In Richmond all eyes are on WLEE! You'll recall we opened Oct. 1st. And every month we've forged ahead in the race for share-of-audience. The steady, upward increase in our Hooper ratings indicates that listeners know a live wire station when they hear one. So do smart time buyers when they see steady-as-a-rock figures such as these. WLEE belongs on any list trying to cover Richmond.

**W-L-E-E**

*Mutual ... in Richmond*

**TOM TINSLEY, Director**  **IRVIN G. ABLEOFF, Gen. Mgr.**  **Represented by Headley-Reed**
INTENTLY FOLLOWING every word, 2,000 boys and girls sat in on a WLS broadcast July 9—a program familiar in their homes from babyhood. It was WLS Dinner Bell Time, America's pioneer farm service program.

BUT THIS PARTICULAR DINNER BELL belonged to them. They were the 2,000 4-H Club members from every Indiana county, attending the annual 4-H Round-up on the Purdue University Campus.

SEVENTEEN OF THEIR COUNTIES were represented on the stage in Purdue's huge Music Hall, as WLS and Prairie Farmer awarded the gold, silver and bronze plaques honoring these seventeen counties for outstanding achievement in 4-H work—calf-raising, cooking, clothing design, and all the other facets of practical farm living touched by the far-reaching 4-H program.

In the audience were dozens who had contributed to the winning of these annual WLS awards—and hundreds more quietly stating their determination to be honored next year.

And in this broadcast, with its 2,000 studio visitors, is the explanation of how WLS has become "one of the family in Midwest America," a part of the lives of the people in Indiana and Michigan, Illinois and Wisconsin.

This and complete weather service, market reports, news, down-to-earth entertainment exemplify the quiet, neighborly way WLS serves these people; today's and tomorrow's friendly, receptive audience for your program on WLS.
THE pole vaulter would have little chance of breaking a world’s record if he was allowed only one jump in a meet. He must jump time and again as the cross bar is raised to reach the peak of perfection and gain the top prize.

It’s the same with newscasting. You must have opportunity to compete time and again with new and fresh material as you take the air.

With International News Service you have the power of selection from the most brilliantly written and complete coverage in the world. You get ALL the news, plus many news-features, ALL written so they may be read easily.

Then when the competition is completed, like the pole vaulter, you will have a new record in permanent audience appeal, built around the highest performance principles of public service.
Closed Circuit

BRUNTON BROTHERS, owners of KQW, CBS San Francisco outlet whose plan to sell to CBS for $500,000 denied tentatively by FCC proposed decision, have retained Dow, Lohnes & Albertson as new Washington counsel, following recent accidental death of George B. Porter [Broadcasting, Aug. 19]. Lohnes firm will represent KQW in FCC proceeding involving competitive application of KSFO, Wesley I. Dumm's San Francisco outlet for coveted 740 kc assignment with 50 kw.

NEGOTIATIONS for purchase of WOV New York by David Dubinsky's ILGWU for about $600,000—double amount agreed upon with Mester Bros., New York food merchants—fell through last week at eleventh hour. Conversations opened with Arde Bulova, New York watch manufacturer, also principal owner of WNEW, despite litigation of Mester Bros. who seek to overturn FCC denial of transfer. Reasons for failure of ILGWU negotiations not divulged after Sanford Cohen, WOV-Bulova attorney, and Marcus Cohn, Washington radio counsel for ILGWU, had practically all of it down in writing.

POWER DENOMINATOR of 750,000 w rather than 500,000 or 1,000,000 w being used by Clear Channel group in preparation of main exhibit for clear channel hearings. Whereas clear channel stations originally indicated varying powers in excess of 50,000 w limitation clear channel engineers, for exhibit purposes, concluded it desirable to compromise on 750,000 w to plot coverage on exhibits.

COLE WYLIE, general manager of ZBMW Hamilton, Bermuda, established earlier this year, will wind up his identity with resort station because of effects of tropical climate on health. He will devote full time to KREM Spokane, authorized last month, slated to begin operation before year's end as local independent. He has suffered from arthritic condition which had its onset during the war in India and is aggravated by damp climate.

SMALL-TOWN network in Pennsylvania now reported in Philadelphia radio circles, WNAV Norristown, Rahall Broadcasting Co.'s new outlet that debuted last week, owned by same group that has station in Allentown and affiliation in Chester, providing nucleus for statewide hookup.

SLATED for appointment as Chicago manager of WLW Cincinnati is Harry Abrecht. William P. Robinson, present Chicago manager, goes to WINS New York (see earlier story page 40).

THOSE Russian-language broadcasts promised last spring by Assistant Secretary of State Bureau in Army's hands. Army doesn't want to

(Continued on page 83)

Upcoming


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


(Other upcomings on page 55.)

Bulletins


COMMERCIAL VIDEO GRANT for WJAC Johnston, Pa., announced Friday by FCC. Authorization for Channel 13 (210-216 mc) with effective radiated power 9 kw visual, 6.8 kw aural; antenna height 971 ft.

FEDERAL TRADE COMMISSION ordered Paedar Co. and Alan F. Pater, 1819 Broadway, N. Y., to stop using "We, the People" in titles of publications unless "clearly and conspicuously" stated they are not connected with radio program We, the People. Respondents must also discontinue using term "Who's Who."
Harrisburg is the capital city of prosperous Pennsylvania. Here the extensive railroad yards, steel mills and other plants combine with State and Federal employment payrolls to assure a prosperous market—stable employment. Because of the steady employment, residents of the Harrisburg area enjoy a higher-than-average standard of living. WKBO reaches these prosperous Harrisburg residents—your potential customers. We believe it pays you well to present your sales story over WKBO. Write for information.
We've Never Tried to Sell Him An Icebox

BUT--We do sell the market in the Omaha and Council Bluffs area—the folks in our own backyard and beyond. And we’re doing a top-flight selling job for scores of advertisers in the biggest market between Chicago and Denver, Minneapolis and Kansas City. In the four counties which comprise this area, there are more people than in three times as many counties in any other section of Nebraska or Western Iowa. A call or wire will bring prompt information on a KOIL-built program that will sell this big concentrated market for you in the heart of the rich, Missouri Valley basin.

EDWARD PETRY & CO., INC.
National Representatives

KOIL
Gordon Oray, Vice Pres. and General Manager
1290 KC 5000 WATTS

Page 6 • September 2, 1946
Say, "PARD"

...WE'VE PUT OUR BRAND ON THE ARK-LA-TEX!

...and you can put YOUR brand on it, too! KWKH has the market all roped and tied, has a hot fire for the branding. There's a 50,000-watt signal on 1130 kc that will burn a lasting impression on this rich cattle-oil-and-industry section know as Ark-La-Tex.

Most of the nation's biggest brands are on our market now...let us add YOUR brand through a spot schedule in the fall and winter round-up.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branhm Co.
Keep your eyes on the

where radio ownership jumped
37.1% in the last five years

Always a good buy, WBT now rates better than ever. Lots better!

Radio ownership in North and South Carolina has jumped 37.1% since 1940... an increase twice as large as the national average!* That means a huge “bonus” audience for advertisers throughout WBT’s 83-county, Day-Night Primary Area.*

What’s more, income in the WBT Area has more than doubled since 1940! Gross effective buying income is at an all-time high—$1,796,250,000.*

Thousands more radio families. With millions more to spend. No wonder the country’s smartest advertisers place the new Carolinas among their “Must Markets.” And no wonder they insist on using WBT. With Columbia Network programs and network-quality local originations, 50,000-watt WBT commands a larger average audience than the combined total of all other stations within its Primary Area!

Keep your eyes on the new Carolinas. And let WBT keep Carolina eyes on your product and brand name.

*BM3 Survey, January, 1946
*CBS 7th Series Listening Area Study
†Salco Management’s Survey of Buying Power, 1946

REPESNTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

SOUTHEASTERN BROADCASTING COMPANY
CHARLOTTE, 50,000 WATTS • THE SOUTH'S PIONEER STATION
new Carolinas...
Feature of the Week

SINGING HALFBACK who turned his back on both talents to enter banking found out his first love was actually radio. With an understanding of law, finance and radio he eventually became business manager of Young & Rubicam's Hollywood office. That's the story of Bruce Gibson Eells, an Iowan who took root in California.

Today at 35, this versatile young man has an active hand in the management of eight transcontinental programs and three regional shows. Time and talent costs for these are reputedly close to an annual $10,000,000.

His is an unusual one, calling for a thorough understanding of functional administration as well as the grasp of the creative elements so vital to successful radio.

His first soprano effort was heard July 12, 1911, in Sioux City, Iowa. Later as a baritone, he won the Atwater Kent Foundation award in 1928, taking the Iowa finalist's crown. Between times, he learned to play football and excelled at that as well.

Combining his halfback chores with singing, while attending Drake U., Des Moines, he began to draw his first checks from radio, thanks to the managements of KSO and WHO. In addition he wrote, produced, participated in and sold his own programs for KSJU Sioux City. Subsequently, he was heard over WGN and WBBM in Chicago when he became an assistant national bank examiner in the employ of the Treasury Department.

Through his work in bank examining, he found that there were glaring examples of mismanagement of the business affairs of radio and movie people. As a result of counsel rendered one particular star, he was encouraged to become a business manager and counselor.

Thus for the next two years he made advice pay but the urge to get back to radio was strong.

So in 1939 he joined the Don Lee Broadcasting System in Hollywood as an account executive and in three years progressed to post of sales manager at KJH. He left this to join Young & Rubicam in April 1943.

Aside from radio, he says his family is his main interest. In 1933 he married Margaret Leisti-kow of Pasadena and today they boast two daughters, Margaret Ann, 12, and Sandra, 9.

At Drake he joined ATO and also is a member of the Hollywood Athletic Club.

What's the job outlook for post-war Washington? 1161 employers give this answer:

For every four persons employed full time by private business firms in the Washington area in July 1944 . . . five will be needed after conversion to peacetime operation.

Yes . . . it's a stable market with money to spend. And to reach them by radio . . . use their entertainment station . . . WWDC.

26% INCREASE IN EMPLOYMENT
Firms estimated they would require 26% more people within a year after the war than they employed in July 1944. This need is great enough to offset the expected curtailment of government employment. These figures furnished by the Planning Committee of the Washington Board of Trade and The Opinion Research Corp. of Princeton, N. J.

WWDC
the big sales result station in Washington, D. C.
represented nationally by FORJEOE & COMPANY
YOUR GREAT OPPORTUNITY
HAS FINALLY COME.....
TONIGHT YOU PLAY AT
CARNEGIE HALL

NO! I MUST
STAY IN THE HOTEL
AND LISTEN TO
WOV'S
PRAIRIE STARS

AT 10:15 P. M., NEW YORKERS WHO LIKE OLD TIME
MUSIC SWING THEIR DIALS TO WOV . . .

New York, yes . . . the largest, most active and highly
concentrated metropolitan center in the world. Yet, New
Yorkers are not necessarily sophisticates in their choice of music
and entertainment. An example is “Prairie Stars” with Rosalie
Allen. Here’s an appealing, entertaining, recorded show that has
sold itself to New York’s vast radio audience. And it can do a selling
job for you . . . Monday through Friday at 10:15 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat’l Rep.
Now that your station

World Can Help You Make Money!

Don’t Go Away, You Old-Timer

... This Concerns You, Too!

Any program you offer for sponsorship must do two selling jobs. It must sell the sponsor and it must sell his goods.

Selling the Sponsor

The first of these is the hardest. There’s no telling just which type of entertainment your prospective sponsor is going to like best. So you have to be ready with all kinds. You should have on hand the widest possible variety of material to choose from.

The World Library offers you the most comprehensive list of categories in the field. With World selections you can build musical programs of any type—classical, popular, concert, salon, folk song, patriotic, novelty, Latin American, college, religious, holiday, music appreciation, and a lot of others. Over 4,000 separate selections to choose from!

Selling the Audience

The second job your program must do is to sell your sponsor’s goods. This means that listeners must enjoy what your station puts on the air. To hold their attention—and build an audience for your sponsor—you must give these listeners well-known talent, interesting programs, and top-quality sound reproduction.

Stars — Through our affiliation with Decca Records, Inc., and our constant contact with all other sources of entertainment talent, World Library offers you the best known names in radio, stage and screen today. The nation’s foremost orchestras, vocalists, and novelty groups are at your service.

Programs — Also to help you build the most interesting programs out of the thousands of selections in the library, we provide you with the Continuity Service. From our New York headquarters, a steady stream of smartly-paced scripts—now numbering over 78 a week—are sent to subscribers.

Superior Reproduction — Our top quality sound reproduction comes from our use of Western Electric Vertical Wide Range recording methods and the finest studios manned by experienced engineers. You get the best possible recording for FM broadcasting and plus quality for AM broadcasting. You get live tone quality from our Vinylite discs.

To Sum It All Up

World Library gives you the material to build any type of program to suit any type of budget... for local, regional or national sponsorship.

If you’re new in the business, it will pay you to know more about the World Library. We’ll be glad to help you all we can. Just get in touch with the office nearest you. We’re in the book.

World Library
World Broadcasting System, Inc.
A subsidiary of Decca Records, Inc.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Good radio-station representatives are radio’s most creative salesmen. Good radio-station representatives are therefore one of radio’s best assets.

Because, without the revenue from national spot, few stations could continue to give the service that makes more than 28,000,000 U.S. families listen daily.

F&P is proud of the extra effort we have put into spot-broadcasting. As one tangible measure of that extra effort, we cite the F&P brochure, “Radio—One-Quarter Century of Progress”. It will give you a new conception of the comparative costs of spot radio, newspapers, magazines, and network radio. Write or phone for your copy.

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  WOB
BALTIMORE   WCBM
BROWNSVILLE  KVY
BUFFALO       WGR-WKBW
CHARLESTON, S. C.  WCSC
CINCINNATI   WCKY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KRIS
DAVENPORT   WOC
DES MOINES   WHO
DULUTH-SUPERIOR  WDSM
FARGO       WDAY
HOUStON   KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
OKLAHOMA CITY  KOMA
PEORIA-TUSCOLA  WMBD-WDZ
RALEIGH  WPTF
ROANOKE  WDBJ
ST. LOUIS  KSD
SEATTLE   KIRO
SYRACUSE  WFLB
TULSA    KTUL

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ST. LOUIS  KSD
SEATTLE   KIRO
SYRACUSE  WFLB
TULSA    KTUL
Porter Will Return to FCC by January 1

Denny to Revert To Former Position

By SOL TAISHOFF

PAUL A. PORTER will return to the FCC chairmanship before the end of the year, having just about completed his “trouble-shooting” assignment as OPA administrator, which began last February.

Within the next few weeks it is expected President Truman will announce that he has given Mr. Porter a recess appointment to the FCC, and will rename him chairman. The appointment will be subject to confirmation by the new Senate when Congress convenes in January, but that is regarded as virtually automatic.

Coincident with Mr. Porter’s return, now regarded as certain unless there are unforeseen developments which would place him in another high Federal office, Acting Chairman Charles R. Denny Jr. will revert to his commissionership. President Truman may also take occasion to express a hearty “well done” to both of these young administrators when he announces the Porter reappointment.

Vacation Probable

Mr. Porter probably will not assume office immediately upon reappointment. He is being urged to take his first real vacation in a half-dozen years. Since OPA is about to reach the liquidation stage, winding up its affairs by June 30, it is felt Mr. Porter can relinquish his assignment there within a few weeks without unduly discommoding operations.

When the President drafted Mr. Porter for the OPA assignment to stem the tide against inflation, he said it would be temporary, and that he expected Mr. Porter to return to the Commission. Originally the plan was for a six-month leave of absence, but under the law it was necessary for Mr. Porter to resign the FCC post. In the interim, the President has kept the FCC post open and the Commission has functioned with six members since last February.

Several times the President was urged to fill the vacancy to give the FCC its full complement of seven members. Moreover, Mr.

Mr. Porter had indicated that he did not plan to return to the FCC and there was some thought that he would return to private practice of law, or enter business. It was reliably reported that he has several standing offers for law firm partnerships as well as for executive posts in private industry.

May Resign Later

How long Mr. Porter will remain with the Commission is problematical. He will be reappointed to fill his former unexpired term, which runs until June 30, 1949. It is doubted, however, whether he will complete that tenure. His friends discount repeated reports that he will become chairman of the Democratic National Committee, succeeding Robert Hannegan, who would devote his full energies to his postmaster generalship. Mr. Porter was publicity director of the Committee during the 1944 Presidential campaign.

Mr. Porter personally recommended 33-year-old Charlie Denny for the Acting Chairmanship when President Truman effected the OPA reorganization. During his 14 months with the FCC, Mr. Porter had leaned heavily upon the former general counsel in grappling with the unprecedented post-war work-load. He likewise had been instrumental in procuring Mr. Denny’s promotion to a commissionership less than a year before.

While no formal comment is forthcoming as to when Mr. Porter will return to the FCC, chances are it will not be until late this fall. Mr. Denny, as acting chairman, is scheduled to address both the Television Broadcasters Assn. annual conference in New York Oct. 10, and the NAB convention in Chicago Oct. 21-24.

Returning to the FCC with Mr. Porter will be Dorothy Page, his top secretary, who has been with him for the last four years in his tenure from OPA, where he was deputy administrator in charge of rent controls in 1942, to the FCC, and back to OPA.

FCC Disc Liberalization Rule Assailed

Briefs Claim That Live Talent Affected Under Ruling

By RUFUS CRATER

CBS and NBC, the American Federation of Musicians, KFI Los Angeles, KV00 Tulsa and WTMJ Milwaukee told FCC last week that it had gone too far in its liberalization of Rule 3.407 regarding identification of recordings [BROADCASTING, June 10, Aug. 26].

They asked for a de-liberalization of the plan at least to the extent of requiring that recordings be identified as such if the talent used on them is identified. In its present form, they contended, the proposed amendment would encourage broadcasters to use recorded rather than live programs.

"That the Commission still recognizes the importance of live talent is abundantly demonstrated" in its March 7 Blue Book, KFI declared.

CBS contended the rule as proposed is "vague and indefinite and subject to varying interpretation," is "confusing and contradictory, and "would seriously impair public acceptance of broadcasting."

NBC claimed the rule should be liberalized to "create an expansion of employment opportunities" and "create an imposing obstacle to the future development and expansion of radio programs."

KVOO said it thought the Commission actually intended to require announcement of transcription identification of talent, but suggested that this be specifically required.

WMTJ proposed a similar solution.

CBS and NBC, AFM, and KFI presented their views in formal briefs filed Monday on the deadline for statements on the projected amendment. KVOO and WMTJ outlined their suggestions in letters from their respective attorneys a few days before deadlines.

NAB, Westinghouse Radio Stations and KGGI Butte have submitted general endorsements of the amendment in its present form, while Rambberger Broadcasting Service (WOR New York) recommended liberalization of the rule as it relates to identification of short spot recordings [BROADCASTING, Aug. 26]. Date for oral argument has not been set.

The proposed amendment would require that a recording be identified... (Continued on page 79)
Philco Signs ABC
For Crosby Show
Official Announcement Made
By Woods and Carmine
OFFICIAL announcement that
ABC has signed a contract with
Philco Corp., Philadelphia, to
broadcast Bing Crosby transcrip-
tions [BROADCASTING, Aug. 19],
was made in New York last week by
Mark Woods, ABC president, and
James H. Carmine, vice president
of Philco.

When Mr. Carmine on Aug. 15
signed the crooner for a trans-
scribed series, it was said that in
addition to ABC, the station list
for the transcriptions will include
400 outlets in the United States,
Canada, Mexico and other coun-
tries.

The Crosby Show, first of the
telecasts to the air in a trans-
scribed commercial series, will
be heard Wednesdays at 10 p. m.
in the eastern time zone and at
9 p. m. local time in all other zones
on 211 ABC stations. On the esti-
ated 400 other stations times
will coincide as nearly as possible
with those of the network outlets.

The independent business will be
placed by Philco’s agency, Hutchins

The series is expected to start Oct. 16.

Appearance of a top star like
Mr. Crosby on transcribed shows may
provide the answer to a long-
standing question: Will the public
cotton to a canned show, even if it
features a performer as popular
as the crooner?

It had been reported that Phil-
co’s contract with Mr. Crosby in-
cluded a provision that if the
singer’s Hooperating on the tran-
scribed show falls beneath a speci-
fied level, he will return to live
production.

Coca-Cola Resumes
Coca-COLA Co. Atlanta, Ga., Sept. 9, resumes sponsorship of
Spotlight Bands on MBS, Mon.
Wed.-Fri., 9:30-10 p. m. For eight
weeks show was sponsored by Army
Recruiting Service and toured the
service camps, ships and hospitals.
Program will feature Guy Lombardo
and his orchestra on Monday, Xavier Cugat and his band on
Wednesday and Harry James and
his orchestra each Friday. Agency
for Coca Cola is D’Arcy Adv., New
York.

Citrus Group Signs
FLORIDA CITRUS COMMISSION,
Lakeland, Fla. (canned citrus juices), Aug. 30, started
sponsorship of the Fred Waring program on more than 150 NBC
stations, Mon.-Wed.-Fri., 11:11:30
a. m. Waring show is sponsored by
the American Meat Institute on
NBC Tuesday and Thursday. Agency for Citrus Commission is
Benton & Bowles, New York.

Kay Kyser Signs New
Contract, Reduces Show
FOR THE first time in nine years
Kay Kyser’s College of Musical
Knowledge will be reduced from
one hour to a half-hour show. It is
now sponsored by Colgate-Palm-
olive-Peet Co. for Palmolive Soap.
Mr. Kyser has definitely been re-
leased from his contract with
American Tobacco Co. He had been
lend-leased to Colgate-Palmolive-
Peet since Dec. 11, 1944. The new
contract with the latter company
for the half-hour show is said to be
a “long term” one. The half-
hour show goes into effect on Oct.
2 in the 10:30-11: p. m. period on
NBC. Contract was placed through

American Tobacco Co. will re-
tain the first half-hour released by
reduction of the Kyser show, 10-
10:30 p. m. The agency, Ruthrauff
& Ryan, is contemplating putting in
Frank Morgan Show.

Gillette Sponsors Title
Fight on ABC Sept. 18
GILLETTE Safety Razor Co., Boston, will sponsor the Joe Louis-
Tami Mauriello heavyweight champi-
onship fight at Yankee Stadium, Sept. 18 on ABC. Ac-
count placed through Maxon Inc.,
Detroit, Gillette agency.

Bill Corum and Don Dunphy, who reported the Louis-Conn fight
June 19, will describe the Sept.
18 bout. The Conn-Louis match
also aired on ABC for Gillette,
earned a 67.8 Hooper rating.

Gillette is also sponsoring the
Sept. 6 welterweight title bout at
Yankee Stadium between Marty
Servo and Sugar Ray Robinson
on both ABC and WNB, NBC
video station in New York.

P&G Resumes
PROCTER & GAMBLE Co., Cin-
cinnati (Duz), Sept. 7, resumes
Truth or Consequences featuring
Ralph Edwards on 136 NBC sta-
tions, Sat. 8:30-9 p. m. (EDST)
with West Coast repeat 7:30 p. m.
(PST). Agency is Compton

Skelly Renews
SKELLY OIL Co., Kansas City,
has renewed Skelly News on 24
NBC stations six times weekly
8-8:15 a. m. (CDST) for 52 weeks
effective Sept. 9. Program is broad-
cast from Chicago. Agency is
Henri, Hurat & McDonald, Chi-
icago.

Jan Schimek
JAN SCHIMEK, 44, former CBS
director of creative and associate
director of the editing department,
died Aug. 27 at his home in Forest
Hills, Long Island, N. Y., after a
long illness. Mr. Schimek joined
CBS in 1930 as director of literary
research in the continuity division
of the program department. Sur-
ving is his wife, Madeleine.

"Darling, I think you’ve been doing too many remote broadcasts lately!"
Simpler Application Forms Soon

Budget Bureau Will See Proposed FCC Papers Next Month

SIMPLER FCC application forms for broadcasters are on the way. To be submitted to the Budget Bureau about mid-September, the proposed forms are expected to be "an improvement" over present forms but will not, it appeared, represent full accomplishment of industry's wishes in the matter of questionnaires.

The Commission officially announced last week that "simpler applications for broadcast and other authorizations" are "in preparation" and that "new forms" that will meet legal and engineering requirements will "be at the same time mutually convenient in reducing work in filling out and processing."

Industry has been given a voice in preparation of the proposed forms through the Radio Subcommittee of the Advisory Committee on Government Questionnaires, which has consulted informally with both FCC and Budget Bureau officials.

Coy Writes Members

Wayne Coy, vice president of WINX Washington and chairman of the Subcom, has written all committee members to notify them that the Budget Bureau, which must approve all forms used by Government agencies, has agreed to supply copies of the proposed forms for committee study and recommendation before acting upon them. Mr. Coy said he would call a committee meeting soon after each member has received copies of the proposed forms.

In event of any serious gap between committee members and the FCC, it was believed that the Budget Bureau would hear both tails. These will come, the announcement said, "when these (forms) are ready for issuance."

The Commission feels that it can simplify forms to the degree that will meet legal and engineering requirements but, at the same time, be mutually convenient in reducing work in filling out and processing, FCC officials said.

News Announced

FCC's announcement that new and simpler broadcast forms are in preparation was made in a news release reporting on short-cuts executed or planned by the Commission. Forms and other paper work are being pared "to the barest minimum consistent with administrative requirements" in order to speed the handling of FCC's postwar work-load, the release said.

As an indication of its plans, the Commission pointed out that it is "about to issue" FCC Form 401-B for police, fire or for airport station construction applications, cutting the old eight-page, 84-question form to 13 questions on one page. A comparable reduction is being made in Form 401-C for utility or miscellaneous radio services. Form 404-A now constitutes both application and license for non-scheduled aircraft stations aimed for radiotelephone-equipped ships in 501-A, now being printed. Application forms for amateurs have been revised and preparation of individual records has been reduced from seven typewriting operations to one.

Other short-cuts reported by FCC include extension of licenses by blanket order or in blocks wherever possible; renewing special temporary authorizations without reissuing the documents; abandonment designation of serial numbers in cases where a transmitter is replaced by another of the same type; no longer requiring operators to furnish fingerprints and evidence of citizenship.

FCC Adopts 150-page Rules Revision

Commission Will Hold Seminar Period Tuesday

A COMPREHENSIVE, 150-page revision of FCC's Rules and Regulations relating to organization, practice and procedure, approximately 150 pages in length, will be released Wednesday. The revision, bringing the rules in line with the Administrative Procedure Act, was adopted last Tuesday by the commission after a committee meeting.

The new forms were formulated to give effect to the Administrative Procedure Act (Public Law No. 404), which spells out statutory guides for Federal administrative agencies generally and, for FCC and other agencies, provides among other things for substantial changes in administrative procedure, particularly with respect to hearings before examiners [BROADCASTING, July 8].

Set for Release

The new rules are set for release Wednesday. But because of their length and "the important nature of its revision," FCC announced last Wednesday, made copies available Thursday "for study" by members of the press and bar, and called a seminar for Tuesday to discuss their import and the changes involved and to hear questions and suggestions for future amendments to the law.

Harry M. Plotkin, FCC assistant general counsel, who with Acting Chairman Charles B. Denny Jr. supervised preparation of the new version, will conduct the seminar. It will be held at 2:30 p.m. Tuesday, in Room 6121, New Post Office Bldg. and will be attended by attorneys and news reporters.

Arrangements for the conference were made by FCC and the Federal Communications Bar Association through FCBA President Philip G. Loucks of the Washington law firm of Loucks & Schrauf. In a joint letter to FCC Chairman and the FCBA Committee on Procedure and Practice, headed by Karl A. Smith of the firm of Hogan & Hartson, Mr. Loucks wrote FCBA members urging them to study the revised rules and be present at the seminar.

Under terms of the Administrative Procedure Act, all its provisions must be effective by June 11, 1947 (12 months from date of signing by President Truman), but some parts must take effect by Sept. 11 this year. Effective date of FCC rules will remain under FCC's postwar work-load, the release said. Although the new rules of the Commission may not be disclosed until Wednesday, the Act upon which they are based indicates that a general trend future operation will take. A summary in the July 8 issue of BROADCASTING showed the Act's effect upon broadcast matters before FCC would include:

Responsible to CSC

1. Hearing examiners will be responsible to Civil Service Commission rather than to FCC, effective by June 1, 1947; however, the Commission on bane or one or more Commissioners may also, as now, conduct hearings.

(Informed opinion interprets the Act as permitting FCC to continue using staff members to preside in hearings on applications for new facilities but requiring use of the new examiner system in other cases — such as renewals, transfers, and changes in facilities.)

2. Examiners may issue initial or recommended decisions which, in

(Continued on page 89)

September 2, 1946
Petition for Involuntary Transfer to College
Filed by Regents

By J. FRANK BEATTY

THE State of New Mexico, which sold KOB Albuquerque, (770 kc, 50 kw special authorization) to Albuquerque Broadcasting Co. in 1936 (for $25,000 and program time) wants the station back. Petition for Involuntary Transfer to College, filed by Regents, to the license on the FCC was found by the court to have no standing. The regents claim the FCC failed to release the license to the Board of Regents, New Mexico College of Agriculture & Mechanic Arts, was filed by the board last week with the FCC.

The action marks the latest maneuver in a series of legal skirmishes between the regents, represented by Lucoks & Scharfeld as counsel, and KOB, represented by Pierson & Ball [Broadcasting, June 17].

Pending in Courts

Pending in Federal courts are two actions in which the regents ask for an Order of the FCC. This June 17 decision that KOB need not give the college certain specified hours of free time because it would thus violate its duties as an FCC licensee; and refused to comply with its request of June 30, for the legal jousts. The regents claim it is incumbent upon the regents, as nearly as possible in status quo at the time of the 1936 transfer, to have the regents on the ground that the FCC decision invaded the FCC's primary jurisdiction by deciding an administrative question concerning public interest in licensing and operating a station under the Federal Communications Act.

Sept. 16 Hearing

This appeal comes before the appellate court at Denver Sept. 16.

Should the regents be granted involuntary transfer of the license, the station will have a revised program format, according to the petition. Series of Spanish lessons will be offered, as well as some ABC programs, as well as some ABC and MBS origination. The regents propose to have the same network affiliations.

Though the regents had originally asked for $5,000,000 damages for alleged failure of KOB to mention the college on station identification announcements, the court has not awarded any damages to the college, but it has refused to dismiss the case.

(Continued on page 80)

Moscow Conference Set for Sept. 28

Durr Is Slated to Head FCC Group; Miles Also Picked

PREPARATIONS for the next World Telecommunications Conference, probably in Chicago next April, will be made Sept. 28 in Moscow at a five-power telecommunications meeting, called by the Russian Government [Telecasting, Aug. 5]. Date was announced last week after Russia agreed to postpone the original date from Aug. 28.

Earlier plans of the U.S. to call a United Nations engineering conference in this country in October, preparatory to the plenipotentiary meeting, have been altered, since Russia issued the invitation for the September assembly. Tentative plans now are to suggest at the Moscow conference that an engineering meeting begin in the U.S. in January.

State Dept. will not announce the official U.S. delegation until after President Truman has approved the nominations of various individuals for the delegation. He has, however, that Comr. Clifford J. Durr will head the FCC delegation, accompanied by Capt. Paul D. Miles, chief, Frequency Allocation Section; Major H. H. Woodard, assistant chief engineer in charge of the Common Carrier Division and former head of the International Division, and David Adams, legal chief, International Division. Francis Colt deWolf, chief, State Dept.

Russia has set Sept. 28 as date for five-power telecommunications conference (USSR, U.S., United Kingdom, China, France) preparatory to World Telecommunications Conference in U.S. next spring. Comr. C. J. Durr will head FCC delegation, with Capt. Paul D. Miles as chief expert. Among problems expected: Controversy between USSR and Britain over use of 580 kc.

Telecommunications Division, will be chairman of the U.S. delegation.

First Conference

Since this will be Mr. Durr's first international conference on telecommunications, much of the Commission's participation is expected to fall on the shoulders of Captain Miles, veteran communications expert, a former chairman of the International Committee, and Mr. Woodard, who has represented the U.S. at several international conferences.

Comr. E. K. Jett, the Commission's top authority on international communications matters and chairman of the Second North American Regional Broadcasting Conference in Washington last February, had been considered the likely candidate to head the FCC's delegation.

He was understood to have been the State Dept.'s choice but it was reported that since Commissioner Durr had not been assigned to any international conferences on telecommunications, Acting Chairman Charles R. Denny and some of the other Commissioners felt Mr. Durr should have the Moscow honors.

Although no U.S. industry representatives have planned to send observers to the Moscow meeting [Telecasting, Aug. 26], the Soviet Union still has not replied to a request from the Commerce Dept. that observers be permitted. Russian representatives earlier had intimated that the Stalin Government was not prepared to entertain a large delegation and preferred that the visitors be confined to a minimum number.

Tentative plans are to send 21 U.S. delegates, including officials of State Dept., FCC, Army, Navy, Coast Guard, CAA and the Bureau of Standards. That list may be cut to 19, however, because of the general economic trend in Government, it was learned.

British-USSR Controversy

What promises to become a major issue at the Moscow conference is a controversy between the USSR and Britain over use of the 580-kc wave. A fortuitous break the British Broadcasting Corp. announced that its new "high-brow" network, to be known as Program C, would begin operations Sept. 29 on 580 kc, a frequency used by the Germans for many years. A British Broadcasting Corp. will be known as Program C, would begin operations Sept. 29 on 580 kc, a frequency used by the Germans for many years.

Sir William Haley, BBC director

(Continued on page 80)
YOU WOULD LIKE A 15.5 HOOPERATING IN THESE 11 IOWA CITIES!

(WHO—ONE STATION!—ACTUALLY PRODUCES THAT FIGURE!)

WHO of course has the highest Hooperatings in Des Moines. But Des Moines is only one small section of WHO's coverage area.

To find how WHO rates in other widely-scattered Iowa cities we asked Hooper to survey eleven “outside zone” communities, ranging from 30 to 146 airline miles from Des Moines, making a comparison of these cities with the regular Des Moines report. Seven have their own local radio stations.

Result: The discovery that WHO's Hooperatings in the eleven “outside zone cities” are often higher than in Des Moines!

Here is a sample: 12:00 NOON to 1:00 P.M.—Monday thru Friday

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* This includes others except “other NBC”—which had a combined rating of 0.3, and a combined Share of Audience of 0.9.

In all eleven “outside zone cities”, the lowest Hooperating given WHO, at any hour of the day or night, was 8.5. The lowest Share of Audience was 40.9. (The highest Hooperating was 25.8, with a 68.3 Share of Audience!)

Good programming and good public service make WHO a “must” in Iowa. Send today for the complete Report—or ask Free & Peters.

WHO

† for Iowa PLUS †

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

September 2, 1946 • Page 19
'BMB No Answer to Radio Research' Coverage Reports Head Points to Parallel With CAB

By EDGAR H. FELIX

"EXPERTS Reflect on Dissolution of CAB" [BROADCASTING, Aug. 19], with its considered statements by Hugh Beville and E. P. H. James, might appropriately have been headed "Distinguished Mourners Bemoan Loss of CAB." Their emphasis on the value and significance of Archibald Crossley's pioneer program rating barometer and their restraint in avoiding the controversies mourning the termination of CAB are reminiscent of a funeral eulogy.

However, I do not share Mr. Hugh Beville's confidence that BMB may become the ultimate source of radio research information. There is too much of a deadly parallel between CAB and BMB, as at present constituted, to breed much hope that BMB will develop into the much desired independent and unbiased research agency.

CAB and BMB have the following similarities in structure:

1. Policy direction: A volunteer joint-industry committee.
2. Sponsorship: The quasi-official choice of buyers and sellers of broadcasting as the agency to perform a specific research undertaking.
3. Research technique: Dedicated to a particular research technique.
4. Source of funds: Primarily financed by a segment of the industry; CAB by buyers, BMB by sellers of radio facilities.

A post-mortem of CAB suggests ailments to which BMB is exposed because of similarity in structure and organization:

1. Obsolescence of technique: Failure to recognize an improved technique until after a flexible and aggressive business organization had far distanced it.
2. Volunteer joint-committee management failures: After initial enthusiasm has worn off, committee members tend to lose interest, substitute representatives, leaving decisions to a minority and offering resistance and inertia to suggested technique improvements.
3. Non-profit operation lowers efficiencies: Paid staffs, hamstrung by volunteer committee management and attendant difficulties in securing policy changes, tend to build up a well-greased bureaucracy. Expansion of service and competitive improvement is not encouraged by increased rewards to management and personnel.
4. Unbalanced financing produces schisms: Financing by one segment of the industry, such as buyers, produces suspicion that the results tend to favor only successful sellers. Diagrams of successful sellers were the first to support and encourage Hooper. The same thing can happen with buyers.

Same Structure

BMB is built on an exactly similar structure to that of CAB and is faced with the possibility that each of these difficulties will develop in time. But it was not the superior flexibility of private enterprise alone that enabled Hooper to make inroads into CAB's apparently impregnable position. It was the fact that the coincidental technique which he introduced produced a precise answer to a precise question without reliance on memory, while CAB continued too long with a technique placing somewhat more reliance on the listener's memory. The technical factors involved are worth examining in the light of BMB's present technique:

1. Degree of reliance on memory in obtaining answers: Hooper: None; name the program of station you are listening to now. BMB: Recollection over a short, finite period of time. What programs did you listen to?

2. BMB: Unlimited and unrestricted reliance on memory; BMB asks: List below the CALL LETTERS of all radio stations which you or someone in your family listen to at home—"AT ANY TIME." (Capitalization is BMB's.) (Continued on page 82)

New CPA Ban Further Cuts Chance for Building Permits

NEW cut of 25 to 30% in commercial and industrial construction was ordered last week by CPA Administrator John D. Small as pressure for concentration of building supplies. Instead it has been forced to apply for permits. This pressure is at a high point at present because of desire to erect all possible housing for veterans before winter.

Under present regulations a CPA permit, obtainable from 71 regional offices, is needed for radio station projects costing over $1,000.

No Specific Goal

Though details of the order and its application to regional offices around the nation had not yet been worked out, high CPA officials said the new cut was not directed toward any special business or industry such as broadcasting. In effect the cut means that each regional office will reduce the total of all weekly non-housing projects by 25 to 30%.

Thus a broadcaster applying for a CPA permit will have less chance of obtaining approval than (Continued on page 81)

1878 William Carlton Alcorn 1946

WILLIAM CARLTON ALCORN, 68, former vice president and general manager of WBNX New York and pioneer in foreign-language broadcasting, died Wednesday of pneumonia in his boyhood home, Elkhart, Ind., where he was spending the summer.

Born in Elkhart July 29, 1878, Mr. Alcorn left high school to learn the machinist's trade. Eventually he became a well-known trouble shooter and until 1928 he served some of the largest manufacturing plants in the Midwest as consultant and industrial reorganizer.

Eighteen years ago he went to New York as vice president and general manager of the Triplex Safety Glass Co. of North America. In 1933, A. L. Haskell, who owned three small stations — WBNX WCDA WMGS — induced Mr. Alcorn to become vice president and general manager of his radio interests.

After a short time Mr. Alcorn decided to merge the three stations into WBNX and enter the foreign-language field. He felt that New York was fully-covered with English-language broadcasts but there was a need for service for the 70% of the metropolitan population either of foreign parentage or foreign-born.

WBNX was the only station in the Bronx, sixth largest population center in the country. Mr. Alcorn saw the need for wider coverage than a 300 w locally could give. In 1940 WBNX placed in operation a $100,000 transmitter and increased power to 5 kw.

Mr. Alcorn took a keen interest in civic affairs. He made it an unwritten rule that his key employees should be civic-minded. As a result WBNX became known throughout the New York area. His personnel spoke before civic groups, took part in community affairs. Mr. Alcorn was a director of the Bronx Board of Trade and a member of the New York Civic Defense Council during the war. He also took part in other war activities.

In 1944 he retired from active management of WBNX, turning over his duties to William I. Moore, who had been Mr. Alcorn's commercial manager for several years. He maintained his home in the Bronx, however, but was spending the summer in Elkhart when he was stricken.

Surviving are his wife, a daughter, Eleanor, and a brother, Chalmer Alcorn, Detroit.
...in Southern California
THE NUMBER "ONE"
PROGRAM IS

Al
JARVIS'
ORIGINAL

Make Believe Ballroom

AND IT "AIRS"
FROM THE "NUMBER ONE"
STATION

KLAC
"FIRST" ON THE DIAL AT 570
LOS ANGELES

REPRESENTED BY: ADAM YOUNG JR. * NEW YORK * CHICAGO

September 2, 1946  Page 21
COSTLY SERVICE
WWJ Alcoholic Discs Sent
140 Outlets Free

AT A COST OF $600 a week, WWJ Detroit writes, produces and broadcasts Alcoholics Anonymous, then ships transcriptions to 140 other stations free. Offer of a second 13-week schedule representing nearly $25,000 spent on public service outside station's own coverage area.

Alcoholics Anonymous has been on WWJ almost two years, has won two awards and appears slated for an indefinite run. It follows a simple pattern of dramatizing actual case histories plus brief interviews, the basic material being supplied by the organization of the same name. W. E. Scripps, publisher of the Detroit News, owner of WWJ, is responsible for broadcasting the program and distributing the transcriptions free. Margo Pfeifer writes the script. Burt Wright is producer.

War Assets Plans to Increase Use of Radio in Moving Goods

(See Surplus Story, page 33)  
FIRST serious use of radio time to promote sale of surplus war goods is in the works at War Assets Administration under its new decentralization policy by which regional offices are given more freedom in moving billions of dollars worth of material.

Topping advertising projects as WAA swings into an all-out-effort to move surplus goods in a hurry, is a radio campaign drawn up by F. L. Lederach, chief, Advertising Division, WAA Region No. 3 (Pa., 48 counties; N. J., 9 counties; all of Delaware). The campaign, now being scanned at WAA headquarters in Washington, calls for immediate launching of an 18-week radio series with a budget of $46,000.

The series would consist of one-minute announcements on at least a score of stations, along with five-minute programs Sunday afternoon or evening in which all surplus sales in the area for the coming week would be announced. In addition the regional office is considering other radio which may bring its 1946 air budget up to around $160,000.

By the end of 1946 this region will have spent about $800,000 in advertising on the basis of its current budget. In addition the region will ask another $200,000, bringing its 1946 total to a million dollars, should the additional funds be granted. Media used are broadcasting, newspapers, direct mail and catalogs.

Newspaper space is being used by the region at the rate of $70,000 a month. Media placements, in some cases, are handled direct with media instructed to bill Fuller & Smith & Ross, serving WAA as national agency. Some placements are now handled through local agencies.

In charge of all WAA advertising is Northrop Clarey, deputy administrator and chief of the Office of Information & Advertising. Carl K. Hart, director of advertising at WAA for five months, has resigned to return to private business in Chicago. Mr. Clarey is a former advertising director of Standard Oil Co. of New Jersey and was assistant to the president when he retired at the first of the year.

WAA was awarded a radio budget of $646,324 for the fiscal year started last July 1, under the Third Deficiency Bill, but WAA headquarters has not developed formal plans to allocate the money. Criticism has been voiced at WAA's budget program on the ground that it called for specific use of spots and programs at rates far in excess of normal time charges.

Morrill Named Manager Of WLAW in Lawrence

APPOINTMENT of Harold B. Morrill as general manager of WLAW Lawrence, Mass., was announced last Monday by Irving E. Rogers, president and treasurer of Hildreth & Rogers Co., owner and operator of the station.

Mr. Morrill, who has been active in WLAW since it went on the air in 1937. Station is now constructing a 50 kw transmitter at Burlington, Mass., and will open studios in Boston.

Columbia Instructor To Manage CBS Show

Dr. George Crothers, former history instructor at Columbia U., New York, has joined the CBS Education Division to manage a new veterans forum, Opinion Please, to be heard Fridays, 5-5:30 p.m., as part of the CBS American School of the Air.

Dr. Crothers joined CBS in July, 1945, on a temporary basis while still instructing at Columbia, and directed research in the division of postwar studies, providing background material for Lyman Bryson's CBS program Problems of the Peace. He will continue research for Mr. Bryson's program now called Time for Reason and will also act as consultant on all American School of the Air programs.

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 millions of 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 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

BROADCASTING • Telecasting
Page 22 • September 2, 1946
MIAMI

AND

JACKSONVILLE

ANNOUNCE THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS NATIONAL REPRESENTATIVES

EFFECTIVE
IMMEDIATELY

WGBS - ABC - 10,000 WATTS - 710 K C. • WPDQ - ABC - 5,000 WATTS - 600 K C. (C.P.)
ONE TOPIC on which there was complete agreement in the discussion of Radio's Second Chance on WQXR New York Aug. 22, 9-9:30 p.m., was the selling of time for controversial subjects.

Participants on the program, The Author Meets the Critics, Charles Siepmann, the book's author; Sydney Kaye, vice president and general counsel of Broadcasting Music, Inc.; and Thomas Carskadon, of the American Civil Liberties Union Committee on Radio, agreed that time "ought not to be sold for controversial topics." Mr. Kaye emphasized the opinion of Mr. Carskadon and himself when he said: "We both think that inevitably leads to giving the person with the longest purse the most time." Mr. Siepmann was also in accord.

After commenting that Radio's Second Chance was well written, Mr. Kaye said that it was based on a "central fallacy," that radio programs can be improved by letting the Government control their balance and content. Then he added another "basic fallacy:" namely: "Radio is not intended to develop local talent. The great social purpose of radio is to bind the world together... to bring into every community what lies outside." Its subsidiary function, he said, is to disseminate local subjects, but "to exaggerate the local function beyond the truly intended to develop local talent. The great social purpose of radio is to bind the world together... to bring into every community what lies outside." Its subsidiary function, he said, is to disseminate local subjects, but "to exaggerate the local function beyond the truly intended to develop local talent. The great social purpose of radio is to bind the world together... to bring into every community what lies outside."

Mr. Carskadon countered: "There is also the fact that it needs to bind the community together, and unless it gives some access to this great forum of the radio, to the interests and talents of the community, it is falling down."

John K. M. McCaffrey, chairman of the program, presided. The Book-of-the-Month Club is the program's sponsor.

FIVE ABC SPONSORS SIGN FOR RENEWALS

ABC last week announced five 82-week program renewals on the network. Miles Laboratories, Elkhart, Ind., effective Sept. 30, renews Lum 'n' Abner, Monday through Thursday, 8-8:15 p.m. Agency is Wade Advertising, Chicago.

Effective Sept. 29 the Dr. Pepper Co., Dallas, renews Darts For Dough Sunday, 5-5:30 p.m. Agency is Tracy-Locke Inc., Dallas.

The American Cyanamid Co., New York, effective Sept. 30, renews and switches time on The Doctors Talk It Over. Formerly Tuesdays, 9:30-9:45 p.m., the show will be heard Mondays, 10-10:15 p.m. Agency is Hazard Advertising, New York.


RCA Constructing New 150-kw Istanbul Outlet

A MILLION-DOLLAR radio station, one of the most powerful in the world, is being constructed by the RCA International Division for the Turkish government at Istanbul, Meade Brunet, vice president and managing director of the division, announced last week.

The new station, of 150 kw power, will broadcast on medium wave and will embrace the most modern engineering principles, Mr. Brunet said. Personnel of the Turkish government's press and information service, to be assigned to the operation of the station, have been studying the various broadcasting methods at RCA Institutes Inc., New York.

Viestone Production

VIEWTONE TELEVISION & RADIO Corp. is stepping up production of its low-priced video tango recorders in an attempt to keep abreast of the demand for them, Irving Leon, company's president, reported last week. Total of 876 Viestone sets had been installed in homes as of Aug. 29, Mr. Kane stated. Production, he said, has now reached 700 sets a week and in a month or so should be 900 sets a week. Three models are being produced, all with 7-inch tubes and all direct viewing. Model with video only wholesales for $169.95, without installation.

BROADCASTING • Telecasting
In Celebrating Our 2nd Anniversary
TAYLOR-HOWE-SNOWDEN Radio Sales
IS HAPPY TO ANNOUNCE ITS APPOINTMENT AS
Exclusive
NATIONAL REPRESENTATIVE

"THANKS FOR THE SWELL BIRTHDAY PRESENT—"

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM
WMAQ's 50,000-watt signal provides a milky way for the sales messages of The Bowman Dairy Company, which places its products on the doorsteps of over 100,000 customers in the Chicago area.

Each Monday through Friday morning at 11:30, Bowman's program, The Musical Milk Wagon, brings melodic variety to thousands of WMAQ's intensely loyal listeners. In a recent review, Variety reported—"Musical Milk Wagon is a smooth, easy-to-take-before-lunch-or-any-other-time musical show with an unusual serenade feature that lifts it out of the run-of-the-mill . . . It's network caliber stuff."

A short time ago, Bowman's renewed The Musical Milk Wagon for another fifty-two weeks—evidence of confidence in the power of WMAQ to reach people who do the buying in America's Number 2 market. To learn how a rich segment of this market can be yours, call the nearest NBC Spot Sales office now.
KMBC Kansas City Seeks 5 kw Interim Rural Outlet on 550

BLOCKED at least temporarily in its efforts to expand coverage by switching to 540 kc, KMBC Kansas City has applied to FCC for a 5 kw daytime station on 550 kc near Concordia, Kans., 170 miles away, to be programmed primarily from KMBC studios.

KMBC, KMBC-FM and the proposed station would be programmed from the same studios under the supervision of the same personnel, the application reported, but the new outlet would be “100% rural agricultural” and “concentrate entirely on serving a great rural agricultural area which KMBC to date has not been able to serve adequately and for which in this part of the country FM, for many years at least, holds no promise of being able to serve even as well.”

The proposed station would “exclusively broadcast programs especially fitting the needs of the rural audience,” including a “considerable number” of KMBC programs and possibly some network shows.

The application, reported Monday by the Commission, was filed in the name of Midland Broadcasting Co., licensee of KMBC and KMBC-FM. The application pointed out that KMBC, in an effort to reach a greater rural audience, applied in 1944 for 540 kc (with 50 kw, rather than present 980 kw with 5 kw) but that the application has since been dismissed without prejudice pending a decision on the use of 540 kc in the U. S.

Construction costs for the new station were estimated at $100,400. Operating expenses were estimated at $16,000 a month and revenues at $10,000 a month the second year and $15,000 monthly the third. Operating costs also would increase, the application reported.

Coincident with announcement of the new application, Arthur B. Church, Midland president and principal stockholder, issued a statement asserting that it “is intended to provide FM at an early date the greatly expanded service which KMBC would already be giving had KMBC’s application for high power not been greatly delayed by the FCC clear channel hearings and the postponed North American radio conference.”

He said a grant of the new application “would mean that the important rural program service of KMBC will be extended to the whole of Kansas instead of only the eastern part now reached by KMBC.”

Prepared for Expense

“We are prepared to incur the very considerable additional expense to provide this wider rural program service until the FCC is in position to act on our high-power application,” he declared, adding that other expansion plans include operation of KMBC-FM with increased power early this fall. The increase has already been authorized by the Commission.

Joint operation of FM and AM in Kansas City, the application asserted, will stimulate FM “until FM rather than AM may be the dominant broadcast service within the areas which an FM station located in Kansas City can serve.”

A petition was filed asking permission for KMBC’s Kansas City studios to be used as main studio of the Concordia outlet. The application said the decision to program the station from Kansas City was based on findings that Kansas City is “the place with which there was a stronger community of interest throughout the entire Heart of America,” and that “the growth of KMBC’s existing programming facilities, and ‘unfeasibility’ of programming from transmitter site.”

Maurice Jansky of the Washington law firm of Loucks & Scharf reported KMBC as legal counsel.

Dinners Set

UNDER the joint sponsorship of Brand Names Research Foundation and the Advertising Association of the West, the sixth and seventh series of testimonial dinners honoring brand names will be held during September in San Francisco and Minneapolis. The San Francisco event at the St. Paul Palace Hotel, will be under joint sponsorship of AAW and the Foundation, while Minneapolis meeting to be held Sept. 24 at Radisson Hotel will be given in cooperation with the Minneapolis Chamber of Commerce and Commerce Assn., St. Paul Association of Commerce, Minneapolis Advertising Club, the Women’s Advertising Club of Minneapolis and the St. Paul Advertising Club.

Discussions

DISCUSSING men’s fashions on first program of Esquire Fashion Parade series are O. E. Schoeffler (fashion editor of Esquire Magazine), journal which is producing discs for local retail sponsorship, and Orson Welles. Series starts Sept. 2, features celebrity and musical group each week.

General Foods Resumes

GENERAL FOODS SALES CO., New York (Maxwell House Coffee), Sept. 5 returns George Burns and Gracie Allen Show to NBC, Thurs. 8:30-9 p.m. Agency is Benton & Bowles, New York.

Efficiency Expert

IT’S A WISE man who real-
ly knows how to relax on his
vacation. Lewis Allen Weiss,
Don Lee vice president and
general manager and Mutual
vice chairman, has mastered
the art. Vacations in Florida
and in England, he and his
wife, Mr. Weiss remembered
his friends with Hula Girl
cards that took only the
truth to drop them in the
mailbox. They were the letters
stamped “Am having a won-
derful time—wish you were
here. Warmest regrets, Lew
Weiss.” Address was pre-
pared on a strip from an ad-
dressograph. Doubtless Mrs.
Weiss licked the postage

Kirby Heads New Firm; Local Shows Stressed

FORMATION of Featured Radio Programs Inc., with Edward M. Kirby, former chief, Radio Branch, War Dept. Bureau of Public Categori-
tions, as president, was announced last week by Air Features Inc., owned by Frank and Anne Hum-
ert [Closed Circuit, Aug. 19]. A program servicing organi-
sation supplementing Air Fea-
tures, new firm will produce trans-
scribed and live shows and handle package shows and serve as general program con-
sultants. Offices are at 247 Park
Ave., New York. Mr. Kirby, re-
tired AUS colonel, before the war was NAB Director of Public Rela-
tions and earlier publisher of the National Life Ins. Co., Nashville, owner of WSM. After his release from active duty he served the NAB as public rela-
tions consultant for several months.
He will continue his own public rela-
tions firm with offices in Wash-
ington, New York and Nashville.

Feature of the new service will be programming on the local level, emphasizing the Hollywood and New York angles in entertainment, said Mr. Kirby. He is president of the Volunteer State Broadcasting Corp., whose application for a 5 kw fulltime regional on 1300 kc in Nashville is pending before the FCC. Plans are to make Nashville headquarters for the local programing project of Featured Radio Programs Inc. Kirby added.

Associated with him in the pro-
nounced Nashville station are Frank W. Mayborn, owner of KTEM
Temple, Tex. and publisher of the Temple Telegram, and Dr. C. C. Arnold, dean of the Vanderbilt U.
Law School, Nashville, Mr. Kirby’s father-in-law. Messrs. Kirby and Mayborn served in the Army together during the war.
Dr. F. D. Keim, Chairman, Agronomy Department, University of Nebraska said in a recent talk over KFAB that farming is BIG BUSINESS. He gave these figures to prove his point:

"Farm people are custodians of 1,143,000 acres of land, yet they comprise only 18 per cent of the total population of the country. In 1945, the American farmers produced 1 billion bushels of wheat; 3 billion bushels of corn; 1 billion, 500 million bushels of oats and 190 million bushels of soy beans. They milked 26 million cows, cared for 469 million hens and fed 400 million beef cattle. Cash receipts to farmers in 1945 were about 20 billion dollars."

Yes - farming is BIG BUSINESS! And out of the 1 million, 300 thousand people in Nebraska, almost 500 thousand are farmers, while an additional 300 thousand live in towns of less than 2500 which places them close to the farm in their thoughts and actions. In Iowa, the total population is about 2 and 1/2 million of which almost a million are farmers while an additional one-half million live in towns and villages of less than 2500 population.

The farmer, his life and economic well-being as well as his needs in radio service are among the largest factors to be considered in this area and we at KFAB are constantly working with these thoughts in mind.

Attention - Paul H. Raymer
Please pass this information on to your staff.
Harry Burke

50,000 WATTS
NOW UNDER CONSTRUCTION

The ONLY Basic CBS Station in Nebraska

HARRY BURKE, General Manager
Represented by PAUL H. RAYMER CO.

Broadcasting • Telecasting
September 2, 1946 • Page 29
Storm-Hit WCNT Debuts in Crisis

Blind Owner and Staff Utilize New Outlet For Emergency

LIGHTNING struck the antenna tower of WCNT Centralla, Ill., the night before it was scheduled to go on the air.

But WCNT struck back. Overcoming floods, storms, equipment delays, material shortages, telephone breakdowns and a steady stream of public emergencies, the station got on the air and for three days performed an astonishingly heroic chapter in public service broadcasting.

WCNT did this despite other handicaps. Its station manager, Hobart Stephenson, is blind. Its chief announcer, Pat Fredericks, has only one leg. And its second announcer, Jay Giles, has only one arm.

WCNT was scheduled to go on the air at 6 a.m. Aug. 15, only five weeks after granting of the final construction permit. The night before staff members were running a final test when one of the severest storms in the history of the Midwest crashed down on them. Lightning split the darkness and flames flew from the tower and transmission line. When the tower was actually struck, the coupling unit was damaged and the control room glowed red.

"By 6 o'clock, time for going on the air, the storm had abated somewhat," according to Mr. Stephenson, "but power interruptions were constant. The pick-up on one turntable was damaged. We salvaged an old head from a record player and made some sort of a hook-up.

"By 8 o'clock we were able to get on the air. We hadn't been able to get windows for the building, so it rained in and we had an inch of water on the floor. The news machine had been out most of the night."

Ready to Assist

Once on the air we called the police and the highway department and reported ready for work. Streets in Centralla were flooded and we were asked to broadcast requests for nonessential traffic to keep off thoroughfares. An infantile paralysis epidemic was feared and we warned children to keep away from the crowds. Since most highways were flooded we broadcast information on which routes were still passable, and carried bulletins on those flooded out.

"Next morning after making some adjustments we got on the air six minutes late. City streets were then five feet under water in some places."

"At 8 o'clock the police reported that the levee had broken at Carlyle and many people were in danger. They asked us to make an appeal for boats and trucks. Within five minutes the boats and trucks began to appear, they told us later. After two hours they didn't need any more help."

"At that moment we learned that an L&N train was stalled at Dri-vers, Ill., with 200 people on board. We offered our services to the railroad which asked us to announce that the passengers were safe and needed no immediate help, thus quieting the fears of those who had friends and relatives aboard."

Phone Tieup

"When it became impossible to get long distance telephone calls through we appealed to listeners to call the station only on the most urgent business. This cut the calls to one every half hour. We began running spot announcements for the telephone company, asking people to use the phones only for emergency calls. Soon local calls were reduced to nearly normal."

"For the rest of the day we were kept busy warning people not to drink water from wells and broadcasting information on how to make water-soaked homes livable again."

On the morning of the third day the weather had cleared, but water was still high. Across the road from the station was a peach orchard with $15,000 worth of peaches fast getting too ripe to ship. Hundreds of other Southern Illinois orchards were in the same fix.

WCNT was asked to appeal for orchard help. The employment office reported that 27 minutes after the first announcement the first picker went to work, and after that a stream of them began reporting. The staff is still recuperating from those first three days, but it hasn't had time to take stock yet.

"What we have lost in commercial time or what we have spent in telephone calls, we don't yet know," Mr. Stephenson said, "but we don't care."

Former WLDS Partner

We operate on 1210 kc with 1000 w power. Mr. Stephenson, former partner in WLDS Jacksonville, Ill., has been an instructor in piano tuning and director of radio entertainment at Illinois School for the Blind.

Anne Collins, public relations director at WDAY Fargo, N. D., and formerly of KSLM Salem, Ore., will be program director.

Hobart Stephenson Jr., chief engineer, served with the Army in Italy and France, and was among the first to cross the Rhine and set up communications in Germany. Harry Leckrone is farm director.
The 1940 U.S. agricultural census reports 6,834,154 chickens in the Beeline area ... and 1,528,799 turkeys. (Stanislaus is U.S. county No. 1 in production of turkeys.)

Beeline hens produce more than 500 million eggs a year. So poultry is another source of Beeline income ... another reason why this is a TWO BILLION DOLLAR MARKET.

What is the Beeline? California's busy central valleys, plus Reno and wealthy western Nevada ... a market which rivals Los Angeles in population and tops San Francisco in retail sales.

Where there are valleys there are mountains. And mountains 6,000 to 8,000 feet high run all around the Beeline. Which means that here smart radio advertisers use INSIDE-THE-MARKET stations. Time on Beeline Stations is a very profitable buy.

McClatchy Broadcasting Company
Sacramento, California
Paul H. Raymer Co., National Representative
Sure there's gold in the ocean... more than a quarter of a ton in each cubic mile! Although this amounts to a staggering store of wealth, the gold in sea water is spread too thin to be profitably obtained. In this way selling and gold mining are alike... results are in proportion to the concentration of what you're after... in the case of selling, it's buying power!

WTIC's Primary Area is an outstanding example of concentrated buying power. Six of the counties in WTIC's Primary Area have an average Effective Buying Income of over $476,000,000 each per year. Together they total $2,859,071,000! These half-dozen counties alone account for more than 2% of every spendable dollar in the whole country... more than is represented by six of our great Western states combined.

This indeed is buying power... and it's just part of the prosperous Southern New England Market. But here is the real pay-off... you can influence this rich, concentrated market with one station... WTIC! WTIC dominates Southern New England!

Note: Data from Sales Management's Survey of Buying Power, May 10, 1946. Further reproduction not licensed.
Surplus Hearings Later This Month

Committee to Hear School Charges Against WAA

COMPLAINTS of schools and colleges against failure of War Assets Administration to provide desired electronic equipment from war surplus will be investigated by the Special House Committee investigating surplus property, with hearings scheduled to start in mid-September, according to Hugh D. Wise Jr., committee counsel.

Educational institutions have been critical of handling of surplus stocks since sale of items began a year ago. At that time a concerted effort developed to promote establishment of FM stations at educational institutions, based on the theory that surplus war declarations at educational institutions, based

gan a year ago. At that time a mid-September, according to Hugh investigating war surplus will be investigated sired

war surplus will be investigated sired

Mr. Planting and screen-laying jeep.

A JEEP with special plow and feeding device riggged on its rear was used to lay an eight-mile ground screen in a remarkably short time at KVSM, new San Mateo County, Calif., station which goes on the air soon.

The plowing in, laying and cov-ering of the wire was done in one operation by means of the device which was fathered by the station's chief engineer, whose name just happens to be Planting. Mr. Planting (Merryn F.) supervised the screen laying with one man driving the jeep and another feeding the wire from a coil.

Where did the eight miles of copper wire come from? Gordon F. France, assistant manager of KVSM, produced it from a cache where he had placed it in 1941. No, he hasn't any more.

KVSM will broadcast at 1060 kc with 250 w power daytime only for the present Clenton W. Price, former Z-Bar Network program director, is program director at KVSM. Arthur P. Knight, former newspaper, is news editor. Besides Mr. Planting and Mr. France, owners are Judge Edmund G. Scott of the San Mateo County Superior Court and Hugh A. Smith Sr., former county supervisor.

GE Gets War Plant

THE HANFORD Engineer Works, Richland, Wash., on Aug. 31 was turned over to the General Electric Co. by E. I. du Pont de Nemours & Co., who last week finished an assignment from the War Department on its atomic energy program, begun four years ago.

When the du Pont company in the fall of 1942 acceded to the government's request that they design, construct, and operate the plant for the production of plutonium the firm asked that it be relieved of the task as soon as practicable. At that time, the organization further stipulated that all patent rights would be the property of the Government.

Tyrler Joins ANAN

JAMES S. TYLER, former advertising director of Mutual, has joined American Newspaper Advertising Network as creative assistant to George Bennyan, director of promotion and publicity.

BOOK IS PUBLISHED ON MUSIC IN RADIO

BASED on the course, Music for Radio, given by the Columbia U. extension in cooperation with NBC, a new book, Music in Radio, based on a year ago. At that time a mid-September, according to Hugh investigating war surplus will be investigated sired

musicology and Radio”; Herbert Graf, director of operative productions for NBC's television department, “Opera in Television.”

Chicago Clinics

BROADCAST Measurement Bureau will hold series of three pre-publication clinics at WGN Chicago Sept. 9, 16 and 23. Clinics will analyze BMB in terms of specific problems confronting advertisers and agencies. Meetings also will serve to acquaint Midwest advertisers and agencies with BMB.

I T & T to Canada

FEDERAL TELEPHONE AND RADIO Corp., New York, IT&T domestic manufacturing affiliate, last week announced expansion of the manufacture of the International Telephone and Telegraph Corp. into the Canadian field with acquisition of a modern manufacturing plant in the Montreal area for the production of telephone, radio and other electrical equipment. The new plant, located on St. Lawrence Blvd., in the St. Laurent Parish of Montreal, has been purchased from the Canadian War Assets Corp.
40,000 PEOPLE AT THE MOST FAMOUS COR
NER IN THE WORLD - HOLLYWOOD AND VINE

Tuesday night, August 6th . . . the greatest event in all Hollywood Show-business history . . . at world-famous Hollywood and Vine ☆ The premiere of a sign! The Trans-Lux Flashcast news ribbon . . . brought to Los Angeles by Warner Bros. KFWB. Governor Earl Warren, Mayor Fletcher Bowron, and dozens of film and radio personalities were there! ☆ And Rambeau flew out so that he could tell you first hand how KFWB drew those 40,000 persons— and how KFWB can, and will, draw for your clients ☆ For popularity . . . personalities . . . public service . . . and . . . sales power . . . choose

WARNER BROS
KFWB
HOLLYWOOD • 5000 WATTS • 980 KC
Represented by RAMBEAU
NEW YORK CHICAGO LOS ANGELES
WHAT A SHOW! WHAT AN UNVEILING!

We have never seen anything like it . . .
The Governor—the Mayor—the Chamber of Commerce—including well-known film and radio stars all contributing to the introduction of the new Trans-Lux "Flashcasting" news ribbon—at Hollywood and Vine.

Warner Bros. Station KFWB did a magnificent job and we, here at Trans-Lux, are grateful.
WHAT A RECEPTION! WHAT A CROWD!

A limited number of licenses are available to Broadcasting Stations or Newspapers for "Flashcasting" the latest news. For data concerning how you can "Flashcast" your copy, DAY AND NIGHT, in brilliant moving letters of light, INSTANTLY, to any location in your city, write for our "Flashcasting" brochure.

FLASHCAST

TRADE MARK REGISTERED

TRANS-LUX NEWS-SIGN CORPORATION
1272 Avenue of the Americas
New York 20, N. Y.
Nuns Offer Political Contract Forms

Blanks for Candidates Available at Cost To All Stations

A STANDARD printed form for conducting political broadcasts, evolved by the Nunn Stations, Lexington, Ky., and offered to all broadcasters at cost, has brought orders from several hundred stations in 46 states.

The form serves as a formal request by the candidate, as a contract and contains all information necessary to meet FCC requirements. The form was written by John G. Ballard, director of national sales and advertising, and other executives of the Nunn stations to simplify the complicated procedure of arranging for a political broadcast. After legal clearance was obtained, Gilmore N. Nunn, one of the heads of the firm, thought it would be of value to other broadcasters. He sent out letters, with a copy of the form offering it to other stations.

The form was not copyrighted and may be reprinted locally, but other conditions could make a substantial saving by ordering from the Nunn organization, which already had the forms set up. By “gambling” on printing 10,000 of the forms, Mr. Nunn was able to offer them at $7.65 for 500 post-paid. Local reprinting would cost from $12 to $15.

The 10,000 was a good gamble because orders for 100,000 have been received. “We have received so many helpful ideas from other station operators,” Mr. Nunn wrote, “we felt we might in this small way repay the industry.”

CPA ANNOUNCES SET FIGURES FOR JULY

RADIO set production in July exceeded 1,300,000 models, the National Production Administration announced last week on the basis of returns from virtually the entire industry. Radio Manufacturers Assn. the week before had placed July output of its member factories at 1,061,850 [Broadcasting, Aug. 26].

CPA said July output was roughly the same as June, with the proportion of consoles and auto radios increased. Output of all models in June was 1,378,000, of which 88% were table models, 6% consoles and 6% auto radios. In July 82% were table models, 8% consoles and 10% auto sets. The July production was 21% above average monthly output in 1940-41.

Still handicapping production, CPA said, are scarcities of wood, and the proportion of open-air fruit stands, he was swamped with 1,700 bushels of ripe peaches. He turned to radio when the 1,000 was a good gamble because orders for 100,000 have been received. “We have received so many helpful ideas from other station operators,” Mr. Nunn wrote, “we felt we might in this small way repay the industry.”

Sener Joins USC

WILLIAM SENER, former production manager of Chicago Radio Council, has been made director of the new radio department of the U. of Southern California, Los Angeles. He will also be in charge of KUSC (FM) now under construction on campus and scheduled to start operating Sept. 16. Station is being constructed under spon- sorship of Hancock Foundation.

Scroll to Piastrio

DR. SIGMUND SPAETH, representative of the National Federation of Music Clubs, presented an illustrated scroll to Michel Piastrio, conducter of the Longines Symphonette, at a ceremony in Carnegie Hall Aug. 14. The scroll, reading “in recognition of your outstanding services to music,” was presented on occasion of the Symphonette’s first public concert. Group is now in its fifth year of broadcasting.

Complete NEWS Coverage DOES IT!

WFB's Local News Experts Keep Syracuse and Central New York Listeners Well Informed...

No spot in Central New York escapes full, daily news coverage by WFB's trained staff. Special WFB correspon- dents maintain head- quarters in Auburn, Cortland, Fulton, Oneida, Oswego, Rome...as well as in Syracuse...to bring list- eners up-to-the-minute re- ports of all major activi- ties in Central New York. Their reports are flashed to Syracuse, where WFB's news chief and his staff prepare them for broadcast.

This local and regional news is the kind that radio listeners want...news that is news...lively, fresh and interesting. And it's this kind of news that builds audience consist-ently...audience that also listens to selling mes- sages over WFB.

For case histories, write or wire any free & Peters office, or...

WFBL Syracuse, N.Y.

September 2, 1946

SPOT CONFIDENCE

Fruit Dealer Remembers Time Radio Saved the Day

JAKE LEVY opened a new California-style fruit market five miles from the center of Indianapolis the other day, but he isn’t worried about the location. He is confident that announcements on WFBM will bring enough traffic to make plenty of sales.

Mr. Levy was sold on radio back in 1940 when, as operator of a small open-air fruit stand, he was swamped with 1,700 bushels of ripe peaches. He turned to radio for help, telephoning William F. Kiley, now commercial manager of WFBM, for spot announcements.

Although Mr. Kiley had to drive 15 miles and write the copy for a $24 sale, he put Jake Levy’s spots on the air. All 1,700 bushels were sold by 5 o’clock that afternoon. Now Mr. Levy has a big new market with plenty of parking space.

STANDARD AGREEMENT FORM FOR POLITICAL BROADCASTS

RADIO STATION

LOCATION

Gentlemen:

I, __________________________ (being) ______________________________ a legally qualified candidate for the office of ______________________________ in the ______________________________ election, do hereby make request for station time as follows:

DATE(S) __________________________

PERIOD __________________________

FROM __________________________ PM local standard time

TO __________________________ PM local standard time

RATE __________________________

(check)

I represent herewith that the cash ( ) tendered herewith in advance pay- ment for the above described broadcast time has been furnished by __________________________ and you are directed to so describe the sponsor in your radio log, or otherwise, and to announce the program as paid for by such person(s).

It is my understanding that the above is the same uniform rate for com- parable station time charged all such other candidates for the same public office described above, and the same is agreeable to me.

In the event that the facilities of the station are utilized for the above stated purpose, I agree to abide by all provisions of the Communications Act of 1934, as amended, and rules and regulations of the Federal Com- munications Commission governing such broadcasts, in particular those provisions reprinted on the back hereof, which I have read and under- stand. I further agree to indemnify and hold harmless the station for any damages or liability that may ensue from the performance of said broad- casts.

For the above broadcasts I agree to prepare a script, same to be in the hands of the radio station at least __________ before the time of the scheduled broadcast above.

Accepted) Rejected) by __________________________ Title

For Radio Station

If rejected, the reasons therefor are as follows:

This application, whether accepted or rejected, will be available for public inspection, in accordance with FCC Regulations, Section 3.424.

TO SIMPLIFY procedure in contracting political broadcasts, Nunn Stations designed the above form and offered it to all broadcasters. On reverse side are excerpts from the Communications Act and FCC regulations on political broadcasts.

BROADCASTING • Telecasting
No postwar letdown; government war plants almost 100% occupied by private industry.

Retail and wholesale volume UP 25% over 1945.

Employment in manufacturing UP 39.6% over 1945.

Bank clearings consistently among nation's top ten cities.

Market place of record $400,000,000.00 Kansas wheat crop.

A great sales opportunity ... a great advertising medium to help you clinch it!

That's Kansas City!

Radio Responsive to

WDAF
The Kansas City Star Station

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.
Worcester Leaving CBS To Take WMT Position

CHARLES (Chuck) WORCESTER, CBS director of agricultural programs since 1942, will become farm service director of WMT Cedar Rapids-Waterloo, Iowa, on Sept. 16. Mr. Worcester succeeds A. G. Woolfries who resigned.

A native of Minnesota, Mr. Worcester was first farm editor of UP. He joined NBC at WEAF New York and has conducted the CBS Country Journal from WTOP Washington. No replacement has been named.

WMOA SOLVES CPA PROBLEM

One Big Market: Beaumont-Orange-Port Arthur

WMOA SOLVES CPA PROBLEM

Studio, Control Room and Offices Housed Near Transmitter

In Former Garage

CPA construction limits and the building shortage were only superable obstacles for WMOA Marietta, Ohio, which goes on the air Sept. 8 with studio, control room and offices housed in an 18 by 24 foot former garage located on a farm next to the transmitter site.

The 250 W Mutual station, which will operate on 1490 kc, will have other studios in the Lafayette Hotel in the town’s business center for origination of civic broadcasts, and at Marietta College, where daily student programs will be produced. The garage already had a concrete floor. Space was divided into control room, studio and a room with four desks. Insulation was installed and the news teletype soundproofed.

At that point it was realized that there were no lavatory facilities. This difficulty was solved by using the crate the transmitter was shipped in to build a small additional room at one end of the building. Municipal authorities are cooperating in running a pipe from the nearest water main.

The farmer from whom the garage was rented, said he had no particular use for it, but would rent for nothing less than $11.50 a month. Station owners accepted. To lease the field for their transmitter site, they had to promise to keep the owner’s radio set in working order for the duration of the lease.

WMOA is owned by Mildred Chernoff, president and general manager, Howard L. Chernoff, her brother, who is managing director of the West Virginia Network, and Mrs. Howard Chernoff. Audra Archer will be commercial manager and Harold Hought, program director.

Engineering personnel are being recruited from qualified veteran engineers attending Marietta College. They will work part time at the station, but not on a training basis.

Equipment includes a Collins transmitter, Wincharger tower, Raytheon console.

TWO WLW OFFICIALS APPOINTED TO WINS

TWO WLW Cincinnati executives have been appointed to new executive positions at the Crosley Broadcasting Corp.’s newly-acquired station, WINS New York. William P. Robinson, associated with Crosley since 1938 as a member of the sales organization and manager of the WLW Chicago office since 1943, was named sales manager of WINS. William L. Barlow, for the past eight years associated with WLW publicity department and its director for the past four years, has been appointed director of public relations and publicity department at WINS.

Announcement of the appointments was made by James D. Shouse, president of Crosley Broadcasting Corp., and Robert E. Dunville, vice president and general manager. At the same time, they revealed a thorough study is being made of the rate structure of WINS and that some major changes will be announced shortly. The two officials also stated that there will be no deletions in the present personnel set-up at WINS. New departments will be created, however, and existing departments will be augmented as activity increases.

Willard Schroeder remains as general manager.

Knowles Appointed

W. H. KNOWLES, formerly vice president of the Jam Handy Organization, Detroit, where he was in charge of the educational department, has been appointed manager of the educational sales activities of the RCA Victor Division, Camden, N. J. Mr. Knowles will be responsible for the promotion and sale, in the educational field of industrial training, of RCA Victor audio-visual equipment.
A very interesting question... because Hooper-wise, this 7-to-9 Philadelphia favorite is 'way, 'way ahead of anything else on Philadelphia's morning airwaves!

Here's the answer(s):

STUART WAYNE... one of the most popular and sincere MCs on any morning program.

NEWS, WEATHER, TIME... broadcast regularly and often.

PUBLIC SERVICE ANNOUNCEMENTS... on storms, floods, transit difficulties, and the like. Thousands of Philadelphians never miss this program for important, last-minute flashes on day-to-day events.

MUSIC PHILADELPHIA LIKES... on carefully chosen platters with all-around audience appeal.

Mail response comes thick and fast from 363 communities in Pennsylvania, New Jersey, and Delaware. Participations currently are shared by 21 successful advertisers. There might be room for one or two more.

Westinghouse Radio Stations Inc

WBZ - WBZA - KDKA - WOWO - KEX - KYW

Represented Nationally by NBC Spot Sales—Except KEX.

KEX Represented Nationally by Paul H. Raymer Co.
KYA DISCOVERY DAZZLES NORTHERN CALIFORNIA!

George Ruge

Has won thousands of new listeners to his "Ballroom of the Air" with his gay presentation of music and contagious laughter.

Daily from 11:15 a.m. to 1 p.m. * His program is a natural vehicle for entry into this rich post-war market.

NEWS PACKS A PUNCH
19 times a day over KYA * Every hour on the hour * Consistently rising in Hooper ratings

Represented by
ADAM J. YOUNG, INC.
NEW YORK * CHICAGO

San Francisco
Census Head Defends Survey, Points Out Restricted Nature

EDITOR, BROADCASTING:

My attention has been directed recently to an editorial in BROADCASTING for August 5, 1946 (page 50) criticizing the Census Bureau in connection with the survey of radio listening which it conducted for the Federal Communications Commission in June and July of last year.

We have endeavored to maintain the highest standards of integrity in all the work done by this Bureau, whether in the collection of statistics as a part of our own program or in the conduct of surveys for other agencies of government, and we are naturally concerned that all the facts be brought out in connection with any charges directed at our performance. I should like to call your attention, therefore, to the fact that detailed and specific evidence has been submitted in official hearings before the Federal Communications Commission which completely refutes the implications that we do not uniformly insist on high standards of work that appear in your editorial. I should like to refer you to the official transcript of the proceedings before the Federal Communications Commission, on Clear Channel Broadcasting in the Standard Broadcasting Band, Docket 6741, Volumes 26 and 29.

Mr. Dallas W. Smythe, in connection with his appearance in the hearings, presented a detailed statement on July 15, 1946, concerning the work which the Census Bureau undertook for the Federal Communications Commission. His testimony makes it clear that the planning of the survey was carried out with the participation, advice, and guidance of representatives of the Federal Government, and that there is no basis on which to imply, as we feel that your editorial does, that the survey was designed in such a way as to prove a particular set of facts. The reliability and unbiased character of the sample design, for which the Bureau of the Census takes full responsibility, were reviewed in detail by Mr. Morris H. Hansen, Statistical Assistant to the Director, in hearings before the Commission on July 22, 1946.

Excerpts from the transcripts of the testimony referred to are available, and copies are enclosed. We believe that a careful review of the public record in this case will convince you that the Bureau of the Census has been unfairly criticized in the statement that you published.

Mr. Hansen has discussed with me a recent telephone conversation with Mr. Frank Beatty of your bureau. I was pleased to learn from these comments that your editorial does, as we feel that your editorial does, recognize the appropriate role of the Census Bureau in this matter.

Mr. Hansen has been the official transcript of the proceedings before the Federal Communications Commission which completely refutes the implications that we do not uniformly insist on high standards of work that appear in your editorial. I should like to refer you to the official transcript of the proceedings before the Federal Communications Commission, on Clear Channel Broadcasting in the Standard Broadcasting Band, Docket 6741, Volumes 26 and 29.

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Too Real
REALISM that went into the discussion of atomic power by John De Young, Farmworth newscaster on WGL in Fort Wayne, was a little too real. In the midst of telling of the terrific potential power of the split atom, a huge ball of fire leaped up in the control room before his eyes and a second later he was "blasted" off the air. Lightning had struck the station's antenna atop the Hotel Keenan, the electrical charge travelling down the power cable to the transmitter in the control room. It formed a gigantic transmitter of fire leaped up in the control room before his eyes and knocked the station off the air. Engineers Ray Habig and Gerry Cole worked for two hours to get the station back in operation.

RMA Acts to Improve Quality of Sets By Revising Standards for Manufacture

WITH FM and television emerging as full-fledged industries, Radio Manufacturers Association is taking steps to assure quality performance for receiving sets. RMA is revising its engineering manual to aid set makers in producing models with uniformly high performance characteristics.

First action in its program to modernize standards in line with developments in the art was announced last week by RMA, whose General Standards Committee, a unit of its Engineering Dept., adopted additional standards covering postwar AM receivers along with preliminary FM and television standards.

The standards cover individual parts and components for receiving sets and phono combinations and are based on months of study by several RMA committees. According to RMA, they reflect the combined experience and best judgment of industry technicians, and are designed both to improve performance and simplify manufacture and servicing.

Though the standards are generally accepted by the industry, their adoption is strictly voluntary, RMA explained. The standards apply to individual parts, resulting in the end in standards covering a complete receiver.

RMA last week took cognizance of a complaint that some newly-manufactured table models will not tune the entire broadcast band, particularly around 1580 to 1600 kc [BROADCASTING, Aug. 26]. Though no formal statement was made, it was explained that the trouble probably could be traced to faulty testing at factories. A number of manufacturers are known to have had difficulty in getting enough competent testers to keep pace with rapidly increasing production.

No complaints have been received by the Federal Trade Commission, according to James A. Horton, chief of the FTC's Legal Investigation Division.

Trade Practices Act

Under the Fair Trade Practices Act manufacturers cannot sell a set whose label specifies standard broadcast does not tune the entire 540-1600 kc band. Consequently, no such requirement is necessary in engineering standards for components, according to RMA, it being a matter of law rather than standards.

Work of bringing its manual in line with technical progress is moving forward rapidly, according to James D. Secrest, RMA director of publications, with 30-old revisions scheduled for completion later in September.

Announced last week, along with a number of other changes, was a standard covering the value for the frequency at which the intermediate frequency amplifier of FM receivers operates. By this means production of IF transformers will be simplified and testing and adjusting minimized. Similar action in the early days of radio did much to minimize interference, according to RMA, which expects the action to affect frequency allocation practices of the FCC and other frequency assigning bodies.

RMA also had adopted a color code for radio circuit wiring, this uniformity being designed to simplify servicing of sets and minimize variety of wiring materials used in assembly.

For antenna-to-set transmission lines used in television reception, RMA has specified 300 ohm impedance with parallel unshielded pair of wires. This paves the way for specialization in antenna and line design production, installation and servicing, it is stated, bringing efficiency and economy.

A standard for chassis pickup in auto receivers defines and outlines measurement details to assure proper operation. Another standard covers dimensions of phonograph records to assure workability of record players and automatic changers. Number of drive pulleys used with variable capacitors and other tuning devices is simplified by a new standard.

Director of the RMA Engineering Dept. is Dr. W. R. G. Baker, General Electric Co., vice president. Virgil M. Graham, Sylvania Electric Products, is vice chairman and L. C. F. Horle is chief engineer.

THE BRANHAM COMPANY

representing

WMOB ........ Mobile, Ala.
WLAY ........ Muscle Shoals City, Ala.
KTHS ........ Hot Springs, Ark.
KFMB ........ San Diego, Calif.
KWKH ........ Shreveport, La.
WCPO ........ Cincinnati, Ohio
WTJS ........ Jackson, Tenn.
WNOX ........ Knoxville, Tenn.
WMC ........ Memphis, Tenn.
KRIC ........ Beaumont, Texas
KWBU ........ Corpus Christi, Texas
KRLD ........ Dallas, Texas
WCHS ........ Charleston, W. Va.
WBLK ........ Clarksburg, W. Va.
WSAZ ........ Huntington, W. Va.
WPAR ........ Parkersburg, W. Va.
Here's an ANGLE on an APPLE!

TRY THIS "TASTE-TEST" OF FOUR FLORIDA "PIPPINS"

WJHP . . . IN JACKSONVILLE, FLORIDA, HAS GRADE "A" PLANS FOR FALL ENTERTAINMENT AND INCREASED BUSINESS.

WCOA . . . IN PENSACOLA, FLORIDA, GOES TO THE FRONT OF THE CLASS WITH AUTUMN SALESMAHTSHIP.

WDLP . . . IN PANAMA CITY, FLORIDA, GETS TOP HONORS FOR CAREFUL PLANNING AND DOLLARFUL RESULTS.

WTMC . . . IN OCALA, FLORIDA, DOESN'T NEED AN APPLE TO BRING FORTH TOP MARK SHOWS FOR FALL.

Represented Nationally By:
JOHN H. PERRY ASSOCIATES

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC
WTHT Hartford, Conn., accidentally pulled an "Orson Welles" in a program celebrating 10 years of service with a half-hour review of old broadcasts. Part of the broadcast was an account of the collapse of the Charter Oak Bridge across the Connecticut River in 1941. Although Jack Lloyd, program director, carefully explained the nature of the broadcast in accordance with FCC rules, a number of listeners apparently didn't get that part.

For not only to WTHT but to the police as well came the deluge of phone calls. "Which bridge fell down and where and when and how?" In compliance with police suggestion, WTHT interrupted a succeeding program to explain that no bridge had fallen down anywhere.

Three Merchant Ships To Get 3 CM. Radars PURCHASE by the U. S. Maritime Commission of the first commercial three-centimeter radar units for installation aboard ships slated for service in international trade was announced last week by the Radiomarine Corp. of America.

The installations will be made on three ships nearing completion for the Maritime Commission at the yards of the Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

In addition to the three-centimeter wave band which provides a narrow beam resulting in a higher resolution in range and bearing, the RCA radar units are equipped with a 12-inch viewing scope designed especially for commercial shipboard use. The equipment has a range of from 100 yards to 50 miles.

THOMS Applies

HAROLD H. THOMS, owner and general manager of WISE Asheville, N. C. and permittee of WHHT Durham, N. C., has applied to FCC for a new 100-w full-time station on 1240 kc at Greenville, S. C. A Mutual affiliation would be sought, according to the application. Mr. Thoms also owns 25% of WAYS Charlotte and WRIX Columbia, S. C., and has an FM grant for Asheville. WHHT is now on program tests.

CBS Educational Aims

Robert B. Hudson, Director of Education,
Planning Fall-Winter Schedule

CARRYING OUT a programming schedule which will give CBS a public forum per day by midwinter is the job of Robert B. Hudson, CBS director of education. Mr. Hudson faces a task with the equanimity that comes only to a man who has had long experience with educational public service shows.

He brings to CBS that grassroots attitude which will overcome any tendencies CBS might have toward the provincialism that often befalls New York's inhabitants over-long confined to its vistas.

This fall and winter CBS will air in increasing number public discussion programs, social sciences, current events (national and international), and programs designed to familiarize CBS listeners with pure science and its relation to themselves in this atomic age.

Along with new ideas, some of CBS's old standbys have undergone some renovating: American School of the Air, e. g., will drop that title in introducing the program. The net from the combination of the word "School" rings few bells in the ears of young listeners who have spent a day at the local red school house. The network will get back to them, though at the end of the program, will sign off as the American School of the Air.

A 56% increase in listeners has been recorded by this show since it moved from a daytime spot to 5:30 p. m. over a year ago. Two new additions to American School this year will be "World Neighbors," Monday dramatizations based on life in member nations of UN, and "Opinion Please," Fridays, public issue discussion followed by student-veteran discussion from a different college or university each week.

Juvenile delinquency as a national issue will get a double treatment from CBS. One program will be based on the findings of Robert Shayon, CBS producer, who at present is touring the country gathering material for his forthcoming show. He will present the problem, a drama feature, not yet formulated, will attempt to give a solution to fit each particular problem and will point a way, rather than give an absolute answer to any one given situation.

Science programming on CBS will benefit from the advice of John Pfeiffer, former science editor of Newsweek, recently made CBS science director. Besides handling his own shows Mr. Pfeiffer will be able to advise on CBS's ever-all science programming.

Four Speakers, all from Sylvania Electric Products, will address the American Marketing Assn. Sales Promotion Group luncheon Sept. 12 at Sheraton Hotel, New York, on "Integration of Market Research." Speakers are: Paul S. Buzzell, director of public relations; Frank Mansfield, director of sales research; John P. Waters, advertising manager and E. C. Lyon, manager of international advertising for radio and electronic products.
YOU MAY BE ABLE TO RIDE 18 WINNERS IN 4 DAYS*—

BUT—you can’t boot home in western Michigan without WKZO-WJEF!

If you’ve made a recent study of network station coverage in Grand Rapids, Kalamazoo and Western Michigan, it won’t hurt to “skip” this message. But if you haven’t—please read this summary:
The latest network coverage maps show that WKZO-WJEF deliver 2½ times more radio homes (night-time) than any other station or combination of stations. This means that WKZO-WJEF’s cost-per-family averages practically one-third of the cost of the next-best two-station combination.

Get the FACTS about Western Michigan and you’ll choose WKZO-WJEF every time. Ask us—or Lewis H. Avery, Inc.

* Bobby Permane did it in 1943-44!

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Push & Pull for Radio

Radio has a problem in simple arithmetic. Since Jan. 1, the FCC has authorized nearly 1,000 new stations, AM, FM and television. There were about 1,000 AM stations authorized or operating when World War II ended. Another 1,200 were on the air, or in hearing.

Thus, there will be upwards of 2,000 stations some months ahead. For the listener's ear, with a handful of them appealing to the eye as well. The United States, however, still has about 145,000,000 people, more than 90% of whom have access to radios in their homes or dwellings.

How can this new station "population" be accommodated? With more sets in use there will be a greater potential audience. With more stations and more ingenuity in programming, there should be more time listening more hours of the day. With new competition, there should be more aggressive selling of radio time. New stations will develop new personalities. There will be a tendency toward specialized programming.

Inevitably, there will be failures. That's the price of free competition. A half-dozen stations can't support production in 1946 which failed to support a single station before the war, and whose weekly newspaper just managed to squeak through. There will be brass-knuckle competition. It's a safe bet that five years from now the total number of licensed stations, whether AM or FM (television is another story) won't be 3,000.

Unless radio broadens its base promptly there's serious question where the attrition will stop. Radio's manufacturers must actively promote station service to encourage set sales. Broadcasters should just as actively promote receiver sales and service to maintain and strengthen their "circulation."

Broadcasters generally have resented failure of manufacturers to promote radio via radio, contending that without their programs, manufacturers would not be in business. And the manufacturers argue that without their sets there would be no "circulation."

These hen or the egg diatribes get nowhere. Peak year in radio set turnover was 1941—just before the war—when 13,000,000 sets were sold, having a value, with tubes and parts, of $610,000,000. After much tribulation and OPA controversy, manufacturers now have stepped up production to more than 1,000,000 sets per month—equaling or bidding fair to eclipse the 1941 volume.

If set manufacturers, on the basis of $600,000,000 gross (and that figure probably is low) would allocate just 5% of their revenue to exploit sales of receivers, there would be a budget of $30,000,000 for national regional and local station time. The manufacturers could, as they properly should, be the number one users of radio.

Broadcasters, by the same token, should turn all out in selling their "circulation" by promoting modern receiver sales, multiple receivers in homes and repair and maintenance of sets to procure maximum quality. They have a job to do in selling manufacturers, distributors and dealers on use of radio for effective selling of their products.

Radio, the art, should outdo itself in selling radio, the industry. And radio, the industry, has nothing more to sell than radio, the art.
Ranching in the vast expanses of the Great Southwest is a rugged business, and it is sturdy men like Ed Baifield—equipped with level heads, productive of sound and practical ideas, and the determination necessary to execute those ideas—who make a success of one of the nation's greatest and most lucrative industries.

Mr. Baifield owns and operates a big goat ranch near Junction, Texas, and not so long ago we received a letter from him, in which he expressed a few of his thoughts.

"We goat ranchers," writes Mr. Baifield, "don’t go to town but once in a while, so we don't get to go to a lot of shows and do a lot of other things that city folks do for entertainment, but we do have our radios. For quite a few years, I have listened to the fine programs on WOAI, and I just wanted to let you all know how much it means to me."

These words, coming from a man like Ed Baifield, cause us at WOAI to feel that our efforts toward providing the best possible programs have not been in vain.

Mr. Baifield goes on to say, "Besides your good programs, WOAI helps me to make money. I get the news and hear all about the market—that, lots of times, makes a big difference in the goat business."

Mr. Baifield concludes his letter by saying, "I don't have much time for letter writing and I'm not much good at it, but I did want to let you all know WOAI really helps me in a lot of ways—and how much I appreciate it."

We disagree with him on "not being good at letter writing" because he has expressed very aptly the views of thousands of ranchers, dairymen, farmers, oilmen and others, who do not go to town very often—whose daily newspapers, in many cases, reach them the day following publication—and whose chief source of entertainment and valuable information is WOAI, the only 50,000 watt, clear channel station in Southwest Texas.
Respects
(Continued from page 50)
he returned to Chicago in search of a job.
When he formed the agency with Mr. Peron (Mr. Peron had an ac-
count), it was because of a conviction inherited from his father that
few men grew rich on someone else's payroll. Their first accounts
were ideal, he says.

The accounts were ideal, he says.

If you got ulcers from a subnormal
diet, or blisters from pounding
pavements, the first two would
come in handy. If you made good,
the third could provide a swell
place to spend a vacation. Since
then the agency has acquired a
number of accounts specializing in
food and drinks, among them Ben
Gee (Chinese foods), CedarGreen
Frozen foods, Martin Food Prod-
ucts (Pal Peanut Butter), Honey-
bee Potato Chips and Mullin Food
Products. In the thrift department,
the agency handles James B. Beam
and Fifty Grand whiskies, Prima
Beer, Phillip Bloom Co. (cordials)
and Mistletoe Gin.

Most of the agency's accounts
use radio, with Prima Beer, Pal
Peanut Butter, and Ben Gee foods
supplying the bulk of more than
$200,000 in radio billing. The
agency also does considerable point-
of-purchase, carcard, newspaper
and outdoor advertising, with spe-
cial emphasis on merchandising.
Mr. Newby's hobby is helping
other people with their hobbies.
For example, he regularly sup-
plies young hobbiests of his ac-
quaintance with match folders
and cancelled post marks. He also
enjoys collecting liquor bottles
(empty) that are of foreign make
or unusual design or both.

His pride and joy, as well as
Mrs. Newby's, is their adopted
daughter, Cathleen Marie. By Mr.
Newby's standards, young Miss
Newby is a youngster to make
Margaret O'Brien and the early
Shirley Temple green with juve-
nile envy.

WANTED!

5,000 FM SETS WE
CAN BUY FOR CASH

This is an urgent appeal to receiver
manufacturers for 1946 sets equipped
with the new FM band. We are ready
to pay cash for all of them delivered
to us within the next 60 days.

We shall protect dealers and dis-
tribute these receivers through
regular retail channels. Our FM en-
gineers will make final decisions on
acceptability of all receivers offered.
And manufacturers will benefit by
the intensive campaign we are con-
ducting to promote FM.

Send immediately, express collect
to Syracuse, one sample of any model
you can supply in quantity. Or wire
or phone us at once, collect, what
you are able to offer. We want these
FM sets for Syracuse and Troy right
away. We mean business.

WSYR • FM
Syracuse, New York
Telephone 3-7111

WSYR • FM
93.5 mc
"FIRST IN SYRACUSE"

FROM the auditing department of
WOL Washington to singer with the
Tommy Dorsey Band, Holly-
wood's newest starlet, and winner
of the Dorsey nationwide talent
search—all in a little over a week—
is the story of Sherry Sherwood's
rise to fame [BROADCASTING, Aug.
19]. Last Monday the bandleader
announced that Miss Sherwood had
won the finals, and would appear
in his forthcoming picture, "The
Fabulous Dorsey's."

At 9 p. m. Monday she sang with
Tommy Dorsey's Band on his
coast-to-coast Mutual show. Fol-
lowing the program, WOL held a
"victory" party, while members of
the press interviewed Miss Sher-
wood and Mr. Dorsey over special
telephone lines from the WOL
studios. Thursday she started be-
fore the cameras for the movie.

NBC SHIFTS LOCALE
FOR MILES PROGRAM

BECAUSE of increasing interest
in Washington, D. C., as a top
domestic news center, NBC will
change the format of its News of
the World program heard Monday
through Friday, 7:15-7:30 p. m.,
putting news emphasis on Wash-
ington affairs by switching the
origination of the program from its
New York to Washington news-
room effective Sept. 23.

John W. Vandercook, who has
appeared on the program from
New York, will be dropped from
the show, and Morgan Beatty, who
has broadcast the Washington
news on the program for the past
four years will take over the m. c.
position. Mr. Beatty's reports will
be augmented from time to time
by special on-spot pickups from
Richard Harkness, Robert McCor-
mick, Bjorn Bjornson, Joe Hain-
line and Leif Eid of NBC's Wash-
ington newsroom. William R. Mc-
Andrew, Washington director of
news and special events, and David
Brinkley, night news editor, will
coordinate the Washington spots.
Miles Labs., Elkhart, Ind., spo-
sors the program through Wade
Advertising, Chicago.
THERE’S a very particular reason why the head of this horse appears in the symbol of WINR.

His name was Exterminator, and he was a great winner from the Triple Cities—Binghamton, Johnson City and Endicott. Owned by the late Willis Sharpe Kilmer, he lorded it over the rolling acres of Sun Briar Farm in the Triple Cities for thirty years.

He won the Kentucky Derby in 1918 at 30 to 1. King of the American turf for eight years, he won fifty races at all distances from six furlongs to three miles. In 100 stake races, he was out of the money only 9 times. His two-mile record is still unbroken.

He won in mud and on fast tracks, from the Atlantic to the Pacific, under all conditions. He won the Saratoga Cup four times, the Pimlico Cup three times, the Belmont Cup four times, the Autumn Cup three times. He beat Grey Lag, Sir Barton, The Porter, John P. Grier, War Cloud and Sun Briar.

The handicappers had to pile 140 pounds on him to stop him.

Col. Matt Winn said of Exterminator, “He was the king of them all.”

Each year, on May 30, the school kids of the Triple Cities used to make a pilgrimage to Sun Briar Farm to celebrate his birthday. They fed him sugar and romped with him over the turf of Sun Briar until he died at the age of thirty.

Yes, he was a great winner, and he belonged to the Triple Cities.

That’s why you see his picture on the symbol of a new winner in the Triple Cities—WINR, pronounced by everyone, “winner.”

Two great winners, we think, belong together.

A NEW RADIO VOICE to tell your story to the 225,000 people of the Triple Cities, where only one other station can be heard. A rich audience in a depression-proof market which enjoys the third largest individual average annual income in New York State.

N. B. C. in the Triple Cities

Endicott  Binghamton  Johnson City

BINGHAMTON, NEW YORK

HEADLEY-REED, NATIONAL REPRESENTATIVES

September 2, 1946  •  Page 53
The wide popularity of WMBD's personalities is one of the big reasons for the success of local programming. Throughout the broadcasting day, this steady parade of interesting people receives a warm-hearted welcome from Peoria. WMBD is proud of the outstanding talent and appeal of these stars.

Clockwise, starting at top:

Wayne West—350 pounds of fun and personality . . . singer . . . announcer . . . Director of Juvenile Theatre.
Milton Budd—top-flight Master of Ceremonies, Morning Personality Program. Loaded with showmanship.
Phil Gibbon—Ace News Editor. Has 25 years experience in Peoria news.
Mary Lou Grimm—popular Women's Director, Style Shows . . . women's interest programs.
Ozzie Osborn—able Music Director . . . impresario of WMBD's studio orchestra.
"Farmer Bill"—whimsical Farm Director. A real dirt farmer who handles farm problems with humor and understanding.
Cross Suggests Un Competition Plan

IN A FRANK attempt to arouse widespread interest in United Nations session, Christopher Cross, UN radio liaison officer, has projected a plan for a competition among U. S. stations with the test trips of video commercials at New York U. this fall. Designed for advertising personnel, course will deal with techniques of commercial television and the requirements of video departments in advertising agencies and radio stations. Course runs Sept. 30-Jan. 3.

Gerry Tonkin has been named manager of CITI, Rochester, N. Y., when the late Howard Clark, who was drowned (BROADCASTING, Aug. 5). Mr. Tonkin was formerly manager of OFB-Films, Inc., Paris, and on staff of CKBD Pictures, Ltd., Paris, France, and was named chairman of the radio section of the Toronto office of Northern Broadcasting & Publishing Co.

Ken Brown, manager of ROMA Oklahoma City, during past year which has been in Washington and New York.

Si Goldman, general manager of WRCA, New York, is the newest title given to the manager of Snipe International Regatta at Atlantic City. Aug. 21-23. Races will be held in Georgia, Switzerland, next year.

Arthur Casey, assistant to the general manager of WOL, Washington, has been appointed director of the Washington Advertising Club. He will serve for three years.

Robert O. Miller, general manager of WBIC, Chicago, has been named chairman of the panel on "Foreign Language Programming," for the National School Broadcast Conference which convenes in Chicago Oct. 27.

Cross Suggests UN Competition Plan

HOW YOU DOING WITH THE LADIES?

Let's say that you are an advertiser (or agency buyer) with a product directed to feminine users. Naturally you must consider America's third market in your advertising appropriation, but you might not want to buy a full program. So you cast about for one which has a large woman audience plus the added value of solid proven talent. If you do the kind of expert casting we think you will, you'll hook right onto KFI's topflight participating program — LADIES DAY — just the deal you want.

Holding the 4:00 p.m. spot from Monday thru Thursday, LADIES DAY is a favorite with Southern California housewives because: (1) the three jovial swains who conduct the program (Tenor Bill Stella, Tenor Bill Shirley, and Pianist-Organist Bob Mitchell) are terrific entertainers; (2) the program reaches listeners at a time when they can relax and enjoy it! Also, KFI welcomes the small amount of competition at this time period.

The extent of the audience for LADIES DAY was indicated recently when Bill Stella offered a folder of photos of the cast. Within a matter of hours well over one thousand folders had been requested, almost exclusively by married women residing in all income districts! Why not offer your product to these lovely eager ladies? Anyway, why not get more facts about LADIES DAY from KFI Sales or Edward Petry Company?
BUILD FOR NEW WITH Capitol’s

22 BIG-NAME PROGRAM

Shows with the Hollywood sparkle... with the glamour of good showmanship... with the stars and tunes that lure new listeners and attract new sponsors...

Build shows like these from Capitol Transcriptions.
A basic library of more than 2000 selections and a guaranteed minimum of 50 new releases each month. (Production schedules call for 70!)

Everything you need for smart show-building comes with Capitol’s service—brilliant opening and closing musical themes for 22 different programs, spoken introductions by the stars themselves, and musical interludes to background commercials.

As an extra help to your own station experts, Capitol suggests programming for 30 hours of snappy, pace-shifting entertainment each week. Dated program formats for more than 400 complete shows come to you every month... bringing new variety to your station schedules, and fresh approaches to prospective sponsors.

... Every Capitol Star Is An
SHOWS
SPONSORS

Transcription Service

FORMATS EVERY WEEK ★ ★ ★ ★

QUARTER-HOUR SHOWS LIKE THESE

"My Serenade"
Songs of Hal Derwin ★

"Gene Krupa"
Drums and rhythm ★

"Sunset and Vine"
Variety ★

"Enric Madriguera"
Latin rhythm ★

"Lullaby in Rhythm"
Buddy Cole at the piano, novachord, and celeste ★

"Jan Garber"
The idol of the airlanes ★

"Hawaiian Echoes"
Danny Kuaana's Islanders ★

"Organ Moods"
Pipe organ ★

"King Cole Trio"
Unique styling in songs and rhythm ★

"Dimin Sisters"
Great harmony ★

"Chuckwagon Jamboree"
Jack Guthrie and Shug Fisher ★

"Songs by Peggy Lee"
America's new song sweetheart ★

"Alvino Rey"
A new style in dance music ★

"Tex Ritter's Music Corral"
Western songs ★

"Rhythm Ranch"
Starring Wesley Tuttle ★

"Del Porter"
Novelty ★

TYPICAL HALF-HOUR SHOWS

"Music from Hollywood"
The best from America's Entertainment Capitol ★

"Sunday Salon"
George Kast ensemble ★

ONE-HOUR SHOWS

"Juke Box Review"
The finest bands and singers

"Alarm Clock Club"
Morning variety

"Hayloft Jamboree"
Western and hillbilly variety ★

Send for a Recorded Demonstration!

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

Audience Builder

Capitol
A DIVISION OF CAPITOL RECORDS

PROGRAM SERVICE FROM HOLLYWOOD
F T C  Files  Complaints  On  Radio  Advertisers

COMPLAINTS charging false and misleading advertising were filed last week by the Federal Trade Commission against two heavy radio users and an agency representing one. Defendants are Ralston Purina Co., St. Louis; Beecham Pills, Bloomington, N. J.; and the Beecham agency, Street & Finney, New York.

FTC challenged Ralston's advertising claims for Purina Startena, a baby chick feed, as "false, deceptive and misleading." Beecham's Pills was charged with "false and misleading" advertising claims with reference to the therapeutic properties of the pills.

FTC released the Ralston complaint Thursday and Beecham's ad action Friday. Both manufacturers and Street & Finney were given 20 days in which to file answers.

**Charges Against CBS**

NATIONAL LABOR RELATIONS Board notified CBS last week that the United Office and Professional Workers of America (CIO) had filed unfair labor practice charges against the network for the alleged firing of Roy Smith, a CBS technical operations supervisor for the Pacific region. The complaint, filed by the CIO's national office in Washington, D.C., charges that the station has officially notified its advertisers of the station policy that participating programs will not carry more than three announcements in one quarter-hour period, each announcement not to be of more than one-minute duration. Social announcements were banned by the station two years ago.

The station is now broad-casting in English, Italian, French, Spanish, Polish, Greek, Finnish and Ukrainian. WBXN is an affiliate for a FM station in New York.

**KIST STAFF READY TO START SEPT. 27**

HARRY C. BUTCHER, author of My Three Years With Eisenhowner, has assembled a staff of radio and war veterans for his new Santa Barbara, Calif., station, KIST, which goes on the air Sept. 27.

Owned solely by Mr. Butcher, for 13 years manager of the former WJSV Washington (now WTOP) and WCOS Washington, in charge of the CBS Washington office, the station will operate on 1340 kc with 250 w power. Construction permit was granted April 26. It becomes an NBC outlet.

General manager will be Fox Case, former CBS West Coast public relations director and assistant director of CBS Washington office. One of the salesmen for the station will be Mickey McKeogh, who was orderly to General Eisenhower when Mr. Butcher was his naval aide. Ex-Sergeant McKeogh has also written a book entitled Sergeant Mickey and General Ike.

William Royal, recently discharged from the infantry and producer of Five Star Final, news dramatization show, will be program director. He will work with his wife, Vivian, who is continuity director. Chief of the engineering staff is William J. Pickering, a captain with the Signal Corps for 18 years in Europe who was technical operations supervisor for European troop information and entertainment broadcasts. Berry Watson, who was in the Coast Guard during the war and has 15 years experience in news public relations, will head the news bureau.

**WBNX SETS RULINGS ON ANNOUNCEMENTS**

WBNX New York, continuing a revised program policy with emphasis on public service, has announced that during the freezing period of desirable time across the board for programs in the public interest.

At the same time, William J. Pickering, KIST's general manager, announced that the station has officially notified its advertisers of the station policy that participating programs will not carry more than three announcements in any 30-second quarter-hour period, each announcement not to be of more than one-minute duration. Social announcements were banned by the station two years ago.

The station is now broad-casting in English, Italian, Polish, Spanish, Russian, Ukrainian, French, and German. WBNX is an affiliate for an FM station in New York.

**Network Accounts**

New Business

BEN HUR PRODUCTS, Los Angeles (coffee), Sept. 16 starts for Don Lewis Pacific stations, Mon. through Fri. 4:45 p.m. (PST). Agency: Poole, Cone & Belding, Los Angeles.


DOMINION RECORDS, Vancouver, Canada (Pill box), has started half-hour weekly transcribed program on Mon.-Wed.-Fri. 5-5:15 p.m. Agency: Raymond H. Morgan Co., Hollywood, Los Angeles.

ENNEAR & BLYTH, Toronto, has assembled a staff of radio and television people, will have headquarters in Toronto, to handle advertising for a number of eastern Canadian stations. Agency is A. J. Denne & Co., Toronto.

C. E. BARDEN, vice-president and general manager of WJZ, New York, has been appointed director of publicity and special events at WBLD and WKBW, New York. Agency is Ben Tucker is Bobbiny Adv., New York.

**Spontaneous Advertising**

DODGE MOTOR CAR DEALERS of Kansas City have contracted for air time for a half-hour musical program on WINS New York, Mon. through Fri. 10-11 a.m. Agency: Foote, Cone & Belding, Los Angeles.

**Top News**

CYCLES 1601 P.O. Box 402 New York, N. Y. 10001

THE WARD BROADCASTING TNS FOR HUMANITY (President's Committee for Employment of the Disabled) has appointed H. F. Stanfield Co., St. Louis, to handle advertising.

**WBTN SETS RULINGS ON ANNOUNCEMENTS**

WBTN New York, continuing a revised program policy with emphasis on public service, has announced that during the freezing period of desirable time across the board for programs in the public interest.

At the same time, William J. Pickering, KIST's general manager, announced that the station has officially notified its advertisers of the station policy that participating programs will not carry more than three announcements in any 30-second quarter-hour period, each announcement not to be of more than one-minute duration. Social announcements were banned by the station two years ago.

The station is now broad-casting in English, Italian, Polish, Spanish, Russian, Ukrainian, French, and German. WBNX is an affiliate for an FM station in New York.

**Network Accounts**

New Business

BEN HUR PRODUCTS, Los Angeles (coffee), Sept. 16 starts for Don Lewis Pacific stations, Mon. through Fri. 4:45 p.m. (PST). Agency: Poole, Cone & Belding, Los Angeles.


DOMINION RECORDS, Vancouver, Canada (Pill box), has started half-hour weekly transcribed program on Mon.-Wed.-Fri. 5-5:15 p.m. Agency: Raymond H. Morgan Co., Hollywood, Los Angeles.

ENNEAR & BLYTH, Toronto, has assembled a staff of radio and television people, will have headquarters in Toronto, to handle advertising for a number of eastern Canadian stations. Agency is A. J. Denne & Co., Toronto.

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TWO TON BAKER

Big men don't always build big ratings. But "Two-Ton's" different. Not only has he more than his share of weight, a grand disposition, excellent voice, piano wizardry... but a larger share of Chicagoland listeners as well. Yes, sir, 'ole "Two-Ton's" morning Hooper tops 'em all as he does a consistently swell job of selling for the Hirsch Clothing Company over WGN.

Dick Baker, the congenial music maker, has been heard at 8:15 each week-day morning on WGN since May, 1944. His show is further proof that a good program, at the right time, on an outstanding station is bound to add up to successful commercial radio.

A Clear Channel Station . . . . .
Serving the Middle West

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 230 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
BOB EMERY, formerly on the production staff of WOR New York and for two years in charge of that station's sales promotion department, has joined the Du Mont television station WABD New York as manager of the station's promotion department. This recently organized department will be considered a client of the station's program operations department, headed by LOUIS A. SPOROS, which will provide facilities for sustaining shows as well as television advertising to service clients.

ROBERT BUTTON, assistant to THOMAS McCRAY, program manager, has been appointed night program manager of the network. RAYMOND O'CONNELL, member of the information department, has been appointed to succeed Mr. Button as assistant to Mr. McCray.

ED HAMLIN, continuity writer of WSTU Stamford, Conn., has resigned to become manager of sales operations at Circleville, Ohio, High School.

JOHN B. PAYNE, program administrative officer of CBC Montreal, is in Denmark on leave to assist his former station, CBC, as radio advisor to the Food and Agriculture Organization conference. He has served in a similar capacity in UNRRA and international conferences.

Rollo Hunter, production manager of WOR Hollywood station, and his wife were to be married in Los Angeles.

Alan Courtenay joins KYMR Denver Sept. 16 to present morning thru weekend programs. Courtenay's Commando sub-record program, Mr. Courtenay has been confirmed as a New York producer and conducted "Courtenay's Record Carnival."

Fred Semann has replaced Mary Naugle as program director of WOI San Antonio. Mrs. Boertman has resigned to return to her home in Kansas.

JERRE STONE of WDAS Philadelphia will be off to Europe for one month on State Dept. mission.

HELEN WARD, former vocalist with many top orchestras, has joined the program department of WOR New York. She will produce several new musical shows this fall schedule.

ALBERTA E. HACKETT, former administrative assistant to ROBERT ADAMS, has been named program manager at WDRC Hartford. She signed Sept. 1 to go to Hollywood where she will produce radio programs.

WILLIAM H. SCHWARZ, with CBS as chief engineer in charge of production, has been appointed a WABC producer-director.

Rolfe GALE has been assigned to write new "Dennie Day Program," sponsored by WJZ, CBS, New York.

JACK GREGSON has shifted from KFO San Francisco to WOR New York. Mr. Cook radio veteran by 22 years, will enter into contract with WABC for continued presentation of his popular "Dennie Day Program." Never without a sponsor, he currently is advertising "produced" programs with Colgate-Palmolive-Peet Co. (Bromo-Seltzer) and Conti Drug Co. (Bromo-Seltzer) and Continental Baking Co. (Wonder Bread).

HAPPY PAIR is Phil Cook (1) and Arthur Hill Hayes, general manager of WABD New York. Mr. Cook, radio veteran for 22 years, has been assigned m.c. on weekly regional network program, "Let's Laugh and Get Acquainted." He succeeds DON WILSON who resigned spot because of other network commitments.

ROSALIE GRAINER, member of KFI Los Angeles transmission department, has been married to Staff Sgt. Lewis O. Rose, a Japanese prisoner for 42 months.

MARILIO NEUMAYER, who portrays Joyce in Mutual's "Captain Midnight" series, Oct. 3 is to be married to Dr. Harrison Putnam Jr. of Canton, III.

ALBERT VAN ANTERP, writer of "Adventures of Red Ryder" on Don Lee Pacific stations, is recuperating from a serious illness and will return for his assignment for several weeks.

ROLFE GALE, long-time assistant program editor of KCMJ Palm Springs, Calif., has been named assistant program director of WDRC Hartford.

ANNE BRENTON, CBS Western Division director of music clearance, is in New York for Colgate-Palmolive-Peet Co. (Bromo-Seltzer) and Conti Drug Co. (Bromo-Seltzer) and Continental Baking Co. (Wonder Bread).

PauL SIMPSON, chief announcer and record m.c. at WJZX Jackson, Miss., is the father of a boy, Paul Jr.

MARIE MAHER, former publicity director of the Omaha Chamber of Commerce, has joined the program department of KOMO Kansas City. With Omaha World Herald when that paper acquired KFXN Mrs. Maher did continuity work with the station later joining KOBN Omaha as program director.

DICK LYN, out of Navy, and DAVE NAUGLE, also veteran of that service, have been added to announcing staff of KFI Los Angeles.

MARLOW WILCOX will handle announcing of NBC's "Truth or Consequences" when program resumes Sept. 14. He also announces "Pibber McGee Show.

PERRY W. CARLE, released from Army and prior to that on staff of KINY Omaha, has been named to WABA Madison, Wisc., as continuity director and announcer.

BILL HIGHTOWER, program director of WSTU Stamford, Conn., has been granted a year's leave of absence to take over his father's laundries in Texas. He is being loaned by the Army for temporary duty with UN for at least four months, he said.

Projected plans, according to the general, are to make use of the powerful vhf transmitters on both the East and West Coasts formerly used by OWI, now operated by the State Dept. "The work will fill all the use of broadcasting facilities in every country," he explained. "The State Dept. transmitters will probably send signal over vhf with directional antennas for the various nations. The signal will then be channeled through the regular longwave facilities to the listeners."

He said that recorders may be used in some localities where time differences make live broadcasting inconvenient.

Entire sessions will be broadcast, in all probability, he said, with activities translated for the various nations receiving the signal.

"Eventually we will have a UN radio station," he said, "but at present we will use facilities now available."

General Stoner set up the worldwide communication network used by the Army throughout the war. "I only hope we can do the same thing again," he commented.

"There is a tremendous need for an understanding of what these conferences are accomplishing. Radio is undoubtedly the fastest and the most efficient means of reaching the people throughout the world for whose benefit these meetings are being held."
In Toledo, the hub of the interior manufacturing belt, 151,000 people employed by 684 manufacturing and industrial plants celebrated Labor Day today. These workers, it is estimated, will earn $375,000,000 this year and the normal percentage of these earnings will be directed into consumer markets to supply their needs.

The "buying habits" of these people—as well as the balance of the population of Northwestern Ohio and Southern Michigan, are influenced greatly by what they "hear" advertised.

Reaching the ears of more than 2,000,000 people in Northwestern Ohio and Southern Michigan is a task performed 19 hours a day by WSPD. This listening audience has been developed throughout the past 25 years by broadcasting the finest network features, greater news coverage, special events and a variety of top-notch locally produced programs.

To the advertiser WSPD offers 25 years of experience in building streamlined selling programs—new program ideas and a quarter-century's experience in merchandising "know how"—geared to reaching the right people at the right time.

Add the two together and you receive concentrated coverage of one of America's major industrial centers plus "speedy" sales results in a $700,000,000 market.

JUST ASK KATZ

WSPD TOLEDO, OHIO
A Fort Industry Station
5000 WATTS - N.B.C.
Plans for a 43-Station FM Network In Texas Given at Austin Radio Forum

ARNOLD WITTMAN, director of the school plant division of the Texas State Depl. of Education, revealed to radio men and educators attending the third annual Radio and Audio-Visual Education Forum Aug. 15-16 at Austin that tentative plans have been drawn for a network of 43 FM radio stations in Texas.

The progress made toward state-wide FM educational networks in Oklahoma and Louisiana was reported at the conference. Dr. Sherman Lawton, director of radio at the U. of Oklahoma, said the plans in his State were still largely on paper, although several FM stations are operating at educational institutions.

Ralph Steetle, director of radio at Louisiana State U., said LSU has received its construction plans, frequency assignment and call letters WLSU and hopes to get its frequency assignment and call letters for a network of 43 FM radio stations.

"We believe we can reach certain minority groups," he said, "and by minority groups I mean in a racial or religious sense. "and by minority groups I mean the minority group that leans, for instance, where a commercial AM station is now operating, there are only 800 FM sets."

LAWTON VIEWS

"The industry generally has responded to the Blue Book with an aggressive defensiveness which suggests a guilt greater than the industry need confess," Dr. Lawton said in an address to the forum.

"Generally speaking," he continued, "American commercial radio has had a superb job and has given generous and enlightened attention to its public service responsibilities. There are exceptions, of course, and it is to these exceptions that the Commission pointed."

Dr. Lawton told the group that many of the bright hopes for education through radio in the early days of the industry had since dimmed. But he added, rather than blaming the failure on radio, the blame should be on the part of the educators. "It has long been true that radio, the telephone, the newspaper and various "soap serials" employing amplifier for AM or FM use and producing a high fidelity 10-w monitor-"

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The GATES "5M" System

For Versatility:
(Entirely suitable for FM installations)

For Performance:

New Speech Input Equipment...

The 5M Control Console

The latest contribution by GATES engineers to Station versatility and high performance in speech input procedure, is the New GATES "5M" System, here shown for the first time.

Consisting of the redesigned 5M Control Console for split-second adaptability and newly streamlined for eye appeal, and two Gates engineered Equipment Racks as shown, the 5M System is the ONE adaptable equipment to install for Station technique and showmanship.

The 5M Equipment Racks

For the Medium and Large Size Station

The GATES-5M System fits the requirements of the medium and large sized broadcasting station. The overall frequency response for either the program or monitoring circuits is entirely suitable for FM installations, as the response is essentially flat from 30 to 15,000 Cycles. Many combinations of circuits may be set up by means of the switches and the patch panel on the Equipment Racks, and are then controlled by the mixers and switches on the front of the Control Console. The equipment, as shown here, provides 2 program amplifiers, a loud speaker Control Panel, monitoring amplifier, switch provision for selecting 25 remote lines, talkback to any of the remote lines, 9 preamplifiers, power supply for preamplifiers, and switch and fuse panels for controlling power to each Rack. Terminations at the bottom rear of each Cabinet may be connected to provide practically any permanent arrangement necessary.

Write for detailed specifications

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

Exclusive Manufacturers of Radio Transmitting Equipment...since 1922

NEW YORK OFFICE:
9th Floor
40 Exchange Place
Worthy of an Engineer's Careful Consideration

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

Decisions ...

AUGUST 23 TO AUGUST 29

AM—860 kc
WBBB, Aiken, S. C.—Designated for consolidated hearing the application of Anderson Bestg. Co. Inc. for a new station to operate on 860 kc, 1 kw, daytime only, with application of WBBB for a temporary exceptions to operate on 860 kc, 250 w, daytime only, with application of WBBB to change facilities from 1450 kc, 250 w, unlimited time, to 1310 kc, 1 kw, 5 kw, unlimited time.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending Aug. 1, 1949: KANS KJLR KFXX KNOP KZTV KZNL KTVF. WBBW WCBW WQCM WJMC WJNC WTBR WKBW WECO WLES WCAC and Auxiliary.

The following stations were granted renewal of licenses for the period ending May 1, 1949: KROD KFWA.

KTKO Oklahoma City, Okla.—Granted renewal of license for the period ending Aug. 1, 1949. KSRO Santa Rosa, Calif.—Granted renewal of license for the period ending Nov. 1, 1949. WKGC Nashville, Tenn.—Denied petition for renewal of license for the period ending Aug. 1, 1949.

WHKC Columbus, Ohio.— Granted renewal of license for the period ending Aug. 1, 1949.

WGBK McComb, Miss.—Temporary license granted for the period ending Nov. 1, 1949, pending receipt of report of inspection of technical operations of station.

Licenses for the following stations were further extended upon a temporary basis for the period ending Nov. 1, 1949, pending receipt of additional information requested of applicants under Sec. 308(b) of the Communications Act.

The following stations were granted extension of licenses for the period ending Aug. 1, 1949, pending receipt of renewal application.

WJXL Dallas, Tex.—Pending application for renewal of license for the period of 60 days, pending final determination of hearing in applications of standard station.

AUGUST 26

The following stations were granted renewal of licenses for the period ending Aug. 1, 1949: KANS KJLR KFXX KNOP KZTV KZNL KTVF. WBBW WCBW WQCM WJMC WJNC WTBR WKBW WECO WLES WCAC and Auxiliary.

ACTIONS ON MOTIONS

WCMU Ashland, Ky.—The Commission, on its own motion, ordered that the hearing now scheduled for Aug. 28 at WCMU, in re application for CE of the license be continued without date until further order of the Commission.

John H. Fitzgibbon, et al, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—The Commission, on its own motion, ordered that the consolidated hearing on applications of Fitzgibbon, et al, and B. Loring Schmidt, now scheduled for consolidated hearings on Sept. 23, 1949, and the issues upon which said applications will be consolidated, shall include a determination as to whether the operation of a proposed station in the area in which the stations of either 100 w or 250 kw, unlimited time, would violate existing or proposed propagation conditions. The Commission determined that such determination should be made and extended the hearing to include a determination as to whether the operation of a proposed station in the area in which the stations of either 100 w or 250 kw, unlimited time, would involve the same existing or proposed propagation conditions. The Commission determined that such determination should be made and extended the hearing to include a determination as to whether the operation of a proposed station in the area in which the stations of either 100 w or 250 kw, unlimited time, would involve the same existing or proposed propagation conditions.

*Commissioner Durr voting for further inquiry.

(Continued on page 69)
Cleveland Smiles

THEY smiled all one week in Cleveland, prompted by the lone-hand Smile Week promoted by Don Bell, of WJW Cleveland. Idea originated when Elmore Bacon, Cleveland News radio editor, complained he hadn't seen a smile in two weeks of vacationing. Mr. Bell thereupon instigated the campaign on his Don’s Early Light program. Listeners were urged to smile at people and then write in about their experiences. Prizes were offered for 13 best letters.

Regionals Take BMB


Noxzema Resumes

NOXZEMA CHEMICAL Co., New York (Noxzema and Noxzema shave cream), Sept. 7 resumes Mayor of the Town on 140 CBS stations Sat. 8:30-9 p.m. (EDT). Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

INITIAL BROADCAST of the new WKNB New Britain, Conn., proved pleasing to executives of the 1 kw daytime outlet which operates on 840 kc. They are (1 to r): Harry Hatsing, vice president of the New Britain Broadcasting Co., licensee; Julian Gross, president; Walter M. Windsor, station manager; Chester Bland, Connecticut industrialist who is treasurer of the company; and Joseph W. Roche, member of the board of directors.

Club for Foreign Brides Is Organized by KRNT

SERVICE club for foreign brides of ex-servicemen has been started at KRNT Des Moines and promises to spread to other cities. Idea was conceived by Wynn Hubler Speece, “Good Neighbor Lady” of the Cowles outlet, developing out of a luncheon of brides she had interviewed on her daily program.

The brides voiced a desire to study American citizenship, visit historical places, learn American literature and look into such organizations as Parent-Teachers Assn. Other activities include recreational programs at veterans hospitals, boxes for war orphans and Christmas parties for the orphans.

Safeway Operas

SAFEWAY STORES, Oakland, Calif. (institutional), will sponsor broadcast of entire San Francisco Opera Company presentations over special hook-up of four Pacific Coast stations, starting Sept. 17. For five weeks average of two operas weekly are to be broadcast 8 p.m.-12 midnight. Agency is Foote, Cone and Belding, San Francisco.

Guittard Replaces

GUITTARD CHOCOLATE Co., San Francisco (Flavor-Rich Ground Chocolate), has started two quarter-hour weekly mystery shows, Crook’s Cruise and Holiday for Homicide on full CBS Pacific network, KGVO Missoula and KFBB Great Falls. Series replaced That’s a Good Idea. Agency is Garfield & Guild, San Francisco.

Six to Hooper


Sermon Overtime

TO BROADCAST addresses of Dr. E. Stanley Jones and other religious leaders, WSVA Harrisonburg, Va., a daytime station, obtained FCC permission to remain on the air until 9 p.m. during the Massanetta Bible Conference at nearby Massanetta Springs, Va., Aug. 12-25. Station carried two hours of the conference program every night.

TOTAL RATED PERIODS*

*HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

Page 66 • September 2, 1946
Voltaire

SAID: "I do not agree with a word that you say, but I will defend to the death your right to say it." This famous utterance was made in recognition of the need for freedom of speech for a free people.

AS TRUE TODAY AS IT WAS THEN

WJR

THE GOODWILL STATION, INC., FISHER BUILDING, DETROIT
Michigan's Greatest Advertising Medium
CBS BASIC AFFILIATE • REPRESENTED BY PETRY & COMPANY
New WOHS Now on Air; Affiliated With Mutual

WOHS Shelby, N. C., new 250 w station on 730 kc, was scheduled to join Mutual network yesterday (Sept. 1). O. Max Gardner, under-secretary of the Treasury, was to speak in celebration of the event.

Principal speaker at dedicatory exercises Aug. 25 was Sen. Clyde R. Hoey (D.-N. C.). The station first went on the air Aug. 21 from its newly-constructed studios on Highway 74 at western outskirts of Shelby. Lee B. Weathers is president of Western Carolina Broadcasting Corp., which owns and operates the station. Jean W. Schenck is vice president; Henry Lee Weathers, secretary, and Holt McPherson, treasurer. Robert M. Wallace is station manager and Steve Woodson, formerly of WRAL Raleigh, N. C., is program chairman.

New Firm Is Organized To Sell Freelance Work

BLOCH-JOSEPH & Assoc., Cleveland, has just been organized to sell nationally the radio productions of independent producers and writers. Central offices are located at 310 Citizens Building, Cleveland.

The firm will have representatives in New York, Chicago, Hollywood and other major cities. It will also represent in the Midwest a number of New York and Hollywood production organizations.


BBC-Film Meeting

NEGOTIATIONS of the British Broadcasting Corp. with the British film industry have been suspended pending a September meeting between the Television Advisory Committee and motion picture representatives. Anxious to safeguard its interests should television become the method of distributing films to cinema, the industry will ask if BBC is to have television monopoly in all aspects.

It is understood that BBC has planned a sizable program for production or hiring of films for telecasting, preferring this method to live telescasts.

Video Survey

AN AVERAGE home television audience of two men, two women and one child watched the Let's Dance program produced by ABC for Chevrolet Division of General Motors and telecast on WABD New York and WPTZ Philadelphia, according to survey conducted by Richard Manville, research consultant, in both cities. Using questionnaire method, survey produced item-by-item analysis of reaction to telecast, which overall showed an entertainment index of 34.

First in Birmingham

With The Programs Listened To Most!

★ Kaltenborn
★ Fred Waring
★ Dr. I. Q.
★ Frank Morgan
★ Mr. District Attorney
★ Sigmund Romberg
★ Alec Templeton
★ Tommy Dorsey
Given petition requesting leave to amend its application for a new FM station.

Altoona Best., Co., Altoona, Pa.—Granted petition requesting leave to amend application so as to specify the frequency 1230 kc, 250 w, unlimited time in lieu of 1230 kc, 250 w, unlimited time, and show revised costs of construction, etc. The amendment was accepted and application removed from the hearing docket.

Peoples Radio Foundation Inc., New York—Granted petition for leave to amend its application for FM construction permit so as to change paragraphs 8 and 11 to show the election of Eugene Brown, Leslie A. Goldman, Milton Robinson and Marvin Wolfson as directors of the corporation, and submit information concerning each of aforementioned directors, and the amendment was accepted.

Eastern Idaho Best., and Television Co., Idaho Falls, Idaho.—Granted petition for leave to amend its application for CP so as to specify the frequency 1450 kc instead of 1220 kc; and to submit amended engineering report to reflect the change in frequency. The amendment was accepted and application removed from the hearing docket.

Donald W. Reynolds, Ft. Smith, Ark.—Granted petition requesting leave to amend its application for CP so as to specify the frequency 900 kc, 1 kw, daytime, instead of 1230 kc, 250 w, unlimited time, and make changes in paragraph 17. The amendment was accepted, the application removed from the hearing docket, and further ordered that the petition insofar as it requested the hearing be adjourned to Washington for the sole purpose of receiving testimony, etc., the amendment granted; conditions.

KTOP Inc., Topeka, Kan.—Granted petition requesting leave to amend its application for CP to show deletion of J. J. Hoverka as a stockholder and the name of J. P. Harris as a director and substituting Wendell Elliott as a stockholder and director of the corporation, and the amendment was accepted.

The Yankee Network Corp., Boston, Mass.—Granted petition for leave to reopen the record in the hearing upon petitioner’s application for a new FM station and the applications of some other applicants for FM stations in the Boston area, for the purpose of incorporating in the record an engineering study relating to an overlap that may result from the granting of the FM applications of petitioner now pending before the Commission and excerpts from the record in Docket 7027 also relating to said overlap problem; the engineering report and excerpts from the record in Docket 7027 and the petition were accepted; the record in Docket 6993 was reopened for the sole purpose of incorporating therein the said engineering report and excerpt; and without further hearing and engineering report and excerpt from the record in Docket 7027 was made a part of the record in Docket 6993.

E. T. Wright, Orlando, Fla.—Granted petition for leave to amend its application for CP so as to specify the frequency 900 kc, 250 w, daytime, instead of 1230 kc, 250 w, unlimited time, and make changes in paragraph 17. The amendment was accepted and application removed from the hearing docket.

The Meadville Tribune Best., Co., Meadville, Pa.—Granted petition for extension of time within which to file exceptions to the proposed decision of the Commission in re: the change in frequency. The amendment was accepted, and application removed from the hearing docket.

Veterans Best., Co., Inc., Rochester, N. Y.—Granted petition requesting Commission to change location of new station, including Sept. 12, 1946, in re application of petitioner and that of Rochester Best., Corp., and to extend time in which Meadville Tribune Best., Co., may file exceptions to the decision of the Commission extending time in which to file exceptions. Waiver of Sec. 3.55(b) of the rules granted; conditions.

WLVA Lynchburg, Va.—Granted petition for leave to amend its application for CP so as to allow the repetition of time within which to file exceptions to the proposed decision in Docket 6993, as amended, to be dismissed.

WBTM Danville, Va.—Granted petition requesting extension of time within which to file exceptions to the proposed decision in Docket 6993, as amended, to be dismissed.

WCMH Ashland, Ky.—The Commission, on its own motion, ordered that the consolidated hearing on these applications now scheduled for Aug. 29, be continued without date, and, subject to further order of the Commission.

WTBS Madison, Wis.—Granted petition for leave to amend its application for CP so as to allow the repetition of time within which to file exceptions to the proposed decision in Docket 6993, as amended, to be dismissed.

WPVU Pulaski, Va.—Granted license to cover CP for a new station to operate on 1230 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. Waiver of Sec. 3.60 of rules granted; conditions.

WTOO Toledo, Ohio.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time. Also authority to determine operating power by direct measurement. Waiver of Sec. 3.60 of rules granted; conditions.

KWST Trinidad, Col.—Granted license to cover CP which authorized a new station to operate on 950 kc, 1 kw, unlimited time. Also authority to determine operating power by direct measurement. Waiver of Sec. 3.60 of rules granted; conditions.

KARC San Antonio, Tex.—Granted license to cover CP which authorized increases in power to 3 kw, change in transmitter equipment, change in antenna, approval of transmitter location at 1126 East Cragar, San Antonio, and approval of location at 1126 East Cragar, respectively. Permitted is granted waiver of Sec. 3.60 of the rules; conditions.

KFYR, Inc., Rapid City, S. D.—The Commission, on its own motion, authorized a new station to operate on 620 kc, 2 kw, unlimited time. Also granted authority to determine operating power by direct measurement.

KSPL Alexandria, La.—Granted license to cover CP which authorized decreases in power to 2 kw, change in transmitter, change in antenna, and approval of transmitter location at 1236 North Second Street, Alexandria, and approval of new location at 1236 North Second Street, respectively. Waiver of Sec. 3.60 of rules granted; conditions.

WWDN Washington, D. C.—Granted license to cover CP which authorized increases in power to 3 kw, change in transmitter, change in antenna, approval of transmitter location at 1234 Pennsylvania Avenue, Washington, D. C., and approval of new location at 1234 Pennsylvania Avenue, Washington, D. C. Waiver of Sec. 3.60 of rules granted; conditions.

KXPN, Inc., Rapid City, S. D.—The Commission, on its own motion, authorized a new station to operate on 620 kc, 2 kw, unlimited time. Also granted authority to determine operating power by direct measurement.

The NEW Western Electric 10 KW FM Transmitter

An Outstanding Feature—full tube visibility. You get it in all the FM transmitters in Western Electric's new line. You get many other important features you want, such as unexcelled performance... large, easy-to-read meters... access to components and appearance with prominent display of your station call letters.

For details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or ASK YOUR LOCAL Graybar BROADCAST REPRESENTATIVE

BUFFALO BROADCASTING CORPORATION

BUFFALO, N. Y.

September 2, 1946 • Page 69
For Complete West Texas Coverage

Use the Stations that Give It!

KRBC - KBST

Alehine Big Spring

KGKL San Angelo

For Low Combination Rates
Contact John E. Pearson Co.

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Broadcasting • Telecasting

Solve Mystery

WSTC Men Find Missing

—Man and Children—

JULIAN SCHWARTZ, news editor of WSTC Stamford, Conn., and Ernest Hartman, night announcer, solved the mystery of an apparent drowning Saturday night Aug. 25, and had the entire story ready for an 11 p.m. newscast.

In the hope of inducing his missing wife to return, according to police, Abraham Kohn left a suicide note, then embarked in a boat, taking with him his four children and an adopted Chinese boy. The boat was later found overturned 20 miles from shore.

It was believed, however, that the five missing persons had swum ashore. Acting on a tip, Mr. Schwartz reached Kohn on the telephone at a hotel in Milford, Pa., and the two talked. Mr. Hartman notified Stamford police. A few minutes later Pennsylvania troopers took Kohn into custody.
Disputants in “Guiding Light” Case Will Try for Settlement This Week

FINAL chapter in one of radio’s longest serials—Guiding Light, or Who Owns It? may be written within the week if attorneys for Irma Phillips, defendant, and Emmons Carlson, plaintiff, are able to come to terms. The negotiations are expected to get underway “sometime this week” according to attorneys for Mr. Carlson, NBC Central Division promotion and advertising manager, who has successfully fought his way to the Supreme Court of Illinois in his contention that he is half owner of the lead-off program of the NBC General Mills Hour. Despite the fact that he holds a court verdict acknowledging him as a partner with Miss Phillips in the common property of Guiding Light he has been unsuccessful in obtaining an accounting of funds, and the legal maneuvers taken by both parties have added a few chapters to Blackstone.

As the case stands now, attorneys for Miss Phillips have until Sept. 6 to avoid a threatened contempt action by agreeing to a settlement. Principal barrier to a meeting of the minds for both parties is the matter of taxes on earnings already declared by Miss Phillips. From unofficial sources, it is understood Miss Phillips’ attorneys have made one offer of $100,000 to settle the case which began in 1937, but that Mr. Carlson’s counsel have rejected it in favor of $300,000.

Tax Question

On the matter of taxes the problem before Miss Phillips is whether or not the government will allow a deduction for the settlement or make restitution on past earnings. Attorneys for Miss Phillips denied they would have to answer to contempt proceedings on the grounds that an agreement “already existed” between counsel for both parties that no accounting would be given during the time required for discussing an out-of-court settlement.

“It’s purely a case of one attorney for Carlson not knowing what another attorney in the same firm is doing,” Harry Freeman, of Freeman & Freeman, declared.

“We have made no offers to settle as yet but we do expect to sit down and discuss the matter sometime this week,” Mr. Freeman said.

Terms of such negotiations will hinge on the tax experts, he added.

These are problems to be ironed out before fall session of Cook County Circuit Court Sept. 6.

Meanwhile, NBC, General Mills and Carl Wester, producer of the General Mills daytime serials completed arrangements moving two more of the General Mills programs to the West Coast. On Sept. 2, Today’s Children (1:15-1:27 p.m. CDT) and Woman In White (1:32-1:45 p.m. CDT) will originate from NBC Hollywood studios. Guiding Light (1:00-1:15 p.m. CDT) and Betty Crocker (1:27-1:32 p.m. CDT) will continue to be heard from Chicago.

An injunction restraining Mr. Wester or NBC from transferring Guiding Light beyond the jurisdiction of the Illinois courts was handed down May 1.

Canada Set Licenses

A TOTAL of 1,754,851 radio receiving licenses were sold during the 1945-46 fiscal year, for $4,360,379, Reconstruction Minister C. D. Howe stated at Ottawa Aug. 26. A total of 8,749 persons were convicted for failure to purchase receiving licenses. License fee is $2.50 annually per household. Cost of administration and collection of receiving licenses amounted to $327,593. War veterans are given preference in selling the licenses on a door-to-door basis at the beginning of each fiscal year on April 1.

NEW PLEXIGLASS BANDBOX
one of the highlights of the 1946 Parade of Stars promotion, is inspected by officials of WBAL, NBC affiliate in Baltimore. They are (1 to r): Jack Tappin (kneeling), sales service manager; Harold C. Burke, WBAJ manager; and Don DeGroot, program manager. Bandbox is being used by NBC stations as a combination display and filing cabinet for the promotion materials from network headquarters.

Radio Aids Patient

WHEN local newspapers were unable to contact a 4-0 type blood donor needed immediately for Mrs. Jewel Tolson, WLAW Lawrence, Mass., broadcast the appeal. Ralph W. Frederickson, a public utility mechanic, heard the broadcast and submitted to the transfusion which pulled the patient through.

Jackson Named Manager Of KGNC in Amarillo

AUBREY JACKSON, assistant station manager of KGNC Amarillo, Texas, will become resident general manager Sept. 1, it was announced last week by Ted Taylor, executive general manager of Taylor-Howe-Snowden Radio Stations, owner. Mr. Jackson replaces Waymond Hollingsworth, who resigned to become secretary and general manager of the American Quarter Horse Assn. Mr. Jackson joined KGNC 10 years ago, becoming commercial manager in 1942.

GOODWILL GRENADE
Milwaukee Journal - WTMJ

TRAVELING variety shows of WTMJ Milwaukee, which toured Wisconsin during the summer, played to a total audience of 100,000 and far exceeded expectations in goodwill and promotion results, Bruce Wallace, assistant station manager, announced last week. Besides Grenadiers and Pay ’Em or Pay ’Em, fed back to Milwaukee and broadcast, station artists staged 1½ hour variety shows in each city. Milwaukee Journal, station owner, paid expenses.

There was no cost to the cities, and no admission charged for the appearances. Both the station and the paper did the stunts as a goodwill gesture, the Journal being especially interested because the paper shortage has made it impossible to fulfill circulation demands. The paper feels that as a result of the tour, wider circulation will result after paper situation eases.

Starting July 16, and for six consecutive Tuesdays through Aug. 20, the entire cast of the audience participation variety show which has been on WTMJ for over 14 years, visited Wisconsin cities. The group presented two broadcasts and a 90-minute free concert in each city. All programs were heard on WTMJ.

Extensive promotion preceded the group into each city. In Water town 17,000 persons attended the three shows, and the day was proclaimed “WTMJ-Grenadier Day.” Civic organizations cooperated fully, as did the local newspapers. “They have used every WTMJ story and picture sent to them,” says Mr. Wallace.

Mr. Jackson

Mr. Jackson
Industry Meet Planned For Controllers Session

IN CONJUNCTION with its annual meeting of Controllers Institute of America, Sept. 17 an industry conference of controllers of companies in the radio, electronics and electrical fields will be held in an NBC broadcasting studio, New York.

Conference will be conducted by Alexander MacGillivray, controller of RCA, Camden, N. J., with John D. Grayson, treasurer of Hazeltine Electronics Corp., New York, serving as vice chairman.

L. M. Nichols, controller of the General Electric Supply Corp., Bridgeport, Conn., will speak on "How to Handle the Problem of Pyramiding Orders" and Lisle W. Adkins, controller of The Crosby Corp., Cincinnati, will discuss "Forecasting Sales and Expenses." Television program also will be a feature of the gathering.

General sessions and remaining 11 industry conferences in a diversity of fields will be held in the Hotel Commodore, New York, Sept. 15-18.

INTRODUCTION TO WHUM

Now Reading Outlet Using All-Out Promotion
Campaign Among Advertisers, Listeners

AT A COST of $5,500 WHUM, new Reading, Pa., basic Mutual station, is carrying on an outstandingly diversified promotion campaign aimed at both listeners and advertisers. Managed by Robert G. Magee, the station was on the air yesterday (Sept. 1.)

Cost of the campaign includes 100 radios to be given away.

Direct mail promotion to 200 local advertisers began Aug. 12. Six different cards, promoting six separate shows, were mailed on successive days to a hand-picked advertisers list. Two days after final card, a personal letter went out from Mr. Magee, giving complete information about broadcasting time, programming policies, management and coverage.

A second letter was mailed Aug. 19, reminding the advertiser there was still time. A novelty postcard Aug. 22 featured a list of first 13 WHUM advertisers.

A full-page newspaper ad featuring outstanding programs to be carried by WHUM ran in the paper Aug. 31, but the mail list of advertisers received a preprint Aug. 28. Clipped to the preprints were WHUMemos saying: "It's a sample of the big-time promotion and big-time presentations that go hand in hand at WHUM."

Listener promotion includes a 24-sheet billboard shown during September, featuring the faces of WHUM stars. Standard station colors, teal blue and burgundy, are used in all displays.

During the first two weeks in September, all busses and street cars will carry the story of WHUM shows on outside car cards. Charter advertisers will have window cards and streamers.

In the Berkshire Hotel, location of WHUM studios, cards were placed in elevators and at floor entrances to elevators. WHUM stickers are attached to every room radio. Associated Press headlines, printed by WHUM, are being distributed at tables in dining rooms of the hotel.

Newspaper advertisements introduced the staff of the station, enumerated its stars, and featured on Aug. 31 a radio give away offer made to WHUM listeners during first month. The station's agency is Beaumont, Heller & Sperling, Reading.

Cunningham Drive

Cunningham's, midwest drug chain, has started an extensive promotion campaign for its new feature program featuring Tony Weitzeil, WHUM Detroit commentator and Detroit News columnist, Nate S. Shapero, president, and Ches B. Larsen, executive vice president of the chain, said the chain is using hundreds of spot announcements along with newspaper ads, window displays and billboards. Mr. Weitzeil is heard on WHW nightly at 6:40, combining human interest and personality material.
RADIO UNAFFECTED
By Lobby Law Unless Paid
Lobbyists Are Hired

RADIO will not be affected by the new Federal Regulation of Lobbying Act (Title III, Legislative Reorganization Act of 1946) unless lobbyists are employed specifically to influence pending legislation, a study of the new law discloses.

Section 307 provides that the Act shall apply to any person, except recognized political committees, who solicits, collects or receives money or “other things of value” to be used “principally to aid” in passage or defeat of legislation in Congress or to influence “directly or indirectly” the passage or defeat of legislation pending in Congress.

Section 308 provides that any person “who shall engage himself for pay . . . for the purpose of attempting to influence” passage or defeat of legislation shall register with the Clerk of the House and the Secretary of the Senate.

The provision exempts “any person who merely appears before a committee of the Congress . . . in support of or opposition to legislation.” Newspapers and periodicals taking editorial stands for or against particular legislation also are exempt.

According to Congressional sources, radio would be affected only if a station, network or group of stations or the NAB employed a person specifically to influence passage or defeat of some measure.

D. C. Video Tower

APPROVAL of a 400-foot television tower has been granted by the District of Columbia Board of Commissioners. The tower will also carry an FM antenna. The tower and television-FM transmitting plant will be located on the campus of American U., one of the high spots of the District of Columbia. The university plans to utilize the facilities in connection with its courses for students.

WALTER HEBNER has been shifted to Hollywood as recording supervisor of RCA Victor, working with Art Rush, director of artist relations in that city.

JOSEPH CHERNIAVSKY, former musical director of WLW Cincinnati and with the American Broadcasting Co., New York City, has joined NELKETS Radio Producers. The company is under the direction of Paul R. Miller.

SHERWOOD LAMBERT has been appointed to the staff of the National Broadcasting Co., New York. Formerly with the Army Radio Station, Lambert was associated with the Mutual Broadcasting System.

Section 2 of the Blue Book, “The FCC’s current move [Blue Book] may well spend itself if public interest—which means the FCC,” according to Mr. Free.
MBS Variety

NEW MUSICAL variety show, "Gold and Silver Strings," starts Sept. 14 on MBS 9-9:30 p.m., featuring Ray Bloch's Orchestra and Comedienne ("Ace Oar") James. Blending songs and comedy reminiscent of old-time radio days, Miss James, billed as the female Rochester, will lend her voice to comedy with Jack Arthur, m.c. of show.

WEAF News Roundup

NEW five-week program, "Metropolitan News Round-Up," starts Sept. 2 on WEAF NEW YORK, 12:15-12:30 p.m. Program will feature news contributions from following metropolitan newspapers: New York Daily News, Brooklyn Eagle, Bronx Home News, Newark Star Ledger and Winchester Daily Press, which will be represented through White Plains Reporter Dispatch.

Morgan on ABC

HENRY MORGAN, who is heard on W2Z NEW YORK, Monday through Friday, 12 noon to 12:30 p.m., will make his debut on ABC, Sept. 3.

WANT A GOOSE FROM "GANDER (Ky.)?"

Well, it wouldn't be a golden goose from Gander, anyway. Gander, a real Kentucky fried, and fairly typical of its way. But even a thousand Ganders wouldn't be anything to hang about! That's why we've so darned lucky to be able to offer you the Louisville Trading Area, alone—"the white meat" of this entire State, without the feet and necks! Want a hunk? Okay, pass your plate!

Louisville's "WAVE" 5000 watts - 1100 K. c. e. 1235 E. 11th ST.

FREE & PETER BARRETT National Representatives

Programs

K NOWN as "Hollywood Casting Fe- run," KOFJ Hollywood has inaugu- rated a new series in collaboration with Queenie Smith, West Coast repre- sentative of Theatre Guild, and Leigh- ton. K. Shill, western representative of Rodgers & Hammerstein. Program aims to aid actors and screen aspirants with tips such as casting availabilities, and which New York producers are in Holly- wood looking for talent. Eventually air auditions of new talents will start. Prominent stage and screen names also will appear on programs as guest coun- selors.

Listeners Query

IN ORDER to try to direct discussions more to the point of listeners' interest, "A Time for Decision" will be heard on WEAF weds. Sat. 4:30-5 p.m. (CDST) is inviting average listeners to appear on broadcasts and discuss the subject of the day. Program would like to hear discussed. Person whose subject is used takes part in program. "A Time for Decision" is presented by WBMB in cooperation with the Chicago Junior Association of Commerce.

Scripts Offered

SCRIPTS of the much-discussed "Oper- ations Crossroads" broadcast (CBS May 28), which includes complete discus- sion of a cross-section Americans on the atomic bomb, are available to the public. It was announced last week by Don Kelley, WBMB Chicago public re- lations director. Listeners are being in- vited by spot announcements to write WBMB for copies of the scripts.

Safety Campaign

TO HELP reduce traffic accidents and improve "white plate!" driving, ABC "America's Town Meeting" will go to town this week. Guest commentators will be cut from four to one of the diplomatic corps at Ottawa for the Community, 2:15-2:30 p.m. each week.

Scripts Offered

PACKAGED Offered

NEW RADIO package called "Dream Time" is being offered by Basch Radio Productions, New York. Half-hour show will coincide with weekly "Know Your Traffic Laws" campaign. At close of daily 12:30 p.m. newscast different law is reviewed and analysed. Safety slogan is included.

WWVA Programs

WEEK of Aug. 26

2:15-2:30 p.m. "The Community," 2:15-2:30 p.m. WSTC, WTHT Honored

Package Offered

WINCHELL Resumes

Add this to your excellent article about Bob Colwell: (Our Regards to Talcott Colwell, Page 50, Aug. 26 issue). When Bob was designing programs at Radio Luxembourg to discourage resistance by German troops, they went so successfully that he in- tended to continue the stunting. He tuned in the station: "When surrendering, please mention this station."

Samuel R. Rosenbaum, 1838 Land Title Bldg.

ADD LAURELS

"Sing Along" in Green Bay

CBS program "Sing Along," heard Monday through Friday, 9:30-10 p.m. CST, 9 p.m. CST, will originate at the Green Bay, Wis., City Park, at the request of 7,613.

Evan, general manager of WTAG, CBS station in Green Bay, Wis., who was organiz- ing in the CBS New York playhouse, the program will highlight Green Bay's Labor Day celebration with more than 150 local citizens heard as a community sing. The network plans to broadcast the "Sing Along" program from other cities from time to time.

"Quiz Kids" Add

The ANDREW JEROENS Co., Cincinnati, Ohio, announced on Sept. 1 return of "The Jerry Winchell and the Jergens Journal" on Sunday, 9:15-10 a.m., after Labor Day vacation. Guest commentators were those members of the Jergens group for Jergens is Lennen & Mitchell, Chico.

To Air Football

KMO Tacoma, Wash., has secured ex- clusive broadcast rights to professional football games of Tacoma Indians of Pacific Coast Professional Football League. First broadcast set Sept. 5.

Youngsters Quiz

YOUNGSTERS quiz show, "Y's Up," has been started by KOMA Oklahoma City. "Youngsters Quiz" is presented by J. J. Johnson, owner of KOMA. The young Clothilde of the program for 13-14-year-old girls will be heard on the "Youngsters Quiz." Youngsters Quiz is produced by Earl Y. "Red" Smith, Portland, Ore.

Safety Campaign

Package Offered

WINCHELL Resumes

ADD LAURELS

Tossed to Colwell for Radio

Work at Luxembourg--

Editor, BROADCASTING: ADD this to your excellent article about Bob Colwell: (Our Regards to Talcott Colwell, Page 50, Aug. 26 issue). When Bob was designing programs at Radio Luxembourg to discourage resistance by German troops, they went so successfully that he in- tended to continue the stunting. He tuned in the station: "When surrendering, please mention this station."

Samuel R. Rosenbaum, 1838 Land Title Bldg.

Six Huk Stations

SIX secret radio stations, hidden in mountain strongholds of Philippine insurgent peasant army, Hukbalahap, maintain constant communication with Soviet Union, Robert Stewart, Mutual cor- respondent in Manila, told BROAD- CASTING. From stations, constructed of equipment which Huis seized from Japanese and American army sources, Hukbalahap takes lessons in political development, Mr. Stewart said. Huk leaders engaged in ag- gressive program of agrandise- ment, stirring opposition to regime of Manuel Roxas, Philippine pres- ident.

Video Script Contest

PRAISING the WLA Lawrence, Mass., "Safety in the Highways" program, Rudolph F. King, Registrar of Motor Vehicles for Massachusetts, in a letter sent last week to Program Manager States: "I'm a hearty fan of "The Money," compliments of station "The splendid safety program you are presenting to the public."

"WLA Praised"

FRAISING the WLA Lawrence, Mass., "Safety in the Highways" program, Rudolph F. King, Registrar of Motor Vehicles for Massachusetts, in a letter sent last week to Program Manager States: "I'm a hearty fan of "The Money," compliments of station "The splendid safety program you are presenting to the public."

"Town Meeting" Change

ABC "Town Meeting" will undergo its first change of format in 12 years; it has been on the air since 1936. "Town Meeting" will go to a half-hour format for six weeks. Two "Town Meeting" who will be regulars on the program, will appear twice a week. 

Football on WAPI

ENTIRE U. of Alabama football sched- ule covered by WAPI, Birmingham this season.

Assist

BOTH Charleston, S. C., stations, WSCC and WTMA, discarded regular schedules during elections to present host of campaign speeches, which accounts in some part for interest in this narrative. A candidate for local office appeared at WSCC just in time for his broadcast but was made to stay and listen to another announcement as no spare seconds to hop to WTMA, said candidate was given side studio by WSCC which piped his talk to brother WTMA while it was held a political broadcaster of its own. It not only gave that noble assist, but it also collected the fee due WTMA, later "piping" it along, too!
ABC Executive Didn’t Sign Contract for KGO Broadcast

ABC told FCC last week that Don Searle, the network’s Western Division vice president, refused to sign the contract for the time which a CIO union complained was withdrawn from it at the last moment on Aug. 12 [BROADCASTING, Aug. 19].

Although it was signed by a CIO representative, ABC Vice President Robert E. Kintner wrote the Commission that the contract contained clauses “to the effect that the material to be broadcast must conform to the program and operating policies of the company and that it is not binding on the company until it is executed by one of its duly authorized officials.”

When the contract was presented to Mr. Searle, the letter continued, he refused to sign and advised the sales department that the union’s proposed program, dealing with a forthcoming labor election among employees of the canning industry, was not of sufficient interest to listeners to justify its broadcast.

Mr. Kintner’s letter was in response to FCC’s request for a statement of ABC’s side of the case in which the network and its KGO San Francisco were accused by CIO union officials of ruling CIO President Philip Murray off the air. Don Henderson, president of the Food, Tobacco, Agricultural and Allied Workers Union, filed the complaint and later instituted a $100,000 damage suit against KGO and ABC after the station, allegedly cancelled a second speech by a CIO official [BROADCASTING, Aug. 26]. In subsequent messages to FCC, Mr. Henderson reiterated his protests against KGO and said KQW San Francisco had offered to donate time to CIO.

Mr. Kintner said both the proposed Aug. 12 broadcast and one requested for Aug. 19 were covered in the contract Mr. Searle refused to sign and that the Western Division executive “discussed the matter” with CIO officials at the time and was told by Mr. Henderson: “You have said that you will not allow KGO to carry this program because you do not propose to inflict Philip Murray on the people of the Bay Area” and “I shall issue to make a public statement to this effect.” Mr. Searle denied making any such assertion [BROADCASTING, Aug. 26].

Grounds for Rejection

The rejection, FCC was told, was on grounds that “the proposal appeal to workers in one industry to vote in favor of the certification of one union rather than another was not of sufficient direct interest to the general listening public as to warrant its broadcast.” On the same grounds, Mr. Kintner wrote, KGO rejected an AFL union’s request for time to discuss the same election.

ABC conceded that “in some cases private disputes, particularly in the field of labor relations, may attain such proportions of general public interest as to justify their being made the subject of a broadcast, provided that they are dealt with fairly and all points of view given an opportunity to be heard.” But, added network controller, “this is not the case in the matter at hand...” ABC said it had pioneered “towards the objective of permitting organized labor to express its views” on network facilities and was “the first network ever to sell time for the discussion of controversial issues to any labor union.”

Further, the network said, a 15-minute weekly program shared equally by CIO and AFL (26 weeks a year to each), and in other instances ABC facilities have frequently been used by labor groups.

Milestones

TWENTY years ago Woodside, Long Island, N. Y., was a neighborly suburb when WWRL began broadcasting from a converted basketball engineer’s living room. Last week (Aug. 26) the community was bustling like a city as WWRL celebrated its 25th anniversary in a two-story building of its own. For second time in 20 years an event of world interest has been pumped in Woodside’s, and WWRL’s, backyard. First it was World’s Fair in 1933. Today it’s the United Nations. UN headquarters has moved to Flushing, L. I., hardly a mike’s throw from WWRL studios. Station plans to devote half of air time to fall sessions.

Members of the cast of Mr. District Attorney on NBC and the program itself are celebrating five anniversaries this month. Show has been on NBC for seven years and has been sponsored by Bristol-Myers Co., New York (Sal Hanpatica and Vitalis) for six years. Ed Byron, show’s producer, director and co-author, and Len Doyle, who portrays Harrington, are marking seventh milestone with show. They are only two who have been with series since start. Jay Jostyn, who plays lead, marks sixth year and Bob Shaw, co-author with Eddy Byron, marks first year with program.

Barney’s Clothing Store, New York, this month begins 13th year of advertising on WMCA New York with expanded schedule of programs and spots through Emil Mogul Co., that city. Firm adds Don Goddard newscasts three weekly and Armstrong race results. CBS fantasy program which has been a kids’ favorite, Let’s Pretend, in late August marked 16th anniversary. Sponsor is Cream of Wheat Corp., Minneapolis, with BBDO, New York, as agency.

Charles McIntire, veteran sports announcer of WMBH Joplin, Mo., on occasion of his more than 1,000 broadcasts of Joplin Baseball Club home and away games in latter August was presented gifts from the ball club and individuals preceding one of the games. He has never missed a home game since joining station in 1934. Sept. 2 six-weekly Voice of Washington news program of WOL Washington celebrates first anniversary and begins second year of sponsorship by General Electric Co. Heard 8 a.m. and 11 p.m., program features straight news reporting, read by unidentified voice without dramatic coloring.

Bob Reynolds, vice president and general manager of KMPC Hollywood, last week received unusual anniversary gift from G. A. Richards, president of WMAR, Baltimore. It was trip east to witness All-Star gridiron classic in Chicago. It was on same field a decade ago that Mr. Richards, then owner of Detroit Lions professional team, discovered Mr. Reynolds as star of collegiate. He was signed to Lions, later becoming general manager of KMPC. Speaking of football, KDKA Pittsburgh this season begins second quarter-century of play-by-play accounts of grid contests. Occasion will be Pitt-West Virginia game Sept. 28, same schools which on Oct. 8, 1921, met for first contest covered by KDKA. Woody Wolf and Bill Sutherland will mark 10th year of broadcasting games for Atlantic Refining Co.
Nobody Likes Music
... which is one of the excellent reasons for the never-failing-you popularity of KSFO among Northern California listeners. Never too heavy, never too light - that's the music you'll find on...

KSFO
San Francisco
Represented by UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

FOR FULL COVERAGE OF HAWAII N.B.C. IN THE PACIFIC SINCE 1931
Affiliated with THE HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

IN TOUCH WITH TOMORROW
... IN TUNE WITH TODAY

IN TOUCH WITH TOMORROW
... IN TUNE WITH TODAY

U.S. Rubber Co. Sponsoring McClintock In New Video Format on Three Outlets

APPLYING to television a program pattern already proved successful in sound broadcasting, United States Rubber Co. last week started a new video series, Serving Through Science, which will follow the general theme of the talks broadcast during the intermission periods of the Sunday afternoon concerts of the New York Philharmonic Symphony Orchestra.

Dr. McClintock orchestra, sponsored by the company on CBS. Television series is broadcast Tuesdays at 9 p.m. on WABD New York and relayed to WPTZ Philadelphia and W3XWT Washington for simultaneous broadcast.

Dr. Miller McClintock, research consultant to Encyclopaedia Britannica and former president of MBS, will serve as commentator on the new series, which will feature films and other visual material supplied by the encyclopedia company. Charles Durban, assistant director of advertising of United States Rubber Co., in announcing the series, expressed the belief that with the aid of this visual material the video series should be successful as the sound broadcasts in exploiting the widespread interest the public has in science.

The rubber company is also sponsoring this week telecasts of films taken last weekend by ABC cameramen of the Cleveland Air Races, which will be telecast by the five video stations with which ABC has working agreements: WABD New York, WRGB Schenectady, WPTZ Philadelphia, WKBK Chicago and W3XWT Washington. Agency for U. S. Rubber is Campbell-Ewald Co., New York.

Same five stations will also telecast this week ABC films of the Gold Cup speed boat race to be held Sept. 2 in Detroit and the Hopeful Stakes, race for two-year-olds at Saratoga, N. Y., run Aug. 31. Berkray Corp., men's sport clothes manufacturer, will sponsor the later event, through Henry Bach Assoc., New York. Harvey Marlowe, ABC executive television producer, will direct the filming of the Hopeful Stakes and Gold Cup events. Richard J. Goggins, network video producer, will handle the Cleveland Air Races. CBS holds the exclusive video rights, but waived them for this year to ABC.

In Chicago, ABC has resumed its weekly telecasts of boxing and wrestling matches from the Rainbow Arena through WKBK, following that station's receipt of the image orthicon cameras from RCA. ABC is also planning a weekly half-hour film telecast on the station and, after the success of the telecast of the Tam O'Shanter golf tournament, will continue to pick up other remote events of special interest as they occur.

CBC Video Waits

CANADA WILL NOT have television until the problems of acquisition have been ironed out in the United States, officials of the Canadian Broadcasting Corp. at Ottawa, commented last week on reports that United States interests are ready to put in television stations at Toronto and Montreal. CBC is not carrying on research at present on television, but CBC officials and engineers are watching developments. CBC claims Canada has not the money for such experiments. No license applications by American companies have been made as yet for television stations in Canada, CBC reports.

LISTENERS of the Nancy Craig program on WJZ New York during past three months have sent more than 10,000 food and clothing parcels to the children of France, Greece, Belgium, Holland, Poland, Austria, Italy and Hungary. In cooperation with the Foster Parents Plan for War Children, New York, Miss Craig has been appealing for food and clothing parcels for the children overseas.

REGISTRATION for radio and television courses in fall sessions of the American Theatre Wing's professional training program in New York will be Sept. 8-14. Second eight-week training term begins Sept. 23.
Applications . . .

AUGUST 26

AM—550 kc

WDEV Waterbury, Conn.—CP to change hours of operation from daytime to unlimited time and install directional antenna for night day and night—AMENDED: to change name of applicant from Lloyd E. Squier and William Ricker, d/b/a Radio Station WDEV to Lloyd E. Squier, surviving partner of Lloyd E. Squier and William R. Ricker, a partnership d/b/a Radio Station WDEV and Ernest C. Perkins, executor of estate of William G. Ricker, deceased.

AM—560 kc

WLLI New Haven, Conn.—CP to increase power from 1 kw day and 500 w night to 1 kw day and 5 kw night, and make changes in directional antenna for night use—AMENDED: re changes in directional antenna.

WLEX Lexington, Ky.—Modification of CP which authorized a new standard broadcast station, for approval of transmitter and studio locations.

W1BIM Rumford, Me.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1340 kc

W11N Lincoln, Nebr.—Modification of CP which authorized a new standard broadcast station, for approval of transmitter and studio locations.

AM—1350 kc

KOME Tulsa, Okla.—Change frequency from 1340 to 1200 kc, increase power from 250 w to 1 kw day and night, and make changes in directional antenna for night use—AMENDED: re changes in directional antenna.

WGPW Maryville, Tenn.—Voluntary assignment of license to George H. Dempster and V. H. McLean, d/b/a Gateway Broadcasting Co.

AM—1360 kc

Nonpareil Bestg. Co., Council Bluffs, Iowa—CP new standard broadcast station to be operated on 1500 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

Norbert F. Donze and Elmer Lawrence Donze, a partnership d/b/a The Donze Co., St. Genevieve, Mo.—CP new standard broadcast station to be operated on 1480 kc, 350 w and unlimited hours of operation.

AM—550 kc

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

AM—1190 kc

W2W Ft. Wayne, Ind.—CP to increase power from 10 to 50 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change transmitter location.

AM—910 kc

Kyan Vanocoson, Wash.—CP to change frequency from 910 to 930 kc and change hours of operation from 500 w daytime to 1 kw and night—AMENDED: to change frequency from 930 to 910 kc, install new transmitter, make changes in directional antennas for day and night use and change transmitter location.

Applications Tendered for Filing:

AM—1290 kc

Leon Wyszatecki, d/b/a Greater Erie Bestg. Co., Lackawanna, N. Y.—CP new standard broadcast station to be operated on 1210 kc, 1 kw and daytime hours of operation.

AM—1490 kc

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

AM—1490 kc

Fred G. Goodard, Hoquiam, Wash.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours.

AUGUST 27

The Lewiston-Auburn Bestg. Corp., Lewiston, Me.—CP new standard broadcast station to be operated on 1470 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1290 kc

Port Freer Radio Co. Inc., Wilmington, Del.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 1290 kc and make changes in vertical antenna.

AM—1480 kc

WHOM Jersey City—Transfer of control of licensee corporation from J. Hale Steinman and John D. Toepfer to Victor C. Diehm, E. H. Witmer, Rilla M. DeArath and George M. Chlialell.

W2LW Lancaster, Pa.—License to cover CP as modified, which authorized a new standard broadcast station, authority to determine operating power by direct measurement of antenna power.

AM—650 kc

Altoona Bestg. Co., Altoona, Pa.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation from unlimited to limited.

AM—1230 kc

WNGO Mayfield, Ky.—Modification of CP which authorized a new standard broadcast station, for changes in transmitting equipment, for approval of antenna and approval of transmitter location, changes in directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1240 to 650 kc and hours of operation from unlimited to limited.

AM—1480 kc

WLBZ Muskegon, Mich.—CP to make changes in directional antenna.

AM—930 kc

KOME Tulsa, Okla.—CP to change frequency from 1340 to 1300 kc, increase power from 250 w to 1 kw day and night, and make changes in directional antenna for night use—AMENDED: to change frequency from 1330 to 1300 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1300 to 1280 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Booth Radio Stations Inc., Flint, Mich.—CP new standard broadcast station to be operated on 1330 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change transmitter location and changes in directional antenna.

AM—1240 kc

Odes E. Robinson, Bluefield, W. Va.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

FCC Box Score

STATUS of the applications of the FCC as of Aug. 29.

AM—385 applications pending; 517 in hearing; 238 construction permits issued this year (of which three have been rescinded). Total regular construction permits to date: 1282.

FM—212 applications pending; 142 in hearing; 494 conditional grants issued this year, of which 229 are now regular construction permits. Total FM stations: 547.

Television—26 applications pending; 21 in hearing; 442 construction permits issued. Total television stations: 34.

(Continued on page 78)
a new standard broadcast station; au-

authority to determine operating power by
direct measurement of antenna power.

AM—1490 kc

WHBS Huntsville, Ala.—Modification of
type of transmitter, for approval of antenna
and transmitter location—AMENDED: to
specify studio location.

AM—1490 kc

Abe B. Harris, Ruston, La.—CP new
standard broadcast station to be op-

erated on 1400 kc, 250 w and unlimited
hours of operation.

AM—950 kc

Donald W. Reynolds, Fort Smith, Ark.
—CP new standard broadcast station to be
operated on 1490 kc, 250 w, 250 w, 1 kw
power, change transmitter location.

FM—Unassigned

Radio Bests, Inc., West Memphis, Ark.
—CP new FM broadcast station to be
operated on 1300 kc, 250 w.
Disc Rule

(Continued from page 15)

ied as such at the beginning and end if its material has a special time value and would give the impression of a live broadcast. Those no more than a minute long would need be identified only at the beginning. Any other recorded program (not having special time value) need not be identified as such but there could be no "affirmative" attempt to create the impression that the broadcast is live.

KYVO Views

Presenting KYVO's "observations," John P. Carr of the Washington law firm of Dow, Lohnes & Albertson, pointed out that many stations have gone to considerable expense to hire and train live talent. If the proposed rule permitted "smaller stations" to use recorded programs and give the impression of live talent, the letter continued, "the stations who employ live talent might insist on their programs being identified as live-talent programs, and this could become just as irritating as the present rule on announcing transcriptions."

He suggested that a portion of the proposed amendment be revised to read as follows (phrase suggested by Mr. Carr is shown in italics):

"Provided, however, any recorded program of one minute duration or less, or any program where talent is identified, need only be announced at the beginning."

WTFM's suggestion, presented in a letter from Herbert Cohen of the Washington law firm of Hogan & Hartson, was to require identification of talent records, if the talent is identified, in the same manner that recordings of speeches and other time-value material are identified (both before and after).

The CBS brief, prepared by Julius F. Brauner and Kenneth L. Young, network counsel, said "80% of the operating budgets with which broadcasters would expect from any change in the rule would be immediately realized" by eliminating the present requirement that short transcribed commercials be separately described as transcriptions.

Varied Interpretations

CBS said some phases of the proposed rule as "suscetible of as many varying interpretations as there are persons to interpret it," and that "licensee's whose interpretation is the more conservative" would be penalized as compared with the licensees of less discretion.

The provision that "any other" recorded program (not having special time value) need not be identified but that affirmative attempt may be made to create the impression of a live program, CBS charged, "aims in two opposite directions at the same time and . . . anyone who tries to follow its instruction arrives only at a point of confusion." Mere lack of an identifying announcement, the network said, gives the impression of a live broadcast, and the tendency to mislead would increase if a lengthy recorded program were devoted to a single artist or orchestra. "In the absence of an announcement that the material is recorded," the program network said, "the identify of the talent is much less apt to be mistaken . . . if the talent is not identified."

CBS said radio to date has led listeners to believe that a program is live unless it is announced as such, and that the rule in its proposed form would tend to "fool" the public and impair confidence in radio. However, CBS said, it has provision "that the identifying announcement shall accurately describe the type of mechanical record used seems objectionable and unnecessary."

NBC Brief

NBC's brief, submitted by Charles F. Detmar Jr., Henry Ladder and Gustav B. Margraf, counsel, argued that American radio has been based fundamentally on the premise that "the audience is more interested in what is being said than in how it is said," and that "a proposal 'so as to preserve the recording of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent.'"

Charles C. Savage

CHARLES COURTNEY SAVAGE, 86, onetime writer of daytime radio shows and during war Hollywood civilian consultant of Armed Forces Radio Service, died in Rome, following a heart attack on Aug. 23. He was in Italy doing research for National Catholic Welfare Conference.

La Cossitt on MBS

HENRY LA COSSEIT, former editor of Collier's magazine, Sept. 3 starts new series of daily reports, The Editor's Diary, on MBS Mon. through Fri. 1-115 p. m. In presenting his daily commentary Mr. La Cossitt will discuss news of the day from an editorial standpoint, blending human interest stories and interviews with those who make the news.

Here's A Radio Sports Show
That Scores The Year 'Round!

I.M.C. Radio Productions presents

"SPORTS STORIES THAT HAVE NEVER BEEN TOLD"

with

BERT WILSON

30-5 MINUTE TRANSCRIBED SHOWS

The most compelling narrator who ever told a story over a mike . . . telling exciting sports tales of famous personalities in all walks of life.

Each packed with sure-fire entertainment . . . solid interest . . . appeal for all age groups. Inquire about this transcribed audience builder now!

For Another Smart Play . . .

Cultivate the football fans with All-Time All-American "Pudge" Hoffelenger's 1946 edition of "Football Facts"—a 48-page official football handbook with schedules, rules and vital statistics. Priced amazingly low, it's a natural for an advertising give-away.

FOR RATES, DETAILS AND SAMPLES
Write, Phone or Wire

Media Enterprises, Inc.

123 WEST 44TH STREET
NEW YORK 18, N. Y.

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Return of KOB

(Continued from page 18)

the FCC notified the regents that it doubted legality of the transaction.

The FCC set the KOB renewal application for hearing Oct. 1, 1936, it is stated, because of possible violation of the 1934 Act. The regents contended they lacked funds to operate the studios complete with equipment and personnel to handle it. Company has tentative promise of the Bell System to have its coaxial cable go through the buildings.

WANA BUY A DUCK? asked Frank Faulkner, assistant to H. Leslie Ackerman, vice president and general manager of WBBM-CBS Chicago. Duck was given to Mr. Faulkner on his birthday, Aug. 20. In fact, everywhere Frank went that week he was besieged by ducks. Enroute to St. Louis he found two in his compartment; in his hotel room there were two more. The gag began when he previously gave a pair of white mice to John Ackerman, WBGM salesman, at a housewarming. The duck graced the Faulkner dining room table on Sunday—but Mr. Ackerman isn't saying what he did with the mice.

Moscow

(Continued from page 18)
general, said Program C would concentrate on great music, opera, full-length plays and drama, giving listeners the highest type of "long-hair" programs. He announced that a 120-kw transmitter at Doltwich, used during the war, would be the originating point for Program C, with local areas being served by low-power transmitters. Last week Russia announced that a new powerful station called "Soviet Latvia" would begin operations shortly on 580 kc at Riga. BRC officials began an immediate investigation and indications from the Continent last week were that both Britain and Russia would remain adamant, placing their grievances before the Moscow telecommunications conference.

Under the Lucerne Agreement, the disputed channel was allocated to Latvia and Tunis, with a low-power transmitter operated in Riga. Germans destroyed the station, however, and when the Allied countries began expropriating Axis country frequencies during the war, Britain took over the 580 kc channel.

International shortwave broadcasting is due for a general airing at the Moscow conference, although no formal action will be taken. All of the Allied countries are using frequencies beyond their original allocations, the extra channels having been expropriated from Axis countries. The U. S., for instance, is allocated 18 first priority frequencies and 25 second priority frequencies under the Cairo Convention, but actually is using 56. Britain and Russia also are using more than their original allotment. Under the Cairo Convention 114 international shortwave frequencies were allocated.

Following is the tentative agenda for the Moscow conference, which will include representatives from the United Kingdom, France, China, USSR and U. S.:

Moscow Agenda

1. Meeting of frequency allocation experts in January 1947, three months before general sessions of World Telecommunications Conference, to (a) begin revision of frequency allocation table portion of Article 7, General Radio Regulations of Cairo, and (b) prepare new list to be approved by full conference to prepare new list to replace international frequency list.

2. Full conference. Revision of Madrid Convention and all annexed regulations (Cairo Revision), including following important requirements: (a) strengthening the international telecommunications Union in creating, an administration council, a frequency registration board, and other boards and committees; (b) mechanism for coordination of other international organizations in related fields; (c) strengthening the regulations affecting frequency allocation through improved tolerances, etc.; (d) provisions for bringing a frequency registration board, the frequency allocation table and such other regulations as may be desired, into effect as soon as possible.

3. Meetings which may be held as result of the conference: (a) Committee to prepare new official international frequency list; (b) conference on high-frequency broadcasting.


The United Nations has announced a conference for Geneva in late October or early November on the relationship of the ITU to the UN. At that conference it is expected that definite proposals to be considered at the World Telecommunications Conference next spring will be drafted.

Wood Becomes Partner

In Products Institute

EDWARD W. WOOD JR., formerly with the M. H. Hackett Co. and before that general sales manager of MBS, last week became a partner and vice president in charge of sales of the American Institute of Food and Home Products.

Coincidentally it was announced that a new institute program would be heard on WGN Chicago beginning Sept. 16. The half-hour show will be transcribed Mondays through Fridays and featuring Dr. Walter H. Eddy, president of the Institute, and Tiny Ruffner and Ella Mason. The program acquired 11 participating advertisers.

The Institute has opened a Chicago office at 30 W. Washington St., with Lovick Draper, formerly of Sorenson Co., Chicago, as manager.

Howe Hal Davis
Kenyon Eckhardt, Inc.
New York City

Dear Hal:

McHenry Tichenor, Pres.
WCHS

BROADCASTING Telecasting

WCHS
Charleston, W. Va.

Serving Texas' Rich 4th City

CBS

OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

Henry Tichenor, Pres.
Troy M. Daniel, Mgr.

Nationally Represented by:
HOWARD R. WILSON COMPANY

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Broadcasting • Television
Canada Radio Legislation Still Pends

CBC Fund Is Assured; Opposition Backs Private Rights

By JAMES MONTAGNES

FATE OF NEW legislation on Canadian broadcasting to embody recommendations of the Parliamentary Radio Committee [BROADCASTING 9/29] was undecided as BROADCASTING went to press. But irrespective of whether new legislation would be passed or not before Canada’s Parliament recessed on Aug. 31 or within the next few days, Canadian Broadcasting Corp. was assured funds in supplementary estimates to take care of its expansion program.

Heated debate in the House of Commons at Ottawa took place during second reading of the new Canada Radio Act. The opposition Progressive-Conservative and Social Credit members took up where their colleagues on the Parliamentary Radio Committee had left off in fighting more monopolistic privileges for the CBC. The PC and SC members stated plainly that the recommendations of the committee were by no means unanimous on all counts, that the representatives of these parties on the committee had not concurred with the recommendations of the majority Liberals and Cooperative Commonwealth Federation members.

Main points of debate were seized:

CPA Ban

(Continued from page 20)

was the case before issuance of the order.

In yielding to pressure for more housing, Mr. Small indicated concern over effect of the order on re-conversion. Mr. Wray stated that the existing exertion of pressure on behalf of veterans’ housing, bringing the cutbacks in commercial and industrial construction.

Mr. Small has recognized the need for housing but has taken an overall position in allocating construction permits on the ground that excessive slashing of nonhousing projects would upset the reconversion program and have an adverse effect on employment.

Even before the new cut had been issued, CPA district offices had stepped up its pace in turning down nonhousing applications for building permits. In the week ended Aug. 15 dollar value of denials, $72,996,865, was more than double approvals, which totaled $32,951,919. Total denials since the CPA ban went into effect five months ago amount to $1,157,082,000 covering 27,714 projects as against approval of 45,188 projects valued at $1,773,000,000.

Of cases appealed to the CPA Facilities Review Committee in Washington, 2,829 valued at $290,359,000, have been denied, with 425 valued at $368,642,000 granted.

ure of clear channels of CKY Winnipeg 990 kc, CFRB Toronto 860 kc, and CFON Calgary 1010 kc, for new CBC 50 kw stations; plans to give CBC another $500,000 annual revenue through paying collection and administration expenses of annual listener license fee from general treasury instead of from license fee collections; giving CBC a blank check for expansion financing through eliminating present $500,000 borrowing limit for CBC.

Hansell Plan

Current legislation placing all networks in CBC hands was attacked from a number of standpoints, including that of giving the government two alternate networks to air its opinions. Rev. E. G. Hansell (SC, MacLeod) a committee member, advocated setting aside nine frequencies for use of the nine Canadian provinces, so that the provinces could form their own network to consider national problems and as a competing network to that of the CBC. The stations would be owned by the provinces, operated by them or by private interests as desired.

Donald Fleming (PC, Toronto-Eglinton) attacked failure of the present government policy to afford security to private stations while at the same time it placed on the private stations the responsibility for developing better broadcasting and better programs. Under the one year licenses issued there was no security of tenure, he urged immediate action to provide such security subject to the good behavior of the stations and proper safeguards in the public interest. He stated that whatever confidence private stations might have had in their tenure of frequency was greatly shaken by the manner in which the CBC decided to take over the three clear channels held by private stations. He pointed out that in seizing the frequencies the interests of listeners were not taken into consideration, for stations in the three frequencies were most popular in their areas.

Other opposition speakers pointed out that while they favored a national system, they were alarmed at the growing monopoly of the CBC; that the new legislation was carrying out the recommendations of the CBC board of governors as presented to the Parliamentary Radio Committee, without taking into consideration in any way the presentations of the private stations before the Committee; that there were definite tendencies that the right of free speech will be curtailed; that all members of the CBC board of governors and top management should be removable for cause, without a recommendation coming from the CBC board of governors; that the suggestion of the private broadcasts stations through the Canadian Association of Broadcasters for an impartial Appeal Board should be considered in the legislation.

CBC Control

Even a number of government party members felt that the CBC already had far more control and authority than was visualized when it was first set up in 1936; that CBC was high-handed in its request for all the listener license fee money, leaving collection and administration expenses to the general treasury, “thus actually incurring the license fee in a subtle way.”

On the private station issue, John Diefenbaker (PC, Lake Centre) stated that private stations should have a right to appeal from the CBC board of governors’ decisions, and that unless an appeal board is established “a paralyzing blow will be struck by Parliament at freedom of the air, or at least at what is known as fairness on the air. If the CBC continues to be uncontrolled, private stations in Canada will become vassals, permitted to survive only at the suffrance of the overlords.” He also demanded that the CBC should at once put an end to giving the Toronto Daily Star two free news-cast periods daily when the CBC pays out $95,000 a year for news services. Free news-cast time for this daily paper is estimated at $42,000 a year, it was pointed out. (Toronto Daily Star is nominally independent, but strongly Liberal-CCF in its views.)

CCF Leader J. M. Coldwell, a strong advocate for divorcing newspaper ownership of radio stations, stated that if newspapers could own radio stations, then provincial governments should also be allowed to have radio station licenses.

Small Market Station Analysis Is Completed

NAB Small Market Stations Division has completed the second in a series of small market station analyses, one of a series conducted by Arthur C. Shring, head of the division’s special services, to provide detailed information on station operation. The study deals with a 250 w fulltime NBC station located in a midwestern city of 10,000 to 15,000 population.

With net volume of $29,000 in national spot in 1945, the station enjoyed income of $12,000 from sale of time to the network, according to NAB. The station was sold to a small market company (under 5000 w in cities of 50,000 or less) but is available at NAB to others upon request.

KVI Tacoma, Wash., which until 1941 had maintained duplicate studios in Seattle’s Olympic Hotel, is again operating duplicate facilities in that city, to be located in Camlin Hotel.

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BMB
(Continued from page 20)

2. Memory value of what is tabulated :
Hooper: Any identifying factor, program, artist, station, as heard now.
CAB: Same credited factors, but as remembered later instead of as heard now.
BMB: Call letters only, not an entertainment feature, remembered for all the members of the family by respondent.

3. Relation of tabulated statistics to what is measured:
Hooper: Only one rating credit per call to a verified program, actually being broadcast at the time the question is answered.
CAB: Several programs may be credited by listener's recollection.
BMB: Unlimited number of station votes listed by respondent for all the family: each mention counts the same, whether one or twenty are recalled, although statistical significance is about inversely proportionate to length of list.

4. Method of verifying accuracy of respondent:
Hooper: Program mentioned must be on while listener answers.
CAB: Program credits may be slightly inflated by recalling a program not actually broadcast at time the question is answered.
BMB: No program verification required or asked for, simply list call letters heard "AT ANY TIME."

5. Relation of actual use to fact tabulated:
Hooper: Direct unequivocal relationship; only one credit per call.
CAB: Program credits may be slightly inflated by recalling a program not actually listed.
BMB: No relationship whatever; any call letter remembered by respondent or by him for any member of his family is credited equally, whether heard once or twenty times.

6. Tabulating results:
BMB is to be congratulated in having its loose unverified memory technique which will result in some questionable returns. According to its published literature, it will "review call letters for overall reasonableness." Under the heading "Editing the Returns," BMB's statement says: "Ballots containing more serious omissions are withdrawn and a transcript of the ballot, as furnished by the respondent, is returned to the household with a form letter request for additional information." BMB also says: "Occasional omissions of a station frequency check" (whatever that means) "are usually obvious to the intended" (from content and voluntary comments) ... "and the answers can frequently be completed by an experienced editor."

I refrain from defining either the scientific procedure or as an expedient to satisfy the paying customers because the inherent technical weakness of the whole survey procedure imposes this "editing" as an unavoidable necessity. If every caller every listener and his family had heard at any time were to be tabulated in the BMB results, it would certainly shake the faith of buyers in the whole project and wholly defeat any useful purpose which the survey may serve. Whether the check and editing of returns improves the validity of the finding or distorts it depends on how these editing prerogatives are used; certainly they could be used to prevent the publication of figures showing up the technical weaknesses of the method adopted and to add any call letters to the respondents' lists which an allocation check indicants ought to be there in the opinion of BMB.

Churchill Able
Tabulating results is an exact science but editing them is an art. BMB is to be congratulated in having able John Churchill, who is both an artist and a scientist par excellence in charge of its research operations. It insures that the first BMB survey will be as accurate and as valid a finding as can be produced from the evidence submitted by respondents. But, if any appreciable number of the paying customers find the published results useful rather than help their selling efforts, Mr. Churchill is likely to become acquainted with some of the difficulties of joint -industry management, the resistance to improvements in technique which such management imposes and the skillful politics of the injured who footed the bill. These considerations dim any hope that Hugh Beville's all-industry research bureau will develop from BMB.

And finally, should a privately operated agency appear, using a better and more accurate technique, involving no reliance on memory, tabulating a result which cannot be argued with, supported by a flexible and aggressive business organization meriting support from all branches of the industry, the parallel between CAB and BMB would be complete.
Miller Returns to Washington; NAB Seen 'Out' on USSR Meet

JUSTIN MILLER, president of NAB, returns to Washington headquarters Sept. 3 after spending the summer in West Coast and mountain areas, with headquarters at the NAB offices in Los Angeles. He spent the last two weeks of August taking a vacation at his Pacific Palisades home in Los Angeles.

President Miller's summer schedule included a series of addresses before luncheon clubs and other organizations, along with attendance at several broadcast meetings. Early August he must be presiding at the NAB board meeting held at Estes Park, Colo. He contacted broadcast groups to inform them of developments in connection with the FCC Blue Book, issued in March after district meetings had been held in many western areas.

In Closer Touch

In charge at association headquarters has been A. D. Willard Jr., executive vice president. The summer's activities has served to bring western stations in closer touch with NAB headquarters officials. With the Los Angeles NAB office now in charge of an assistant to the president, Robert C. Cole, members in the West now have quick contact with the association.

President Miller plans to stay at Washington headquarters most of the time prior to the Chicago convention Oct. 21-24. Facing him will be a number of problems that have arisen in the last fortnight, along with such perennial issues as AFM negotiations, employ relations, FCC Blue Book developments and the formation of new national headquarters to the newly acquired site just across N St. in Northwest Washington.

Tentative plans for remodeling of the building, from which the Canadian Embassy is moving equipment, call for early completion of fourth floor remodeling and decorating. This floor will contain offices of the president and executive vice president as well as legal staff.

Decision must be reached on proposed representation of NAB at the Moscow telecommunications conference Sept. 28. With broadcast interests not seriously involved in the proceedings, and with FCC protecting frequency allocations, NAB officials believe that industry representation is not necessary. Moreover Russia has not indicated that it will accept observers from private industry because of the war-shortage situation.

Industry participation in National Radio Week, planned on a more elaborate basis than observance of last year, awaits appointment of a committee by President Miller, Radio Manufacturers Association, sponsoring the week, has named committees and is ready to proceed as soon as NAB's representatives are named.

Plans for the October convention are moving forward rapidly with return of C. E. Arney Jr., secretary-treasurer, to headquarters. With perhaps 2,000 expected to attend, convention details are especially involved this year. Mr. Arney will set up convention offices in Chicago about Sept. 20 and complete arrangements on the scene.

Hotel Problems

With exhibitors planning to display more and heavier equipment, hotel facilities involve difficult problems. The Palmer House exhibition room on the fourth floor will be used just before the NAB session by the eye, ear, nose and throat equipment makers. As soon as NAB's convention is over, the annual Shoe Fair will be set up in the room. All three groups require different types of booths, a construction problem that harrasses the hotel because of time and labor shortage.

Formation of the new program department authorized by the board will occupy Messrs. Miller and Willard this week. Several nominees for the directorship have been considered but post is still open.

Richard P. Doherty, named Aug. 16 as director of the Employee-Employer Relations Dept. [Broadcasting, Aug. 19], will assume his duties Sept. 9. Department has completed first of a series of analyses of station-union contracts. It covers provision of the standard IBEW contract. Others will deal with AFRA, AFM, NABET and other unions.

Stewart-Warner Shows Second Quarter Gain

SECOND quarter earnings of $550,822 offset a first quarter loss of $142,110 due to reconversion costs, and enabled the Stewart-Warner Corp., Chicago, to report a balance of $408,000, James S. Knowlson, president and board chairman, reported Tuesday to stock holders. The unaudited statement and balance sheet, subject to year-end adjustments, indicated earnings of 32 cents per share of capital stock.

Mr. Knowlson said total sales or profits compare unfavorably with the same six months in 1945 because of the change over to peace time production. Sales for the six months ended June 30, were $23,508,116, within $6,000,000 of total sales for 1940.

Carroll Resigns

CARROLL CARROLL, editorial supervisor, after 13 years has resigned from J. Walter Thompson Co., Hollywood.
AFRA SELECTS N. Y. FOR 1947 SESSION

DISCLOSING membership of more than 24,000 employed at 124 stations in 35 cities, AFRA concluded its eighth annual convention in Hollywood on Aug. 25 and announced New York as site of next year's conclave.

Ken Carpenter, Hollywood announcer, was elected national president of AFRA with Virginia Payne as first vice president. Lu Tubin, San Francisco; Frank Sinatra, Hollywood; Minerva Pious and Clayton Collier, New York, were also made vice presidents. Bill Metzger, Cincinnati, is recording secretary and Ben Grauer, New York, treasurer.

Union voted to notify networks and transmission firms as of Sept. 1 of intention to it in negotiation of pact affecting AFRA talent. Current contracts expire Nov. 1. Aside from 35% pay hike planned, union also expected to seek parity of payment for western regional broadcasts with New York.

AFRA with support of convention aims to seek jurisdiction over television in collaborative talks with Equity, AGVA and SAG. Scale covering acting used on records will be set as well as being organized.

Expected plan for public relations setup received consideration but no action.

AFRA Negotiates

LEADERS of American Federation of Radio Artists and network officials are scheduled to meet in New York on Oct. 2 to negotiate a new AFRA contract. The current contract ends on Oct. 31.

ASCAP Meeting

WITH Deems Taylor and John Gregg Paine, national president and general manager, respectively, participating in deliberations, annual business meeting of ASCAP West Coast membership will be held in Hollywood on Sept. 9. Other names to attend.

Business sessions will be followed by banquet and entertainment at Earl Carroll's Theatre Restaurant, according to Larry Shea, western division manager.

Protest to NBC

SECOND demonstration protest ing NBC's alleged illegal discharge of veteran Richard Niederstein took place Thursday, Aug. 29 in front of NBC's New York offices during the lunch hour. A picket line was organized by the Veterans Committee of the New York Regional Council, United Office and Professional Workers of America (CIO), with bills of fare prepared by NBC. The union said demonstrations would continue until Mr. Niederstein was reinstated. UOPWA filed charges of unfair labor practices against NBC following Mr. Niederstein's dismissal [Broadcasting, July 22, Aug. 5].

MADDY Objects to Woll as Prosecutor


In a telegram last week to Attorney General Tom C. Clark, Dr. Maddy said: "It seems odd that the Federal Government in prosecuting James C. Petrillo should choose for its representative the son of a vice president of the American Federation of Labor when the person being prosecuted is also a vice president of the AFL."

Dr. Maddy, who was expelled from the AFM after a controversy with the musicians' chief, said his request was "no reflection on the personal integrity of Mr. Woll, but in all fairness to the American public which demands justice in trials, and on behalf of the school children who have fought four years for enactment of the Lea Bill, I request the removal of J. Albert Woll as Petrillo's prosecutor with violating the Lea Act."

Mr. Petrillo's Chicago office said Dr. Maddy was in error about the music carz being a vice president of the AFL. Joseph N. Weber, former AFM president whom Petrillo succeeded, is the musicians' vice president on AFL.

Mr. Petrillo's Chicago office said Dr. Maddy was in error about the music carz being a vice president of the AFL. Joseph N. Weber, former AFM president whom Petrillo succeeded, is the musicians' vice president on AFL.

Dr. Maddy told Broadcasting last week that he had received no reply from the Attorney General. Mr. Clark has been away from his Washington office. James McNerny, an assistant attorney general who has handled the Petrillo case in Washington, was vacationing.

It was learned, however, that Attorney General Clark advised Rep. Clarence F. Lea (D-Calif.), author of the act bearing his name and chairman of the House Interstate & Foreign Commerce Committee, that when the case reached hearing stage a special assistant attorney general would be assigned to represent the Government. All paper work—filing of briefs, etc.—is being done in the Washington office of the Dept. of Justice, with Mr. Woll's office handling the actual filing in the Chicago court.

The Government has until Sept. 19 to answer a 90-page brief filed Aug. 15 by Joseph A. Padway, counsel for Petrillo.

Stagehands Get Raise

ON BEHALF of radio theatre stagehands, the International Alliance of Theatrical Stage Employees (AFL) has signed a three-year contract with the four networks effective Sept. 1. The new contract guarantees the stagehands $112.70 per week. The terms include a 5 1/2% increase after one year and a half.

Hutchins Expands

HUTCHINS ADV., which handles the Philco Corp. account, will open a branch radio production office in Hollywood in September. Hendrik Booraem has been appointed general manager of the Hollywood office. In that capacity he will supervise the Philco programs, Bing Crosby and Bur Ives, as well as other radio programs for Hutchins. Philco Corp., Philadelphia, signed Bur Ives for a recorded quarter-hour program with some live shows to start sometime in October after Bing Crosby shows begin. Neither the network nor the time has been decided upon, but it is known that the show will not be heard on Wednesday night when the Crosby show will be aired.
HEARING on WNEW New York's renewal and 50-kw applications was adjourned indefinitely last week to allow FCC to examine de- positions of the Missionary Society of St. Paul the Apostle, which formerly sought WNEW's facilities, and to make an independent in- vestigation if it considers one ne- cessary.

As the hearing resumed Thurs- day morning to take technical testi- mony of the application to in- crease from 10 to 50 kw on 1130 kc, Commission Counsel John E. McCoy announced he would ask for a 30-day adjournment so the FCC staff might study "charges in- ferred" by the Paulist Fathers re- garding acquisition by Arde Bu- lova, WNEW majority stockholder, of control of the station's studios in the period from 1936-1941. The charg- es have never been definitely stated, Mr. McCoy asserted.

Hearing Adjourned
FCC Examiner J. Fred Johnson Jr. ruled at completion of engi- neering testimony that the hearing would be adjourned indefinitely to permit a study and investigation, after which the docket will be closed or further hearings will be called if additional testimony then seems advisable.

William C. Fitts Jr. of New York, counsel for WNEW, said he would not object to an adjourn- ment, would welcome such investiga- tion as FCC cared to make and had offered to make available to the Commission all pertinent data in his possession.

Mr. McCoy, in his request for postponement, said it would permit

Gross Confers Here, Departs for Havana
GERALD C. GROSS, deputy di- rector of the International Tele- communications Union, Berne, Switzerland, who has been in Washington the past fortnight, left late last week for Havana to consult with the Inter-American Radio Office. He plans to return to Washington early this week be- fore returning to Berne.

Mr. Gross has been attending the Provisional International Civil Avi- nation Organization conference in the capital and confering with Francis Colt deWolf, chief, and Harvey B. Otteman, assistant chief, Telecommunications Division, State Dept., on the forthcoming five-power telecommunications con- ference in Moscow beginning Sept. 28 (see story page 18). Mr. Gross formerly was FCC assistant chief engineer in charge of the Broad- cast Division. He took a leave of absence in January 1943 to enter the Navy. Following his discharge as lieutenant commander he was named to the ITU post in April 1945.

VETERANS, WIDOW ASK TEXAS PERMIT
ONE of the partners in Concho Valley Broadcasting Co., applicant for a station at San Angelo, Tex., is Mrs. Virginia Ede Carswell, widow of a Congressional Medal of Honor winner.

The new firm seeks the 1400 kc, 250 w facilities which were va- cated when KGKL San An- gelo moves to 960 kc and 6 kw pow- er. Other partners are L. B. Horton Jr., who saw four years' service with Texas 36th Division; later, E. Yaggy, and L. B. Hort- ton Sr., of San Angelo. Mr. Yaggy, a pilot in World War I, is former manager of the San An- gelo Chamber of Commerce. With Mr. Horton Sr. he is in the real estate, insurance and loan busi- ness. Mr. Horton Jr. and Mrs. Carswell will be active managers of the station.

Mrs. Carswell's husband, the late Maj. Horace Carswell, a B-24 pilot under Maj. Gen. Claire Chen- nauft, made direct hits on a Japa- nese cruiser and destroyer. He was later killed trying to land a dis- abled plane off the coast of China where he was wounded and unable to bail out. Both Army and Navy recommended him for the medal.

Gains Full Account
COMPLETE national advertising oper- ations for all products manufactured by Louis Milani Foods, Chicago, has been acquired by Ward & Puttermann, Chi- cago. Agency previously handled ma- jority of Milani product advertising.

NAB Starts Study Of Dealer Co-ops
Questionnaire Is Mailed To Manufacturers
SURVEY of manufacturers' use of radio advertising on a dealer-co- operative basis has been started by the NAB Dept. of Broadcast Advertising and Research Dept. Questionnaire is being mailed to leaders of manufacturer asking them to describe their dealer-co- operative plans and policies.

Through the survey NAB hopes to obtain a comprehensive picture of the methods used by manufac- turers in contacting dealers and recompenesing them for use of time, with percentage of cost borne by each. The material will be in- corporated in a booklet.

Last such survey was conducted by NAB in 1942, at which time 112 member stations answered a ques- tionnaire. More representative re- turn is anticipated from question- ing manufacturers. Studies were not conducted during the war years, with the result that present ma- terial is out of date.

The survey was approved at the June Sales Managers Executive Committee session in Washington, and also was approved by the NAB 18th District at Monterey early this month. The district requested NAB to "make every effort to ob- tain equal recognition for radio with other media of dealer-co- operative advertising."

NAB Investigates Per Inquiry Offers
TWO contingent or per inquiry offers by prospective magazine sponsors are being investigated by the NAB Dept. of Broadcast Ad- vertising. Acceptance of such business is contrary to terms of a resolution adopted at the 1942 NAB convention.

Catholic Digest, 41 Eighth St., St. Paul, edited by Rev. Paul Bus- sard, is said to have offered stations a proposition based on sub- scription revenue received for use of a series of weekly quarter- hour transcriptions based on ma- terial out of the magazine's ar- ticles. According to the maga- zine's offer, its "one reason for using radio is to increase circula- tion through the presentation of an interesting, informative and en- tertaining broadcast." The disc series would start Sept. 29. The magazine claims a circulation of 300,000.

Another magazine, Shotguns News, is reported by NAB to have offered commercial continuities to stations and the contingent in this situa- tions would get half of the sub- scription revenue taken in as a re- sult of time devoted to the maga- zine. A new monthly, Shotgun News gives a free classified each month to subscribers.

DEADLINE
October 1 . . .
BROADCASTING
NAB-October 21
CONVENTION
ISSUE
BROADCASTING's biggest-of-all and most important Convention issue to date will be published Oc- tober 21.

Timely articles, written by recog- nized authorities in broadcasting and business fields regarding AM, FM, Television and Facsimile, will reflect problems and progress made by broadcasting during the first post-war reconversion year. This issue, concerned with all phases of all radio—AM, FM, Television and Facsimile—will be kept as reference text by broadcasters, agencies, advertisers and manufac- turers.

Tell your story to the top men in broadcasting and business fields. Guaranteed 12,500 circulation with additional 2000 issues distributed at Convention, Regular rates and sizes available. Write, wire or call...

BROADCASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
CBS, KQW Owners Seek Re-Hearing

Petitioners Charge FCC Ignored 20 Facts In Its Denial

CHARGING that FCC's denial of Petitioners Charge FCC Commission without adequate legal standard and factors not fixed or prescribed by the Communications Act in this respect is unconstitutional "because it violates transfer rules prescribed by the Communications Act," violates transfer rules prescribed by the Act, and is at variance with FCC's regulations governing network ownership of stations.

If the decision is within the scope of FCC authority, the petition asserted, then (1) the Communications Act in this respect is unconstitutional "because it delegates legislative power to the Commission without adequate legislative standards"; (2) the decision abridges freedom of speech and press "by violation of the rights of the petitioners"; and (3) "deprives petitioners... of... liberty and property without due process of law... ."

The petition attacked particularly FCC's finding that present ownership of six 50-kw clear channel stations and one 5-kw regional by CBS constitutes a concentration of control that should not be extended. Such a statement, it was claimed, "is not a proper finding of fact, is not supported by the evidence, is an unsupported conclusion and creates a standard or factor for consideration on these applications not prescribed by and in violation of the Commission's rules and regulations beyond its statutory powers."

The record should be re-opened, the petition declared, to consider FM and television prospects and the fact that CBS stockholders' interests in WCAU Philadelphia would be sold in the proposed transfer of WCAU to the Philadelphia Record (BROADCASTING, May 13). Such facts "are important because they demonstrate that Columbia's acquisition of an eighth station... could not possibly constitute" an undesirable concentration of control, the petition contended.

licenses and regular and conditional construction permits for more than 750 stations had been issued as of Aug. 1 and FCC has estimated there will be 3000 FM and 200-300 television stations in the U.S. within a few years, it was pointed out. By acquiring KQW, the petition argued, CBS would own less than 1% of all U.S. AM stations and the aggregate power of its own stations would be less than 10% of the aggregate power of the U.S. total. If FM grants and later AM authorizations were counted, the petition claimed, "the percentages would be further diluted."

The petition listed 20 "facts and factors" which it maintained the Commission should have found and considered but didn't, including:

1) That Columbia's interest in WAPI Birmingham is limited to ownership of voting trust agreements and has nothing to do with programming policy;
2) That CBS has no relationship with the WAPI outlet "in the sense of a relationship of affiliation";
3) Affiliated stations carry fewer CBS sustaining programs than owned stations, and San Francisco Bay Area listeners would get "many more outstanding programs" if KQW were owned by CBS;
4) That in the past CBS operated eight AM stations "outstandingly in the public interest" and that FCC's requirement that it dispose of WBT Charlotte under Rules Sec. 3.106 "adversely affected" the economic stability of its network operations;
5) That CBS ownership of KQW is required as a reserve source for financing network sustaining programs; and
6) Other network "outstanding stations, outlets and CBS needs an outlet and also an originating point there;" (7) A CBS-owned station in San Francisco would promote competition and would take advantage of the best facilities in the area, and would not discourage the creation and growth of new networks; (8) transfer of KQW to Columbia "would be in the public interest and should be approved."

The petition, filed Monday, was signed by Charles E. Thompson, Washington counsel for the KQW owners (Sherwood D., Mott D., and Ralph R. Brunton and C. L. McCarthy) and licensee (Pacific Agricultural Foundation), and by Julius F. Brauner, counsel for CBS. FCC's final decision denying the sale was announced Aug. 16 (BROADCASTING, Aug. 12).

Rowell Quits FCC, To Join Law Firm

Will Specialize In Radio And Communications

RUSSELL ROWELL of the New AM Facilities Section, Broadcast Division of the FCC Law Dep't, has resigned effective today (Monday) to join the Washington law firm of Spearman & Roberson, with offices in the Munsey Bldg. He will engage in general practice, specializing in radio and communications law.

Mr. Rowell joined the FCC legal staff in April 1947 and has since participated in numerous proceedings involving applications for new and increased facilities and in renewal hearings involving station management, operation and programming.

On military leave from the Commission from May 1942 until Feb. 1946, he served as control officer of the Philadelphia Signal Dept. and later was assigned to the Office of the Chief Signal Officer, Washington. When he returned to FCC he served in the Renewals Section of the Law Dept. until April, when he was transferred to the New AM Facilities Section.

Mr. Rowell was born in Richmond, Va., on March 14, 1910, attended George Washington U. and is a graduate of Washington College of Law. He was married to the former Thelma Hart of Richmond. They have two daughters.

STRIKLAND NAMED TO PROMOTION POST


During the war Mr. Strickland served as a major in the Army Airways Communications System in charge of installations of radar and various types of telecommunications.

Before the war he was sales manager for the American Network, FM network.

Wetzol Resigns

MAURY WETZEL, production manager for the ABC Central Division, Chicago, has resigned to enter free lance work. Temporarily his duties will be taken over by Fred Kilian.

Clifford Joins Agency

GEORGE CLIFFORD, former partner of Regional Radio Sales, Chicago, has joined Ward & Putterman, Chicago, as timebuyer.
SMITH ASSUMES NEW POSITION WITH RCA

THEODORE A. SMITH, sales manager of communications and electronic equipment of RCA's Engineering Products Dept. since 1943, has been promoted to general sales manager of the Engineering Products Dept. [BROADCASTING, Aug. 28].

A. R. Hopkins, former regional manager of the RCA Engineering Products Dept., in Chicago, succeeded Smith as sales manager of the Communications and Electronics Department.

Mr. Smith was born in New York City, educated in New York schools and received his M. E. degree from Stevens Institute of Technology in 1926. The same year he joined the RCA technical and testing laboratories at Van Cortlandt Park. By 1928 he was in charge of television engineering for RCA and played a major role in building RCA's first television station W5XDS in New York. In 1930 he became district sales manager for broadcasting equipment.

Mr. Smith joined RCA Victor in 1938, holding the position of sales engineering manager of broadcast transmitters, television equipment, electron microscopes and test measurement equipment.

Dr. De Forest Honored

DR. LEE DE FOREST, pioneer radio inventor who deserted semi-retirement in California to head the veterans training department of the American Television Labs., Chicago, was honored at a “73 Dinner” by members of the radio and television industry and civic leaders on his 73rd birthday Aug. 26. Seventy-three guests were invited to the dinner, held at the Drake Hotel, were broadcast on WGN Chicago 10:45-11 p. m.

LOCAL COMMERCIALS FORESEEN FOR VIDEO

TELEVISION was depicted as destined to become “the ideal advertising medium for the local merchant whose efforts are directed toward the sale of nationally distributed products,” by Paul Mowrey, national television director of ARG, in a talk last Tuesday before the Advertising Club of Des Moines, Iowa.

“The local commercial benefiting the local businessman, inserted into an elaborately produced, nationally broadcast program,” will be developed by television far beyond its limited use in radio, he said, enabling the local merchant “to combine the advantages of the skillful, smartly conceived advertising drive of the national manufacturer with the irresistible personal appeal of his own commercial, built exclusively for his own clientele.”

Stating that many manufacturers are already studying the possibilities of nation-wide video productions designed for local commercial participation, Mr. Mowrey pointed out that these companies plan to start the major expense of such advertising, “so reducing the cost of the locally presented commercial that the local merchant cannot afford to ignore its potentialities.”

Network, Agency Officials Make Plans

FOR PROMOTION OPPOSITE CROSBY DISCS

COOPERATION between major competing network programs and their advertising agencies will be something new on the Hollywood scene this fall.

This was revealed following meeting Aug. 26 of publicity-promotion representatives associated with the four NBC Wednesday night Hollywood originations, Duffy’s Tavern, Great Gildersleeve, Kay Kyser’s College of Musical Knowledge and Frank Morgan Show [BROADCASTING, Aug. 28].

Luncheon meeting was hosted by Sidney H. Strotz, NBC Western Division vice president. Besides advertising agencies, others at meeting were representatives of the various talent services associated with those programs, independent publicists and network publicity-promotion heads.

Conceived by Milton Samuel, West Coast publicity director of Young & Rubicam Inc., group developed plans for joint publicity and promotion of the four program block. In practice, plans call for coordination of separate program publicity efforts to effect maximum listenership for NBC lineup opposed to recorded Bing Crosby program schedule for release on 600 stations starting Oct. 2 under Philco Corp.

Specifics of plan call for publicity of each of the four by any one of the agencies concerned. Spot announcements utilizing personalities from each of these four programs are being distributed to NBC stations throughout the country. To further bolster local support, closed circuit talks by program personalities with station managers around the country have also been set. Guest exchanges of program personalities are being arranged.

As a further step it is considered possible that two NBC New York originations that night (Mr. District Attorney, Mr. & Mrs. North’s), may be added to the Hollywood four. This would further strengthen promotion effort, it was explained.

Besides Mr. Strotz and Mr. Samuel, attending meeting were Sam Pierce, Ruthrauff & Ryan Inc.; Frank Pettman and Francis van Harteveldt, Needham, Louis & Brorby; Tony Stanford and Tom Wright, Young & Rubicam Inc.; Z. Wayne Griffin, radio director of Berg-Allenberg Inc.; Bernie Milligan and Neil McDonald, Earl Ferris Assoc.; Maury Foladare, head of Maury Foladare & Assoc.; George Gruskin, radio executive of William Morris Agency; Hal Bock, Baldwin Sullivan, Leslie Raddatz, Robert McAndrews, NBC.

BROADCASTING • Telemarketing

Shaggy Story

NBC which often comments with unconcealed pride on the quality of its roster of stars last week announced it had acquired the questionable talents of the abnormal English terrier which talks.

Merrill Mueller, the network’s London correspondent, will interview the dog, by name Ben, on the News of the World program Sept. 6 (7:45 p.m.). The dog’s vocabulary is limited to the single phrase, “I want one.” Obviously, Mr. Mueller will have to be careful with his questions.

Monitor Post Closes

RADIO INTELLIGENCE STATION near Canandaigua, N. Y., last in the state, was closed down effective yesterday (Sept. 1), with monitoring in that area to be handled henceforth by FCC stations in Michigan, Maine, Maryland, and Rhode Island. The station was a secondary monitoring unit of the Great Lakes Region of FCC’s new Field Engineering and Monitoring Division, which was formed by merger of the Radio Intelligence Division (RID) with the Field Division [BROADCASTING, June 24]. Ivan T. Orenzen, engineer-in-charge at Canandaigua, announced the abandonment of the station.

21 YEARS YOUNG

WODD

CHATTANOOGA, TENN.

CBS

5,000 WATTS DAY AND NIGHT

first in advertising, listener acceptance, and public service

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

September 2, 1946 • Page 87
**KKE IS CO-SPONSOR OF WORLD CALENDAR**

**EDITOR, BROADCASTING:**

The clipping concerning the Bill for the World Calendar introduced into the House of Representatives on 15 July, which appeared in your publication on 28 July, has been brought to our attention and we greatly appreciate the publicity given The World Calendar in your columns.

However, we would like to call to your attention the fact that Representative Karl E. Mundt's collaborator in the introduction of this legislation was not Representative Jerry Voorhis, as reported by you, but Representative John B. Eubanks, Democrat of West Virginia, and ranking member of the Foreign Affairs Committee of the House.

H. Austin Egmont

World Calendar Assn.

New York

August 12, 1946

**WBBM TAKES STOCK**

**Human Relations Campaign**

**Totals 260 Hours—**

CONVINCED that racial, religious and other group prejudices were the greatest enemies in postwar living, WBBM Chicago launched a diversified "Human Relations" campaign in formulating its 1946 program policy.

Last week Walter Preston, WBBM program director, summarized the first six months' achievements by the station. WBBM had broadcast 102 direct programs on human relations for a total of 47½ hours; 168 programs (airtime 62 hours and 5 minutes) on related subjects, and 493 spot announcements.

Don Kelley, head of WBBM public service, said second six months should surpass this amount of time. Basic points of policy as outlined by Mr. Kelley are: (a) To give priority to programs tending to improve human relations, (b) to aid in the selection of Mayor Edward J. Kelly's Commission on Human Relations, (c) to develop, produce and broadcast special programs for Negro listeners, (d) to be sensitive to the needs of human relations in selecting programs, (e) to give widest publicity in regular newscasts to items which further human relations.

**White to Retire**

**EGBERT WHITE, senior account executive, vice president and former member of the board of directors of BBDO, who has been with the agency and its predecessor, George Batten Co., for 30 years, will retire within the next few months. During the war, Mr. White was in charge of the Mediterranean edition of *Stars and Stripes*. Upon his retirement Mr. White plans to spend a good deal of his time at his farm in New Milford, Conn. He also intends to travel.**

**Newlyweds Robbed**

TO AVOID pranksters Rex Allen hid his car in an alley behind WLS Chicago Aug. 25. Mr. Allen, singer on *Baru Dances*, married Bonnie Lin- der, singer on the same show, in a ceremony at the studios. When they slipped away later, Mr. Allen discovered the car had been victimized not by pranksters but by a serious thief who broke a window and stole the luggage including the bridegroom's two new suits. The Allens positioned their wedding trip in order to replenish their trousseau.

**Stephens Conference**

Oct. 29-30 has been set for the radio conference to be held at Stephens College for women, Columbia, Mo., according to Hale Aarnes, head of the school's radio department. Stephens will be sponsored by both the school and the Stephens College radio advisory committee which has a membership taken from the industry itself.

Conference will be devoted to problems of radio education and broadcasting in junior and senior colleges and the furtherance of the art in that educational category.

**School of Business**

Anticipating the largest fall enrollment in its history, the Evening Extension Division, City College School of Business, New York, has announced that registration will take place Sept. 12-20, between 5:15 and 8:30 p.m. at 17 Lexington Ave. Fall term begins Sept. 23.

The evening classes and radio courses include: survey of radio and station practices; announcing; script writing for production; television studio operation and program production; varieties of workshops; radio audience research; documentary radio; television advertising and merchandising; radio broadcast advertising; workshop in television commercials.

Veterans, to receive special attention, are asked to get form 1950 from the Veterans Administration. Detailed information on job training may be obtained by writing Dr. L. Love, director of the Evening and Extension Division, at the school.

**Escapes Drowning**

PEGGY CAVE, director of women's activities of KSU St. Louis, narrowly es- caped drowning Aug. 11 as the result of a motor boat accident on Lake Springfield, II. On Sunday evening, together with her parents, the boat struck a submerged log and sank. Another boat headed in to the scene. She lived to arrive in time to save group.
BBC Video Monopoly Brings Protest From Newsreel Firms

POSSIBILITY of the British Broadcasting Corp. entering the newsreel field and the newsreel firms going into television was suggested by the London press as a result of a deadlock between radio and the Renters-Exhibitors-Producers Committee.

BBC has asked to televise newsreels and films on regular television broadcasts, but so far permission has been denied. The London Evening News said when the Renters-Exhibitors-Producers meet with the Telecasting of the American Society of Mechanical Engineers and vice president of the American Association of Electrical Engineers and electrical section of the air force, Dr. Stevenson served in the radio division.

Dr. Stevenson had been with GE Son, staff assistant to the General Electric engineer in the radio, and Jack Wincour, marine division.

AACA Elects

THE AMERICAN COMMUNICATIONS ASSN. (CIO) last week elected Joseph P. Selly to that organization's presidency. His new term begins Sept. 5. Mr. Selly had been opposed by Harold Taylor, a former vice president in charge of the cable and wireless division of the AACA. Joseph P. Kehoe, according to the News, is conducting research along that line.

Another newspaper said BBC may form its own newsreel organization if it continues to meet demands of its request to televise newsreel films.

Brown to Retire

LYNDON O. BROWN, founder and partner of Stewart, Brown & Assoc., New York, research organization, effective Jan. 1, 1947, removes from the research field to become president of Knox College, Galesburg, Ill. With Lord & Thomas and its successor, Foote, Cone & Belding, Chicago, from 1900 until 1943, Mr. Brown was vice-president of the agency when he left the firm. He is author of a book, Market Research and Analysis, and at one time was professor of research and advertising at Northwestern U., Chicago.

Woodyard Sells WINK, Florida Local, To Lakewood, Ohio, Firm at $100,000

SALE OF WINK, Fort Myers, Fla., local, by Ronald B. Woodyard to the United Garage and Service Co. of Lakewood, Ohio, (Cleveland suburb) for $100,000, minus quick assets, which also would be disposed of before sale.

Dr. A. R. Stevenson

DR. ALEXANDER R. STEVENSON, staff assistant to the General Electric Co.'s vice president in charge of engineering policy, died last Wednesday in Ellis Hospital, Schenectady, from a heart attack. Dr. Stevenson had been with GE for 27 years, joining company in June 1917. During World War I Dr. Stevenson served in the radio and electrical section of the air force at Langley Field, Va., and in France. He was a fellow of the American Association of Electrical Engineers and vice president of the American Society of Mechanical Engineers. He leaves his wife, Helena, and three children.

an official ban on the humorous use of the word "squatter" on the air. BBC ordered all comedians not to use the word in connection with a humorous incident or joke, although it was widely publicized and has been a natural for gags.

How British soldiers — prisoners of the Nazis — operated secret radio stations in German prison camps during the war came to light when the British Empire Medal was awarded Peter Mace, a poultry farmer, formerly a wireless operator with the Royal Air Force. When Mr. Mace was captured and sent to Fagen prison camp, he found a well-organized secret group operating small radio stations. In the four years he spent in the German prison camp, he said, the Nazis evidently never suspected that the allied soldiers were contacting their own forces by means of equipment. Red Cross food parcels were used to conceal tubes and other parts.

Moon to Beam

PLANS for a 100-pound "rocket radio" to broadcast from the moon, were announced last week by Wethinghouse. The firm's scientists expect the rockets to be built within the next 18 months by the Army for projected flights to the moon. The compact radio transmitter with 100 w, power, will be hermetically sealed and will send out ultra shortwaves. It would broadcast one minute each hour, reporting the progress and landing of the rocket.
Help Wanted

Wanted—Manager of radio station to locate in midwest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Operator—radio station located in a southern city of 25,000. Box 781, BROADCASTING.

WANTED—Announcer who can capably locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 743, BROADCASTING.

Wanted—Manager of radio station to sell transcribed radio programs. Local—CBS affiliate. Contact T. K. Vassey, Box 659, WSB, Atlanta, Georgia. Good opportunity for right man.

Wanted—Operator—announcer. Forty dollars for forty hour week to start. Send photo. Box 737, BROADCASTING.

Wanted—Farm Director—5000 watt station in Southwestern 5 kw station needs additional transmitters and maintenance engineer. Grand opportunity get real experience on high powered equipment and direction. Reply will be kept confidential. Give full details, including salary requirements. Box 768, BROADCASTING.

First class operator—and program director. Operator $45 with broadcast experience, $50 start. Send disc, Southern Station, Box 785, BROADCASTING.

New daytime radio located in Mid-South needs complete staff. Engineer and one or more ann. and program director-announcer. Previous experience in daytime operation necessary. Box 787, BROADCASTING.

Wanted experience writer wanted. By Southwest CBS affiliate. Send list complete radio experience and references. Box 789, BROADCASTING.

Wanted—Representatives in major cities to sell transcribed radio programs. Literature and commission. Box 790, BROADCASTING.

Two engineers with first class licenses and good volpes for combination work in 250 watt Florida station, Box 791, BROADCASTING.

Chief Engineer. Prefer young veteran who has been a transmitter and operator and who now feels he has all necessary qualifications for responsible position. Must be familiar with all phases of 250-watt full time station in Northeast. Starting salary $50.00 per week with raises for man. Must be thoroughly familiar with all phases of building and improving station ratings. An unusual opportunity. In order to qualify for personal interview, please give complete details and include small photo. Confidential. Box 835, BROADCASTING.

Wanted—two first class radio telephone operators for transcribed programs. $50 start. Twenty five watt network station. Give complete information in first letter. Apply J. V. Sandenson, Radio Station WHBS, c/o Huntsville Times, Huntsville, Ala.

Wanted—Operator—Announcer. Forty dollars for forty hour week to start. Send photo, Curriculum vitae, Box 837, BROADCASTING.

Wanted—1st class license needed immediately for Virginia ABO affiliate. Excellent salary for shift of less than forty hours. Box preferred. Application, Box 838, BROADCASTING.

Wanted—Engineer, first class license. Does not need experience. Write Box 839, BROADCASTING.

Wanted—Announcer-copy writer by 5000 watt CBS affiliate. Box 843, BROADCASTING.

Assistant Station Manager. Must be capable, conscientious, hard-working; thoroughly familiar with all phases of programming, production, promotion, and publicity. At least two years experience in competitive metropolitan markets necessary, with proven record of building and improving station ratings. An unusual opportunity. In order to qualify for personal interview, please give complete details and include small photo. Confidential. Box 845, BROADCASTING.

Wanted—Announcer—single, experience not necessary. Write B. H. Bopp, WMBF, Florence, Penn.

WANTED—Announcer—copy writer by first letter. Box 847, BROADCASTING.

Situations Wanted

(Announcer) Football play by play Announcer for Pacific Coast, Box 850, BROADCASTING.

PROMOTION MANAGER—Desirous of obtaining position with large radio network. Located in Eastern station, with record of having won all major awards and creating program that has improved commercial trade recognition. Anxious to locate for position in a company where an opportunity to make friends and further all civic activities is possible. Must have complete and thorough salary required. Box 853, BROADCASTING.

Public Relations—Qualified in all media. Was PRO for First Naval District, PR Department City of Boston for four years. Now advertising for announcer; must be experienced in all phases of station operation network and independent. Must have complete. Box 854, BROADCASTING.

Newscaster—Can qualify as newscaster, has good voice and familiarity with radio experience. Am currently radio news writer for eastern station and have studied voice and style under topnotch voice instructor. Has my own studio. Spends voice for air work. Early interested in radio. Has disc and all details. Contact William L. Dorr, c/o Major Station, Lewistown, Penn.

Wanted, good announcer with first class license, 250 watt mutual station. Salary $425.00. Station WLYT, Muscle Shoals, Ala.

WANTED—Actress. Has 7 years experience in radio and film. Local—CBS Affliliate. Will work for 1st class license. Send disc and all details. Box 864, BROADCASTING.

FOR SALE

1—Radiotron 15” transcription chasis—$100.
1—Gates 7” S-binary recording amplifier—$150.
1—Gates 2176 lateral pick-ups, equalizers and pre-amplifier—pair, complete—$255.
1—RCA 0.5 remote amplifier—$218.

FOR SALE

Well established Southern Carolina Station affiliated with Major Network. Located in one of South Carolina's largest markets. Substantial return on investment. Replies confidential.

 än INVESTMENT OPPORTUNITY

A newly-organized transcription house desires to contact parties interested in supplying financial support in return for proportionate share of stock. Complete production facilities plus a wide variety of proven commercial shows available. Auditions supplied upon request.

WANTED


Wanted: Program director, job requires first class license. No previous experience necessary. WSBT, Rutland, Vt.


First class operator—for control room and transmitter. Local-CBS station. WPAY, Portsmouth, Ohio.

Wanted immediately—three men with first class phone tickets. Good pay. Must be experienced radio man. Contact Fred Marquis, WPNM, Middletown, Ohio.

WANTED—Farm Director—5000 watt station in Southeastern 5 kw station needs additional transmitters and maintenance man and who now is thoroughly familiar with all phases of building and improving station ratings. An unusual opportunity. In order to qualify for personal interview, please give complete details and include small photo. Confidential. Box 835, BROADCASTING.

WANTED—Announcer—First class. Will work for 1st class license. Send disc and all details. Box 845, BROADCASTING.


First class operator—for control room and transmitter. Local-CBS station. WPAY, Portsmouth, Ohio.

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**Most Stations Use Multiple Rate Cards, NAB Survey Says**

THREE-FOURTHS of broadcast stations have multiple rate cards for the same period of the day, with the practice more pronounced in small and medium cities, according to a study just completed by Kenneth H. Baker, NAB director of research.

Based on returns from 575 standard AM commercial stations that answered questionnaires, NAB finds that the rates are by far most common among local stations, less common among regionals, and least common among clear. No station reported more than three rate cards.

NAB has sent detailed analyses of the study to stations that participated in the survey.

In breaking down industry rate practices, NAB found a conspicuous lack of uniformity in defining "local," "regional," and "national" rates. The requirements mentioned most frequently were that the product be generally, rather than locally, distributed and that the business be placed by an advertising agency.

To qualify for "local" or "regional" noncompetitive rates, the accounts, in cases most frequently stated, must be sold to retail dealers, with little agreement as to definition of dealers or what type of advertising they may place.

Roughly two-thirds of stations charge a "local" or "regional" rate to a retailer a advertising a nationally distributed product, according to the survey, which explains that this represents about 50% of stations for two- or three-rate systems. The rates charged the retailer for this service are predominantly noncompetitive.

In analyzing rates charged distributors and wholesalers of nationally advertised products, the survey shows that these firms are usually charged more than local retailers. Main exception occurs among local stations, about half of which charge a local noncompetitive rate, in direct contrast with the exception of local stations.

Among one-rate stations, the term "general rates" is most frequently used, though many use no special designation. Terms "local" and "national" are used together almost four times as often as "retail" and "general" among two and three-rate stations. All stations report that "general" or "national" rates are not commissionable to agencies. A little over three-fourths of "local" and "regional" rates are not commissionable to agencies; about three-fourths are commissionable in the case of "regional" rates.

NAB's survey presents detailed tabulations of questionnaire results, along with various types of definitions and qualifications for different rates.

ABC, BBC ARRANGE VIDEO FILM TRADE

FIRST trans-Atlantic exchange of video programs is scheduled to get underway this week, when ABC ships to BBC films of the "Automotive Golden Jubilee," the Minneapolis Aquatennial, the speed boat Gold Cup Grand Prix and the Hopeful Stakes horse race. Made by ABC for video use in this country, the films will be telecast in England by BBC. First film expected by ABC from England will depict scenes of the British liner "Elizabeth" on its maiden voyage as a passenger liner, which ABC plans to telecast in America coincidentally with the ship's arrival in Southampton.

Details for the exchange of film, which will all be 35 mm. with sound track, were worked out by Bernard Pearce, ABC video special events director, and Stephen Fry, BBC video programmer, in London. Calling the exchange "The beginning of international television," Mr. Fry pointed out that "some day we may be able to transmit across the Atlantic but in the meantime we can exchange film."

**Erwin Resigns Program**

BECAUSE role doesn't suit his talents, Stuart Erwin, comedian and star of CBS' Phone Again Finney, has resigned from that show effective with Sept. 19 broadcast. Sponsor is Household Finance Corp., Chicago.
BOARD UPHOLDS PW RIGHT OF DISMISSAL

ARTHUR S. MEYER, chairman of the New York State Board of Mediation decided that Press Wireless could discharge the 46 employees whose dismissal last Aug. 7 precipitated the strike of 300 American Communications Assn. (CIO) members, but held that the communications company could not reduce the wages of any downgrade employees.

In making his decision, Mr. Meyer said that the company's action Aug. 7 had been in violation of its contract with the union. He admitted that the union's complaints about the company's action had been justified, but that they did not justify the ACA's strike action.

Upholding Press Wireless on the lay-offs, Mr. Meyer cited company figures showing a drop in gross operating revenue from $3,470,000 in 1945 to $1,244,000 in the first six months of 1946. Its wordage had dropped from 9,500,000 in April, 1945 to 4,200,000 in June, 1946. These facts, Mr. Meyer said, were irrefutable evidence that reduced revenue had forced the company to lay off the men.

The company laid off the men as of midnight, Friday, Aug. 31. No comment was available from union sources, on whether action might be taken as a result of the mediation board's decision.

CINCINNATI's Junior Olympic team, sponsored by WKRC, easily won the first National Junior Olympic meet at Cleveland, Aug. 24, scoring 22 firsts. Under sponsorship and promotion of WJW Cleveland and supporting groups in various cities, the contests involving 700 12 to 17 year old athletes were broadcast over CBS and ABC.

The WKRC team not only won the WJW cup for the winning team, but a Cincinnati boy won the ABC trophy for the outstanding athlete. The Cincinnati team of 70 was the cream of 27,153 entrants in that city.

Preliminary training conducted throughout the summer at municipal playgrounds attracted 30,000 youths in Cleveland.

Entering groups were Morgan-town, W. Va.; Cincinnati; Erie, Pa.; Lorain, Ohio; Canton, Ohio; Louisville, Ky.; Escanaba, Mich.; Lakewood, Ohio; Mansfield, Ohio; Columbus, Ohio; Toronto, Canada, and Cleveland.

Extentive parade was held for Junior Olympics. Games were designed to foster good sportsmanship and fair-play. Program and ceremony of the historic event were followed.

Seven ABC Outlets Form Florida Net

R. R. Feagin of WPQ Chosen President of Group

FLORIDA - AMERICAN NETWORK Inc, with stations in seven Florida cities was formed Aug. 25 following a one-day meeting of station heads in Miami.

Robert G. Venn, general manager of WGQ, the network's Miami outlet, announced member stations, all ABC affiliates: WPQ Jacksonvill e, WSN St. Petersburg, WWPG West Palm Beach, WLOF Orlando, WMFJ Daytona Beach, and WRHP Tallahassee. The latter is a new station soon to be operating.

Robert R. Feagin, WPQQ general manager, was elected president of the network. W. W. Each of WMFJ is vice-president, and Frank Taylor Jr., WPQQ secretary-treasurer. Mr. Venn, also named a vice president, said the new set-up is the only one covering all important Florida markets.

WGQ will be in charge of program, sales and sales promotion for the network. Sustaining and public service features will be carried as well as commercial programming. The network station will be WPQQ and WGBS, although others may originate.

Rate card will be issued soon based on each station's ABC rates. Operations will begin immediately.

Date Postponed

MODEL United Nations Conference to be held in Chicago under co-sponsorship of Roosevelt College and NBC National Council was to air NBC's UN program, but will be held Oct. 16 instead of previously announced date, Sept. 19. Date was postponed because of the possibility of delay in opening of actual UN meeting in New York. Project will be held in Chicago's Auditorium Theatre, recently acquired by the college, and will follow formal procedure of the N. Y. conference.

Keynote addresses will be by WMAQ, NBC affiliate in Chicago.

Full Hour Sponsored

FOR THE FIRST time in its 13 years as a network show, Breakfast Club is fully sponsored. Show is aired six-weekly 8-9 a. m. (CDT) on ABC, Kay Daumit Inc., Chicago (Lustre Crème Shampoo), lights the last candle when it begins sponsorship of the 8-8:15 a. m. portion Sept. 2. Since its origin June 23, 1933, Don McNeill has been the c. of Breakfast Club. During its seven years program, was sustaining. In 1940 sponsorship began on a station-to-station or co-op basis but this was abandoned in Feb. 1941 when Swift & Co. assumed sponsorship of 8:30-8:45 a. m. segment; Swift now sponsors 8:15-8:45 a. m. period and Philco Corp. 8:45-9 a. m.

BERMUDA FEEDS TO All Networks

On Truman Coverage

THROUGH co-operation of ZBM Bermuda, an ABC-MBS affiliate, four network newsmen last Monday gave a broadcast on the highlights of President Truman’s voyage and his stay in Bermuda. ZBM also helped in providing network feeds to the United States.

The newsmen, who accompanied the President aboard the U. S. S. Weiss, are Bill Coyle, ABC; B. S. Harvey, Mutual; Art Barkell, NBC, and John Adams, CBS. The program was heard by the President aboard the Williamsburg after dinner Monday evening. He sent congratulations to the correspondents via Charles Ross, press secretary, for an “excellent program.” Mr. Ross said he thought it a good report on the President’s activities.

Music Strike Ends

MUSICIANS were back at WOAI San Antonio last week after a strike that lasted approximately a month. Terms agreeable to both parties were adopted. At issue in the strike was the right of the station to use nonunion bands in public interest shows as well as hillbilly programs. WOAI had resisted demand of the AFM for right to approve or reject for advance programs involving nonunion musicians, the station contending this was contrary to FCC regulations.

Petrillo Bans Band

DISAPPROVAL by James C. Petrillo, AFM president, forced cancellation of scheduled appearance of the MexicanTipica Orchestra at the San Mateo County (Calif.) Fiesta, according to an Associated Press dispatch quoting Norwell Gil-leepe, secretary-manager of the event. The band is paid by the Mexican government. Cancellation of band’s appearance at the Texas State Fair may develop as a result of Petrillo’s disapproval of foreign musicians.

Roy C. Hollis

ROY C. HOLLIS, acting president of the News Syndicate Co., New York, applicant for FM and tele- vision stations in New York, was killed Thursday when a station wagon in which he was riding struck a utility pole on a highway near Fairlawn, N. Y. Mr. Hollis had been general manager of the News, tabloid daily, since 1927 and had been named acting president last May 30 after death of Joseph Me-dill Patterson, publisher. Surviving are his wife and three daughters. Funeral services were held Saturday at Bronxville, N. Y.

Food Co. Places

STERLING POINT FROZEN FOOD Co., Jersey City, Sept. 2 for 13 weeks takes sponsorship of Carlton Fredericks, food expert, on WNY New York, Tuesday nights 1-4:30 p.m. Firm plans to use spot on other stations in area. Agency is Stier-
FCC GRANTS 8 FINAL
15 CONDITIONAL FM CPs

CONDITIONAL GRANTS, subject to engineering conditions, announced by FCC Friday for 15 FM applicants. Regular permits went to five applicants previously given conditional grants, plus three regulars in lieu of conditions previously attached to permits.

Certain to hear in San Francisco, Tuesday, the case made on condition J. Hale and John F. Steinman, owners of Steinman stations, give up combined interest in Delaware Broadcasting Co., WDEL Wilmington, principally owned by Steinman, and have no interest in any other FM station in same community. (Steinmans sold interest in WILM in early June to Alfred G. Hill and associates, giving latter 100% ownership, and FCC is informally notified that Sale price understood to be about $75,000.)

Santa Clara Broadcasting Co. application for San Jose FM conditionally granted after FCC granted petition to request Class C in lieu of Class B. Application of Radio & Television Corp. removed from hearing docket.

Franklin Broadcasting Co. new FM application for Philadelphia designated for hearing with seven other applications there. Hearing, with eight applicants now seeking four available Class B channels, scheduled Sept. 9-13. Also consolidated were four Class B applications for Charlotte, N. C. area: Surety Broadcasting, Winston-Salem; WBSR, Chapel Hill; Intercity Adv. (WAYS Charlotte).


Conditional grants (with interest in AM station shown in parenthesis):
- Voice of Alabama, Birmingham, WAPI, Class B; Santa Clara Broadcasting Co., San Jose, Calif., Class A; WDEL Inc., Wilmington, Del. (WDEL), Class B on condition that WDEL Inc. station in Delaware community, Delaware Broadcasting Co., Wilmington (WILM), Class B on condition Steinmans relinquish all interest in Delaware Broadcasting Co.; Voice of Augusta, Augusta, Ga. (WFWP), Class B; Tri-State Broadcasting Co., Newport, Iowa (WOC), Class B; Topeka State Journal Co., Topeka Kas., Class B; Southeastern Broadcasting Co., Roanoke, Class B; New Bedford Broadcasting Corp., New Bedford, Mass., Class A; Leonard A. Versluis (WLAV Grand Rapids), Class B; Radio Industries Broadcasting Co., Asbury Park, N. J. (WCAP), Class B; Associated Broadcasting System, Asbury Park, N. J. (WAPS), Class B; New Mexico Broadcasting Co., Santa Fe (KABF), Class A; Capital Broadcasting Co., New York City; WCAP, Capital City Broadcasting Co., New York City; WOC, Class B; Radio Industries Broadcasting Co., Asbury Park, N. J. (WCAP), Class B; Associated Broadcasting System, Asbury Park, N. J. (WAPS), Class B; New Mexico Broadcasting Co., Santa Fe (KABF), Class A; Capital Broadcasting Co., New York City.

Following permitted grants regular CPs (power given is effective radiated power; antenna height is height above average terrain):
- Sagamow Broadcasting Co. (WSAM), SaginawMich., Class B, 88.3 mc; Bluegrass Broadcasting Co., Louisville, Ky., Class B, 5 kw, 410 feet; Inland Broadcasting Co. (KBON), Omaha, Neb., Class B, 5 kw (No. 1347, 200 sec); Colorado Public Radio (KQED), Denver, Colo., Class B, 1 kw, 305 feet; KOMA Oklahoma City, Class B, 7 kw, 340 feet.

In lieu of previous conditions specified.

HASTINGS ON FULL CBS

HASTINGS (Mich.) Mfg. Co. (pistol rings, Castile), contracts for 52-week sponsorship of selected program on mutual network 7-7:30 p.m. Tues. (CTD), Oct. 15, DeWitt Mower, MBS midwest sales manager, announced Program replaces Nick Carter, which moves to Sunday 5-5:30 p.m.

WKVM SALE AUTHORIZED;
KHQ ASSIGNMENT APPROVED

SALE of Puerto Rico Advertising Co.'s 50% interest in WKVM Arecibo, P. R., to Ralph Perez Perry, WKVM manager and co-owner, and Julio Vidal, Arecibo and Mayaguez business man for $9,375 approved by FCC Thursday, announced WWM Sunday. Mr. Perry, already owner of WGMD, more for $1,150 and Mr. Vidal gets 43.866% for $8,225 [BROADCASTING, May 20]. Transferor is licensee WPTA Mayaguez.

Perry says Vidal made name back by approving assignment of license of KHQ Spokane, which Mr. Wasmann sold to Spokane Chronicle Co. for $1,295,000-plus [BROADCASTING, Feb. 11], from Louis Wasmann Inc. to KHQ Inc. subsidiary of Chronicle Co. Mr. Wasmann owns KGA Spokane. KHQ Inc. physical properties and goodwill valued at $850,000 in application, FCC said.

LICENSE RENEWALS GRANTED


Four stations continued on temporary licenses to Nov. 1, 1946 pending receipt and/or consideration of information requested under Communications Act of 1934 (b) regarding disclosure of information in applications or supplementary statements: WKBX Youngstown, Ohio; KLAS Las Vegas, Nev.; KSJF Jamestown, N. D.

WLBI IN JOINT HEARING

WLBI New York application to go from 1 to 10 kw on 1190 kc and increase from limited to fulltime operation with directional antenna announced by FCC Friday as designated for consolidated hearing with four other applications including WOWO Fort Wayne's to go from 10 to 50 kw on 1190 kc and WIRE Indianapolis' to move from 1430 to 1190 kc and increase power from 5 to 50 kw. WLBI operation now limited to protect WOWO. WIRE-WOWO applications previously set for hearing in Washington Sept. 20. Others added to hearing: Suburban Broadcasting Co. for new daytime station at Framingham, Mass. on 1190 kc, and Scenic City Broadcast Co. for limited-time Middletown, R. I. on 1200 kc with 50 kw.

AMERICAN TOBACCO Co. (Lucky Strikes) and American Cigarette & Cigar Co. ( Pall Mall) placing all advertising, effective Sept. 28, with Foote, Cone & Belding, Chicago, Inc., the firm's agency.

THE NIKE ADVERTISING BUREAU'S Jack Benny Show and Frank Morgan Show. Both accounts formerly handled by Ruthrauff & Ryan, N. Y.

PIGSKIN PRELUDE

AS KICK-OFF whistle for Michigan football, Owen Uridge, general manager, WJR Detroit, entertains athletic directors and coaches of 15 Michigan colleges at banquet and broadcast 10:30-11 p.m. Sept. 6. Roundtable discussion theme: Michigan teams compete with majority of elevens from 48 states.

BOILER TO MAKE NEW OFFER FOR NETWORK REFINANCING

REFINANCING and reorganization of North Central Broadcasting System outlined at meeting between John W. Boiler, network head, and creditors. No commitments made but understood Mr. Boiler will offer at meeting Sept. 3 to make substantial down payment on indebtedness with balance to be financed over period of years in return for removal of firm's assets from escrow [BROADCASTING, Aug. 19].

Mr. Boiler understood to have Chicago banker who promised to give definite answer whether his firm would finance network's reorganization. Creditors at meeting last week expressed desire to maintain network operations and indicated they would listen to any proposals which would help NCBS return to state of solvency.

NEW KEYSTONE RATES

NEW RATE CARD (Number 55) issued by Keystone Broadcasting System. In addition to rates, card contains ready reference guide of stations, call letters, location and market data. Current KBS advertisers protected under former rate card for one year. New advertisers likewise protected under former card for year provided firm orders received by record network on or before Oct. 15 for broadcasting to start by Dec. 1.

INTERMOUNTAIN Network, Texas Quality Network and CBS Pacific Coast Network subscribers to first BMB station, network audience seeking to make eight regional network subscribers.

CLOSED CIRCUIT (Continued from page 4)

release them to State. Unless somebody gives, Benton expected to ask Secretary Byrnes to go to White House for executive order.

OPERATION of shortwave transmitters in U. S. threatens to become problem once more. World Wide Broadcasting Foundation (WRUL Boston, etc.) readying own programming for 25% of time, under Ball amendment to State Department's bill. John Depatie, former owner of quiz show, expected to parry Walter Lemmon, World Wide president, suggesting Boston licensee permit State to continue full operation for time being. All licenses extended by FCC to Sept. 30 on condition state program outlets. That was before Congress passed Ball amendment, limiting State's operations to 75% of time without licensee's consent. When World Wide files for renewal, new program plans will be submitted but State understood reluctant to relinquish any frequency for even 25% of time.

PARKER PEN Co. considering sponsorship of Information Please, possibly for Wednesday 7:30 show, as network program spot outlets. That was before Congress passed Ball amendment, limiting State's operations to 75% of time without licensee's consent. When World Wide files for renewal, new program plans will be submitted but State understood reluctant to relinquish any frequency for even 25% of time.
SIX NEW AM STATIONS ARE AUTHORIZED BY FCC

GRANTS for six new AM stations announced Friday by FCC. One, in hearing case, went to Suburban Broadcasters, Dearborn, Mich., after Henry F. Fett withdrew competing application, according to FCC's "Order of Approval," No. 1600 kc 350 k w "Processing Line No. 1" (simple 250-kw applications); those for Stamford and Goose Creek, Tex., Huntington, W. Va., and Columbia, S. C., in "Line 3," composed of applications on which engineering studies had been completed Aug. 13 [BROADCASTING, Aug. 19].

FCC sources re-emphasized apparent deviations sometimes noted in "orderly processing" method due to greater complexity of some applications, additional information, etc., with result older applications sometimes take longer than some newer ones to get final action.

Controlling interest in Columbia grantee, Palmetto Radio Corp., owned by three members of U. of South Carolina electrical and mechanical engineering departments. Authorization subject to conditions relating to possible in-conference Aug. 19 (Ga.) Chronicle Broadcasting Co.'s application for same frequency (1230 kc) is granted.

Grants were:
2. Goose Creek, Tex.—Bay Broadcasting Co., 650 kc 250 w daytime only. Principals (each with 20%): Claude S. Brown, Alvin H. Ruffin, Daniel T. Shaw Co., Polly, Tex., president; Glen Jackson Howell and David Griffin Ruffin, Alvin, Tex., vice president and secretary-treasurer, respectively.
3. Cleveland, Ohio—St. Clair's Expressway Broadcasting Co., 830 kc 1 kw daytime only. Principals: James M. Hargrove, St. Clairsville, Ohio, president; C. A. Palmisano, Youngstown, Ohio, treasurer; R. G. Hovland, Youngstown, Ohio, secretary. Grants Aug. 29.
6. Huntington, W. Va., and WJLB Detroit; 14%. Granted Aug. 29.

Irwin Kahn, manager Kahn & Jackson Utilities Co., Detroit, Mich., a 15-kw FM station, obtained permission to go on the air.

Robert J. Enders, Adv., Washington, agency which uses air time to plug itself, given exclusive network commercial rights for President's Cup Regatta on Potomac, Sept. 20-22. WRC Washington tentatively scheduled preliminaries, 1:30-5 p.m. Sept. 21 for NBC. Enders offering main event to Army Recruiting Service as well as 26 national accounts. Regatta first since war. Guy Lombardo, 14% radio orchestra leader who won Gold Cup race at Red Bank, N. J., fortnight ago, one of President's cup contenders. WNBT New York, NBC video outlet, will film the event for Stanley Bell, WBC, sales, radio chairman ofPresident's Cup Regatta Assn.

REGATTA RIGHTS

CBS RAISE SALARIES OF 900 EMPLOYEES

CBS Friday announced salary increase of at least 10%, effective Sept. 1, to more than 900 employees. Increase based on June 30, 1946, salary rates and applies to all New York employees receiving $100 or less per week and not currently covered by union or other agreements.

Frank Stanton, network president, said salary increases are result of job classification survey. Where minimum rates under new job classifications increase above 10%, employees receive increased amount. "We believe that these salary adjustments will correct such inequities as our survey has disclosed and will also offset to some extent the economical pinch which has become acute in recent months," said President Stanton.

WABC BECOMES WCBS;
SHifting FM, VIDEO CALLS

WABC, New York key of CBS, becomes WCBS in shift of call letters approved by FCC and announced Friday. WCBS Springfield, III., ABC affiliate, and its WCBS-FM change calls to WCVS and WCVS-FM. CBS retains WABC as AM network outlet, adds WCBS-FM and WCBS to designate FM and video stations. WCBS, television station, thus becomes WCBS-TV, while WABC-FM changes to WCBS-FM. Relay stations WEHG and WEHK switch to WCBS-FM. CBS Monday, WCBS-FM Tuesday.

Network officials made no formal comment, but it was understood changes not to become effective before Nov. 1. CBS interest in changing to new calls obviously stimulated by similarity of present call of New York key to letters of rival network, plus additional promotional benefit deriving from station having same letters as network owning it.

WCFL GETS 50 KW

POWER INCREASE from 10 to 50 kw approved for WCFL Chicago, Chicago Federation of Labor outlet, FCC announced Friday. Station, operating on 1000 kc, authorized in install new transmitter, change directional antenna day and night.

BARR TAKES 'SHADOW'

G. BARR & Co., Chicago (Balm Barr Lotion), sponsors The Shadow on MBS over 100 stations and Don Lee Broadcasting System, effective Sunday, Sept. 8. Arthur Meyerhoff & Co., Chicago, is agency. Sponsor to participate in National Advertised Brands Week as merchandising tie-in.

PRUDENTIAL MORNING SHOW

PRUDENTIAL INSURANCE Co., Newark, begins Jack Borch Show on NBC Sept. 16. Show formerly on ABC, to run Mon.-Fri., 10-10:15 a.m. Agency, Benten & Bowles, N. Y.

WIND Chicago, 5 kw independent, moves studio next spring from 2936 No. Michigan Ave. to second floor of Wrigley Bldg.
Bob Riley has three college degrees from Rice Institute, Kansas State Teachers and Kansas University.

Marketcasts Are His Meat...

Another KMBC exclusive is a studio at the world's largest livestock building in Kansas City. From here three reports daily are broadcast by KMBC to that 49% of the listeners who fill the foodbasket of the nation from the Heart of America.

Bob Riley, an experienced marketcaster, gives his full-time attention to these livestock summaries. His background in broadcasting dates back to 1921 when as a youth of 24 he appeared over an Emporia, Kansas radio station.

Farm magazines throughout the country regularly publish his articles upon livestock market conditions. As a public speaker, he is in constant demand for stockmen meetings, civic club luncheons and educational assemblages.

Yes, with farmers, as with all other segments of the listening audience, the program is the thing. For over a quarter-century KMBC has been zealously pursuing ever increasing horizons in program service.

KMBC
OF KANSAS CITY

Since 1928—Basic CBS station for Missouri and Kansas

Free & Peters, Inc.
One of the many facts revealed by the 1945-46 study of the Oklahoma radio audience conducted by Dr. F. L. Wham, University of Wichita, to be published soon.