In response to the "Billboard" program's recent appeals for bundles of food and clothing for starving Europe, this letter and actual package of 22 dresses was received by WHO, along with 22,500 other parcels (weight 110 tons) and $3,500 cash from thousands of individuals and 749 community groups in 39 states.

Was this WHO program a noon-time smash with movie stars and famous orchestras?

No! The "Billboard" is a public service news commentary program broadcast three nights per week 10:30 to 10:45.

THAT'S WHO PROGRAMMING AND CLEAR CHANNEL SERVICE IN ACTION!

WHO does more than pay lip service to public welfare activities. WHO lives public service—and the public responds as all true believers in radio would expect.

An ideal situation, under the American system—the only situation that insures highest values for the public, the station and the advertiser alike.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts
FREE & PETERS, Inc., National Representatives
This arrangement assures even greater audiences for WCOP's new 5000-watt signal. It's another step in the vigorous promotion of WCOP as Boston's most progressive station. New power, new studios, new and aggressive merchandising techniques to help you reach all of Greater Boston...America's third richest market!

Rates and availabilities from any Katz office.

WCOP GETS MORE LISTENERS

WCOP Boston

A Cowles Station Exclusive American Broadcasting Company Outlet in Boston
YANKEE BOXES THE COMPASS FOR YOU IN NEW ENGLAND

Yankee, and Yankee only, points your selling to specific markets throughout New England.

You can't get off course.

Each Yankee station takes you into a center where population density demands the local impact of a hometown station for effective selling. Each of these Yankee stations has Yankee acceptance, plus the recommendation of usage as a sales medium by retail merchants whose cooperation you seek. These merchants are ready to push nationally branded products, locally advertised.

Yankee hometown stations produce for you not only in the downtown areas but in far reaching suburban neighborhood trading zones. Collectively they tie these markets together into an overall sales pattern that makes sense.


Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
UNDERSTOOD last week that Sullivan, Stauffer, Colwell & Bayles, New York (see Respects Sketch, page 50) will soon have another “package-goods” account with billing in neighborhood of 2½ million.

WITH supplies of pens increasing, Parker Pen Co., New York, may buy additional half-hour network show soon. Company currently sponsors newcasts Saturdays, Sundays, 8:35-9 p.m. on CBS. J. Walter Thompson Co., New York, agency.

WHETHER FCC will publish FM application list comparable to that for AM, showing order of processing according to file number [BROADCASTING, Aug. 19], reported uncertain. Commission, able to take FM cases in order better than in AM, turned out over 500 decisions in eight months. Pending FM cases total 900, of which 150 are in hearing.

BMI, radio’s music publishing subsidiary, grappling with plan for bonus transcriptions of new tunes to subscribing stations along with sheet music distribution. Pile of free recordings from mushrooming record companies as well as non-BMI publishers brought proposal before last BMI board meeting. Transcription companies aren’t happy about free recordings and effect on library services.

IS RADIO version of motion picture “Legion of Decency” springing up? Marked step-up in complaints from theological sources about gags allegedly ridiculing Irish or Catholicism reported from agencies and accounts, with hint of boycotting of products unless remedied.

FCC DECISION on proposed new AM engineering standards this month now considered unlikely, with some Commissioners and many staff members vacationing. Decision, when it comes, still expected to follow lines developed in FCC-industry engineering conference and subsequent hearing before Commission [BROADCASTING, July 29, Aug. 15].

NO REPLY yet from J. C. Petrillo to NAB President Justin Miller’s “put-up or shut-up” letter of May 20. NAB, which has been building up clean record in AFM relations, planning to shift tactics in move to bring musicians and broadcasters into policy negotiations. Meeting of Industrywide Music Committee may be called in September since network contracts in New York, Chicago and Los Angeles expire next February—“coincidence” attributed to foresight of music czar in past negotiations.

FCC’s “waiver of hearing” policy, designed to help expedite handling of huge backlog of hearing cases [BROADCASTING, July 1], isn’t paling off as well as Commission had hoped. Authorities last week reported only one known

(Continued on page 83)

BROADCASTING...at deadline

Upcoming

Sept. 2: IBEW National Convention, St Francis Drake Hotel, headquarters, San Francisco.


Sept. 11: Brand Research Foundation, regional meeting, San Francisco.

(Other upcomings on page 52.)

Bulletins

AMERICAN FEDERATION OF MUSICIANS reported Friday as planning vigorous opposition to present form of FCC’s proposed liberalization of transcription identification rule (see story page 20). AFM expected to seek specific protection for name talent on recordings, alleging deception would result from “canned music” provision; that records involving material with no time-element value need not be identified.

DENIAL of WTHT Hartford, Conn., petition to vacate May 16 grant to Mitchell G. Meyers et al for new 250-w station in Waterbury, Conn. on 1240 kc announced by FCC Friday. WTHT, applying for switch to 910 kc, 5 kw directionalized, now on 1230 kc, 250 w full-time. Commission also rescinded previous order calling for consolidated hearing on applications of Grant Street Radio Stations Inc. and Liberty Broadcasting Co. for new Pittsburgh stations. Grant Street now designated for separate hearing.

FCC Not to Advise on ‘Pot O’ Gold’ Show

FCC WILL NOT UNDERTAKE to give “advisory opinion” on legality of Pot O’Gold or any other specific program with “give-away” characteristics, BROADCASTING learned Friday. Commission was understood to take position that interpretation of Sec. 316 of Communications Act, which bans lottery broadcasts, should be based not on individual case but on general study of overall problems with opportunity provided for interested parties to present views in hearing.

Comparable view taken by Commission in Washington F M decision [BROADCASTING, Aug. 15], when it ruled that carrying of prize give-away program by WWDC Washington, (Tello-Test) should not in itself prohibit grant because “there is a problem generally applicable to a number of stations which are carrying the same program as WWDC . . .”

At time FCC said it was “engaged in a study to determine the legality of programs of this type.” Pot O’Gold, which enjoyed high rating during 1939-41, sponsored by Lewis Howe Co., slated to return Oct. 3 (ABC) with Lewis Howe again sponsoring for Tums (see story page 10).

Business Briefly

BARBASOL BUYS - Barbasol Co., Indianapolis, purchased 12-1 a.m. period, Mon. through Sat., 52 weeks on WBBM Chicago, for recorded music. Agency, Erwin, Wasey & Co., N. Y.

C-P-P RETURN - Colgate-Palmolive-Peet Co., Jersey City (soap and tooth powder), after eight-week hiatus Aug. 31 resumes Judy Can- nova Show on 139 NBC stations, Sat. 10-10:30 p.m. EDT. Agencies, Sherman-Marquetter and Ted Bates Inc., N. Y.

REVERE COPPER BACK - Revere Copper & Brass, N. Y., Sept. 8 again takes Exploring the Unknown Sundays, 9-9:30 p.m. on MBS, after nine week summer break. St. George & Keyes, N. Y., agency.

CHIFFON TEST - Armour Packing Co., Chicago, starts 26-week test for Chiffon flakes, with live and transcribed quarter-hours on W COP Boston, WFCI Pawtucket, R. I., WXYZ Detroit, WTOI, Toledo, WGBR Cleveland, WBBM Chicago, WISN Milwaukee, WSBT South Bend. Agency, Foote, Cone & Belding, Chicago.

C&S BACK - Standard Brands Inc., N. Y., (Chase & Sanborn coffee) resumes Charlie McCarthy on 144 NBC stations Sept. 1, Sun. 8:30-8:50 p.m. EDST. J. Walter Thompson Co., N. Y., agency.

SPONSORS BOAT REGATTA - Perfect Circle Co., Hagerstown, Ind. (piston rings), on Sept. 2 will sponsor Gold Cup Motor Boat Races on WXYZ Detroit and ABC Michigan Network. Agency, Henri, Hurst & McDonald, Chicago.

In old format, program regarded by FCC as “bad radio” and referred with other shows in 1940 to Justice Dept. for action under anti-lottery laws. Justice Dept. reported case unprosecutable. Since disclosure of plans for revival of Pot O’Gold, reports circulated that FCC would be asked for “advisory opinion” on legality.

Communications Act’s Sec. 316, on which questions of show’s permissibility are based, provides that “no person shall broadcast by means of any radio station for which a license is required by any law of the U. S., and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.”

Conviction carries penalty of $1,000 fine and/or maximum of year’s imprisonment for each day offense occurs.
Today—more than ever, flexibility is a must in planning the many new product campaigns. These fast-moving times with the great need for all types of goods dictate to the advertiser the necessity of keeping abreast of his distribution. Spot radio is the one medium with the all-important flexibility to meet these needs. Successful campaigns are built with these stations. No spot campaign is complete without them.

**REPRESENTED NATIONALLY BY **

EDWARD PETRY & CO., INC. * * *

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON
The Metz Baking Company sponsors Fulton Lewis, jr., in Sioux City, Iowa. Like other local sponsors on 197 stations all over the United States, Metz has discovered that Fulton Lewis, jr., reaches a specific market with a specific wallop—a wallop that sells because the Lewis program listeners are mature people who know what they want, and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.
ROOM FOR PROGRESS

There was plenty of room for progress between this early model and the modern auto . . . . Yet, when the postwar cars get on the road there'll be even more changes and the million people in the Nashville area will again spend large sums for automotive equipment . . . . In the last prewar year over 32 million dollars were spent for cars alone — not including gas or oil — and the sales were climbing then. . . . This is a growing market, ready for your quality product. . . And WSIX's large, regular audience is an excellent opening. Start your campaign with an advertising message broadcast over WSIX.

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
AM Giant

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

G-E 50-kw AM Broadcast Transmitter,
type BT-23-A.

GENERAL ELECTRIC
50-kw Transmitter De Luxe
for standard broadcasting

Look at these unmatched features!

Outstanding Design
Air-cooled tubes throughout • Spare tube switching for r-f final amplifier, modulator, and rectifier • Variable high-pressure type capacitors • High-stability crystal oscillator—with dual crystals and instantaneous transfer switch • Continuously variable output coupling • Three-step, push-button control of plate voltage • Power output connects to transmission line through self-contained network that includes effective harmonic filter • Double-ended audio circuits throughout.

Easy-to-get-at
Full-length doors, front and back, provide advantages of “reach-in” and “walk-in” maintenance • Vertical chassis construction for maximum ventilation and accessibility • Components are mounted on frame-supported vertical panels and on side walls for ready accessibility.

Program Protection, Operating Safety
Complete high-speed overload protection without fuses • Automatic lightning flashover protection • Automatic reclosures following overloads and power failures • Electric interlocks and mechanical ground switches • Flame-proof transformers, reactors and capacitors—Pyranol-filled • No need for fire-proof vaults • Low supply voltage, 460 volts.

Economical to operate
Tubes operated well under maximum ratings minimize outage time, give longer life • Power input at average program level, approximately 120 kw.

For complete information on the most important 50-kw transmitter in AM broadcast history, call your G-E broadcast sales engineer nearest you:

146 Federal St.     570 Lexington Ave.       710 Second Ave.
Atlanta, Ga.        Cleveland, Ohio        Washington, D. C.
187 Spring St., N.W. 4966 Woodland Ave. 806–15th St., N. W.
Kansas City, Mo.      San Francisco, Calif.     Chicago, Ill.
106 W. 14th St.      235 Montgomery St.    840 S. Canal St.
Denver, Colo.       Los Angeles, Calif.         Dallas, Texas
650–17th St.        212 N. Vignes St.       1801 N. Lamar St.
215 W. 3rd St.      1921–11th Ave., S.      3457 Walnut St.

In addition, G-E offices are located in all principal cities.

Electronics Department, General Electric Company, Syracuse 1, N. Y.

Have you placed your order yet?

AM • TELEVISION • FM

See G.E. for all three!

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

Designed to meet the performance specifications of the most critical AM broadcast station owners and engineers, General Electric’s new de luxe 50-kilowatt AM transmitter sets new high standards for maximum on-the-air reliability and minimum supervision. Here is the transmitter that majors in clean, straightforward circuits, fewer tubes, fewer components. Here is a 50-kilowatt AM transmitter that meets all FCC standards and the latest proposed RMA standards.
Feature of the Week

KHTF-FM Houston will be on a self-sustaining basis from the first minute on the air, says Judge Ray Hofheinz, president of the station. "We intend to prove that FM broadcasting can be a profitable venture," he continued.

Prior to sending out its first signal the station had contracted six hours a day (180 hours per month) at the rate of $7.50 per hour. The advertisers are: Houston Transit Co., City National Bank, Black Bros. Furniture Co., Foley Dry Goods Co., Zenith Radio and Stromberg-Carlson.

Sponsored time is sold on a basis of not less than an hour to a sponsor with institutional type announcements given not oftener than every 15 minutes. No spot announcements are carried. Three of the six advertisers have not previously used local Houston programs.

Last to get its FCC grant, KHTF-FM was first frequency modulation station in Texas to get on the air. The station won a spirited race to get his broadcasts started Aug. 17, only 17 days after receiving a conditional grant and only two days after permission was given to operate commercially on reduced power and with a wooden pole, first FM program in Texas was broadcast. Present schedule calls for daily operation from 3 to 9 p.m. Judge Hofheinz said that within 10 days the station's broadcast day would be extended from noon to 10 p.m. with six hours sold commercially.

Programs will emphasize good music, and will in no case duplicate the AM shows of KHTF. "If FM is to be competitive to AM and is to offer additional and new service rather than mere optional facilities on a new band, programming must be separate," the judge explained.

Promotion tie-ups include placing FM sets in business offices of sponsors, in club rooms and in showrooms of radio dealers as fast as they are available.

KHTF-FM operates on 98.5 mc. It plans to install a 1000 w transmitter within three weeks and eventually will increase to the full 261,000 w of radiated power authorized in its Class B grant.

Sellers of Sales

FEW young men get their professional wish right off the campus but Robert Hunter Thurmond did. And so today he's executive assistant to the manager as well as media director of J. Walter Thompson Co., Los Angeles.

A few years ago, he also wished to visit Alaska. Then came Pearl Harbor and he joined the Navy, assigned to air combat intelligence. After 18 months which had him ranging between Kodiak and Attu, he's indefinitely postponed any pleasure jaunts in the same direction.

Although new to Los Angeles, he has been with J. W. T. since 1934. Upon graduation from U. of California in Berkeley in 1933, he decided to start on a law course until the right spot opened in advertising.

When it did he deserted the campus in a hurry to join the agency's San Francisco office in media. Approximately 18 months later he was placed in charge of media, a position he held until shortly after Pearl Harbor. Following his separation last fall as a lieutenant commander, he returned to J. W. T., as assistant account executive of the Shell Oil account.

With growth of Los Angeles and the general marketing area as well, the agency deemed it wise to expand operations there. In line with this, Mr. Thurmond was transferred in June. This time he wished again for an apartment. Wishes number three came through too, and now he's a lucky man all over again.

In his present media responsibilities he finds such active accounts as Douglas Aircraft; Universal Pictures; Air Research Mfg. Co.; Boyle Midway; Calavo Growers of California; D. e. e. r. y Grapefruit Industry; Food Dealers Adv. Assn. of Southern California; Earl F. Halliburton Inc. and Ford Dealers Adv. Assn. of Southern California.

A native Californian, Mr. Thurmond was born in Carpinteria Valley, Santa Barbara County, July 6, 1910.

Single, he devotes much of his spare time to tennis. He has been a member of the San Francisco Ad Club and is a Kappa Alpha.
"GET IT FIRST, BUT—FIRST GET IT RIGHT"

Once more that traditional slogan of INS has paid off in dividends to our radio clients.

At 12:52 P.M. (E.D.T.) Thursday, August 22nd, an INS bulletin from Belgrade first revealed the release of the American occupants of a U. S. transport plane, who had been held prisoner by the Yugoslav government for thirteen days. It was nearly three hours later before any other news agency was able to confirm this historic beat of international importance.

Here are some of the congratulatory messages received:

- From LELAND C. BICKFORD, Editor-in-Chief, Yankee Network News Service:
  "Congratulations due again for your excellent scoop on story of release of American flyers by the Yugoslav Government."

- From TED HAAS, News Supervisor, KOIL, Omaha:
  "Congratulations on INS' scoop which hit our airwaves more than an hour ahead of all opposition."

- From FRED HESS, News Editor, KFOR, Lincoln:
  "Congratulations on INS' fine scoop. We were on top with it here."

- From JACK SHELLEY, News Editor, WHO, Des Moines, Iowa:
  "Congratulations on great INS beat on Yugoslav release interned American flyers. I played hard during noon broadcast today and had clean beat of more than one hour over everybody else in these parts. INS did a wonderful job on the biggest story in recent months."

- From DAVE DRISCOLL, Director of News and Special Events, WOR, New York:
  "That was a great beat you had on the release of the American flyers in Yugoslav. We made very good use of this very good story."
A LOYAL, CONCENTRATED audience—at all hours—that's what KTOK rates here in Oklahoma's No. 1 Market. Take a glance at your latest authenticated Listening Survey for proof of our top-flight audience. Yes, KTOK is YOUR station—if it's a highly concentrated market of substantial PERMANENT incomes you're looking for.

### HOOPER STATION LISTENING INDEX—CITY ZONE

**OKLAHOMA CITY, MAY-JUNE, 1946**

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Don't Make Molehills Out of Our Mountains

The way to reach people in Southern California's mountain surrounded valleys is with Broadcasting Corp. of America's chain of rural radio stations...

To a time buyer hundreds of miles away, Southern California's mountains may look like molehills on the map, but what molehills they really are! Towering 5,000 to 10,000 feet high; they form a natural barrier around Southern California's fertile Valleys. They're awe inspiring to tourists but a pain in the neck for "outside" radio stations. Watts bounce off these mountains like hail off a tin roof.

There's only one way to completely and economically cover the Valley of Paradise, Imperial Valley and Coachella Valley. That's with the Broadcasting Corporation of America's stations, located right in the heart of these Valleys and programmed specifically for rural listening. Here in clearly defined areas are the people, the sales potential and the medium for effectively presenting your merchandising message.

KPRO
Riverside & San Bernardino
covering
"The Valley of Paradise"
Primary Population
584,321
1945 Farm Income
$206,336,905

KROP
Brawley and El Centro
covering
"The Imperial Valley"
Primary Population
116,653
1945 Farm Income
$64,233,062

KREO
Indio and Palm Springs
covering
"The Coachella Valley"
Primary Population
19,500
1945 Farm Income
$10,812,275

Link Your Sales Efforts in Southern California's Valleys to this Strong Chain

Riverside
San Bernardino

Brawley
El Centro

Indio
Palm Springs

340,000 watt FM
Under Construction

JOHN E. PEARSON COMPANY, National Representatives—New York, Chicago, Kansas City, San Francisco, Los Angeles
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

"Radio—One-Quarter Century of Progress" is a tangible example of extra effort here at F&P. It doesn’t contain sales-talk or data on the stations we represent. In fact, it doesn’t attempt to “sell” any particular stations at all.

It does give you down-to-earth, double-checked figures on the costs of spot-broadcasting, as compared with newspapers, magazines, and network radio. It does contain facts which may completely change your ideas of media values.

As one very important executive writes us, “It is the most valuable analysis I have ever seen.”

If you haven’t received a copy, ‘phone or write. You’ll be glad you did.

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
DE S MOINES WHO
DULUTH-SUPERIOR WDSM
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
OKLAHOMA CITY KOMA
PEORIA-TUSCOSLA WMBD-WDZ
RALEIGH WPFT
ROANOKE WDBJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFLB
TULSA KTUL

Radio Billings Rise After Mid-Year Dip

Fall Developments May Bring New Record

Radio sales, lagging a little during the spring and summer, are picking up as autumn approaches. By year-end total billings will at least equal, and likely surpass those of 1945, last lusty year of the war period.

This conclusion was reached by Broadcasting as a result of its annual summer survey of agencies, advertisers, representatives, networks and stations in metropolitan centers.

Many factors enter into the late 1946 radio scene. Most important is the general improvement in manufacturing and distribution operations, bringing a steadier trend in the overall economic situation. Shortages in raw materials, labor unrest and pricing worries are less annoying to businessmen as the end of summer approaches.

Salesmen Sellers Again

Effects of the reckless media buying of business houses flushed with wartime profits began to wear off last winter, bringing a barrage of fretting during the spring months. The approaching fall and winter will more nearly resemble pre-war seasons in that salesmen once again are sellers instead of purveyors of the dotted line.

For the first time in a decade-and-a-half of radio business analysis, Broadcasting has noted a flattening of the annual sales curve. Even as this trend was being studied, signs appeared that autumn billings would rise sharply and bring the 1946 gross above that of 1945.

Good for Networks

With networks the year has been a good one, but not the booming sort to which they had become accustomed. NBC is at least as good as last year. CBS half-year net income is running $1,000,000 ahead of 1945 in the face of higher operating costs. ABC is up about 5% from 1945 for the first six months. MBS is pulling up toward the other nationwide hookups with an increase of 47% above 1945.

Choice network time is still a scarce commodity, an element that keeps grosses from rising too sharply and also keeps alive talk of a fifth national hookup.

Estimates of spot business for the last four months of the year are generally hopeful, with increases of 5% to 15% prevailing. Representatives forecast a good autumn, probably a record one as they note that some advertisers are buying time earlier than usual.

Around the agencies, autumn forecasts range even higher as some timebuyers and radio directors look for gains of 20% or more above last year.

Thus a note of optimism prevails, tempered by the dollar-mark talk around individual stations where the remark heard most often is that business is about the same as last year. Long-range predictions, of course, are definitely on the brighter side.

West Is Optimistic

Exception, of course, is the West Coast where not a pessimist was found. Definite improvement has occurred, and it is seen in view of the fact that the feared business slump failed to develop. National and regional network time is hard to find, with many advertisers turning to transcriptions.

Long-term contracts are the thing on the Coast and sponsors are holding on to desirable time. Only decline noted is in the religious advertising field. This is due to the fact that many stations will not sell religious time. Even so, West Coast religious groups are billing orders for $2,500,000 for video.

Commercials are now designed to sell goods, replacing in many cases the wartime institutional.

Television

Autumn Expansion Is Seen for Video

Constant Increase Noted In Advertising Contracts

By BRUCE ROBERTSON

THE OUTLOOK for television in New York this fall is bright. The three video stations are planning expanded programming; the volume of advertising is constantly increasing; set manufacturers expect to start delivering video receivers to dealers in September, with an increasing flow of sets reaching the market during the fall. More sets mean more audiences; more audiences should attract more sponsors; more sponsors should mean better programs, which should continue the spiral by encouraging more people to buy television receivers.

Programwise, the immediate emphasis will be on sports, for several reasons. First, sporting events are today television's most professional entertainment. Second, with RCA rapidly catching up on its orders for image orthicon tubes, television can now bring these out-of-studio programs into the home with a clarity and detail that makes home viewing in many cases as good as or better than that in the ball or park where the event is staged. Also, a ball game or fight card provides several hours of video program fare far more easily within the broadcaster than the same amount of time devoted to studio programs.

Likely by Sponsors

Sports have always been ranked among the most popular programs with the television audience and, possibly because of that, with sponsors. Gillette Safety Razor Co., whose sponsorship of the boxing bouts on WNBT (NBC) each Friday evening has keyednoted commercial sports telecasting, is being joined this fall by Ford Motor Co., which will sponsor the home games of the Columbia U. football team and a varied schedule of hockey, basketball, track, etc., from Madison Square Garden on WCBW (CBS).

If the Brooklyn Dodgers retain their lead in the National League and capture the pennant there is little doubt that the Brooklyn games of the World's Series will be televised—a video "first" that would double as rival the telecast of the Louis-Conn fight in interest.

Seven Army football games will be telecast on WNBT, sponsored by Goodyear Tire & Rubber Co., including two from New York and five relayed from West Point. United States Rubber Co. is also bringing its Friday Night Quarterback series, with Columbia Coach Lou Little, back to WNBT this fall.

WNBT is currently on the air (Continued on page 81)

BROADCASTING • Telecasting

Vol. 31, No. 8 Washington, D. C., August 26, 1946 $5.00 a Year—15¢ a Copy

Page 15
Index Finger Points

THE ART OF broadcasting has reached a turning in the road.

This has been apparent to the perceptive eye of a few, but many have missed the guideposts.

This is the beginning of the second year after the war. The first year perhaps ended an era. It was a year attended by mad scrambles for facilities and equipment; by pedantic attacks against American radio, both in official and less-than-official circles. It was a year in which broadcasters, trying to meet impossible commitments under impossible pressures, had little time to think of the future—and what time they did have was given to fretful misgivings about postwar recessions.

And now the turning. In this issue, we present for the 15th consecutive year, the Fall Business Index. To those who have read previous editions, there will be visible the subtle signs of transition.

Business is good. That slight dip in revenue in the first two quarters has found compensation in rising sales curves now. It would seem then like the other 14 years, would it not?

But you must weigh the evidence carefully. This year, one hears no wild predictions of soaring business to come. There is a different approach. Broadcasters are thinking in terms of more than business.

Some might say—principally the authors—that the Blue Book has brought about this gradual metamorphosis. We don't think so. Nor do we think it arises from listener-pressure. It finds roots in the soil which has nurtured America's growth. In springs from competition.

FM. Television. A 20% growth in AM outlets. No broadcaster tomorrow will be free from such competition. Such a tremendous growth in a mass medium must lead to one of two results: (1) a diluted audience for stations on the air or (2) a larger audience to accommodate the greater number of facilities.

We foresee accent on the latter development. For the pioneers in radio, and those who are entering the field now, recognize that a Hooper sets-in-use average of 18 or 19% for 1000 transmitters to service is not sufficient, economically, for the two and three thousand stations to come. There must be more listeners for radio; and you get more listeners by wiser programming.

Sets are rolling off the assembly lines. The circulation will be there. Competition will do the rest. But at the end of the fiscal trail, henceforth, we'll be counting listeners before we count dollars.

Radio Billings

(Continued from page 15)

messages that preserved brand names or promoted the nation's welfare.

In Chicago few industry spokesmen were willing to venture hopeful predictions for next year, though many concede that business in 1946 has been good. Fear of pressure from printed media is noted among radio folk, along with worries associated with labor problems and material shortages.

With wartime profits a matter of history and with advertisers taking a new interest in the tax dollar, the cozy days of radio salesmen are over and they must now get down to work, many midwesterners believe. Even so, a study of typical comments reveals a reserve based on sober realization of postwar problems, a reserve that would quickly disappear if the autumn increases come up to their cautious predictions.

Bright Television Prospects

A factor of growing but not major importance is the peacetime development of commercial television. Fall prospects for this medium are definitely bright, judging by comment in New York circles. Advertising volume is rising and expanded programming is under way.

Set manufacturers are planning to deliver some models to dealers in September and later in the autumn will step up their production. More than one manufacturer is tooting up for quantity production of reasonably priced models but this is still at least a month or two away.

Program emphasis of television stations this autumn will be on sports, which provide good entertainment with the modern pickup equipment now used. Should the Brooklyn Dodgers win the National League pennant, the World Series will be broadcast.

In Canada overall broadcasting business is good. Some stations and groups report increases, the majority see about the same level as last year and a few pessimists anticipate a drop of as much as 10%. In the larger cities many stations are booked to capacity despite economic unsettlement caused by strikes and material shortages.

Food Sponsors Returning

Food sponsors are returning in force to major markets. Government programs, sponsored in quantity during the war, are about through but many accounts off the air for several years are back. Canadian Broadcasting Corp. is heavily booked, having little time available on its national networks. Nights are sold out this season.

Some increase in transcription programming is found in the Dominion and some of these productions are being sent across the border. General increase in Canadian business, reflected in advertising, is attracting American agencies, with a number of branches opened this year.

Roundups by Broadcasting staff members in key broadcasting centers will be found on adjoining pages.

Tintex Campaign

PARK & TILFORD, New York (Tintex), has started its semi-annual advertising campaign using one minute spots and chain breaks on about 200 stations effective Sept. 9. Contracts run from 10 to 13 weeks. Agency is Charles M. Storm Co., New York.

Ford Video


Bulova Options

KEEPING pace with current FM interest, Bulova Watch Co., New York, has first option on time signals on several FM stations throughout the country. At present company is using only one FM station, WENW Detroit, with two time signals, seven nights a week, through The Blow Co., New York. As for AM, Bulova will increase its current time signal campaign for the Christmas season by buying an additional number of time signals on various stations. Schedule will begin latter part of September and run until Christmas.

Miles Renews

MILES LABS, Elkhart, Ind., which last week switched Quiz Kids from ABC to NBC and dropped National Barn Dance on NBC in favor of The Roy Rogers Show, has renewed the 52 week sponsorship of Lum 'n Abner, 7-7:15 p.m. (CDT) over ABC, effective Sept. 10.

Paradise Places

BISCEGLIA BROS. WINE Corp., Chicago (Paradise Wine), resumes broadcast advertising Sept. 9 or 16 with chain break and minute transcribed jingles in New York, Chicago, Boston and Buffalo. Stations not yet selected, according to Olian Adv., Chicago, agency handling account.

Signs ABC Spot

BROWN & WILLIAMSON Tobacco Co., through Russel M. Seeds Co., Chicago, begins sponsorship of Picturing Johnny Neblett, over ABC, effective Oct. 6. Program will be heard Sun. 1:55-2 p.m. (CDT) and marks first five-minute series to be used by sponsor.

An Editorial

"Murgatroyd, sometimes I think you take your job too seriously!"
Cautious Optimism Is Noted Along Radio Row

By EDWIN H. JAMES

Lever Pares

Nor were salesmen's jitters soothed by reports, current at the time, that Charles Luckman, wonder-boy of U. S. soap selling, bell-wether of radio advertisers, had decided, upon succeeding to the presidency of the giant Lever Bros., to cut the soap combine's radio appropriation to the bone.

It was true that Mr. Luckman was rethinking in Lever's radio budget, but the move probably was not diverted to other media. The essence of Mr. Luckman's plan seemed to be a reduction in his total advertising appropriation.

Among some radio sales executives in the west the talk of troubles and cancellations by wartime sponsors temporarily overcame good sense. As cancellations mounted on their desks, they fearfully visualized distress spreading through the industry. Fortunately, by far the majority of radio's businessmen diagnosed the troubles of most American industries and the effects of postwar ctor's billings but at least enough as to dollar volume of time buying for the first six months just ended is any criterion, the radio industry faces a period of stiff competition.

Favored sport among these business leaders at the moment is the waiting game and while many concede that 1946 to date has continued to support the flood of war-time dollars invested in radio in 1945, the statements begin to sound somewhat vague when the subject of 1947 is brought up.

Not Too Optimistic

Reasons for the worried brows of many Chicago radio people are numerous. Most important is the pressure from competing media, including newspapers and magazines suddenly supplied with paperback worth its weight in gold during the war years. But close behind all domestic problems associated with conversion, including labor difficulties and material shortages, and pending contract negotiations with AFRA and the AFM.

In short, few radio executives look to 1947 as a good year to buy yachts and convertible coupes.

In a survey conducted among stations, network sales and advertising agencies, attempts to pry estimates of network and spot revenue for the past six months drew comments ranging from "Sorry, but we can't reveal those figures," to "Don't be silly."

Central Division volume of NBC for the first seven months of 1946 is "about on a par" with the same period last year, but by the end of 1946 the volume may be up as much as 10% to 15%.

Frank Schreiber, WGN general manager, said the station's spot and local business is "satisfactory" and the station may pass its record 1945 total.

Central Division of ABC's business was at least as good as it was last year. He predicted that for the rest of 1946, NBC's revenue would remain at 1945 levels.

ABC's problem, he said, was to find prospects for an increase in business looked good, despite the loss of three of its best accounts, Bachelor's Children (Continental Baking Co.), effective Aug. 23, and General Mills' Valiant Lady and Light of the World, effective Sept. 27.

MBS Cheerful

Ade Hult, general manager of the MBS Central Division in Chicago, said business was "excellent" and looked for 1946 to surpass the 1945 total. Mr. Hult pointed to The Websters (Quaker Oats) and Vic & Sade (Fitch) as examples of business that while come into the Mutual fold. He recalled that the MBS half-year gross was up over 47%.

ABC's Central Division was non-committal when the question of revenue was brought up but optimistic about fall bookings. Armour Packing Co. is expected to buy a half-hour on ABC, probably The Al Pearce Show which was stymied at the network's coming stage by OPA uncertainty.

Gil Berry, network sales manager for the ABC Central Division said the Chicago office had con-
Pacific Circles Expect Heavy Placements

Time Availabilities On Nets, Stations Still Scarce

By DAVE GLICKMAN

BACKED UP by cold facts and figures [BROADCASTING, July 29, Aug. 5, Aug. 12], the ever optimistic West Coast continues to maintain that attitude. Business is excellent and broadcasters, station representatives and agency executives expect a continuation of this prosperity throughout the fall and winter. Return of the competitive market brought about by relaxation of OPA regulations is generally regarded on the West Coast as a harbinger of continued heavy radio billings.

With time availabilities still at a premium, prospects for fall and winter as well as early spring of 1947 look good to station owners and managers. Agency executives and advertisers who want choice time are experiencing difficulty. The West Coast continues a seller's market.

Spot Running High

Judging from reports gleaned during this survey, spot business more than held its own during the past summer on the West Coast. Stations that feared a slump were delightfully surprised, with spot placement running well ahead of anticipation. As a whole, national advertisers continue to recognize the West Coast as a bonanza territory. They are doubling their efforts with concentrated spot campaigns to hit the warm market with heavy schedules, buying time in major as well as secondary areas.

Many West Coast advertisers will use their first radio in a local test before expanding outside this area. There are others with regional network time who are mulling plans that will take them east of the Rockies. Others will invade the Southwest. Spot announcements and participation programs will be used in specific markets.

Agency men report they are still busy making plans for clients. Difficult at the moment, it was pointed out, is finding available and desirable time on stations. There are still problems of manufacture, packaging and distribution that have slowed up West Coast advertisers. But this, it was explained, will not stop through-by advertisers on proposed campaigns. The teil from the market. Pre-war some of these accounts were strictly spot users. Now they want to go regional network, but are short pursed. This likewise causes them to hold back despite their recognition of the need.

Despite reduced advertising schedules by some firms which continue to face shortages of basic commodities, expanded growth of the West has old advertisers jockeying for bigger shares of the potential buying power. In addition, new firms, recognizing need for establishment of their trade name as well as being conscious of the increasing competition, are planning to use radio as heavily as their budgets will permit.

Ad sales has stability this year, is seen in heavy purchase of political time. Since this is an election year, political time will remain prevalent through October. At that time pre-Christmas advertising is expected to take up any possible slack.

Although not a vital factor in regional network sales, pre-Christmas activity is nevertheless a dominant factor for independent stations in their respective markets. Broadcasters report that commitments on hand from department stores, specialty stores, jewelers and other luxury distributors, indicate heavy use of radio time to attract Christmas shoppers. Fall and winter radio prospects look much brighter now than they did three months ago, with agencies in San Francisco and Los Angeles weighing budget increases instead of decreases. One Hollywood agency even went so far as to say that certain advertisers that had cancelled plans two months ago are now striving to regain available time. Since availability is impossible to penetrate because of non-availability, several advertisers are using select smaller adja-

Era of Costly Shows Waning

Coast Observers See $3,000-$8,000 Packages—Bringing Best Sales Results—

Canada

Dominion Encouraged by Prospects

Several Sponsors Are Returning After War Absence

By JAMES MONTAGNES

BROADCASTING stations in Canada will continue to stay in the black this fall and winter, judging by the amount of advertising booked and under discussion. A survey of advertising agencies, sponsors and station representatives in Toronto leads to a diversity of opinion as to whether the forthcoming season will be better than the same season a year ago.

All said that business is good. The most pessimistic said business overall might be down 10%. The majority said it would be about the same. Some agencies reported more radio advertising booked, including more accounts.

Capacity Bookings

There is a definite realization that the stations in the larger cities are booked to capacity, having difficulty clearing time. Stations in some of the smaller markets are losing some business, both on network and spot business.

Some advertisers are retrenching their radio appropriations due to strikes and shortages of materials, as well as turning to other media. Other advertisers—and this applies especially to food products—who have been out of radio for some of the war years are coming back after test campaigns but sticking to show business. At least two important network accounts switched some of their programs from network to spot.

Most Canadian network advertisers have continued their programs for the fall and winter season, and some new ones are in the offering. CBC commercial division officials point out that "at present the outlook for network commercial revenues is approximately on a par, or slightly higher, than last year. All time available for commercial programs after 8 p.m. on the Trans-Canada network is entirely taken up. On the Dominion network there still remains a small amount of commercial time during the evening periods but the time is still very fast. It is understood from agencies that the Dominion is likely to be almost as tight as on the Trans-Canada before the new broadcasting season opens.

"In the daytime the available commercial periods on the Trans-Canada network are practically all sold. Good daytime periods are available on the Dominion network.
RETURN of George B. Storer to Detroit radio in which he pioneered nearly two decades age, was shadows last week with completion of negotiations for acquisition of WJBK Detroit by Fort Industry Co. from John F. Hopkins Inc., for a record local station figure of $550,000. The transaction would be subject to FCC approval and necessary transfer papers were to be drafted promptly.

Mr. Storer, a native of Detroit and one of the country's best known broadcasters, has been identified over the years with Detroit ownership, including WGHP (now WXYZ) which he sold to King-Trendle in 1939; CKLW (which became CKW) which has served as the Windsor-Detroit outlet of CBS and MBS; and until 1958, owned a 16 2/3% interest in WJBK. Mr. Storer with James F. (Fred) Hopkins, president and general manager, will continue to head -quarter in Toledo at WSPD, but will direct the company's fiscal operations. Lee B. Wailes, Fort Industry general manager, will remove shortly from Washington to Detroit headquarters. John B. Koepf, assistant to Mr. Wailes, will assume charge of Washington operations, reporting to the new Detroit headquarters.

Mr. Storer asserted that Fort Industry would stipulate in its application for transfer of WJBK that if the FCC feels Fort Industry should not expand the number of stations it operates beyond the present seven, it would agree to dispose of one of the existing stations within a reasonable time. The Fort Industry stations, in addition to WSPD and WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, WLOK Lima and WHIZ Zanesville.

No Not Number But Location

On the other hand, it was recalled that the FCC in its recent decision proposing denial of the transfer of KQW San Francisco by the Brunton brothers for CBS for $950,000 held that it was not the number of stations, but their location and importance in key markets that should govern multiple ownership policy. It is conceivable that as few as three stations in key markets with prime facilities could constitute an objectionable concentration of ownership, the FCC majority said, whereas a multiplicity of stations with lesser assignments widely separated and in markets having ample facilities might not prove objectionable.

Mr. Hopkins, it is understood, desires to dispose of WJBK to enable him to devote full time to the proposed new station in Ann Arbor tentatively authorized by the FCC last Aug. 9 for James F. Hopkins with 10 kw for 50 kw stations. This grant, however, awaits final FCC action.

Canada Seeks Firmer Radio Control

Committee Report Seen Affecting Private Renewals

By JAMES MONTAGNES

USE OF THREE clear channel frequencies, 860 kc, 900 kc and 1010 kc, for 50 kw stations of Canadian Broadcasting Corp. was recommended by the Parliamentary Radio Committee in its report issued at Ottawa Aug. 17.

Along with recommendation to take over these frequencies from private stations now occupying them, was recommendation for Parliament to allow CBC unlimited loans to finance expansion, to increase its receipt of listener license fees by having the treasury finance the costs of collecting the license fees instead of deducting them from total before paying balance to CBC, and disapproval of giving private broadcasters the right to form a private network.

Parliamentary Committee also recommended that Dr. Augustin Frigon be given security of his post as CBC general manager until he reaches age 65. He is now 58 years old. He is last living member of three-man Royal Commission of 1929 which recommended nationalization of Canadian broadcasting, became assistant general manager when CBC formed in 1936, general manager in Sept. 1944.

"By this means it would be em- phasized to all that the right to occupy a frequency is a privilege granted to one who thus assumes a temporary monopoly in the use of an air channel which belongs to the people and it would be a con- stant reminder also to the CBC and licensing authority of their duty to see that all such persons carry out their obligations to their respective communities."

Regarding the radio appeal board which the Canadian Association of Broadcasters had recommended to the committee, the CBC and the respective communities.

Insofar as the seizure of clear channel frequencies is concerned, the committee felt that the private stations should have known that these would eventually be taken over by the CBC when it was ready to go ahead with its expansion plans. Taking over the frequencies, the committee pointed out, was in accordance with a long-approved policy and believed "there is not and could not be any argument as to the legal rights of the frequency holders. Aside from any notification that may have gone to these station owners, your committee feels that they either were aware or had reasons to be aware of the policy of the CBC and hence must have known, or should have known, that these wave-lengths would have to be developed in order that Can-

(Continued on page 88)
Changes to Be Sought in Record Rule

Plan to Identify Discs By ‘Name Talent’ Being Prepared

A REQUIREMENT that identifying announcements be made when recordings of “name talent” are broadcast is expected to be sought by several licensees when FCC holds oral argument on its proposed alteration of the rule on announcement of mechanical records.

NAB board members voted 17-to-6 against such a proposal [BROADCASTING, Aug. 12], but some of the minority six and other licensees were reported last week to be preparing statements supporting a “name band provision” for submission to FCC before deadline for filing exceptions to the proposed rule falls today (Mon.). Date for oral argument has not been set.

Along those “considering” submission of suggested changes were NBC, KFI Los Angeles, KVOO Tulsa, and Fort Industry.

Another related story on page 80

KVOO Tulsa, and Fort Industry Co., who with CBS and WQBI Scranton formed the minority six voting against NAB board approval of the proposed rule as it now stands.

CBS was preparing a brief requesting a clarification of the proposed rule.

NBC was said to be planning definitely to submit something, although the exact nature of the suggestion had not been fully determined. Trend of the thinking was along lines that indiscriminate use of recordings should not be permitted when, either affirmatively or inadvertently, the impression is created that live talent is being used. It was thought the proposed rule might be satisfactory if amended to require identification of recordings as such whenever the name of the talent is announced.

Bamberger Broadcasting Service (WOR New York) already has asked for oral argument and filed a brief primarily concerned with provisions dealing with identification of short spot recordings. J. B. Conley, manager of Westinghouse Radio Stations, and Ed Craney, owner of KGIR Butte, have filed statements generally endorsing the proposed changes. NAB’s endorsement was being prepared for filing late last week.

The proposed amendent of the rule (3.407), announced June 3, provides that a recorded program shall be so identified at the beginning and end if it consists of the rule speech, news event, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and if its presentation would give the impression that the broadcast was live. Recorded programs less than one minute long would be announced only at the beginning. Subsection (b) provides that any other program of one or more mechanical records need not be so announced, but that there may be no “affirmative” attempt to create the impression of a live broadcast [BROADCASTING, June 10].

Bamberger favored Subsection (8), but said it felt the existing rule requiring an appropriate announcement at the beginning of a recorded program of less than five minutes is “entirely satisfactory.” “In actual practice,” Bamberger said, “our news programs contain spot recordings up to 2½ minutes in length. An appropriate announcement at the beginning and end of so short a recording is, in our opinion, unnecessary and offensive to the listening audience. If the listener is tuned to our station, he automatically hears the announcement if it is made at the beginning of the recording. If the listener tunes in our station during a recording as short as a minute to two and a half minutes, such listener would not hear a sufficient amount of the recorded matter to require, or have any interest in, its identification by an announcement at the end of the recording. As a matter of fact, the material in such short recordings is such that the listener is thoroughly indifferent as to whether it is, or is not, a recording. However, to prevent abuse, it may be desirable by rule to require one identifying announcement to be made.”

Mr. Craney told the Commission that KGIR is in “hearty approval” of the proposed changes. “We believe this will materially better broadcasting as it will take off the air the repetitious announcements now heard which mean but little to a listening public,” he declared. “We are in hearty accord with letting the public know what it is listening to, and we are in hearty approval of the section which would prohibit broadcasters from trying to mislead the public into thinking that name bands might be in the studio.”

Mr. Conley, of WRS Inc., said the proposal “is a very constructive one and should help to advance the art of broadcasting considerably. While actual operation under the revised rule may be prone to some slight modifications, we are positive that the overall effect would be extremely beneficial.” He said it would “be extremely helpful for station managers to have scheduled numerous transcribed or recorded programs” and might lead “to greater listener acceptance to their programs,” thus promoting “a keener competitive situation between stations.”

Winner of Crosby Stakes Still Runs

Philo Executive Now Flees From ABC, MBS

STILL slightly wilted and breathless from his successful pursuit of the elusive Bing Crosby, Philco’s Vice President James H. Carmine last week found himself the pursuer.

Now that he had the crooner’s signature on a Philco contract [BROADCASTING, Aug. 19], Mr. Carmine was the most popular boy in town. His intention to put transcribed Crosby programs on the air in every U. S. city that had a radio station encouraged at least two networks and many a station representative to chase him with the fervor that matched his own during the winning of Mr. Crosby.

Leaves New York

By week’s end, Mr. Carmine had left New York, where executives of ABC and Mutual had engulfed him with sales arguments, for the sanctuary of his home office in Philadelphia. There he would have the chance to think about his choice between the energetic suitors.

Meanwhile, lesser Philco executives and representatives of Hutchins Adv. Inc., the Philco agency, continued to meet with ABC and MBS salesmen in New York.

None of the conferees would predict with certainty what Mr. Carmine’s choice would be. Said an ABC executive: “We’re still optimistic.” Said one of Mutual’s chiefs: “The door is by no means closed.”

Mr. Carmine kept mum. Even when he gave the nod to one or the other of the networks, the pursuer would not be over the hump. With the network chosen, there would remain some 300 or 400 stations to do business with. The chase by stations would make the network pursuit look like a slow walk.

New Advertising Agency Established

By Day, Duke & Tarleton in New York

FORMATION of a new advertising agency, Day, Duke & Tarleton Inc., with offices in the Marguery Hotel, 270 Park Ave., New York, was announced Aug. 20 by William L. Day, president and treasurer.

Mr. Day, for 16 years vice president, director and chairman of the advisory committee of J. Walter Thompson Co. and a successor Chester Bowles as chairman of the plans board of Benton & Bowles. Subsequently he held the same position at Foote, Cone & Belding, where he worked on such accounts as Lucky Strike, New York Central, Bourjois & Co., Armour & Co., California Fruit Growers Exchange, and Frigidaire.

Col. Plorimond D. Duke, vice president, is now director of UNRRA activities in Greece, and his plans for returning to business have not been announced. Formerly advertising director of Time, Newsweek and Fortune, he spent 15 months of the war in German prisons, having been captured during a dangerous mission to Budapest.

John V. Tarleton, vice president, former senior art director of J. Walter Thompson, Lennen & Mitchell and William Esty & Co., was president of J. Stirling Getchell Inc. Robert L. Hargraves, vice president and director of media, was director of advertising and market analysis for William Carter Co. The other vice president of the new agency is Ralph Al lum, formerly vice president of Blackett - Sample - Hummert and associate director of the War Ad- vertising Council. Samuel H. Web- er is secretary.
Log Drive

Floating placidly on the pond, for these logs the long journey's over. They've piled up in log jams . . . they've been tossed by raging rapids. But they made it. The log drive's over.

Many a smart businessman could look at that picture and wonder, "How rough will my trip be when the big production starts and the sales heat goes on?"

We can speak only for one sales help in one market. Our sales help is in radio . . . and we're concerned with W-I-T-H, the successful radio independent. The market is Baltimore.

In this, the sixth largest city, W-I-T-H delivers more listeners-per-dollar spent than any other station in this five-station radio town.

In the drive for sales . . . the trip can be made smoother in this market with W-I-T-H on the list. Better put her on!

WITH

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed

August 26, 1946 • Page 21
Millions of the listening friends of WWVA's Original Radio Jamboree have their own particular favorites among the host of hillbilly entertainers heard regularly every Saturday night over the Friendly Station. Each performer is a "star" in his own right with his vast circle of friends...as proved by over 650,000 pieces of mail received in 1945 from WWVA's loyal listeners.

Why not look into this sure-fire sales medium for your product? Some choice spots are still open. WWVA will be glad to tell you all about the outstanding record the famous Radio Jamboree has built up over the past ten years...or just ask a John Blair man for facts and figures. For quick sales for that hard-to-merchandise item...hitch your product to a star!

Basic A B C Network

WWVA

WHEELING, WEST VIRGINIA

50,000 WATTS

Labor, Management Problems
Head Small Markets Agenda

EMPLOYMENT, management and engineering problems lead the list of topics to be discussed by the NAB Small Market Stations Executive Committee at a meeting called by Marshall H. Pengra, KRNK Roseburg, Ore., committee chairman. Committee will meet Sept. 9-10 at the Statler Hotel, Washington.

Likely to come up during the two-day discussions will be the effect of FM stations on the present 650 AM stations that fall in the small market stations category (under 5 kw in cities under 50,000). Also slated for consideration is the place of small market outlets on the NAB convention agenda Oct. 21-24 at Chicago. A number of station operators are understood to feel that tentative agenda plans [BROADCASTING, Aug. 5] should provide more time for the group, comprising over two-thirds of member outlets.

Management Trends

The committee will hear a discussion of the management study series conducted by Arthur C. Stringer, NAB director of special services. Mr. Stringer has been making detailed analyses of all phases of operation at un-named stations representing all parts of the country.

James L. Middlebrooks, NAB director of engineering, will review engineering license problems and describe activities of the department. He is completing work on an engineering handbook to be issued in the autumn.

Audience analyses, including feasibility of revealing Hooper and other surveys to competitive media, will be discussed by Frank E. Petrin, NAB director of broadcast advertising, and Kenneth H. Baker, director of research.

Improvement of local news coverage, uses of BMB data by small market stations and committee services to new stations are listed for discussion. Hugh Higgins, assistant director of broadcast advertising, will describe promotional material, and Lee Hart, assistant director, will review retail advertising activities of NAB.

Small Market Division work of the association will be reviewed by J. Allen Brown, assistant director of broadcast advertising, who was named to the small market stations post when it was created last autumn.

Act Explanation

A. D. Willard Jr., NAB executive vice president, has been scheduled to tell small market outlets how they are affected by the Lea Act and review latest developments in the music and Blue Book fields. Ivar H. Peterson and Milton J. Kibler, assistant directors of employee-employer relations, will analyze trends in that field.

Chaikin to Grey

SEYMOUR CHAIKIN, formerly with Crowell-Collier Publishing Co., New York, in charge of research for American Magazine, has been appointed director of research of Grey Adv., New York. Following changes in personnel also have been announced by Grey: Martin H. Heller of agency has been appointed assistant account executive; Leo Beck of agency has been appointed copywriter; Kathryn Gorthy, formerly with Paris & Peart, New York, has joined Grey as radio script writer; Philip Fried, after service with armed forces, has joined agency as assistant comptroller; Glenn Foss, formerly with Rochester Typographic Service, Rochester, joins agency's production department.

MUSHROOMING of transcription firms and programs packagers in the Hollywood area during the past year is noted. Some are fly-by-nights. Others have established themselves and are accepted by the industry. Transcription producers report that stations are buying more syndicated programs and are selling them to local and regional advertisers. The boom is on again in that field, they declare.

Within six months there has been an expansion of agency operation, with many national firms establishing West Coast offices in San Francisco and the Los Angeles area. With shortage of accommodations, some are working from hotel rooms. Others have converted cottages and houses into offices. Still others have set up shop in stores around town. Several West Coast regional agencies have likewise expanded. They've established branch offices in New York, Chicago, and other key cities throughout the country to take care of extended operations.
Seven significant national awards, citations and honorable mentions have come to KLZ so far in 1946. Because KLZ does an outstanding job, it shows up well in any competition. Its every-day performance is just as outstanding, too, as when it is primed for a race. That's why more advertisers, local and national, buy more time on KLZ than on any other Denver station.
Willard Urges Radio Editorial Policy

Tells Ohio News Clinic
Responsibility Must
Be Accepted

INDUSTRY swing toward adoption of station editorial policies, long shunned by many broadcasters, was disclosed by A. D. Willard Jr., NAB executive vice president, addressing the Ohio Assn. of Broadcasters news clinic last Tuesday. Clinic was one of a series sponsored since last autumn by NAB.

The association’s aggressive stand developed when Robert T. Mason, owner of WMRN Marion, O., asked Mr. Willard “what could be done to enable radio to attain prestige,” asked Mr. Willard “what could be done to enable radio to attain prestige," Mr. Willard said. He recalled that under the decision in the Mayflower case, stations voluntarily gave up editorial privileges, the FCC asserting in the case that no station should have an opinion of its own on controversial matters.

“We have paid the penalty of abiding by this rule,” Mr. Willard said. “Why is it that in most communities today a newspaper is a more important factor than a radio station? We don’t represent anything in many respects as a result of accepting the Mayflower decision.”

“The newspaper sees a condition in its community that should be remedied, it gets up and fights. We’re wishy washy. The only thing we’re ‘agin’ is sin—and it has to be so obvious we are almost sure there is no contender on the other side of the question. The newspaper stands for what it knows to be proper and right in its community and has gained prestige in standing for those things during the years.

“The time has come soon when radio will accept the same responsibility. It’s your right and duty to determine what your program structure will be. If you want to fight for something you think is right, it’s your right to get up and fight for it.

“No one has ever disputed the Mayflower decision, though the Commission has admitted that the ruling could never stand in court. Some station and networks have already begun to have editorial policies and have so labeled them.”

The Ohio clinic set a new attendance record for the series, conducted under direction of Arthur C. Stringer, secretary of the NAB News Committee and NAB director of special services. Eighty-three attended, with two other States, press associations and other industry groups represented.

Morning session on news gathering was directed by John Murphy, news editor of WCKY Cincinnati, Glen Jackson, program director of WSPD Toledo, led an afternoon discussion of technical aspects of news handling. Final session on audience analysis and radio news weaknesses was led by Lester Spencer, assistant manager of WHIO Dayton. Main weakness, it was developed, was understaffing of news departments.

Allan Hald, manager of WHIZ Zanesville, described the station’s listener panel of 88, which he said had brought station-originated news programs to a higher level than any programs on the station. The programs concentrate on local, regional and state news, with national news “more like a tag line”.

Paul Wagner, manager of WPAY Portsmouth, told how the station goes out after its own news and described the close checking of facts. The station recently sent out several thousand postcards telling listeners of the station’s news department and soliciting news items.

All-local news programs are successful on WIZE Springfield and WING Dayton, according to General Manager Pat Williams. The stations plan to send scripts of news programs to those whose names are mentioned. WBBC Canton sends two-minute scripts to all of the city’s clubs and organizations having noon luncheons.

Clinic plans were in charge of Eugene Carr, radio director of Brush-Moore newspapers; S. Bernard Berk, president of WAKR Akron, and Len Nasman, business manager of WFMI Youngstown.

Those in attendance follow:

AKRON — WADL, Robert Wilson, Harold Hagstrom, Fred C. Book; WAKR, John W. LaRue, Coleman Scott, Bob French; WREK, Lew Henry, Harvey Bogen, Emerson Balsdorff.

ALLIANCE — WPSS, Paul W. Reid.


CINCINNATI — WCKY, John Murphy; WKRC, Lew Kent, WLW, Neil Smith.


COLUMBUS — WBN, Bill McKinnon; WCOL, Ted Sheil.

DAYTON — WIO, Lester Spencer; WING, John Patterson Williams.

HAMILTON — WMOH, Don Meeks.

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

MEET FRANK!

This month Frank Field, KMA’s top-notch Farm Editor, celebrates his twentieth year on the air as personal advisor to millions of radio listeners. A nationally-recognized authority on planting and plant propagation, Frank’s greatest ambition and pleasure is to be of service to his listeners. His broadcasts, presented in a simple, “chatty” manner, have become a must in the everyday listening habits of KMA’s great rural audience.

Like all the rest of us, Frank believes in KMA’s friendly, service programming which has been built on the standard: “to answer, you must have the facts”. If you, too, believe in facts, you’ll like the way we do business. Let us— or Lewis H. Avery— give you the facts on what KMA’s successful service shows can do for your account in the 155 counties around Shenandoah. Write!

155 COUNTIES AROUND 
SHENANDOAH, IOWA
## STATIONS SERVED BY The KATZ AGENCY

### North and Midwest

<table>
<thead>
<tr>
<th>Station</th>
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<tr>
<td>WCOP</td>
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<td>KGU</td>
<td>NBC</td>
<td>HONOLULU, T. H.</td>
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### STATION REPRESENTATIVES

- New York
- Chicago
- Detroit
- Kansas City
- Atlanta
- San Francisco
- Los Angeles
- Dallas
WBKB, Balaban & Katz television station in Chicago, threw its hat in the ring for a bid for national television recognition. In a statement made Wednesday by Capt. William C. Eddy, WBKB director, advertisers were informed that for the first time in WBKB’s history, the Chicago video station felt television had progressed sufficiently to warrant the introduction of a commercial rate card.

Under a new policy to go into effect immediately, WBKB’s commercial rate for 1 hour will be $100; for ½ hour, $80; for 15 minutes, $40. Spot commercials, of two minutes duration will sell at $20 for films and $30 live. Capt. Eddy said all charges are discountable to agencies at the standard rate, he added.

In outlining the station’s commercial plans, Capt. Eddy said charges were based on the 450 known receivers in the Chicago area, with an average of 10 listeners per set. As sets increase, charges will rise accordingly. For example, with 5,000 to 15,000 sets, the hourly commercial rate will be $200, increasing to a top of $1,000 per hour for 30,000 sets or over.

The WBKB director conceded that this might well take two or more years, depending upon the willingness of set manufacturers to establish quotas for receiver production. On the basis of statements made Wednesday by advertising and sales executives of nearly a dozen receiver manufacturers, approximately 5,000 television receivers should be available to the Chicago area by the first of the year.

On this basis, WBKB’s charges would be $375 per hour. The station will offer two hours of re-hearsal time for each one hour of commercial time at the rate of 225 per hour, as well as provide necessary studio and technical facilities. Capt. Eddy emphasized the fact that the station would reserve the right to select the commercial programs to be presented and said the station would accept no spot commercials that did not provide a public service such as a time signal or weather report. WBKB will not broadcast straight commercials without some accompanying public service or entertainment feature, he declared.

Capt. Eddy also said construction of additional studios estimated to cost $15,000 would be completed by Sept. 1. This will permit the station to increase its present 20 hours of television broadcasting.

MEEHAN APPOINTED TO RADIO PR POST

C. M. (Tom) MEEHAN, ex-newspaperman and at one time manager of WHP Harrisburg, last week was named director of public relations for Westinghouse Radio Stations Inc. by J. B. Conley, WRSI stations manager. He joined Westinghouse in 1944, serving in the advertising section at Pittsburg public relations headquarters. He was transferred to Baltimore, becoming publicity representative for the Industrial Electronics and X-Ray Divisions in Baltimore and the Home Radio Division at Sunbury, Pa.

Working in the WRSI headquarters, Philadelphia, he will handle public relations for the station group and coordinate publicity at KYW Philadelphia, WBZ-WBZA Boston-Springfield, KDKA Pittsburgh, KEX Portland, Ore., WOWO Fort Wayne, along with FM stations in those cities (except Portland) and WBOS Boston, international shortwave outlet.

Mr. Meehan is a graduate of the U. of Maryland. He entered newspaper work in Waynesboro, Pa., later working on the Harrisburg (Pa.) Telegraph. Baltimore Evening Sun and Philadelphia Record. He became managing director of WHP in 1931. From 1933 until he entered the Army in 1942 he was engaged in public relations work.

News Clinic

(Continued from page 21)

LIMA—WLOK, Edgar Ulrick.
MANCHESTER—WMAN, Robert Horn.
MARION—WMBN, Robert Macom.
MASSACHUSETTS—WMBN, Robert Morrison.
NEW YORK—WPAY, Paul Wagner.
RUSTY MARSHALL.
SALEM—WZEE, Robert Stagner.
Martha McIntyre, A. H. Karns, John Patterson Williams.
SOUTH BEND—WSTV, Jack Merdian, Harry Cochran.
TOLEDO—WSPO, Jim Uhrheber, Glenn Jackson; WTOD, William H. Spencer.
WBCN, Elinson Pryor, Lynn Gifford, Tod Branson.
BOSTON—WQML, Len Naiman, Bob Wiley, Bill Grooves; WBKB, Don Bosco, Paul White, Gene Trace.
Other States—WINS, Battle Creek.
FORREST OWEN, WPIC, Sharon, Pa., Robert Jones.
WESTminster One hour of L. Kent, O. William Taylor, Michael Radosch; Allegheny College, Meadville, Pa., Hugh Cordier.
Press Associations—INS, Robert Brown; AP, Tom O’Neil; UP, Phil Newsome, Transradio, Herman David, Harrisson Guntrum.
Newspapers—Brush-Moore Newspapers, Roy D. Moore, J. K. Vodrey, Eugene Carr; Canton Repository, Clayton G. Horn; Cleveland Plain Dealer, Charles Getty; Dayton Journal Herald, John Murphy.
Whitehall—ERICKSON, Cleveland, Robert Dailey, Rita Wetherby.
Carroll F. Keith, mayor of Canton; Henry Ernst, Canton Chamber of Commerce; A. W. Willard Jr., executive vice president, NAB; Arthur Stringer, director of special services, NAB.

WBKB, Chicago Video Station, Issues Rate Card Based on Receivers in Area

Among the metropolitan centers of New England, Worcester leads the parade in Department Store sales increases over Boston, Springfield and Providence.

With a 1945 index of 100, according to recent Federal Reserve Bank figures, Worcester climbed to 156. In Boston the same index was 146, in Springfield 148, and in Providence, R. I., 150.

A prosperous, compact market of 200,000 city dwellers and 300,000 more in the immediate Worcester trading area is responsible for this peak showing. Industrially active, and agriculturally pre-eminent too, Worcester thrives month after month. Radio listening habits of these half million people are almost as one. One Hooper rating after another show WTAG with an all day and night audience in excess of all other stations heard in the area combined. When you buy time, buy an audience—a prosperous one.
NBC has a RICH NEW PRIMARY AREA in California

REPRESENTED BY JOHN BLAIR & CO.

RODMAN RADIO STATIONS KFRE • KRFM Fresno KERO • Bakersfield
Sales Frustrations of Commercial Man Prompts Poetic Expression of Feelings

(From The Adman’s Lament)

I start out early, in tip-top form
To visit my clients, take them by storm;
I go in with a smile and an outstretched hand
And hear one phrase: “No Merchandise!”

That’s not so bad; it could be worse.
I close with a smile and an inaudible curse.
And then I look in his cold, hard eyes
And go to the next with a new resolve.

I feel so bad. What will I do?
Yet I go doggedly making my rounds.
And hear one phrase: “No Merchandise!”

Prompts Poetic Expression of Feelings
Sates Frustrations of Commercial Man

Revision of WSM Rental Plan Asked
Applicants Request Removal Of Case From Hearing

A PETITION to amend the rental clause of the long-pending proposed assignment of license of WSM Nashville to a wholly-owned subsidiary of the present licensee was on file with FCC last week, asking that the application be taken out of hearing and granted. Hearing is now slated Oct. 25.

The application, filed in February 1945, proposes to assign the license from National Life & Accident Insurance Co. to WSM Inc. under a 15-year lease in order to separate the station from the insurance company's advertising. The application is opposed by the FCC because the insurance company wants to use the station for advertising.

Not only is KFYR's circulation a large one—its coverage—that hundreds of small communities are combined to form one tremendous market—10% larger than Denver and Toledo put together. And only one station can reach it all—KFYR.

176,630 radio homes are regularly tuned to KFYR—more than all radio homes in Denver and Toledo combined! True, there are few large cities in KFYR-land. But so extensive is KFYR’s coverage—and so loyal it’s listeners—that when all time record farm income of over half a billion dollars was set in North Dakota alone. National average increased for the same period: 2%.

* NBC’s all-county survey of 1944, when population in Northwest was considerably lower than today.
** Federal Reserve Bank Review—May, 1941

Better than Denver and Toledo Combined!

Renews on CBS
INTERNATIONAL SILVER Co., New York, for third consecutive year will sponsor The Adventures of Ozzie and Harriet, featuring Ozzie Nelson and Harriet Hilliard, which returns to the air Sept. 1 on CBS, Sun. 6-6:30 p. m. Agency is Young & Rubicam, New York.

Symphony Renewed

At night in bed I toss and turn,
My eyes are red and start to burn.
Ah! Sleep at last, then I wake with a scream
As I see that man in my horrible dream.
And then I look in his cold, hard eyes
And hear one phrase: “No Merchandise!”
IN BALTIMORE... WCAO
PROMOTES Your SHOW

WCAO Spotlights
FOR TOMORROW
11:30 A.M.
Winner Take All
2:30 P.M.
Cinderella, Inc.
3:30 P.M.
Give and Take

12:30 P.M.
Young Dr. Malone
12:45 P.M.
Road of Life
1:15 P.M.
Perry Mason

600 ON YOUR DIAL

WCAO
The Voice of Baltimore
600 KC --- 5000 WATTS

Daily "Spotlight" ads on the radio page of the Baltimore News-Post (circulation, 223,000) stimulate listener interest for sponsor's programs. Every advertiser gets a "boost" on WCAO.

Represented Nationally By
PAUL H. RAYMER COMPANY
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA
Radio Execs Club Expands Program

SPECIAL ADVISORY Council to Radio Executives Club of New York [BROADCASTING, Aug. 19] is expected to be a step toward making the club a more important influence in the broadcasting industry.

New REC president, Robert D. Sweezy, vice president and general manager of Mutual Broadcasting System, said the council will provide a board of experts on whom the club may call for a fresh perspective on its problems.

Network Presidents

Besides Mrs. Eleanor Roosevelt; Justin Miller, NAB president, and Charles Mortimer, General Foods president, the council includes the four network presidents: Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS, and Niles Trammel, NBC.

New York independent stations are represented by Herbert L. Petey, managing director, WHN; Nathan Straus, president, WMCA; Elliott Sanger, executive vice president, WQXR. Women's interests are represented by Mrs. Roosevelt, Mrs. Mary McClung, president, Advertising Women of New York, and Mrs. Dorothy Lewis, NAB coordinator of listener activities.

Advertising agency council members are H. M. Dancer, president, Dancer-Fitzgerald-Sample; Louis N. Brackway, executive vice president, Young & Rubicam; Leonard T. Bush, vice president, Compton Adv. Inc.

Mr. Sweezy also announced the makeup of several of the club's committees. Hugh Feltis, BMI president, is chairman of the Membership Committee, whose members are Linnea Nelson, J. Walter Thompson, Co., and Frank Silverail, BBDO. Kolin Hager, to the president of SESAC, is chairman of the Associate Membership Committee, with Warren Jenkinson, ABC; Davidson Taylor, CBS; of the four networks-Adrian Samish, ABC; Davidson Taylor, CBS; Phillips Carlin, MBS, and Clarence Menzer, NBC, as well as Arthur Pryor Jr., BBDO, and Bruce Robertson, Broadcasting, with another member to be added.

House Committee comprises Robert A. Schmid, MBS vice president, chairman, and Otis Williams, WBYN. Club's publicity and public relations will be handled by Institute of Public Relations under the direction of Bill Kostka, former head of NBC's Press Dept.

REC 1946-47 season will open Sept. 19 with a business session, the regular meetings to begin Oct. 3. Meetings are held on the first and third Thursdays of each month at 12:15 p.m. at the Hotel Roosevelt, New York.

ONE OF SIX finalists in Tommy Dorsey's nationwide talent search is Peggy Jones, staff vocalist of KFH Wichita, Kan., who has been singing star of Ethel Jane Jamboree for five years. She entered contest while on vacation in California.

Network Contracts

(Continued from page 17)

* & Take; Wrigley, Gene Autry; Household Foods; Phone Again Pinney; American Home Foods, Surprise Party; Wildroot, Sam Spade; Continental Bakc Co., Irene Beasley; Matchabelli, Stravadi Orchestra; Canada Dry, Meredith Willson & Orchestra; Foster & Gamble, to be announced; Luden's, to be announced.

Renewals—Parker Pen, Ned Calmer News; Colgate-Palmolive-Peet, Theatre of Romance; Blondie; Foster & Gamble, FBI In Peace & War; Borden, Tommy Higgins & Betty Lou; Bayer Co., American Melody Hour; Electric Cos. Adv. Program, Electric Hour; Emerson Drug, Inner Sanctuary; Ballard & Ballard, Beniro Valley Folks; Campbell Soup, Meet Cortiles Archer; Bowey's Inc., Stars Over Hollywood; Strong Cork, Theatre of Today.

ABC


Expansion—B. F. Goodrich, Detect & Collect.

RADAR is now being used to obtain data on the velocity and direction of winds at various elevations, the War Dept. has announced. The method uses balloon-borne reflectors which can be tracked to their bursting point, sometimes reaching 100,000 feet above the earth's surface. With radar, visibility is not a limiting factor, at it was in the past.
A good mystery means good listening . . . and those famous CBS favorites such as: "CRIME DOCTOR", "INNER SANCTUM", "THIN MAN" and "CRIME PHOTOGRAPHER" are typical of those good, good CBS programs, that when combined with Iowa's finest Radio frequency assures top listening among 1,131,782 people.* Don't be the "victim" of misjudgement. You don't need a "Nick Charles" to discover that WMT is No. 1 station in the best market of a great state at the lowest rate per radio family.

*WMT has a GREATER population within its 2.5 MV line than any other station in the state—with a SPENDABLE, DEPENDABLE income to make your selling job easier.

WMT's story is a big one to tell—an important one to hear. Contact your KATZ AGENCY Man at Once!
New York Business
(Continued from page 17)
time for its waiting list of eager advertisers.
Only two network shows remained open to sponsorship on NBC; Sunday Symphony, which General Motors had relinquished last spring, and part of the Fred Waring Show, in which an unnamed advertiser was said to be expressing interest.
Despite the evidence that the fall and winter of 1946 would not be periods of economic tragedy in radio, some quarters still were harping on the pessimistic notes of early spring.
There was ample evidence to the contrary, however. Fred Allen, Bob Hope, Jack Benny, many another high-priced great of radio would be on the air as usual. And Bing Crosby, who had been pursued by a half-dozen would-be sponsors, finally signed with the Philco Corp. for a weekly transcribed series at a reported $30,000 a week.
Representatives Bullish
Among station representatives, the outlook for the next half of 1946 was not unlike the network attitude of tempered optimism. A survey of representatives by Broadcasting disclosed that most regarded the business direction as bullish, but not spectacularly so.
Some reported that advertisers were buying full time earlier this year. Estimates of spot business in the first six months of 1946 as compared with that of a similar period last year ran from 5 to 18% increase. Only one reported that its business in 1946 was under that of 1945, by about 6%.
Among advertising agencies dealing heavily in radio, estimated increases of fall billings ran as high as 20% above 1945. Most agencies seemed optimistic about the future, both immediate and long-range.
Those with clients which had most felt the pinch of creaking industrial reconvension slight decreases in billings, but not in amounts sufficient to cause more than a temporarily wrinkled brow.
One agency predicted 20% increase in its spot and transcription business alone this fall.
Almost all thought that there was evidence of improving economic conditions throughout the nation and that the improvement would naturally be reflected in radio advertising.
In New York last week, radio’s healthy future seemed assured. Broadcasting as a business, like most other U. S. industries, had fumbled for a moment at war’s end. Now that it had the feel of peace-time practices, its hand was again steady.
NAVY has begun construction of a $2,000,000 test hangar at the Naval Air Test Center, Patuxent River, Md., to provide facilities for testing radar and other electronic devices installed in aircraft.

SETTLING IN NEW CHAIR as manager of N. W. Ayer & Son Hollywood radio is Glenhall Taylor. Present at inauguration are (1 to r): Marvin Murphy, New York vice president in charge of public relations; Gerold Lauck, New York, executive vice president; H. L. McClinton, New York, vice president in charge of radio; Joseph Stanifer, New York, radio production manager, and Charles Hogen, Hollywood, vice president in charge of service.

More Than One First Class Operator Burdens 250 Watters, Manager Says

EDITOR, BROADCASTING:
I firmly believe, as a small practical broadcaster, that the following facts should be presented to the industry and then to the FCC.
The matter of having to have more than one First Class Operator at a 250 w station is intolerable.
First, why should we be burdened with employees we don’t need? All during the war the Commission allowed us to use Restricted Operators. They did a better job here than First Class men, mainly because they would turn the equipment on, leave it on and not try to find out what made it tick.
Now we are forced to have a First Class man sit around doing nothing but drawing his pay to satisfy the FCC Rules. With all the emphasis on public service programs it looks to me as if this money which is being wasted could be used to better our program service.

Why couldn’t the Lea Bill be applied to this situation? I would much rather employ a musician to sit around than a First Class Operator. At least a musician could play a fill if needed.
I am sure there are others who feel as I do about this situation and I also believe that if the Commission had the real facts from the little 250 watters, trying desperately to render a real service, they would cooperate and change this rule so we could better serve the public interest. If they want the facts I’ll come to Washington and explain them at my own expense.

John W. Shultz
WMVA Martinsville, Va.
Aug. 16, 1946

NORTHROP TO HEAD WAR ASSETS RADIO
ED (Dwight) NORTHROP, in radio since 1928 and since 1936 identified with Government activities, has joined the War Assets Administration as chief of the radio section, Information Division.
Mr. Northrup joined WSPD Toledo in 1928 as director of broadcasting. His wife, Agnes, was at that time station director, but has since retired from radio.
After working in programming and sales capacities in stations throughout the country, Mr. Northrup became an information officer with the War Production Board. He served successively with the War Dept. and the Treasury Dept., before entering WAA Aug. 19.
New England's stone walls, laboriously built by rugged Yankee farmers, did something more than separate field from field. In a sense, they once symbolized self-sufficiency. To strangers, they said a polite but firm "Keep Out."

Today, many of these walls are fallen. So are barriers to interregional trade. Busy New England, 90% urban, sells her products to all the world... but depends on outside sources for 75% of her day-to-day necessities! (Seventy-five percent, that is!)

What does this mean to alert merchandisers? It means an ideal market... eager, cosmopolitan, compact. What's more, a market easily and effectively reached by one medium. That's WBZ! Powered by 50,000 watts, and backed by NBC's most popular programs, WBZ has a loyal following in all 6 New England states. No walls hem in its signal... beamed landward from a salt-water site in Boston Harbor!

For time-buyers interested in the big New England market, NBC Spot Sales has the data on WBZ and its synchronous companion-station, WBZA.
"He says he's studying How Radio Sells, and all he has to do is…

Listen to ABC"

No doubt about it, the place to find out how radio can really sell goods is on ABC. A good many advertisers, particularly those who are reaching ABC's big, nation-wide audience of women during the daytime, are putting more and more of their confidence in ABC as a prime mass selling medium.

Here is what some of the nation's top-notch advertisers are thinking—and doing—about ABC today:

1. Swift & Co. has doubled its expenditure on ABC—has signed a five-year contract for a full half hour of the Breakfast Club every weekday morning.

2. General Mills has renewed four big daytime shows on ABC for another full year.

3. Curtis Publishing Company is continuing with its 15-minute weekday morning program—in addition to the big spot campaign it has just started.

4. Libby McNeill & Libby, Sterling Drug, Philco, General Foods, Miles Laboratories, Jergens, Bristol-Myers, Westinghouse, P & G and many more shrewd buyers of radio time have nailed down valuable ABC franchises.

Tomorrow's "buyers' market" is on the way—and advertisers who recognize the fact that they'll soon have some real, down-to-earth selling to do are making sure of a place on ABC right now. They know that successful mass selling calls for successful mass advertising—and look to ABC to help them deliver the goods to the nation's millions of radio homes.

Today, ABC has very few choice network daytime quarter-hours left unsold. The reason, when you boil it all down, is simply that ABC sells goods and advertisers know it! Maybe there's a spot on ABC that you can use to good advantage to sell your product! Why not find out now?

7 Reasons why more leading advertisers sit up and listen to ABC

1. REACHES 22,000,000 FAMILIES, located in practically every major market in the U.S.

2. ECONOMICAL RATES make possible nation-wide coverage of important markets at low cost per thousand listeners.

3. 207 STATIONS—covering more of the 300 major U.S. markets from within (actually located in the markets) than any other network.

4. EXPERT PROGRAM SERVICE available if and when you want it.

5. EFFECTIVE AUDIENCE PROMOTION that keeps building a bigger and bigger audience for ABC advertisers.

6. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.

7. PRACTICAL TELEVISION—program-building on an economical basis.

American Broadcasting Company
A NETWORK OF 207 RADIO STATIONS SERVING AMERICA
FCC Hearings From September 4 Through November 26

COVERING approximately 250 AM, FM, and television cases and providing in some instances for six hearings simultaneously (three in Washington, three in field), an alphabetical list of hearings from Sept. 4 through Oct. 28 follows by city.

The schedule covers all cases designated for hearing prior to Aug. 1. Carrying out the "orderly consideration" policy enunciated in its Aug. 16 statement of procedure for handling AM cases [BROADCASTING, Aug. 16], FCC said cases were scheduled "wherever possible in order of file number in the hearing, except that where a hearing date has already been set by the Commission, that date has not been changed in this schedule." In addition to the following alphabetical listing, FCC has released a version of the calendar to show hearings in chronological order and another to show cases in order of docket numbers. Shown here, in order, are name of applicant, docket number, facilities involved ("R" is for renewal; "AL" assignment of license; "TC" transfer of control; "MP" modification of permit); date hearing starts, and where it will be held:

A

Leadership is more than just a matter of assertion. It's the blending of talent, experience and hard work. WWJ's leadership in Detroit dates way back to 1920, when it was the first radio station in the nation. Progressive policies, aggressive pioneering, public service features and constant catering to the entertainment desires of Detroiters have kept WWJ on top all through the years. Day in and day out, WWJ continues to produce most gratifying results for its advertisers... in America's 4th market, where retail sales since the first of the year have averaged 100 million dollars monthly!
Food Prices Rise, But—

Bowles’ Rating Shows Sharp Decline

WHAT happens to the U. S. radio audience when broadcasters cancel regular programs for special timely-issues by Government officials? The answer, in one case at least, seems to be that the audience disappears.

A case history of what does happen has been gathered by NBC Research Dept., based on Nielsen audimeter readings. NBC last April 17 put on Chester Bowles speaking in defense of the OPA price ceilings. When that subject was the top news story of the day, Mr. Bowles was put on in place of the popular show Mr. District Attorney. He had all the elements in his favor. He followed a top flight evening program, he had the best half hour, between 9:30 and 10 p.m. He was speaking on a timely subject and was an experienced, highly publicized speaker.

The result of Mr. Bowles’ speech, it was readily seen from Chart I, was that the special event program failed to hold the large initial audience delivered by the preceding Eddie Cantor show. The audience fell steadily from a first minute rating of 16.5 to a final minute rating of 7.8.

CBC Income to Augment Expansion Says Dunton

COMMERCIAL REVENUE of the Canadian Broadcasting Corp., which has been on the upgrade for a number of years, is to be further augmented to “pay the way” for new CBC services, according to A. D. Dunton, CBC chairman. On being questioned at the last session of the Parliamentary Radio Broadcasting Committee on any anticipated increase in commercial revenue, he stated that “it may be said that the new facilities are counted on for an increase in commercial revenue.”

New facilities announced by CBC at the hearings were three new 50 kw transmitters at once, new studios, further new 50 kw transmitters and other power increases, and expansion of Dominion network to four evening hours daily to 16 hours a day.

In our own thinking,” Mr. Dunton said, “it (increased commercial revenue) will pay the way of the new facilities. We do not contemplate any difference in the balance between CBC revenue and expenditure; but it is estimated that they will pay the way of the new facilities.”

ACA Awards

AWARDS FOR OUTSTANDING contributions to Canadian advertising in 1946 are to be made at annual dinner in November at Toronto of the Association of Canadian Advertisers. Harold E. Stephenson, advertising manager of Canada Starch Co., Montreal, chairman of the ACA awards jury, reports final recommendations have been made on the 33 nominations for outstanding contributions which have reached the association. Three silver medals and a gold medal are to be awarded, and all fields of advertising are represented on the awards jury.

Tower Launched

FROM a microphone high among the trusses of a new 440-foot antenna tower in downtown Milwaukee, “Shorty” Kloman, steel erector, opened WFOX’s first broadcast (Aug. 15) over the lofty needle. Mr. Kloman built it.

WKY Asks Continuance Of NBC Baritone Loan

FIRST example of NBC’s talent farm-out plan is successful enough for Tommy Allen, NBC contract vocalist, to be scheduled for a second 13 weeks at WKY Oklahoma City.

Arrangements for the hold-over, requested by Mr. Allen’s sponsor, were made by P. A. Sugg, WKY manager, and Clarence Menser, NBC vice president. Mr. Allen stars on The Show of Promise, a 15-minute thrice weekly at 10 p.m., sponsored by Oklahoma Gas & Electric Co. An overseas veteran, the singer won an NBC contract on its Welcome Home auditions.

Dodge to FC&B

SHERWOOD DODGE, former account research manager with McCann-Erickson, New York, and prior to that head field operations officer and head of public opinion research for OPA, has been named vice president and director of media and research for Foote, Cone & Belding, New York.
You've seen these two masks often in connection with the stage. From earliest times they've been the symbols of the drama. The smiling mask of comedy and the grave one of tragedy stand for the two great fields of the theater.

Radio, the theater's most modern form is symbolized in Baltimore by the letters "W-C-B-M." Time buyers know that this symbol represents the two advantages of intensive market coverage at economical rates. By all means, include WCBM in your radio schedule to insure your product starring before large audiences.

Baltimore's Listening Habit

**WCBM**

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
In every market there are some locally produced "hot" Spot Programs—maybe a fifteen-minute newscast, perhaps a half-hour musical or a hillbilly show—that are often better than others. One advantage of flexible Spot Broadcasting is that you can buy just these market-tested Spot Programs... never being forced to take others.

No wonder then that more and more leading advertisers are taking the gamble out of radio by buying pre-tested shows. They know it pays to play to ready-built audiences in markets of their choice.

If you have goods to sell, there should be a lesson in this for you. If you are preparing to open new markets—or bolster old ones—call a John Blair man today! He knows the hottest programs... on the hottest stations... in the hottest markets. And he's prepared to help you build better sales.
West Coast

(Continued from page 18)

cent markets where such time is available.

As result of increasing production, commercials are generally doing a sales job today. During war years institutional selling in many cases presented all that was possible. Now direct selling is a factor as that old time marks begin to vie for their old share of sales and new names seek a sales foothold.

With both regional and transcontinental network time tight, many sponsors are turning to transcriptions, spotting them on major independent stations where time can be bought. Others are using spot announcements or participation programs. Advertisers are taking what they can get to accomplish a sales job.

More Facilities

Agency executives remind that with new independent stations being established, network time being granted others, coverage of many markets will be available despite advertisers’ inability to obtain regional or national network time.

During war years excess tax money was channelled into national and regional network institutional advertising on large scale. Today a number of smaller purses are being carefully directed to spot radio in selected markets.

The transition from war to peace has resulted in much turnover of accounts on the West Coast during the past year. Agencies are “on edge” at the moment, with no plans formulated for clients in many cases. Some agencies have not handled smaller budgets as wisely as expected. This has caused some of the shuffle.

Agency executives in San Francisco and Los Angeles were reluctant to reveal figures or guess as to what portion of the advertising dollar would be allotted to radio. From evidence on hand, a majority of budgets haven’t been made up or are mostly in the talking stage. Many managers and distributors are waiting to see which way prices will go.

When beset by strikes and other labor problems, direct and indirect, western radio sales did not falter. Although these factors produced cancellations in some cases and postponement of contemplated schedules in others, there always were sponsors to take up time

Although recognizing the many business possibilities, network and station executives frankly expect a new high in every branch of broadcast advertising. This includes local spot, regional, and national network.

Sales managers in major markets are confident that business will continue at an accelerated pace for the next six months at least. Operators in secondary markets are also of the opinion that the improved service being offered by network radio advertising budgets have now

As seen from business on hand and future commitments signed, advertisers look to four major networks on the West Coast are confident of a bright autumn and winter, with that prosperity continuing through early spring.

“Day of the local brand merchandise is now over,” according to Frank Samuels, ABC Western Division sales manager. Because consumers are not content to sit tight for brand merchandise, he feels they will attempt to buy the best that their dollar's can bring. This will be accomplished only through advertising, he pointed out.

From the network's regional business, Mr. Samuels is optimistic because of the improved service being offered by power increase of 50 kw authorized for KGO San Francisco, as well as similar increases expected by three other affiliates on the West Coast. Further network sales strength will be derived from more thorough coverage in New Mexico, Idaho and Arizona, he reports.

At Top Capacity

CBS Western Division is moving ahead at top capacity according to Arch Morton, West Coast sales manager, who says that fall and winter business will be no less than “90% of last year’s billings.” Im-

A healthy condition prevails in the overall picture. Accounts generally are standing pat, holding on to time, both regional network and local time. And they are clamoring for more. All contracts are on long-term basis. That goes for wines, cosmetics, liquid cleaners, grocery items and food products, too. Retailers in general are pretty well sold on radio, too, providing of course, desirable time can be obtained. Department stores, year by year, are showing greater interest in the media, and are allotting increased slices of their advertising budgets to radio.

Film Increases

Film studios, originally forced into radio by lack of newspaper space, have found the medium an excellent box-office builder. As a result, many of the major film companies and theatre chains as well, will use more radio this coming season. Many have substantially increased their year-round radio advertising budgets, using 30- and 60-second spots, as well as various types programs on local stations.

There has been a drop of more than 20% in paid religious time during the past year. Part of this is explained by the non-availability of station time. In other cases it is significant to note that many stations have ceased to sell such time.

It is conservatively estimated that religious business amounting to an annual $2,500,000 is being placed currently from the West Coast. Informed agencies claim that an added $500,000 will be spent by religious accounts before the year's end.

Typical of advertisers are the oil companies. During war years they devoted commercials to conservation, war messages and public service. Today they are buying brand names. Those that cut their radio advertising budgets have now increased with added programs and spot announcements augmenting previous efforts.

Standard Oil Co., San Francisco, in addition to weekly Standard Symphony Hour and Standard School Broadcasts on NBC western stations, on Sept. 20 starts weekly 30-minute Let George Do It on 40 Don Lee Pacific and 8 Inter-

Don't Miss the Don Lee Pacific

Pathfinder Petroleum Corp., Los Angeles, in and out of radio these past few years, on Sept. 15 launches Sports Roundup on 14 NBC western stations.

Feldman Oil Co., Los Angeles, on Aug. 14 renewed for 15th year six-weekly Hitchcock Reporter on 14 NBC western stations.

Signal Oil Co., Los Angeles, aug-

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After

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(Continued on page 42)
Rancho Soup Co., Sunnypal, Calif., (canned soups), will release a new schedule spot advertisement in Sept. 1 on principal western stations.

**Beverage Accounts**

Not to be forgotten are beverage accounts. Although there is not as active this season as in recent years, it might be possible for the moment because of Government regulations, wine and other beverages give healthy billing to radio. Besides those using national network, such as the American Tobacco and Ralston Purina, other sponsors are: weekly suspension on CBS stations, the United States Tea Co. (tea), and distributors with heavy spot campaigns on the air.

E & J. Gallo Winery, Modesto, Calif., using spot announcements and weekly during a five-week period on 60 stations in cities will add to its list which may extend length of the campaign.

**Spot Moves Upward**

Spot business signed by NBC Spot Service, Radio Crown, Inc., (frozen foods) Saturday night, using spot announcements, both were created by radio producers, with Safeway retaining three other western and mid-western stations. Both open periods were sold in immediate future to General Petroleum for San Hayes’ sportscast and new spot to continue going to Peter Paul Candy.

**Spots Must Be Upward**

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**Most Powerful Station**

A comprehensive fall campaign in the western states, Alaska and Hawaii, will be started by F. B. Hurst & Co., Inc., Los Angeles, and a scheduled, 15-minute participation in Meet the Media all advertising department.

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**United-Rexall Enameled**

Although budget increases weren’t revealed, United-Rexall Drug Co., will begin its fall campaign, a five-week 15-minute musical on KFI KNX KPO KFW and WBBM radio stations.

**Pacific Finance Corp., Los Angeles**

Pacific Finance Corp., Los Angeles (personal loans), is another heavy radio advertiser in the California market, both newspapers, newspapers and spot announcements on Western stations.

**United-Rexall**

United-Rexall also sponsors weekly "Durante- in the Fall," by Mr. W. A. Ager, on CBS and in the mid-September, N. W. Ager & Son handle production.

**Snow's, Inc.**

Snow, Inc. (cans), recently started 39-minute weekly "Mel- lace Radio Spotting," with an advertising budget es-

**KTRB KFW KDOM to promote its products.**

**Candy Activity**


**Breakfast News**

Breakfast News on 40 Don Lee Pacific Coast radio stations, this fall, is re- cooking on prices, other western radio stations are following suit. Other coffee makers, dormant during the past year, are now thinking along expansion lines, and according to agency executives in the know, are already listening early radio contracts.

**Other Types of Advertisers**

Other types of advertisers are companies that are not doing radio, which new radio advertisers are entering the market, it is doing radio advertising through news programs, and is increasing its radio advertising appropriations heavy.

**Big Sunquest**

With a bumper crop of Sunquest lemons on hand, California Fruit Growers, Los Angeles, has reported out-

**Safeway**

Safeway Stores, Oakland, Calif., continues to use California spot announcements in Western and mid-Western stations. Firm also has spot an-

**Los Angeles Soap Co., Los Angeles**

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine, Scotch clean- ers), spending approximately $90,000 yearly in western radio and is expected to continue its present schedule with- out interruption. In addition to Graeme T. Frey, new five-weekly 15-minute schedules on CBS stations, firm sponsors three-weekly Broadcast Service on 40 Don Lee Pacific and 3 Arizona stations. News flash announcements, or Sunday spots, are being sponsored in Arizona, Oregon, Texas, and New Mexico. The firm is thinking along expansion lines.

**Manhattan Soap Co.**

Manhattan Soap Co. (Sweetheart, Blue White), is continuing Bob Hope’s hour-long spot programs on 13 CBS Pacific stations, three-week-

**Chemicals Inc., Oakland, Calif.**

Chemicals Inc., Oakland, Calif. (Vanco), manufacturer of plastic and metal containers, and multi-network weekly on CBS stations, with tran-

**Wisco Co., Los Angeles**

Wisco Co., Los Angeles (Clearex, Bif), has increased its advertising in 11 CBS Pacific stations twice weekly, plus six weekly, although it will add another 15-minute participation in Meet the Media all advertising department.

**Midwest Pacific Station**

Midwest Pacific Station, San Francisco, Calif., is a comparatively new user of the medium in the western states, and within both live and transcriptioned shows. Firm on CBS Pacific stations, White and "The Holiday of Homicide on 6 CBS Calif- ornia stations," is using an extensive transcription schedule in major mid-

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SALES MANAGERS AT WLAC CONFAB

They learn the power of 50 kw radio coverage behind WLAC-advertised products.

To make sales managers more fully aware of the intensive radio advertising support of their products, Nashville's WLAC invited a special group to a carefully planned dinner meeting. Charts explained the market coverage on both spot announcement and program schedules... and the low advertising cost per family reached. After-dinner entertainment included a quiz about products of firms represented. The enthusiastic response to the meeting indicates a return engagement.
Shelton's Right at Home
...In the Air...
Or On It!

Jim Shelton is a man who, one way or another, takes to the air with "the greatest of ease." A staff announcer for WIBC and other outlets before the war, Jim spent the better part of three years on heavy bombers as a flying radio instructor for the AAF. Now, he's back on the air for the fastest growing station in Indianapolis—meaning, of course, WIBC.

Despite his airmindedness, Jim Shelton is no slouch on the street—as is proved by the popularity of his week-day sidewalk show, "You Take the Mike." In addition, he presents three newscasts each afternoon, six days a week . . . emcees the "Barnyard Gang" show . . . also handles special interviews and narration for the "Cares Away" record party.

The versatility displayed by Jim Shelton in doing so many jobs so well is shared by the entire WIBC live talent staff. In every department—continuity, production, presentation—you will find personalities who have been carefully chosen for their background, resourcefulness and ability . . . well schooled in the art of creating live talent shows that sell Hoosiers—Hoosier-style. Ask your John Blair man for facts and figures today!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News
Midwest Business
(Continued from page 17)

tributed "considerably" to the network's estimated $200,000 increase in national billing, citing the Kay Daumit Inc. (Lustre Creme) sponsorship of Don McLennell's Breakfast Club and the signing by Russell M. Seed & Co. of Johnnie Neblett for a five-minute segment, 1:55-2 p.m. Sundays for Brown & Williamson Tobacco Co.

Agency executives refused to discuss prospective campaigns of clients, either present or future, or radio revenue. However, they admit interest in radio time for many of their accounts, providing material shortages and labor conditions are eased by autumn. Many indicate they are looking for cheaper shows, and are beginning to consider five-minute segments, co-ops and transcribed package programs in place of expensive live productions. As a case in point, Russel M. Seed has surrendered time for the Hildegarde Show for Brown & Williamson, replacing it with the Neblett five-minute package on a 52-week contract.

Agency Comment

Here are typical answers from Chicago agencies.

Kenneth Craig, radio director, McCann-Erickson: "I'd like to release our figures but it's against company policy. However, Chicago accounts include International Harvester (Harvest of Stars) which recently signed Jimmy Mellon, Starday and Millard. We have new newspaper ads in 18 markets, and Swift & Co. with ABC Breakfast Club. We do think the rest of 1946 will carry us over our 1945 billing."

Fairfax Cone & Belding, Chicago: "We're back in the selling game again and I don't think anyone can predict, at least accurately, what 1947 will bring. Our present clients have indicated they expect no retrenchment, but you already know that our recent figures show no limitation on spending, and we don't see any indication of that."

The agency's radio department was unable to break down figures by return, but they said they are "watching the situation carefully." They said it should increase substantially for the first six months but said it would compare "favorably" with the same period last year. Biggest radio account is, of course, the Bob Hope Show for President.

Hal Rorke, radio director of J. Walter Thompson Co., Chicago: "We do not keep separate figures for the Chicago office. On the whole I would say all business has indicated they expect no retrenchment, whether they will increase, and how much, is strictly confidential."

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Mr. Rorke referred to the Col Milking account which had contracted for sponsorship of Smillin' Ed McConnell on MBS but was forced to suspend its proposed campaign due to that governor's wheat shortage order. Within the Chicago office lost The Seven Up Show due to sugar shortages, and had the Ford account (Bob Crosby Show, CBS) transferred to its New York office, other accounts have gone in contract to provide KDTH-FM Dubuque, Iowa, with latest edition of F. W. Woodward, owner of KDTH Dubuque. Looking on (1 to r) are Robert Woodward, son of the station owner; Kenneth Gordon, KDTH radio and E. H. Taylor, Central District manager of broadcast equipment for Graybar Electric Co. New equipment will include a 50 kw Western Electric FM transmitter and Blaw-Knox tower.

Predicts Rise

In the Twin Cities, A. E. Joscelyn, manager of WCCO, CBS- owned outlet, predicted the station would enjoy the highest billing in its 22 years, topping 1945 by a substantial margin. Tom Dawson, WCCO sales manager, recently back from New York, and Harvey Struthers, WCCO Chicago sales manager, outlined the impact of sales in those centers to Mr. Joscelyn, who sees a 4% to 5% rise in WCCO's sales, and 10% to 12% rise in national spot.

LEGAL CRITICIZES FEDERAL INTRUSION

FLAT stand in favor of the American plan of private radio operation and against governmental interference was taken by the 26th annual convention of the American Legion, Dept. of Oregon, NAB has been promised.

In a resolution the Legion resolved in favor of "a continuance of the American System of Broadcasting, which allows freedom of speech and no censorship imposed by any Governmental agency on programs of networks or individual stations." It further resolved "that any censorship of such broadcasting would be contrary to the 14 -year sponsorship of Smilin' Ed McConnell on MBS but was forced to suspend its proposed campaign due to that governor's wheat shortage order. Within the Chicago office lost The Seven Up Show due to sugar shortages, and had the Ford account (Bob Crosby Show, CBS) transferred to its New York office, other accounts have gone in contract to provide KDTH-FM Dubuque, Iowa, with latest edition of F. W. Woodward, owner of KDTH Dubuque. Looking on (1 to r) are Robert Woodward, son of the station owner; Kenneth Gordon, KDTH radio and E. H. Taylor, Central District manager of broadcast equipment for Graybar Electric Co. New equipment will include a 50 kw Western Electric FM transmitter and Blaw-Knox tower.

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Television May Aid Shopping Say 77%

Results of Kaufmann’s Intra-Store Shows Tabulated

RESULTS of intra-store television shows at Kaufmann’s, Pittsburgh Dept. Store, June 17-29 [BROADCASTING, July 1], indicated 77% of the viewers thought television advertising paid in their shopping. Tabulation of the survey was completed and announced last week.

Audience for the entire period totaled 93,985,026 at eighteen viewing locations throughout the store and 29,083 at the eleventh floor studio where shows were produced.

The survey form used and the responses listed by percentages follow:

1. Do you expect to visit the department mentioned in this telecast. Yes—47. No—22. Maybe—31.


3. Did television bring you to Kaufmann’s today? Yes—44. No—56.

4. Is this the first time you have seen television? Yes—70. No—30.

5. Was the show: Too long—10; too short—13; o.k.—77.

6. Was it: Interesting—74; dull—7; fair—19.

7. Would you prefer: More entertainment—41; more merchandise—20; more live shows—39.


Of the audience 86% were men, and 64% women.

Many Requests

Store officials said that merchandising response was “as good as had been expected.” Many instances of requests to see clothing shown in the fashion shows were received and requests to see merchandise from the television show were heard throughout the store.

Kaufmann’s found that fashion shows gained and held more attention than any other type of performance. With two exceptions the fashion shows did not feature a single manufacturer or brand name, although in most cases the designer’s name was mentioned. Price and store location were given at least once for each dress modeled.

Experiments in straight merchandising presentation with no attempt at dramatization failed to hold audience attention.

Preparing for the showing in March, Kaufmann’s sent 150 letters to firms whose merchandise was shown in the asking participation. Scripts, story outlines and in a few cases, promises of fully prepared shows were returned. Most of the scripts, however, were useless in radio technique, the stress on dialogue rather than action, and many of the production limitations of television had not been recognized. Considerable rewriting was necessary.

Control Room on View

To keep the presentation within professional limits, a 20 x 60 foot television studio was erected on the 11th floor of the store with a 20 x 10 foot control room situated a 20 x 10 foot control room situated the center of the store. Three television studios were provided by RCA-Victor, from the studio to eight viewing locations in the store. A line consistent of telephone wire matched pairs and a monitoring system were installed by Bell Telephone over a seven mile route between Kaufmann’s and The Kaufmann Fellowship at The Mellon Institute of Industrial Research.

Rehearsals, under a professional RCA-Victor television director, started June 14. Each 15 minute show required one and one-half to two hours of before-the-camera rehearsal time.

Shows Every Hour

Shows were presented every hour on the hour. Major of shows presented merchandise of various companies participating: Royal Lace Paper Co. through Kiesewetter, Wetterau & Baker; Aluminum Cooking Utensils, Comprehensive Fabrics; McCall Corp.; Texttron; Kittinger Co.; Air-lume Furniture; Coty; Alligator Rainwear, through Kuthrauf & Ryan; Guaker lace; Williams Sears Co. (Martex), through H. B. Humphrey Co.; Eversharp through Blow Co.; Hickey Freeman; Gentlex Scarves; Buster Brown Shoe Co. through Leo Burnett Co.; Simmons Co.; North Star Woolen Co. through BBDO; Ideal Toy Co.; Simmons Electronic Blanket; General Training Corp. (stoves); B. Kuppenheimer & Co.; Allegheny Ludlum Steel Co. through Walker-Downing agency.

Minehan Named

FRANK MINEHAN, former media director of Pedlar & Ryan, New York, and to prior that with Lever Bros., has joined Sullivan, Stauffer, Colwell & Spaldes, New York, as media director. In his new post he will be in charge of radio and space advertising for the newly formed New York agency.

Stromberg-Carlson Set Production at New High

PEACETIME radio production of the Stromberg-Carlson Co., Rochester, N. Y., reached an all-time high during the month of June, Lee McCanne, vice president and general manager of the firm, said last week.

He reported that average daily production in July has surpassed the June average, but that an 11-day vacation period in July had cut into the total output. Mr. McCanne said now that stepped-up production has been resumed, August promises to top June figures, and despite early 1946 strikes in suppliers’ plants and a resulting shortage of parts, Stromberg-Carlson radio production has already eclipsed the best pre-war year.

Mr. McCanne said that Stromberg-Carlson is equipping 90% of its floor models for FM reception.

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You Get Double Coverage of TEXAS TWIN CITIES

Fort Worth & Dallas

These two dominant markets are a must on any radio schedule.

. . . with the KFJZ and WRR combination you can hit your Billion Dollar audience twice for one price, at simultaneous or separate hours.

There is no risk of shooting “blanks” when you use these two established 5000 watt stations because their “listener-loyalty” and pull value has been established by extensive surveys.

Compare the value of this 2 for 1 price combination and you’ll choose KFJZ & WRR.

RENO IMPASSE
Coin Used to Break Deadlock in Ad Club Election

NEW Reno Advertising Club faced an impasse at the very start of its career when Bob Snider, manager of KOH (NBC), and Dave McKay, manager of KOLO (CBS), tied in election for vice president.

After efforts to break the deadlock failed, a coin was flipped by Bob Stoddard, manager of KATU, Don Lee-Mutual station. Although Mr. McKay called the toss, Mr. Snider won and became first vice president. The loser was named second vice president.

Announcing radio station

WHUM
1240 kc.

a basic station of the Mutual Broadcasting System

serving Reading, Pennsylvania

HUMming with industry and agriculture

on the air September 1

Robert G. Magee, Vice-President and General Manager
The Little Man U
The "little man" is what we affectionately call our symbol and trade-mark. All WBAL publicity and advertising show the "little man" clothed in an original Lord Baltimore costume. The little man is WBAL.

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

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Bing’s Big Bang

A RADIO Pandora’s Box may spring open with the signing of Bing Crosby to go transcription for Philco this fall. It is one of the fruits of the transcribed documentary which came into its own during the war and broke down partially the network resistance to the transcription. Only time will tell whether it is for good or for evil.

With a performer of Bing’s stature going 100% wax, the transcribed broadcast gets its greatest impetus since radio began. It is admittedly an experiment, for if Bing’s rating isn’t maintained, he reverts to live broadcasts. The $30,000 a week talent fee is a new high for any kind of weekly broadcast. The 600-station combined network-spot schedule proudly proclaimed by Philco is also a record.

Bing, top performer that he is, became weary of the rigors of a weekly rehearsal and broadcast. He wants to package a flock of shows in one sitting, to give him leisure for other pursuits. A high Hooper, phenomenal record sales and brisk competition for his services made it possible for Bing to write his own ticket. That popularity, in the first instance, was cultivated by live radio.

If Bing achieves any degree of success in maintaining his audience rating, other top-flight men will insist upon going wax.

There’s a moral. The advertiser and his agency, already exerting great influence over programming, would become practically autonomous. Why a network anyway? Just buy the lines or ship express for simultaneous broadcast, without regard to time differentials. Eliminate the repeat broadcast. The client tailors his own network to suit each schedule.

Would the networks then be able to maintain national service at high level? What would happen to special events coverage? a national emergency; an inauguration; a Bikini atom test; a world’s series; Presidential speeches on the state of the nation?

Bing’s innovation may be the harbinger of what happens when a performer grows bigger than the medium that made him. It may be duck soup for the advertiser and the agency. But is it good radio—good for the audience? We think the public will accept it. The networks are already from the air.

Beyond everything else, we think that any development which detracts from radio’s flexibility as a spontaneous medium will undermine its growth, stifle initiative and head it toward glorified juke-box operation.

WITH FM stations being licensed wholesale the question of call letter assignments arises again to plague broadcasters. FCC’s optional system allows regular four-letter calls in cases of joint AM operation, the addition of the suffix “FM” or “TV” following the call. Call letters are a valuable asset. What happens in the future when the AM operation may be dropped, and along with it a call built up over years of good service? Everett Dillard, who has operated KOZY in Kansas City since 1942, has an answer. He does it this way: “KOZY (FM)—not “KOZY-FM.”

Robert Talcott Colwell

“OFTEN a bridesmaid but finally a bride.” That, except for the distortion of gender, might aptly be the legend of Robert Talcott Colwell, partner of the new advertising firm of Sullivan, Stauffer, Colwell & Bayles, New York.

Long the silent support in the marriage of agency and sponsor, Mr. Colwell finally has uttered the “I do” that has entitled him, with his partners, to a place of his own with his own name over the mailbox.

But far from settling down with his memories and scrapbook, Mr. Colwell and his colleagues have already consummated a few memorable projects of their own as they head into their third month of operations with billings already upward of $5 million.

Mr. Colwell’s entry into advertising occurred in 1925 when he exchanged a Phi Beta Kappa key and a BS degree from Colgate U. for a job as copywriter with the Providence, R. I., firm of Livermore Knight advertising agency, composing booklets and house organs.

In 1929, four years and perhaps 300 house organs later, he packed his booklets and moved to J. Walter Thompson Co. in New York, again as copywriter. Later that same year he entered the agency’s radio department to sparkplug, through the years, the Eddie Cantor show, the Rudy Vallee program, Lux Radio Theatre, Burns and Allen and Edgar Bergen.

Attempting to broaden his knowledge, he turned to play writing to author a pre-atomic house-raiser called “Strictly Dynamite.” Bought by Hollywood, the movie provided lustre for Jimmy Durante and Lupe Velez and negotiable fodder for Mr. Colwell. He also wrote many of the skits in the first Ziegfeld Follies produced after Florenz Ziegfeld’s death.

His by-line has appeared, too, on many magazine articles in Collier’s, Life, and Coronet.

In 1936 Mr. Colwell was named a copy-group head at J. Walter Thompson, succeeding Henry Legler who had resigned to form his own agency, Warwick & Legler. In this capacity, he supervised a group of writers turning out copy for Royal Gelatin, Royal Baking Powder, Vermont Maid maple syrup and many other accounts. A year later he was transferred to head still another group of writers working on the Old Gold cigarette and Chase and Sanborn coffee accounts.

In quick succession, starting in 1942, he became vice president in charge of radio programming, then a member of the JWT board of directors in 1943, and in April 1946 he was

(Continued on page 52)
"It is a great satisfaction to come home, turn to WQXR and hear the world's finest music," writes a listener in a letter typical of thousands received by WQXR. More than half a million families in metropolitan New York - a city within a city - feel this way about WQXR. They love good music; they tune to WQXR for 62% of their radio listening time. So intense is their interest, over 34,000 of these families pay $1 a year to receive WQXR's Monthly Program Guide.

WQXR is "New York's Most Beloved Radio Station." It's no wonder that WQXR is "New York's Most Beloved Radio Station"... for you can't be casual about good music... you love it, or you don't. WQXR families are discriminating not only in the programs they choose, but also in the products they buy. Over 53 advertisers use WQXR to sell this important above-average income market. For effective advertising results, buy WQXR... the station noted for good music and the news bulletins of The New York Times.

WQXR
Radio Station of The New York Times
Respects
(Continued from page 50)

During 1944 Mr. Colwell took a leave of absence from the agency to join OWI as radio chief of the Psychological Warfare division, 12th Army Group in charge of American Army broadcasts beamed at the enemy over Radio Luxem-embourg.

Since his return to the U. S. he has presented occasional lectures on radio and advertising before advertising and selling club classes and similar classes at Columbia and New York Universities.

As partner of SSC&B, Mr. Colwell, is in charge of all the creative work for the agency, including copy, art, and production. He will personally be in charge of the com-
mercials on the agency's newly ac-
quired Bob Burns, Ellery Queen and Jimmie Fidler shows.

When the agency started, the partners decided to specialize in packaged foods, drugs and cos-
metics. Mr. Sullivan brought with him the Noxxema and Smith Bros. cough drops accounts, reputed to represent over $2 million together in billings. The agency has also acquired Arrid deodorant (Carter Products) account, along with American Home Products' Anacin, Kolyvos, and Bisodol.

Mr. Colwell was born Jan. 25, 1903, in Auburn, N. Y. During his third and fourth years at Colgate U. he obtained part time jobs at a book store and then worked as a reporter on the Auburn Citizen.

Eighteen years ago, when he was associated with the Providence B. L. agency, Mr. Colwell met and married the former Louise Otis. The Colwells have three chil-
dren, Howard, 16, Richard, 13 and Susan, 8. They live in Pelham, N. Y. Howard has joined the ranks of the CBS pages.

His friends describe Mr. Col-
well as a "Lovable guy but a lousy golf-player." His score on an 18-
hole course averages 105. Bowling a little and reading much also in-
terests him.

He is a member of the Writers War Board, a member of the Coun-
cil of the Radio Writers Guild as well as a member of the Council of the Authors League of America, the Pelham Country Club and the Colgate Alumni Assn.

Van Diver and Carlyle Form New York Agency
VERNON H. VAN DIVER, for-
merly advertising manager of the Union Carbide and Carbon Co., New York, and Paul Carlyle, for-
merly art director of Grey Advertis-
ing, New York, have formed a new advertising agency, Brad-

Brad-Vern are the two names of Mr. Van Diver's sons, now in col-
lege, and was the name of their trade paper which was absorbed by Grey in New York, approxi-
ately two years ago. Mr. Van Diver is president of the new firm; Mr. Carlyle, vice president in charge of art and production.

REVISED CONTRACT MATS TO BE SENT
NEW standard contracts, in mat-
form, are being prepared by NAB for mailing to stations in the near future. The contract conditions were approved at the Aug. 6-8 meeting of the NAB board.

Subcommittee members were:
For NAB—William Johnson, WTIC Hartford, chairman; Frank Webb, Lewis H. Avery Inc.; Howard Meighan, CBS; Ben Laird, Green Bay Broadcasting Co.; Sam Ben-
nett, KMBC Kansas City. For AAAA—Charles Ayres, Guth, Rutherfrau & Ryan; Frank Silver-
nall, BBDO; William Maillfert, Compton Adv. Legal aides were John Morgan Davis, formerly NAB general counsel; Don Petty, pres-
ent NAB general counsel; George Link, AAAA.

CJB TVS Gives Aid
CJB TVS, 26th Avenue and 68th Street, has a new home on Channel 4. The new studios have been completely renovated and modernized, and the station's staff has worked out an arrangement to have staff members give instruction.

MAILING ADDRESS:
Broadcasting, 16 East 46th Street, New York 17, N. Y.
In this Atomic Age, who listens to the radio? Is it the farmer, deep in his rich fields or laboriously working his upland acres? Is it the merchant, the lawyer, the laborer, the preacher, the doctor? Is it the lady in her fine home on the boulevard? Or the child, whose budding mind seeks focus of the picture unfolding? We know they all listen.

For more than twenty years, it has been our job to serve a growing audience of more than five million people, many of whom rely upon WSM’s dependable signal, born of a clear channel and 50,000 watts.

Our goal has been to serve the family circles of all levels. We believe the measure of our success has been reflected steadily over two decades, that people who have grown old or grown up with us know that WSM stands for

The Best in Broadcasting
Networks Naming NAB Delegations
Officials to Attend Chicago Convention in October

NETWORK officials from NBC and ABC scheduled to attend the NAB Convention, Oct. 21-24 in Chicago have been announced.

Headed by Edward J. Noble, ABC chairman of the board and Mark Woods, president, ABC is sending 14 representatives from all phases of its operations to the Convention.

Keith Kiggins, Robert E. Kintner, Adair Sanish, Fred Thrower, Robert E. Hoge, Al Langham, Don Searle and John H. Norton, all ABC vice presidents, will be in the network group attending.

Frank Marx, ABC director of general engineering; Francis H. Conrad, station relations manager of ABC's western division; Paul Mowrey, national programming; Robert Sauter, director of public service; Ivor Kenway, director of advertising and promotion.

NBC Delegates

In addition to Niles Trammell, president of NBC, the following NBC delegates will attend the convention:

Frank E. Mullen, vice president and general manager of WGN-Hamins, Chicago; P. M. Russell, executive vice president in charge of planning and development; C. G. Menear, vice president in charge of engineering; O. B. Hanson, vice president and chief engineer.

Also in the NBC delegation: Sheldon B. Hickox Jr., manager of station relations; John Murphy, station relations contact; John Hubley, manager of national spot sales; William C. Roux, manager of national spot sales department; Raymond Guy, radio-facilities engineer.

James M. O'shaughnessy, manager of WRAK New York; Vernon H. Fribbale, manager of WZAM Cleveland; Lloyd Voyer, manager of KOA Denver; H. M. Beville, manager of WAVE New York; Vernon H. Pribble, manager of KOA Denver; Armand Holin, manager of KOA Denver;-on charge of programs; 0. B. Hanson, vice president in charge of planning and general manager; William W. Ewing, national television director; Earl Mullin, ABC's western division; Paul Mowrey, network television director; and Paul Thomas, network television producer.

STUART M. STEVENS, former partner in Stevens-Lander-Young Adv., Los Angeles, has been named to handle public relations for ABC's western division. He will continue on a week to week basis in handling public relations department. Active in the Publicity Club of Chicago, Miss Lind has handled public relations work for such firms as Montgomery Ward, Allied Stores, Arlright-Kay & Sons, Inc., and Cities Stores.

Miss Lind

A. STANLEY KRAUSS, former advertising and sales promotion manager of ABC, has been named assistant to the president of Telegram & Times, New York.

R. A. HARRISON, who formerly operated his own Berkeley, Calif., agency, has joined Long Advertising Service, San Francisco, as account executive.

DON B. W. SEARS, Berkeley, Calif., has moved to Fairmont Advertising Service, San Francisco, as advertising copywriter.

LEX BRUTHERS, separated from Navy and prior to war with public relations director of Frank McIntosh, producer of J. Walter Thompson Co., Hollywood, has shifted to New York to handle NBC "Light Music Hall" starting Aug. 30.

RALPH E. BENNETT and RICHARD J. KEENE have joined Charles H. Mayne Co., Los Angeles, as merchandising and public relations directors, respectively. Mr. Bennett was formerly a sales and merchandising executive of Certainteed Products Corp., and other national firms. Mr. Keene, separated from newspaper advertising, was formerly in public relations and sales promotion departments of CBS Hollywood.

Eversharp Continues

THE Tonight on Broadway show CBS Mon. 10:30-11 p. m. which was to be replaced last Monday by Lights Out for same sponsor, Eversharp and sponsor's agency, the Bow Co., can be found tonight (injected Ward). The show continues on a week to week basis until another replacement acceptable to CBS, Eversharp and sponsor's agency, the Bow Co., can be found. Tonight (injected Ward) has turned thumbs down on Lights Out. Two shows which are under consideration as replacements for Tonight on Broadway are The Fat Man and Sherlock Holmes.

E. W. SCRICKER, engineering operations supervisor; Arthur Jacobson, production manager; William J. Murphy, manager of the script department; Harold Hoge, assistant manager of the script department; John Rees, assistant manager of the press department; and Marvin Murphy, manager of advertising and promotion.

William E. Scricker, director of advertising and promotion; E. W. Scricker, engineering operations supervisor; Arthur Jacobson, production manager; William J. Murphy, manager of the script department; Harold Hoge, assistant manager of the script department; John Rees, assistant manager of the press department; and Marvin Murphy, manager of advertising and promotion.

Mr. Burkh

HUTCHINSON K. FAIRMAN, formerly with BBDO and BBDO, has been appointed account executive and office manager of the agency.

JAMES McNOLDY and JOHN KLINKER have been named director of radio and publicity and service director respectively of Kane Adv., Bloomington, Ill. Mr. McNoldy was with Navy public relations and Mr. Klinker previously had been sales-production coordinator for Muirson Label Co., Peoria, Ill.

J. R. W. MARTIN, formerly with BBDO, has organized a foreign language advertising department under the supervision of JAMES A. SCOTT, account executive with the agency. Foreign language бес покойство is served by agency for certain of its clients on KFQ SWICH, AD FEED, head of the agency, has been appointed publicity chairman for the 25th anniversary celebration of the California-Nevada Division of Kiwanis International to be held Oct. 10-12 in Oakland.

LOREN C. MOORE, art director of Grant Adv., New York, has been named national advertising vice president of the organization. Mr. Moore was formerly general art director of the Grant 17 office chain for four years.

GEORGE R. MAREK, account executive of ABC, Inc., Toronto, has been elected a vice president of the agency.

W. B. LEHN & FINK, formerly with BBDO, has been named foreign language advertising department under the supervision of JAMES A. SCOTT, account executive with the agency. Foreign language бес покойство is served by agency for certain of its clients on KFQ SWICH, AD FEED, head of the agency, has been appointed publicity chairman for the 25th anniversary celebration of the California-Nevada Division of Kiwanis International to be held Oct. 10-12 in Oakland.

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Some two years ago, the Program Department at WFBR developed and produced a show "It's Fun to Cook." It was sponsored by Schluderberg-Kurdle Co. proprietors of Esskay—one of the best known names in meat on the Atlantic Seaboard.

Originally it was broadcast only three days a week, but devised as it was to help the young, inexperienced housewife, popular demand raised it to five a week. Some weeks the mail count ran over 2,000—to date the total mail count is 89,125. That mail has come from every zone in Baltimore and from 18 surrounding counties.

And all because WFBR proved "It's Fun to Cook." No cash prizes—no spectacular offers. What's more Esskay has been able to educate housewives to improved meat buying techniques and to trace definite sales results.

All of which again proves WFBR delivers the real Baltimore Listener—the one who listens and buys.
Catholic Church Names Smith to Direct Radio

WILLIAM C. SMITH, assistant executive secretary of the National Council of Catholic Men, has been appointed to the new post of radio director.

Mr. Smith has supervised music and production and written and produced continuity for the council's two radio programs for the past four years and originated the format of "Hour of Faith." He has written about radio for periodicals and is author of a brochure "The Production of Religious Radio Programs."

Scholarship Winner

CHARLENE JACKSON, program director of KVYV-KVYV-KVYW Vancouver Wash., is this year's scholarship winner of KPO San Francisco-Stanford U. Radio Institute. Named for honorable mention were James C. Smith, who also is pastor of Catholic Church, that city; Glen Dunham, Douglas, Ariz.; J. Edwin Arnold, Palo Alto, Calif.; Garrett L. Starmer, Conway, Ariz.; Laurence Field, Leavenworth, Wash.

Lewis Honored

TOM LEWIS, vice president in charge of all radio for Young & Rubicam, has been awarded the Most Excellent Order of the British Empire, degree of Honorary Officer, by the King of England. As commanding officer of the Armed Forces Radio Service, Mr. Lewis also received the Legion of Merit from the U. S. Army.

Edward Sagraves, chief announcer of WFXM Youngstown, Ohio, has been appointed program director of station. J. W. Hass who has resigned to enter business for himself, HARRY S. NASH, brother of Edward, is promoted to chief announcer. A staff of 18 announcers is on the payroll.

JOHNNY DICKSON, singer and announcer, has been added to staff of KSFN Shenandoah, Iowa.

LLOYD GRANT REEDSTROM, in the National Broadcasting Company's West Coast area, has joined announcing staff of KYSM Mankato, Minn. In service he was announcer at WAXL Guam.

BOB GARDNER, program director of KQHY Menomonie, Wis., is the father of a boy, Richard.

MEL BALEY, program manager of KEX Portland, Ore., is the father of a boy, Paul.

STAN LEE HROZA, program director of WACB Philadelphia, and his wife, harmonists of the nation's "Christian Hour," where he is a judge for the 42nd Annual National Religious Film Festival, to be held Aug. 28 before an expected crowd of 200,000.

SY BLOOM, for four years with the Army Signal Corps and Military Intelligence radio school, Chicago, is appointed to continue staff of KDKA Pittsburgh.

PAUL MOWREY, national director of television for ABC, and HARVEY MARLOWE, network's executive television program director here in Day Blow last week to assist, KRNT, ABC affiliated stations, produce a series of demonstration television programs for showing at the Iowa State Fair. KRNT rented cameras, transmitters, equipment and about a dozen receivers from RCA for the demonstration. Program will continue until the end of fair, Aug. 21-22. Mr. Mowrey has resigned from WOR New York and is a member of the Moines Advertising Club. Mr. Marlowe will remain on location throughout the fair.

FAIR GRAMHAM has been re-signed as news leader on weekly CBS "Enroute Theatre.""JOEL HERRON, piano-playing orchestra leader and music arranger, effective Sept. 2 becomes music director of WHN New York. Mr. Herron, who has conducted orchestras in such New York night clubs as the Copacabana, Studio Club, Versailles, etc., will be heard at various times throughout the day, daily to cast schedule of WHN and will direct an orchestra of 15 men.

CLINTON W. PRICE, former program manager of KOIT Butte, Mont., and prior to that in program positions at KUTA and KDFW Dallas, is being appointed program manager of KVEX San Mateo, Calif.

COURTNEY McCLEOD has been named ABC Hollywood program transmission coordinator replacing PHYLLIS JOE PEPHER who resigned to be married.

SOL SAKS, BILL MANHOFF, FOOT PHIL and MEN GUMSHOE have been named as writing staff for CBS "Ginza & Kabuto" show returning to air Sept. 1.

JEAN McCURRY, singer-actor who won the first place in "You're a Star" contest con-
ducted by WFMX Youngstown, Ohio, an affiliate of ABC, has been awarded a full scholarship at the Juilliard School of Music, New York. The 19-year-old vocalist was given a personal audition in New York by Paul Whitman last

Mr. Smith has supervised music and production and written and produced continuity for the council's two radio programs for the past four years and originated the format of "Hour of Faith." He has written about radio for periodicals and is author of a brochure "The Production of Religious Radio Programs."

**In Canada**

WINNIPEG is a "MUST" buy.

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**The Winning Time is the Time You Buy on**

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**In West Virginia**

County, the State's rich-est-Charleston - Kanawha est and largest market, buy $24,910,000.00 in FOOD products yearly, nearly as much as the next two leading coun-
tries combined?

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**Production**

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**Catholic Church Names Smith to Direct Radio**

WILLIAM C. SMITH, assistant executive secretary of the National Council of Catholic Men, has been appointed to the new post of radio director.

He will have charge of the Catholic Hour (NBC) and the Hour of Faith (ABC), as well as directing the NCCM Radio Bureau and handling other radio af-

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**Mr. Smith**

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**Lewis Honored**

TOM LEWIS, vice president in charge of all radio for Young & Rubicam, has been awarded the Most Excellent Order of the British Empire, degree of Honorary Officer, by the King of England. As commanding officer of the Armed Forces Radio Service, Mr. Lewis also received the Legion of Merit from the U. S. Army.
Radio’s Lone Stand 
In Athens GI Riot


When Athens was blacked out from the rest of the world last week, as ex-GIs took over with rifles, grenades and tommy guns in a local election feud, radio was the only medium that kept in touch with the situation throughout. Allen Stout, special events man of WROL, Knoxville, covered the entire GI revolt from start to finish, with WSM, Nashville, taking a feed that lasted from 11 p.m. Thursday (1) until 9 a.m. Friday (2).

The newspapers and press associations were monitoring Stout’s broadcast and getting their only news from this source, having been barred by those in control.

According to former Col. Jack Harris, who throughout the war was at the top of Army radio and at the end of the war was chief of communications for General Douglas MacArthur: “This was the most exciting broadcast we have ever heard, beating any live shows the Army itself did during the war.” Harris is now asst. gen. mgr of WSM.

The Stout story started Wednesday (31), the day before the election here. Stout figured that this would be a “hot” place and came down here to hook a wire direct to his news room at WROL, 50 miles away. He installed himself in a building in the center of the town.

Thursday afternoon, when things started getting hot as deputy sheriffs were beating up ex-servicemen trying to protect the ballot boxes, Stout told the station he was sure there would be plenty of trouble but that he was sticking.

By nightfall, when the ex-GIs started to besiege the jail where the sheriff and his deputies had locked up the ballot boxes, the ex-servicemen in control of the town chased all newspaper reporters and photographers. Stout had been joined by Frank Larkin, of WROL, and together they hid in a little room overlooking the main street. The ex-GIs in control of the town tried to find them, but couldn’t.

WSM tried to send a crew into the town by that time, but the Nashville people were turned back at the county line. At 11 p.m. Thursday, Stout started telling of the jail house siege. At 3:30 a.m. Friday, when the shots and shouts, the noise of the grenades, rifles and dynamiting, were carried by WROL and WSM over the line set up and held by Stout.

Further evidence of WROL’s leadership in local programming.

★ Full time local news bureau maintained by WROL.

★ WROL will broadcast exclusively in the Knoxville area the entire schedule of University of Tennessee football games during the 1946 season.
To CBC Post

DR. GEORGE DOUGLAS STEEL, Charlottetown, P. E. I., principal of Prince of Wales College, Charlottetown, has been named to fill the vacancy on the board of governors of Canadian Broadcasting Corp. He succeeds Dr. A. W. Trueman, who resigned recently on becoming president of the U. of Manitoba, Winnipeg.

John Taylor Hopkins

JOHN TAYLOR HOPKINS, 18, son of John T. Hopkins III, general manager and chief engineer of WJAX Jacksonville, Fla., was killed Aug. 10 in Jacksonville when his fishing boat was struck by lightning. He was fishing in the St. Johns River when accident occurred. Last January the youth was District of Columbia winner of the Westinghouse Electric Co.'s science talent search. He had planned to enter Johns Hopkins this fall. Funeral services were held last Wednesday in Washington. His mother, Mrs. Agnes Hopkins, resides in Washington.

Howard J. Silbar

Mr. Silbar, recently discharged from the service where he was assigned to Sup. Amer. Headquaters, ETO, in Pub. Relations Division handling censorship of news coming from Europe, has been appointed coordinator of advertising and public relations for Lear Inc., Grand Rapids, Mich. He succeeds JEAN H. DUHAMEL who retired a few days ago.
Any Way You Look At It...

...the Mona Lisa meets you eye-to-eye, great art from every angle.

...Any way you look at it, WCAU is a great radio buy.

If you want to see results, you'll see eye-to-eye with WCAU.

WCAU 50,000 Watts CBS Affiliate

PHILADELPHIA'S LEADING RADIO INSTITUTION
FREDERICK B. OPPEN, ABC correspondent in the Far East, has been appointed manager of ABC London office effective Sept 1.

LOUGI ANTONINI, who has broadcast on WEVD New York for 13 years and is president of the Italian-American Labor Council, has been designated by William Green, president of the AFL, to cover the Paris Peace Conference. He will broadcast a quarter-hour every week direct from the conference. Program has been offered free to all multilingual stations in the country carrying Italian programs.

BERNARD P. (Bud) PEARSE, ex-lieutenant commander in Navy, has been added to television staff of ABC as special events director.

BILL ELLIOTT and JACK FRIEND, both newsroom staff to edit and deliver daily daytime newscasts for 14-station regional network, has been added to KALL-IMN news formerly with WGY Schenectady, N.Y., KVNU KOVO KOAL. BOB HAYNES, formerly with Utah 011 Co., "Vico mountain Network as newscaster. His City announcer released from the Navy, WILL ELLIOTT and JACK FRIEND, both former Na- tional Service Director.

JACK DIX is now in charge of news, work. newscasts for 14-station regional network, has been added to KALL-IMN news formerly with WGY Schenectady, N.Y., KVNU KOVO KOAL. BOB HAYNES, formerly with Utah 011 Co., "Vico mountain Network as newscaster. His City announcer released from the Navy, BILL ELLIOTT and JACK FRIEND, both former Na- tional Service Director.

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FINCH FACSIMILE TELEFAX MEANS

PICTURES and WRITING

by Radio or Telephone

FINCH FACSIMILE TELEFAX GIVES — to government, private business, public utilities and individual homes — a means of high-speed communication never before equalled for convenience, flexibility and dependability.

The two-way Telefaxer shown above — and now in production and use commercially — transmits and/or receives, by radio, 2760 square inches of pictures and text per hour or about 30,000 words — without one error! The speed by telephone reaches 918 square inches per hour. Definition is high and accuracy absolute.

The strong Finch patents assure to Finch customers the maximum of service, quality and protection. Write for full particulars.

FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.
Address All Correspondence to Sales Office: 10 E. 40 St., New York 16, N. Y.
Mfrs. also of the Finch Rocket Antenna for FM stations
In the Public Interest

Welfare Agency News
WINX Washington began a series of news programs Aug. 21 on activities of the 126 Community Chest agencies in the D. C. area called Your Red Feather Reporter. The weekly show presents Jack P. Houllihan of the Community Chest staff, who gives a weekly round-up of news of the agencies and interviews each week an authority in the field of welfare work.

Gerts Watermelons
THE BAPTIST Orphanage at Oklahoma City wound up with seven airplane loads of watermelons, thanks to WKY that city. It all started when melon growers at Fairview, Okla., asked WKY Farm Reporter Ed Lemons to air a watermelon broadcast. Mr. Lemons said okay, but why not get state's Flying Farmers to bring some to the orphanage. They did, and occasion gave Mr. Lemons opportunity for another on-the-spot broadcast.

Many Respond
WHEN an appeal for blood donors was made on 11:05 p. m. newscast of WDRC Hartford, Conn., to save life of a Marine from a local community, some 300 responses were received by Middletown (Conn.) Hospital.

KALL Gets Out the Vote
BECAUSE of a lack of interest in Utah's poorly-contested primary elections of Aug. 20, KALL Salt Lake City ran a heavy schedule of get-out-the-vote spot announcements. Prepared with cooperation of the Junior Chamber of Commerce and American Veterans Committee, the spots tied in with all station promotion spots.

After plugging a mystery program KALL added, "There's no mystery about good government. It's up to every citizen. Vote in Aug. 20 run-offs. Before Nov. elections the station will present Know Your Candidates Series.

KTUL Aids Housing
ONE-MINUTE spot announcements seeking living quarters for veterans have been a KTUL Tulsa, Okla., feature for several weeks, and are bringing good results, the station reports. Approximately six daily announcements are used, and KTUL turns over its listings to the Veterans Housing Agency.

Writer of the spots is Bob Lawson, KTUL continuity man and former Army captain.

CJFQ on Air
CJFQ Belleville, Ont., now 250 w. station on 1230 kc, went on the air official-
may 15 with recorded greetings being aired as part of opening ceremonies from NBC Thesaurus, CJKW Windsor-Detroit, NMFL London, Ont.; CHY Pembroke, Ont.; CKBF Cornwall, Ont.; Hasting, Ont., and special broad-
casts being piped to station from CHEX Peterborough and CKWS Kingston, Ont. W. H. Stovin, former RCAF radar director officer, presided at ceremonies as manager of station.

Books to Be Published
THREE men in radio will have books published next fall and winter by a new publishing firm, Summit Press, which has opened offices at 6 East 45th St., New York. Jo Hanson and Richard Pack, directors of publicity at WHN New York, respectively, have collaborated on a history of American broadcasting, while Lewis Lane, head of NBC music research department, has written a book of scores and anecdotes about music and musicians.
Only ONE other station can claim more listeners in the Cincinnati area than . . . . . . WCPO

From C. E. HOOPER
Look!

From C. E. Hooper — FIRST in Cincinnati on week-ends.

From C. E. Hooper — right in front all evening.

From C. E. Hooper — look at this!

From C. E. Hooper — why WCPO speaks for itself!

<table>
<thead>
<tr>
<th>July 1946 HOOPER INDEX</th>
<th>WCPO</th>
<th>STATION 'B'</th>
<th>STATION 'C'</th>
<th>STATION 'D'</th>
<th>STATION 'E'</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rated Time Periods</td>
<td>25.7</td>
<td>14.1</td>
<td>16.1</td>
<td>13.4</td>
<td>30.2</td>
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<td>Saturday Daytime 8:00 a.m. - 6:00 p.m.</td>
<td>42.5</td>
<td>18.4</td>
<td>20.7</td>
<td>5.2</td>
<td>13.2</td>
</tr>
<tr>
<td>Sunday Afternoon 12:00 n. - 6:00 p.m.</td>
<td>42.6</td>
<td>5.3</td>
<td>14.8</td>
<td>19.4</td>
<td>17.6</td>
</tr>
<tr>
<td>Evening Sunday thru Saturday 6:00 p.m. - 10:30 p.m.</td>
<td>23.5</td>
<td>12.7</td>
<td>16.8</td>
<td>12.3</td>
<td>34.3</td>
</tr>
<tr>
<td>Weekday Afternoons Monday thru Friday 12:00 n. - 6:00 p.m.</td>
<td>24.4</td>
<td>14.5</td>
<td>14.2</td>
<td>9.7</td>
<td>36.8</td>
</tr>
<tr>
<td>Weekday Mornings Mon. thru Fri. - 8 a.m.-12 n.</td>
<td>14.0</td>
<td>19.1</td>
<td>15.6</td>
<td>27.2</td>
<td>23.0</td>
</tr>
</tbody>
</table>

TOTAL RATED TIME PERIODS | 25.7 | 14.1       | 16.1       | 13.4       | 30.2       |

There's a new note on the morning musical dial... on WCPO it's the Malcolm Richards' Show. Watch our Hooper grow!
N. Y. Or ask for it at Division, Railway Express Agency, 230 Park Avenue, many a shipping problem. Air Express Schedule on Air Express. It contains best planes. the world's best service, in the world's from scores of foreign countries Foreign Service time high at an all-time low in cost to the shipper. Many runs! Many kinds of traffic! Bigger planes, swifter planes, faster air schedules on

WIZE Teaser TEASER campaign built around letters "F. S." has been conducted by WIZE Springfield. Officials, during past month, in Explanation, when finally, a letter came stating P. F. When identified with WIZE, means "Promotes Springfield." During month appeared on stations breaks; 20 billboards, 25 photo newstands, 250 grocery and drugstore druggists, and 2,000 postcards sent to prominent people and organizations. Campaign has shown ways in which station serves its community. 

WYV Day KYW Philadelphia Aug. 21 staged "KYW Day" at Willow Run Park, near-Philadelphia amusement area. Station talent, orchestra, news and sports personalities will be paraded in special area. Contests are planned using sponsors' products as prizes. Extensive mutual advertising promotion is being conducted. Both station and park. Free and reduced-price tickets to rides and entertainment are available to listeners who write to WYV. FM Introduction REVERE PUBLISHING Co. Alliance, Ohio, is printing new FM book of popular songs 1874-1946. WPAG that city, has issued introductory promotion folder, and rate card, titled "Features That Will Make WPAG Your Favorite Radio Station." Statements of policy, explanations of FM advantages and other details are included. Granted its CP, WPAG is scheduled to go on air, station construction will commence in early October. WPAG is Class A, assigned 104.7 with 500 w.

Program Cards WIBC Indianapolis, at suggestion of M. B. Feltis, Indianapolis manager of Armour & Co., had 1,000 cards printed publicizing the station's "Cooking School for Brides." Armour salesmen are distributing cards through meat retailers. Book Matches WPFT Nashville, N. C., will distribute 100,000 books of matches during the fall and winter as part of program promotion campaign.

Song Catalog A LOOSE-LEAF reference book of popular songs 1874-1945 has been compiled by David Silverman, music librarian of WJR Detroit. Included are the most popular standard tunes, 35 all-time best sellers, great singers, songs of the mechanical era and a composers-author index. Mr. Silverman spent four years working up his data.
FCC Lumps Three Requests Together
Non-Conflicting Applicant Opposes Procedure

FCC's ISSUES in the Arlington-Silver Spring case, in which a non-conflicting application was set for hearing with two mutually exclusive requests, formally call for the Commission to decide which two applicants are better qualified and which frequency each should get. The hearing is now set for Sept. 24.

FCC has not yet, however, acted upon the petition of the non-conflicting applicant, Tri-Suburban Broadcasting Corp., which challenges the procedure as precedent for a policy which would retard establishment of new stations if similarly applied throughout the U.S. [Broadcasting, Aug. 12].

The case involves Tri-Suburban's application for 1050 kc at Silver Spring, Md., and those of United Broadcasting Co. and Arlington-Fairfax Broadcasting Co. for 1390 kc at Silver Spring and nearby Arlington, Va., respectively. The latter two, mutually exclusive, were designated July 18 for consolidated hearing. Tri-Suburban's was added Aug. 1.

FCC sources reported at that time that a majority of the Commission—the vote was 3-to-2—felt that the two better qualified applicants for the two frequencies should be chosen after a comparative examination of all three. Similar policy has been followed in some cases in the past, they said, particularly where 250-wk locals were involved.

Tri-Suburban argued in its petition that it knew of no such policy since normal licensing was resumed last October, and cast specific instances in which it has not been followed. The company asked reconsideration and grant of its application, asserting that its qualifications as a licensee had been passed upon when it received an FM grant.

Issues of the case, available last week, included the usual considerations, with this added: "To determine on a comparative basis which, if any, of the applications should be granted and which of the frequencies, 1390 kc or 1050 kc, should be assigned to the successful applicant or applicants."

Tri-Suburban is controlled by John W. Kluge, formerly with a wholesale paper company (34%), and Joseph L. Brechner, Veterans Administration radio director (27%). Richard Eaton, publisher of Newsguide and Mutual commentator, owns United (90%), while a group of local businessmen own Arlington-Fairfax. All three seek daytime-only operation with 1 kw.

JOSEPH A. ECCLESINE, formerly with Advertising Council, New York, and the Treasury Dept., Washington, has joined the promotion department of Time Magazine, New York. Before his association with the Treasury, Mr. Ecclesine was with OWL, previously was NBC network sales promotion manager.
1877: Grand-daddy of all microphones was Alexander Graham Bell's box telephone, into which Thomas A. Watson shouted and sang in the first intercity demonstrations of the infant art of telephony.

1920: Telephone scientists developed the first successful commercial mike—the double carbon button air-damped type. Used first in public address systems, it later became the early symbol of broadcasting.

1937: The Western Electric "Machine Gun" mike does for sound pick-up what the telephoto lens does for photography. Sharply directional, this microphone makes sound "close-ups" at unusually long range.

1921: The condenser microphone, designed by Bell Laboratories for sound measurement in 1916, entered the public address and broadcasting fields. It provided a wide frequency range and reduced distortion.

1938: Cardioid directional microphone, with ribbon and dynamic elements, was the first mike ever to combine 3 pick-up patterns in one instrument. The later 639B, with 6 patterns, is also one of the finest all-purpose mikes ever made.
pace in Microphone Development

1931: Bell Telephone Laboratories developed the Western Electric moving coil or dynamic microphone. The first of its kind, it was rugged, noiseless, compact, and needed no polarizing energy. Many are still in use.

1935: The first non-directional mike — the famous Western Electric 8-Ball, designed by Bell Laboratories. Small, spherical, it provided top quality single mike pick-up of speech or music from every direction.

1936: Directional with slide-on baffle, non-directional without it, the Western Electric Salt Shaker gave highest quality pick-up at new low cost. Widely used in studios and remotes as well as in high quality sound distribution.

What is a microphone? Fundamentally it's a device which converts sound into electrical energy—just what Bell's original telephone did for the first time away back in the seventies.

Today's Western Electric mikes—the Salt Shaker, Cardioid and 640 Double-A—are a far cry from the first crude, close-talking telephone transmitter. But they're its direct descendants.

Year after year, Bell Telephone scientists—through continuing research—have developed finer and finer telephones and microphones.

Year after year, Western Electric has manufactured these instruments, building quality into each one.

Together these teammates have been responsible for almost every important advance in microphone development.

Whether you want a single mike, a complete broadcasting station, or radio telephone equipment for use on land, at sea or in the air, here's the point to remember:

If Bell Telephone Laboratories designed it and Western Electric made it, you can be sure there's nothing finer.

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
Canadian Business

(Continued from page 18)

Canadian Business

Canadian Business

Old and New Presidents

OLD AND NEW PRESIDENTS of

Western Association of Broadcast-

ers at Annual Convention, San Fran-

cisco, Calif. Sept. 7 it starts a net-

work show, Mayor of the Town on 27 Domi-

nion network stations, through

Ruthrauff & Ryan, Toronto.

Use of Canadian advertising by

these agencies is best shown in

continuation of government war-

time network shows, such as

George's Wife for Whitehall Phar-

macy, Waterloo, Ont., through

Young & Rubicam, Toronto, on 28

Trans-Canada stations thrice-week-

ly, and They Tell Me thrice-weekly

on 30 Trans-Canada stations for

Robin Hood Flour Mills, Montreal,

through Young & Rubicam, Mon-

treal.

The overall picture of Canadian

broadcasting this autumn is good,

with little drop from wartime high

level, and with every prospect of

reaching new highs as production

of peacetime consumer goods hits

its stride. Scottish settlement of

strikes and easing of shortages of

materials and parts for manufactur-

ing. The industry looks forward to

continuing prosperity.

CBC Fiscal Report Will Show Deficit

TENTATIVE annual statement of the

Canadian Broadcasting Corp. for the fiscal year April

1, 1945-March 31, 1946, shows an

operating deficit of $78,425 before

providing for depreciation and ob-

solescence. The statement was filed

with the Parliamentary Radio

Committee, Ottawa, will not be of-

ficial until filed in the House of

Commons by Minister J. J. McCann.

Statement shows income of $6,-

132,263, made up of $3,773,284

from annual listener license fees and

license fees paid by private

broadcasting stations, $1,663,638

from commercial broadcasting,

$68,440 from miscellaneous sources,

and $606,699 from the Canadian

government for operation of the

international shortwave station at

Hearst.

Expenses total $6,210,689, made

up of $2,939,375 for programs,

$1,160,674 for engineering, $971,-

441 for wire lines, $285,301 for ad-

ministration, $145,185 for press and

information services, $130,903 for

operation of commercial de-

partment, $577,809 for operation of

the international shortwave

service.

Balance sheet shows total assets of

$3,822,488, as against current liabili-

ties of $1,922,571, and capital stock

in the form of all paid-in re-

serves and replacements, and operating sur-

plus from previous years of $1,-

999,917.

Sherwood Book

LORRAINE SHERWOOD'S story of "Old Abe," the American eagle of the Union cause of the

Eighth Wisconsin Regiment in the

Civil War, first told on Miss Sher-

wood's Let's Go Saturday morn-

ing program on WOR New York,

has been published in book form by

Charles Scribner's Sons, New York

($1.50). Attractively illustrated by

Katherine Milhous, the volume

should be a juvenile best seller.

Fish, Furniture and a

Spartan Philosopher

Charlie Hammond has been selling

on WSPA for the past 15 years.

Mostly he talks about fish. Charlie

and his cronies are great fishermen,

and listeners seem to like the fish

stories Charlie brings back from his

trips, for the sponsor's sales have

soared over 400% since Charlie

began to philosophize about fish.

KROW

National Representatives

Radio Advertising Company

Radio Center Bldg.,

Oakland 12, Calif.

5000 watts day, 1000 watts night, 500 Kc. Rep. by Hollercery

CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

in summer night time audience

"Facts Consolidated," in a recent

survey, found that KROW's sum-

mer night time audience rating in

Oakland and Berkeley was 9.8—

well over TWICE the rating of the
top network station, and al-
much eight times the rating of a
leading San Francisco independent
station. Isn't that something to

KROW about?

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KROW about?
"DON'T WORRY, DEAR,
A NERN STATION SAID THAT YOUR
NEW SHOES WERE WATERPROOF."

She might have added for his benefit that her new lipstick was waterproof too. For when a NERN station tells a woman about clothes or cosmetics, every claim made for the advertised article is accepted enthusiastically—and remembered. So, if her boy friend's shoes are waterproof, naturally he's not going to get his feet wet.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
</tr>
<tr>
<td>WCHS</td>
<td>970</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
</tr>
<tr>
<td>WBZ</td>
<td>620</td>
</tr>
<tr>
<td>WRDO</td>
<td>1450</td>
</tr>
<tr>
<td>WTCG</td>
<td>1950</td>
</tr>
</tbody>
</table>

Boston, Mass. | Portland, Maine | Providence, R. I. | Bangor, Maine | Augusta, Maine | Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.
— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE
New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME
A day-time quarter-hour costs only $2.96.
No line charges.
Free studio facilities in Boston, Hartford or New York.

Nationaly represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit San Francisco Hollywood

WHEN YOU BUY NERN YOU BUY A NETWORK
nern
HARTFORD, CONNECTICUT
From 1940 to 1946 the percentage of Missisipi families with radio sets showed an increase of almost 100 per cent.* This gain—highest of any state—indicates Mississippi's rapidly expanding buying power. Alert advertisers will be the first to get their sales message to these new listeners.

WJDX — the DOMINANT "Voice of Mississipi"—effectively, efficiently covers this growing market.

MISSISSIPPI RADIO FAMILY GAINS TOP ALL

The Mississipi stations serve and sell in growing markets.

5 MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMC—CBS Ashland, Ky.
- Huntingdon, W. Va.

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“RIGHT” Down the Alley!

590 means Coverage!

AT 590 KC.

**WOW** needs only 5000 watts to deliver a 2½ millivolt signal 100 miles from Omaha at frequencies higher than 590. WOW’s ½ millivolt contour has been established at nearly 200 miles from Omaha.

*These frequencies are approximately those of other full-time stations in the Omaha area.

**IT’S A FACT**

WOW, using 5000 watts on a frequency of 590, is in an area where ground conductivity is nearly perfect. It can be heard at a distance of nearly 200 miles from Omaha, in any direction.

Because WOW carries basic NBC and the best local programs it is listened to by most people most of the time.

**RADIO STATION**

**WOW INC.**

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

**KODY** • NBC IN NORTH PLATTE

BROADCASTING • Telecasting

August 26, 1946 • Page 71
AUGUST 20

BY ADMINISTRATIVE BOARD

WDAF Savannah, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter to W. 434-A-1, for approval of antenna and approval of transmitter location atapprox. 1.2 miles west of intersection of 75th St. and 108th Ave. S., in accordance with Secs. 3.55(b) and 3.60 of the Commission's rules, conditions.

WHXR Reading, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter to W. 350-C, modified, for approval of antenna and approval of transmitter location at Lucas Park Drive, Thomasville, Va. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's rules, conditions.

WHRM Reading, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Hill location, adjacent to downtown, Reading, Berks County, Pa., SEC. 5(b) and 3.60 of the Commission's rules, conditions.

BY COMMISSIONER WALKER

Idaho Falls Hertz Co., Idaho Falls, Idaho—Granted license for new station on 1490 kc, 250 w, unlimited time.

BY COMMISSION

WQXR New York, WCRO Bakersfield, Calif.—Adopted an order denying petitions filed by WQXR and WMQF for review of the Commission's decision denying their petitions for reconsideration of the license for WQXR, and for a new location at approx. 2, miles west of U. S. Highway 81, Chickasha, Okla., and ordering license to WQXR as amended by the Commission and the Secretary.

Claude R. Porter Rites Held Monday in Capital

FUNERAL services were held Monday for Claude R. Porter, 74, father of W. C. Porter, radio attorney who died of suffocation Aug. 11 following a choking seizure in a San Francisco restaurant [BROADCASTING, Aug. 19]. Mr. Porter suffered a cerebral hemorrhage Aug. 15 while at his desk at the ICC where he was a Commissioner.

He died early Saturday morning.

Announcement of the elder Porter's death was withheld Saturday because of the funeral service being held Monday in San Francisco.

Mr. Porter served as U. S. Attorney in Iowa 1914-18 and was Special Assistant Attorney General. In 1919 he became chief counsel of the Federal Trade Commission, then special counsel. He was named to the ICC in 1924 and was chairman in 1928. Besides his wife, four daughters survive.


NEW and revised edition of Reference Data for Radio Engineers, published by Federal Telephone and Radio Corp., is just off the presses.

New volume contains 136 additional pages and more than twice as many illustrations as the 1943 edition. Chapters on transformers and antenças have been added, and other material has been expanded and brought up to date.

VHF Record

NICKEL PLATE Railroad claims a long-distance record of 63 miles for VHF radiotelephone communication between the Terminal Tower Blvd. and Cleveland, Ohio. The train operated on 1460 kc, 2 kw, with an associate location at the Delaware, Ohio, yard office.

Equipment was produced by Farnsworth Television and Radio Corp., whose engineers pointed out that tests revealed "solid" communications for only 35 of the 63-mile coverage. Smaller figure represents the dependable range, they said.
In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1A Power Supply Unit.)

Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. High gain: 40 db. High output: +10 db. Low noise level: -80 db. Low distortion: 0.5% rms, 50 to 7500 cycles. Isolation factor: approx. 90 db; over 100 db with special Volume Control Kit. Frequency response: ±1 db, 30 to 15,000 cycles. Small size: six units will fit on a 36-B or new BR-2A shelf.

Booster Amplifier (Type BA-2A)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. High gain: 50 db. Low noise level: -68 db. Low distortion: 0.75% rms, 40 to 15,000 cycles. Frequency response: ±1.5 db, 30 to 15,000 cycles. Compact: two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.
These versatile, multi-purpose units by RCA will simplify many of your studio setups

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Write: Dept. 18-H, Audio Equipment Section, Radio Corporation of America, Camden, New Jersey.

Program Amplifier (Type BA-3A)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). High gain: 65 db for matching input, 27 db for bridging input. Low noise level (with maximum gain): ~52 db. Low distortion: less than 0.5 to 1% rms, depending on output level. Frequency response: ±1 db, 30 to 15,000 cycles.

Monitoring Amplifier (Type BA-4A)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. High gain: 105 db. Low noise level: ~20 db (with maximum gain); ~40 db (with minimum gain). Low distortion: less than 3% at 12 watts. Frequency response: ±2 db, 30 to 15,000 cycles.
SHOUTS ITS SHOWS ON BILLBOARDS

FOLKS TURN FIRST TO

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

NEw orleans

WWL

programs

870 on Your Dial

MORE than 38,000 letters requesting auditions for the "Arthur Godfrey's Talent Scouts" came swamped CBS headquarters since the show made its debut seven weeks ago. Producer-Director Irving Mansfield, and Beatie Mack, who handles auditions for the program, last week still had to go through 61 bags of mail containing approximately 26,000 letters. During past seven weeks, 12,000 letters from all over the country have been answered, reported Miss Mack, who has auditioned more than 250 acts a week and approximately 3,000 sets since show started. Mr. Mansfield has personally auditioned more than 500 acts.

Folksong Series
TEX RITTER show will be available on transcriptions to stations and sponsors starting Oct. 14. Mr. Ritter heads company and appears on transcriptions giving historical data on folksongs and personal anecdotes. With offices at Sunset Blvd., Hollywood, organization has started producing new series, starring George Lee Marks, formerly of CBS Chicago, as series producer.

Sightseeing
ON THE THEORY that natives of New York seldom take the sightseeing tours, WNYC, New York's municipal station, has started producing "Sightseer's" regular feature, dramatize the life of native of Manhattan Island by the "S. S. Sightseer." Program is scheduled for Aug. 28, beginning at 3 p.m. and will feature the "Sightseer," regular lecturer and Thomei M. Cowan, veteran New York sights.
The license is granted upon an experimental basis only; conditions.

BY COMMISSION EN BANC

Holmes, Yazoo City, Miss.-Granted CP to new station to operate on 1250 kc, 250 w, unlimited time.

AM—1250 kc

Henry K. Love, Antigo-Thief River Falls, Minn.—Granted CP to new station to operate on 1250 kc, 250 w, unlimited time.

AM—1250 kc

Medford Printing Co., Medford, Ore.—Granted CP to new station to operate on 860 kc, 250 w, daytime only.

AM—1210 kc

Lake Huron Restg. Co., Saginaw, Mich.—Granted CP to new station to operate on 1215 kc, 1 kw, daytime only.

Tarboro Restg. Co., Tarboro, N. C.—Granted CP to new station to operate on 860 kc, 1 kw, daytime only. Site to be determined.

AM—860 kc

Downing Musgrove, Douglas, Ga.—Granted CP to new station to operate on 860 kc, 1 kw, daytime only. Site to be determined.

AM—1450 kc

Huntville Restg. Co., Huntsville, Ala.—Granted CP to new station to operate on 1450 kc, 250 w, unlimited time, contingent on (1) the approval of antenna system and transmitter site by the CAA; (2) construction and operation of transmitter, antenna and transmitter system in accordance with the Rules and Standards; and modification of the 700 A frequency construction and operation equipment to later approved type or replacement by approved types; (3) waiver of Sections 15.2(b) and 16.6 pending the obtaining by the applicant of approved frequency and construction.

Assignment of License

Queen City Broadcasting Co. Inc., Boise, Idaho—Granted CP to new station to operate on 950 kc, 1 kw, DA-2, unlimited time, contingent on (1) the approval of antenna system and transmitter site by the CAA; (2) construction and operation of transmitter, antenna and transmitter system in accordance with the Rules and Standards; and modification of the 700 A frequency construction and operation equipment to later approved type or replacement by approved types; (3) waiver of Sections 15.2(b) and 16.6 pending the obtaining by the applicant of approved frequency and construction.

Assignment of License

KIDO Boise, Idaho—Granted consent to voluntary assignment of license of new station KIDO from Georgia Phillips, d/b/a Boise Broadcasting Station, to KIDO Inc., and for conditionally granted CP

Subject to condition that applicant will within 60 days from date of action file application for modification of permit with the Commission specifying in the transmitter site and antenna system meeting the requirements of the Commission's Standards.

"Not yet, Jake—we're on WFDF Flint this week."

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WJW covers the Cleveland money market. . . a market that is the 7th largest . . . 5th richest . . . 3rd most densely populated in the United States with an audience that spends over a billion dollars annually. Cleveland's CHIEF Station blankets more daytime dialers per dollar in the Cleveland area than any other regional station.
FCC Actions (Continued from page 77)

AM-1230 kc
KWIN Port Smith, Ark.—Modification of conditional license (as modified by Chief Engineer of FCC) for approval of change in directional antenna and time of operation. Application Dismissed.

AM-700 kc
General Bestg. Co., a partnership composed of William J. Edwards, Graedyn Woodard, Thomas P. Patrick, Birmingham, Ala.—Modification of CP to be operated on 780 kc, 1 kw and daytime hours of operation.

AM-1250 kc
KFAI Port Arthur, Tex.—Modification of CP to be operated on frequency to be assigned, power of 3 kw and directed antenna and permitted transmitter location.

AM-950 kc
WSFA Spartanburg, S. C.—Modification of CP to extend completion date.

AM-1290 kc
Central Illinois Radio Corp., Peoria, Ill.—Modification of CP to be operated on 1560 kc, 5 kw and unlimited hours of operation. AMENDED: change frequency from 1560 to 1580 kc, change power from 5 kw to 3 kw, change hours of operation from unlimited to daytime, change transmitter and permitted transmitter location.

AM-1063 mc
The Wren Bestg., Co., Topeka, Kan.—Modification of CP to be operated on frequency to be assigned, 28 kw and special.

FM-91.5 mc
The Bible Institute of Los Angeles, Inc., Los Angeles, Calif.—Modification of CP for new FM station to be operated on frequencies to be assigned, power of 200 kw and A and S special.

FM-92.1 mc
KANS Wichita, Kan.—Modification of CP to change frequency from 92-104 mc, power of 25 kw and unlimited hours of operation.

FM-92.2 mc
KFBK Chico, Calif.—Modification of CP to change frequency from 92-104 mc, power of 25 kw and unlimited hours of operation.

FM-97.3 mc
Global Bestg. Co., Inc., Pensacola, Fla.—Modification of CP for new FM station to be operated on 1450 kc, 3 kw, change power from 1 kw, and unlimited hours of operation.

FM-100.9 mc
Blue Bonnet Bestg., Corp., Fort Worth, Tex.—Modification of CP to change frequency from 1450 to 1490 kc, power of 5 kw and unlimited hours of operation.

AM-1450 kc
Ronald B. Woodyard, Utica, N. Y.—Modification of CP to be operated on frequency to be assigned, power of 20 kw and A and S special.

AM-1490 kc
Hudson Valley Bestg. Inc., Albany, N. Y.—Modification of CP to be operated on 1540 kc, power of 5 kw.

AM-1470 kc
Leavitt-Auburn Bestg. Corp., Lewiston, Me.—Modification of CP to be operated on 1540 kc, power of 5 kw, change hours of operation.

AM-910 kc
Butta Bestg. Co., Braddock, Pa.—Modification of CP for new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

Transfer
WHFC-AM Harrisburg, Pa.—Modification of CP to be transferred from WMZ to WRP by Wilford L. O'Malley.

FM-92.5 mc
WVFU-FM Norfolk, Va.—Modification of CP to be operated on frequency to be assigned, power of 5 kw and unlimited hours of operation.

AM-1490 kc
WGAP Mariaville, Tenn.—Consent to assignment of CP to George B. Dempster and H. Mclendon as Gateway Bestg. Co.

AM-910 kc
KJAN Bestg. Co., Inc., Opeleusas, La.—Modification of CP for new standard broadcast station to be operated on 910 kc, 1 kw, change in transmitter station and permitted transmitter location.

AM-1270 kc
Inter-American Radio Corp., Caguas, Puerto Rico—Modification of CP to be operated on 1270 kc, 250 w and unlimited hours of operation.

Home News Publishing Co., New Brunswick, N. J.—Modification of CP for new standard broadcast station to be operated on 1530 kc, 1 kw and daytime hours.

AM-1490 kc
Robert P. Strakos & John F. Kearney, a partnership known as The Columbus Bestg. Co., Hudson, N. Y.—Modification of CP for new standard broadcast station to be operated on 1250 kc, 250 w and unlimited hours.

FM—Unassigned
Metropolitan Broadcasting Co., New York—Modification of CP for new FM broadcast station to be operated on frequency to be assigned, power of 3 kw and unlimited hours of operation.

AM-610 kc
WJHC Columbus, Ohio—Modification of CP for new FM broadcast station to be operated on frequency to be assigned, power of 3 kw and unlimited hours of operation.

Application For Filing
WSPA Spartanburg, S. C.—Application for filing of CP for new standard broadcast station to be operated on 1622, 2058, 2150 kc, 25 kw and unlimited hours of operation.

AM-1490 kc
Radio Antenna Bestg. Inc., Nanticoke, Pa.—Modification of CP for new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-1090 kc
WKZB Muscle Shoals, Mich.—Modification of CP to change frequency from 1080 to 1580 kc, power of 25 kw and unlimited hours of operation.

Application Dismissed
AM-990 kc
Bluegrass Bestg. Co., Inc., Versailles, Ky.—Modification of CP for new FM broadcast station to be operated on 960 kc, 5 kw, change power from 25 kw to 5 kw and unlimited hours of operation.

FM-101.3 mc
Fayette Bestg. Co., Lexington, Ky.—Modification of CP for new standard broadcast station to be operated on 1460 kc, 3 kw and unlimited hours of operation.

Application AMENDED
FM-1490 kc
Del Norte Bestg. Co., El Paso, Tex.—Modification of CP for new standard broadcast station to be operated on 1490 kc, change power from 1 kw to 5 kw and unlimited hours of operation.

FM-1580 kc
Glen H. Smith and Herbert H. Lee, d/b/a Lee-Smith Bestg. Co., Faribault, Minn.—Modification of CP for new FM broadcast station to be operated on 960 kc, 5 kw and unlimited hours of operation.

Application AMENDED
AM-1510 kc
Glen H. Smith and Herbert H. Lee, d/b/a Lee-Smith Bestg. Co., Faribault, Minn.—Modification of CP for new FM broadcast station to be operated on 960 kc, 5 kw and unlimited hours of operation.

Application AMENDED
FM-109.5 mc
Independent Bestg. Co., Des Moines, Iowa—Modification of CP for new FM broadcast station to be operated on 109.5 mc, 5 kw and unlimited hours of operation.

Assignment of License
WJBC Bloomington, Ill.—Voluntary assignment of CP to Bloomington Bestg. Corp.

Developmental Gates Radio Co., Quincy, Ill.—Modification of CP to be operated on frequency to be assigned, change in type of transmitter and power of 5 kw and emission special for FM.

FM-92-104 mc
WCTC Chatham—Modification of CP as modified and which authorized a new high frequency broadcast station, for extension of completion date.

Assignment AMENDED
FM-99.0 mc
Global Bestg. Co., a partnership comprised of J. B. Steele, and W. J. Harpole, partners d/b/a Uvalde Broadcasters, Uvalde, Tex.—Modification of CP for new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

FM-1290 kc
KWIN Ashland, Ore.—Modification of CP to change frequency from 1290 to 1480 kc, power of 250 w and 1 kw, change hours of operation from limited to unlimited, change transmitter location and permit change of type of transmitter.

AM-1410 kc
Arthur H. French, Santa Monica, Calif.—Modification of CP for new standard broadcast station to be operated on 1410 kc, power of 25 kw and unlimited hours of operation.

AM-1490 kc
KFWF Fresno, Calif.—Modification of CP to change frequency from 1490 to 1480 kc, power of 25 kw and unlimited hours of operation.

AM-1490 kc
Edward J. Harpole, William T. Kemp, and W. J. Harpole, a partnership d/b/a Uvalde Broadcasters, Uvalde, Tex.—Modification of CP for new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-1490 kc
KANS Wichita, Kan.—Modification of CP to change frequency from 1490 to 1290 kc, power of 250 w to 1 kw and unlimited hours of operation.

FCC Box Score
STATUS of the applications at the FCC as of Aug. 22:
AM: 578 applications pending; 452 in hearing; 293 construction permits issued this year.
FM: 208 pending; 141 in hearing; 484 conditional grants, of which 250 are now regular construction permits.
Television: 26 pending; 23 in hearing; 27 construction permits. (Also, during 1946 78 applications have been dismissed, 1 cancelled, and 1 denied.)
install directional antenna night, new transmitter and change transmitter location.

AUGUST 19
Relay
American Colonial Bestg. Corp., San Juan, Puerto Rico—CP new FM broadcast station to be operated on 1030 kc, 5 kw, limited hours of operation.

SLA
WNYC New York—Extension of Special Service Authorization to operate additional time between the hours of 6 a.m., EST, and sunrise at New York, New York, and between the hours of sunset at Minneapolis, Minnesota and 10 p.m., EST, using directional antenna designed therefor, for the period beginning 3 a.m., EST, Sept. 2, 1946.

FM—Unassigned
Narragansett Bestg. Co., Fall River, Mass.—CP new FM broadcast station to be operated on 1750 kc, 1 kw and daytime hours of operation.

AM—1570 kc
Suburban Bestg. Co., Upper Darby, Pa.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

AM—1540 kc
Cincinnati Broadcasters Inc. Con- nellsville, Pa.—CP new standard broadcast station to be operated on 1540 kc, 250 w and unlimited hours of operation.

WCAR Pontiac, Mich.—Special Service Authorization to operate from 7 a.m., EST, to local sunrise, with power of 250 w, for the period beginning Nov. 1, 1946, and ending in no event later than Feb. 19, 1947.

AM—670 kc
News Publishing Co., Rome, Ga.—CP new standard broadcast station to be operated on 670 kc, 1 kw and daytime hours of operation.

AM—1490 kc
Clyde R. Horne, Jerrell A. Shepherd, a Partnership d/b/a The Valley Broadcasters, Russellville, Ark.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—720 kc
Carteret Bestg. Co. In or near Morehead City, N. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.

AM—1260 kc
Rocky Mountain Bestg. Co., Pueblo, Colo.—CP new standard broadcast station to be operated on 1260 kc, 5 kw, directional antenna night and unlimited hours of operation.

FM—Unassigned
Wallace N. Lindskoog, Luther G. Bean, Gordon F. Oiler, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur M. Moody, partners d/b/a Topklick Bestg. Group, Tulpit, Calif.—CP new FM broadband station to be operated on frequency to be specified by chief engineer of FCC and coverage of 3538.0 sq. mi. or as assigned by Chief Engineer of FCC and coverage of 3538.0 sq. mi. or as assigned by Chief Engineer of FCC.

Relay
KHIN Boulder City, Nev.—License to cover CP which authorizes a new Los Angeles broadcast station.

Applications Tendered for Filing:

Natchitoches Bestg. Co., Inc., Natchitoches, La.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1240 kc
Harold H. Thomes, Greenwich, S. C.—CP new standard broadcast station to be operated on 1240 kc, 100 w and unlimited hours of operation.

WJFF Herrin, Ill.—CP to change frequency from 1400 to 1460 kc, increase power from 250 w to 1 kw and install new transmitter and directional antenna for night use.

AM—550 kc
Midland Bestg. Co., Kansas City, Mo.—CP new standard broadcast station to be operated on 550 kc, 5 kw, daytime hours of operation and directional antenna.

AM—1400 kc
Montana Bestg. Mid-Television Corp., Missoula, Mont.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1240 kc
Gene Burke Brophy, Nogales, Ariz.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AUGUST 21
Special Authority
Burns Avenue Baptist Church, De- troit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church at Detroit, Mich., to Station CKLW Windsor, Canada, for period beginning Oct. 10, 1946.

AM—910 kc
Mattis Bestg. Co., Braddock, Pa.—CP new standard broadcast station to be operated on 910 kc, 1 kw, daytime hours of operation.

AM—910 kc
The KJAN Bestg. Co., Inc., Opleusas, La.—CP new standard broadcast station to be operated on 910 kc, 1 kw, daytime hours of operation.

FM—Unassigned
Southern Bestg. Corp., San Antonio, Tex.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 21,500 sq. mi.—APPLICATION TO MAKE MINOR CHANGES IN LOCATION AND TO SPECIFY CLASS OF STATION.

FM—107.9 mc
Burlington-Graham Bestg. Co., Burlington, N. C.—CP new metropolitan FM broadcast station to be operated on channel 287, 101.3 mc or as assigned by FCC and coverage of 4,352.96 sq. mi., population from 345,475 to 60,841, type of transmitter and directional antenna, power of aural and visual A5, and changes in size of market, power and stockholders and make changes in antennas system.

AM—1400 kc
Grand Forks Herald Inc., Grand Forks, N. D.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1280 kc
WMIN St. Paul, Minn.—CP to change frequency from 1400 to 1280 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use, change transmitter and studio location.

Experimental Video
George R. Call, Sioux City, Iowa—CP new experimental television broadcast station to be operated on channel 9, 191-186 mc, power of aural and visual A3 of 100 w and emission of aural A4 and visual A5.

AM—810 kc
Denver Bestg. Co., Denver, Colo.—CP to increase power from 10 to 50 kw to 810 kc, 25 kw night, 80 kw daytime, directional antenna and unlimited hours of operation.

Relay
H. L. Corley, Jr., Corley Radio & Sales Service, Inc., Troutville, Va.—CP new radio broadcast station to be operated on 810 kc, 25 kw, limited hours of operation.

Applications Returned:

AM—1450 kc
WGH Newport News, Va.—CP to change frequency from 1370 to 1280 mc, power from 250 w to 5 kw, install new transmitter and directional antenna, move transmitter location. (Incomplete.)

Applications Tendered for Filing:

KFKD Klamath Falls, Ore.—CP to increase frequency from 1460 to 1490 kc, new transmitter and directional antenna and move transmitter location. (Incom- plete.)

AM—1490 kc
Community Bestg. Co., Fort Worth, Texas—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—730 kc
WTKI Durham, N. C.—CP to change from 310 to 730 kc and daytime hours of operation.

AM—1450 kc
Norbert Bernard Donze and Elmer Lawrence Donze, a partnership d/b/a The Donze Co., St. Genevieve, Mo.—CP new FM broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1590 kc
Nonpareil Bestg. Co., Council Bluffs, Iowa—CP new standard broadcast station to be operated on 1590 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1340 kc
WSIV Pekin, Ill.—CP to change from 310 to 1340 kc, new transmitter, change transmitter location and make changes in directional antenna system.

AUGUST 22
AM—1450 kc
WWDC Washington, D. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1270 kc
WKBK Manchester, N. H.—Modification of CP as modified, which authorizes a new standard broadcast station, to change corporate name to Granite Broadcasting Co., Nashua, N. H. (Continued on page 89)
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OF AMERICAN FOLK MUSIC
"In the People's Cause"
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We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

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FCC Action

(Continued from page 79)

State Bestg. Co. Inc., for approval of antennas and approval of transmitter and studio location.

AM-590 kc

Hudson Valley Bestg. Co., Inc., Albany, N. Y.—CP new standard broadcast station to be operated on 1500 kc, 3 kw night, 5 kw day, directional antenna and unlimited hours of operation.

AM-1450 kc

WWSC Glens Falls, N. Y.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and studio locations—AMENDED: to change frequency from 1450 to 1460 kc, power of 250 kw and unlimited hours of operation.

AM-1290 kc

Oneonta Star Inc., Oneonta, N. Y.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1290 to 1230 kc, power of 250 kw and unlimited hours of operation.

AM-1240 kc

WTIP Charleston, W. Va.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, change transmitter and studio locations—AMENDED: to change frequency from 1240 to 1270 kc, power of 1 kw and unlimited hours of operation.

WARD Johnstown, Pa.—License to cover was granted, pursuant to which authorized a new standard broadcast station; authority to determine operating parameters by direct measurement of antenna power.

WOOD Grand Rapids, Mich.—Voluntary assignment of license to Liberty Bestg. Inc.

AM-1300 kc

Downing Musgrove, Douglas, Ga.—CP new commercial broadcast station to be operated on 1480 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1480 to 1490 kc, power of 250 kw and unlimited hours of operation from unlimited day and change type of transmitter.

AM-1290 kc

Capitol Bestg. Co., Inc., Charlotte, N. C.—Modification of CP which authorized the new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1290 to 1270 kc, power of 250 kw, hours of operation from unlimited time and change type of transmitter.

AM-1400 kc

WKAB Mobile, Ala.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter and studio locations—AMENDED: to change frequency from 1400 to 1450 kc, power of 250 kw.

AM-1270 kc

Arkansas Valley Bestg., Co., Fort Smith, Ark.—CP new standard broadcast station to be operated on 1270 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1270 to 1240 kc, install new directional antenna for day and night use and change transmitter location.

AM-1450 kc

Natchitoches Bestg. Inc., Natchitoches, La.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM-1270 kc

Harold H. Thomas, Greenville, S. C.—CP new standard broadcast station to be operated on 1270 kc, 100 w and unlimited hours of operation.

AM-1250 kc

WKDK Newbury, S. C.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for change in antenna and change transmitter and studio location—AMENDED: to change frequency from 1250 to 1270 kc, install new directional antenna for day and night use and change transmitter location.

AM-1400 kc

Edward J. Harpole, William T. Kemp and W. J. James, San Antonio, Texas—a partnership which authorized a new standard broadcast station to be operated on 1400 kc, power of 250 kw and unlimited hours of operation.

AM-1490 kc

KRLD Radio Corp., Dallas, Texas—CP new standard broadcast station to be operated on Channel 2, 54-60 mc, ERP of 1500 and power of visual 4 kw (peak) and aural 3 kw—AMENDED: to change frequency from Channel 2, 54-60 mc, to Channel 4, 57-72 mc, change power transmitter, and transmitter and studio license and make changes in antenna system.

AM-890 kc

KMBC Kansas City, Mo.—License to cover was granted, pursuant to which authorized a new standard broadcast station; authority to determine operating parameters by direct measurement of antenna power.

AM-1230 kc

Gene Burk, Phoenix, Ariz.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

FM—Unassigned

Golden Gate Broadcasting Co., Chico, Calif.—CP new FM broadcast station to be operated on frequency to be determined.

Applications Tendered for Filing:

AM-1110 kc

Oneonta Broadcasting Co., Inc., partnership comprised of John Nazak & Joanne May Leven—CP new commercial broadcast station to be operated on 1110 kc, 250 w and daytime hours of operation.

AM-1090 kc

WCKA Norfolk, Va.—CP to change transmitter location from Portsmouth to Norfolk, Va.

AM-1290 kc

Odes E. Robinson, Bluefield, W. Va.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM-1290 kc

Antietam Bestg. Co., Harperstown, Md.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM-1250 kc

Howard S. Smith, R. E. Pratt, Howard A. Gibson, and Thomas J. Frederick, Inc.—CP new standard broadcast station to be operated on 1250 kc, 250 w and unlimited hours of operation.

AM-1490 kc

Abe B. Halpin, Kewanee, Ill.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-1510 kc

Marin Bestg. Co., Inc, San Rafael, Calif.—CP new standard broadcast station to be operated on 1510 kc, power of 1 kw and daytime hours of operation.

Union's Move for Disc Labels
To Encounter NAB Opposition

CAMPAIGN of resistance to the IBEW effort to require a union label on transcriptions is developing within the NAB. The subject may be placed on the agenda for the Oct. 21-24 convention in Chicago.

First organized opposition to the IBEW plan, instigated on the West Coast, developed at a meeting of the NAB 15th District (No. Calif., Nev., Hawaii) Aug. 12-13. The association's headquarter's office has taken up the subject, but no plan of action has been drawn.

Though the IBEW plan, instigated by Local 1245 embracing the northern two-thirds of California, ostensibly applies only to cutting of instantaneous recordings, indications have been noted that it might be a foot-in-the-door gesture leading toward a union label on all recordings.

IBEW itself is in an uncertain position, it was learned at the union's Washington headquarters. The union's radio staff does not have a moment's reservation over the NAB meeting in San Francisco, which reports directly to a vice president, and disclaims detailed knowledge of the Coast plan.

Thus IBEW is planning complete revision of its union label program covering manufactured electrical products and installa-
tions affecting 30 crafts. The union will take up the label program at the San Francisco convention starting Sept. 2, first convention since 1941.

Oct. 1 Deadline

Agreements covering IBEW labels on recordings are provided in a number of IBEW cities, including Seaboard in Chicago. Local 1245, however, has notified stations in its California jurisdiction that effective Oct. 1 members of the local will refuse to broadcast instantaneous recordings and transcrip-
tions not cut by its members.

The local has notified stations that "arrangements are being made gradually to bring about a situation where only IBEW-cut transcriptions will be broadcast by members of the IBEW." The notice was sent by Marvin C. Larsen, IBEW western representative.

The NAB 15th District at its Aug. 12-13 meeting discussed the problem at length. It asked NAB headquarters to provide counsel to aid the stations in meeting the IBEW program. Only IBEW-cut transcriptions will be broadcast by members of the IBEW," the notice read.

Whereas demands have been placed before the NAB by the California by the IBEW regarding rubber stamping of transcriptions, and whereas, these demands if successful by the IBEW headquarters to affect all members of NAB, hereby resolved that 15th District NAB requests NAB headquarters staff to immediately make available available information necessary to assist broadcasters in Northern California in San Francisco and beyond, said services to include if deemed necessary the establishment of a West Coast consultation, by NAB staff with broadcasters involved and with the counsel which same have already retained.

NAB President Justin Miller ad-
dressed the Monterey meeting on recent threats to freedom of radio and recorded his appreciation of the POC Blue Book. Robert C. Coleson, assistant to President Miller, was at the meeting, which was called by William B. Smullin, KEMI Eureka, Calif., NAB board member. He re-
ported that a August 4 board meeting at Estes Park, Col.

Davidson to ABC

WILLIAM D. DAVIDSON, formerly with J. Walter Thompson Co., New York, as assistant to the chief timebuyer, has joined the station relations department of ABC.
Video Business
(Continued from page 15)
about 20 hours a week, WCBW and WABD (Du Mont) somewhat less, the time varying from week to week in accordance with the amount of sports available. For fall these schedules will be stepped up somewhat; but it is doubtful if the 28 hours weekly minimum set by the FCC as the standard for commercial operation will be achieved by Nov. 1, when it is supposed to go into effect, and another postponement seems likely.

Commercial schedule for WNBT, which in July set a television record with 44 hours, 13 minutes and 11 seconds of sponsored time, includes, in addition to the Gillette boxing bouts, placed through Maxon Inc.; Standard Brands' weekly hour-long variety program, Heat Glass, advertisement, sponsored by Chase & Sanborn coffee and Tender Leaf Tea, placed through J. Walter Thompson Co.; Bristol-Myers, presenting Mrs. Carveth Wells with a film traveling for Twistaway, through Young & Rubicam; filmed "sports almanac," both placed through Doherty & Wirth; Borden's current lineup through Campbell-Ewald Co.; Alex- ander Smith & Sons Carpet Co., Seeing Through Science, weekly, through Biow Co.; Elgin National Watch, presented by RCA (direct) and a filmed "sports almanac," through Biow Co.; Waltham Watch, through N. W. Ayer & Son; weather reports in cartoon form, sponsored by Botany Worsted Mills (neckties) through Alfred J. Silberstein, Bert Goldsmith Inc. Goodwin, Tire & Rubber Co., sponsoring Army football games through Sweeney & James; The 3/Educational film through Campbell-Ewald Co.; Alex- ander Smith & Sons Carpet Co., taking Mrs. Carveth Wells with a film traveling for Twistaway, through Young & Rubicam; and a filmed "sports almanac," through Biow Co.; Elgin National Watch, presented by RCA (direct) and a filmed "sports almanac," through Biow Co.; Waltham Watch, through N. W. Ayer & Son; weather reports sponsored by Botany Worsted Mills through Alfred J. Silberstein, Bert Goldsmith Inc. These are in addition to the two weekly half-hour periods on WABD purchased by ABC for video program experimentation pending the time when the network will have its own television stations.

FULL STAFF will be installed at NAB's expanded Employe-Emp- loyer Relations Dept. when Richard P. Doherty takes over as de- partment head in the first week of September. Mr. Doherty was named Aug. 16 to the post [BROADCASTING, Aug. 19]. The depart- ment has expanded on a greatly expanded labor relations project, providing information on all phases of employment.

VFACTORS of that merchandise; time signals sponsored by Elgin Watch Co. through J. Walter Thompson Co.; through Waltham Watch Co. through N. W. Ayer & Son; weather reports sponsored by Botany Worsted Mills through Alfred J. Silberstein, Bert Goldsmith Inc. These are in addition to the two weekly half-hour periods on WABD purchased by ABC for video program experimentation pending the time when the network will have its own television stations.

Present three - evening - a - week schedule of WABD will be consid- erably expanded during the fall, first through addition of more re- mote pickups, chiefly sporting events, and later with more studio and film shows. Station has been televising boxing bouts and midget auto races and expects to add foot- ball, wrestling and other such events, for which it anticipates lit- tle difficulty in finding sponsors. Du Mont engineers are now de- veloping a compact mobile unit for covering out-of-studio programs and expect to have two such units operating at the station before the end of the year.

Studio Facilities
WABD already has two studios completely equipped for the presenta- tion of live programs, which can be scheduled successively without the usual film interludes telecast while the studio is being reset for the next show, so the station can readily increase its live program schedule. Station also can expand the time allotted to its news bul- letin service, with INS headline news telecast through a moving tape device across the face of the WABD test pattern [BROADCAST- ING, Aug. 5]. This service, current- ly on the air from noon to 2 p.m., Monday through Friday, is expected to be of assistance to dealers in their daytime set demonstrations as well as of service to set owners.

American Broadcasting Co. ex- pects to continue its video experi- ments on an expanded scale this fall, according to Paul F. O'Sullivan, national television director of the network. In addition to WABD, ABC also has its programs telecast by WPTZ (Philadelphia), WGBK (Chicago), WRGB Schenectady and WSXWT Washington. Advertisers sponsoring ABC telecasts pay only production costs, with a minimum fee of $500, the network in tele- sorbing the time charges of WABD. WPTZ and WBKB (WRGB and WSXWT do not sell time). ABC also on occasion stands part of the production expense, when it is ex- ceptionally high and the program provides experience of sufficient value to its video personnel, Mr. Mowrey said.

Limit Removed
Network has video construction permits for Chicago and Detroit and will push construction as rapidly as possible in both cities, according to Mr. Mowrey, who expressed hope that they might begin operat- ing by the end of the year.

Formerly ABC limited its video clients to four telecasts each, but it recently contracted to produce a ten-week series for Alexander Stores, New York community depart- ment store chain, to be tele- cast on WABD starting Sept. 10. Arrangements are also under way with Grey Adv. Agency for a series of 24 programs, also to go on WABD, to be distributed among six Grey clients.

Mr. Mowrey said that he is now advertising a six-week series to ad- vertisers interested in video experimenta- tion, with the first two programs to be telecast on an out-of-town station and then, after the try-out period, brought to New York for four telecasts on WABD. He said that ABC may sell the time on that station to carry out its fall program plans, but in view of WABD's own plans for expanded activities it seems doubt- ful that can be arranged.

In Chicago, where WBKB recently telecast the Tam O'Shanter Golf Tournament under ABC auspices and sponsored by U. S. Rubber Co., ABC will use WKB V for a series of wrestling and boxing telecasts, which would probably be spon- sored, to start as soon as the sta- tion has received its image orthicon equipment from RCA.

ABC is also continuing its film coverage of major special events— recent one were the trotting races at Goshen, and the Minneapolis Aquastential (sponsored by U. S. Rubber) and the Gold Cup motor- boat race in Detroit—the films be- ing telecast over a variety of the five television stations with which ABC has working arrangements.
Cain Writer Idea Watched by Radio
Proposed ‘Authority’ Would Copyright Most Material
WATCHFUL waiting best describes the radio-motion picture attitude in Hollywood toward recently proposed American Authors Authority conjured up by James M. Cain, novelist and scenarist, in July issue of Screen Writer.

As conceived by Mr. Cain the Authority would copyright in its own name for the writer’s benefit all material produced for radio, stage, screen, book or other media except material produced on salary and not subject to author’s copyright.

Other aims call for:
2. Clearing all deals and advising members of legality.
3. Lease, but never sell rights under the copyright.
4. Prosecute writer’s case in court in capacity of copyright holder.
5. Furnish competent field representatives to deal with networks, stations, movie studios etc. where writer’s rights have been infringed.
6. Prepare new copyright law and active support to insure its passage.
7. Fight to promote writer’s rights.
8. Financing would come from

Tuhy Planning to Open Law Firm in Washington
STEPHEN TUHY Jr., former FCC attorney and for the past two years with Hayes & Hayes Washington law firm, last week announced he would open his own law offices specializing in radio and related fields effective Sept. 1. Offices will be at 407 Albee Bldg.

Prior to joining the Hayes & Hayes firm, which he helped found, Mr. Tuhy served in both tax and radio law, Mr. Tuhy for eight years was with the FCC as a trial attorney in broadcasting.

ers who have become members of the proper guild (screen writers, radio writers, dramatists and authors).

“This will take care of the outlaw contributors who became so menacing to ASCAP at the time of its fight with the radio studios. It will also say we shall license all rights except to lessors who comply with the basic arrangements of the guilds. The SWG and RWG will say we shall permit our writers to work on no material not leased through the Authority’ and this will compel every writer in the country hoping for picture or magazine sale to send his work to the Authority for copyright before the magazines or publishers get it.”

Finality of this opens question on the young writer’s chances. To this, RWG explains that its rolls will also say we shall write a copyright for on any radio writer. Therefore, they reason, only man is excluded who himself by refusing to join.

Named to New Post
JOSEPH L. RAUH Jr., former FCC general counsel in charge of broadcast division and chairman of advisory committee to General MacArthur during the war, last week was named general deputy to Housing Administrator Wilson W. Wyatt. Mr. Rauh, who was appointed to the FCC post succeeding William C. Koplovitz, now in private practice in Washington, resigned from the Commission May 27, 1941.

GOODYEAR TAKING GRID VIDEO SERIES
GOODYEAR Tire & Rubber Co., Akron, will make its television debut Sept. 21 when it sponsors the first of a series of video packages of seven of the Army’s football games telecast on WNBX New York.

Series will include five games from West Point, starting with the Villa nova game and including contests with Oklahoma, Cornell, Columbia and West Virginia, and two games from New York, with Duke and Notre Dame. Games from West Point will be brought to New York for broadcast via a special relay system. Series was arranged by N. W. Ayer & Son, New York.

Hearings Overlap Convention Dates
Denny Recommends Change To Avoid Conflict
CHARLES R. DENNY Jr., acting chairman of FCC, has recommended that the Los Angeles P’cast hearings be postponed to avoid conflict with the NAB Convention. His recommendation was made following conferences with A. D. Willard Jr., NAB executive vice-president.

Broadcasters had pointed out that the new hearings calendar (see alphabetical listing of all hearing cases on page 35) schedules 18 FM applications for hearing in Los Angeles from Oct. 14-25, while NAB’s first convention since 1942 will be held in Chicago Oct. 21-24.

William B. Ryan, vice president and general manager of KFI Los Angeles, one of the FM applicants is an NAB district director. Broadcasters thought that some if not all of the other applicants would want to attend the NAB Convention whether they are members or not particularly in view of the FM panel in which FCC Acting Chairman Charles R. Denny Jr. will participate.

Chronological listing of some of the hearings on the calendar follows:

Sect. 5-6—Long-pending application of KQW San Francisco to increase from 5 to 50 kw on 740 kc and KSFO San Francisco to change from 560 to 740 kc.

Sect. 1—FM contests of NBC and ABC in New York, for directional antennas.

Sect. 4—Applications for relay stations to support KROW Los Angeles and KTNX Los Angeles.

Sect. 2—Applications for non-commercial stations.

Sect. 10—Applications for new FM services.

Sect. 11—Applications for new FM services.

The hearings will be conducted at the Federal Building in Los Angeles.

Sect. 15—Applications for new FM services.

Sect. 16—Applications for new FM services.

Sect. 17—Applications for new FM services.

Sect. 18—Applications for new FM services.
NEW WNEW STUDIOS COST MILLION
Station Boasts Latest Developments in Acoustics, Design, and Scriptcasting

NEW YORK's first major postwar station development was completed last week when WNEW moved to its new quarters at 565 Fifth Ave., from its old studio at 501 Madison Ave., when the independent stations and studios at 501 Madison Ave., were occupied by CBS. The Gresham Realty Co. Inc. was contracted a few months ago for the space, and the five-year lease for the space was signed on the list of metropolitan in- dependent stations. The move was completed and integrated unit.

In operation only 12 years, WNEW moves to its new quarters high on the list of metropolitan independent stations. Situated on the north- east corner of 48th Street and Fifth Ave., WNEW will occupy 50,000 square feet, of which 36,000 will be used immediately, and the rest in reserve for development in FM and television. The station will have more than twice the space formerly occupied at 501 Madison Ave.

Fellheimer and Wagner, archi- tects and engineers, designed the new WNEW studios at an estimated cost of $1,000,000. The studio design embraces the latest electronic and acoustic developments with transmitting equipment by RCA. Acoustic design for the studios is the work of C. R. Jacobs, sound engineer of the architectural firm. He devised a blend of absorptive materials which react to sound in a fashion similar to that of a violin shell. All studio walls and ceilings are polycylindrical.

WNEW has designed its color scheme along lines of optical psychology. Through application of variegated color patterns, substance and body has been provided each of the seven studios. No two studios have the same color scheme.

The station has installed seven clocks, calibrated counterclockwise, enabling engineers to know how much time is left in each 15 minute period. These clocks are a development of WNEW's own engineering department.

Scripts are not going to be used on live shows at WNEW, according to Ted Cott, program director. The scripts will be thrown on the walls of the studios with a movie projector. This type of scriptcasting will also be used when WNEW begins telecasting.

KFI Honored

KFI Los Angeles has been awarded regional western award by Phi Beta fraternity, national music and drama honorary, for its KFI Hollywood Bowl Auditions. Program was named "Most worthwhile and outstanding radio music program in west for year of 1945." W. B. Ryan, station manager, received plaque Aug. 23 at Hollywood Bowl where Audition winners, Lillian Magidow and John Arnold Ford, appeared as soloists with Leopold Stokowski.

FIVE GROUPS SET FOR MOSCOW MEET
FIVE U. S. communications companies will be represented by observers at the five-power telecommunications conference tentatively scheduled to be held in Moscow late next month. List of American observers is being kept down at request of Soviet government, because of shortage of housing facilities in Moscow.

Exact date for conference cannot be fixed by Russia until formal acceptance is received from China. Originally meeting had been scheduled to start Aug. 28 [BROADCASTING, Aug. 19]. The U. S., Great Britain and France asked postponement because of difficulty in naming delegations and handling preliminary details.

Membership of U. S. delegation will be announced in near future by President Truman, who has been vacationing on the Atlantic. Francis Colt de Wolf is to be chairman of the American delegation, with FCC and other Federal agencies to be represented. Suggestion has been made at State Dept. that technical advisers attend as members of delegation.

Industry observers planning to attend meeting are F. C. Alexander, assistant vice president, for AT&T group; William G. Thompson, assistant vice president, for AT&T; Phillip F. Silling, engineer in charge of RCA Frequency Bureau, for RCA; Commodore E. M. Webster, director of telecommunications, for National Federation of American Shipping; Col. Frank P. Andrews, vice president, for Press Wireless, A. L. Budlong, assistant secretary, will attend as observer for American Radio Relay League. NAB has not indicated whether it will send an observer.

WABD TELECASTING INS NEWS ON TAPE
FIRST telecasting of INS news, moving across the face of a WABD New York test pattern at the rate of 60 words a minute, got underway Aug. 19, and is currently on the air from 3 to 5 p. m. Monday through Friday. Anthony J. Pugliese, veteran reporter, desk man and editor, has been appointed special television editor for INS. Program was originally planned for a 12-2 p. m. period but at the request of servicemen who said they were at lunch then, it was shifted to 3-5 p. m. Original pickup was sent by William McCord, Du Mont engineer, and Robert Conklin, Arthur Sullivan and Paul Sullivan, INS engineers.

VIEWS ON TELECASTING

"Where "Dan and Broadway" meet Keiper and Cressely"

August 26, 1946 • Page 83
FCC Grants 9 New Standard Stations

Estimated Construction Cost of Outlets $137,000

GRANTS for nine new standard stations ranging $137,000 in estimated construction costs were issued by FCC last Thursday.

When observers pointed out that some of the granted applications were far back on the list released by FCC the week before to show the order in which applications would be considered [Broadcasting, Aug. 10], Commission spokesmen called attention to certain "exceptions" noted in the statement issued with the list.

This makes that simple and complex applications, too, are kept in separate "processing lines," would be studied together if they involved mutual interference conflicts and if time will be saved by simultaneous examination. It was also pointed out that processing of some applications may be completed before work is finished on others which, although nearer the front, might involve more complicated problems.

Need of Further Data

Another reason for seemingly by-passing applications, it was explained, is that additional information may be needed before processing can continue on certain cases, with the result that other cases may be completed while FCC waits for the needed data.

Three of last Thursday's grants were for 250-w fulltime stations on 1230 kc—in Yancey City, Miss.; Thief River Falls, Minn., and Medford, Ore. Huntsville, Ala., was given a 250-w fulltime outlet on 1450 kc and Palatka, Fla., received a 250-w daytime station on 800 kc. A 1- kw fulltime station was granted for Boise, Idaho, on 950 kc, and 1-kw daytime outlets were authorized for Saginaw, Mich. (1210 kc); Tarborn, N. C. (760 kc), and Douglas, Ga. (950 kc).

The grants:

Yancey City, Miss.—Ripple partnership: B. J. Barrier, wholesale gasoline and automobile business; H. T. Barrier, wholesale lumber and interest in real estate; H. P. Holmes, orchestra leader. 1230 kc 250 w fulltime, August 22.


Tarborn, N. C.—Tarborn Broadcasting Co. (1 kw) 250 k. 1 kw daytime stations only. Principals: V. L. Muntant, engaged in real estate and life insurance business, 60%; R. M. Fountain, mayor pro tem of Tarborn, attorney and real estate, vice president, 25%; John C. Hanner, former program director of WMMN Fairmont, W. Va., and WWOI Indianapolis, 25%; Sidney W. Stanton, army veteran and college student, director, 25%. Granted Aug. 22.

Douglas, Ga.—Douglas Muungrove, 50%; T. J. Johnston, 50%. 1250 kc, 1 kw daytime stations only. Granted Aug. 22.

Tarborn, N. C.—Tarborn Broadcasting Co. (1 kw) 250 k. 1 kw daytime stations only. Principals: V. L. Muntant, engaged in real estate and life insurance business, 60%; R. M. Fountain, mayor pro tem of Tarborn, attorney and real estate, vice president, 25%; John C. Hanner, former program director of WMMN Fairmont, W. Va., and WWOI Indianapolis, 25%; Sidney W. Stanton, army veteran and college student, director, 25%. Granted Aug. 22.

Boise, Idaho—Queen City Broadcasting Co., licensee of KIBO Seattle, 50%; J. W. Miller, 50%. 1250 kc, 2 kw unlimited time. Granted Aug. 22.

FCC Grants 9 New Standard Stations

U. S. Court to Hear WQXR-KPMC Case

Appeal Is Made of Washite Grant on 1560 kc

APPEAL from FCC's Aug. 1 decision which granted without hearing the application of Washite V-B for a new 250-w local outlet on 1560 kc at Chickasha, Okla., is to be filed U. S. District Court of Appeals for the District of Columbia by Loucks & Schefer, Washington legal counsel for WQXR New York and KPMC Bakersfield, Calif., the Commission was informed last Wednesday.

Rights of the U. S. "might allow for I-B operation" on 1560 kc at Chickasha, Okla., was the reasoning for revision of NARB's, or local outlets, are lost under the decision, according to the appeal which also maintains that the grant was erroneous in that it predetermines without hearing a "position to be taken as the result of the clear channel" proceedings and "nullifies any other action which might have resulted from testimony adduced" at such proceedings.

Appeal calls WQXR and KPMC either with their present or proposed facilities would receive interference from the new operation.

WQXR, now on 1560 kc with 10 kw, has application pending for 50 kw. KPMC, now using 1 kw on that assignment, is asking boost to 10 kw.

Another appeal also asserts the FCC decision is "erroneous as a matter of law insofar as it rests upon the finding that 'classification of either Station KPMC or WQXR as I-B would be in derogation of Cuba's I-B priority to use of frequency 1560 kc under NARB,' since the Commission's Rule 3.25(b) authorizes I-B operation on 1560 kc pursuant to the provisions of the act."

Appeal also claims the Commission erred in denying appellants' petitions for review of the Washite grant without a hearing which "would permit KPMC and WQXR opportunity to present their cases."

Du Pont Renews

E. I. du Pont de Nemours & Co., New York, following summer lay-off, has renewed its "Corsodiles of America" on 148 NBC stations, Mon. 8:30 p.m. (EDST). Paul Lukas will star in opening drama, "Passport to Freedom," Agency is BBDO, New York.
F M Promotion

URGING radio set buyers to purchase only combination AM-FM receivers, WGH Newport News, Va., has launched a vigorous FM promotion campaign, featuring full-page newspaper advertisements. Greater the demand for the sets equipped with FM, the lower the coat at which they can be built and sold, the campaign points out. WGH will duplicate its AM broadcasting on FM as soon as its FM station gets on the air, Raymond B. Bottom, president, announced.

KTRN's FM Promotion Draws Wide Attention

EDITOR, BROADCASTING:

Thanks for the excellent write-up on KTRN [BROADCASTING, Aug. 12].

We have received letters from all over the country asking for tear sheets and more information on the campaign. Our tear sheets are all over the country asking for tear sheets and more information on the campaign.

IBM Device Translates Seven Varied Tongues

RADIO DEVICE which delivers simultaneous translations in seven different languages was used for the first time Aug. 17 at a world teachers conference at Endicott, N. Y.

The distinctive feature is the individual, lightweight radio set, equipped with earphones and an aerial permanently embedded in the shoulder strap, which each hearer wears. He can thus move about the room freely as long as he remains within the loop of an antenna wire circling the auditorium.

Previous system, used at the German and Japanese war crimes trials and various conferences for 15 years, employed wired circuits. International Business Machines is the manufacturer of both.

For Commission review of action on the motion, and a counterpetition by Virginia-Carolina asking that Commissioner Hyde's action be sustained.

WBTM is represented by John H. Midlen and William Thompson of the Washington law firm of George O. Sutton. Maurice M. Jansky of Loucks & Scharfeld, represents Virginia-Carolina.

Sherman Amsden Plans N. Y. Radiopaging Tests

A ONE-WAY radiopaging service is planned by Sherman C. Amsden who was granted an experimental Class B station for general mobile carrier development by FCC last week. Tests will be conducted in vicinity of New York City.

Subscribers to Mr. Amsden's service would be assigned a code number and at stated intervals would listen for their signal on the vest-pocket-size device. If they heard their number, they would know they were wanted on the telephone. They would then call a designated number for the message. The proposed service is for doctors and other professional men.
Press Wireless-ACA Strikers Return to Work; 46 Reinstated

THE TWO WEEK strike of 300 members of the American Communications Assn. protesting the laying off of 46 ACA members by Press Wireless last week. Picket lines around the offices of Prewil at 1475 Broadway were withdrawn at 8:15 Tuesday night and the union took steps to resume normal services. The decision of the union to return resulted when Arthur S. Meyer, special arbitrator of the United States Mediation Service, declared that the ambiguity of a clause in their contract providing for consultation among the parties before any layoff led him to conclude that "other side" had the right to take unilateral action in the matter of layoffs.

Must Reinstate Men

In effect, Mr. Meyer's decision provided that Press Wireless must reinstate the forty-six men with retroactive pay to Aug. 7, the day the strike began. On Friday, arbitrating on the order of the State Board of Mediation, 250 West 57th St. with Mr. Meyer attempting to decide whether 300 other workers who went on strike after the layoffs were entitled to back pay for the period of the walk-out.

The other issue is whether the number of layoffs ordered by the company and the proposed downgrading that would result were justified under the company's present operating schedule. It was understood that Mr. Meyer slighted the question of what constituted "unilateral action" on the part of the union by the ground that it was something he should not have been asked to decide. His feeling was said to be that the issue of primary concern was whether the union was justified in taking unilateral action.

Union President Joseph P. Selly in commenting on Mr. Meyer's decision said: "The union is naturally gratified that the arbitrator has decided in its favor. We added that the ruling was justification of the union's contention that arbitration should have preceded the layoffs." Warren Norton, president of Press Wireless said it had been the desire of the company to submit the issues to proper arbitration.

The peace was negotiated during an all-night meeting Aug. 17 by a U. S. Conciliation Service panel headed by Frederick R. Livingston of the Washington office of USCS. The meeting culminated in the signing of the agreement at 5:45 a.m. Sunday. By 2 p.m., Sunday, union's strike-strategy committee voted unanimous approval. "Both sides seemed satisfied with the terms," said Mr. Livingston in Washington headquarters last week.

International communications, with the exception of Press Wireless, were restored to normal almost immediately after the strike's end. By Wednesday Press Wireless was also functioning again.

NO RADIO LOBBY REGISTERS TO DATE

WHETHER Federal Regulation of Lobbying Act would affect the broadcasting industry remained uncertain last week as registration began under the newly-enacted legislation.

Offices of the Clerk of the House and Secretary of the Senate had received "several hundred" requests for registration blanks. None was from anyone apparently connected with radio, however, according to James D. Preston, clerk to the Secretary of the Senate, and H. N. Megill, Assistant Clerk of the House.

From sources said they expected heavier registration when Congress convenes. It was pointed out that potential lobbyists could delay registering until legislation of interest to them comes up for action.

Anyone who accepts remuneration for the purpose of influencing legislation must register, according to the act. Quarterly financial reports are required from registrants.

Gerl to Appeal Order On Child-Labor Charge

JOSEPH GERL, president of Sonora Radio and Television Corp., Chicago, said he would appeal "immediately" an order requiring the company to pay $7,980 damages to the government for having "knowingly employed" child labor. The original decision, upheld by Secretary of Labor Schwennbach, was made by the administrator of Wage and Hour and Public Contracts division of the U. S. Dept. of Labor, which found the corporation had employed 24 girls between the ages of 16 and 18 on government contracts in violation of the labor laws.

Mr. Gerl said his attorneys had advised him the order would be reversed on the basis that the women were actually employed by the government during the wartime emergency.

Rexall Resumes

The Durante-Moore Show, featuring Jimmie Durante and Gary Moore, sponsored by United-Rexall Drug Co., Los Angeles, returns to the air, Sept. 13 in its regular period, Fri. 9:30-10 p.m., on CBS.

STATIONS AID Conciliation Service Thanks "industry for Help—
THE Dept. of Justice will review the Government's brief in the trial of the U. S. vs. James C. Petrillo, before it is formally submitted to the U. S. District Court, Northern Illinois District, Sept. 19, 1947. William J. Connor, assistant to District Attorney Albert Woll, told Broadcasting last week. He outlined legal maneuvers to be taken before the case goes to the Supreme Court.

Should Judge Walter LaBuy find in favor of the Government, the U. S. District Attorney's office will appeal directly to the Supreme Court for a decision on the constitutionality of the Lea Act.

If Petrillo is successful in obtaining a victory in his motion to dismiss the Government's bill of information against him, the U. S. District Attorney's office will appeal to the Supreme Court for a decision on the constitutionality of the Lea Act itself.

RMA Hopes to End Receiver Ceilings

Representatives Hold Meeting With Price Officials

With radio set production running ahead of pre-war rates, Radio Manufacturers Assn. has started an active campaign to block receivers from OPA controls. Action was taken last week after a meeting of RMA representatives with OPA officials, just a year after repeal of the War Production Board wartime ban on civilian set production.

Joint action by RMA elements is planned, under terms of the OPA extension law of the War Production Board, for the formation of advisory committees—sets, tubes and parts—cooperating in developing facts on production, inventories and sales. Formal decontrol petitions will be filed.

RMA committees must show that complete lines of receiver models are being produced, that manufacturers are filling orders promptly, and that distributors and dealers have drained stocks on hand in order to qualify for decontrol. Decontrol action can be taken only when supply and demand are in approximate balance, according to OPA officials.

R. C. Cosgrove, Crosley Corp., president of RMA, said radio set production, already above prewar levels in unit volume, "will probably increase this fall as we attain a better balance between the supply of consoles and table model receivers. We believe that the industry can make a strong case for decontrol at the earliest opportunity."

It is unlikely OPA can hand down a decision for several months due to detailed data required and lengthy procedures involved.

The OPA set advisory group also will seek a liberalized reversion formula under which sets already have been priced, so that manufacturers can refigure their models and traffic control band.

WXYZ Manager

TRYING IT ON for size—James G. Riddell, newly appointed general manager of WXYZ Detroit, sits in his former boss's chair while retiring manager, H. Allen Campbell, points to some unfinished correspondence. Sixteen years ago Mr. Riddell joined WXYZ as a clerical assistant. He was commercial manager under Mr. Campbell up to the time the station was purchased by ABC Aug. 2. Mr. Riddell takes over active management Sept. 2. Mr. Campbell will continue to represent King-Trendle Broadcasting Corp., and the newly formed Central Broadcasting Corp.

Fred Clair, chief engineer of WSAAP Portsmith, Va., is the father of a boy, Joseph Fredrici.

UK gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Rodeo Televised

PARAMOUNT—Three station WXYZ was to have televised the rodeo from Los Angeles Coliseum yesterday (Aug. 6), relayed pictures to station's transmitter on top of Mt. Wilson by an experimental relay of Bell Telephone Co., while sound travelled by wire to studio on Paramount lot and was radioted from there to Mt. Wilson.

RCA has announced the development of a radio receiver scaled down for placement on the instrument panel of small private planes. Receiver is all-purpose, covering radio range, weather and traffic control band.

WXYZ Manager

August 26, 1946 • Page 87
Canadian Control (Continued from page 18)

da might not lose them and that no agency except the CBC would be permitted to do so. Therefore, they should have realized all times that the wavelengths would at some time be taken over by the corporation (CBC)."

The committee pointed out that the station owners were not being refused licenses to broadcast, nor were their stations being expropriated.

Yet, the affected stations on frequency change will still have the opportunity to broadcast and it is the policy of the CBC to assist them in discovering the best wavelength possible for their use," the report stated.

Stations affected are CFRB Toronto, 860 kc, which will likely shift to 1560 kc or 1010 kc, two of four frequencies offered it; CFCH Calgary, 1010 kc, which will shift to 1060 kc, and CKY Winnipeg, 990 kc, Manitoba government-owned station, which has been advised to shift to 1000 kc, under new government policy disallowing provincial governments or their corporations to own broadcasting stations is still under negotiation. CFRB and CFCH will be allowed to retain 10 kw, which is twice ceiling on other private stations, and CKY is 15 kw. CKY cannot be sold to private interests on the CBC.

By recommending unlimited financing by Parliament to the CBC it will be possible for the CBC immediately to go ahead with its expansion plan of 50 kw stations for CJBC Toronto, moving to 860 kc from 1010 kc; for new 50 kw stations at Winnipeg and Red Deer, Alta.; increasing CBJ Chieutoumi to 10 kw; and other increases outlined in CBC long range AM expansion plan [BROADCASTING, Aug. 12]. Under new plan for listener license fees CBC will obtain about $300,000 more annually, for a total of about $4,300,000 based on the last fiscal year. The general Canadian treasury will stand the $300,000 collection and administration costs for the listeners licenses.

A possible second French network was recommended to give French listeners the alternative of listening now available to English language broadcasting with the Trans-Canada and Dominion networks.

A bill with the recommendations is to be placed before the House of Commons at Ottawa this week, and opportunity to debate the recommendations will then be given.

Writing Courses

RADIO WRITERS GUILD of Chicago took its first step to carry out a resolution made several months ago by announcing a series of lectures on radio writing to start Oct. 2. The courses, to be taught by well known Chicago writers, will cover all types of radio writing.
Exceeded 1944 Despite Cancellation of War Contracts

TOTAL income of individuals last year amounted to $152,704,000,000, the Dept. of Commerce announced Aug. 25. This figure equaled or slightly exceeded 1944 income in all regions except the Far West, where the dip, was slight, despite the sharp cutback in war production after surrender of Japan.

Individually incomes in 1944 totaled $149,660,000,000, compared to $75,852,000,000 in 1940.

Average per capita income of individuals increased from $575 in 1940 to an all-time high of $1,150 in 1945, rising 2% from the 1944 high of $1,133.

Included in income payments are wages and salaries, income from unincorporated business and farms, net rent, interest, dividends, royalties and items such as veterans' benefits, military family allowance and dependency allowances.

New York State, of course, topped the 1945 income total with $20,308,000,000. California was second with $13,124,000,000 and Pennsylvania was third with $11,134,000,000.

Effect of Cancellations

Heaviest declines in total income from 1944 to the last quarter of 1945 were in Washington, Oregon and Michigan, where the falling-off was about 10% due to war contract cancellations. These States were among the five in which war production had caused the largest swelling in individual incomes after 1940. The other two States were Connecticut and New Jersey.

In all other States where war production was exceptionally important in bringing up income payments, the rate of payments in the fourth quarter of 1946 was likewise below 1944. These States were Connecticut, Maine, Maryland, New Jersey, Indiana, Ohio, Kansas and California. The declines ranged between 3% and 6%.

Maintaining the high fourth-quarter level last year despite contract cancellations were mustering-out pay and unemployment benefits, a sharp rise in income paid out by trade and service establishments stemming from record consumer spending, and a continued advance in income payments by other private nonagricultural industries, according to Commerce Dept.

The State and regional income totals do not reveal severity of readjustment problems in some local areas, the department explained, too often they show experiences of different population classes since they represent average experience of all income groups.

Most striking gains in average income arising from the war were in the Southeast, Southwest and Northwest regions, areas of relatively low average incomes, according to the department. In the income regions of New England and the Middle East, the advance in per capita income was much less than the national average, wartime developments resulting in some narrowing of the wide prewar differences among States and regions.

KGO-ABC ARE NAMED IN CIO DAMAGE SUIT

A $100,000 damage suit against KGO San Francisco and ABC was filed Tuesday (Aug. 20) in San Francisco by a CIO union leader after the station cancelled a second speech by a CIO official.

Suit was filed by Donald Henderson, president of the Food, Tobacco and Agricultural Workers Union (CIO), charging the union was damaged by the station's refusal to broadcast talks in behalf of the union by Philip Murray, president of the CIO, and James B. Carey, secretary. The talks were to be made in connection with a forthcoming National Labor Relations Board election.

Church Program Appeal To Teen-Agers Proposed

OPPORTUNITY for broadcasters to help solve the juvenile delinquency problem by directing religious program appeal to teen-agers, rather than the church-going group, was seen by J. Leonard Reinsch, director of the Cox stations, in an address Aug. 25 to the Baptist Radio Conference at Ridgecrest, N. C.

Broadening of major appeal of religious broadcasts to reach the unchurched would bring an increase in church attendance just as broadcasts of athletic events increase attendance, he said.

Clifford J. Durr, FCC Commissioner, discussed "FM and Religious Broadcasting" at the radio conference.

Petty Talks to Club

LAWYERS should enter into administrative law on a broader scale to protect rights of clients, now yielding to encroachment of U. S. agencies, Don Petty, NAB general counsel, told the Los Angeles Lawyers Club last Wednesday. Speaking on "Some Legal Aspects of Radio," he reviewed FCC regulatory activities, copyright and labor problems.

Add ZBM TO YOUR MIDSUMMER SALES-SOCHEM TO THE GEOGRAPHIC

GOING 5000 WATTS

RIDE ALONG FOR MORE IDAHO BUSINESS

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BROADCASTING • Telecasting

Add ZBM TO YOUR MIDSUMMER SALES-SOCHEM TO THE GEOGRAPHIC

August 26, 1946 • Page 89
WANTED—Network-quality operator-techni-
cian for Army school, deep South. Civilian pro-
duction shows, repair controls,?action in
southern stations on both coasts. Box 497, BROAD-
CASTING.

Top announcer—one experience. Box 460, BROAD-
CASTING.

Opener—First class engineer-announcer
for Miami station. Ball games, newscasts, ad-
serts, sports. Box 507, BROADCASTING.

Operator—Programing, telecasting. Box 299,
BROADCASTING.

Chief announcer—Veteran,～
station in large city.

WANTED—Network—Radio—Newspaper—
know newscasting. Box 511, BROADCASTING.

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Situations Wanted (Cont'd)

Chief engineer—17 years in radio, Broadcast engineering as chief. Manu-
facturing as chief, squadron, base test engineer. Specialize in new station con-
struction. Box 784, BROADCASTING.

Ex-Wave officer—Interested in promotion, sales, continuance, preferably West, ex-
perience—6 years navy. Has experience in mer-
cial radio station; Navy, two years, radio and publications. Write Box 784,
BROADCASTING.

Looking for a 250 manager? I am 27, been in radio business as sales-
salesman and manager. Started an-
counting while at high school, con-
tinued during college. Veteran, present-
ly in advertising, sports, news, special events. Also can supply first class engineer-and manager. Available September 1st. Box 779,
BROADCASTING.

Announcer—Newman, 24, wants perma-
nent position immediately. Prefer 10 kw, CBS, in midwest. Will consider else-
where. No ET, rather use telephone. Box 779, BROADCASTING.

Announcer—Newman—Four years be-
hind mike. Everything from voice, sales-
man—investing $7,500. No investment un-
less guaranteed. Box 574, BROADCASTING.

For Sale

New 250 watt Tempo in original crate, fully serviced and complete. Any-
complete set spare parts. Available immedi-
ately. Write Box 785, BROADCASTING.

For Sale—One Leihgh 175 ft. self-sup-
porting vertical radiator, complete with all lamps, brushes, etc. E. antenna tuning unit. WAIN, Winsto-
Salem, N. C.

250 watt transmitter, complete with complete set spare parts. Available im-
mediately. Write Box 784, BROADCASTING.

For Sale—One Leihgh 175 ft. self-sup-
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Salem, N. C.

250 watt transmitter, complete with complete set spare parts. Available im-
mediately. Write Box 784, BROADCASTING.

Disc jockey's comedy material. Box 493,
BROADCASTING.

PARTNER WANTED—Applicant can-
not invest at this time. Has no experi-
ence—investing $7,500. No investment un-
less guaranteed. Box 574, BROADCASTING.

METHODOLOGISTS’ RADIO
GETS N. Y. CHARTER

The RADIO Corporation of the Board of Missions and Church Ex-
tension of the Methodist Church, New York, a membership corpo-
ration, has taken over the task of setting up a director. Objective of the organ-
ization is the advancement of reli-
gious, cultural, and moral standards in accordance with Christian principles.

Planning an 18½ hour operating day, the broadcasters would pre-
sent 65% of their programs live, while not over 10% of the time from Monday through Friday will be devoted to religious pro-
grams. Sunday broadcast schedules will be composed of straight re-
ligious programs.

New Pigie Job

WILLIAM S. PIRIE JR., is the new director of national sales of WFBF
Baltimore. Succeeding Mr. Pirie as director of local sales is William
R. Doborth, previously a member of the sales staff. Mr. Doborth was
formerly Andrew H. Hilgartner, who died recently.

Capital Officials Attend
WTOP's Famine Lunch

FAMINE luncheon was held last Thursday by WTOP, CBS-owned Washington key, to Government
food and agriculture officials to review the situation in which foods are available in Greece. Carl J. Burk-
lund, WTOP general manager, was chairman of luncheon, aided by
Elinor Lee, WTOP director of women's activities.

Clinton P. Anderson, Secretary of Agriculture, was principal speaker. He described himself as
a radio enthusiast and expert on programming as a result of a 20
period of all-day listening while ill recently. Among other Government officials present were Underse-
craty of State William L. Clayton; Chester C. Davis, chairman of the Famine Emergency Committee;
John R. Steelman, director of OFWR, and his assistant, Commdr.
Joseph L. Miller.

Toscanini Is to Direct
NBC Symphony Hours

ARTURO TOSCANINI, back in this country after a spring and
summer series of concerts at La Scala in Milan, Italy, will direct
the NBC Symphony Orchestra in 16 Sunday concerts from Oct. 20
to Dec. 8, and Feb. 9 to March 9, 1947, on NBC, 5-6 p.m. In-
stead of the two symphonies each week, Mr. Toscanini will return to La Scala to conduct opera
performances.

Kraft Renew

KRAFT CHEESE Co., Chicago, has renewed The Kraft Music Hall
Thursday 9:30 p.m. on NBC for another 13 weeks effective Oct. 3.
Show's entire cast, with m.c. Eddy Duchin, Edward Everett Horton,
Arthur Godfrey, King Cole Trio and Russ Case's orchestra will con-
tinue to be featured on program. Agency is J. Walter Thompson
Co., New York.

Form New Firm

FORMATION of Gotham Radio Productions, New York, by four
veterans was announced last week.
Firm will package radio programs and plans to specialize in "orig-
inal and entertaining packages at reasonable cost." Officers are Jerry
R. Gregorius, president; Morton M. Fleischmann, vice president; James
P. Breetvedt, secretary; Louis J. Cidi, treasurer.

Cast Replaced

PROCTOR & GAMBLE’s Glamour
Mour, five-week-12-12:30 p.m. on ABC, will replace Cliff
Arquette and cast in feature role with Kenny Baker, Don Wilson
and Virginia Field. Program will originate in Hollywood.

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MUTUAL ANNOUNCES 8 NEW AFFILIATES

ADDITION of eight more stations to Mutual's list of affiliates was an-
nounced last week by the network, bringing total to 357.

Six stations now under construction and expected to be
become affiliated between Sept. 15 and Nov. 1 are: WTNB Birm-
igham, operating with 250 w on 1490 kc and owned by Thomas N. Ben-
nett, WBDR Duluth, Minn.—Superior, Wis., operating with 250 w on 1490
kc and owned by Ford S. Campbell; WBWB Fitzgerald, Ga., oper-
ating with 250 w on 1490 kc and owned by J. C. Ware Jr., operating with 250
and 1240 kc; WMCW Covington, Ga., with 250 w on 1490 kc and owned by the Covington News Inc.; WYRD Paducah, Ky., with 1000 w (daytime only), on 800 kc and owned by the Paducah
Newspaper Inc.

WCTA Andalusia, Ala., oper-
ating with 250 w on 1440 kc and owned by the Andalusia Broad-
casting Co., joins MBS as a bonus station in the South Central Group as soon as lines are established.

Owned and operated by Harold L. Biscailuz, N. C., 1500 kw 1000 kw daytime, joined MBS on Aug. 6.

WWNR Beckley, W. Va., owned and operated by Rahall Broad-
casting Co., operating with 250 kw, recently became full-time affiliate Aug. 9.

F T C MAY REAMP BROADCAST CHECKS

SURVEY of Federal Trade Commission's checking of broadcast programs and continu-
ities will be undertaken by the FTC's Legal Investigation Division,
which has taken over the task of finding the costs of the violation,
according to James A. Horton, chief of the new division [BROAD-
casting, Aug. 19].

Two objectives lie behind the di-
vision's inquiry, Mr. Horton said. First, FTC wants to learn if the present
upload system needs re-
vamping and if it can be properly maintained under curtailed funds
granted by Congress. Second, the Commission desires to find out if
expansion of the broadcasting in-
dustry and development of new
facets in the art will require re-
view of the check-up procedure.

The Trade and Periodical Divi-
sion, which for a decade has ana-
lized continuities, programs and
publications for possible trade prac-
tice violations, was abolished by the FTC in 1940.

In its routine trade practice ac-
tivities last week FTC approved a
stipulation by Mennen Co., New-
ark, to cease representing that its
antiseptic oil is either self-sterilized
or protected from contamination by
C. R. G. Thomas Co., Hutchinson, Kan., and McKunjin
Adv. Agency, Chicago, agreed to
cease alleged misrepresentations on behalf of Carey's mineral sup-
ple salt for livestock.
Census Farm Figures for Eight States Disclose 88% to 93.8% Set Ownership

RADIO set ownership on occupied farms varied from 83.8% to 88% in 1943, according to census figures for eight States, made public last week by the U. S. Census Bureau. Data were gathered last year by the Bureau and represent ownership as of Jan. 1, 1943. Figures are being released at random for States and counties (preliminary national data appeared in Broadcasting Aug. 5).

In Connecticut 20,468 or 93.8% of the 21,776 occupied farms had one or more radio receivers, with 17,225 farms having telephones and 19,767 having electricity. Most important income sources were dairying, poultry farming and field crops (largely tobacco), farm products totaling $397,073,460 in value in 1944.

In New Hampshire 16,460 or 88% of the 18,593 occupied farms had radio, with 11,784 having telephone and 15,507 having electricity. Leading income sources of New Hampshire farms were poultry and dairy products, totaling $44,705,967. Of 19,841 farms in Rhode Island, 3,265 or 92.1% had radio, 2,338 had telephones and 3,146 had electricity. Value of farm products in 1944 was $16,041,918, with dairy and poultry products as leading income sources.

In Vermont’s radio farms totaled 21,205, or 90.5% of the 23,549 occupied farms with 14,604 having telephones and 18,462 having electricity. Main source of farm income was dairying, accounting for 70% of the 79,752,863 farm production.

In Oregon 56,254 or 92.1% of the 60,618 occupied farms had radio, with 25,645 having telephones and 48,390 having electricity. Value of all farm products in 1944 was $357,545,418, with livestock, fruits and vegetables, farm products and poultry as chief income sources.

Of 64,102 occupied farms in North Dakota, 57,769 or 90.1% had radio sets; 32,641 had telephones and 18,612 had electricity. Value of

World Scope Adds

WORLD SCOPE ENCYPLO- PEDIA, New York, will sponsor its quarter-hour transmitted show Ask Dr. Cyclops on four more stations in addition to series running on WMCA New York. Program will start later this month for stations KFWB, WJJD, WDHH, WIP. Ad-

verter may increase schedule. Agency is Weiss & Geller, New York.

Places Regionals

CHEVRON SUPREME GAS STATIONS, San Francisco, Sept. 20 starts weekly half-hour Let George Do It, comedy drama, on full Don Lee and Intermountain Network. Contract is for 52 weeks. Agency is BEDO San Francisco.

NAB GROUP AWAITS
RADIO FILM SCRIPT

NO DEFINITE commitment of support will be given by National Association of Broadcasters to film of proposed “Magic in the Air” until Jerrold T. Brandt Pro- ductions Inc., Hollywood independent producers, submitted completed manuscript and revisions according to the special NAB Hol- lywood radio committee following recent meeting.

Appointed to act in an advisory capacity for NAB, the committee consists of Sidney S. Stroot, NBC; Don Thornburgh, CBS; Don Gille, ABC; Lewis Allen Weiss, Mutual- Don Lee; Cal Smith, KNORF; and William B. Ryan, KFI, who is also chairman of the group. Robert C. Coleson, assistant to the president, NAB, sits in at all meetings as an observer.

Consensus is that the commit- tee will recommend industry support if historically, a historical background is authentic and the film is one of which motion pic- tures and radio can be proud.

Canadian Video

AMERICAN TELEVISION operators are ready to install stations in Canada if given permission by the CBC, Barney Balaban, president of Paramount Pictures, stated in Toronto last week while attending a directors meeting of Famous Players theatre chain. He stated that programs could be piped into Toronto from Buffalo, 60 miles away, and from Ontario to Toronto. American telecasters would be ready to build stations at Toronto, Montreal and possibly Vancouver, he intimated.

FCC Approves Midcontinent Purchase Of KELO, Among Final Duopoly Cases

WINDING UP one of the last of the original duopoly cases, the FCC last Thursday approved the sale of KELO Sioux Falls to Midcon- tent Broadcasting Co., princ- ipally owned by KELO-KSOO Vice President and Treasurer Sam Fantle Jr., for $100,000 plus Mr. Fantle’s 25% interest in the two stations.

The Commission also approved (1) the voluntary assignment of licenses of KIDO Boise, Idaho, for $109,700 par value of stock she receives and (2) the involuntary transfer of control of WINN Louisville, Ky., from Nelle M. Ken- drick, executrix of the estate of the late D. E. Kendrick to herself as an individual.

In the KIDO transaction, Georgia Phillips pays the new firm $84 as the difference between the $109,700 par value of stock she conveys and the $109,616 net book value of KIDO’s assets. The assignment, which includes an FM conditional construction permit, was approved on condition that “it is understood by applicant that such grant does not carry with it the right of KIDO Inc. to sell the 1,400 shares of un- issued stock [out of 2,500 author- ited] to a third party without first obtaining further Commission action.” No money was involved in the WINN trans- fer.

KELO, a 250 kw outlet at 1230 kc, and KSOO, a 5-kw limited-time outlet, also in Sioux Falls, now seeking 10-kw fulltime with protection for the dominant station (WMRA Rich- mond), are licensed to Sioux Falls Broadcast Assn., principally owned by the late Joseph Henkin and members of his family, Morton H. and Ruth J. Henkin. Separation of ownership of the two Sioux Falls outlets was required under the duopoly rule.

Mr. Fantle owns 98 2/3% of Mid- continent. Associated with him are Evelyn Fantle and Pierce H. Mc- Dowell, banker, who own two- thirds of one percent each.
NEW FCC PROCEDURE SET IN EXPLAINING RENEWALS

FCC's NEW PLAN of announcing reasons for granting renewal applications under Sec. 308 (b) of Communications Act, receiving disc suits and returning for correction. Four continued on temporary pending receipt of additional information requested under Sec. 308 (b) of Communications Act, requesting disc suits in applications or supplementary statements: WKRC Cincinnati; KFJZ Fort Worth and auxiliary, KMJ Fresno, KGHP Pueblo.

KSRO Santa Rosa, Calif., extended pending investigation of possible violation of Sec. 310 (b), which requires FCC consent before license is transferred.

WAGA Atlanta and WHKC Columbus continued because renewal applications in improper form, and returned for correction.

WTXKW McComb, Miss. continued pending receipt of report of inspection regarding technical operation.

Developmental stations further extended on temporary: W5XIC Dallas (A. H. Belo Corp.), pending final determination on applications of KGKO Dallas; Fort Worth and Belo's WFAA Dallas; and W9XJD Chicago (licensed to W9JD Inc.), pending receipt of renewal application. All were extended to Nov. 1.

Granted regular renewals to Aug. 1, 1949: KANS Wichita; KDLR Devils Lake, N. D.; KFXM San Bernardino; KHBJ Okmulgee, Okla.; KICH Lake Havasu City, Arizona; KWAT Watertown, S. D.; KWIL Albany, Ore.; KWLC Decorah, Iowa; WBIB Knoxville; WCRW Chicago; WGCM Gulfport; WJMC Rice Lake, Wis.; WJNC Jacksonville, N. C.; WJRT Lansing; WJDD Jamestown, N. Y., WJRT Lansing, WJDD Jamestown, N. Y.; WQMS Milwaukee; WSMC Chicago; WEDC Chicago; WAPS Roanoke; WCAO Baltimore (Comm. C. J. Durr voting for further inquiry) and auxiliary. Renewed to May 1, 1949: KROD El Paso, KFAR Albuquerque, who owns 65% and would be general manager; James Martin Neil Jr. (20%) and Duard K. Nowlin (15%), now also with KOB, and Mrs. Stapleton and Mrs. Neil. On other hand, FCC said, although Mr. Smith would be general manager of his proposed outlet, he would "necessarily have to employ others who will have no ownership interest" to help him. Mr. Smith, given proposed denial of application for 1340 kc at Staffag, is now in construction business in Oklahoma, Calif., but has had radio experience at KYNU KOVO KSUB KHUB KPRO KXMF.

HUBERT HEADS FM SECTION

CHARLES HUBER, of FCC Legal Dept., appointed chief of Commission's FM Section Friday. He succeeds Samuel Miller, who moves up to head new Hearings Section [Broadcasting, Aug. 12]. Mr. Hubert, formerly with News Radio field office, for year and half has been with Washington headquarters assigned almost exclusively to hearings as examiner or Commission counsel. Was counsel in New York FM and television hearings.

NAB SUPPORTS DISC RULE

NAB Friday filed short statement with FCC supporting proposed revision of Rule 3.407 covering transcription identification. Action taken on order of association's board of directors, which met Aug. 6-8. If FCC decides to hold oral argument on rule, NAB asks permission to participate. Statement signed by Don Petty, NAB general counsel, and Bryce Rea Jr., assistant general counsel.

OWNERS' ACTIVE OPERATION CITED IN STATION GRANT

APPLICANT'S PLANS for "greater integration of ownership and operation" were cited by FCC Friday as basis for proposed grant to Grand Canyon Broadcasting Co. rather than N. P. Smith, who had new Staffag, Ariz. station on 1340 kc with 250 w fulltime.

"It is believed that the public interest will be better served by a station which is entirely operated by its owners than by a station which is a non-profit enterprise operated by paid employees, although they are under the general supervision of the licensee on policy matters, since in the former instance a greater assurance is given of the effectuation of the station's proposed policies," FCC said.

Commission said all three owners would participate in proposed Grand Canyon operation: James L. Stapleton, chief operator of KOB Albuquerque, who owns 65% and who would be general manager; James Martin Neil Jr. (20%) and Duard K. Nowlin (15%), now also with KOB, and Mrs. Stapleton and Mrs. Neil. On other hand, FCC said, although Mr. Smith would be general manager of his proposed outlet, he would "necessarily have to employ others who will have no ownership interest" to help him. Mr. Smith, given proposed denial of application for 1340 kc at Staffag, is now in construction business in Oklahoma, Calif., but has had radio experience at KYNU KOVO KSUB KHUB KPRO KXMF.

CLOSED CIRCUIT...

instance of waiver, though plan (entirely voluntary) announced two months ago.

HELTER-SKELTER pace of manufacturers in dumping AM receivers on market backfiring. Federal Trade Commission already has been advised three out of five standard receivers do not tune entire AM band from 540 to 1000 kc, slopping off at higher end because of careless construction. Believed simple trimming adjustments, in Washington for top-level Republican policy makers. Radio speakers include Harold Stassen and Clare Boothe Luce.

MBS TO AIR REPUBLICAN FORUM

REPUBLICAN Open Forums throughout country to discuss atomic energy following broadcast over Mutual's American Forum of the Air 8:30 p.m. EST Sept. 10. Participants in Republican Open Forums to vote on various aspects of question and results to be tabulated in Washington for top-level Republican policy makers. Radio speakers include Harold Stassen and Clare Boothe Luce.

OPENS IN LOS ANGELES

BOZELL & JACOBS, national agency, opens Los Angeles office at 607 South Hill St., with Joe Jacobs, general manager, in charge of West Coast operations, headquartered in that city. Martin Speckter will be president, the other half of B & J, is in New York offices.

W6XZY INCREASES SCHEDULE

ANTICIPATING 1000 television receivers in Los Angeles by late fall, W6XZY, operated by Television Productions Inc., subsidiary of Paramount Pictures, will step up weekly schedule to minimum 15 hours at that time. Klaus Landsberg, West Coast television director, said plans for 30 to 50% sports and special events, to 20% film and 20% live studio. Two new studios being built on present Paramount lot. Eight cameras on hand.
PULSE REPORTS DECLINE IN N. Y., PHILADELPHIA

FOR MONTH of August, Pulse Inc. reported summer decline in New York radio listening, with drop of 6.5% in average quarter-hour sets in use from July to August. Sets in use per quarter-hour for 1946 continues above figure for 1945: 20.9% for August this year, compared with 19.3% for August 1945.

8,000,000 SETS PRODUCED IN FIRST RECONVERSION YEAR

RADIO set output totaled 8,000,000 in year following lifting of War Production Board ban, Radio Manufacturers Assn. announced Friday. This compared with 14,000,000 in 1941 but present monthly rate now running ahead of that year after slow start in reconversion.

As of July production slightly topped June, 1,061,- 853 sets as against 1,052,597, RMA member figures show, July 4 holiday and end of OPA controls cutting first week's volume.

FM sets produced in July rose slightly to 19,462. Auto sets totaled 110,375. Only 41 television receivers manufactured in month. Table models again dominated, 770,633 compared to 71,000 consoles and radio-combo models. July output of battery sets (all table and portable) totaled 153,165.

Industry capacity well above present rate, may reach 20,000,000 sets a month. Only 500,000 sets produced in 1945 after ban lifted through WPB had estimated 3,500,000 to 4,000,000 would be made. Million-a-month rate attained last March.

Receiving tube output hit new record in June, 17,207,656, of which 10,442,841 intended for new sets. Total tube production in first half of 1946 was 85,470,800, RMA figures disclose.

AFRA CONVENTION OPENS; 30% INCREASE DISCUSSED

INCREASE of 30% in scale discussed as AFRA opened national convention Friday at Hollywood Roosevelt. Pattern of new contracts also high on agenda, along with proposal to name public relations counsellor.

FM sets juried in competition and recording fields discussed. Convention opened by President Lawrence Tibbett. Leading names mentioned for next president were Dick Powell and Edward Arnold. Two hundred delegates attended.

BIBLE INSTITUTE PLANS

WEEKLY half-hour of religious music starts Sept. 29 on 200 MBS-Don Lee outlets under sponsorship of Bible Institute, Los Angeles. Sun., 11-11:30 a.m. EST. Institute will spend about $600,000 annually for time, expanding present three-weekly series on Coast. Contract for 52 weeks. Agency, Tullis Co., Los Angeles.

SLATER JOINS R. & R.

TOM SLATER, Mutual's director of special events, resigned to join Ruthrauff & Ryan, New York, as account executive. American Tobacco Co., sponsors of Jack Benny Show, will be one account assigned to Mr. Slater. No replacement at Mutual announced.

REGISTRATIONS SOAR

PREDICTIONS that NAB convention registration in Chicago Oct. 21-24 may reach 2,000, borne out Friday as advance registration passed 500 mark though meeting is still two months away. With association anticipating attendance now at 1,000, as against half that total in 1942, year of last annual convention, NAB believes registration will double the 976 that year. War conferences were held in 1943 and 1944.

PULSE ONLY ON 1100 KC.

WNOC, Norwich, Conn., and WGAT, Utica, N. Y., both operated and promoted by J. Eric Williams and Ross Perkins, announced Howard H. Wilson Co., New York, as national representative. WNOC with 250 w on 1400 kc; WGAT, which starts in November, with 250 w daytime only on 1100 kc.

People

Owen Anderson and Howard Wormser, trade news contacts of CBS and NBC Hollywood, seriously ill and confined to hospital with infected foot and virus pneumonia, respectively.

Paul Stone, promotion manager of KLAC Los Angeles, resigns effective Sept. 1.

Theodore A. Smith, since 1943 sales manager of communications and electronic equipment of RCA's Engineering Products Dept., promoted to general sales manager of Engineering Products Dept.

Stanton Osgood, former Navy lieutenant commander, rejoined Young & Rubicam's New York Research Dept.

Martin J. Dwyer Jr., ex Time advertising executive, named cooperative advertising manager for United-Bexell Drug Co. at Los Angeles headquarters.

Fred Eaton appointed sales engineer of Canadian Marconi Co., Toronto. During war he served Canadian naval liaison officer to Registry Communication Components Panel in Philadelphia.

Lawrence M. Braun, vice president of Electronic Corp. of America, resigned to organize Rich-Mare Mfg. Co., manufacturers of metal and plastic radio components and electronic equipment. Offices and factory at 42 West 28th St., N. Y.

Ken Houston, with Schwimmer & Scott, Chicago, three years, named radio copy chief.

Gordon Davis, of Boston, with West Coast stations before Army service, joins F. A. Ensign Adv. Agency, Pittsburgh, as director of radio.

Milton H. Hoffman, PR officer for Army Airways Communication System in Orient, joins news staff of KFEL Denver.

William Butler, before war with NBC New York, Erwin, Wasey & Co. and McCann-Erickson, new member of WTAM Cleveland sales staff.

Lucille Clarke, formerly radio director for Red Cross public relations office in Paris, appointed chief of the radio section in public relations office of North Atlantic Area of American National Red Cross. She succeeds Luella Hoskins, who has accepted position with War Dept. in Japan.

Chuck Smith, formerly of WINX Washington, joined WMWM Fairmont as commercial manager, announced Friday by Stanton P. Kettler, station managing director. Mr. Smith in Navy during war.

Equipment Makers Plan Displays at Mexico City

Most major manufacturers of broadcasting and communications equipment will display products at first Inter-American Broadcast Conference, Mexico City, beginning Sept. 30. First week of conference, expected to attract most Latin-American broadcasters, to be devoted to business sessions. In second and third weeks, public to be admitted to equipment displays.

Broadcasting • Telecasting
This is the time for testing. New products are entering an untried market; old products are venturing forth in new packages; war-born improvements are ready to be introduced; changes in price structure, in distribution policies, in sales appeals, await acceptance or rejection of an unpredictable public.

Because the safe and sound approach to problems like these is the intelligent use of test markets, WLW offers its advertisers and prospective advertisers a Test Market Plan, complete in scope, and so thoroughly integrated as to make possible any test or combination of tests...at remarkably reasonable cost.

We invite your study of this plan, and of WLW’s facilities for implementing it.

Contact your nearest WLW Sales Office—our representatives will be glad to go over this new Test Market Plan, created by...
THE VOICE HAS CHANGED!

NOW 5 times more powerful!

WOL is now operating at 5000 watts power from a superb new transmitter, which will also house WOL FM, facsimile and color television.

At base rates lower than those of any station of comparable power in any comparable market in the United States, the new WOL signal is geared to deliver a metropolitan area considerably wealthier and more heavily populated than such metropolitan markets as Baltimore, Cleveland and Minneapolis-St. Paul.

WOL's impressive share of national spot and local business, most of which is on a renewal basis, testifies to the sales effectiveness of Washington's fastest-growing station.

Ask Katz!