.

The evening news reporting of Russ Van Dyke is an Iowa habit, because he has the voice of authority and a background of thorough, forceful news editing which listeners respect. This same respect and subscription belong to other KRNT newsmen—Charles McCuen in the morning, Stanley Dixon in the afternoon and Gordon Gammack at 6 p.m.—each a news personality in his own right.

KRNT in has the Share of any ABC any Hoop in Amo
Teamwork

These easy-going, having-fun KRNT people pull together and sell together as a team. They complement the thorough promotion and merchandising departments of the station by boosting each other.

In addition to working in plugs for each other on their own programs, they frequently visit together on the air to whip up extra enthusiasm for particular station promotions.

All this “cross-promotion” builds more audience for KRNT and quickens the family spirit of the staff.

National Recognition

In less than a 12-month span, KRNT won three national awards for its imaginative approach to station operation.

These were the Variety Show Management Award and the George Foster Peabody Radio Award for enterprising newscasting, and the Billboard Award for outstanding promotion.

Making Things Happen

These awards reflected the maxim, “Things don’t just happen—somebody makes them happen.”

Resting on the record is one thing this alert radio family doesn’t like to do.

For instance, the ink was hardly dry on the last Hooper audience survey before KRNT enthusiastically waded into its heaviest radio promotion of the year.

Video Promotion

The station arranged to bring the RCA traveling television unit to the 1946 Iowa State Fair. The thousands of Iowans who will pour into Des Moines Aug. 23-30 will see a full-scale television exhibit, plus eight hours of video shows each day featuring all of KRNT’s highly-promoted personalities.

KRNT Radio Theater

And as this is being written, the Cowles station is taking over the operation of the KRNT Radio Theater in Des Moines. Formerly the Shrine Temple, the million dollar building houses the nation’s largest legitimate theater. Booked in for the coming season are such choice attractions as Oklahoma!, Anna Lucasta, State of the Union and many others.

The Extra Value

The considerable share of audience enjoyed by KRNT is the measure of the power of a smile and a handshake.

It’s the story of how the common touch secured for KRNT the number one position among ABC stations in the nation’s Hooper rated cities.
A LITTLE **EXTRA EFFORT**
OFTEN GETS A **BIG RESULT**!

Not that we’re trying to wear ourselves out in our youth, or anything like that—but if you feel like batting out a few high, hard assignments for us, we’d certainly like to show you some fancy fielding!

Why? Well, we think we’re a pretty good ball-team, here at F&P. We’ve scouted both the majors and minors, for years—have assembled the finest outfit in the business. We’re in tip-top condition, and warmed up for action!

Do you have any sizzling spot-broadcasting problems that have proven too hot for other teams?

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

---

EXCLUSIVE REPRESENTATIVES:

- **ALBUQUERQUE**: KOB
- **Baltimore**: WCBM
- **BROWNSVILLE**: KVAL
- **BUFFALO**: WGR-WKBW
- **CHARLESTON, S. C.**: WCSC
- **CINCINNATI**: WCKY
- **COLUMBIA, S. C.**: WIS
- **CORPUS CHRISTI**: KRIS
- **DAVENPORT**: WOC
- **DES MOINES**: WHO
- **DULUTH-SUPERIOR**: WDSD
- **FARGO**: WDAY
- **HOUSTON**: KXYZ
- **INDIANAPOLIS**: WISH
- **KANSAS CITY**: KMBC
- **LOUISVILLE**: WAVE
- **MINNEAPOLIS-ST. PAUL**: WTCN
- **OKLAHOMA CITY**: KOMA
- **PEORIA-TUSCOLA**: WMBD-WDZ
- **RALEIGH**: WPTF
- **ROANOKE**: WDBJ
- **ST. LOUIS**: KSD
- **SEATTLE**: KIRO
- **SYRACUSE**: WFBL
- **TULSA**: KTUL
CAA Approval Delays New Stations

Action on Sites For Antennas Is Slow
By RUFUS CRATER
A LOG JAM of commercial radio grants awaiting Civil Aeronautics Administration approval of antenna sites was seen by industry sources last week as a growing threat to speed-up qualifications of grants into actual operation and radio service.

While no comment was forthcoming from CAA or FCC, a Broadcasting survey of private radio engineers and attorneys and "semi-official" sources showed CAA's inability to handle the applications promptly is regarded as a major impediment in getting new stations on the air.

The problem was expected to increase materially in view of FCC's "production line" system of handling applications as evolved under the direction of Acting Chairman Charles R. Denny Jr. and announced by the Commission late Friday.

Slowness in clearing the antenna sites was attributed to lack of sufficient CAA personnel to handle the job, and hope was expressed that some method might soon be found by which to hurdle this problem, in view of the continuing waves of grants being turned out by FCC "subject to CAA approval of antenna site."

200 to 250 Behind
It was estimated that commercial applications awaiting CAA action are now piled up 200 to 250 deep—and CAA must check all antenna sites both commercial and noncommercial. The pile is growing steadily. At the present rate, it was pointed out, CAA needs three weeks to six months to clear an application, and the average time is two to two and a half months.

Under the present setup, checking antenna locations is "only a side-line" of CAA, which has no employees assigned to the job full-time. Adding more employees was suggested as the solution to the growing backlog—more employees both in the nine regional offices and in the Washington headquarters. Admittedly a stickler, however, was the question of where to get the money to hire new employees now. Although it was thought CAA undoubtedly would seek additional employees as soon as an opportunity presents itself, industry sources emphasized that "immediate relief" is what is needed.

In some quarters it was suggested that FCC-CAA conferences to explore the problem might lead to a solution which, even though it might not clear up the backlog immediately, at least would be a step in that direction.

Solution Sought
Grantees and others unfamiliar with CAA's problems and the extent of its workload frequently have voiced dissatisfaction with the time required to get their proposed antenna sites approved. But among those who are acquainted with the extent of the job and the shortage of personnel, it was pointed out, a sense of understanding is combined with the dissatisfaction regarding progress of the problem.

There was no question of good faith or honest effort on the part of CAA among those who realize the difficulties that confront the agency.

Industry sources felt that the need is not only for more engineers to handle this sort of work and to spend full time on it at least until the backlog and the vast number of impending grants are taken care of, but for experienced personnel who know radio as well as aviation and the problems of each.

All grants involving new or revised antennas are subject to CAA approval of the towers and sites, whether they are for commercial AM, FM or television or for one of the myriad types of noncommercial and experimental operation.

In the past it was often the custom to have proposed antenna sites approved before FCC made the grants, but the accumulation in recent months has led to a general practice of waiting until construction permits have been granted.

The grants, and in some cases applications, are routed first to the Washington CAA office. Some are approved or disapproved there, but in a majority of instances they are forwarded to the appropriate regional offices.

Inspection of Sites
Although in some cases actual on-the-ground inspection of proposed sites is unnecessary, this was understood to be relatively rare. The field representatives, it was explained, in many instances examine the locations personally to be sure that all factors are taken into consideration in reaching a decision. Private and military aeronautical interests also are requested to give opinions in many instances before CAA's final approval or disapproval is given.

Fitzpatrick to Purchase WGR Control

Joins Lounsberry Who Also Seeks 30% Of Stock
RETURN of Leo J. Fitzpatrick, former vice president and general manager of WJR Detroit, to active station operation was foreseen last week with his purchase of controlling interest in WGR Buffalo, CBS outlet, subject to FCC approval, from the Buffalo Broadcasting Co. The overall price is $750,000. Associated with him in the new WGR Broadcasting Corp. is I. R. (Ike) Lounsberry, until earlier this month executive vice president of both WGR and its sister station WKBW, who acquires 30% of WGR

Under Aveco Procedure
The application, filed last Wednesday, seeks FCC approval under the new Aveco "open bid" procedure. The transfer is being advertised in the Buffalo Evening News for the required 60-day period and the FCC also will advertise the transaction for a corresponding period in the Federal Register. If other bids of an equivalent or higher amount are received, the FCC can select the purchaser if satisfactory to the seller [Broadcasting, Aug. 5].

Sale of one or both of the BBC stations has been in the offing for many months under the FCC's duplicitous regulation forbidding dual ownership of standard stations in the same market. Because of the Churchill Tabernacle litigation, however, clear title to WKBW, 50,000 w., ABC outlet, has beenclouded and it was through separation of the entities that the WGR sale was effected.

The Churchill Foundation, it is understood, has proposed purchase of WKBW from Buffalo Broadcasting Co. but no transaction has been consummated. BBC is underclouded and it was through separation of the entities that the WGR sale was effected.

The Churchill Foundation, it is understood, has proposed purchase of WKBW from Buffalo Broadcasting Co. but no transaction has been consummated. BBC is underclouded and it was through separation of the entities that the WGR sale was effected.

The Churchill Foundation, it is understood, has proposed purchase of WKBW from Buffalo Broadcasting Co. but no transaction has been consummated. BBC is underclouded and it was through separation of the entities that the WGR sale was effected.

The Churchill Foundation, it is understood, has proposed purchase of WKBW from Buffalo Broadcasting Co. but no transaction has been consummated. BBC is underclouded and it was through separation of the entities that the WGR sale was effected.

Reinvesting in WGR
Mr. Lounsberry, according to the application, is reinvesting in the new WGR Broadcasting Corp. the $185,000 he obtained from the sale of his stock in BBC. Because of the "forced sale" aspect of the transaction, he requested the FCC to furnish a certified statement which would permit him to take advantage of the provisions of the Revenue Act of 1943 insofar as capital gain on the conversion of
Philco Signs Bing For Disc Program

ABC and 400 Other Stations To Carry Crooner Series

PHILCO Corp., Philadelphia, last Thursday, signed Bing Crosby to a contract reputedly calling for a $30,000 weekly talent payment. The crooner returns to the air Oct. 2 via transcription on 600 stations, 9-9:30 p.m.

International in scope, the program calls for simultaneous release on all stations. Besides ABC network, the station list will include 400 outlets in the United States, Canada, Mexico and other countries.

Contract was signed by Bing and his brother-manager, Everett Crosby. Announcement of the deal was made by James H. Carmine, Philco vice president. Length of pact was not revealed.

Hutchins Adv. Inc., Philadelphia, is the Philco agency. Contract with the crooner climaxes several months of negotiations, with General Motors and Texas Co. angling for its services. The arrangement calls for a limited number of live programs.

Though no confirmation could be obtained, it was understood the program must maintain a specified minimum if it is to continue on transcriptions. Should the Hooper level not be attained, then Crosby must broadcast a live program.

Knox Signs ABC

THE KNOX Co., Los Angeles (proprietary); has signed 26-week contract with ABC for sponsorship of new program, Danger, Dr. Doolittle, effective Sept. 8, Sun. 3-3:30 p.m. (EDT) period. A psychological mystery, series features Michael Dunn, young movie actor, and will be produced by Wally Ramsey. Program starts Aug. 18 sustaining. Agency is Robert B. Raisbeck Adv., Hollywood.

George Boutin Porter

1901 George Boutin Porter 1946

GEORGE BOUTIN PORTER, Washington radio attorney and former assistant general counsel of the FCC who took a leading part in important FCC cases and helped draft the Communications Act of 1934, died Aug. 11 in San Francisco. He was 65.

Mr. Porter was eating a steak dinner with Mott Brunton, one of the owners of KQW San Jose, Calif., when he suffered a choking seizure. He was taken to a hospital but was pronounced dead on arrival. The coroner listed the cause of death as strangulation.

Funeral services were held Saturday (Aug. 17) at New York Avenue Presbyterian Church in Washington. Burial was in a Washington cemetery.

Mr. Porter, the son of Interstate Commerce Commissioner Claude R. Porter, was born at Centerville, Iowa. He attended the Naval Academy for a year, and in 1923 received a Bachelor of Arts degree from the State U. of Iowa. In 1926 he took a law degree at George Washington U. in Washington. After practicing law with his father’s firm in Des Moines, Mr. Porter was in 1931 appointed to the Legal Division of the Federal Radio Commission. He became assistant general counsel and later acting general counsel of the Commission. In 1934 he assisted the Senate Interstate Commerce Committee in drafting the Communications Act, which created the new FCC.

Under the FCC Mr. Porter became assistant general counsel in charge of broadcasting. In 1938 he was in charge of the hearing which led to adoption of the present rules of practice and procedure. Other important hearings included the clear channel rules and the Texas cases to silence illegal stations.

When Mr. Porter resigned to enter private practice in 1940, James Lawrence Fly, then FCC chairman, commented that “the Commission reluctantly relinquishes . . . a man ideally qualified by experience and training for the important work which he has so satisfactorily performed.”

Until Sept. 30, 1944, he was senior partner of the law firm of Porter & Halcy. He has since been in practice for himself. Among clients he had represented were: KQW San Jose, Calif., WHAS Louisville, WCFL Chicago, WKAQ San Juan, Puerto Rico, WHDH Boston, and KWSC Pullman, Wash.

Mr. Porter was a member of the District Bar Assn., the Federal Communications Bar Assn., the Presbyterian Church and Phi Kappa Psi fraternity. In addition to his work, his parents, he is survived by his wife, Mrs. Oreen Chantry Porter; a son, George Boutin Porter, 10, and two daughters, Chantry, 14, and Susan, 8 and four sisters, Mrs. Richard R. Hise of Des Moines, Mrs. Richard W. Mayo, Mrs. David Stouffer of Washington, and Mrs. Donald Collins of Wayne, Pa.

Miles Labs Shifts Network Program

CONFIRMATION of Miles Labs., Elkhart, replacing the National Barn Dance (Alka-Seltzer) on NBC 8-8:30 p.m. CDST, with Roy Rogers, Hollywood cowboy [BROADCASTING, July 29] came last Monday with the signing of a five-year contract by Rogers and Jeff Wade, of Wade Advertising, Chicago (agency for Miles) in Hollywood.

Simultaneously it was announced by Walter Wade, president of the agency, that Miles Labs. (Alka-Seltzer and One-A-Day) would move Quiz Kids, Sundays, 7:30-8 p.m. EST ABC, to NBC Sundays 4-4:30 p.m. EST effective Sept. 29. NBC is presently carrying The National Hour sustaining in the 4-4:30 time. Reason for move was reported to be such rivalry as Fitch’s Rogue’s Gallery, soon to be replaced by Allee Faye-Phil Harris show, NBC; and Blondie, CBS.

New Roy Rogers show, also featuring Pat Buttram, Dale Evans, Gabby Hayes, the Sons of the Pioneers Will Wynn and his orchestra, will begin Oct. 5 from Hollywood, but will be picked up from points around the country while Mr. Rogers is on a personal appearance tour. Miles has sponsored Barn Dance for the past 14 years.

Grove Placing

GROVE LABS., St. Louis, (cold tablets), will start a spot campaign Sept. 30 for approximately 26 weeks through Duane Jones Co., New York. Station list currently is being made up. The company, through its agency, is said to be looking for network show in addition to spot campaign.

General Foods Adds

GENERAL FOODS Corp., New York, starts sponsorship on Sept. 30 of a new children’s program, Buck Roges in the 25th Century, on 50 ABC, 64 NBC, 61 CBS, 55 Mutual, 68 MBS through Benton & Bowles, New York. Firm also sponsors another juvenile program, House of Mystery Sun. 4-4:30 p.m. on MBS. Latter returns to the air Oct. 6 after a summer hiatus. Buck Rogers has been off the air since 1935.

Philco Renews

PHILCO PRODUCTS Corp., Philadelphia, has signed 52-week renewal contract effective Sept. 2 for the Breakfast Club, Mon. through Fri. 9:45-10:00 a.m. on ABC. Agency is Hutchins Adv., Philadelphia.

Canada Dry on CBS

CANADA DRY GINGER ALE, New York, will sponsor Meredith Wilson and Orchestra this fall on CBS, Fri. 7:30-8 p.m. EST. Deal was closed Aug. 15 through J. M. Mathes Inc., New York. Starting date, other facts not released.

‘Monitor’ Resumes

CHRISTIAN SCIENCE MONITOR Sept. 5 resumes its weekly series of quarter-hour news commentaries on 94 key outlets of ABC, Thurs. 8:15-8:30 p.m. EDT, according to announcement last week by John H. Hoagland, manager of The Christian Science Publishing Society, Boston. The Christian Science Monitor Views the News feature paper’s editor, Erwin D. Canham in analytical presentation of the news. Account is handled by H. B. Humphrey Co., Boston.
Broadcasters Have Right to Protest’

Rep. Brown Comments On Pettrillo Case

Handling


Mr. Woll is the son of Matthew Woll, second vice-president of the American Federation of Labor, and Executive Council member. The council last week came out solidly in support of Pettrillo and the American Federation of Musicians in testing constitutionality of the Lea Act.

Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate Commerce Committee and author of the Act, said in a letter to Attorney General Tom C. Clark that Mr. Woll should be removed from prosecution of the case [BROADCASTING, July 1]. Rep. Brown is on the committee and was active in passing the Act through the legislative mill.

Woll Bill Redrafted

It was known that the Dept. of Justice has considered assignment of two attorneys from its staff to handle the court proceedings because of Mr. Woll's position. Mr. Woll drafted the original criminal information against Pettrillo. The document was redrafted by the Department and returned for filing after an FBI inquiry. Mr. Woll told BROADCASTING recently that his relationship with a high AFL official would have no bearing on his prosecution of the case.

Comment could not be obtained from Department officials on the AFL’s endorsement of Pettrillo’s test of the Act. The Department made clear that district attorneys sometimes appoint assistants to handle cases for the Government where friendship or relationship exists between prosecutor and parties involved, but as a rule the Department leaves such decisions up to the prosecutor.

No comment could be obtained at NAB on the association’s attitude toward Mr. Woll. Thus far the NAB has not taken a negative part in the legal proceedings other than to observe developments on behalf of the membership.

AFL Support

AFL’s Executive Council, meeting in Chicago, announced in supporting the ATF test that the principle in the Act protecting “freedom of all American workers” if extended to other industries. Counsel for Pettrillo, James A. Padway, last Wednesday filed a 90-page brief with the District Court in Chicago charging that the Act violated Articles 1, 5, 10 and 13 of the Constitution, covering free speech, due process of law, powers delegated to Congress and involuntary servitude.

The brief called for dismissal of the Government’s bill of information charging Pettrillo with violating the Act in making an unauthorized strike against WAAF Chicago for refusing to double its staff of AFM librarians. The brief outlined Pettrillo’s union difficulties with broadcasters and cited the NAB for instituting “class legislation” in Congress. This legislation was called “discriminatory toward James Caesar Pettrillo and the membership of the union which he heads.”

AFL asserted in the brief that the Lea Act has not made “an inch of progress in resolving the economic problems of the industry but, rather, invokes principles and applies techniques that confound common justice and flout the basic, cherished principles of our Constitution.”

The law was purposely framed to discriminate against employers of stations and protect the profits of their owners, it is stated, “All we have here is an Act which makes criminal the peaceful quitting of work and indulgence in the exercise of free speech [picketing] in furtherance of a lawful and legitimate objective.”

“Just a direct assault on free trade unionism. For the first time in our history working men who resort to their traditional peaceful and lawful methods to improve their economic standards and to attain objectives that are admirably stated, are declared criminal and subjected to long imprisonment and heavy fines.”

Date Set

U. S. District Judge Walter LaBuy, with whom the brief was filed, again set Sept. 19 as date for the Government to reply.

AFL’s support of the Act in the case is an attempt to forestall the reversal of the Federation’s attitude while the bill was pending in Congress last winter. At that time the AFL had difficulty in mustering a front page editor to the legislature, and AFL remained aloof until the bill was in its final stages. AFRA and IBEW jumped into the fray at that point but too late to prevent its overwhelming passage by an angry Congress.

A formal statement by the AFL Council last week said: “It is the unanimous conviction of the Executive Council that this [Lea] statute represents the lowest point in our history of national labor legislation. Never before has any Congress so arbitrarily and completely struck down the basic right (Continued on page 90)

ABC Adds to News as Strike Goes On

Press Wireless Issue Seems No Nearer To Settlement

RADIO moved to increase generally its international news coverage, as a result of the strike of the American Communications Assn. (CIO) against Press Wireless Inc. seemed no nearer settlement and newspapers were finally finding it increasingly difficult to receive correspondence from their overseas writers.

As an example of what the networks were doing and planning to do should the strike continue, ABC scheduled frequent special international news roundups in addition to its regularly scheduled news periods. These special programs were being run on a day-to-day basis as the need arose. CBS, MBS and NBC all indicated they were prepared to do likewise, although by midweek the latter networks still thought their regularly scheduled newscasts adequate.

Limited Success

As it stood by the latter part of the week, ACA’s threat of a news blackout of international proportions seemed to be succeeding only in small degree. The union still held back the use of Latin America and Europe and pushed for freedom of labor news in Uruguay.

The Leftish New York Post denounced the strike and strikers in a front page editorial and the usual radio only felt the pinch of the strike with small radio audiences and furtherance of a lawful and legitimate objective.”

the management’s right to order management and heavy fines.”

Date Set

U. S. District Judge Walter LaBuy, with whom the brief was filed, again set Sept. 19 as date for the Government to reply.

AFL’s support of the Act in the case is an attempt to forestall the reversal of the Federation’s attitude while the bill was pending in Congress last winter. At that time the AFL had difficulty in mustering a front page editor to the legislature, and AFL remained aloof until the bill was in its final stages. AFRA and IBEW jumped into the fray at that point but too late to prevent its overwhelming passage by an angry Congress.

A formal statement by the AFL Council last week said: “It is the unanimous conviction of the Executive Council that this [Lea] statute represents the lowest point in our history of national labor legislation. Never before has any Congress so arbitrarily and completely struck down the basic right (Continued on page 90)

The Leftish New York Post denounced the strike and strikers in a front page editorial and the usual radio only felt the pinch of the strike with small radio audiences and furtherance of a lawful and legitimate objective.”

the management’s right to order management and heavy fines.”

Date Set

U. S. District Judge Walter LaBuy, with whom the brief was filed, again set Sept. 19 as date for the Government to reply.

AFL’s support of the Act in the case is an attempt to forestall the reversal of the Federation’s attitude while the bill was pending in Congress last winter. At that time the AFL had difficulty in mustering a front page editor to the legislature, and AFL remained aloof until the bill was in its final stages. AFRA and IBEW jumped into the fray at that point but too late to prevent its overwhelming passage by an angry Congress.

A formal statement by the AFL Council last week said: “It is the unanimous conviction of the Executive Council that this [Lea] statute represents the lowest point in our history of national labor legislation. Never before has any Congress so arbitrarily and completely struck down the basic right (Continued on page 90)

The Leftish New York Post denounced the strike and strikers in a front page editorial and the usual radio only felt the pinch of the strike with small radio audiences and furtherance of a lawful and legitimate objective.”

the management’s right to order management and heavy fines.”

Date Set

U. S. District Judge Walter LaBuy, with whom the brief was filed, again set Sept. 19 as date for the Government to reply.

AFL’s support of the Act in the case is an attempt to forestall the reversal of the Federation’s attitude while the bill was pending in Congress last winter. At that time the AFL had difficulty in mustering a front page editor to the legislature, and AFL remained alof
NAB Battles City-State Radio Taxing

Franchise Levy Is Held Usurping of U. S. Powers

By J. FRANK BEATTY
LICENSE taxes imposed by several southern cities on broadcast stations despite court rulings that they are illegal and unconstitutional are being resisted by NAB to prevent spread of the idea to other governmental subdivisions. Acquiescence of stations to such franchise levies has been noted by NAB in at least two cases. The association is compiling information on city and state taxes on broadcasters and has made a study of court rulings on the subject.

Interest in broadcast taxes centers in the attempt by the state of New Mexico to apply a 2% gross sales tax on stations as intrastate operations. The case comes before the U. S. Supreme Court this autumn on appeal from a three-judge Federal court which held last spring that the levy would be unconstitutional to hear petition of several stations to restrain collection of the tax.

Brief on behalf of two stations—KGFL Roswell and KWED Hobbs—has been filed with the Supreme Court by Lake Frazier, attorney for the stations, who will also take part in the proceedings as a friend of the court. Milton J. Kibler of the NAB legal staff represented the association at the court hearing.

KOB Albuquerque lost a decision in the First Judicial District Court, a state tribunal, in suing to prevent enforcement of the sales levy, the court holding that the state could enforce its tax (passed in 1945) as of Oct. 1, 1946, but holding they also are intrastate and must pay their way to do business in New Mexico.

The three-judge Federal court is understood to have held it lacked jurisdiction because it did not desire to decide the issue while the state court was hearing KOB's appeal, pending at the time.

Richard P. Doherty to Direct NAB Employee Relations Dept.

RICHARD P. DOHERTY, head of the economics department at Boston U., School of Business Administration, and known for his labor mediation activity will head the NAB Employee-Employer Relations Dept.

Mr. Doherty accepted the position Friday in conversations with A. D. Willard Jr., executive vice president, at the NAB headquarters.

Endorsement of Mr. Doherty as department head was given by the NAB Employee-Employer Relations Committee at a one-day meeting held last Monday. The meeting originally had been scheduled to run two days, but the committee was able to complete all its business by Monday midnight.

The department has been manned by two assistant directors since the first of the year. They are Milton J. Kibler and Ivar H. Peterson. Mr. Doherty assumes a new position authorized last winter by the board to succeed the post of labor relations director, previously held by John Morgan Davis, Philadelphia attorney, who resigned last year.

Since 1941 when the Industrial Relations Council of Metropolitan Boston was organized, Mr. Doherty has been executive director. The mutual labor-management group has been active in settling labor disputes among its members through arbitration and conciliation services. Council members are business executives and labor union officials in the Boston area.

For two years he has served as director and moderator of the weekly Radio Forum series on WEAI Boston, having initiated the labor-management forum as a can- did, ad lib broadcast of timely industrial relations problems.

Mr. Doherty's university work is chiefly in the Graduate School of Business, specializing in industrial relations, business research and business economics. He has been director of research, Boston U. Bureau of Business Research, as well as economic and research consultant to private companies, trade associations and governmental agencies. He is the author of three books on business economics. Among reminders. Furthermore such taxes are adjudged discriminatory as well as a violation of the freedom of speech rights under the First Amendment to the Constitution.

Greenville, S. C., collected a city tax for some time but later agreed the impost was illegal and refunded the payments. Sumter, S. C., has been enforcing a license tax and another city in the state, Rock Hill, after consulting Sumter officials, adopted a graduated license tax on broadcasters starting with $25 the first year of a station's operation, $50 the second year, and $75 each year thereafter.

Among court decisions cited by NAB in reviewing the tax situation is a ruling in 1942 by the District Court, Southern District of Florida, (Tampa Times Co. v. Burnett, 45 F. Supp. 166) that the U. S. Government has preempted the field of radio by enacting the Communications Act of 1934, and exercises exclusive jurisdiction over regulation. The court invalidated a Florida license tax on broadcast stations.

Another ruling by the Eastern District of Kentucky court (Whitehurst v. Grimes, 21 F. (2d) 787) voided a municipal ordinance placing a license fee on broadcast stations.

Richard P. Doherty to Direct NAB Employee Relations Dept.

RICHARD P. DOHERTY, head of the economics department at Boston U., School of Business Administration, and known for his labor mediation activity will head the NAB Employee-Employer Relations Dept.

Since 1941 when the Industrial Relations Council of Metropolitan Boston was organized, Mr. Doherty has been executive director. The mutual labor-management group has been active in settling labor disputes among its members through arbitration and conciliation services. Council members are business executives and labor union officials in the Boston area.

For two years he has served as director and moderator of the weekly Radio Forum series on WEAI Boston, having initiated the labor-management forum as a candid, ad lib broadcast of timely industrial relations problems.

Mr. Doherty's university work is chiefly in the Graduate School of Business, specializing in industrial relations, business research and business economics. He has been director of research, Boston U. Bureau of Business Research, as well as economic and research consultant to private companies, trade associations and governmental agencies. He is the author of three books on business economics. Among

(Continued on page 88)

Film Will Take Video Programs

New du Pont Product Makes Possible 16 mm Movies

DEVELOPMENT of a 16 mm motion picture film to record television programs direct from a monitor or viewing tube was announced last week by E. I. du Pont de Nemours & Co.

The film, said to have been developed with the assistance of Du Mont Laboratories Inc., was described as possessing special sensitivity which permits a camera operator to reduce the camera aperture, thus presenting a clearer picture than possible before. Fast films used in the past lost detail, it was said, and slow ones lost light values.

Harry Millholland, Du Mont photographic expert, reported that he had worked with du Pont engineers in experimenting with taking pictures off video screens and that the new film proved to be the best possible.

The du Pont film was said to combine qualities of speed with fineness of grain, a combination of special usefulness to television recording.

ANA Analysis

ASSOCIATION OF NATIONAL Advertisers has made available to members an analysis of Federal Trade Commission findings and court decisions under the Robinson-Patman Act. The seven-page report also summarizes the decision or finding.

Co-Op Adds 20

LAST WEEK 20 new sponsors were added to list of advertisers on eight ABC co-op programs over 18 stations. Powers Charm School of the Air and People's Cigarettes on nine stations, Martin Agronsky and Bausch & Lomb Talking each added three sponsors on three stations, while Harry Winser's Sports Show and Ethel & Albert each added two sponsors on two outlets. Raymond Swing-Elmer Davis, Kiernan's Corner and Cliff Edwards each added a sponsor.
37% OF SHOE SALES CAME FROM WLEE!

There’s a store* in Richmond that sells children’s and adults’ shoes. On a recent Friday afternoon, they used time on WLEE to suggest that mothers bring the children in on Saturday (no school) to buy new shoes. The owners checked every sale. Of all the shoes sold that Saturday, to both children and adults, the store traced 37% directly to the WLEE advertising of the day before. Total cost of advertising—$12.50. The store’s only radio schedule is in on WLEE. Use WLEE in Richmond …it’s the hard-working station.

*Name on request

W-L-E-E-E IN RICHMOND

Tom Tinsley, Director
Represented by Headley-Reed
Experts Reflect on Dissolution of CAB

NBC Researcher Urges New Study of Hooper’s Method

By H. M. BEVILLE JR.

NBC Director of Research

WITHDRAWAL of the Cooperative Bureau (CAB) from the program rating field several months ago and its dissolution should be of considerable concern to those interested in radio audience measurement. My concern is not intended to imply widespread mourning over the passing of this important pioneer in radio research.

On the contrary, the elimination of CAB ratings has cleared the research battlefield to permit a fresh look at radio audience measurement techniques currently available and under development. Although some of the tasks involved in the evaluation of research results must be deferred to experts who have specialized in this field, the critical problem facing broadcasters today is how to estimate accurately the size of individual program audiences.

Although I wasn’t present, I am that my friend and former manager of the Queensboro Corp. on the morning of August 29, 1922 after the first commercial broadcast on WEF asked, “How many people heard our program last night?” If he didn’t, then I’m sure he’s the only advertising manager using radio who has not asked that question—certainly it’s asked hundreds of times a day now.

Analysis of audience research done to help answer this question? In the early years, considerable attention was devoted to radio-set ownership—how many families owned sets and where were they? Once that question was answered, the industry concentrated on measuring the areas served by stations, plus a few studies of broad listening habits. None of these, however, was related to the individual program. Although generally helpful to the buyer of radio time, they did not satisfy the “how many listeners do I have?” question.

To name the golden era of ratings. Coincidental telephone ratings proved to be such a simple, flexible and understandable technique that in recent years Hooper’s mechanics have become the universal standard. This is unfortunate because it has resulted in the use of rating figures as the end result when they were never intended to be anything but indices. Nevertheless, these indelible indices which enable you to obtain program-audience figures.

In fact, present-day misuses and misinterpretations of ratings figures by CAB have exacerbated the situation. Research fraternity must take the major blame for this situation, for they as technicians have failed to provide adequate statistics for the buyers and sellers of broadcast audiences.

There are some station and agency people who feel that BMB is going to furnish the missing sequence in this picture. A radio executive of a large agency recently told me that he expected to be able to project ratings to BMB figures. In other words, if he had a rating of 10 on two stations in the same town and Station “A” had a BMB audience of 100,000 and Station “B” had a BMB figure of 200,000 radio families he would estimate that he had twice as many listeners on Station “B” as on Station “A.”

Fallacious Use

This, of course, is a completely fallacious use of both the rating and the BMB figure. BMB does not supply figures which will serve as a base for projections. BMB’s sole function has been to furnish program station audience figures on a listening-once-a-week basis. On the other hand, by measuring county-by-county listening to stations, BMB can be refined as to forming the “missing link” for projection of ratings.

Several months ago a special three-man committee was appointed by NBC to make recommendations regarding the kind of rating service needed by the industry. The first and most important recommendation of this committee was that the Cooperative Bureau of Broadcasters and Publishers which carries on the cooperative rating service should supply “a measurement in absolute terms; i.e., a rating which can properly be projected against the total number of radio homes in the area studied.”

This requires a properly stratified national sample, giving proper weight to urban centers, small cities, and rural areas, and requires that the ratings be based on listeners, rather than sets. It also requires that the figures be national in scope and not limited to a particular market or network.

To summarize, the ad hoc committee recommended that the CAB ratings be used only as an index to give a general idea of the audience watching a particular program. The CAB figures were still restricted to advertisers and agencies, but inevitably they again leaked out and from time to time appeared in trade paper news items. By a normal process of seepage, the Crossley figures became available to the sales representatives of the various networks and it was eventually decided to permit the networks to share in the sponsorship of the CAB and to receive the regular reports. So, by a process of evolution, the idea of tri-partite sponsorship was developed. It did not spring forth full blown, but grew because...
...in SOUTHERN CALIFORNIA
there's no news like...

KLAC Daily News

because IT INCLUDES:

★ LOS ANGELES DAILY NEWS for local coverage
★ ASSOCIATED PRESS for world coverage
★ UNITED PRESS for world coverage
★ NEWSCASTS on the hour every hour
Plus
★ "MOBILE" McNAMARA'S "on-the-spot" news

KLAC
"FIRST" ON THE DIAL AT 570

LOS ANGELES

REPRESENTED BY: ADAM YOUNG JR. ★ NEW YORK ★ CHICAGO
And why not? There's nothing so unusual about a cow on a radio program—when it's Jim Chapman's Modern Farmer. Jim not only knows how to talk about cows but how to talk to them.

For that matter there's very little about agriculture that Jim doesn't know. A Kansas farm boy, he has worked side by side with farm folks all his life and he knows their problems from "spring plowin' to Saturday night".

When Jim Chapman became WTAM Farm Director, a year ago, he already had nine years of farm broadcasting behind him. As The Modern Farmer he has brought to Northern Ohio a program of lasting service and real interest. Interviews with agricultural experts, market reports, news headlines, farming tips and music are the highlights of The Modern Farmer program presented each Monday through Saturday from 6 to 6:45 A.M.

Jim Chapman is just one of the many local personalities at WTAM who have built such devoted audiences in Cleveland and Northern Ohio that sponsor-loyalty just naturally follows.
Novel Mines 'Hucksters' Vein Again, Yields Only Literary Slag This Time

PLEASE SEND ME, ABSOLUTELY FREE, by Arkady Leokum (Harper & Bros., $2.50) - Reviewed by EDWIN H. JAMES.

WHETHER by telepathy or by eraser happenstance, a number of sensitive young men and advertising have been busy in recent months with a common and apparently irresistible project, to write a novel "exposing" their business as shameful, their associates as bullies, neurotics or obses- sionists devoted to intricate sexual rites.

Three such novels already have appeared. First was Frederic Wakeman's The Hucksters [BROAD- CASTING, May 27] which has since sold with the phenomenal success of a Gone With the Wind. Next was Fielden Farrington's The Big Noise which emerged untimely from the bindery soon after Mr. Wakeman's tale. The Big Noise may be hardly a whisper in the book- marts by comparison with the clamor which its predecessor had aroused. The third was published last week.

This one is called Please Send Me, Absolutely Free and was written by Arkady Leokum, a 30-year-old copywriter who last week, at least, was still working for Lenn- nen & Mitchell, a respectable New York advertising firm. If the public takes no more kindly to his book than this reviewer did, Mr. Leokum had better not quit.

Wakeman People

Inevitably Mr. Leokum's work will be compared with Mr. Wake- man's to the detriment of the former. Like The Hucksters, Please Send Me, Absolutely Free is the account of a young man (by more than coincidence approximately of the author's age) who climbs rapidly by walking on one body and then another to a spectacularly successful position in an important agency. There are in Please Etc. the same neurotic agency boss, the same ogreish soapmaker-sponsor, the same glandular women of casual morals that inhabit The Huck- sters.

But although in Mr. Wakeman's book some of the characters were constructed with a certain depth of understanding, in Mr. Leokum's they are invariably flat.

Gene Winters, Mr. Leokum's questionable hero, is a Brooklyn boy who leaves "Metropolitan University" (Mr. Leokum himself attended the City College of New York) to accept the untimely hospitalization of a Greenwich Village school teacher who, convinced temporariness of his genius, supports him so that he, unencumbered by worldly travail, may Write... Following this artistic period Gene becomes a $15 a week hirerling at "one of those slightly less than medium size agencies that abound in New York and which exist in a strange state that is now certainty itself, now panic and disaster." It is only a matter of time until Gene goes to work for Prentice B. Thayer, the head of Scroop, Cronin Co., as copy chief at the modest starting wage of $35,000 per year. Thayer ran a one-man show and was the complete dictator of his agency. "But it wasn't... the stultifying domination of Mr. Thayer that gave to Scott, Cronin Company the sickening atmosphere of a bloodless, parasitic organization," Mr. Leo- kum writes. "... there was a power and a force towering over them that seemed to make effort foolish, thought wasted, creation futile... that force was one man, Thaddeus Hopkins Spencer."

Mr. Spencer, you see, was the owner of Continental Soap Co., which spent $14 million a year in advertising, all of it placed through Prentice B. Thayer. Spencer is to Thayer as Evan Llew- ellyn Evans was to Kimberly in Mr. Wakeman's book. There is reason to believe that Mr. Wakeman and Mr. Leokum may have used the same models, for Mr. Leokum once worked for Foote, Cone & Belding, where Mr. Wakeman was an account executive before the War.

Fired with a new desire to Do Something when the war starts, Gene proposes to Thayer a public service hate campaign to arouse the people against the Axis. Mr. Thayer refuses the suggestion on the discouraging grounds that "those men, the 'enemy' as you call them, scientists, businessmen, the people themselves, they're.going to be our customers again." Gene quits his job in disgust, and that is where Mr. Leokum leaves him.

The ending of Please Send Me, Absolutely Free is not unlike that of The Hucksters. The heroes of both books are left jobless, love- less but at last clean in spirit. Harper & Bros. last week was advertising Please Send Me, Ab- solutely Free as "a real novel: a sympathetic portrait of a genius caught on a merry-go-round; a whale of a tale about a right nice guy and a right nice girl fighting their way through a crowd of pho- nies." It sounded almost as though Gene Winters had written that copy himself.

Clipped Script

HAS a censor ever been cen- sored? Not exactly, but By- ron Price, wartime head of the Office of Censorship, got the blue pencil recently during a special ABC program commemorating the 20th an- niversary of sound motion pictures. When a previous speaker ran over, Mr. Price's script was tailored to remain- ing time, as he smiled know- ingly.

A radio station is only as good as the market in which it is lo- cated. WRFF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that in- crease year after year. WRFF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRFF for national pro- grams. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their adver- tising dollars when they are used on WRFF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK - CHICAGO
LOS ANGELES

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

GET ON THE BALL, men! Croquet game was organized during an in- termission of a general sales meeting of General Electric's nine district sales managers, reviewing commercial plans of GE transmitter, specialty, tube and receiver division at Syracuse, N. Y. and Bridgeport, Conn. Players are (1 to r): R. L. Hanks, Boston; R. P. Van Zile, Cleveland; T. B. Willard, Atlanta; T. B. Jacob, Philadelphia; H. J. Mandernach, New York; G. S. Peterson, Chicago; Arthur Brandt, GE electronics sales manager; R. J. Meigs, Kansas City; W. M. Boland, San Francisco; W. M. Skillman, Dallas.

Page 24 • August 19, 1946
FIRST!

To Tap Reservoir of NBC Networthy Talent!

Because WKY visualized the advantages and was an advocate of a farm-out system for a network's promising talent, NBC chose WKY with which to inaugurate a lend-lease plan devised by NBC's Niles Trammell and Clarence L. Menser.

Under the plan, WKY takes its pick of new, fresh talent, and gives it schooling and commercial program experience under direction whose high standards are well known both to NBC and the industry.

WKY commands NBC for this progressive innovation under which its affiliated stations, their listeners and sponsors all will benefit together with NBC and its talent recruits.

TOMMY ALLEN

First NBC lend-leased talent chosen by WKY is Tommy Allen, baritone, who won an NBC contract after auditioning on "Welcome Home". He sings three times a week for Oklahoma Gas & Electric Company. At the end of his 13-week stay, another NBC comer will be chosen from the network's reservoir for the next 13-week cycle.

WKY—OKLAHOMA CITY * NBC AFFILIATE * 930 KC.
Owned and Operated by the Oklahoma Publishing Co. The Daily Oklahoman and Times * The Farmer-Stockman KVOR, Colorado Springs * KLZ, Denver (Afil. Mgmt.) REPRESENTED NATIONALLY BY THE KATZ AGENCY
**HERO TURNER**

WWVA Announcer Rescues
Three From Drowning—

WHAT started out as a swimming lesson would have ended in drowning for three persons Aug. 4 had it not been for Walt Turner, veteran announcer of WWVA Wheeling, W. Va., who brought them all to safety.

On a picnic and fishing trip at Wills Creek near Coshocton, Ohio, Mrs. Lillian Turner, Mr. Turner’s wife, undertook to teach a friend, Mrs. William H. Jones of Zanesville, Ohio, to swim. Slipping into a deep hole, Mrs. Jones pulled first Mrs. Turner and then Mr. Jones in after her. Although he was fishing 500 yards upstream, Mr. Turner sped to the rescue and returned all three to the shore. Ten or more nonswimming fishermen stood by unable to help.

**New Westinghouse Service to Provide Counsel on Progress in Electronics**

TECHNICAL counsel in electronics developments affecting broadcasting will be given by a new nine-man organization set up by Westinghouse Industrial Electronics Division, Baltimore. Operating on a nationwide basis, the group of specialists will provide on-the-scene guidance to broadcasters under the direction of C. W. Miller, industrial electronics sales manager.

With wartime necessity crowding two decades of electronics development into a half-dozen years, Mr. Miller said, the average station operator or engineer finds it difficult to keep track of all phases of industry progress. Adding to the difficulty is the activity in FM and television as well as AM.

“It is to afford every possible service to broadcasters harassed by these confused conditions that our new organization was conceived, special training conducted and men detailed to district offices,” Mr. Miller said. “These men will form direct links between our electronics headquarters in Baltimore and the customer. Their chief stock-in-trade will be a complete and up-to-date knowledge of the latest developments in our laboratories and manufacturing processes in our plant, providing a type of counseling service not now available in the field.”

Among the specialists is George B. Saviers, pioneer broadcaster with Westinghouse since 1935, who received the Westinghouse Order of Merit in 1935 for making repairs at the bottom of the cooling lake at KDKA’s Saxonburg transmitter with temperature just above freezing. Others in the group are E. S. Mielke, Boston; A. D. Foster, New York; C. C. Smith, Atlanta; A. D. Massey, St. Louis; W. U. Dent, Los Angeles; Albert Valente, Philadelphia; H. E. Toner, Pittsburgh; J. W. Steed, Chicago.

**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.

**Don Lee Plans**

ELECTRONIC combination of color and sound on a single carrier channel is three year research project announced forthright ago by Harry Lubcke, Don Lee Broadcasting System’s director of television. In research, Mr. Lubcke said he would use color film, slides and live subjects with sound being sandwiched between wave bands. Meanwhile he said W2XAO black and white operations would be stepped up this fall as result of new equipment.

**Rates Settled**

KFQD Anchorage, Alaska, has concluded negotiations with Alaskan Communications System, Seattle, for reduction in line charges from that city to Anchorage. ACS has approved new rate of $18 per quarter-hour with wire being leased only in 15-minute multiples.
Goin' To Town

With its aggressive audience-building promotion, WAGA is "going to town" in producing the maximum response to your programs.

This audience building includes 24-sheet posters, car cards, daily newspaper advertising, publicity, announcements, and dealer tie-ins, etc.

With popular WAGA on your list you will really be "goin' to town" in the South's Number One Market . . . Atlanta.

WAGA
Atlanta
5000 watts on 590 kc American Broadcasting Company
Represented by Headley-Reed
HER HONOR, the Judge

Another of KDYL’s Popular Public Service Programs

One of the nation’s few feminine jurists, Reva Beck Bosone, Salt Lake’s celebrated traffic court judge, opens her notebook for KDYL listeners each Tuesday and Thursday afternoon.

This informative program direct from her office helps foster greater public responsibility in law observance and traffic safety. It is another example of KDYL’s alertness to serve the community.

This and other features of unusual interest help make KDYL the popular station. For availabilities and further information phone, wire or write

John Blair & Co.
National Representative

REQUEST IS FILED BY DAYTIME GROUP

DAYTIME PETITIONERS Ass’n. request for fulltime use of the six Mexican 1-A channels on which its members now operate on a daytime-only basis [BROADCASTING, July 8, Aug. 12] was filed with FCC last Tuesday.

The petition requests (1) a general hearing and then a revision of rules to permit fulltime use of the channels under terms and provisions of the present NARBA, and (2) a recommendation from FCC to State Dept. that proposals to make these frequencies available on a fulltime basis be submitted to the NARBA conference convening in 1947. The frequencies are 730, 800, 900, 1050, 1220 and 1570 kc. U. S. nighttime use would be possible, the application asserts, without causing undue interference to the Mexican stations.


Pittsburgh Organization Appoints MacWilliams

THOMAS J. MACWILLIAMS of Smith, Taylor & Jenkins agency is the newly-elected president of the Pittsburgh Radio and Television Club, which now numbers 115 members from radio and advertising agencies.

Other officers are: Carl Doser, WCAE, first vice president; George B. Kimberly, Carnegie Tech Drama School, third vice president; Marie Wilk, WWSW, secretary, and Shirley Brown Levin, Julius C. Dubin Agency, treasurer. Directors are: Tom Price, WWSW; T. C. Kenney, KDKA; Frank W. Carne, Kaufman's; Taylor Urquhart, W. Earl Bothwell Agency; Ron Taylor, Smith, Taylor & Jenkins Inc., and Richard C. Bachman, MBS.

Last Tuesday the club heard W. W. Dorrell, station relations manager of C. E. Hooper Inc., discuss audience measurement.

Gillette Renews

GILLETTE SAFETY RAZOR Co., Boston, for second year has renewed its contract with ABC for sponsorship of Cavalcade of Sports, series which airs highlight sporting events of the year and Friday night boxing bouts from New York.

Contract applies to full ABC network as well as 38 stations of CBC Dominion Network and is effective Sept. 6. Separate contracts are made for four broadcasts of Cavalcade, New Year’s Day football games, Kentucky Derby, World Series, All-Star baseball game.

WITH APOLOGIES to the Lone Ranger, Ben Wolff, salesman of WEMP Milwaukee, shouts “Hi- yo, Silver!” and receives a shower of 79 silver dollars in honor of his 79th birthday Aug. 4. Emulating Jupe Pluvius is Hugh Boice, general manager of the station. WEMP also wants to know if any other station can dispute the claim of Mr. Wolff as the oldest active radio salesman in the business.

ILLEGAL OPERATORS SEIZED IN MIDWEST

DETECTED by FCC engineers, a family-operated radio station of approximately 50-w power, used to “spread the gospel” to southwest Nebraska and northwest Kansas, was off the air last week and three members of the family faced charges of illegally operating a station.

The station, using call letters KOGY (“The Kingdom of God is within you, at 1000 on your radio dial”), reportedly could be heard plainly within a 50-mile radius of its farmhouse studio-transmitter location near Trenton, Neb. FCC headquarters in Washing- ton had received no report on the incident last week, but news dispatches credited Commission Engineers Francis Thompson and Ray Holtz with locating the station. It was first heard by a monitoring station at Grand Island, Neb. on July 25.

G. F. Underhill, 70, on whose farm the station was located, and his two sons, Earl and John, were arrested Aug. 9 during a broadcast, authorities reported. Mr. Thompson said the station was on the air from 12:15 to 1 p.m. daily, operated off a wind-charger and had its “studio” in a pantry; a “remote control studio,” composed of a microphone at a piano, in the living room; the transmitter in the cellar, and the antenna atop a barn. Programs, he said, included religious music, sermons and talks against tobacco and alcohol.

Assigned KHTB

KHTB are the call letters assigned to the Houston, Tex., station granted July 18 to Fred Weber, E. A. Stephens and William H. Talbot, under the name of Texas Broadcasters. The partners own WDSU New Orleans. The Houston station will operate on 1590 kc, 1 kw full-time directional antenna night.
Not in the broadcasting business, anyway.

To be frank, our first allegiance lies with the men and women and children who listen to our programs. That was the general idea, many years ago, when Westinghouse Radio Stations pioneered the development of modern broadcasting. It’s still the idea today... crystallized, even stronger. Unless we give the public the information, entertainment, education, and inspiration that the public wants, we have failed in our task.

It may seem strange to tell this story, on this page, to present and potential sponsors. It may seem impertinent and un-businesslike to say that if your program fails to meet our standards of service to the public, we don’t want your business. But it’s the truth. And we are convinced that far-sighted advertisers will agree. Because by setting standards high, and keeping them there, all three parties benefit: sponsor, broadcaster, and public.

WESTINGHOUSE RADIO STATIONS Inc
WBZ WBZA KYW KDKA WOWO KEX
Represented Nationally by NBC Spot Sales—Except KEX * KEX Represented Nationally by Paul H. Raymer Co.
NEW MOLINE OUTLET PLANS EARLY START
STATION under construction at Moline, Ill., was assigned call letters WQUA last week at the request of the permittee, Moline Broadcasting Co.

The call letters signify "the qualities of Moline, East Moline and Rock Island, Ill., and Davenport, Iowa," the area to be covered by the station. Operating on 1230 kc with 250 w, the station expects to start full time operation early in September.

Martin L. Rosene, former national sales manager of WHBF Rock Island until his resignation Aug. 1, has been named sales manager of WQUA. He joined WHBF in 1937 and served four years in the Army, two of them as an air base signal officer in the Aleutians. He was re-leased as a captain.

Bruff W. Olin Jr., president-treasurer of the Moline Broadcasting Co. and general manager of the station, announced appointment of Howard H. Wilson Co. as national representative.

JAYCEES COMMEND VA. BROADCASTERS
VIRGINIA broadcasters are public-
licly thanked and commended for their public service in a resolu-
tion adopted by the Board of Di-
rectors of the Virginia State Ju-
nior Chamber of Commerce.

Copies of the resolution, which expressed appreciation for the co-
operation of Virginia radio sta-
tions in public service programs of the Junior C. of C., were sent to T. J. Slowie, secretary of the FCC; Justin Miller, president of the NAB, and to Ray Jordon, president of the Virginia Association of Broadcasters. Letters from Robert A. Wilson, vice president of the Junior C. of C., accompanied the resolution, which follows:

"Be it resolved by the Board of Direc-
tors of the Virginia State Junior Cham-
ber of Commerce that this organization expresses its appreciation to the radio broadcasting industry of Virginia, for its cooperation and support of the civic activities of the Virginia State Junior Chamber of Commerce and its affiliated local Junior Chambers of Commerce.

And further, that it commend these radio stations for genuine contributions to the advancement of the general wel-
fare through their assistance to the Junior Chamber's public service pro-
grams.

Power Awarded
GRANT to The Journal Co., licen-
see of WTMJ Milwaukee, for a new Class B FM station authorized by FCC last Friday [Broadcasting, Aug. 12] was for 82.5 mc, with effective radiated power of 349 kw. Original announcement by Com-
mision stated power was "to be determined by FCC" engineers.

Mr. Rosene

WELCOME was extended to Frank M. Folsom, RCA Victor execu-
tive vice president, on the occasion of a visit to Hollywood. Glad hands are (1 to r): Hal Maag, RCA Victor's regional manager; Sidney Strotz, vice president in charge of NBC Division; Mr. Folsom and W. Arthur Rush, RCA Victor artists' relations manager in Hollywood.

Ex-Radioman Labor Spokesman Claims AM 'Giants' Are Monopolizing All FM

"BIG BUSINESS interests—the monopoly corporations, the old-sys-
tem standard (AM) broadcasting giants, and the big-money publish-
er and newspaper owners—aided and abetted by the FCC have taken FM from labor and the people, from small business and the vet-
erans," an Omaha radioman turned labor spokesman declared last week.

Eugene Konecky, a member of the staff of WOW Omaha from 1923 to 1930 and more then active in the labor movement as an editor and writer, made the charges of mon-
opoly in a 48-page pamphlet pub-
lished by the "Provisional Com-
mittee for Democracy in Radio," an organization whose headquarters are listed as a post-office box.

Tactical Maneuvers

The pamphlet, entitled "Monopoly Steals FM From the People," said that the efforts of labor and other progressive organizations to enter broadcasting through applying for FM had been nullified by "a series of tactical maneuvers" executed by established commercial radio groups to accomplish monopoly domination of FM.

Mr. Konecky said that the "tac-
tics by which the big business in-
terests jockeyed themselves far into the lead in the race for FM were as follows:

1. To grab the best place in the FM 'ground floor.'
2. To establish an early dead-
line for the submission of FM ap-
plications and thereby freezing out unprepared labor organizations, veterans and small businesses.
3. To delay FM by technical means and to divert and discourage interest in FM.
4. To eliminate anti-monopoly provi-
sions in FCC rules and regula-
tions concerning FM.
5. By decreasing the number of available FM channels, reducing the area coverage of FM stations and increasing investment costs."

He accused the FCC of acting as the willing handmaiden to the en-
trenched interests. "The outstanding and irrefutable fact is that, had the FCC consciously, deliberately and dishonestly set out to serve the radio commercial monopoly and the monopoly interests as a whole, they could not have done a much better job than they did," wrote Mr. Konecky.

"Chairman Porter [Paul A., now OPA director] undermined Chair-
man Fly's [James Lawrence Fly, now an attorney in private prac-
tice] democratic policies in much the same manner as Truman has undermined FDR's policies."

Mr. Konecky urged labor groups to begin at once to "organize for democratic radio." He suggested the formation of radio cooperatives composed of labor unions and other community groups along lines already established by the Peoples Radio Foundation of New York, of which he was active in the found-
ing and which is an applicant for FM in New York.

King of Denmark Gives Medals to Four in Radio

FOUR AMERICANS in radio are among recent recipients of medals of liberation from King Christian X of Denmark in recognition of contributions to Denmark's cause during the years of Nazi occupa-
tion.

They are: John V. L. Hogan, president of WQXR New York; Adam Lundgren, member of the International Division's Danish Section, and Sandra and Gerda Michael, sisters and radio writers. Gerda Michael who was recently with the OSS, the Danish collaborated with her sister in writing the last six months of Against the Storm, radio drama which won the 1942 Peabody award. Mr. Luncie's news broad-
casts to Denmark were heard daily by King Christian and his cabinet.

NEW three story business office-studio building at WCOL Columbus, Ohio, is under construction at 195 E. Broad St. 

NEW STORY BUSINESS OFFICE-STUDIO BUILDING AT WCOL COLUMBUS, OHIO, IS UNDER CONSTRUCTION AT 195 E. BROAD ST.
The only way to reach
THIS MARKET of A MILLION

When you buy Intermountain, you buy “on the spot” coverage—a network of progressive radio stations located strategically at population centers, to give you the only intensive radio coverage in four great western states. Thousands of miles of territory — but more important still, a market of a million people!

The INTERMOUNTAIN NETWORK

LEWIS H. AVERY, Inc., National Representatives

New York • Chicago • San Francisco • Los Angeles
You can see who’s
ON THE BALL
in Cleveland

Bill Veeck
President, Cleveland
Indians... young dynam-ic, full of showmanship.

Paul Brown
Manager-Coach, Cleveland
Browns... built sensational foot-
ball teams at Massillon High,
Ohio State and Great Lakes.

WGAR recently signed the Browns professional
football games for three years of exclusive broad-
casting, including all out-of-town games by
direct wire.

First with 1946 baseball games of the
Cleveland Indians... first and exclusive with the
professional football games of the Cleveland Browns
... firsts, firsts, firsts ... in live musical programs, in
public service broadcasts, in news and special events!

That's why advertisers, both local and national,
choose WGAR first in Cleveland!

Free Speech Mike says:
"Sports, like everything else American,
thrive on honest competition ... the
traditional spirit that says ... 'May the
best team win!'"

Edward Petry & Co., Inc. — National Representatives
OVERCOME by the avalanche of beauty contest winners and poster girls sponsored by radio stations, BROADCASTING editors offer this layout as an August service to its readers. It’s the end of the season boys. That’s all till next summer.

Upper left: Four Florida poster girls interviewed by Marjorie Hart, women’s news editor of WOAI San Antonio. The group includes (1 to r) Weston Jayne, Anna Stewart, Miss Hart, Virginia Ann Williams, and Barbara Ann Minich.

Upper right: L. B. Wilson president and general manager of WCKY Cincinnati, congratulates La Vonne Bond, 22-year-old selected as Miss WCKY Cincinnati of 1946 and representative of the Queen City at the Atlantic City national finals in September. WCKY, holder of the Miss America franchise in that area for the fifth year, teamed with RKO Albee Theatre in conducting the local competition.

Lower left: Mary Henderson, entry of WRBL Columbus, Ga., in the annual Beauty Pageant at Columbus, walked away with dual honors in being selected Miss Columbus and Miss Georgia. She was presented with the winner’s trophy by Billy Morton president of the Columbus Junior Chamber of Commerce.

Lower right: Photographic evidence that the West Coast grows them just as well appeared on Camera Clinic program of KFI Hollywood which selects the most photogenic amateur camera model of the year. Judged and judges (1 to r) Hugo Scheibner, Hugo Scheibner, Inc.; Alice Ann Kelley, winner; Gene Lester, Saturday Evening Post photographer; Jean Leonard runnerup.

WKNB NEW BRITAIN NOW IN OPERATION

WKNB New Britain, Conn., was to go on the air yesterday afternoon (Aug. 18) with opening ceremonies and begins its regular broadcast schedule today. The 1 kw station operates on 840 kc.

“Emphasis will be placed on news, music, sports and coverage of local events,” according to Walter M. Windsor, station manager. AP news will be heard every hour and plans are being made to cover New Britain high school football games. Studios are at 213 Main St., New Britain, with transmitter at Newington.

Julian Gross is president of the New Britain Broadcasting Co., licensee, with Harry W. Hatinger, vice president; William H. Ray, secretary; Mrs. Geraldine K. Ray, assistant secretary, and Chester Bland, treasurer. Directors include Joseph W. Roche and Ernest Brainard.

Sales staff consists of Frank J. Woods, William J. Lennehan and Peter B. Kenney. Maximilian Swo-boda is chief engineer; David Scott, program director, and Phil Cross, news and sports chief.

Programs will include foreign language broadcasts in Polish, Italian and Swedish.

CBS Covers

CBS will broadcast exclusively the first postwar National Air Races from Cleveland, Aug. 30 to Sept. 2. Broadcast time will total four hours for the four days. To cover the various events, CBS will dispatch Red Barber, recently appointed director of sports, and Wells Church, acting director of news broadcasts, in joint charge of a staff of 12 announcers.

WINNER of the title of “Miss Chicago” is Gloria Leachman, Chicago radio actress who had previously won a station competition at WGN in that city and entered the city contest as “Miss WGN.” Miss Leachman will carry the banner of Chicago and WGN to the national “Miss America” beauty finals to be held September 2-7 in Atlantic City.
All those people

It is sometimes hard for a broadcaster to sleep soundly. His dreams are occasionally disturbed by the notion that "all those people out there" have been listening to every word he has been saying for the past 18 hours.

The responsible broadcaster must sometimes wonder how well all those words (about 125,000 per day) are doing, how well they succeed in entertaining, informing, and occasionally inspiring the people who hear them.

This is why Columbia's foremost objective has always been the continuous development of better programs. This is what Columbia conceives as its first duty both to radio's listeners and its sponsors.

Whether in the area of public interest or pure entertainment, Columbia's direction is single-tracked: to produce a program schedule providing a constant source of fresh value and enjoyment for "all those people out there" (85,000,000 of them spend more of their leisure time listening to the radio than doing anything else).

A few of Columbia's Feature Productions appear at the right. Some are clear evidence of conspicuous achievement. All are a foretaste of the network's effort and intention.
out there...

“CBS Weekly News Review”
Sunday, 2:30 to 3 p.m. E.D.T.
Concise news summary of world affairs.

“Richard Lawless”
Sunday, 8 to 8:30 p.m. E.D.T.
Colorful drama of 17th Century England.

“The Jack Kirkwood Show”
(Starts August 25)
Sunday, 6:30 to 7 p.m. E.D.T.
The noted comic in a new show.

“Theatre of Romance” (sold)
Tuesday, 8:30 to 8:55 p.m. E.D.T.
Hollywood stars in famous film stories.

“Arthur Godfrey’s Talent Scouts”
Tuesday, 9 to 9:30 p.m. E.D.T.
(Starting August 27, 10 to 10:30 p.m.)
Coast-to-coast auditions for new talent discovered by loyal listeners.

“The Whistler”
Wednesday, 8 to 8:30 p.m. E.D.T.
Psychological mystery drama series.

“Suspense” (sold)
Thursday, 8 to 8:30 p.m. E.D.T.
Original thrillers with film stars.

“Crime Photographer” (sold)
Thursday, 9:30 to 10 p.m. E.D.T.
Pursuit of crime in a big city.

“That’s Life”
Thursday, 10 to 10:30 p.m. E.D.T.
Comic experiences with trivial problems.

“Sweeney & March”
(Starts August 31)
Saturday, 7 to 7:30 p.m. E.D.T.
Saires on life by two leading comics.

“Let’s Pretend” (sold)
Saturday, 11:05 to 11:30 a.m. E.D.T.
Dramatizations of childhood fantasies.

“Danny O’Neil and Guests”
Saturday, 8:30 to 8:55 p.m. E.D.T.
The romantic tenor in a variety show.

“Oklahoma Round-Up”
Saturday, 10:15 to 10:45 p.m. E.D.T.
Southwest folklore, songs, and humor.

“Cinderella, Inc.”
Mon., Wed., Fri., 3 to 3:30 p.m. E.D.T.
The adventures of four housewives in a month’s free visit to New York.

“Winner Take All”
Mon. through Fri., 3:30 to 4 p.m. E.D.T.
Quiz show tests winner’s endurance.

“Give And Take” (sold)
Mon., Wed., Fri., 4:30 p.m., Sat., 10 a.m. E.D.T.
Pick a prize and try to win it.

The Columbia Broadcasting System
**WFOX**
*MILWAUKEE*

*Wisconsin's ONLY Clear Channel Station IS ON THE AIR!*

**860 KC**

--

**DAYTIME RATES***

<table>
<thead>
<tr>
<th>15 MINUTE PROGRAMS:</th>
<th>1 Time</th>
<th>13 times</th>
<th>26 times</th>
<th>52 times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WFOX:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee Station B:</td>
<td>$36.00</td>
<td>$451.75</td>
<td>$871.00</td>
<td>$1677.00</td>
</tr>
<tr>
<td>Milwaukee Station C:</td>
<td>40.00</td>
<td>494.00</td>
<td>936.00</td>
<td>1768.00</td>
</tr>
<tr>
<td>Milwaukee Station D:</td>
<td>60.00</td>
<td>741.00</td>
<td>1443.00</td>
<td>2652.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 MINUTE SPOTS:</th>
<th>1 Time</th>
<th>13 times</th>
<th>26 times</th>
<th>52 times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WFOX:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee Station B:</td>
<td>$8.00</td>
<td>$97.50</td>
<td>$182.00</td>
<td>$338.00</td>
</tr>
<tr>
<td>Milwaukee Station C:</td>
<td>10.00</td>
<td>123.30</td>
<td>234.00</td>
<td>442.00</td>
</tr>
<tr>
<td>Milwaukee Station D:</td>
<td>17.25</td>
<td>224.25</td>
<td>426.24</td>
<td>807.56</td>
</tr>
</tbody>
</table>

---

**NEARLY ONE-HALF OF THE RADIO HOMES IN WISCONSIN ARE IN THE ½ MILLIVOLT CONTOUR AREA OF WFOX**

**WFOX**

WISCONSIN BROADCASTING SYSTEM, INC.
C. J. LANPHIER, V. P. & GENERAL MANAGER
EXCLUSIVE NATIONAL REPRESENTATIVES THE WALKER COMPANY

---

* Rates of all Milwaukee stations taken from Standard Rate & Data

**Estimated engineering contour prepared by McNary & Wrathall and accepted by FCC.**
CIO Requests FCC To Compel 
ABC, KGO To Air Murray Talk

HOW MUCH public interest attaches to a pending labor election?

ABC and its KGO San Francisco were at odds with the CIO over that question last week, with a CIO executive appealing to FCC to “compel” the network and its San Francisco station to carry a scheduled transcribed talk by CIO President Philip Murray.

Donald Henderson, international president of the CIO Food, Tobacco, Agricultural and Allied Workers Union, charged that he and President Murray were “ruled off the air” by KGO at the last hour “despite a contract” and that Don Searle, ABC Western vice president, told him: “I do not propose to inflict Philip Murray on the people of the Bay Area.”

Mr. Searle in a prompt denial replied: “The statement is not true. It is far from the truth and Henderson knows it. Philip Murray is not the issue. The issue is simply that the NLRB ordered an election covering 70,000 workers in the California canning industry, their families, and thousands of fruit and vegetable growers in the state.” He contended that the election—which he said is the largest NLRB election since the Ford Motor Co. vote in 1941 and the largest ever held west of the Mississippi—“clearly commands a public interest fully within the definition of the Federal Communications Act.”

Mr. Searle’s statement said ABC’s position was that “a labor problem of that kind within a single industry was not of sufficient direct interest to the listening public to warrant the broadcast.”

The Commission, which received Mr. Henderson’s charges on Tuesday, has asked ABC to present its side of the story.

Mr. Henderson’s request urged “immediate action” by FCC “to secure compliance with the letter and the spirit of the Federal Communications Act and your orders and directives by compelling ABC and KGO to carry this program as agreed and committed by them. I further urge that you take these necessary steps before the end of a month in view of the fact that the NLRB election will take place before that time.”

He told FCC that time for the program was reserved July 23 “with nature of program discussed and approved,” and that final contract was signed and payment made on Aug. 6. He said Mr. Searle informed him one hour before the scheduled broadcast time that the program would not be carried.

G O O D W I L L M E S S A G E S
Farmer Group Sponsors Sports
Broadcasts for Consumers

ENTHUSIASTIC rural reception of its night baseball broadcasts is claimed by the Missouri Farmers Assn. of Columbia, Mo., which has chosen radio as a means of reaching its members with information about MFA feeds and other MFA services.

MFA is sponsoring broadcasts of evening games played by the St. Joseph, Mo., Cardinals in the Western Assn. They are carried by KRES St. Joseph, which also handles three newscasts a day for the MFA.

George Sparks, manager of the MFA Cooperative Grain and Feed Co. of St. Joseph, said the broadcasts also enable MFA to build better relationships with the consumers by telling city people, between innings, that they are now paying 15% of their income for food against 23% in 1935-39. MFA uses five other Missouri stations in its radio activities.

FM DEMONSTRATIONS at luncheon clubs and meetings in Syracuse, N. Y., have been scheduled by WSYR-FM, frequency modulation station of WSYR which went on the air July 9 with the first commercial FM for that city. At private demonstration in the office of the publisher of the Syracuse Post-Standard are (1 to r): William Rothrum, WSYR program director; Lansing B. Lindquist, manager of WSYR-FM; Arthur J. Gordon, business manager of the Post-Standard; Ernest L. Owens, publisher of the Post-Standard.

Iowa's Dark Green Corn Fields Promise Record 1946 Yield of 651,242,000 Bushels of Corn
Forecasts the U. S. Dept. of Agriculture
ANNOUNCES

effective August 1st
the appointment of

CECIL K. BEAVER

as

GENERAL MANAGER

OF

KBS

SHREVEPORT, LOUISIANA

Represented by EDWARD PETRY & CO.

NEWSPAPER PUBLISHERS Faximile Service Established by Radio Inventions Inc.

NEWSPAPER PUBLISHERS Faximile Service, promising the prospective facsimile broadcaster information that will, when he receives his transmission equipment, start him off "with a full working knowledge of its operation, tested techniques for preparing copy for broadcast, and a continuous supply of program material," got under way early this month when the first NPFS report was mailed to subscribers.

Conducted by Radio Inventions Inc., research laboratory headed by John V. L. Hogan, engineer, inventor and broadcaster (WQXR, WQXQ New York), NPFS offers publishers and others interested in facsimile a chance to understand write experiments in its operating processes as Broadcasters Faximile Analysis, a group of some 20 broadcasters and publishers, underwrote the development of facsimile transmitting and receiving apparatus. BFA members are getting a substantial part of their investment back in the form of discounts on the purchase of their equipment, now being built by General Electric Co. to RI specifications. They will also be the first to receive this equipment. It is ready, probably early next year. Similar discounts on future developments of the laboratory may possibly be forthcoming to NPFS subscribers, according to the NPFS prospectus, which, however, makes no definite promises on this and expresses a reluctance "to talk about performance not already accomplished."

Test Reports

NPFS does promise its subscribers, however, full reports on "exhaustive tests" to be made by RI staff members and consultants with the new facsimile equipment "to develop its program capabilities and to discover its limitations." Experiments will cover the "best available type faces for facsimile reproduction, the most effective layouts, the uses of various types of art for illustration and the fastest and most efficient methods of making reproduction proofs with and without the use of type."

In addition, through an arrangement recently made with Press Assn. for the use of its feature material in facsimile transmission [Broadcasting, Aug. 5] and through a similar arrangement now being completed with other services and syndicates, NPFS promises to supply its subscribers with program material processed and delivered "in final form, ready to place on the scanning drum for actual broadcast."

NPFS Service is available to anyone interested in facsimile broadcasting, not limited to purchasers of any particular type of apparatus, according to Elliott Crooks, RI director of newspaper relations, who pointed out that several companies, including Finch Telecommunications and General Electric, are active in the field. The industry is already in practical agreement as to operating standards, he said, and it is likely that they will be submitted for FCC approval before the end of the year.

NPFS rates run from $750 a year for newspapers with circulations of less than 25,000 and radio stations whose Class A hourly rates are less than $500, to $5,000 a year for newspapers with circulations of 400,000 or more and stations with hourly rates of $1,250 or more.

NAZIS TRANSMITTED TO SUBMERGED SUBS

USING a 1,000 kw transmitter with a novel antenna set-up, German naval headquarters was able to reach submarines submerged in the Caribbean according to a 14-page report on German communications development available at the Office of Technical Services, Dept. of Commerce.

Frequencies from 15 to 60 kc were used by the transmitter, with four RS-500 tubes in parallel push-pull. Antenna system, with efficiency ranging from 50% to 80% depending on frequency, consisted of three 820-foot towers arranged in a triangle. Each tower was surrounded by six 720-foot towers. A flat top was formed on each tower group, with the feed point in the center of the triangle. A ground resistance of 0.01 ohms for the system as a whole was attained through an extensive grounding system.

The transmitter was located at Calbe, Germany. Report on its details was prepared for the British Intelligence Objectives Subcommittee by Commdr. C. G. Lloyd. The report also covers facsimile, tele-type, voice recording and tube manufacturing.

Another report to the Office of Technical Services covers a German cathode ray radar tube (Blauschrift) using a new type of dark tracing. Images could be retained for a considerable time or erased at will, it is said. A third report covers a marine carrier system based on the Blauschrift tube. First report (PB-26658) is available in photostat $1 or microfilm $1; second report (PB-28089), photostat $1, microfilm 50 cents; third report (PB-23090), photostat $2, microfilm 50 cents. Check or money order, payable to the Treasurer of the United States, should be addressed to Office of Technical Services, Dept. of Commerce, Washington 25, D. C.

Xir Adds 15

FREDERICK W. ZITV Co., Cincinnati, has placed transcribed quarter-hour "Calling All Girls" series on 13 new stations under local department store sponsorship. Contracts are for 52 weeks.
## Hooper Station Listening Index

**AKRON – December, 1945 through April, 1946**

### Morning Index

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAKR</strong></td>
<td>20.1</td>
<td>3.6</td>
<td>*15.4</td>
<td>*5.1</td>
</tr>
</tbody>
</table>

### Afternoon Index

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAKR</strong></td>
<td>21.0</td>
<td>6.9</td>
<td>*25.9</td>
<td>*6.7</td>
</tr>
</tbody>
</table>

### Sunday Afternoon Index

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAKR</strong></td>
<td>22.6</td>
<td>9.1</td>
<td>*25.3</td>
<td>*11.9</td>
</tr>
</tbody>
</table>

### Evening Index

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAKR</strong></td>
<td>37.5</td>
<td>4.3</td>
<td>*35.3</td>
<td>*3.5</td>
</tr>
</tbody>
</table>

### Total Rated Time Periods

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WAKR</strong></td>
<td>28.5</td>
<td>5.5</td>
<td>*28.2</td>
<td>*5.2</td>
</tr>
</tbody>
</table>

*Stations Located Outside of Akron*
TASS GETS BREAK
Soviet Copy Is Passed
By Error
MISINTERPRETATION of a directive issued by the American Communication Assn. (CIO) whose 300 Press Wireless Inc. members struck a fortnight ago placed Tass, the Russian news agency, in a favored position temporarily.

The union had directed its operators not to hold up "Government" transmissions, and some operators who were feeding Tass copy continued to send and receive for the Russian agency for about two hours after the strike was on. A flurry of protest from New York newspapers whose own copy was blocked brought a hurried clarification of the union's rule. "Government" was changed to "United States Government," and Tass was then throttled as were other services not government-owned.

Regis O'Donnell Named WINX Station Manager

REGIS C. O'DONNELL, commercial manager of WINX Washington for over a year, last week was named station manager, succeeding Wayne Coy in that position. Mr. Coy remains executive vice president of WINX Broadcasting Co., and assistant to the publisher of the Washington Post, WINX owner. He is also developing a metropolitan FM station and directing WINX experimental work in facsimile.

Before joining WINX, Mr. O'Donnell was manager of the Post's classified advertising department. L. C. Sweatt, member of the local advertising staff of the Post, succeeds Mr. O'Donnell as commercial manager of the station.

JOHN E. NORTH, former commercial manager, KANS Wichita, and vice president, Butler Paper Co., St. Louis, joins Taylor-Howe-Snowden as assistant to TOM PETERSON, Chicago manager.

A "SQUARE" DEAL for all when arrangements were completed for the Ford sponsorship of sporting events from Madison Square Garden, on CBS television [Broadcasting, Aug. 5]. Seated are (1 to r): Frank Stanton, CBS president; John R. Davis, Ford vice president in charge of sales and advertising; Ned Irish, Garden executive vice president. Standing: Henry Ford II, Ford Co. president; Ernest R. Breech, Ford executive vice president; William S. Paley, CBS chairman of the board.

F T C ESTABLISHING NEW SCANNING UNIT

SCANNING of radio continuities and publications for possible violations of trade practice laws will be handled by a new unit of the Federal Trade Commission under new procedure announced last week. The Radio & Periodical Division is abolished, with PGad Morehouse, its head, directing a new Stipulations Division.

FTC's reorganization is effected under a program designed to convert FTC into a "businessman's court," projected some months ago. Operation of the plan was held up pending an appropriation battle in Congress.

The Radio & Periodical Division had checked radio continuities and listened to broadcasts in a search for violations of the FTC Act and negotiated stipulations. The Legal Investigation Division now will scan all types of advertising for violations. It will make industry-wide inquiries preparatory to trade practice conferences or industry-wide enforcement action through stipulations and complaints. Division chief is James A. Horton, former head of the chief examiners division.

When the investigating unit selects a case as a possible violation, it will make a report to the Commission which will drop the case, refer it to the Stipulations Division or refer it to the general counsel for issuance of a complaint.

We're talking about the soaring CASH INCOME of tens of thousands of WIBW farm listeners. This is their sixth consecutive year of bumper crops, high prices, and bulging bank accounts . . . money that they're just itching to spend.

And this is the 20th year that these farm families have been loyal WIBW listeners—depending on us for countless valuable services and buying recommendations that are in their best interests. All of which adds up to the fact that WIBW is the result-gettingest medium in Kansas and adjoining states. And that ain't hay, either!

It Aint Hay!

WIBW in "The Voice of Kansas"

WINX IN TOPEKA TOPEKA BEN LUDY COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka
General Manager

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO
NO POSTMAN'S HOLIDAY

THE GOOD OLD SUMMER TIME

FOR Variety DURING THE NOON HOUR

69 Pennsylvanians to Entertain You Every Morning • • • •

THERE'S NOTHING 'BLUE' ABOUT MONDAY NIGHT

While some of your favorite stars on KSD are taking vacations, other popular entertainers are being presented in their stead to assure you an excellent schedule of listening pleasure throughout the summer months. Here are just a few of the famous performers who are now being heard every week over KSD:

* Frank Morgan
  Sundays at 6:00 p.m.

* Alec Templeton
  Sundays at 7:00 p.m.

* Tommy Dorsey
  Sundays at 7:30 p.m.

* Benny Goodman
  Mondays at 8:00 p.m.

* Herbert Marshall
  Tuesdays at 9:00 p.m.

* Sigmund Romberg
  Tuesdays at 9:30 p.m.

* King Sisters
  Thursdays at 7:30 p.m.

* Eddie Horton
  Thursdays at 8:00 p.m.

Enjoy All the NEW Programs, as Well as Most of Your Old Favorites, by Keeping Tuned to KSD.

Every month 10,000 direct mailings are delivered to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD
ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

August 19, 1946 • Page 41
F.C.C.
GRANTS
KMPC
50,000
WATTS!

THE WEST'S
GREATEST
INDEPENDENT

Will Become
GREATER THAN EVER

PAUL H. RAYMER CO., National Representatives

5939 SUNSET BLVD. • LOS ANGELES 28 • CALIFORNIA • TELEPHONE HOLLYWOOD 5341
THRESH IT OUT

RESPONSIBLE broadcasters and the FCC should work out a self-regulatory plan similar to baseball and the motion picture industry so that possible abuses could be corrected without sacrificing the freedom of radio.

This suggestion is made by G. A. Richards, president and majority stockholder of WJR, Detroit, WGAR Cleveland and KMPC Los Angeles, in a WJR promotion brochure analyzing WJR’s program service in the light of the FCC Blue Book and the Board of Agricultural Economics Survey.

While praising the Blue Book for keeping broadcasters “more conscious of our responsibilities,” Mr. Richards objects “to the entire industry being penalized for what may be the shortcomings of a few stations.” The advertiser, too, feels, has been treated unfairly. Sponsors not only may be the shortcomings of a few industry being penalized for what he adds in their defense.

Mr. Richards accepts the survey’s findings that farmers prize weather reports, market news and crop information highest of their radio programs, but contends that they want to hear this in the morning only. At night they want entertainment, he says.

The brochure contains a detailed analysis of WJR programming in its various classifications and the results in terms of audience surveys.

NARBA CHANGES

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

1360 kc—CMIC Camaguey, Camaguey, delete.

Mexico has announced these changes:

770 kc—XELQ Morelia, Michoacan, 250 w N 1 kw D unlimited Class IV, to start operation Jan. 1, 1947.
1180 kc—XEPB Pachuca, Hidalgo, 250 w N 5 kw D unlimited Class II, to start operation Sept. 15, 1946.
1190 kc—XETV Tepic, Nayarit, delete (see assignment to 1490 kc).
1270 kc—XJMW Jalapa, Versucro, 100 w unlimited Class IV, to start operation Oct. 1, 1946.
1300 kc—XELQ Chilpancingo, Guerrero, delete; XEJG Culiacan, Sinaloa, 500 w unlimited Class III-B, to start Jan. 1, 1947.
1320 kc—XERR Magdalena, Sonora, change in location (formerly Cananeo, Sonora).
1340 kc—New, Acapulco, Guerrero, 250 w unlimited Class IV and new Culiacan, Sinaloa, 250 w unlimited Class IV, both to start Dec. 15, 1946.
1360 kc—XETX Tegucigalpa, Puebla, delete; XETX Tegucigalpa, Chihuahua, 1 kw unlimited Class III-B, to start Sept. 15, 1946.
1380 kc—XERK Tepeyac, Nayantit, 500 w unlimited Class III-B, to start Feb. 1, 1947; XERL Nueva Rosita, Chihuahua, change in location (formerly Nuevo Laredo, Tamaulipas).
1400 kc—XEXJ Acapulco, Guerrero, 500 w unlimited Class IV, to start Jan. 1, 1947.
1450 kc—XERK Tepeyac, Nayantit, delete (see assignment on 1380 kc).

SUGGESTIONS Awards

NBC during past five years has paid its personnel $2,726 for suggestions submitted under employe suggestion program. Received currently at the rate of about 90 a month, the suggestions have brought individual rewards up to $100.

Troy, Albany Stations Will Switch Networks

A SWITCH in network affiliations on WTRY Troy, N. Y., and WOKO Albany, N. Y., between CBS and ABC was agreed on last week.

Effective Jan. 1, WOKO, formerly a CBS outlet, joins ABC, and WTRY, formerly on ABC, joins CBS. The CBS affiliation of WTRY was announced three weeks ago [Broadcasting, July 29].

BLAW-KNOX DIVISION

BLAW-KNOX VERTICAL RADIATORS

FM and TELEVISION TOWERS

THOSE ARE NOT CLAIMS, but facts—attested to by many hundreds of Blaw-Knox Vertical Radiators now boosting the coverage and clarity of America’s major stations.

500 kc—New, Acapulco, Guerrero, 500 w unlimited Class II, to start March 1, 1947.

BLAW-KNOX Vertical Radiators now boosting the coverage and clarity of America’s major stations.

August 19, 1946 • Page 43

TROY, ALBANY STATIONS WILL SWITCH NETWORKS

A SWITCH in network affiliations on WTRY Troy, N. Y., and WOKO Albany, N. Y., between CBS and ABC was agreed on last week. Effective Jan. 1, WOKO, formerly a CBS outlet, joins ABC, and WTRY, formerly on ABC, joins CBS. The CBS affiliation of WTRY was announced three weeks ago [Broadcasting, July 29].

SUGGESTIONS Awards

NBC during past five years has paid its personnel $2,726 for suggestions submitted under employe suggestion program. Received currently at the rate of about 90 a month, the suggestions have brought individual rewards up to $100.
Radio's Campaign Values Emphasized

Radio Director of Democrats Writes in Party Organ

BROADCASTING will be the determining factor in many close contests during the fall elections. The Democrat, organ of the Democratic National Committee, advises political candidates and workers in its August edition.

In an article by Bryson Rash, on leave as special features director of WMAL Washington and ABC Presidential announcer to serve the committee as radio director, the publication points out that "it is probable that the candidate can reach a greater audience for his important campaign message by the use of radio than by employing any other single medium."

"But perhaps even more important than the size of the audience is the attitude of the audience," Mr. Rash writes. "By means of radio your Democratic candidate becomes a guest in thousands of homes throughout his district and State. He can discuss the issues of the election with small groups of two or three people, relaxed and comfortable in their homes. Under such circumstances your candidate will talk to the voters and explain the issues, discuss what has been accomplished and what is planned for the future."

Candidates Favorable

"In many conversations and in many meetings held with the Democratic candidates in Washington and throughout the country a tremendous interest has been shown by them in the use of radio in their campaign. These leaders in the political life of our country will use radio to the utmost. They will use it wisely and well. They will carry their cause to the voters in many broadcast talks. They will drive home the issues with speeches, dramas, spot announcements and statements from outstanding Democratic Administration leaders in the Nation's Capital."

"Build . . . audiences for your Democratic candidate. Remember, the more people he can talk with via radio, the greater the number of voters at the polls on Nov. 5. And in that achievement lies victory."

Under Mr. Rash's direction the Democratic committee has prepared a set of instructions on the proper use of broadcasting. Included are suggestions and guides for candidates in buying and utilizing time.

DU MONT TO START SET MANUFACTURE

PRODUCTION of Du Mont television receivers will start in September and reach full tempo by November, with all markets for video receivers well covered in time for pre-Christmas sales, Leonard Cramer, executive vice president, Allen B. Du Mont laboratories, said last week.

The company expects to produce between 7,000 and 9,000 television receivers this year, he said, to retail at prices ranging from $600 to $2,400.

Everything is proceeding on schedule at the DuMont factories, Mr. Cramer said. In addition to the line of receivers, Du Mont is also getting under way with the manufacture of station transmission and operating equipment, with 42 dual camera chains, ten transmitters and associated equipment currently in production. The company already has orders from a number of licensees, Mr. Cramer reported, adding that few prospective telecasters are getting an equipment from a single source and that most of the video stations now in construction will be composite jobs when completed.

The importance of television receivers to the development of television broadcasting can not be overstated, Mr. Cramer stated. If a good supply of video sets is available wherever stations are operating, he said, it will provide an irrefutable pressure on the producers of television programs to do a bigger and better job, and television can not help going ahead full blast.
The GATES 250C-1 TRANSMITTER MEETS EVERY DEMAND....

The fundamental circuits of the 250C-1 are straightforward, properly applied to obtain the best operation. Added is the distinguishing feature of MOTOR TUNING for the tuning adjustments of the final stage and loading to the antenna—another EXCLUSIVE for this GATES UNIT. Also, there are but TWO controls for the entire tuning procedure, for simplicity. These features characterizing its integrated design are but a few of its outstanding superiorities in engineering design.

GATES up-to-date methods in engineering are your assurance of high transmission efficiency of each Unit with the added advantage now of mass production to assure a service which will be better than ever when prevailing shortages and other restraining conditions improve.

GATES 250C-1 Transmitters—like all other GATES Broadcasting Units—are in mass production to meet the increased demand of operating Stations and of those now planned, when the time comes.

You may always look to GATES for leadership—in engineering perfection as exemplified in the GATES 250C-1, for new developments—and now modern factory methods for final production.

WRITE FOR DETAILED SPECIFICATIONS ON THE 250C-1 and Other GATES TRANSMITTING EQUIPMENT

NEW YORK OFFICE: 9th Floor • 40 Exchange Place

SOLD IN CANADA BY: Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922
Van Dyck Reports on Television, Radio And Electronic Devices at Bikini Test

A REPORT on the performance of television, radio and other electronic devices in the atom bomb tests at Bikini was given last week by Arthur F. Van Dyck, official observer for RCA at the tests.

The atomic bomb tests brought together the greatest concentration of radio and electronic marvels ever assembled at one time and place," Mr. Van Dyck said. "The tests involved a situation to which television was ideally suited," he added.

Mr. Van Dyck explained how two RCA cameras were installed on Bikini Island about half a mile apart and about three miles from the explosion point. RCA television receivers were also on the four ships carrying officials and observers, and on the two planes flying a few miles from the island. The television cameras operated on Bikini unattended for many hours before the explosions and continued to function satisfactorily after the explosions, Mr. Van Dyck said.

Speaking on the function of radio during the tests, Mr. Van Dyck said that without such a means of communication such a test could never have been made. "At the time of each explosion, over 70 planes were in the air over and near Bikini, each on a split-second time table, and each receiving orders and information by radio," he said.

Much special electronic apparatus was used to control any of the devices being used in the tests. Time signals were sent out by a radio transmitter and picked up by receivers associated with the devices to be controlled. For example, cameras close to the explosions were started and stopped by radio control signals.

The most vital electronic instrument used in the tests, Mr. Van Dyck concluded, was the Geiger counter, radioactivity detector, which had more authority than Admiral Blandy in keeping the personnel and observers away from the blast area.

Over 90% of Wisconsin Farms Have Radio Sets

BETTER than nine of every ten occupied farms in Wisconsin had radio receivers as of Jan. 1, 1945, the U. S. Census Bureau reported last week on the basis of its nationwide agriculture study conducted last year. Three of every four occupied farms in Delaware had sets, the Bureau found.

Of the 172,800 occupied farms in Wisconsin, 156,442 or 90.5% were radio equipped, the farm-to-farm census showed. Reporting on other facilities, the Bureau noted that 124,476 farms had electricity and 66,107 had telephones.

In Delaware the Bureau found that 7,009 of the 9,082 occupied farms had radio receivers, or 77.2%. The figures on radio ownership do not reflect presence of more than one set on a farm. Electricity was found on 5,605 Delaware farms and 3,694 reported telephones.

Ceiling of 5 kw Placed On Canada Independents

A CEILING of 5 kw has been placed on power of all Canadian independently-owned broadcasting stations (with three exceptions), A. D. Dunton, CBC general manager, told the final session of the Parliamentary Radio Committee. He stated in answer to question that increasing the power of private stations would give them coverage over a wider area and of more people, and it was never the policy of the CBC to allow a private local station to cover a regional area. He said such stations then interfere with the national system. He was asked if it would injure the CBC monopoly.

Dr. A. Frigon, CBC general manager, told the committee that the operating deficit for the fiscal year ending March 31, 1946, was $78,000, compared to a deficit of $72,000 in the previous year.

Telectic Incorporates

CERTIFICATE of incorporation for Telectic Inc., has been filed with the New York Secretary of State, according to a announcement by Lawrence B. Ellis, realtor, that a $60,000,000 television and motion picture "city" would be built in the New York metropolitan area. [BROADCASTING, July 11]. The new corporation listed 3,000 shares of stock, of which 2,000 would be preferred with a par value of $100. Remaining shares will be common with no par value listed. Principals have not been announced.
"WINR"

This Isn't SIMPLIFIED Spelling
...It's SIMPLIFIED Time-Buying

In the Triple Cities Binghamton - Johnson City - Endicott

Put Your Money on the

WINR

Binghamton, N. Y.
HEADLEY-REED, National Representatives

A New Station Offering Wonderful Availabilities to Quick-Acting Time-Buyers
NCBS, MVN Operation Under Trustees Pending Refinancing

NORTH CENTRAL Broadcasting System and its subsidiary, Mississippi Valley Network, will operate under new management—at least for 90 days—as a result of a two-day conference between John Boler, owner of the two regional chains, and creditors representing 20 affiliated stations of North Central.

Under the terms of an agreement reached between Mr. Boler and the creditors representing more than 60% of the dollar indebtedness of North Central, the Chicago sales organization will be controlled by a board of three trustees, comprising A. A. (Tony) Fall, KABR Aberdeen, S. D., Walter Russell, KGUX Mandan, N. D., and Ed Breen, KVFY Fort Dodge, Iowa. The three will operate North Central until refinancing promised by Mr. Boler within the 90-day time limit is completed. At such time the committee will be dissolved and operational authority of the regions will be returned to the owner.

In return for these concessions, the creditors called for current assets in North Central, Mississippi Valley, KSJB Jamestown, N. D., and KVOX Moorehead, Minn., held by Mr. Boler to be placed in escrow, and his resignation as an officer and director of NCBS.

Original Proposals Changed

This was construed as a minor victory for Mr. Boler inasmuch as original proposals called for transfer of Mr. Boler's current assets, or immediate receivership or voluntary bankruptcy as an alternate. Under the terms of the final agreement, Mr. Boler agreed to the placing of his stocks and interests in KSJB and KVOX in escrow, withholds voting rights and control.

Mr. Boler opened the meeting, held in the St. Paul Hotel, Aug. 8-9, by outlining the history of North Central and Mississippi Valley. He said since its inception in 1939, North Central had paid to its creditors in excess of $500,000 as of June 1946. He blamed material shortages and industrial labor trouble for failure of Mississippi Valley Network, which he originated as a one-hour program, Town & Country Time from WLQ, Minneapolis, which will function only as a sales organization until complete financial recovery has been made.

There's a structurally-sounder, SAFER answer in...

Whatever your plans call for in height, location or type of array, you'll find important advantages...complete assurance of safety...in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided...actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940. IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

MISSPLACED

PROGRAM SERVICE as an engineering consideration probably will be eliminated when FCC hands down its decision on proposed new AM engineering standards.

In standards hearing Aug. 5, Paul D. P. Spearman, counsel for Regional Broadcasters Committee, detected the words “program service” in a footnote of the proposed standards and wanted to know what they meant. Acting Chairman Charles R. Denny Jr. agreed the words were “almost meaningless here” and should not be in engineering standards, if anywhere. He called attention to FCC Assistant General Counsel Harry M. Plotkin’s earlier suggestion that program and other non-engineering references should be deleted from the standards and incorporated instead in rules and regulations.

The reference, which engineers said also is in existing AM standards, noted that a Class 1 station’s skywave service area is not protected from adjacent channel interference, but that “in case of placing a station on an adjacent channel (10 kc removed) to a Class 1 station which would substitute a groundwave service for the skywave service, the matter of program service as well as the signal service of the two stations should be given consideration...”
WHEN THE special events men of KSFO and the Universal Broadcasting Co. of San Francisco went to Bikini to record an on-the-spot word picture of the preparation for the atom bomb test, they selected PRESTO recording equipment to do the job.

This PRESTO equipment recorded the interviews with the natives of Bikini in their new home on the island of Rongerik. It recorded the on-the-spot report of an air trip over Bikini in an Army plane open to the winds and weather at 10,000 feet altitude.

This PRESTO equipment traveled to Kwajalein where the B-29 that dropped the bomb was being readied for the flight...it went from target ship to target ship in Bikini Lagoon...and it made a practice run in a pilotless plane at Eniwetok.

In hot, damp, salt air that rusted metal parts overnight if they were not protected, through surf so rough only rubber lifeboats could live in it, and in the scorching heat of these South Sea atolls, PRESTO equipment of standard design recorded this once-in-a-lifetime story for listeners of a hundred American radio stations to hear.

Thus, the atom bomb test was also a rigorous test of PRESTO equipment. And PRESTO passed that test with flying colors!
Durr Encourages Religious Radio

FCC Member Urges Churches To Seek Licenses

ENCOURAGEMENT for religious groups to get into radio as broadcast licensees was voiced last Monday by FCC Comr. Clifford J. Durr speaking at the Workshop for Religious Radio, held Aug. 5-31 at the U. of Chicago.

The commissioner pointed out that five tutorial seminars may be eligible for inclusion in the 20 channels set aside for educational stations, and other religious organizations might apply in the commercial band.

"By all means," stated Commissioner Durr, "religious broadcast organizations should recognize the far greater importance of getting the right things on the air than keeping the wrong things off."

“Our organization, the FCC,” Commissioner Durr said, "does not look with favor on one-purpose stations. We are always encouraging a well-rounded program schedule, rather than the posing of a single viewpoint.

Radio is the best tool religious groups have for laying foundations of national and international understanding, Commissioner Durr reiterated, saying "religion should speak over the radio on major issues of the day."

Heading the Chicago workshop is Dr. Ross Snyder, dean, and Rev. Everett C. Parker, director. Dr. Snyder is associate professor of religious education in the Federated Theological Faculty and acts as educational adviser to the Joint Radio Committee of the Congregational Christian, Methodist, and Presbyterian (USA) churches in the conduct of religious radio workshops in New York, Hollywood and Chicago. Mr. Parker is director of the committee.

* * *

AFA Talks

SPEECHES presented at the Milwaukee convention of the Advertising Federation of America held last May 25-29 [BROADCASTING, May 20, 27, June 3] have been incorporated into a 30-page booklet. Copies of the publication, which also contains reports of the various Federal agencies, are being sent to members.

In an accompanying letter, Elon G. Borton, AFA president, describes the success of the Federation's first postwar convention.

Detroit Move

EFFECTIVE Sept. 1 ABC network sales office in Detroit will move from the Fisher Bldg, to executive offices in the Stroh Bldg formerly occupied by King-Trendle Broadcasting Corp. Jack (Shoes) Donahue and Neil Mulhern will continue to head network sales office which will operate independently of ABC's newly acquired Detroit outlet, WXYZ.

CHET WHEELER, manager of KWIL, Albany, Ore., is at the Oregon Coast, convalesing after a major operation. He is expected back at work about Sept. 15.

WILT GUNZENDORFER, manager of KROW Oakland, Calif., is in Chicago after two weeks in New York on an annual business trip.

CECIL K. BEAVER has become general manager of KTRS Shreveport, La. He was formerly assistant general manager of WOAI, San Antonio, Tex., and KARK Little Rock, Ark, and is a member of Sales Managers' Executive Committee of NAB.

ARCHIE TAYLOR, manager of KASV Weisso, Tex. and brother of O. L. (Ted) Taylor, executive manager of the Taylor-Howe-Snowden group and owner of KTOK Oklahoma City and KANS Wichita, shortly will become manager of the latter station. He succeeds Jack Todd, who transfers to the new KRLD Boulder, Colo., owned by HERB HOLLISTER, former half owner of KANS.

JOHN G. BAURIEDEL, former major in the Army, has been named vice president-regional manager and general manager of KSJO Shreveport, L. A., new station to operate on 1590 kc daytime with 1 kw. Mr. Bauriedel is electrical engineer and was graduate of Stanford U. KJSO will be represented by W. S. Grant Co.

R. G. SOULE, vice president and treasurer of WFBL Syracuse, N. Y., has been appointed Syracuse Community Chairman of the Committee for Economic Development.

Upcoming

Aug. 20: NAB Radio News Clinic, Oneonta Hotel, Canton, Ohio.
Sept. 5-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 11: Brand Research Foundation Regional meeting, San Francisco.
Sept. 13-15: Associated Advertising Network annual meeting, Salt Lake City, Utah.
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Complaint Filed

INFORMAL COMPLAINT against AT&T and Western Union's eight-hour minimum requirements for interstate private line teletypewriter and teletype service was filed with FCC last week by Overseas News Agency. Claiming the eight-hour minimum is "unjust and unreasonable" when applied to bona fide news services, and that it discriminates against small news agencies, the complaint requests an investigation of the lawfulness of the eight-hour requirement and asks that the rule be replaced by a shorter minimum.
FERDINAND FLIES FROM KTSA TO GREET SAN ANTONIO'S CINDERELLA IN NEW YORK ON SAN ANTONIO DAY

Yes siree, pardner—that's what we did ... flew a genuine Texas Longhorn steer to the Iceland Cafe on Broadway to appear on Cinderella, Inc., Monday, August 5th, over the Columbia network.

Ferdinand was a terrific surprise to San Antonio's Cinderella, Mrs. Polly Phillips. We didn't want her to get homesick, you see. He was a mighty big surprise to the other three Cinderellas, too, and to the cafe audience and millions of listeners.

But—it's no surprise to those radio-wise—that KTSA gets BIG results for your radio dollar. We know things like Ferdinand don't happen every day—but every day national and local advertisers know what fine results happen on KTSA.

Yes siree, pardner—today and every day we say (and we can prove it) ... to make your radio message pay off with prize results in the Fabulous South Texas market ...
Another WCKY success story...

<table>
<thead>
<tr>
<th>Intense Area</th>
<th>Mail</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIANA</td>
<td>43</td>
<td>1.75</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>293</td>
<td>12.45</td>
</tr>
<tr>
<td>OHIO</td>
<td>282</td>
<td>12.10</td>
</tr>
<tr>
<td>ALABAMA</td>
<td>173</td>
<td>7.42</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>87</td>
<td>3.72</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>275</td>
<td>11.75</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>57</td>
<td>2.43</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>207</td>
<td>8.85</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>196</td>
<td>8.37</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>185</td>
<td>7.85</td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>196</td>
<td>8.35</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td>201</td>
<td>8.61</td>
</tr>
<tr>
<td></td>
<td></td>
<td>93.65</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Area</th>
<th>Mail</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICHIGAN</td>
<td>47</td>
<td>2.10</td>
</tr>
<tr>
<td>PENNSYLVANIA</td>
<td>56</td>
<td>2.40</td>
</tr>
<tr>
<td>MARYLAND</td>
<td>31</td>
<td>1.33</td>
</tr>
<tr>
<td>OTHER STATES</td>
<td>12</td>
<td>.52</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6.35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100.00</td>
</tr>
</tbody>
</table>

The Picture Ring Company of Cincinnati, Ohio has, for the past two and a half months, used a one-minute announcement on WCKY's "Jamboree", selling a ring with a picture in it for $1.00. Since the announcement started, the company sold 7541 rings, an average of more than 100 orders per day for this ring. During the period May 15th to June 15th, 2,341 orders were received as a result of 24 announcements. 93.65% of this mail was received from the ten states and 21 counties in WCKY's intense listening area. To the left is a breakdown of the mail received.

ASK FREE & PETERS FOR DETAILS

WCKY
THE L.B. Wilson Station
FIFTY THOUSAND WATTS OF SALES POWER
Mr. L. B. Wilson  
Radio Station WCKY  
Cincinnati, Ohio  

Dear Mr. Wilson:

When we are so prone to criticize, it is always a genuine pleasure to pause to let a medium know its effectiveness as a sales-producing vehicle. So, with that thought in mind, we are writing to you to let you know about the fine results we have obtained from the sale of mail order items for several of our clients on "Uncle Tom's Western Jamboree" over WCKY, with one announcement nightly.

Our clients sell novelties and useful items for home use. These items are priced at $1.00, and the results have been most gratifying. As a matter of fact, the orders for these have constantly increased since the spot campaign started. The cost per sale is the lowest of any medium we have employed in the sale of these products.

Not only have the initial orders from the announcements been excellent, but the percentage of reorders have been above average.

We feel you are entitled to know the fine results we have obtained through the use of WCKY.

Sincerely yours,

ARTHUR A. HIRSCH

ADVERTISING AGENCY
Editorial

Vision & Television

NOBODY WILL ACCUSE this publication of espousing the cause of broadcasting as it is practiced by England's BBC. But although we find issue with Government-dominated radio, we seek none with those who earn their bread at that calling.

As a matter of fact, there is great talent to be found in the BBC's mart. We feel it's consigned to dormancy in the ponderous machinery of Government radio, but it is there and its light does shine through.

Such can be said of Dennis Johnston, program director of the BBC Television Service, if one accepts the evidence of a broadcast he made recently on the Overseas Service. The talk was reprinted in the July 25 issue of London Calling, and stated in part:

"Television is not a moving picture that takes, but a broadcast that you can see, believe it or not, there is a very big difference between the two."

"Some people try to explain it away by saying that it is just a matter of the time of day or the system. But after puzzling over this phenomenon for some years I have arrived at the conclusion that it is something far more subtle than that, and that it has to do with the very essence of broadcasting."

"We are apt to forget in our excitement over this new toy—radio—that television, as an art, has its roots in broadcasting, and that all the problems that it presents, when you come to analyze them, are problems neither of stage or screen but of broadcasting."

"Broadcasting is not probably the most universal and popular of the arts. It functions for the entertainment of its audience numbered not in thousands but in millions. But—and here is the point—they are millions of individuals; and not masses of people sitting in rows of seats as they do in the theater or in the cinema, resonating together."

"People are receptive in quite a different way when they are alone—or nearly alone—from when they are in a crowd, and the accomplished broadcaster will always recognize this fact. However many millions there may be listening to him, he speaks to them intimately, as individuals, and not as to a public meeting."

"But when it comes to the broadcasting as an art, I really meant that it is three-quarters of an art that has its roots in broadcasting, and that all the problems that it presents, when you come to analyze them, are problems neither of stage or screen but of broadcasting."

"Looked at in this way, television is not the illegitimate offspring of radio, but a broadcast that you can see, believe it or not, there is a very big difference between the two."

AFL President William Green and his executive council suddenly have discovered the existence of the Lea Anti-Petrol Act. AFL, says the Council in a blistering attack upon the law that would bar intimidation and coercion of broadcasters, will back up Jimmy in his court fight. Where was the AFL Executive Council when the Lea Bill was pending? Not a peep was heard, obviously because they felt Jimmy couldn't be defended. But with Congress adjourned, the broadcast-busting begins. Maybe AFL should like to see a Gallup Poll on how the public feels about Jimmy.

Leo & Ike

TWO STAUNCH friends of radio's early days—Leo Fitzpatrick and I. R. "Ike" Lowman—join hands in station operation with their acquisition of WGR Buffalo, now awaiting FCC approval. Leo recently resigned as vice president and general manager of WJR Detroit, which he had developed from a pup, but announced he would remain in radio. Ike had been with Buffalo Broadcasting Corp., operating both WGR and WKBW for two decades toding a strong interest in each. The FCC's customary regulation required sale of one of the stations, but litigation complicated the planned separation.

Now the two broadcasters who have contributed much to radio's development, become partners in a venture of their own. Each can remember the day when he wondered how the next payroll would be met, when day time couldn't be sold, and talent came for free. The host of friends Leo and Ike have made in radio—as well as the many men they have trained in all facets of the art—wish them well in their new partnership and in other ventures ahead. For it isn't like either of them to stand idly by while FM and television take their first wobbly steps.

(Continued on page 56)
WOV topped in number of points, all station votes

WOV received first award for over-all promotion

WOV received first award for public-service promotion

WOV blushed with pardonable pride. In the past five years, WOV has received nine distinguished awards for outstanding service, the latest being the George Foster Peabody award and Variety Showmanship award for contributions to American radio in 1945. And now, WOV receives top honors in The Billboard's recent Radio Promotion Exhibit. We are deeply grateful to the agency and sponsor executives who awarded WOV more first places than any other radio station in this nationwide balloting. We trust it is because WOV promotion has reflected this station's carefully planned program balancing policy... a policy that adheres to our conviction that in serving the public interest, we best serve listeners and sponsors alike.

RALPH N. WEILL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Mrs. Lowman is now editor of the slick, mildly social conscious "Junior Bazaar." They have no children, live in the quiet suburbia of Stamford, Conn. Here Mrs. Lowman indulges in cooking chicken in 57 varieties, and Mr. Lowman, in his little idle time, collects his books and also maintains his amateur standing as an ornithologist. He belongs to but one club, the American Veterans Committee.

At present, television's adolescence keeps him all hours at the lofty, pigeon filled, former restaurant which serves as CBS television studios in the Grand Central Terminal Building on 42nd Street, New York. He had already made strides back forth in his carpeted office, hands clasped behind his back, giving orders or answers to questions in clipped tones, devoid of unneccessary verbiage.

He doesn't smoke, and takes his liquor in quantities exceeding small. His politics are in larger dosages; he has not missed a Republican or Democratic National Convention since his marriage.

The emphasis in television is going to be on youth, says he. For his operation at CBS, Mr. Lowman wants young people who will want to grow up with the industry, people who will look on television as just as important to the arts as the stage and movies.

He decries the paucity of writers at present trained in the particular needs of television. And all new writers with ideas are given a thorough trial by his organization. The future of television, he says, lies just over the horizon, but the horizon is still some years away.

OPA Fixes Prices On Tubeless Sets

TO ACCOMMODATE manufacturers who have been sending tubeless radio receiving sets to retailers, OPA last Friday established ceiling prices for sales at various distribution levels of such sets.

A manufacturer may now determine his ceiling price for a tubeless radio by deducting from the retail ceiling price for the radio with tubes, the retail ceiling price of the tubes and applying in reverse the methods specified in Maximum Price Regulation No. 599 for determining the ceiling price of complete sets.

Resellers' ceiling prices on the tubeless sets are established on the basis of the manufacturers' ceiling price on these sets. Any reseller may install tubes in a set, and then his resale ceiling price and the ceilings of subsequent resellers are the same as they would have been if the manufacturer had sold the set with tubes. As the ultimate consumer will generally buy sets only with tubes, he will not be affected by the order.

In another action earlier in the week, OPA removed ceilings from crystal radio receiving sets with built-in tubes as well. OPA explained that such sets are apt to be found only in rural sections without electricity, and in stores as children's toys.

Approval Granted

RESTORATION of the New York Advertising Club headquarters, which were damaged by fire June 13, was approved by the Urban Construction Committee of the Civilian Production Administration of the New York office last week. With repair costs estimated at $45,000, Eugene E. Wissman, president of the organization, said that the club hoped to be back at its permanent headquarters at 23 Park Ave. by Thanksgiving. At present it has temporary quarters at 30 E. 27th St.

Commercial

Bill Jefferey, program director of WPKG Alexandria, Va., has joined CBS Radio as assistant commercial manager. New station is scheduled to go on the air this fall. Mr. Jefferey was with Geyer, Cornell & Newell, New York, as "Professor Chair" program, and later was announcer with WGN network. N. J., WOL and WTOP Washington.

Frank E. Koehler, former sales manager of WBLA Radio, Westfield, N. J., was named to the same position with WBLA Roanoke, scheduled to go on the air this fall. Mr. Koehler was sales manager of WNYA New York for five years and later in Richmond.

Merrill Fugit, in various phases of radio and television sales, has rejoined Sears & Aver, Chicago, as sales manager.

Mr. Koehler, formerly with the sales promotion staff of NBC Central Division, has been added to the sales department of KMPC Kansas City. In 1948 he served in Navy overseas, was released as lieutenant commander. 

Joe Higgins, WIBO Indianapolis sales manager, won invitations to tournaments at both North Shore Country Club, Chicago, and Moraine Country Club, Dayton. He is entered in national amateur contest.

Calvin W. Heintz (Cal Wayne) is now program and traffic control supervisor of WCMY Canton, Ohio. He was a Naval officer and previously an announcer with WATT Atlanta.

Herschel V. Williams, CBS director of commercial program development and former AAF colonel, has been cited in a letter of commendation for "outstanding manner in which (he) performed duties as representative of the Assistant Chief of Staff-2 on the Joint Intelligence Staff, AC/AB-2."

Dick Cutting, assistant director of Public Affairs for CBS Western Division, is back at work after two months of convalescence.

Ross Miller, MBS-Don Lee Hollywood news commentator, is on a weekend trip visiting Boston and New York.

Bob Wesson of the sales staff of KGO San Francisco is the father of a girl.

KCJF Palm Springs, Calif., has appointed W. S. Grant Inc. as national advertising representative.

J. Millard Bishop, released from AAF as major, is now account executive at WGGI San Antonio, Tex.

Joe Golden has resigned from the display advertising staff of the Houston (Tex.) Chronicle after several years of service as sales manager of KTRH Houston as account executive. He is now program and traffic control supervisor of WCMY Canton, Ohio. He was the commercial department of KTRH Houston as account executive.

Rex Miller, MBS-Don Lee Hollywood news commentator, is on a weekend trip visiting Boston and New York.

Ray Bright, Ted Kwapp has been transferred from the control staff of KFI to the commercial traffic chief.

Alan Trench, American Red Cross field director in CBS during the war, has rejoined WABC Pittsburgh as sales manager. He replaced G. Norman Burk who resigned as city manager.

Ray T. Murphy, member of the staff of WLAW Brooklyn, suffered an attack of acute appendicitis in early morning of Aug. 12. Operated upon at noon, his condition later was described as good.

Verda Olsen is new addition to commercial department of KUTA Salt Lake City.

Joe Bernard, sales manager of KOMA Oklahoma City, is on an extended business trip to Chicago and New York. He returns to station around Sept. 1.

YNPS Managua, Nicaragua, government-owned station affiliated with NBC, has appointed Pan American Broadcasting Co. as its representative.

Edward Petry & Co., radio representative, has opened a Boston office in the St. Regis Building.

James A. Sandison will be office manager.

Stuart MacKay, regional sales manager of CKWX Vancouver, B. C. and Patricia Cummings have announced their engagement, wedding to take place in September.

Page 56 • August 19, 1946

Broadcasting • Telecasting
IN TELEVISION PROGRAMMING
...It's the Du Mont Electronic Viewfinder

Cameramen see the "televised picture" in the Du Mont Electronic Viewfinder exactly as it goes on the air. This advantage, important at any time, is vital to good "pickup" under low lighting conditions which have been opened to television programming by the Image Orthicon.

With the Electronic Viewfinder, an exclusive feature of all Du Mont Television Cameras, the operator can meet changing conditions instantly, countering excessive light, focusing continuously, centering and framing his pictures independently of a mechanically controlled optical system. With it he can obtain the iris control needed for field pickups of high quality. And no adjustment is required for use with the telephoto lens.

Du Mont's Electronic Viewfinder, and scores of other Du Mont "firsts," are the fruit of 15 years of building precision electronic instruments, television and radar...of building more television stations than any other company...of Du Mont's 5-year operation of its own television broadcasting stations, including the world's largest and most completely equipped studios. We want to tell you more about Du Mont's Electronic Viewfinder...about all of Du Mont's television broadcasting equipment. Write for literature today.
ED STOKER, former music director of KSL Salt Lake City, has been appointed to same post at KUWA that City. BERNARD BERG, former NBC (Chicago) staff writer, and MAL LEVINS, former production assistant of KSL, have joined the staff of KUWA.

Nelson case, announcer, has been assigned to two Procter & Gamble radio spots with KDYL Salt Lake City. FLO WEINWRITER, previously with KLYL Salt Lake City, has been added to KUWA announcing staff.

DAVE ALLEN, released from the Navy, has rejoined WPJA Washington, Pa., as announcer on the station's announcing staff.

NELSON CASE, announcer, has been assigned to two Procter & Gamble spots with KDYL Salt Lake City. FLO WEINWRITER, previously with KLYL Salt Lake City, has been added to KUWA announcing staff.

DAVE ALLEN, released from the Navy, has rejoined WPJA Washington, Pa., as announcer on the station's announcing staff.

MARTIN ANDERSON, announcer, has been assigned to two Procter & Gamble spots with KDYL Salt Lake City. FLO WEINWRITER, previously with KLYL Salt Lake City, has been added to KUWA announcing staff.

DAVE ALLEN, released from the Navy, has rejoined WPJA Washington, Pa., as announcer on the station's announcing staff.

Nelson case, announcer, has been assigned to two Procter & Gamble spots with KDYL Salt Lake City. FLO WEINWRITER, previously with KLYL Salt Lake City, has been added to KUWA announcing staff.

DAVE ALLEN, released from the Navy, has rejoined WPJA Washington, Pa., as announcer on the station's announcing staff.

MARTIN ANDERSON, announcer, has been assigned to two Procter & Gamble spots with KDYL Salt Lake City. FLO WEINWRITER, previously with KLYL Salt Lake City, has been added to KUWA announcing staff.
"First 6 Months of 1946...

**Foreign Exports:**
- more than 100,000 tons over average of last 3 pre-war years

**Bank Clearings:**
- up $52 Million.

**Bank Deposits:**
- $81 million more than a year ago.

**Building Permits:**
- dollar value 5 times that of a year ago.

**Marriage Licenses:**
- more than double last year's figure.

"You can't beat Portland as a place to live. Home ownership is at least 50% higher than the national average of $12,922 against the average of $10,634. And living costs have advanced only 0.8% in the last year against a 12.7% national advance."

"Shipment of fresh fruits and vegetables from Oregon this year will reach 35,350 cars to smash last year's record. Potatoes, onions, pears, apples, and 34 other commodities will reach the nation's tables."

"An outstanding list of top Hooper rated NBC shows, a 24th birthday party and opening of the Northwest's first FM station have made the first 6 months of 1946 memorable for KGW."

"Eastern Industry is moving toward Portland. Corporation tax law benefits, low cost power and a growing industrial and consumer market are important attractions, and Portland is listed as one of the few surplus labor areas."

"Miss Kay G.W. Buyer's Sweetheart

- 1946 is half gone...

Time for summing up and a look ahead, and things seem mighty bright for the KGW-Portland Area."

"Outstanding List of Top Hooper Rated NBC Shows, a 24th Birthday Party and Opening of the Northwest's First FM Station Have Made the First 6 Months of 1946 Memorable for KGW."

One of the Great Stations of the Nation

**KGW**

Portland, Oregon

Represented nationally by Edward Petry & Co., Inc.

August 19, 1946 - Page 59
American Home Products Corp. (New York, Pharmaceutical Division), has appointed Sullivan, Stauffer, Colwell & Bayles, New York, agency to handle the Bob Burns and "Elly Queen" shows for the company. Other new Whitehall drug products which will be handled by Routhrauff & Ryan, New York, will remain with that agency.

Adler Shoes for Men, New York (Adler's Elevated Shoes), is concentrating its radio budget by using foreign language stations, providing a larger audience and supplies increase. Agency is Emil Mogul Co., New York.

Creative Service Assoc., New York (Waldorf Arms and fruit products), has been promoted through nation-wide advertising campaign begun before Thanksgiving and continuing into the spring by A. Paul Lefort Co., New York. Radio may be used.


A. H. Harris, former head of his own advertising agency specializing in food accounts, has joined Airline Foods Corp., as vice president in charge of advertising and sales. "Foodline," the company's private radio program, will continue under his direction.

General Petroleum Corp., Los Angeles, has appointed West-Marquise Radio, Los Angeles, to handle its advertising, including radio.

J. S. Savory & Co., New York, has signed with WHDH Boston for sponsorship of play-by-play accounts of all games of the Boston College basketball team. Jim Brits is to announce. Agency is Badger & Browning, Boston.

Joseph T. Ray, former Chicago branch manager for Socony-Vacuum Oil Co., has joined Kitchen Art Foods, Chicago, in an executive capacity. He will assist in merchandising of package food products sold nationally and to export trade.

Carpenter Products, New York (Arrid deodorant), has appointed Sullivan, Stauffer, Colwell & Bayles to handle advertising campaign. Small & Seifer formerly handled account.

R. E. Davis, manager of the sales research department of Goodyear Tire and Rubber, has been appointed to the technical research committee of the BMB by the Association of National Advertisers. Prior to his present position and previous assignments, Davis served the company as commercial research manager and economic statistician before that taught market research at Ohio State U.

Sponsorship of "The Coffee Club" of WWJ Detroit on a twice-weekly basis is affected by Farm Crest Bakeries Inc., Detroit. Completing arrangements (1 to 2 p.m. Saturday and afternoon) was Robert L. Alton, sales manager. "The Coffee Club" on WWJ; E. L. Southwick, Farm Crest president; and Joe Cole, Grant advertising account executive. "The Coffee Club" is carried nationally by NBC on Saturday nights as "The Percolator Party."

Karlsen of Hollywood, Hollywood (petroleum), has appointed Glaser-Galley, Los Angeles, to handle advertising.

Inkograph Fountain Pen, New York, will use radio for first time starting in September with test campaign in New York area. The firm will participate in sponsored portions of the following shows: Dr. Frank Kinsman, commentator, on "Today's Top Tune"; "Dorothy & Dick," on WOR; "Here's Morgan," on WJZ; Arthur Godfrey on WABC. "The Daily Round-Up" on WOR, on WHN. Emil Mogul Co., New York, is agency.

Max Ames, New York (Airline prune juice), and Caruso Foods, New York, have appointed J. D. Tuchaver Co., New York, 50 handle advertising campaigns.

B+ Beverage, St. Louis, began sponsorship Aug. 11 of a quarter-hour, transcribed show, "Hospitality Time," featuring Smokey Johnson as m.c. Sunday afternoons on following stations: KXOK KFJZ KABC WACO KJTV WACO KOAM KRMK KVSO. Contracts for 13 weeks were placed by Simonson & Simonson, Chicago and St. Louis.

The Broadway, Hollywood and Pasadena department store chain, has appointed McCann-Erickson, New York, as agency. Chain will use radio.

Robert J. Keating has been appointed director of advertising of Pillsbury Mills, Minneapolis. He has been with the company since 1935.

Atlantic Refining Co., Philadelphia, begins Sept. 26 through entire football season will sponsor Yale football games on WNEC New Haven, Conn. In addition, firm is also sponsoring Boston College-Holy Cross contest from Boston Nov. 30 on WOR. Agency for Atlantic Refining is N. W. Ayer & Son, Philadelphia.

Gallagher Metal Industries, Oakland, Calif., maker of kitchenware and housewares, has appointed Ad Fried Adv., Oakland, as agency. Radio test campaign starts this fall. Agency also has been named by Industrial envelope manufacturer to advertise its product, the first time city, with radio schedules to be announced. Advanced Products Co., Oakland (Bolero-Plate dinner sets) plans to increase advertising campaign this fall through agency. Radio is included.

Boyle Luggage & Leather Goods Co., New York, has appointed Herbert Chasan, New York, to handle advertising. Radio is planned for fall.

George Ebbert Brewery, New York, has announced that it will be handled by Routhrauff & Ryan, New York, for Mon. 10-11 p.m. presentation of "Murder at Midnight," transmitted package series of Louis G. Covian Inc., New York. Distributed by World Broadcasting.

Atlantic Refining Co., Philadelphia, also has been added on KFSD WDUK WURL KQNB KFI WKG who is being offered in foreign markets.

American Tobacco Co., New York (Lucky Strike Cigarettes), Aug. 10 started broadcasting "Your Hit Parade" twice each Saturday night on WABC New York. Show is heard on CBS, 9-9:45 p.m., with re-broadcast for West Coast from 12-12:30 p.m. latter now being carried on WABC also. Agency is Foote, Cone & Belding, New York.

Sears, Roebuck & Co., Cleveland (seven stores in metropolitan area), has signed with WJZ Cleveland for sponsorship of Cleveland Browns games in all Roebuck Football conference this fall. Schedule includes 15 home and away games plus pre-season exhibition game.

Hollywood Shoe Polish Corp., Richmond Hill, N. Y. (Hollywood Shoe Polish), has appointed Deutsch & Shea, New York, to handle advertising. Agency currently is using a spot campaign. Schedule includes three spots and will schedule next spring for San-I-White.

Vigilant Products Corp., New York, has appointed West-Marquise Radio, New York, to handle advertising on Vigil, a product used in hair from tarnishing. Radio may be used.

Network Accounts

New Business


Leover Bros., Toronto (Rinso), Oct. 1 starts for 32 weeks "Amos and Andy" on 22 Trans-Canada network stations, Tues. 9-9:30 p.m. Agency: Rutherford & Ryan, Toronto.

Net Renewals


Net Changes

Lamont Corliss Co., Toronto (Pond's cream), Sept. 12 changes "John and Judy" on 30 Trans-Canada network stations, (Mon. 9-9:30 p.m. to Thurs. 8:30-9 p.m. Agency: Walter Thompson Co., Toronto.

By actual survey:

Toronto's Most Listened-To Station

Dial 580

Page 60 • August 19, 1946
Lovely and talented Virginia Clark is our idea of a real teacher ... with her pleasant personality, smooth voice and gracious manner she typifies the charm and beauty discussed each morning, Monday thru Friday, over WGN.

This popular program has been successfully selling items of charm, style, beauty and fashion since its inception in May 1945. It is confined exclusively to these products and is available on a participating basis to a limited number of select accounts.

If you have a product which lends itself to this sparkling show, and are anxious for additional sales impact in Chicagoland, your answer is the Charm School program.
Lure Listeners...

Capitol Transcriptions

BIG-NAME BANDS
- Billy Butterfield
- Duke Ellington
- Jan Garber
- Skitch Henderson
- Pee Wee Hunt
- Stan Kenton
- Gene Krupa
- Eddie LeMar
- Alvino Rey

BIG-NAME SINGERS
- Enric Madriguera
- June Christy
- Hal Derwin
- Dinah Shore
- Carolyn Grey
- Peggy Lee
- King Sisters

BIG-NAME VARIETY
- Buddy Cole's Four of a Kind
- Paul Weston
- Dick Shannon's Aleutian Five
- Frank Devol
- King Cole Trio
- Del Porter and His Sweet Potato Tooters
- Juan Roland

BIG-NAME WESTERN
- Oak Ridge Quartette
- Shug Fisher
- Wally Fowler
- Wesley Tuttle
- Karl & Harry
- Merle Travis
- Tex Ritter
- Jack Guthrie
- Uncle Henry's Original Kentucky Mountaineers
Attract Sponsors...
give you BIG NAMES

From the heart of the entertainment world, Hollywood itself, comes Capitol’s new Transcription Service. A complete programming unit . . . not just another addition to your present library. It's unique!

All the big names, late hits, and programming aids you need for complete network-quality shows. For a boost to listener levels . . . for vigorous new headline programs to sell local sponsors . . . the Capitol Transcription Service!

More Than 2000 Selections
You’ll build your shows from Capitol’s basic library of 2000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases).

A Complete Format Service
As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for more than 400 complete shows come to you every month. It’s just like adding Hollywood’s foremost program specialists to your own station staff!

Sparkling Programming Aids
Capitol gives you all the devices to build complete shows: Brilliantly arranged opening and closing themes for each program. Voice and charter tracks by featured artists. Musical interludes to background commercials.

Hear all the features that make the Capitol Service different! Capitol will be glad to send you a demonstration transcription on request.
Washington Favorites

WMAL and ::

In The Public Interest

WPA Helps

WPAI Portsmouth, Ohio, broadcast safety precautions and news in bulletins when Portsmouth's principal water main broke just at the time the city's reservoir was emptied for repairs. The station helped mobilize auxiliary firemen, who patroled with hand fire extinguishers. Only one minor fire was reported during 15-hour emergency.

WCHS Aids Capture

WCHS Charleston, W. Va., CBS affiliate, took a hand in the capture of a gunman wanted for the murder of a prominent citizen. WCHS broadcast story of the murder, described victim's car, which killers had taken and urged people to watch for it. A few minutes later, a motorist who had heard the broadcast while driving, spotted auto, phoned the police who then made the arrest.

Crossed on the Board at KYW

BELIEVING that haphazard placing hinders the effectiveness of public service programs, James F. Begley, program manager of KYW Philadelphia, has jockeyed his schedule to give the 9:30 a.m. Monday through Friday segment to public interest shows.

Ice Fund

SALVATION Army's Penny Ice Fund, which sells ice to the needy for a penny during summer months, had fallen $600 short of its $1500 goal in St. Joseph, Mo. That was before Paul Roscoe, general manager of KRES St. Joseph, offered the station's service. With Minor Clites, blind pianist, providing music, Mr. Roscoe and Dward Moore, program manager, went to the microphone for Penny Ice. Three hours later 500 telephone calls and $535 in donations had put the fund over its goal. Twenty Boy Scouts bicycled through the city collecting contributions at the homes of people who telephoned KRES.

WMAL and ::

Ruth Crane

Director of Women's Activities at WMAL, who has achieved an enviable position in Washington. Her daily program, "The MODERN WOMAN," is outstanding.

Want proof? Ask any of her current sponsors, including Herb-Ox, Rockwood Chocolates, Canada Dry, Conformal Shoes, Calgat-Palmavite-Pest, Date Night Shampoo, Bathaswelt, Renzelt, Scoop, and Pestmaster.

For complete facts on this remarkable program call ABC Spot Sales or The Evening Star Station in Washington, D. C.

Alfred Whitaker

Aldfred Whitaker, with Benton and Bowles, New York, since January as assistant to the vice president and director of research, has been appointed associate director of research. He will supervise radio, copy and sales research, and market analysis.

Robert E. Miller

Robert E. Miller, formerly advertising manager of Hecker Products Corp., has joined Blow Co., New York, as account executive to handle drug product advertising.

Frederick A. Kellar

Frederick A. Kellar, discharged from the Navy, has been named New York office manager of James Thomas Chirurg Co.

Stanley F. Eellsworth

Stanley F. Eellsworth, former copy chief of Houston-O'Donnell Adv., New York, has been elected a vice president and director of the agency.

John L. Swazy

John L. Swazy, manager of radio commercial copy of Young & Rubicam, New York, and Walter B. C. Washburn of agency's merchandising department, have become stockholders of the company.

Stuart Chateau

Stuart Chateau of media department of Leon Livingston Adv., San Francisco, has resigned.

Hugo Scheinher

Hugo Scheinher Inc., San Francisco, have opened new offices there at 26 O'Farrell St.

Snowden Hunt

Snowden Hunt, separated from Navy as commander after four years service, has joined production staff of Smith, Bull & McCrory, Hollywood. Pre-service ice Mr. Hunt was advertising manager of Interstate Aircraft, Los Angeles.

Walter Edward Drury

Walter Edward Drury, formerly with Naval Aviation, has joined Henry A. Loudon Adv., Hollywood, as chief copy writer in public relations department.

Lawrence Wisser

Lawrence Wisser, formerly with NBC New York, joins Morse International, New York, as contact on face Matchesbeld account, JAMES HAUSMAN, former Navy lieutenant commander, joins agency's copy staff.

Bob Lamb

Bob Lamb, former NBC Chicago account executive, has joined Patrick C. Glendal, Calif., in same capacity.

Ben Brady

Ben Brady, co-head writer on CBS "The Dinah Shore Show" last season and writer-producer-performer on summer series, "Brooding with Brady," has been signed by Young & Rubicam, Hollywood, as producer of CBS "The Gunny Simms Show" segment.

Randolph W. Heizer

Randolph W. Heizer, former manager of the Detroit office of Compton Adv., has joined the executive staff of BBDO, Denault & Coe, New York. While at Compton he was account executive on the White Star division of the Socony-Vacuum line.

Harry Ommouell


David E. Rothchild

David E. Rothchild, account executive with the former Oswald Adv., Philadelphia, before entering the armed forces, has formed an agency of his own to be known as David E. Rothschild Adv., at 407 Broadway, New York, for advertising, sales promotion and public relations of limited-budget advertisers.

Edwin F. Curtis

Edwin F. Curtis, formerly with NBC New York, has accepted the commission of lieutenant colonel in the regular Army and has been assigned to the Army Information School at Carlisle Barracks, Pa., as head of the radio section of the Public Information Branch. Lieut. Col. Curtis, who saw four years of wartime service, largely in China, was previously head of NBC's press department in New York.

Glen L. Hammer

Glen L. Hammer, former executive director of the Chicago Federated Advertising Club, has joined Harry Alkison Inc., Chicago, as account executive to Army Advertising Club, New York.

Frank C. Neiman

Frank C. Neiman, formerly with Spencer W. Curtis Agency, Los Angeles, has been appointed account executive of C. Franklin Brown & Co., Chicago.

R. Emmett Atkinson

R. Emmett Atkinson, head of R. Emmett Atkinson Adv., is in Chicago on three week business trip.

Richard Johnson

Richard Johnson, former lieutenant in Navy public relations, has joined Huxson-O'Donnell, Los Angeles, as chief copy writer in public relations department.

Henry Hayden

Henry Hayden, formerly in charge of the traffic on General Electric account at Young & Rubicam, New York, has been named assistant manager, agency's traffic Dept.

Cosby & Cooper

Cosby & Cooper, San Francisco, has been appointed exclusive publisher's representative of the American Association of Advertising Agencies.

Tony Stanford

Tony Stanford, producer of "Lux Radio Theatre" for many years, joined Young & Rubicam, Hollywood, as radio producer Aug. 15 and takes over production duties on "Guffy's Tavern" when it returns to air Oct. 2.

IMPORTANT

TO BOOST PENNSYLVANIA SALES

Folks within WSR's coverage area have about $2,000,000,000 income. It's a market you can't afford to overlook, especially since you can reach it for less than 1c per thousand homes.

BROADCASTING  Telescasting

National Representatives

FORJ & COMPANY

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.

WIS

250 W.
BUY THESE JOHN H. PERRY STATIONS FOR

PERFECT SOUTHERN EXPOSURE

☆ WJHP... JACKSONVILLE
☆ WDLP... PANAMA CITY
☆ WTMC... OCALA
☆ WCOA... PENSACOLA

ALL VITAL SPOTS COVERED BY JACKSONVILLE'S FRIENDLIEST STATION, SOON TO GO 5,000 WATTS.
FULL SALES MEAN BRISK BUSINESS BREEZE BLOWING YOUR WAY FROM WDLP; AN EXPANDING CITY!
A SMOOTH COVERAGE OF CENTRAL FLORIDA, FROM WTMC, FAVORITE INLAND VACATION SPOT.
ALL-OVER RESULTS FROM WCOA; TIME BOUGHT FROM THIS STATION IS STARRED FOR SUCCESS AND RESULTS!

JOHN H. PERRY ASSOCIATES

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

August 19, 1946 • Page 65
HORN NOT ENOUGH
Motorists May Signal
Others by Radio

IT SHOULDN'T be long now, according to Brooks H. Short, before motorists will be voicing their opinions of your driving ability as they whis by you on a country road.

Mr. Short has been granted authority by the FCC to conduct experiments in the development of signalling devices for use as an adjunct to the automobile horn, involving the transmission of warning signals by radio from one automobile to another.

Under the terms of the grant, Mr. Short will conduct his tests in the vicinity of Anderson, Ind., using radio transmitters on the frequency of 405 mc and using A-1 type emission. Although there is uncertainty as to the exact device which will be used—perhaps a buzzer, or light or even a tiny vane mounted on the body of the car and warning of the approach of another vehicle—it was indicated that a simple device of universal application may be developed to decrease the hazards of country driving.

Mr. Short had testified that only signals from the second transmitter will be received by the first receiver, and vice versa. The experiment is being financed by the Delco-Remy Division of General Motors.

BERT SQUIRE, after more than five years with SBSAC, joins West Coast sales staff of Standard Radio Transcriptions.

ETHEL DELL rejoins Southern California Broadcasters for executive syndication.

Mr. Burrell has been appointed general sales manager of Collins Radio Co., Coralville, Iowa. He will be in charge of Collins Radio retail activities in the 15 -minute, open-end transcribed outdoors program WRIBG, August 19, 1946.

Unprecedented point of distribution is given to the new program as Mr. Burrell will be the first and only individual who has been granted authority by the FCC to conduct tests of a similar nature for the purpose of converting motorists with opinions of your driving ability as they whis by you on a country road.

Mr. Short has been granted authority by the FCC to conduct experiments in the development of signalling devices for use as an adjunct to the automobile horn, involving the transmission of warning signals by radio from one automobile to another.

Under the terms of the grant, Mr. Short will conduct his tests in the vicinity of Anderson, Ind., using radio transmitters on the frequency of 405 mc and using A-1 type emission. Although there is uncertainty as to the exact device which will be used—perhaps a buzzer, or light or even a tiny vane mounted on the body of the car and warning of the approach of another vehicle—it was indicated that a simple device of universal application may be developed to decrease the hazards of country driving.

Mr. Short had testified that only signals from the second transmitter will be received by the first receiver, and vice versa. The experiment is being financed by the Delco-Remy Division of General Motors.

Bert Squire, after more than five years with SBSAC, joins West Coast sales staff of Standard Radio Transcriptions.

Ethel Dell rejoins Southern California Broadcasters for executive syndication.

Mr. Burrell has been appointed general sales manager of Collins Radio Co., Coralville, Iowa. He will be in charge of Collins Radio retail activities in the 15 -minute, open-end transcribed outdoors program WRIBG, August 19, 1946.
Just published!

Manual of Transmitting Tubes

Electronic Tubes, Transmitting Types comes to you for $2. Also, for an annual service charge of $1, new and revised pages will be sent to you regularly as issued. ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

COMPLETE—UP-TO-THE-MINUTE—packed with application data!

OVER 600 LARGE PAGES $2

NEW AND AUTHORITATIVE, G. E.'s transmitting tube manual contains photographs, outline drawings, ratings, performance curves, and application data on 94 different tube types, covering the full scope of AM-Television-FM broadcasting and communications. It is a modern and complete reference work.

PHASITRON AND LIGHTHOUSE TUBES are included, along with other new developments in the high and ultrahigh-frequency fields. Throughout the range of tube types, exhaustive application data is given in the form of definitions, classes of operation, examples of tube operating conditions, and typical circuits.

DESIGNERS OF EQUIPMENT for broadcasting and communications, and owners and engineers of broadcast stations, need General Electric's comprehensive new manual so they can be fully posted on transmitting tubes and their electrical and other characteristics.

TABBED DIVIDERS AND INDEXED PAGE CORNERS make it easy to locate information. The loose-leaf format and new sheets mailed to you whenever changes occur, mean that G. E.'s transmitting tube manual is kept constantly up-to-date. Order direct from Electronics Department, General Electric Company, Schenectady 5, N. Y.

"Electronic Tubes, Transmitting Types" comes to you for $2. Also, for an annual service charge of $1, new and revised pages will be sent to you regularly as issued... ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS
Box Score

NOT ONLY did hundreds of Washington Countians (Pa.) see for the first time how a radio station functions, but the public service box score for the WJPA Washington studio tent at the Washington County Fair also ranked high. To mention a few: 18 mothers were assisted in finding lost children; four boys less than eight years old were re-united with their parents; 12 lost pocketbooks were returned to their owners, most of whom did not realize that they had lost them until the broadcast; four sets of keys were returned; four parties were re-united after separation in the large crowds; four persons were located for emergency calls.

NABET Wins KYW

NATIONAL Association of Broadcast Engineers and Technicians has won in election as bargaining agent for the technical staff of KYW Philadelphia. Count was 14 to 3 with American Communications Assn. (CIO) on the short end. KYW is second station in that area to favor the independent NABET, the first being WFIL.

Harry Martin

HARRY MARTIN, 43, member of the sales staff of WFBL Syracuse, N. Y., died suddenly July 27. He had been with station for 10 years and prior to that had been with the Syracuse Herald. He is survived by his wife and two daughters.

Bid Date Set

NOTICE of the proposed transfer of 50% of the stock of KALL Salt Lake City, Utah, to the Telegram Publishing Co., publishers of the Salt Lake Telegram, has been reported by the FCC in the Federal Register, giving competitive bidders 60 days from Aug. 2 in which to file competing applications, on similar terms as originally proposed. Present owners, Mrs. Abrelia S. Hinckley (50%), George C. Hatch, general manager of KALL (25%), and Wilda Gene Hatch, wife of Mr. Hatch (25%), each will sell half interest to the Telegram for a total price of $100,000.
IN THE BROADCASTING STATIONS throughout the nation, when a live program is recorded for broadcast—when an off-the-air program is recorded for rebroadcast—when recordings are made for clients or for rehearsal and audition purposes—when recordings are made for reference files—in fact when any recording work is done, Audiodiscs are used three to one.

This outstanding preference for Audiodiscs has been recently confirmed by a double-check survey covering 400 radio stations. Approximately half these stations were called upon and reported the actual number of discs used—Audiodiscs and others. The remainder reported by letter stating the proportion of Audiodiscs used to all other makes. In the first group the Audiodisc percentage was 81, in the second 78%.

Since first produced, these fine discs have consistently maintained those qualities required in the increasingly important work of radio recording. Thus Audiodiscs have gained their place of eminent leadership in the field of sound reproduction.

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Société des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.
PROGRMS

PROGRAM promotion is embodied in quiz format of new WBCO Charlotte, N. C., man-on-the-street show, "One Year Victory-Challenge." Heard twice weekly, program queries passers-by on local and TVC program broadcast by WSOO. Gifts to participants are products of national and local spot advertisers. Weekly program schedule also is distributed.

WINX Contributions

SINCE April WINX Washington has contributed to Panline Emergency Re-tief program a series of six 1:45-2:45 p.m. programs featuring such speakers as Secretary of Agriculture Anderson, series of six-weekly 10-11:55 minute programs from hotel kitchens, interviews, etc.; two Sunday programs, and 451 spot announcements. Lists is contained in newly compiled report.

Paris Reports

WPIL Philadelphia is presenting four members of the Philadelphia Inquirer Foreign News Service Bureau in Paris in a special series of broadcasts covering the progress of the Peace Conference. Every Sun. 9:50 p.m., listeners near France Chase, Larry Klingsman, Madame Susanne Roquere and Mrs. J. P. McEvoy.

Exchange Programs

SALUTE to the people of Birmingham, England, was aired Aug. 11 by WAPI Birmingham, Ala., as part of an exchange broadcast in cooperation with BBC. Yesterday (Aug. 18) station carried salute from British city to the U. S. city. Transcribed, program gives a glimpse of home life and other activities of typical English and American families.

On Speedway

INVITATION by Joe Boland on his WSBT South Bend, Ind., evening sports program to drive around new midget auto speedway was accepted by more than 50 motorists. Race track owners thought large cars would help pack the dirt track.

First Sportscast

INITIAL sports broadcast by WPVU Glendale, Calif., new station was play-by-play Aug. 7 of benefit game by Palisad Baseball Club for a former member of the team, Halfield McRae, who was made an invalid in an auto accident.

Benefit Auction

WNGC Elizabeth City, N. C., staged four night radio auction to help raise funds for new local park site and swimming pool. Local wholesalers and retailers donated merchandise. Butter sold for $3 per pound, soap $1 a cake.

WDAY Entertains

TO ENTERTAIN youngsters confined to the hospital because of current polio threat, WDAY Fargo, N. D., is airing twice-daily "Ride Kite" program. Heard five days weekly in both a morning and afternoon spot, series includes telephone quiz.

WTOP, WRC Honored

both WPOT and WRC Washington have received distinguished service certificates from the American Legion in recognition of services to that organization.

Accident Flashes

TO EMPHASIZE the need of careful driving WQAL Washington will carry news flashes of auto accidents to be reported immediately to station by the police.

Back to Hollywood

CARLTON CAVALLARO and "Shooter Parade" (W. A. Sheffler Pen Co.) has returned to Hollywood to resume Sun. 5 p.m. (KBT) NBC spot following personal appearance tour. Bob Williams is announcer and Axel von Hugel, producer.

V-J Day Special

CBS MARKED first anniversary of V-J Day Aug. 14 when it presented special dramatic program, "One Year Victory-Challenge," 9:30-10 p.m. Program featured the jubilation atmosphere of V-J Day in 1945 and contrast it with the tenor of the times one year later.

Time Share

DEVOIDING an hour each Sunday to religious services in churches, KIEV offers time gratis and churches involved may use all or part of hour. First 14 weeks have been offered to each church at rate of six weeks each. Station will not accept commercial religious programs.

Legal History

DRAMATIZING story of early California justice, KOFY Hollywood is airing twice weekly 10-minute program in cooperation with Los Angeles Bar Assn. As series progresses, material will be concerned with current legal problems.

Retains Service

NEW weather service, Weatherasts of St. Louis, has been retained by KFST. St. Louis effective Aug. 16. Weather news and data is to be presented several times daily, seven days a week.

Playhouse on FM

LOCAL talent will be featured in new series of six weekly Sunday evening programs started by KOAN FM out of Omaha. Program is titled "Amateur Playhouse.

From the Bar

INTERVIEWS with patrons at Diamond

TELEVISION CONTRACT signed by Bristol-Myers Co., New York, for sponsorship of two shows weekly, Sun. 8:30-9 p.m. EST effective Sept. 5, on WCBS, CBS' New York video station, gives Cartoonist Sid Hoff a chance to demonstrate his new character, Shorty. The cartoon figure, partly hidden by face of George Moskovics (center), WCBW commercial manager, will be starred in the first half of the show for Ipana toothpaste. Behind Mr. Moskovics are Lawrence L. Shinfeld of Doherty, Clifford & Shinfeld, account agency, and Robert H. Brown, vice president and director of advertising for Bristol-Myers. On extreme left is Bob Edge, whose Vitalis Sports Almanac will fill the second period.

Dan O'Rourke's Bowery Bar in New York are being presented on WGO New York, Monday through Friday, 11-11:15 p.m. George (The Real) McCoy pitches questions to celebrities from "both sides of the railroad tracks." The bar is still intact with the mahogany decor and gaslight fixtures it boasted in the Gay Nineties.

Workshop Continues

CHAV Pembroke, Ont., plans to con-
tinue its community radio workshop through the fall and winter. Five plays have been produced to date.

KLZ Veterans Series

KLZ Denver is broadcasting a weekly veterans information program in cooperation with the Veterans Adm. and titled 'Here's to Veterans Series.' FROM Thornden Park Amphitheatre WPBL Syracuse, N. Y., is airing series of eight Wednesday evening concerts of the 60-piece Syracuse Civic Orches-

New CBS Serial

EACH day presenting a different story based on life as reflected in the pages of a home town newspaper, "Joe Pow-
en, Editor" starts Aug. 34 on CBS in weekday 10-10:30 a.m. period. Series will be produced by Jim Hart, former American Red Cross radio director.

Conference Report

COMMENTSOR Jackson Leighter prepares daily five-minute news summary of Paris Peace Conference for airing by KYW Philadelphia following 6 p.m. newscast. Report is abbreviated to New York, transcribed and flown to station. Title is "Front Seat at the Peace Confer-

Sponsors Army Show

WEVA Richmond was the sponsor with the Army recruiting service of an air show which attracted more than 20,000 people to the Richmond Air Base to see latest Army planes go through their paces. A P-80 Shooting Star set an unofficial speed record on a flight to the show from Dayton. Other exhibition planes were open to the public for inspection.

Dan O'Rourke's Bowery Bar in New York are being presented on WGO New York, Monday through Friday, 11-11:15 p.m. George (The Real) McCoy pitches questions to celebrities from "both sides of the railroad tracks." The bar is still intact with the mahogany decor and gaslight fixtures it boasted in the Gay Nineties.

Workshop Continues

CHAV Pembroke, Ont., plans to con-
tinue its community radio workshop through the fall and winter. Five plays have been produced to date.

KLZ Veterans Series

KLZ Denver is broadcasting a weekly veterans information program in cooperation with the Veterans Adm. and titled 'Here's to Veterans Series.' FROM Thornden Park Amphitheatre WPBL Syracuse, N. Y., is airing series of eight Wednesday evening concerts of the 60-piece Syracuse Civic Orches-

New CBS Serial

EACH day presenting a different story based on life as reflected in the pages of a home town newspaper, "Joe Pow-
en, Editor" starts Aug. 34 on CBS in weekday 10-10:30 a.m. period. Series will be produced by Jim Hart, former American Red Cross radio director.

Conference Report

COMMENTSOR Jackson Leighter prepares daily five-minute news summary of Paris Peace Conference for airing by KYW Philadelphia following 6 p.m. newscast. Report is abbreviated to New York, transcribed and flown to station. Title is "Front Seat at the Peace Confer-

Sponsors Army Show

WEVA Richmond was the sponsor with the Army recruiting service of an air show which attracted more than 20,000 people to the Richmond Air Base to see latest Army planes go through their paces. A P-80 Shooting Star set an unofficial speed record on a flight to the show from Dayton. Other exhibition planes were open to the public for inspection.
A PROGRAM
DESIGNED FOR
MEDITATIVE,
RELAXED LISTENING

The sweep of a harp . . . the brilliant color of music woven with the golden thread of words . . . and REFLECTIONS looks deep into the pool of memory. Half-remembered hopes, old loves, beauty, happiness become reminiscences as narrator Frank Willis creates ever-changing moods over silken strings of melody . . . as baritone Russ Titus softly croons songs of memory against the liquid tones of cello and violins.

REFLECTIONS supplies a long-standing demand (by listener and advertiser) for a program designed for relaxed, meditative listening. Featuring Canada's finest radio talent, this new NBC Recorded Program produced in association with All-Canada Radio Facilities, fills this programming gap with custom-built entertainment that will be applauded by listeners and advertisers throughout the nation.

As narrator of REFLECTIONS, Frank Willis brings to the program the benefits of a full life (having been an actor, sailor and professional artist) and long experience before CBC microphones. His voice is sincere, his reading intelligent, his intonations masterful.

The baritone voice of Russ Titus balances the natural dignity of the program with a fresh, popular stylization of favorite songs. Remembered as former vocalist with the orchestras of Richard Himber and Roger Wolf Kahn, Titus now appears on some of Canada's outstanding commercial programs.

NBC-Produced for maximum commercial effect and entertainment value, REFLECTIONS is available for local and regional sponsorship at rates that advertisers everywhere can afford. Write, wire, phone for an audition record.

15 minutes—2 times a week, 52 weeks of broadcasting.
newspaper's New York office.

EVERTON, Wash.
August 19, 1946

BROADCASTING Telecasting KRKO

THE ONLY WAY TO DO IT

TO PROMOTE approach of television to
that community WTFF Westerly, R. I.
recent series of window display in Main St. window of John F. C. D. M. Machine Co. designed to familiarize residents with appearance and potentials of the new art. It's link with retail merchandising also emphasized.

WOF Invitations

SAMPLE certificate of membership in Diamond Dan O'Rourke's Athletic & Social Club was used as invitation by George (The Real) McCoy of WOV New York to promote broadcast Aug. 12 of new interview program from the bar at 1st Park Row, Chas. City. Those interviewed on new program receive membership certificates for a genuine, imported, Egyptian, artificial diamond sissipin.

Paper Reprints

REPRINTS by WWVA Wheeling, W. Va., of local News-Register for Aug. 4 have been used by station as promotion device. The front page of the paper that date carried story of car accident and a test and picture of winner at WWVA meet. Page was reprinted in red, "WWVA, doing a front page job in Wheeling."
An Outstanding Success!

Raytheon's
RC-11 Studio Console
for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer's Booth and Nine Remote and Two Network Lines.

FIRST UNVEILED at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides complete high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever-action, three-position key switches, eliminating nineteen controls and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan...the efficient, functional look of it...will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Ill.

Devoted to Research and Manufacture for the Broadcasting Industry

BROADCASTING • Telecasting

Compare

These Outstanding Features with Any Other Console

1. SEVEN built-in pre-amplifiers—more than any other console—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. NINE mixer positions more than any other console—leading to 5 microphones, two turntables, one remote line and one network line.
3. NINE remote and two network lines—more than any other console—may be wired permanently.
4. TELEPHONE-TYPE lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. FREQUENCY RESPONSE 2 db's from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. DISTORTION less than 1%, from 50 to 10,000 cycles.
7. NOISE LEVEL minus 65 db's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. ALL FCC REQUIREMENTS for FM transmission are met.
9. DUAL POWER SUPPLY provides standby circuit instantly available for emergency use.
10. POWER SUPPLY designed for mounting on desk, wall or relay rack.
11. INSTANT ACCESS to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

Raytheon
Excellence in Electronics
August 19, 1946 • Page 73
JAMES V. COLEMAN, NBC studio engineer for 13 years and a Marine captain during the war, has accepted the position of broadcasting executive in the Civil Communications Section of the U. S. Army of Occupation in Japan. Mr. Coleman will stay in Japan either six months or one year, after which he will return to his duties at NBC.

ALBERT COBB, out of RCAF, has joined the engineering staff at CKKL, Kirkland Lake, Ont., as assistant engineer.

RADIO ON FREIGHT CARS IS SUCCESSFUL

USE OF RADIO on freight trains indicated greater efficiency in railroad operations following a comprehensive series of tests conducted in March and April by Western Electric Co., in cooperation with the North Pacific Railway on a new type of VHF railroad equipment, it has just announced.

Tests were carried out on runs between Seattle and Yakima, Wash., a distance of about 145 miles over the rugged Cascade Mountains, and between Seattle and Portland, Ore., a distance of about 180 miles.

The new radio equipment was designed by Bell Telephone Labs., to operate in the new 152 to 162 mc band which has been assigned to the railroads by the FCC, and consists of a radio transmitter and receiver, handset type microphone with push-to-talk button, loud-speakers and control unit, power supply comprising a generator and inverter, and a quarter wave vertical antenna with ground plane.

N. Y. Police FM

A STATEWIDE installation of FM receivers and transmitters for exclusive use of the New York State Police has been announced by John A. Gaffney, Division of State Police. The system will be three-way, using 73 radio telephone transmitting and receiving points, and will be leased from the New York Telephone Co.

Phases of Piezoelectricity

TECHNICAL book, Piezoelectricity, by Walter Guyton Cady, professor of physics at Wesleyan U., has been published by McGraw-Hill, New York ($9). Containing 886 pages, book presents fundamental facts and principles for new listing of research as well as formulas, numerical data, charts, etc.

WHO is “Listened-to-Most” in 74 of Iowa’s 99 Counties

(No. 2 Station is “Listened-to-Most” in 11 Counties.)

Write for complete facts!

50,000 Watts — Des Moines
Free & Peters, Representatives

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

W.R. Ennell
FULL COVERAGE

Highlights of a bright business picture for Richmond, Virginia . . . where WRLN enjoys an ever increasing hold on the listening ear

RICHMOND

1. Ranked second among thirty-nine industrial centers in percentage of manufacturing employment as of January, 1946.
2. Is the center of 5 States and the District of Columbia, and is the foremost industrial city in the South.
3. Has an employment growth approximating 1,000 additional wage earners every 5 years.

Keep an eye on Richmond! WRLN listeners are keeping an ear on your advertising!

JULIUS L. SMITH, Jr., former assistant chief engineer for the North Atlantic Division of the Army communications system, has been awarded a citation from the chief signal officer and the Army Commendation Ribbon for meritorious achievement.

HOMER H. DALY, former chief engineering officer for the North Atlantic Division of the Army communications system, has been reissued.

ARTHUR A. DETERS, former assistant chief engineer of WKNE Keene, N. H., has been named chief engineer of WKMM, Inc. (KFI) FM and television activities.

DeWaine E. Rauer has been appointed chief engineer of WENT Gloversville, N. Y.
NORRIS C. Mckaney, formerly on the engineering staff of WGCAZ Carthage, Ill., has been named transmitter engineer at KSST Davenport, Iowa.
JULIUS L. SMITH, Jr., Navy veteran, and JAMES J. BYRD, for three years in Navy radio, are new control room operators at KTHM Houston, Tex. CURTIS LANGFORD resigns from that staff to join Eastern Airlines and AUGUSTINE GALIANO also resigns, to enlist in the Navy.
ED HODGENS has been named transmitter operator at WIS Columbia, S. C.
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3
Connecticut's Newest Station

NOW ON THE AIR

Can do a Selling Job for You

WKNB's one thousand watts of NON-DIRECTIONAL power at the choice spot of 840 on the dial, the lowest frequency of any station in the New Britain — Hartford Metropolitan area, means the equivalent of FIVE THOUSAND WATT COVERAGE... at 250 WATT RATES!

WKNB's full primary coverage of the huge Central Connecticut market reaches:

- 800,177 Radio Listeners
- 226,107 Radio Families
- A market totaling $721,100,000 annually in retail sales
- Highest effective family buying income in the United States

WKNB's excellent programs are locally created by a competent staff — selected for experience and ability to produce the kind of programs which build maximum listening audiences.

NEW BRITAIN BROADCASTING CO.

213 Main Street • New Britain • Connecticut
WALTER WINDSOR, MANAGER

NATIONAL REPRESENTATIVES

Adam J. Young, Jr., Inc. • New York • Chicago • San Francisco • Los Angeles
Bertha Bannon • Boston, Massachusetts • New England Regional Representative
Milestones

WESTINGHOUSE service pins have been awarded to three broadcast employees. A. H. Bates, auditor of KYW Philadelphia, has completed 20 years of service while Perry H. Huffman, engineer at same station, and Franklin A. Tooke, program director of KDKA Pittsburgh, have completed 10 years of association with Westinghouse. Mr. Huffman served during war years as major with Army Airways Communications System in South Pacific. William J. Thomas, "Main Street Editor" for KDFA, has started fifth year with that outlet. Aug. 9 marked third milestone for KDKA's "Bruce With Bill," daily noontime variety program. Aug. 10 KYW educational director, William C. (Colonel Bill) Galleher, completed his fourth year with the station. On the sponsor side, KYW's Ruth Welles at Home program has been renewed for another 25 weeks, to begin fourth year, by Philadelphia Electric Co. Program is heard Tues.-Wed.-Thurs. 1:30-1:45 p.m. Al Paul Lefton Co. is agency.

Eighth Year

Aug. 12 J. Frank Burke, owner of KFVD Los Angeles, started his eighth consecutive year as "Editor of the Air." He broadcasts five days weekly. Series is sustaining...

ADVERTISERS' REACTION CHART

GENUS SPONSOR, a subdivision of the human species, is thought to react as per above graph during growing pains of new radio shows. Graph was prepared by Shaw-LeVally, new Chicago agency, based on experience with Household Finance's Phone Again Finnegans (CBS).

Ernie Swan, chief engineer of CKEY Toronto, has completed his 25th year in Canadian broadcasting. In 1926 he owned and operated former CKFR Midland, Ont. And in 1929 he joined CKCL Toronto, predecessor of CKEY. Aug. 2 WICC Bridgeport, Conn., commemorated its 20th anniversary. Station first started at Danbury as WCWS. WICC is MBS-Yankee affiliate. With completion of Fourth Revision, the total of radio scripts written by Ronald Dawson of CBS over period of 20 years now totals 1,100. Latest piece by network director was done in collaboration with William Gehl, formerly with CBS network operations.

Olga Andre, who on Aug. 25 will complete her 10th year of broadcasting Spanish programs to Latin America through NBC International Division, will be honored by the division on that date in a special half-hour program. A native of Costa Rica, Miss Andre recently was named cultural and artistic attaché to the Costa Rican General Consulate in Los Angeles, as a reward for her outstanding contributions to Latin American radio.

Gold Disc

Presentation of a gold-plated transcription of the 500th broadcast of The Hermit's Cave weekly mystery originating at WJR Detroit for The Carter Coal Co., has been presented by WJR to the sponsor through its agency, Ralph H. Jones Co., in recognition of long and happy business association. Mounted on mahogany base, disc was presented to James Walter Carter, coal firm president.

Ten years ago Young & Rubicam opened its Hollywood offices with Mildred Heredeen as office manager. Today she is still with firm in that capacity, celebrating her anniversary Aug. 11.

NEARLY $500,000,000

A total of $486,264,290 represents the bank deposits and postal savings in Greater Miami financial institutions as of the end of June, 1946.

MIAMI is a Year 'Round Market...

WIOD THE STATION MOST PEOPLE LISTEN TO MOST!
The ten equipments shown are only a fraction of the total list of Collins products designed for discriminating broadcast station owners. Speech equipment and accessories are all of highest quality. Their low noise and distortion levels and wide frequency response are ideally suitable for high fidelity AM and FM stations. Each unit is specifically and thoroughly engineered for long life in its particular application. Maximum accessibility makes routine maintenance a simple task.

Collins can furnish your entire equipment needs. Write today regarding your transmitter requirements. Ask for our new bulletin, "Collins Broadcast Speech Equipment and Accessories."

FOR BROADCAST QUALITY, IT'S.....

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y. • 458 South Spring Street, Los Angeles 13, California
FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
444 BROADWAY, NEW YORK 13, N. Y.
MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Glenshner Products, Inc.
611 Baronne St., New Orleans, La.
High Power Tube Specialists Exclusively

FREQUENCY MEASUREMENTS
One of the best equipped monitoring
stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2622
Erie, Ohio
Since 1929

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

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Monsey Bldg.
New York 4, C. D.
District 2927

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

DECISIONS OF THE FCC
AUGUST 9 to AUGUST 15

AUGUST 9
BY COMMISSION EN BANC
AM—1000 kw
KOMO Seattle, Wash.—Granted modi-
fication or CP to change directional an-
tenna to light use, subject to such action
as may be required. Modifications of
operation in effect in accordance with
the application, paragraphs 21(a) and
(b) of NARBA.

AUGUST 12
BY COMMISSION EN BANC
Video—60-72 mc
Westinghouse Radio Stations Inc.,
Boston 13—Modified CP for new, non-
commercial television station; fre-
quency of the “A” and the “B”; and the
application is reinstated and the amend-
ment accepted.

DECISIONS . . .
FREQUENCY MEASUREMENTS
C. K. Fisher, Agent Phone TR 7303

AGENDA

The 108 Series Amplifiers

The 108 Series Amplifiers consist of Types A, B, C and D. "A" is de-
digned to be employed as a high-
power monitoring amplifier and has a
bridge and 500 ohm input; the
"B" is a high-gain, amplifier designed
to operate from a source impedance
of 125 or 250 shms; the "C" is a combi-
nation of the "A" and the "B," and the
"D" supplies two high-gain input stages as described for the 108-B.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37, N. Y. - SAN FRANCISCO - LOS ANGELES

Worthy of an Engineer's Careful Consideration

The 108 SERIES AMPHILERS

The 108 Series Amplifiers consists of Types A, B, C and D. Type "A" is de-
nigned to be employed as a high-
power monitoring amplifier and has a
bridge and 500 ohm input; the
"B" is a high-gain, amplifier designed
to operate from a source impedance
of 300 or 250 ohms; the "C" is a combi-
nation of the "A" and the "B," and the
"D" supplies two high-gain input stages as described for the 108-B.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37, N. Y. - SAN FRANCISCO - LOS ANGELES
<table>
<thead>
<tr>
<th>Professional Directory</th>
</tr>
</thead>
</table>
| **JANSKY & BAILEY**  
An Organization of Q. Radio Engineers  
DEDICATED TO THE SERVICE OF BROADCASTING  
National Press Bldg., Wash., D.C. |
| **McNARY & WRATHALL**  
CONSULTING RADIO ENGINEERS  
National Press Bldg., Dl. 1205  
Washington, D. C. |
| **PAUL GODLEY CO.**  
CONSULTING RADIOL Engineers  
Upper Montclair, N.J.  
LABS: GREAT NORTHER, N.M.  
AMICO: LITTLE FALLS 4-H/000 |
| **RING & CLARK**  
Consulting Radio Engineers  
WASHINGTON, D. C.  
Munsey Bldg. • Republic 2347 |
| **LOHNES & CULVER**  
CONSULTING RADIO ENGINEERS  
Munsey Bldg. • District 8215  
Washington 4, D. C. |
| **GEORGE C. DAVIS**  
Consulting Radio Engineer  
Munsey Bldg. • District 8456  
Washington, D.C. |
| **JOHN BARRON**  
Consulting Radio Engineers  
Specializing in Broadcast and  
Allocation Engineering  
Earle Building, Washington 4, D.C.  
Telephone National 7757 |
| **RING & CLARK**  
Consulting Radio Engineers  
WASHINGTON, D. C.  
Munsey Bldg. • Republic 2347 |
| **LOHNES & CULVER**  
CONSULTING RADIO ENGINEERS  
Munsey Bldg. • District 8215  
Washington 4, D. C. |
| **MAY and BOND**  
CONSULTING RADIO ENGINEERS  
1422 F St., N.W., Wash, 4, D. C.  
Kellogg Bldg. • Republic 3984 |
| **HAROLD B. ROTHROCK**  
Consulting Radio Engineer  
1909 Eye St., N.W. National 0196  
Washington 6, D. C. |
| **GARO W. RAY**  
Consulting Radio Engineer  
991 Broad St., Suite 9-11  
Instruments and Measurements |
| **Kear & Kennedy**  
Consulting Radio Engineers  
1703 K St., N.W.  
Republic 1951  
Washington, D.C. |
| **Lent and Poast**  
CONSULTING ENGINEERS  
WASHINGTON, D.C.  
1319 F St., N.W. DISTRICT 4127 |
| **WELDON & CARR**  
CONSULTING RADIO ENGINEERS  
WASHINGTON, D.C.  
1005 CONNECTICUT AVENUE  
PHONE—MICHIGAN 4121 |
| **ANDREW CO.**  
Consulting Radio Engineers  
363 E. 75th St. CHICAGO 19  
Triangle 4400 |
| **IF**  
Consulting Radio Engineers  
991 Broad St., Suite 9-11  
Instruments and Measurements |
| **DIXIE B. McKee**  
ROBERT C. SHAW  
CONSULTING RADIO ENGINEERS  
1730 Connecticut Ave., N.W.  
Washington, D.C.  
Adams 3711 |
| **Universal Research Laboratories**  
A Division of Universal Broadcasting Company  
Radio Engineering Consultants |
| **GRETHER RADIO ENGINEERING CORP.**  
Grether & Fields Service  
1108 Lillian Way Phone: Gladstone 6779  
Hollywood 38, Calif. |
| **NATHAN WILLIAMS**  
Allocation & Field Engineering  
20 Alpaca Blvd.  
Oaklawn, Wisc. |
| **LAMAR A. NEWCOMB**  
CONSULTING RADIO ENGINEER  
703 Allbee Bldg. Republic 3931  
Washington, D.C. |
| **DeQuincy V. Sutton**  
Radio Business Consultant  
2700 Conn. Ave., Columbia 8105  
Washington 8, D.C. |
James on CAB
(Continued from page 20)
it was needed during the formative years of broadcast advertising.

Hooper Beginning
In the meantime, a group of magazines became interested in a competitive study of radio, using the so-called coincidental technique developed by Pauline Arnold and others. These magazines employed the Clark-Hooper organization to make a coincidental study of the radio audience for them—and by this unusual port of entry, C. E. Hooper became interested in radio audience measurements and later established the Hooper coincidental audience measurements.

Those who argue about the relative merits of the various research techniques used sometimes overlook the fact that these techniques were developed over a period of many years. They had to pass through an evolutionary period. It would be absurd to imagine that from the very beginning the radio researchers knew exactly what they were looking for and exactly how to obtain it. They had to learn by trial and error.

The fact that the earliest forms of Crossley reports would be considered inadequate today does not in any way detract from the value that these reports had in the early years. As we get to learn more about any medium, we naturally become more critical of the yardsticks applied to them. Today, when we point to the shortcomings of the various rating services, we should stop occasionally and realize how much more we know about the radio medium than we knew 15 years ago and how helpful these rating services have been in bringing us to our present state of knowledge.

New Fields Seen
The recent decision of CAB to go out of the rating business is just one more step in a long series of forward steps. It does not mean that the idea of cooperative action in radio research is dead. It does point up the fact that times change and that wise organizations change with the times.

During the course of its 17-year history, the CAB made progressive changes and improvements, and simultaneously independent research organizations developed their own techniques, and contributed much to radio research. It became obvious during the past few years that while the need for pioneering was just as great as ever before, the actual fields to be pioneered had changed considerably. Most advertisers seem to feel that their program rating needs are best filled by the Hooper rating service, but all agree that relative audience popularity is by no means the only thing needed. Some facts are now needed which are not satisfactorily provided by any of the services currently available. The time has obviously come to turn to the exploration of new fields of research, with a view to evaluating the current needs of the broadcast advertising world.

Proud Record
Whatever its shortcomings might have been—and we certainly know all about them now!—everybody in radio should take pride in the record of the CAB. The example it set has been successfully followed not only in our own advertising medium, but by the magazine and newspaper researchers. Due to the CAB's pioneering, it is now an established practice on the part of U. S. advertisers and their agents to study much more than the total circulation of the mediums being used. All sorts of studies are now made to determine readership to individual advertisements, to establish sponsor identification, to analyze copy, and to make various other studies which give a more realistic picture of what is being bought for the advertising dollar than any figures of "total circulation" were ever able to give.

Looking to the future, it seems clear that now that the wartime honeymoon is over, advertising will be bought more and more scientifically. Research will play an ever...
Beville on CAB
(Continued from page 29)
towns, and rural areas; to all in-
come brackets, specifically including
non-telephone as well as telephone
homes; to areas receiving excellent
multi-station coverage ranging
down in proper proportion to areas
remote from transmitters.”

Not the Answer
It is apparent from the wording
of this recommendation that the
committee envisioned only a na-
tional rating service and not one
which would necessarily be appli-
cable to individual stations. Such
a solution would be helpful to net-
works and network advertisers but
could not be accepted as solving
the problem for the hundreds of
stations currently using local rat-
gings.

To meet this qualification of pro-
tection to total radio homes it will
first be necessary to know “the
area reached by the stations carry-
ing the program.” Is this informa-
tion to come from BMB or from the
ratings service itself? If the rating
is to be projected to “the total
number of radio homes” and is
further to stratify to give proper
weight “to areas receiving multi-
frequency and amount of listening
to stations. The exact technique can
only be developed by experimental
work which it is hoped BMB will
do during the coming months.

There is certainly a definite re-
lation between listening to a
station and listening to programs
broadcast by that station. If it can
be demonstrated that this rela-
tively constant, and the proper fac-
tors are then measured by the rat-
ing service and BMB, we should
have the statistical elements neces-
sary to produce accurate program
size estimates for individual
stations, as well as networks.

This means that some industry
group working on evaluation of
ratings techniques will have to work
with BMB to insure coordi-
ation of techniques, sampling and
timing to produce the maximum of
significant, usable statistics for the
user of radio research.

Two Alternatives
For a short while it appeared
that perhaps the Cooperative An-
alysis of Broadcasting would under-
take this assignment. Having aban-
doned the rating business, CAB
might have been able to make a
real contribution to the field. Now,
however, with CAB out of opera-
tion, there are two obvious alterna-
tives available to the industry if
progress in this field is desired.
1. Start fresh with a complete-
ly new group to take on the job
of evaluating old and
new techniques in search for
an “ideal” rating service.
2. Get the assignment from BMB.

There are many advantages to
starting with a clean slate by set-
ting up a new group which can con-
sider all possible aspects of this
problem. However, there are ob-
vious administrative problems in-
volved in organizing such experi-
mental research. Much time would
be lost in getting things started
even if a group like the Advertis-
ing Research Foundation were to take
on this assignment.

There appear to be strong rea-
sons why BMB should be handed
the industry problem of evaluat-
ing ratings from a standpoint of what
combination of rating and station
audience index will most efficiently
be projectable to the number of
radio homes” and

Wally’s Guests
November 22, 1946
Wally Williams, who re-
signed his WIBIG channel, a
year ago, NBC is still keeping
his” ear to the ground” in the
sportscasting field. His latest
success “to BMB's thinking” was
that he had landed the broadcast
rights to two important events-
the Big Ten basketball tourna-
mint and the Cleveland Indians-
"owner.

For a short while it appeared
that perhaps the Cooperative An-
alysis of Broadcasting would under-
take this assignment. Having aban-
doned the rating business, CAB
might have been able to make a
real contribution to the field. Now,
however, with CAB out of opera-
tion, there are two obvious alterna-
tives available to the industry if
progress in this field is desired.

Beville on C AB
(Continued from page 29)

furnish the geography of
listening as well as the ab-
solute size of audience.)

1. Start fresh with a completely
new group to take on the job
of evaluating old and
new techniques in search for
an “ideal” rating service.

2. Get the assignment from BMB.

There are many advantages to
starting with a clean slate by set-
ting up a new group which can con-
sider all possible aspects of this
problem. However, there are ob-
vious administrative problems in-
volved in organizing such experi-
mental research. Much time would
be lost in getting things started
even if a group like the Advertis-
ing Research Foundation were to take
on this assignment.

There appear to be strong rea-
sons why BMB should be handed
the industry problem of evaluat-
ing ratings from a standpoint of what
combination of rating and station
audience index will most efficiently
be projectable to the number of
radio homes” and

Wally's Guests
NIGHT before they were ar-
rested on charges of a $40,000
robery, two stock car racing
drivers were interviewed by
Wally Williams on his sports
program over WIBIG Greens-
boro, N. C. “How was I to
know there was a $5,000 re-
ward for them?” said Wally.

Many of us have up to now felt
that BMB already had its hands full
getting out its first study. We be-
lieved it would be unfortunate to
assign to this new organization a
further weighty and controversial
problem. But as months have gone
by and no great progress has been
made in other industry efforts to
come to grips with the rating ques-
tion. (Continued on page 84)

A WHAM program
That builds listernership
Holds WHAM listener leadership
Wham listener news bureau

Now WHAM puts the N-E-W in News
with Max Metcalfe, the man
with the Friendly Voice...

WHAM service to its listeners

WHAM service to its listeners

Your Western New York Salesman
ROCHESTER, N. Y.
50,000 Watts . . . Clear Channel . . . 1180 on the dial . . . Affiliated with NBC
National Representative, GEORGE P. HOLLINGBERY & CO.
FCC Actions
(Continued from page 78)

20 kw; 500 feet; subject to filing of application specifying new transmitter site which meets CAA approval, and for approval of technical features of proposed installation.

Capital Broadcasting Co., 1093 mc (No. 269); 20 kw; 500 feet; subject to Commission approval of transmitter.

At the same time, the Commission denied the application of the Chesapeake Broadcasting Co. for FM station in Washington, D. C.

ACTION IN DOCKET CASE
AM-1490 kc

Atlantic Shores Bestg. Ltd., Coral Gables, Fla.—Proposed grant of CP for new station 1490 kc, 250 w, unlimited time; Gables, Fla.—Proposed grant of CP for Commission approval of transmitter.

approval of technical features of propose
site which meets CAA approval, and for

WDBJ

Atlantic

Shores

Broadcasting

Ltd.,
Coral
Gables,
Fla.

24.6% of Virginia's Net Buying Income

The people in WDBJ's portion of Southwest Virginia have almost one-fourth of Virginia’s two-and-a-half-billion-dollar Net Effective Buying Income: Authority: 1946 Sales Management. The Net Effective Buying Income of Roanoke County alone is nearly $4,500 per family.

One station—WDBJ at Roanoke—can give you complete coverage of Roanoke, Roanoke County and most of Southwest Virginia. Drop us a line for more information—or just call Free & Peters.

FREE & PETERS, INC., National Representatives

Page 82 • August 19, 1946
FREDERICK ASSUMES POSITION WITH CBS

DAVID FREDERICK, former editor and publisher of Tide, last week was appointed director of sales promotion and advertising for CBS. Mr. Frederick succeeds Paul M. Hollister, who resigned from the network several months ago, and begins his new duties Aug. 20.

Coincident with Mr. Frederick's appointment, William Goldern, CBS art director, was named associate director of sales promotion and advertising, and will work with Mr. Frederick in the creative planning of the Art Department.

During the war, Mr. Frederick served as director of war programs in the OWI at Washington, and prior to that was with the Treasury Dept. In 1936 he became editor of Tide and in 1938 publisher.

He was born in New York City 37 years ago. He attended Peddie School and for seven years served in the Boston bureau of the AP and on the Boston Herald-Traveler.

Public Utilities Rules Are Proposed by FCC

ESTABLISHING a radiocommunication service for public utilities, FCC last Tuesday announced proposed rules and regulations authorizing three new classes of stations: Power utility, transit utility, and petroleum pipeline.

The rules will become effective Sept. 9, subject to possible oral argument if "substantial" objections are filed within 20 days. Frequency assignments are on a temporary basis pending adoption of a permanent place in the spectrum for utility stations. Generally, FCC said, they will share the 72-76 and 152-162 mc bands for systems operating within a radius of about 20 miles, and the 30-40 mc band where service is to more than one municipality or metropolitan area.

At present, applicants for new stations requiring communication with mobile units within 20 miles will be required to operate above 72 mc.

Kobak on Council

EDGAR KOBAC, MBS president, has been appointed to the National Distribution Council, organized last Tuesday to help American industry improve its distribution capacity and efficiency. The council, a voluntary group, was formed by Secretary of Commerce Henry A. Wallace. Among other members are Elon G. Borton, president, Advertising Federation of America; Fred R. Gamble, president, American Assn. of Advertising Agencies; Paul West, president, Assn. of National Advertisers.

HOW GOOD IS IT... by purchasing over 1000 of these Model G Transcription Tables since March 1946.

The

MASTER-PRO

MODEL "G-2" HAS PROVED ITSELF

- A large percentage of these tables are operating with WE 9A Pickups. It is well known in the Broadcasting Field that only a perfectly balanced and vibrationless turntable can meet the performance requirement of the 9A.

Our present Model is now featuring a totally enclosed Continuous Heavy Duty Condenser Start and Run Motor which gives you greater smoothness in operation. There has also been added a Micro switch for starting the motor before engaging the idlers and stopping the motor only after the idlers have been disengaged from the turntable. This is your insurance against flats due to the idlers remaining engaged after the day's work is over.

REK-O-KUT COMPANY

146 GRAND STREET NEW YORK 13, N. Y.
Export Division: MORHAN EXPORT CO. • 458 Broadway, New York 13, N. Y.
CKY and CKX Expropriation Mystery, Manitoba Is Silent

MYSTERY SURROUNDS the fate of CKY Winnipeg, and CKX Brandon, Man., both stations of the Manitoba provincial government's telephone system. Frequency of CKY 990 kc, is to be taken over by Canadian Broadcasting Corp. for a new 50 kw station at Winnipeg, and CKY has been informed to move to 1080 kc.

Under CBC recommendations to the Canadian government, policy has been established not to allow any provincial government or corporation of the provincial government to own any broadcasting stations [BROADCASTING, May 13]. Acting under this measure CBC Chairman A. D. Dunton told the Parliamentary Radio Committee early this month that CBC would take over the 15 kw CKY. Along with CKY the CBC would have to take over CKX, a 1 kw station on 1150 kc.

Aside from this reference before the Parliamentary Committee no reference to expropriation of CKY has been made by the CBC, provincial government or the station's representative, H. N. Stovin & Co. Canadian broadcasters are mystified as to why CKY did not present its case before the Parliamentary Committee for retention of the 990 kc frequency along with the two other stations, CFRB Toronto, and CFCN Calgary, whose clear channel frequencies are to be taken over by the CBC on June 1, 1947.

Both CKY and CKX were in existence before the CBC. Premier Garson of Manitoba stated some months ago when frequency change was announced that the Manitoba government would fight the move. Publicly there has been no sign of the Manitoba government doing so. It is understood, however, that behind the scenes moves are being made, which may have some bearing on political moves between the federal and provincial governments now being negotiated.

Last of Independents

Should CKY and CKX be taken over by the CBC, the only commercial broadcasting stations owned by any but the federal government will have been eliminated. This is important in view of the request of the Saskatchewan and Alberta governments in recent months for the right to operate commercial stations, and the legislation enacted more than a year ago by the Quebec provincial government for operation of a chain of stations in that province. No such stations have been licensed as yet by the federal government, but the Quebec provincial government plans to do its own licensing under a scheme which would keep the signals from those stations within the province. While competent engineers do not think such a system can be devised, nevertheless the Quebec government has gone ahead with appointment of officials to operate the chain.

If CBC implements its expropriation plans for CKY as announced before the Parliamentary Committee, CKY would likely be increased to 50 kw, and its studios used entirely by the CBC which now uses the studios part time for origination of Winnipeg network programs. CKX might be sold to local business men as a local outlet, or another local station allowed to be built there.

Alternative to the CBC expropriating CKY is possible sale of station to Manitoba business interests, BROADCASTING learns, with Manitoba government basing its rights to do so on grounds it was notified to move to 1080 kc and has already purchased equipment to do so. Local Manitoba programming also features in the argument since a CBC Winnipeg outlet would give Manitoba mainly national programs.

Signs Lease

LEASE has been signed by WNLC New London, Conn., for occupancy of portion of second floor of Mohican Hotel. New studios and offices for both AM and FM operations will be constructed.

Beville on CAB

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

use frequency 1210 kc 1 kw daytime, with applicants of Baker Broadcasting Co. for new station to use frequency 1220 kc 250 w daytime.

AUGUST 15
By Commission (Board composed of Chairman Boynton, Jr., and Members Durr and Wakefield)

AM—Transfer
KBFB Glendale, Calif.—Granted consent to voluntary transfer of control of KTBV, Station KBFB, from F. A. Butter to Fred Buch, for consideration of $600 for all of the outstanding capital stock.

AM—1240 kc
David C. Jones Jr., d/b a Bryan Bestg. Co., Bryan, Tex.—Designated for hearing application for CP for new station to operate on 1240 kc 250 w unlimited time.

AM—Petition

AM—930 kc

AM—750 kc
Key Bestg. Corp., Baltimore, Md.—Designated for hearing application for new station to operate on 750 kc 1 kw daytime only, in consolidated proceeding with applications of Diamond Broadcast Corp., Dover, Del., and James M. Tudale, Chester, Pa.

Desegmental Broadcast

Video—76-82 mc
Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Granted request of permission to operate CP for new commercial television broadcast station to be operated on channel No. 5, 76-82 mc, power (visual) 13.6 kw, (aural) 10.6 kw, which had been granted May 10, 1946.

AUGUST 15
By Administrative Board
KMB Monroe, La.—Granted CP to install an auxiliary transmitter (W. E. 353 E-1) at Richmond Road, Monroe, La. (present site of main transmitter) to be operated on 1440 kc 1 kw, employing DA night.

WMPS Memphis, Tenn.—Granted modification of CP which authorized change in frequency, etc., to change type of transmitter to RCA BTA-10F.

WOOC Meridian, Miss.—Granted modification of CP which authorized increase in power, etc., to change type of transmitter to (Gates BC-5A) and extend commissioning and completion dates to 30 days after grant and 180 days thereafter, respectively, subject to the express condition that permittees shall satisfy legitimate complaints of blanketings within the 290 mile contour, including external cross modulation.

WNAR Norristown, Pa.—Granted modification of CP which authorized a new station, for approval of antennas and approval of transmitter and studio locations near intersection of Old Arch Road and New Hope Street, NE of Norristown, Pa., and 115 W. Main St., Norristown, respectively; conditions in re interference.

By Commission en Banc
FM Broadcast
The following applications were granted regular CP. (Note: Power given is effective radiated power except as otherwise indicated; height given is height above average terrain):

American Bestg. Corp. of Kentucky, Lexington, Ky.—Class B; channel: 102.3 mc (No. 272); 3.0 kw; 320 feet.

The Sun Pub. Co., Inc., Jackson, Tenn.—Class B; channel: 93.9 mc (No. 236); 30 kw; 420 feet.

WACO Inc., Syracuse, N. Y.—Class B; channel: 93.9 mc (No. 250); 1.5 kw; 610 feet.

Radio Station WMFR, High Point, N. C.—Class B; channel: 97.7 mc (No. 249); 3.3 kw; 353 E-1.

Radio Station WMPS, Glenwood, Mont.—Class B; channel: 93.9 mc (No. 250); 3.3 kw; 310 feet.

Alexandria Bestg. Co., Inc., Alexandria, La.—Class B; channel: 100.1 mc (No. 261); 3 kw; 280 feet.

Radiophone Bestg. Station WOPI Inc., Bristol, Tenn.—Class B; channel: 96.9 mc (No. 245); 10.4 kw; 2210 feet.

George M. Ives, Brookfield, III.—Class A; channel: 104.7 mc (No. 284); 250 w; 105 feet.

The Valley Electric Co., San Luis Obispo, Calif.—Class B; channel: 95.3 mc (No. 225); 11.0 kw; 600 feet.

James F. Hopkins Inc., Detroit, Mich.—Class B; channel: 94.3 mc (No. 333); 33 kw; 410 feet.

Plains Radio Bestg. Co., Amarillo, Tex.—Class A; channel: 101.7 (No. 269); 36 kw; 400 feet.

Bell Bestg. Co. Inc., Temple, Tex.—Class B; channel: 104.3 mc (No. 282); 210 w; 505 feet.

Harwell V. Shepard, Denton, Tex.—Class B; channel: 101.7 mc (No. 269); 2.1 kw; 290 feet.

KON Inc., Portland, Ore.—Class B; channel: 94.3 mc (No. 233); 130 kw; 1500 feet.

KSTM Inc., St. Paul, Minn.—Class B; channel: 102.1 mc (No. 271); 320 kw; 630 feet.*

*In lieu of conditions previously authorized.

Video—66-72 mc
WBEN Inc., Buffalo, N. Y.—Granted CP for a new television station; frequency 66-72 mc (Channel 4); 14.4 kw visual power; 7.2 kw audio power; antenna 378 feet.

Applications . . .

AUGUST 9
AM—1240 kc
WBKM Newberry, N. C.—Modification of CP which authorized new station, to change type of transmitter, changes in antenna and change transmitter and studio locations and extend commencement and completion dates.

Extension of Authority
MBS Chicago—Extension of authority to transmit programs to CKLW, stations owned and operated by CBC and stations licensed by the Board under an Order of the Commission.

(Continued on page 86)
Casting station to be operated on frequency to be determined by direct measurement of antenna power.

**AM-1540 kc**

**AM-1450 kc**

**FM-1495 kc**

**AM-750 kc**

**KSTT Davenport, Iowa**—License to cover CP (as modified which authorized a new standard broadcast station) for change of studio location.

**FM-1450 kc**

**FM-Unassigned**

**KEVI Seattle, Wash.**—Modification of CP (as modified which authorized in-power, installation of new transmitter and directional antenna for daytime hours of operation) for extension of completion date.

**Video-195-204 kc**

**Amboy, III.**—License to cover CP as modified which authorized a new standard broadcast station for change of studio location; authority to determine operating power by direct measurement of antenna power.

**AM-1210 kc**

**Women's Broadcasting, Providence, R.I.**—CP new FM (metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 10,030 sq. mi.—AMENDED: to make changes in antenna system.

**Video-04-56 kc**

**Raytheon Manufacturing Co., Chicago**—New standard broadcast station to be operated on 1400 kc 250 w and unlimited hours of operation.

**Applications Dismissed:**

**AM-1240 kc**

**KPAC Port Arthur, Tex.**—CP to change power from 1 kw to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.—AMENDED: re change in type of transmitter.

**AM-1290 kc**

**Miami Broadcasting Co., Area of Miami, Fla.**—CP new relay broadcast station to be operated on frequency to be assigned in the 152-162 mc band and 30 kw.

**AM-1490 kc**

**WBBR Super-Wax, N.Y.**—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter.

**AM-1750 kc**

**Applications Returned:**

**AM-1110 kc**

**Vice-President and Melvin B. Williams, d/b as Royal Gorge Broadcasters, Canon City, Colo.**—CP new station 980 kc 250 w and daytime hours.

**Applications Tended for Filing:**

**AM-1400 kc**

**WJUQ Danville, Va.**—CP to install a new transmitter.

**FM-Unassigned**

**Clearwater Best Co., Inc., Clearwater, Fla.**—CP new standard broadcast station Anadarko, Okla., 910 mc, ESR of 832 and power of 5 kw day and unlimited hours of operation.

**AM-1290 kc**

**Ken-Sell Inc., West Beach, Fla.**—CP new station 1200 kc, 1 kw and daytime hours of operation.

**Applications Filing:**

**AM-1250 kc**

**The New Haven Broadcasting Co., New Haven, Conn.**—CP new standard broadcast station to be operated on 1260 kc 1 kw and unlimited hours of operation.

**AM-1016 kc**

**James S. Everett, d/b as The Asher Broadcasting Co., Kansas City, Mo.**—Modification of CP new standard broadcast station to be operated on 1190 kc 250 w and unlimited hours of operation.

**AM-1450 kc**

**KFIZ Fond du Lac, Wis.**—Voluntary surrender of license to KFIZ Broadcasting Co.

**Applications Dismissed:**

**AM-890 kc**

**Tube City Broadcasting Co., McKeesport, Pa.**—CP new standard broadcast station to be operated on channel 21, 83.5 mc, 70 kw and power of aural 3 kw and visual 4 kw (peak).

**Video-07-84 kc**

**Michael Alford, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman of aural 3 kw and visual 4 kw (peak).**

**AM-1210 kc**

**Women's Broadcasting, Providence, R.I.**—CP new FM (metropolitan) broadcast station to be operated on channel 12, 98.9 mc, 700 kw and power of aural 3 kw and visual 4 kw (peak). Request of attorney.

**Video-04-56 kc**

**Fisher Radio Manufacturing, Inc., Dayton, Ohio**—Modification of CP new standard broadcast station to be operated on 1190 kc 50 kw.-AMENDED: to change name to Crosley Broadcast Co., frequency from 46.5 mc to channel 221, 92.1 mc, coverage of 12,400 sq. mi., ESR of 1920 and power of 5 kw day and night and unlimited hours of operation.

**Applications Returned:**

**AM-1250 kc**

**Keystone City Broadcasting Co., Dallas, Texas**—Modification of CP new standard broadcast station to be operated on 1540 kc 5 kw and daytime hours of operation.

**AM-1450 kc**

**KWHN Fort Smith, Ark.**—Modification of CP increase power from 500 w night, 50 kw day and night and makes changes in transmitter and studio location.

**AM-1050 kc**

**Jacksonville Beach Best Co., Jacksonville Beach, Fla.**—CP new standard broadcast station to be operated on 1020 kc 5 kw and daytime hours of operation.

**AM-1450 kc**

**C. H. Fisher, C. F. Fisher, B. N. Philip, and James Philips, d/b as Yakima Valley Broadcasting, Yakima, Wash.**—CP new standard broadcast station to be operated on 1460 kc 5 kw and unlimited hours of operation.

**AM-630 kc**

**KLOS Los Angeles, Calif.**—CP new television broadcast station to change frequency from 1230 to 630 kc, power from 5 kw to 1 kw, install new transmitter, transmitter location and changes in antenna system.

**AM-600 kc**

**The Crosley Corp., Columbus, Ohio**—CP new commercial television broadcast station to be operated on channel 5, 76-82 mc, ESR of 1920 and power of visual 50 kw, aural 10 kw.-AMENDED: to change name to Crosley Broadcast Corp., transmitter location, specify type of transmitter and make changes in antenna system.

**AM-600 kc**

**The Crosley Corp., Indianapolis, Ind.**—CP new commercial television broadcast station to be operated on channel 6, 66-72 mc, ESR of 1920 and power of visual 50 kw, aural 10 kw.-AMENDED: to change name to Crosley Broadcast Corp., transmitter location, specify type of transmitter and make changes in antenna system.

**AM-1240 kc**

**Bernard K. Johnpoll, Liberty, N. Y.**—CP new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

**FM-Unassigned**

**Lockport Union-Sun & Journal Inc., Lockport, N. Y.**—CP new FM broadcast station to change frequency to be assigned by chief engineer of FCC.

**FM-80-86 mc**

**The Crosley Corp., Dayton, Ohio**—CP new commercial television broadcast station to be operated on channel 3, 60-66 mc, ESR of 6880 and power of visual 50 kw, aural 10 kw.-AMENDED: to change name to Crosley Broadcast Corp., transmitter location, specify type of transmitter and make changes in antenna system.

**Video-60-66 mc**

**The Crosley Corp., Cincinnati, Ohio**—CP new commercial television broadcast station to be operated on channel 4, 66-72 mc, ESR of 6880 and power of visual 50 kw, aural 10 kw.-AMENDED: to change name to Crosley Broadcast Corp., transmitter location, specify type of transmitter and make changes in antenna system.

**AM-1240 kc**

**Pilgrim Best Co., West Palm Beach, Fla.**—CP new standard broadcast station to be operated on 1460 kc 5 kw and unlimited hours of operation.—AMENDED: to correct date of application.

**AM-1490 kc**

**Charles E. Fillon, James F. Thompson and Philip C. Kelton, d/b as Greater Dallas Best Service, Fort Worth, Texas**—CP new standard broadcast station to be operated on 1690 kc 250 w and unlimited hours of operation.
Co., San Antonio, Tex.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC and coverage of 14,160 sq. mi., ...Co., San Antonio, Tex.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC and coverage of 14,160 sq. mi., population as ...McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Santa Cruz, gave notice to ...FM broadcast station, for extension of coverage area from 6500 sq. mi. to 13,700 sq. mi.

AM—1250 kc

KIDaho Falls, Ida.—CP to install a new transmitter.

AM—1350 kc

Callahan, Eugene M. Zuckert and Barbara J. Zuckert, a partnership d/b as Radio Indianapolis.

AM—1450 kc

KDTN Denton, Tex.—CP to make changes in antenna system and mount FM antenna on top of AM tower.

AM—1500 kc

KGGI San Angelo, Tex.—Modification of permit (33-P-45/02, which authorized a change in frequency, to increase power, install new transmitter and directional antenna for night use and change transmitter location on) to change transmitter location.

AM—1230 kc

WMOB Mobile, Ala.—CP to make changes in antenna and mount FM antenna on top of AM antenna and change transmitter location.

AM—890 kc

WINC Henderson, N. C.—License to operate FM broadcast station, to change type of transmitter, approval of antenna and approval of transmitter location.

AM—1400 kc

KSPC Phoenix, Ariz.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, approval of antenna and approval of transmitter location.

AM—1950 kc

Howard L. Roberts, Donald Ellsworth, Lorenzo K. Lisonbee, Bert A. Randall, Samuel E. Brown, Joseph M. Standage, and Joseph E. Zuckert, a partnership d/b as Sun Valley Best Co., Mesa, Ariz.—CP new broadcast station to be operated on 1340 kc 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1940 to 1900 kc.

AM—1150 kc

KXED Medford, Ore.—Application to purchase KXED by Medford Radio Corp.

AM—1450 kc

KXFC San Francisco, Calif.—Authority to change the call in automatic frequency control equipment.

Application Dismissed:

FM—43.3 mc

WNBW-FM, Meridian, Miss.—CP to change frequency from 44.9 to 43.7 mc, service area from 100,000 to 75,000, new transmitter, type of transmitter, antenna on top of other tower.

Applications Tendered for Filing:

FM—110.1 mc

AM—1250 kc

Homer Rodeheaver, Winona Lake, Ind.—CP new standard broadcast station to be operated on 1250 kc 1 kw, directional antenna, to make changes in automatic frequency control equipment.

AM—1230 kc

WJSJ Decatur, Ill.—CP to install a new station to be operated on 910 kc, omnidirectional antenna and mount FM antenna on top of AM antenna.

AM—1020 kc

WSJCsbardale, Ill.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location to make changes in directional antenna for night use, and change transmitter location to make changes in antenna system.

AM—1300 kc

WMHN St. Paul, Minn.—CP to change frequency from 1300 kc, change power from 250 w to 3 kw, install new transmitter and change transmitter location, to make changes in antenna system.

AM—1280 kc

WWMN St. Louis, Mo.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location to make changes in antenna system.

AM—1230 kc

WJWJ Burlington, Vt.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location to make changes in antenna system.

AM—1000 kc

Puritan Broadcast Service Inc.—CP new broadcast station to be operated on 1000 kc 250 w and daytime hours of operation.

AM—1400 kc

John W. Guider, tr/ as White Mountain Broadcast Station, a partnership d/b as John W. Guider, to change frequency from 1490 kc to 1320 kc and change transmitter location.

AM—1370 kc

AM—450 kc

Liberty Best Co., Rochester, N. Y.—CP new standard broadcast station to be operated on 640 kc 5 kw and limited hours of operation.—AMENDED: to change frequency from 1250 kc to 1290 kc, change power from 250 w to 3 kw, install new transmitter and directional antenna for night use and change transmitter location.

AM—1300 kc

AM—1290 kc

AM—750 kc

Clarksburg Best Co., Clarksburg, W. Va.—CP new standard broadcast station to be operated on 750 kc 1 kw and daytime hours of operation.

AM—1320 kc

Farmers Chemical Co., Kalamazoo, Mich.—CP new standard broadcast station to be operated on 1290 kc 1 directional antenna night and unlimited hours of operation.

AM—1051 mc

Advertisers Press Inc., Flint, Mich.—CP new community FM broadcast station to be operated on frequency to be determined by FCC.

AM—1340 kc

William Paul Beville, Louise Beville, Vincent F. Callahan, Eugene M. Zuckert and Barbara J. Zuckert, a partnership d/b a as WCZP Best Co., Beaumont, Tex.—CP new station to be operated on 1490 kc 250 w and unlimited hours of operation.

AM—1450 kc

KATL Atlanta, Ga.—Modification of CP which authorized a new standard broadcast station, for extension of completion date.

AM—750 kc

AM—1320 kc

AM—900 kc

AM—1150 kc

AM—800 kc

AM—600 kc

AM—550 kc

AM—450 kc

AM—350 kc

AM—250 kc

AM—150 kc

AM—100 kc

AM—50 kc

AM—25 mc

AM—15 mc

AM—7.5 mc

AM—5 mc

AM—2.5 mc

AM—1.25 mc

AM—0.625 mc

Applications Filing:

FM—28.3 mc

The Crosley Corp., Cincinnati, Ohio.—CP new metropolitan FM broadcast station, to change frequency from 250 to 251, 98.1 mc, coverage area from 13,700 sq. mi. to 75,000 sq. mi., unlimited hours of operation.

AM—840 kc

FM—57.0 mc

Bcstg.

(Continued on page 88)
FCC Actions
(Continued from page 82)

AM—970 kc
WCSH Portland, Me.—CP to change operation of directional antenna day and night to directional antenna night on 5 kw unlimited time.

AM—1350 kc
Radio Anthracite Inc., Nanticoke, Pa.—CP new standard broadcast station to be operated on 1490 kc 250 w and unlimited hours of operation.

AM—1750 kc
Suburban Bestg. Corp., Upper Darby, Pa.—CP new standard broadcast station to be operated on 1170 kc 1 kw and daytime hours of operation.

WING Dayton, Ohio—Application for renewal on 1410 kc 5 kw, unlimited hours of operation, directional antenna night.

AM—590 kc
Bluesky News Inc., Versailles, Ky.—CP new standard broadcast station to be operated on 1460 kc 1 kw, directional antenna and unlimited hours of operation.

AM—1450 kc
Clyde R. Horne, Jerrell A. Shepherd, a partnership d/b a as The Valley Bestg., Oneonta, N. Y.—CP to specify class of station as a directional antenna day and night.

AM—1550 kc
Caprock Bestg. Co., Lubbock, Tex.—CP to change transmitter location.

AM—1400 kc
Grand Forks Herald Inc., Grand Forks, N. D.—CP new standard broadcast station to be operated on 1340 kc 250 w and unlimited hours of operation.

AM—1290 kc
Edward J. Altiorfer, John M. Camp, John H. Altiorfer, Katherine A. Swain and Dorothy W. Swain, Fullerton, Calif.—CP new standard broadcast station to be operated on 690 kc 1 kw and daytime hours of operation.

Oneonta Star Inc., Oneonta, N. Y.—CP new standard broadcast station to be operated on 1340 kc 250 w and unlimited hours of operation.

AM—1450 kc
Templetone Radio Mfg. Corp., Boston, Mass.—CP new standard FM broadcast station to be operated on frequency and coverage as determined by FCC—AMENDED: to change coverage from "to be determined" to 2,530,000 to 3,286,900.

AM—1290 kc
Oneonta Star Inc., Oneonta, N. Y.—CP new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

TBA Exhibitors
GENERAL ELECTRIC Co., Allen B. Du Mont Labs., RCA and Federal Telephone and Radio Co. have reserved space to exhibit their video transmitting equipment at the TBA Television Conference, Oct. 10-11 at the Waldorf-Astoria, New York. TBA has announced.

In the receiver field, video sets will be shown by GE, Du Mont, RCA, Philco, Farnsworth, Sonora and Telcon, TBA said, with AT&T, NBC, Belmont division of Raytheon Mfg. Co., Crosley Corp., and Bryan Davis Publishing Co. among related video service organizations planning exhibits.

ARRANGEMENTS for NBC-WSM Nashville's Grand Ole Opry to appear Aug. 24 at Arlington Downs, Tex. are completed as E. Paul Waggoner, president of Texas State Fair Assn., signs the papers. WSM General Manager Harry Stone is at right, Glenn Turpin, secretary of the Fair Assn. at left. The Prince Albert half-hour portion of the four-hour show originated from the Fair, making its first origination outside of Nashville for 21 years, according to WSM.

Doherty
(Continued from page 18)

war-time activities was that of Fuel & Food Administrator for Massachusetts and chairman of the East Coast War Supply Conference. He is a member of the National Economic Policy Committee, U. S. Chamber of Commerce; member, Industrial Relations Committee, Boston Chamber of Commerce; consultant, President's Labor-Management Conference.

Work of the NAB Employee-Employer Relations Dept. has been greatly expanded since the first of the year. The committee was told Monday. A series of reports and exhibits was submitted.

Information on contracts covering labor activities at 760 stations has been compiled. Analysis of these contracts will be made available to stations before the NAB convention Oct. 21-24 in Chicago. The department has supplied information to 150 stations covering their special labor problems and has supplied complete reports on contractual provisions. More than four out of every five stations answered requests for labor information.

Employment

The committee reviewed tentative drafts of station employment contracts for technicians, covering such provisions as wages, hours, vacations and hours by city size and station size. It authorized additional analyses of contracts covering unions in other than the technical field.

Proposal of a number of IBEW locals that union labels be required on all transcriptions handled by member technicians was studied. The department was instructed to keep informed on this development and supply facts to member stations.

Recommendation for a study of group bargaining activities was approved by the committee. A member of the department staff will attend each NAB district or area meeting in 1947, it was decided.

Fear was expressed that some stations will not be able to comply with the FCC's 91-D regulation requiring that transmitters be manned at all times by first class technicians and a qualified personnel in many areas. The rule is hampering on-the-job training of veterans at some stations, the committee was informed.

A. D. Willard Jr., NAB executive vice president, was present with the committee, John Elmer, WCBM Baltimore, as chairman. Others present were Harry L. Peckold, WJNX Racine; Calvin J. Smith, KFAX Los Angeles; William M. Whalen, WHAM Rochester; Howard Lane, Field Enterprises; Frank King, WMBR Jacksonvile; Frank White, CBS; Fred W. Benton, WQAM Miami, board liaison member.
ANOTHER RADIO first! All of Denver's station managers smiled when Lee Pondren, enterprising promotion manager of KLZ framed this shot in the heart of the Rockies. The occasion was the NAB board meeting at Estes Park (BROADCASTING, Aug. 12) when the Denver stations played host at a wild western Chuck Wagon Dinner. Kneeling (1 to r) Hugh Terry, KLZ general manager and host NAB member who mc'd the proceedings; Bill Meyer, KMYR; William D. Pyle, KVOD; Frank Bishop, KFEL. Standing (1 to r) Gene O'Fallon, KFEL; Lloyd Yoder, KOA; Palmer (Ep) Hoyt, editor and publisher of the Denver Post; Gov. John C. Vivian of Colorado; NAB President Justin Miller; Tom Ekrem, KVOD; J. Harold Ryan, Fort Industry vice president, former NAB President and a summer resident of Estes Park.

Mt. Wilson Property Still Available

As Site for Television, FM Transmitters

TELEVISION-WISE Mt. Wilson is still open for business. Although the 720 acre tract of land known as Mt. Wilson has been offered for sale at $425,000 by the Pasadena Mt. Wilson Toll Road Co, Albert C. Childs, manager of the property, indicated a change of heart last week when interviewed by BROADCASTING.

Already Mr. Childs pointed out that he had sold two tracts of 160 acres each, one to Earle C. Anthony Inc. (KF1), and another to Mutual Don-Lee Broadcasting System (W6XOA). The Don-Lee purchase will house the commercial video installation, if granted. At present Don-Lee telecasts originate from Mt. Lee, just outside Hollywood.

Future dealings in transmitter sites, he said, would be only on a rental basis similar to the existing agreement with CBS covering a 20-year period. Mr. Childs added that he has been approached by approximately 30 television and FM interests. Of these he said that arrangements with ABC and NBC were likely, assuming the grants of television licenses.

At first it was believed that Los Angeles County might provide a bond issue to cover purchase of the remaining 720 acres, still owned by the Pasadena Mt. Wilson Toll Road Co. This was not accepted by the county, and local newspaper editorialists contend that its purchase by the county seems like unnecessary expense in view of its accessibility to the public under private ownership.

Since 1905, the Carnegie Institute has held a 99 year lease for one dollar on the Mt. Wilson Observ- serverity with the option to renew for a similar period. The site has always been open to the public and Mr. Childs maintains that television installations on the property will likewise be open to public view.

Although sale of the property is still possible, Mr. Childs indicated that the asking price would likely be upped. Furthermore he felt that any sale would be contingent upon the willingness of the buyer to preserve the acreage as one of the nation's top tourist sights.

NLRB SETS AUG. 20 TO COUNT CBS VOTE

THE NATIONAL LABOR RELATIONS BOARD ruled last week that the 16 of the 23 challenged ballots at the CBS white collar workers election for a representative union, held June 14, could be opened and counted.

The United Office and Professional Workers of America (CIO) tallied 327 votes at the election and would need about 5 out of the 16 votes to win representation of the white collar group.

In the same election 208 votes were cast against participation in any union, 103 for the International Alliance of Theatrical Stage Employees, (AFL), and 9 for the International Brotherhood of Electrical Workers (AFL).

Of the 23 challenged votes, the NLRB designated three to be listed under a miscellaneous studio employees group and four to be excluded, making a total of 7 out of 23 that would not count in the overall tally. The 16 votes will be counted on Aug. 20, allowing five days for the company or the unions to appeal the NLRB decision.

Television Permits

To Boston, Buffalo

Four Apply, Two Others Withdraw From Race

COMMERCIAL VIDEO construction permits were issued last week by FCC to Westinghouse Radio Stations Inc. for a station in N.Y., and WBEN Inc., for Buffalo. N. Y.

The Commission also reported applications by St. Louis U., Don Lee Broadcasting System, Hollywood, and Bendix Aviation Corp., Bendix Radio Division, Towson, Md. (600-620 mc), for new experimental television stations and one by Minnesota Broadcasting Corp., for a new commercial station in Minneapolis. Minnesota Broadcasting Corp. requests channel four, 66-72 mc.

Westinghouse grant, authorized Aug. 9 and announced last Monday, was for channel four, 66-72 mc, with 10 kw visual power and 7.5 kw aural power. Authorization was contingent upon the asking price would be upped. Furthermore he felt that the 16 of the 23 challenged votes at the election and 9 for the International Brotherhood of Electrical Workers (AFL) were cast against the white collar group. In the same election 208 votes were cast for the Interna-

rial Brotherhood of Theatrical Stage Employees, (AFL), and 9 for the National Alliance of Theatrical Stage Employees group and four to be excluded, making a total of 7 out of the overall tally. The 16 votes will be counted on Aug. 20, allowing five days for the company or the unions to appeal the NLRB decision.

NLRB SETS AUG. 20 TO COUNT CBS VOTE

THE NATIONAL LABOR RELATIONS BOARD ruled last week that the 16 of the 23 challenged ballots at the CBS white collar workers election for a representative union, held June 14, could be opened and counted.

The United Office and Professional Workers of America (CIO) tallied 327 votes at the election and would need about 5 out of the 16 votes to win representation of the white collar group.

In the same election 208 votes were cast against participation in any union, 103 for the International Alliance of Theatrical Stage Employees, (AFL), and 9 for the International Brotherhood of Electrical Workers (AFL).

Of the 23 challenged votes, the NLRB designated three to be listed under a miscellaneous studio employees group and four to be excluded, making a total of 7 out of 23 that would not count in the overall tally. The 16 votes will be counted on Aug. 20, allowing five days for the company or the unions to appeal the NLRB decision.

Television Permits

To Boston, Buffalo

Four Apply, Two Others Withdraw From Race

COMMERCIAL VIDEO construction permits were issued last week by FCC to Westinghouse Radio Stations Inc. for a station in N.Y., and WBEN Inc., for Buffalo, N. Y.

The Commission also reported applications by St. Louis U., Don Lee Broadcasting System, Hollywood, and Bendix Aviation Corp., Bendix Radio Division, Towson, Md. (600-620 mc), for new experimental television stations and one by Minnesota Broadcasting Corp., for a new commercial station in Minneapolis. Minnesota Broadcasting Corp. requests channel four, 66-72 mc.

Westinghouse grant, authorized Aug. 9 and announced last Monday, was for channel four, 66-72 mc, with 10 kw visual power and 7.5 kw aural power. Authorization was contingent upon the willingness of the buyer any sale would be contingent upon conditions that permit. (1) install frequency monitor of .001% or better when available; that (2) Commission may in the future require Westinghouse to increase its effective radiated power or relocate its transmitter site in order to bring its coverage into substantial conformance with Commission rules and that (3) Westinghouse file application in WBZ Boston (of which it is licensee) antenna.

WBEN on Channel 4

WBEN Inc., licensee of WBEN Buffalo, was authorized to operate on channel four, 66-72 mc. Station will have 14.4 kw visual power and 7.2 kw aural power. FCC in action last Friday also granted permission to Worcester Telegram Publishing Co. to cancel its construction permit authorized May 6. Worcester, granted a CP for channel five, 76-82 mc, with 13.6 kw aural power and 10.8 kw visual, requested to withdraw in preference to experiments in high frequency color television [BROADCASTING, July 29].

Two additional video applications were withdrawn last week on request, FCC announced. Raytheon Manufacturing Co.'s request for Chicago station was withdrawn in deference to Raytheon's "policy of confining its broadcast activities to the area adjacent to Boston," and application for Wilkes Barre, Pa., was dropped out due to increased cost in comparison to prewar or during-the-war estimates.

52% more listeners...

It's a fact! 52% more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to shop in the tremendous amount of business that is heading for what looks as Atlantic City's greatest year.


WPG

Atlantic City

ABC Network

KMB

Sells

SAN DIEGO

Going Upl 1946
U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFM.
VTHERE'S PLENTY OF BUSINESS IN WEED

NAB to Start Comprehensive Program Improvement Project

NAB will embark on a comprehensive project designed to improve the industry's program and news structure and to provide a record of public interest programming as soon as the new Program Dept. is organized. Immediate staffing of the department was ordered by the NAB Board of Directors at its Aug. 6-8 meeting at Estes Park [BROADCASTING, Aug. 12].

Names of several leaders in the programming field are known to have been considered by President Justin Miller and Executive Vice President A. D. Willard Jr., but no selection has yet been made.

The board adopted a comprehensive statement of department objectives. These objectives were originally written by the new NAB Program Executives Committee at its first meeting July 1-2 [BROADCASTING, July 8]. They had remained secret, however, pending approval by the board.

The committee's objectives for the department were based on the theory that individual licensees must recognize that NAB Standards of Practice and program policy principles cannot be static but must be subject to continuous study and interpretation.

NAB Picketed

APPROXIMATELY 15 members of the Veterans Committee of the United Office and Professional Workers of America (CIO) picketed NAB's New York headquarters last Thursday in a lunch-hour protest-demonstration against the firing of a veteran (Richard Niederstein, former NAB supervisor of the International Dept.'s newsroom). The pickets distributed about 3,000 leaflets to the public, stating the union's case and asking the public to write to Niles Trammell, NAB president, in protest against the action [BROADCASTING, July 22].

AFRA is to Discuss Demands at Meet

DESIRED shape of new AFRA contracts will be one of key discussions during union's annual convention in Hollywood when approximately 85 visiting delegates represent 15 cities gather at Hollywood Roosevelt Hotel, August 23 through August 25.

Elective of new officers will also concern delegates. Lawrence Tibbett, present national president, will be unable to attend, being scheduled for concert in New York at that time; Virginia "Ma Perkins" Paine, 1st national vice president will preside.

Three day meeting will open Aug. 23 with presentations of credentials. Friday afternoon various committee reports will be heard. Saturday will be devoted to three sessions to shape terms of all AFRA contracts which expire Nov. 1.

Sunday will be devoted to report of resolutions committee on such matters as television, phonograph recordings and merger. Discussion of merger involves consolidation of all theatrical groups into one making possible employment within various media, eliminating issue of jurisdiction.
State Dept. Accepts Russian Invitation to Conference

UNITED STATES last Wednesday accepted an invitation of the Soviet Union to attend a five-day communications conference in Moscow. The State Dept. asked, however, that the Aug. 28 opening date be changed to the first available date after mid-September to provide time to prepare the American delegation.

Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, has been named to a four-man American delegation. Other members are to be named within a few days. Great Britain, France and China also have accepted Russia's invitation. Great Britain asked that the date be changed to late September. France urged postponement to a period between Sept. 15 and Oct. 1.

When Russian invitation was received [BROADCASTING, Aug. 5, 12], the United States already had proposed a plenary world telecommunications conference in April 1947. More than a score of stations have accepted this conference, with Chicago mentioned as probable site of meetings.

Decision of the U. S. to attend the Moscow meeting was reached by the State Dept. last week after Acting Secretary of State Dean Acheson had referred the matter to Secretary Byrnes, attending the Paris peace conference.

Topics likely to be discussed at Moscow included frequency allocation table, definitions, frequency tolerances, central frequency bureau, and organization of an international telecommunications union.

A proposal for a worldwide high-frequency broadcasting conference was made last September during the Rio de Janeiro discussions, to be held after the 1947 World telecommunications conference. This meeting would attempt to set up a new allocations table for broadcasting.

Stereophonic System Is Old One, WDRC States

EDITOR, BROADCASTING: On page seventy-four of the August 5th issue of Broadcasting, you describe stereophonic radio experiments producing three-dimensional listening as demonstrated by the Netherlands Information Bureau, and suggest that this is the first performance of such a system to take place in the entire world. The early broadcast was anticipated by experiments conducted by WDRC over twenty-one years ago, resulting in the establishment of an experimental binaural broadcasting station at New Haven, Connecticut, which was used for demonstrating the stereophonic principle in radio transmission. I am sure you will desire to know of these experiments in order that the record may be kept clear.

U. S. Patent No. 1513972, covering binaural broadcasting, was issued to me on Nov. 4th, 1924, and a complete description of the experiments, together with photographs of the studios, antenna and transmitter, appeared in the "Electrical World" April 25, 1925.

Should you desire more detailed information with regard to this work, I shall be glad to send it to you.

With best regards,
FRANKLIN M. DOLLITTLE President Radio Station WDRC August 7, 1946.

Liberty Financing Plan Okay Asked

PLANS of the newly formed Liberty Broadcasting Co. to issue $600,000 of preferred stock to help finance its proposed $850,000 purchase of WOOD, Grand Rapids, from King-Trendle Broadcasting Corp. by the network, which thus acquired WXYZ Detroit as well as WOOD was required to hold WOOD in trust pending final approval by the FCC. Liberty was named as proposed purchaser of WOOD at the time of the King-Trendle hearing but details of the plan had not then been worked out.

The WOOD application said Liberty's equal owners, Roy C. Kelley and Ray M. Veenstra, propose to amend the company's charter to provide for 6,000 shares of preferred stock, to be sold at $100 a share to investment bankers and private holders. This would be a private offering.

Roy C. Kelley and Veenstra would give 20% of the common stock (20,000 shares out of 100,000 they now have) to E. H. Rollins & Sons and Miller Kenower & Co., investment bankers, for handling the transaction. Another 24% would go to purchasers of preferred stock at the rate of four shares of common for each preferred share bought. Five percent of common would be set aside for the operating management of WOOD.

Ultimate distribution of common stock thus would be: Messrs. Kelley and Veenstra 52%; Liberty, bankers 20%; preferred shareholders 24%; WOOD personnel 5%.

The plans call for payment of $750,000 of the purchase price to ABC within 60 days of the FCC approval of the transaction. Another $450,000, $85,000 of which would go to purchasers of preferred stock, will be paid to ABC within 60 days after FCC approval and delivery of the station.

Advertisement of the proposed transfer under the Act was started Aug. 13. Competing bids to buy the station on the same terms will be received by FCC for 60 days from that date. A King-Trendle application to sell WOOD at Grand Rapids is part of the transaction. WOOD is a 5-kw outlet operating fulltime on 1300 kc.

In addition to its plans to acquire WOOD, Liberty has purchased WHLS Port Huron, Mich. for $500,000 subject to FCC approval. Mr. Kelley, president of Wolverine Network in Michigan, applicant for a new station at Muskegon, Mich., has been the active vice president of Associated Broadcasting System, is president of Liberty, Mr. Veenstra, associated with Fox Jewelry Stores in Michigan, is secretary-treasurer, George M. Norcross, Grand Rapids attorney, is vice president.

2 Clergymen Win Proposed Decision

ATLANTIC SHORES BROADCASTING, principally owned by two Miami ministers, won a proposed grant for a new station at New Haven, Connecticut, with 250 w. requested fulltime use of 1490 kc. The station would not participate with 250 w.

In its proposed decision, adopted Aug. 7 and announced last Monday, the Commission noted that Miami Beach has one station (WKAT) and Coral Gables none, concluding that a grant for the latter would provide "more equitable distribution of radio service."

In choosing Atlantic Shores, FCC said three partners owning 60% will participate directly in the management, control, and programming, and the major stockholders of Southern Media, the other Coral Gables applicant, would not participate in day-to-day operation.

E leven Partners

Atlantic Shores is composed of four general and seven limited partners. The general partners and their respective interests are Ronald C. Johnson, pastor of Central Alliance Church in Miami, station director, 21 1/2%; James A. Brown, Chrysler of Miami, Nanares minister in Miami, general manager, 27 1/2%; Bert Graulich, formerly with WQAM Miami Beach, program director, 5%; Albert B. Oppen, Port Arthur, Texas, attorney, 5%. Rev. Mr. Johnson will be on duty at the station daily. Mr. Brown in the afternoons: their churches plan to employ assistant pastors to give time for their radio work. The station plans to air 27 hours of religious programming each week, and except for two 15-minute weekday sustaining programs, all time will be religious and educational activities at half the regular rate.

Walter E. Kinney, a limited partner, formerly with the Central Florida station, will be chief engineer.

Of the applicants given proposed names, Miami Beach Publishing Co. published Morning Star, Evening Sun & Daily South, and even Sunday Sun. Southern Media is owned by Paul C. Taylor, Miami Beach attorney and businessman, president and 66 2/3% interest, and Harry W. Link, Jr., Coral Gables stock and bond broker, secretary-treasurer and 33 1/3% interest.
Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, “The Piedmont Farm Hour.” The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

**WSPA**
Spartanburg, South Carolina

3000 watts day, 1000 watts night, 500 Kc. Rep. by Hollingbery

CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

**RADIO GOES TO THE UNIVERSITY**

WMAL and American U. Are Cooperating
On AM, FM, Video Courses

Mr. Hubbell points out Bulletin illustrations to Dr. Douglass.

are: Chief Announcer Harold Step- ler, announcing; Production Man- ager John MacKercher, continuity and dramatic writing; Newsroom Head Bill Neal and Commentator John Edwards, radio journalism; Announcer Gordon Shaw, introduc- tory radio speech and production; Producer Harry Hoskinson, radio music; Commercial Representative Sam Digges, sales and promotion; Chief Engineer Dan Hunter, control room operations.

As yet unstaffed are courses in use of radio in the schools, and in Govern- ment radio writing. Radio acting will be taught beginning next spring.

The WMAL television transmitter, to be erected on the campus of American U., is expected to be completed by February, the begin- ning of the second semester of this school year. At that time courses in television will begin.

A bulletin on the radio classes is being prepared by Dr. Douglass and Mr. Hubbell. This bulletin is to be illustrated throughout with cartoon-type art work done by Bill Willison, WMAL promo- tion manager.

**DEFEATED SENATOR WEMP PART-OWNER**

SEN. ROBERT M. LA FOLLETTE Jr. (R-Wis.), who was defeated seeking renomination in the Wis- consin primaries last week, is one- eighth partner in Milwaukee Broad- casting Co., licensee of WEMP, with Rachel Young La Follette, his wife who also owns one-eighth in- terest.

Senator La Follette is a Repub- lican who turned Progressive and this year returned to the Republic- an fold. Last week he conceded defeat to youthful Circuit Court Judge Joseph R. McCarthy of Appleton, Wis., a former tail gun- ner in the Marines.

The Wisconsin Senator was elected to the Senate in 1925, suc- ceeding his father who died that year. He served in the upper cham- ber continuously, being elected twice as a Republican, twice as a Progressive.
Canada Will Limit Number of Stations
CBC Recommendation Denied To One Applicant

Canada is not likely to license the maximum number of broadcasting stations technically possible in any area, as is being done currently by the FCC and Canadian Broadcasting Corp. Recommendations for new stations to the licensing authority, Department of Transport, are guided by the economic factors in any region. This was clearly told the Parliamentary Radio Broadcasting Committee at Ottawa by Dr. Augustin Frigon, CBC general manager earlier this month.

Questioned by Committee members about the CBC fostering a monopoly even among privately-owned stations, Dr. Frigon stated that the CBC is "not in favor of allowing as many stations as technically possible in any area because we believe that, when competition is too keen, it results in depreciation of program value; when stations have to fight against each other to make a living, they spend as little as possible on programs which thereby deteriorate.

"There is a limit to what private stations can spend, comfortably, and we are trying to maintain it. . . . We have actually refused an additional commercial station in certain areas where we thought there was enough already. . . . In the most populous portion of Canada, which is Ontario and a part of Quebec, you can have no more stations at the present time.

"The coming of FM will permit the use of a greater number of stations and we will have to find a formula. We are working on it, and we have had a committee working on it for several years. We must call a meeting of broadcasters including equipment manufacturers fairly soon, to devise some formula."

WARL Arlington Plans To Be On Air by Oct. 1
NORTHERN VIRGINIA BROADCASTERS Inc., permittee of WARL Arlington, Va., plans to commence operation "sometime on or before Oct. 1." WARL has been authorized to operate on 750 kc with 1 kw power daytime only.

R. Kilbourne Castell, 50% owner and general manager, also announced the appointment of Frank Blair, of WOL Washington, as program director. Ruth Mulvey, of the Washington Times-Herald, will head the continuity and public relations departments. Bill Jeffery, program director of WPIR Alexandria, Va., is the management manager.

WARL will carry United Press news, and has subscribed to Standard and Capital transcription service. Frank U. Fletcher, Washington radio attorney, has 50% interest in station.

NBC FINDS CHICAGO SITE FOR VIDEO, FM NEGOTIATIONS by NBC Central Division, Chicago, for a lease of space in the Civic Opera Building for proposed FM and television transmitter sites are expected to be completed by the first week in September.

Although NBC has yet to receive a CP for either its FM or television stations in Chicago, the network has already announced it intends to go into immediate construction as soon as the grants are issued.

NBC Central Division will propose to lease space in the Civic Opera building with ABC, which secured a lease two months ago.

I. E. Showerman, vice president and general manager, of the NBC Central Division said the network would confine its studio production to present space located in the Merchandise Mart.

OFFICIAL engineering approval of the PFR Type 101-C field intensity meter, manufactured by the Federal Telephone and Radio Corp., Newark, N. J., has been given by the FCC. As the result of this approval, it is necessary to have the Federal meter calibrated by the U. S. Bureau of Standards and measurements made by this meter and submitted to the Commission will be considered official.

Odessa, Tex., Gets Two More Stations
Henderson, Tex., Wins Third Daytime Only Station

THREE standard station grants, made Aug. 9 and announced by the Commission Aug. 12, included two to Odessa, Tex., a town of 2,000 according to 1940 census figures.

Grant is the third in the old West city of Odessa, a daytime regional also having been authorized Jan. 17.

Both are for daytime only stations. The Ector County Broadcasting Co. of which Mr. Nedow is sole owner will operate on 920 kc with 1 kw power. Mr. Nedow is owner of Peoples Furniture Co., a manufacturing and retail furniture business. A 5 kw station on 1360 kc was granted to Odessa Broadcasting Co., which has four partners, none having a controlling interest. One of the partners is J. S. McBeath, secretary-treasurer of KOKX Sweetwater, Tex.

This grant is subject to interference conditions with Monahans Broadcasters, applicant for new standard station in Monahans, Tex., if granted.

Third grant is for Henderson Tex. (Population about 23,000), Grantee is Goggan Radio Sales, an equal partnership composed of Benjamin P. Goggan and E. Dennis, who are also partners in a radio sales and service business in Henderson. Station will operate on 1000 kc with 250 w, daytime only.

WTIK MAY BE SOLD IF WRAL GETS 5 KW
JAMES FLOYD FLETCHER, majority stockholder of WTKT Durham, N. C., told the FCC last week that he would sell his interest in the station if WRAL Raleigh, owned by his father, A. J. Fletcher, were granted a power increase and change of frequency.

Conceding that there may be a possible question of multiple ownership and overlapping of service between the proposed operation on 750 kc at Durham, J. F. Fletcher testified at hearing last Monday that he would divest himself of all stock interest in the Durham station. Such sale, Mr. Fletcher said, would be made only if the Commission felt a grant to WRAL would constitute a duplication of service, augmented by the family relationship which would constitute a violation of the multiple ownership rule. Durham and Raleigh are approximately 25 miles distant.

At the same time it was noted that the applications for WRAL and Raleigh were pending simultaneously. Ultimately, FCC granted the Durham application for 730 kc, with 500 w daytime only. J. F. Fletcher has 90% interest in WTKT, with the remaining 20% held by four residents of Durham.
WGR Purchase

(Continued from page 15)

the $185,000 transaction is concerned.

Under the terms of the preincorporation agreement for formation of WGR Broadcasting Corp., a proforma balance sheet, giving effect to the acquisition of the assets and assignment of liens shows assets of $850,000 for WGR of which $840,000 is listed as the value of advertising contracts, contract rights, leases and going concern value.

The transaction would be closed 20 days after the FCC approved the transfer. If the approval is not forthcoming by Aug. 1, 1947, either party may terminate the agreement.

No Separate Breakdown

Because of the dual operation of WGR and WKBW, the application does not show a breakdown between the two stations on income or earnings. As an entity WGR had total income of $1,360,000 and an operating income of approximately $400,000. Net profit was cited as roughly $100,000 in 1945. WKBW's total income was listed as nearly $700,000 in 1944 and approximately $680,000 in 1945. It was pointed out, however, that since BBC has always operated with one set of books, expense had not been segregated and allocated to each station.

Mr. Fitzpatrick will continue to maintain his offices in Detroit, representing WGR there and participating in policy direction of the station. He also plans to enter other phases of radio.

Mr. Fitzpatrick, now 50, resigned as vice president and general manager of WJR last May coincident with his disposition of stockholdings in that station and in its sister station WGAR in Cleveland. He had been identified with the stations and with active direction of WJR for more than 20 years. He sold his WJR stock for nearly $1,000,000, which is listed as the value of advertising contracts, contract rights, leases and going concern value for his interest in WGR. Mrs. Fitzpatrick, however, still holds substantial stock interest in WJR.

Radio Pioneer

He has been in radio since 1921 when he was radio editor of the Kansas City Star and later manager of its station, WDAF. He founded the famed Kansas City Nighthawks, and was a member of the first Federal Radio Conference Committee appointed by the then Secretary of Commerce, Herbert Hoover in 1923. In 1925 he became program director of WJR and was instrumental in getting G. A. (Dick) Richards to purchase the station. Mr. Richards now owns a control of WJR, WGAR and KMPC Hollywood.

Like his new associate, Mr. Lounsbury is a radio pioneer, but he began on the technical side. The 47-year-old veteran was a radio "ham" in 1912, and was a former assistant to Dr. Lee DeForest, radio inventor. In 1922 he built a station for Johns-Manville at Lockport, N. Y., and was its consulting engineer until 1925, when he formed a company which bought the station and moved it to Buffalo. That station—WMAK—was later sold to WGR in 1928, when he became vice president and sales manager of BBC which then had four stations. In 1931 he became executive vice president and general manager of the station when it had consolidated the four stations into the existing two—WGR and WKBW. He was the second largest stockholder in BBC, and has served several terms on the NAB board.

The FCC is asked to waive its rules and grant WGR's new owner's permission to continue joint use of the present WGR-WKBW antenna system without a new license. The stations since 1928 have used a common antenna system and in 1941 both installed new directional antennas at a new site.

WGR operates on 550 kc with 5 kw day and 1 kw night. WKBW is on 1520 kc with 50 kw. The stations several months ago switched network affiliations, with WGR going to CBS and WKBW to ABC.

Writers GuildDrafts New Contract with CBS

RADIO WRITERS Guild is currently drawing up a contract for CBS short-wave radio writers which will include a 16 to 20 percent increase.

The salary will then be equal to that received by NBC short-wave writers who recently received a 14 percent salary increase. NBC pays its writers monthly; CBS, weekly.

The Writers Guild also plans to meet with William Brooks, NBC vice president in charge of network affiliations and international relations on or about Aug. 23 to negotiate a new contract for domestic news writers.

Paley to Head CBS Delegation to NAB

Executives of All Departments

Will Attend Convention

WILLIAM S. PALEY, chairman of the board, and Frank Stanton, president, have on their list of Columbia Broadcasting System executives who are to attend the 24th annual convention of the NAB at Chicago Oct. 21-24.

Others who will attend the NAB convention are: Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of education; Charles L. Boyer, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; D. W. Thorburn, vice president in charge of western division.

Other Attendants

Also, Julius Brauner, general attorney; Edwin Bucklake, station relations representative on the West Coast; Carl Buckland, general manager, WTOP Washington; Wendell B. Campbell, general manager, KMOX St. Louis; Thomas D. Connolly, director, program promotion; George Crandall, director, press information; Guy della-Cioppa, assistant to chairman of the board; Harold E. Fellows, manager of CBS New England operations and general manager for WEEI Boston; Michael J. Foster, CBS trade editor; Earl H. Gammons, director of CBS Washington office; Dr. Peter Goldmark, director, engineering research and development.

Gilson Gray, director of editing; E. E. Hall, station relations; Nathan H. Halpern, executive assistant; Ralph Hatcher, Chicago station relations; Arthur Hull Hayes, general manager, WABC New York; A. E. Joselton, general manager, WCCO Minneapolis; John J. Karol, sales manager; Robert Kennett, program relations manager; William B. Lodge, director of general engineering; Howard S. Meighan, director of station administration; Charles E. Midgley Jr., sales service manager; William A. Schudt Jr., eastern division manager, station relations; Walter L. Seigal, manager, CBS photo division; J. Kelly Smith, director of station relations; J. L. Van Volkenberg, general sales manager, radio sales, and Elmo C. Wilson, director of research.

Hymns Published

A COMPILLED edition of hymns of the ABC "Ford Sunday Evening Hour" has been published by Bourne Music Co. Booklet contains 25 of the most popular hymns on the show. The book, according to Hal Davis, of Kenyon & Company, who is handling the Ford show, has sold 5,000 copies in advance of publication.
S. Africa Plans Commercial Return

June 1947: Resumption of British Dominion

COMMERCIAL RADIO broadcasting in the Union of South Africa will resume about June 1947, Hamilton Russell, managing director of the J. Walter Thompson South African Ltd. office predicted last week in New York.

Mr. Russell is on a visit to the United States to survey various aspects of American business and advertising.

"I feel that commercial broadcasting in the United States is a better organized and more business-like business," Mr. Russell said. "The competition will help improve programs and standards generally, I believe."

The South African radio is currently government controlled, like the BBC, but as a result of a recent study, the Union's broadcasting board, which sets radio policy for the country, has decided that by next June commercial programs can be resumed.

In effect, according to Mr. Russell, the South African radio will have three networks, all government owned and operated. The "A" network is an English language one and will continue to be non-commercial. The "B" network will remain similarly non-commercial, broadcasting in Afrikaans, since the country is bi-lingual.

In fact, he said, Mr. Russell is using on the two networks, although on each the main accent is on one language or the other.

The third or "C" network will be established for the commercial programs and will be bi-lingual with the emphasis on each program shaped toward the audience which it is designed to reach.

Emulate Others

"As commercial broadcasting comes back to South Africa, we intend really to learn by the experience of other countries," he said. "We can profit by their mistakes and we can profit by their virtues." Mr. Russell said that South Africa has 378,391 radio sets for the 2,500,000 audience which can be reached. You have to remember that about ten million other people in the Union are still in a rather undeveloped stage. But the audience that is there is an alert and purchasing audience and many opportunities for commercial broadcasting are evident.

"When commercial broadcasting starts again next year in the Union, the true responsibility will be recognized. Commercials will be limited to 10% of the time, and strict standards will be imposed. That is why I am convinced that this time commercial broadcasting in the Union will lift the general level of broadcasting there."

WOR Takes Close

UPTON CLOSE, the admitted rightist whose comments for the ultra-conservative National Economic Council on Mutual have raised liberal hackles from coast to coast, last week was given a major outlet in New York for reported first time. WOR, which never before had accepted Mr. Close's broadcasts, Tuesday 10:15-10:50 p.m., last week cancelled a sustaining, Take These Notes, and aired the commentator. Mr. Close previously had been heard in New York on WBYN which had a special agreement with MBS to carry him. WOR will continue to use the program until end of the National Economic Council's present contract with Mutual, Oct. 1.

Drohlich Brothers Lay Plans for Flint Outlet

ALBERT S. AND ROBERT A. DROHLICH, who were awarded a proposed CP grant by the FCC on Aug. 9, announced last week that construction on their 1 kw full-time station at Flint, Mich., will start immediately the final CP is issued.

Robert Drohlich will be station manager and his brother will be program and production manager. They said that the rest of the staff will consist of veterans as far as is "practical and possible." The brothers formerly owned and operated KDRO Sedalia, Mo., but in 1944 when both were flying with the 15th Air Force, they sold to Mr. Beville and Mr. and Mrs. William Paul Beville is in the Bureau of Ships, attached to the Bureau of Ships, and was associated with Albert S. and Robert A. Drohlich, formerly associated with his wife and former senator from Kentucky and Colvin P. Planting, assistant manager; and Merwyn Smith, former city editor and chief of the Radio Branch of the Dominion.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted: $1.00 per word. All others, 15¢ per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

**Help Wanted**

**Continuity writer—Experienced. Excellent English. Twentieth Century-Fox, 280 S. Grand Ave., Los Angeles, Calif.**

**Wanted—Announcer with first class license for new 5 kw, 18 meter NBC station. PD. Send us an audition disc. WRLD, West Palm Beach, Florida.**

**Openings Engineer Announces, sports casters, disc jockeys. Radio's Re- 

Dequate Resources (Employment Agency), Box 415, BROADCASTING.**

**Wanted—Chief engineer with ticket for combination plus a love for hard- 

working to go on some lath- 

or radiation. Excellent opportunity—if or profit-making now—MORE profitable. Have the evidence and witnesses to prove my worth. Would like to be available on card, by my own choice, on September 25th. Don't be afraid of answer- 

ing. Apply John M. Rivers, Station Manager, Radio Station WCSC, Charles- 

ton, S. C.**

**Wanted—Announcer with first class license for NBC affiliate in southeastern 5 kw station. Transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.**

**Wanted—Announcer with first class radio telephone license. For person who can present a wide angle of radio interests here is an exceptional opportunity to enter into a rapidly growing service in smart local production and net- 

work programming. If you can qualify and want to be associated with our growing station, answer this advertisement. Attach all possible information in detail to Robert W. Dunn, Prog. Dir., KXOA, Sacramento, Calif.**

**Wanted—Announcer. Voice polished—network quality. Combination announcer-operator with two fifty watt NBC station PD. Send snapshot, qualifications, past experi- 

ence in play by play football. Radio Jol-e, 545 Fifth Ave., New York, N. Y.**

**Wanted—Announcer. Send transcription and biological material. Any one capable of working day shift.**

**Continuity writer for 5000 watt NBC affiliate south-Atlantic state. Please give full personal data and first letter. Box 716, BROADCASTING.**

**Situation Wanted**

**Commercial manager—formerly station owner, wants managerial position, pre- 

ferly south or west. Box 882, BROADCASTING.**

**VETERAN—age 21, single. Anxious to get started in radio after 21/2 years Army. Now attending nationally recognized college, studying music and radio. Would like to work on a professional radio course. Interested in announcing and acting. Has character recommenda- 

tions. Want 5000 watt or under. On sixth month, send snapshot. Capable, responsible. Box 696, BROADCASTING.**

**Chief engineer and transmitter supervi- 

sor available soon. Both to 

locate in California and preferably same station. Experienced in construction, main- 

tenance, operation of both AM and FM stations. Capable of consulting work. Please state salary. Box 708, BROADCASTING.**

**Help Wanted (Cont'd)**

**A-1 Program-Production Man Available to progressive broadcaster**

**Are you interested in a career in fac- 

simile broadcasting? (Programming and announcing—non-technical.) Write fully, 

giving experience and other pertinent material. Reputable firm will hold all 

applications in confidence. Box 644, BROADCASTING.**

**New daytime radio station—located in 


**Technical wanted—Graduate in-sta 

LLC 1587.20, N.Y.: RADIO CITY, R.K.O. Bldg.**

**RADIO TECHNIQUE**

**THE SCHOOL OF RADIO TECHNIQUE**

**NEW YORK • CHICAGO**

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting for Amateurs and Professionals. Moderate rates. 

Send for free booklet B. G. I. Training in New York.

G. I. Training in New York.

Box 749, BROADCASTING.

**WANTED—Announcer, program producer. College education and 5 years' experience in broadcasting. For midwest station. Give full data and references. Box 762, BROADCASTING.**

**WANTED—Announcers, engineers, managers! Read “Broadcasting” for list of openings throughout the country. Published weekly. Wanted proper engineers, sales men, salesmen, engineers, operators. Have you the training required? Box 762, BROADCASTING.**

**WANTED—Announcer. Voice polished—network quality. Combination announcer-operator with NBC affiliate in southeastern 5 kw station. Transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.**

**WANTED—Announcer with first class license for NBC affiliate in southeastern 5 kw station. Transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.**

**Situation Wanted 10¢ per word. All others, 15¢ per word. Count 3 words for \[PAYABLE \]**
Situated Wanted (Cont'd)

Versatile veteran—25, announcer—director before the war. Recently completed military service, with "red tape" in between. Will return to line of radio and TV production. Now ready to continue career. Box 726, BROADCASTING.

Engineer—Desires position in small station in larger area. Has full engineering experience. First phone, second telegraph license, Class H. Very reliable, available, two weeks. All details first letter. Box 726, BROADCASTING.

Announcer—4 years experience. Special events, news, play by play and aud- ience participation. Desires good spot in California, Florida, or larger southern outlet. Excellent condition, experience. Box 730, BROADCASTING.

Situated Wanted (Cont'd)

Versatile veteran—25, announcer—director before the war. Has had experience, knowledge of sports. Will return to line of radio and TV production. Now ready to continue career. Box 726, BROADCASTING.

Engineer—Desires position as chief and/or assistant chief engineer, preferably in the larger area. First phone, second telegraph license, Class H. Very reliable, available, two weeks. All details first letter. Box 726, BROADCASTING.
War Dept. Clarifies Leave Pay by Radio

TO CLARIFY terms of the enlisted men's terminal leave bill, Radio Section, War Dept. Public Relations, sent out four and a half minutes statements (each one differently worded)—to AP, UP, INS, and Transradio for transmission on their wires to radio stations, following the President's signature of the bill.

Cooperating with the War Dept., the NAB sent out an alert bulletin to all stations explaining use of the scripts, and explaining that it was a joint operation of all services, with War Dept. acting as editor. Immediately upon the President's signing the bill last Friday, a nine and a half minute script was sent out to stations, further explaining to veterans how the bill affected them and what action they should take. Stanley Field, Radio Section writer, prepared the scripts.

Panels Scheduled

TEN PANEL sessions have been scheduled for the second television conference of Radio broadcasters in the Waldorf-Astoria, New York, effective Aug. 15 changed to satisfy an increased need for more programs.

The issues are: one on program improvement; one session representing about $40,000,000 in construction of new studio facilities; another on the use in the area, and dealers representing all outstanding capital stock. Former owner of Buttrcy Broadcast Co., the licensee, was F. A. Buttrcy, a chain store operator.

Action was taken by a board composed of Acting Chairman Charles R. Denny Jr. and Comras, C. J. Durr and Ray C. Wakefield, Stanley F. Warner, chairman of the conference. Convention agenda includes four panels on programming live studio shows, films, remote and commercials; two panels on station management and on receiver sales; one on television and education; one on press promotion.

Westinghouse Stock

TO COMPLETE a $132,000,000 plant expansion and rearrangement program, Westinghouse Electric Corp. last week registered a stock issue representing about $40,400,000 and a new issue of $30,000,000 debentures. Later in the year the company expects to offer $50,000,000 of additional preferred stock, subject to approval by the holders. The issues are also being made to satisfy an increased need for working capital resulting from unprecedented peaceful production, said Gwilym A. Price, president.

Name Changed

IVEY & ELLINGTON, New York, effective Aug. 15 changed firm name to Ellington & Co. Inc. Group was engaged in following purchase by the directors of interests and sales of other firms including National Motion Picture. Ivey T. Ellington continues as president together with following officers: Vice presidents and directors, Theodore S. Smith, Thomas M. Kersey, Hyland L. Hodgson, Charles R. Marshall; treasurer, W. E. Ether.

Fire Control Series

KEX Portland, Ore., is carrying a series on danger of forest fires in the Northwest. Stewart Holbrook writes and narrates programs, each telling story of one fire.

Melting Snow

GENE KELLY, m. c. of P.M. Party, afternoon audience-participation show on WIBC Indianapolis, offered a ticket good for reducing at an Indianapolis, Ind., orphanium, called for volunteers, ticket going to woman who could prove she needed reducing. Three chubby women stepped forward. Mr. Kelly chose the heaviest, escorted her to the microphone, presented her with the ticket, remarking: "... and I hope you make it. What's your name?" She replied: "Mrs. Anna Snow."

Sold of KFBB to Birch

GETS APPROVAL of FCC SALE OF KFBB Great Falls, Mont. 5 kw CBS affiliate, to Fred Birch, head of a construction company and civic leader of Great Falls, was approved by FCC Aug. 15. Mr. Birch's purchase was $28,000, representing all outstanding capital stock. Former owner of Buttrcy Broadcast Co., the licensee, was F. A. Buttrcy, a chain store operator.

Block to KFWB

MARTIN BLOCK, WNEW New York disc turner, will take his Make-Believe Ballroom record show to KFWB Hollywood, but not until Jan. 1, 1948. Signing of long-term contract was confirmed Aug. 14 by Harry Maiselzh, KFWB general manager. Contract calls for $1,500 weekly with maximum of $6,000. Mr. Block late this fall is to form Martin Block Enterprises which will sell his show transcribed nationally. He plans to transcribe his show for WNEW for another four years, cutting discs at his new home in Encino, Calif., and flying complete shows east. Mr. Maiselzh stated that addition of Mr. Block to KFWB staff in no way affects status of Bill Anson, Chicago disc m.c. who recently joined station.

NAB Men to Mexico

NAB will be represented at the Inter-American Radio Congress starting Sept. 30 at Mexico City, in line with recommendation by the Board of Directors at its Estes Park meeting Aug. 6-8. [BROADCASTING, Aug. 12]. Named by President Justin Miller to represent the association were Campbell Arnoux, WTAR Norfolk, 4th District director, and Hugh A. L. Hildreth, WOA San Antonio, 19th District director. They will attend as observers, making no commitments on behalf of the association.

FARNSWORTH FOLES

FARNSWORTH FOLES, CBS correspondent in Moscow for the past 14 months, has returned to the U. S. to broadcast a special series of reports on "What's Going On in Russia?"

In a recent broadcast from London, his first uncensored report in more than 14 months, Mr. Fowle described present Russian censorship as more restricting than that which prevailed during the war.

"If anything," he said, "as far as a foreign correspondent is concerned, there has been a change for the worse. You can't even argue with the censors." Mr. Fowle's reports will be heard nightly 6:15-6:30 p.m. Aug. 19 through Aug. 23.

Fulton Is WGST Head; Gaither Shifts to WSB

FULTON FOWLE, with WGST Atlanta, Ga., for 11 years, has been appointed general manager of the station. Previously WGST has been operating under co-management of Mr. Fulton and Frank Gaither. Fulton has resigned to become commercial manager of WSB that city effective Sept. 1.

Other WGST promotions include that of Jack Kelly to program director and Don Naylor to production manager and chief of continuity. Both have been with the station for 10 years. Mr. Gaither succeeds Bob Pollock at WSB.

Forms Disc Firm

NORMAN FURMAN, president of Furman & Feiner, New York, has formed a new transcription company to be known as Orodell Radio Features at 117 W. 46th St., New York. Mr. Furman will continue as president of the advertising agency as well as of new firm. Other members of Orodell include John O'Rourke, writer and producer, Dr. Angelo de Eloria and Harry Rose, both new to radio. Company has recorded series quarter hour shows called Baby Days which features dramatizations on children's problems and their cures.

FOLEY RETURNS

CBS Commentator Will Report on Russia

FARNSWORTH FOLES, CBS correspondent in Moscow for the past 14 months, has returned to the U. S. to broadcast a special series of reports on "What's Going On in Russia?"

In a recent broadcast from London, his first uncensored report in more than 14 months, Mr. Fowle described present Russian censorship as more restricting than that which prevailed during the war.

"If anything," he said, "as far as a foreign correspondent is concerned, there has been a change for the worse. You can't even argue with the censors." Mr. Fowle's reports will be heard nightly 6:15-6:30 p.m. Aug. 19 through Aug. 23.

Fulton Is WGST Head; Gaither Shifts to WSB

FULTON FOWLE, with WGST Atlanta, Ga., for 11 years, has been appointed general manager of the station. Previously WGST has been operating under co-management of Mr. Fulton and Frank Gaither. Fulton has resigned to become commercial manager of WSB that city effective Sept. 1.

Other WGST promotions include that of Jack Kelly to program director and Don Naylor to production manager and chief of continuity. Both have been with the station for 10 years. Mr. Gaither succeeds Bob Pollock at WSB.

Forms Disc Firm

NORMAN FURMAN, president of Furman & Feiner, New York, has formed a new transcription company to be known as Orodell Radio Features at 117 W. 46th St., New York. Mr. Furman will continue as president of the advertising agency as well as of new firm. Other members of Orodell include John O'Rourke, writer and producer, Dr. Angelo de Eloria and Harry Rose, both new to radio. Company has recorded series quarter hour shows called Baby Days which features dramatizations on children's problems and their cures.

FOLEY RETURNS

CBS Commentator Will Report on Russia

FARNSWORTH FOLES, CBS correspondent in Moscow for the past 14 months, has returned to the U. S. to broadcast a special series of reports on "What's Going On in Russia?"

In a recent broadcast from London, his first uncensored report in more than 14 months, Mr. Fowle described present Russian censorship as more restricting than that which prevailed during the war.

"If anything," he said, "as far as a foreign correspondent is concerned, there has been a change for the worse. You can't even argue with the censors." Mr. Fowle's reports will be heard nightly 6:15-6:30 p.m. Aug. 19 through Aug. 23.

Fulton Is WGST Head; Gaither Shifts to WSB

FULTON FOWLE, with WGST Atlanta, Ga., for 11 years, has been appointed general manager of the station. Previously WGST has been operating under co-management of Mr. Fulton and Frank Gaither. Fulton has resigned to become commercial manager of WSB that city effective Sept. 1.

Other WGST promotions include that of Jack Kelly to program director and Don Naylor to production manager and chief of continuity. Both have been with the station for 10 years. Mr. Gaither succeeds Bob Pollock at WSB.

Forms Disc Firm

NORMAN FURMAN, president of Furman & Feiner, New York, has formed a new transcription company to be known as Orodell Radio Features at 117 W. 46th St., New York. Mr. Furman will continue as president of the advertising agency as well as of new firm. Other members of Orodell include John O'Rourke, writer and producer, Dr. Angelo de Eloria and Harry Rose, both new to radio. Company has recorded series quarter hour shows called Baby Days which features dramatizations on children's problems and their cures.

FOLEY RETURNS

CBS Commentator Will Report on Russia

FARNSWORTH FOLES, CBS correspondent in Moscow for the past 14 months, has returned to the U. S. to broadcast a special series of reports on "What's Going On in Russia?"

In a recent broadcast from London, his first uncensored report in more than 14 months, Mr. Fowle described present Russian censorship as more restricting than that which prevailed during the war.

"If anything," he said, "as far as a foreign correspondent is concerned, there has been a change for the worse. You can't even argue with the censors." Mr. Fowle's reports will be heard nightly 6:15-6:30 p.m. Aug. 19 through Aug. 23.

Fulton Is WGST Head; Gaither Shifts to WSB

FULTON FOWLE, with WGST Atlanta, Ga., for 11 years, has been appointed general manager of the station. Previously WGST has been operating under co-management of Mr. Fulton and Frank Gaither. Fulton has resigned to become commercial manager of WSB that city effective Sept. 1.

Other WGST promotions include that of Jack Kelly to program director and Don Naylor to production manager and chief of continuity. Both have been with the station for 10 years. Mr. Gaither succeeds Bob Pollock at WSB.
WHUM Reading, Pa., goes on air Sept. 1

WHUM Reading, Pa., a basic Mutual station, will go on the air Sept. 1, Robert G. Magee, vice president and general manager, announced Friday.

Eastern Broadcasting Co. is licensee of the station, which will operate on 1240 kc with 250 w. Studios are in the Bernhardt Hotel. Program director is Robert S. Reider, formerly in public relations with the Chicago district of the Coast Guard. Bernard G. Beck, who has been with several eastern stations and recently with McNary & Wrathall, consulting engineers, is chief engineer.

Mr. Magee, at present also serving as commercial manager, entered radio in 1931 as an entertainer and announcer with WRAW Reading, after leaving a Broadway musical comedy. He was commercial manager of both WRAW and WEEU Reading from 1940 to 1942, and became assistant station manager of WEEU in the latter year. He served in London with the OWI as a program operational supervisor. Mr. Magee is the son of a former National League baseball player, Sherwood Magee.

Vallee to Return

RUDY VALLEE is to return to air on NBC Tues. 8-8:30 p.m. EST time sponsored by Philip Morris & Co. and replacing Philip Morris Follies. Contract is to be signed early this week following Hollywood arrival of Milton Blow, head of New York agency, The Biow & Co., which handles account.

Andrew H. Hilgartner

ANDREW H. HILGARTNER, 55, director of national sales of WFBF Baltimore, died Aug. 14 in Union Memorial Hospital as result of a stroke suffered last Monday night. Before joining WFBF in 1942, Mr. Hilgartner was head of a marble company which he still maintained.

An Ace!

JON DUFFY, announcer of KUTA Salt Lake City, stood on the edge of Number 6 green during a golf tournament Aug. 11 broadcasting the progress of a 200-yard drive rolling across the green toward the pin. Calm-voiced for fear of an anticlimax occasion. Mr. Duffy reported on the ball as rolled right up to the edge of the cup—and dropped in. It was the first hole-in-one in the tournament, and KUTA thinks it may be the first ever broadcast. Golfer who scored the ace was Chub Utter, former Utah U. football star.

Set Prices Raised

RETAIL prices of medium and high-priced radio receivers were increased an average of 3% by the OPA last Thursday [BROADCASTING, Aug. 6]. Prices were adjusted under requirements of the OPA Extension Act. The order puts into effect retail discount rates beginning March 31, 1946, effective Aug. 19. Manufacturer’s prices are not affected. Price formulas are set up for manufacturers selling as out-of-town, without distributors or retailers from using this device to raise prices above regular levels.

Electronic Items Lagging

In War Surplus Sales

SALE of electronics and communications items from war surplus stocks run well behind the rate of acquisitions from the armed services, the War Assets Administration announced Aug. 8 in its quarterly report to Congress. Rate of disposal by industry agents, who handle sale of electronic items through contracts with WAA, is expected to increase as more complete information concerning evaluation and pricing establishes salability of surplus.

New policies governing sale of surplus to veterans and educational institutions have been initiated, according to the report, giving them lists of items in heavy demand on a priority basis.

Acquisitions of communication and electronics equipment totaled $455,000,000 at the end of May, with disposals reaching $61,900,000. Since May the disposals approximately doubled.

Phone Recorders

RECORDING of interstate and foreign toll telephone conversations would be permitted by the FCC under a proposed rule affecting telephone tariff rates. Holding that “there exists a real need and demand” for telephone recorders, the Commission proposed that such service be authorized provided that adequate notice be given to all parties that conversations are being recorded and that telephone subscribers using recorders be listed in directories with asterisks. The FCC fixed Sept. 20 as deadline for filing objections to its proposed rule. Under present Bell Telephone Co. regulations, recorders are prohibited, although some 20,000 are in use by Government agencies and business firms.

Meeker to West Coast

ROBERT D. C. MEEKER, general manager of Radio Advertising Sales representative to the West Coast Friday to complete organization of his company’s Hollywood and San Francisco offices. On his return trip he will spend a few days in Chicago RAC office.
Ninth FM Outlet in D.C. Given WWDC

Eight Proposed Grants Also Made Final

By FCC

FCC AWARDED Washington's ninth FM channel to WWDC Washington last week, denied Chesapeake's application and made final its proposed grants to eight other applicants [BROADCASTING, June 10]. Under the FM reservation plan, the two remaining channels will be withheld from assignment until June 30, 1947.

In the final decision, announced Monday, the Commission again questioned coverage of one WWDC program (Tello-Test), a prize give-away show. It held, however, that the station's application should not be denied on this basis because (1) "a number" of other stations carry such a program, and (2) WWDC has promised to discontinue it if FCC or the courts hold it illegal.

"The Commission is now engaged in a study to determine the legality of programs of this type," the decision asserted. WWDC reported at the oral argument [BROADCASTING, Aug. 5] that Tello-Test is carried by 30 stations and maintained, along with the show's owner, that the program "in no way" violates the law.

FCC also noted that race results now are not carried on WWDC's All-Sports Parade for an hour after the races are run. Possibility that bookies used the broadcast results to pay off on races had been suggested at the March hearing.

Attorneys for Chesapeake Broadcasting Co. reported a remaining applicant which received no grant, indicated they had not decided whether to appeal from the denial of their application. During the oral argument, they indicated that they were competing only for the ninth channel, not for one of the eight for which proposed grants had been issued. The company is owned by Washington businessmen.

Policy Variations

Denying Chesapeake's application, FCC called attention to conflicts in testimony, "difference of viewpoint" among directors regarding some policy matters, and indications that controlling stockholders' "primacy of thrift" had served "local section of the Washington area" even though the service area would include the entire metropolitan district.

"Moreover," the decision said, "the possibility that the general manager is left uncertain." Henry V. Seay, former WOL Washington commercial manager, testified he would assume duties immediately if Chesapeake's AM application is granted but would not take charge of the FM operation until "enough" receivers are available—when about 50,000 listeners could hear FM, he estimated.

FCC granted a construction permit for the new station (Channel 265) with 20 kw effective radiated power and antenna height of 500 feet above average terrain. Except for WINX Washington, which proposed a new location and had submitted engineering data for the new site, channel assignments for the eight proposed grants were not changed in the final decision. The grantees, assignments and general manager is left uncertain.

Commercial Radio Equipment Co., licensee of KOZY Kansas City, Mo. (FM) and WXYZ, Detroit, Michigan, effective FM, owned by Detroit Broadcasting Co. Channel 267, 101.3 mc, 20 kw, 500 ft. To operate 18 hours daily at first, increasing to 24 hours. Construction cost: $422,750; operating: $2,400 monthly.


Metropolitan Broadcasting Co., owned by Metropolitan Life Insurance Co., Channel 269, 101.7 mc, 20 kw, 500 ft. To operate 19 hours daily, duplicating most WWDC programs. No new construction required; annual cost: $2,500 monthly.

FCC Broadcasting Co. (WINX, WJJK, experimental FM; WESX Washington, experimental FM), owned by WINX Washington—Channel 232, 92.3 mc, 20 kw, 500 ft, 900 hours. To operate 15 hours daily; duplicate WWDC programs. Construction cost: $45,000; Operating: $1,600 monthly.

Radio Broadcasting Co. (WJQK, experimental FM).—Channel 252, 93.9 mc, 20 kw, 500 ft. To operate 10 hours daily, duplicating WWDC programs; make extra charge to advertisers. Construction cost: $15,000; annual cost: $3,000 monthly.

Radio Broadcasting Co. (WJQK, experimental FM).—Channel 229, 97.7 mc, 20 kw, 500 ft. To operate 15 hours daily, duplicating WWDC programs; would make extra charge to advertisers. Construction cost: $25,000; annual cost: $5,000 monthly.

Policy Variations

Denying Chesapeake's application, FCC called attention to conflicts in testimony, "difference of viewpoint" among directors regarding some policy matters, and indications that controlling stockholders' "primacy of thrift" had served "local section of the Washington area" even though the service area would include the entire metropolitan district.

"Moreover," the decision said, "the possibility that the general manager is left uncertain." Henry V. Seay, former WOL Washington commercial manager, testified he would assume duties immediately if Chesapeake's AM application is granted but would not take charge of the FM operation until "enough" receivers are available—when about 50,000 listeners could hear FM, he estimated.

FCC granted a construction permit for the new station (Channel 265) with 20 kw effective radiated power and antenna height of 500 feet above average terrain. Except for WINX Washington, which proposed a new location and had submitted engineering data for the new site, channel assignments for the eight proposed grants were not changed in the final decision. The grantees, assignments and general manager is left uncertain.

Commercial Radio Equipment Co., licensee of KOZY Kansas City, Mo. (FM) and WXYZ, Detroit, Michigan, effective FM, owned by Detroit Broadcasting Co. Channel 267, 101.3 mc, 20 kw, 500 ft. To operate 18 hours daily at first, increasing to 24 hours. Construction cost: $422,750; operating: $2,400 monthly.


Metropolitan Broadcasting Co., owned by Metropolitan Life Insurance Co., Channel 269, 101.7 mc, 20 kw, 500 ft. To operate 19 hours daily, duplicating most WWDC programs. No new construction required; annual cost: $2,500 monthly.

FCC Broadcasting Co. (WINX, WJJK, experimental FM; WESX Washington, experimental FM), owned by WINX Washington—Channel 232, 92.3 mc, 20 kw, 500 ft, 900 hours. To operate 15 hours daily; duplicate WWDC programs. Construction cost: $45,000; Operating: $1,600 monthly.

Latest FM Grantee Rushes Promotion

TWOPRONGED PROMOTION of FM, aimed at dealers as well as listeners, was started by WWDC Washington last week almost simultaneously with the announcement that it was one of nine applicants chosen for FM stations in the Capital (story this page).

The station, which had argued that failure to get an FM grant would be its "death penalty" [BROADCASTING, Aug. 5], started carrying spot announcements telling its listeners FM's advantages and advising them that "if you going to invest money in a new radio receiver, remember that FM will be here next year and that you don't want to miss it." The spot points out that the station plans to spend approximately $100,000 to bring you FM at its finest and expects to have its FM transmitter in operation by Jan. 1.

To radio dealers of Washington, WWDC's General Manager Ben Strouse started a series of monthly letters "to keep you informed of the progress that we are making in the establishment of our FM transmitter" and asking that they keep the public informed. "Sometime early in 1947, there will be nine FM stations operating here, all of them with perfect signals throughout metropolitan Washington, and all of them operating with a great diversification of programming," the first letter reported.
Northern Lights Are Lit by Neon

Alaska Is Lush Market For U.S. Products Sold by Radio

By GIL WELLMAN
National Advertising Manager
KFAR, Fairbanks, Alaska

KLONDIKE PETE pulls his dog team to a halt in front of the Red Dog Saloon. Forty days by dog team from Nome, now he can have a drink. Pushing his way through twenty-foot snowdrifts, he enters the Red Dog—where he pauses to read the latest news on his way to Fairbanks. Over the new Alcan highway, permission is necessary now, but soon John Doe will drive up to Alaska for business or for pleasure. Also, you can now plug up the telephone on your desk, phone your business associate in many parts of Alaska and do it quickly and economically. You can fly from Seattle to Fairbanks on luxury planes—leaving Seattle twice daily and arriving in Fairbanks just nine hours later. The Far North? Well, not any more.

The Alaskan consumer has a number of outstanding characteristics which set him apart from the average U.S. consumer. In the first place he has terrific purchasing power and cares much more for quality than he does for price. These insist on high quality merchandise because they can afford it and because their merchandiser has to last and to stand up under Alaska's somewhat rougher demands. Thus Alaskans are ready buyers of fine wrist watches, top quality clothing, the best makes of automobiles with all the trimmings, and you can go on from there.

Purchasing Power

Curiously, Alaskans are not a good market for "free offers." Their ability to buy leaves them cold to the majority of "box top" deals. Illustrating this, a U.S. millling company on its Alaska radio program offered a free package of one of its products for every ten of its other lines. Result—very few returns on the free offer, but at the same time the grocers' shelves were swept clean of the same product which was being offered free on the air. They did not want it for nothing—they went out and bought it.

Take the foregoing ingredient—namely, an eager buying public with high purchasing power, add to it the fact that these same Alaskans constitute one of the most enthusiastic radio audiences to be found anywhere in the world, mix well and your result should be a delight to most manufacturers of consumer goods.

Commercial Stations

Alaska has four commercial radio stations—located in Fairbanks, Ketchikan, Juneau and Ketchikan. These four radio stations provide almost all the radio programs available to Alaskans. Day in and day out, the year around, Alaskans turn to their own stations for news, entertainment and often their only contact with the outside. It is conservatively estimated that better than 90% of the people in Alaska have a radio set in their home or living quarters. Actually, if a door-to-door survey could be taken it would be very difficult to find anyone who does not have a radio of his own or immediate access to one. Many have more than one and their radios are big business—they provide the life's blood for thousands of other supporting businesses throughout Alaska—and they provide Alaskans with a per capita buying power estimated at three to five times that of the average U.S. consumer.

Interesting? It ought to fascinate the commodities advertiser. Consider consumer goods, because Alaskans produce very little for their own use. Alaska produces a few farm and dairy products, fish, a little meat, but not enough to begin to supply the Alaska demand. From there on, practically everything Alaskans need and use is imported from the States. Canned and processed foods, meat and meat products are imported in huge quantities. The same can be said for clothing, shoes, building materials, electrical appliances, automobiles, heavy machinery, beverages in great quantities of all types—and on and on and on. Anyone interested in a detailed summary of these imports can obtain the full facts from the U.S. Dept. of Commerce.

Alaska is growing and developing with remarkable rapidity, but present facts tell only a partial story, and often today's statistics are tomorrow's memories. Alaska is enjoying a far better than normal growth even before the war and the war itself has given Alaska a tremendous boost forward. New and improved ports and port facilities; highways from the remote end of a dog-sled to rescue Nell from the clutches of Scarface Ike, the scourge of the Yukon; K L O N D I K E P E T E Pulls His Dog

Northern Lights Are Lit by Neon

Alaska Is Lush Market For U.S. Products Sold by Radio

By GIL WELLMAN
National Advertising Manager
KFAR, Fairbanks, Alaska

KLONDIKE PETE pulls his dog team to a halt in front of the Red Dog Saloon. Forty days by dog team from Nome, now he can have a drink. Pushing his way through twenty-foot snowdrifts, he enters the Red Dog—where he pauses to read the latest news on his way to Fairbanks. Over the new Alcan highway, permission is necessary now, but soon John Doe will drive up to Alaska for business or for pleasure. Also, you can now plug up the telephone on your desk, phone your business associate in many parts of Alaska and do it quickly and economically. You can fly from Seattle to Fairbanks on luxury planes—leaving Seattle twice daily and arriving in Fairbanks just nine hours later. The Far North? Well, not any more.

The Alaskan consumer has a number of outstanding characteristics which set him apart from the average U.S. consumer. In the first place he has terrific purchasing power and cares much more for quality than he does for price. These insist on high quality merchandise because they can afford it and because their merchandiser has to last and to stand up under Alaska's somewhat rougher demands. Thus Alaskans are ready buyers of fine wrist watches, top quality clothing, the best makes of automobiles with all the trimmings, and you can go on from there.

Purchasing Power

Curiously, Alaskans are not a good market for "free offers." Their ability to buy leaves them cold to the majority of "box top" deals. Illustrating this, a U.S. milling company on its Alaska radio program offered a free package of one of its products for every ten of its other lines. Result—very few returns on the free offer, but at the same time the grocers' shelves were swept clean of the same product which was being offered free on the air. They did not want it for nothing—they went out and bought it.

Take the foregoing ingredient—namely, an eager buying public with high purchasing power, add to it the fact that these same Alaskans constitute one of the most enthusiastic radio audiences to be found anywhere in the world, mix well and your result should be a delight to most manufacturers of consumer goods.

Commercial Stations

Alaska has four commercial radio stations—located in Fairbanks, Ketchikan, Juneau and Ketchikan. These four radio stations provide almost all the radio programs available to Alaskans. Day in and day out, the year around, Alaskans turn to their own stations for news, entertainment and often their only contact with the outside. It is conservatively estimated that better than 90% of the people in Alaska have a radio set in their home or living quarters. Actually, if a door-to-door survey could be taken it would be very difficult to find anyone who does not have a radio of his own or immediate access to one. Many have more than one and their radios are big business—they provide the life's blood for thousands of other supporting businesses throughout Alaska—and they provide Alaskans with a per capita buying power estimated at three to five times that of the average U.S. consumer.

Interesting? It ought to fascinate the commodities advertiser. Consider consumer goods, because Alaskans produce very little for their own use. Alaska produces a few farm and dairy products, fish, a little meat, but not enough to begin to supply the Alaska demand. From there on, practically everything Alaskans need and use is imported from the States. Canned and processed foods, meat and meat products are imported in huge quantities. The same can be said for clothing, shoes, building materials, electrical appliances, automobiles, heavy machinery, beverages in great quantities of all types—and on and on and on. Anyone interested in a detailed summary of these imports can obtain the full facts from the U.S. Dept. of Commerce.

Alaska is growing and developing with remarkable rapidity, but present facts tell only a partial story, and often today's statistics are tomorrow's memories. Alaska is enjoying a far better than normal growth even before the war and the war itself has given Alaska a tremendous boost forward. New and improved ports and port facilities; highways from the remote end of a dog-sled to rescue Nell from the clutches of Scarface Ike, the scourge of the Yukon;
SAN FRANCISCO AWAKENS

RADIO COLUMN famine in San Francisco newspapers, of many years duration, ends Sept. 1 when Paul Smith’s Chronicle comes out with radio news department. Paul Speagle, of staff’s paper, will edit daily column and Sunday spread. No hint if other papers will follow Chronicle, but if they do it will be first time since 1938 city’s newspaper readers have had complete radio coverage.

At Deadline...

TED GAMBLE SEEKS 810 KC, 25-50 KW IN DENVER

GROUP of civic leaders, including Ted R. Gamble, former National Director, War Finance Division, Treasury Dept., and Frank H. Rick- etson Jr., president Fox Intermountain Theatres, board member National War Fund and American Cancer Society, filed application Friday for new Denver station on 810 kc, with 50 kw day, 25 kw night. J. Elroy McCaw, 50% owner KELA Centralia, Wash., and 45% KFOA Honolulu, is president-treasurer and proposed general manager of Denver Broadcasting Corp., applicant. Other stockholders are Henry Van Schaack, Denver realtor and banker, and Ray Selig, Denver, assistant to Mr. Ricketson. Now on 810 kc are WGY Schenectady (50 kw), KGO San Francisco (holding CP for 7 years, now 4 kw) and KGNO Kansas City, which holds CP to move to channel with 50 kw day and 10 kw night. Construction cost estimated: $186,550.

CAPITAL COMMENTARY DISCS

NEW WASHINGTON news commentary shortly to be offered on transcribed syndicated basis being developed with Roscoe Drummond, chief Washington Bureau, Christian Science Monitor, and Nathan Robertson, former Washington correspondent for PM, now associate editor of New Republic and editorial writer for Washington Post. WINX Washington, owned by Post, producing program with audience participation tien.

PORTER FATHER ILL

INTERSTATE Commerce Commissioner Claude R. Porter, 74, became ill at work and reported critical at Washington hospital. Claude R. Porter, 74, became ill at work and reported critical at Washington hospital. Washington Post. WINX Washington, owned by Post, producing program with audience participation tien.

WAGONVOORD WITH ASHBACK

FRED W. WAGONVOORD, former sales manager of WJIM Lansing, joined WKBZ Muskegon as sales manager. Duties also cover supervision of sales of WLKA Ludington, Mich., sister station under ownership of Grant Adv., executive specializing in radio at Grant Adv., Chicago.

LEO RICKETTS, general manager of KFBK Sacramento, in Hollywood for week discussing fall plans with AVC officials.

VOTE APPEAL

AFTER W. H. Gaedke, secretary of Board of Election Commissioners, Milwaukee, predicted only 25% of registered voters would go to polls in primary Aug. 13, WTMY launched barrage of 10-word spots urging citizens to cast ballots, followed with series of one-minute speeches by prominent local voices. Minimum usual vote was estimated at 32 1/4% of registration, drawing letter of commendation for WTMY from Mr. Gaedke.

People

EDWARD M. KIRBY, public relations counsel, named by British Government to receive Order of the Empire for wartime liaison work while SHAEF radio chief.

FLOYD M. KALBER is named farm editor of KGFW Kearney, Neb.

PETE WATTS, in Southern California radio for past 14 years, joined sales staff of KXOA Sacramento, Calif.

JAMES LAWRENCE FLY, radio attorney and former FCC chairman, featured on ABC’s To Live in Peace Aug. 17 as member of American Civil Liberties Union board.

PCC Commissioner E. K. JETT and Mrs. Jett became grandparents for fourth time Friday with birth of daughter to Mrs. John Boothe Jr. at Garfield Hospital, Washington. Father, Army Captain Boothe, is on duty with General Staff at Pentagon.

G. A. RICHARDS, president and majority stockholder of KMPC Hollywood, WJZ Detroit and WGAN Cleveland, to travel from Hollywood to Detroit with ROBERT O. REYNOLDS, vice president and general manager of KMPC, to attend management meeting of three stations.

GEORGE BISHOP, salesman for H. N. Stovin & Co., Toronto, station representatives, replacing Magnus Thor who joined commercial staff CKY Winnipeg.

DON McNAMARA, former program director of KFI Los Angeles, joined Howard Hughes radio organization as assistant to Henry M. Crossland, general manager of television operations.

RICHARD GARNER, account executive for ABC Central Division, Chicago, resigns to become member of sales staff for MacFadden Publications, Chicago.

GEORGE CLARK, with Mutual sales Chicago for past two years, resigned to become account executive specializing in radio at Grant Adv., Chicago.

GEORGE CARSON PUTNAM, Mutual news-caster and former Marine, has received second letter of commendation from Gen. A. A. Vandegrift, Marine Corps commandant, for service as Marine liaison officer with Armed Forces Radio Service.

ARBITER OFFER REJECTED

A. WARREN NORTON, president of Press Wireless, late Thursday night offered to submit to arbitration issue of whether American Communications Assn. (CIO) violated contract by striking. If arbitrators ruled no violation, Press Wireless would take back 46 workers laid off. Mr. Norton said: Late Friday unison refused to accept offer. (See earlier story, page 17.)

CHINA TO BEAM NEWS HERE

CENTRAL NEWS AGENCY of China announced it will broadcast news in English to America and Europe daily from Nanking, starting Aug. 21. Transmissions will be from 8:35 to 9:10 a.m. (EST) on Stations XGS-2 at 16,050 kc and XNT-2 at 10,700 kc.

BROADCASTING • Telecasting
Phil Evans is a graduate of the University of Illinois, majoring in Economics and Animal Husbandry.

He Practices What He Preaches...

No arm-chair farmer is Phil Evans. Having farmed the middlewest for close to a score of years, he knows at first hand the soil, climate, weather and seasons; crop and livestock hazards; every difficulty the farmer must face.

Before coming to KMBC in 1939 as director of farm service, he was N. B. C.'s agricultural commentator for the Goodyear Tire & Rubber Company. Chicago farm listeners remember him well for his commentaries on WLS and other stations. Because he has met with and talked to farm groups in virtually every state, Phil has perhaps more personal friends among farmers than any other broadcaster in the country.

His word is gospel in the Heart of America. Three-times-a-day farmcasts direct from KMBC Service Farms have entrenched him in the minds of that 49% of the population that is rural—as a Voice of Authority in Agriculture.
what renewal-packed major network station in the nation's seventh-largest city is increasing its power five-fold . . . at base rates lower than those of any station of comparable power in any comparable market in the country?

see this cover next week!