"Oh that? We missed the Peabody—but
KLZ usually comes home with something!"
Here's what "Big Time" buyers say about WCOP's new power

Gillette Safety Razor Company
BOSTON, U.S.A.

July 5, 1946

Harry D. Goodwin, Promotion Manager
Station WCOP
Copley Plaza Hotel
Boston, Mass.

Dear Mr. Goodwin:

It certainly was good to have WCOP increase its power to 5000 watts. As the key ABC station in this area, broadcasting our regular Friday night boxing bouts and other sports events it gives us coverage in important metropolitan markets that we were not reaching previously.

More and more power to WCOP.

Cordially yours,

J. J. Lambert
Asst. Advertising Manager

With ten times more power than formerly, WCOP's new 5000-watt signal carries an advertiser's message to every corner of the Greater Boston area — a market of 3,000,000 people. Right along with it goes WCOP's intensive merchandising service. That's why WCOP adds up to the shrewdest buy in Boston for your advertising dollar!

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
These are familiar words to a lot of ex-soldiers, and their wish to get back—as they were—has pushed retail clothing sales in the Nashville area to a new high... Even before the war, sales amounted to almost 15 million dollars annually... This is just a sample of the strong retail market that is effectively covered by WSIX. So, whether yours is a new product, or a long-established one try the buying power of our great audience. Your answer to sales success in Nashville is WSIX.

... WSIX gives you all three: Market, Coverage, Economy
**Upcoming**

- Sept. 9, 16, 23: BMB Pre-Publication Clinic, WGN Chicago.
- Sept. 11: Brand Research Foundation, regional meeting, San Francisco.

**(Other upcomings on page 48.)**

**Bulletins**

**WBAX Wilkes-Barre asked FCC Friday for switch from 1240 to 500 kc and power increase from 250 w to 1 kw, directionalized, fulltime.**

**LICENSE renewals granted WWDC Washington and KGKB Tyler, Tex., by FCC Friday, WWDC, on temporary license since Oct. 1, 1945, given renewal ending Feb. 1, 1948; KGKB, on temporary since Dec. 1, 1945, renewed to Aug. 1, 1948.**

**FORD PRO GRID TELECASTS**

**FORD MOTOR Co., Dearborn, Mich., reported negotiating to sponsor telecasts of New York Yankee pro football games this fall on WCBS New York, CBS station. Mel Allen, sportscaster, will do play-by-play of Columbia University football games which Ford is sponsoring on CBS video station beginning Sept. 28. Agency, J. Walter Thompson Co., N.Y.**

**FCC Proposes New Radio Employe Report**

**CALLING for information on employes' scheduled and overtime hours as well as their pay, proposed revised form of Schedule 13 of annual financial report of networks and licensees (FCC Form 324) revealed by FCC Friday.**

Revision, first in about eight years, designed to get more specific and meaningful data which will provide statistics of use to FCC and other agencies such as Labor Dept. and its Bureau of Labor Statistics, authorities explained.

Recognizing differences between operation of networks and key stations as compared with other stations, proposed Schedule 13 composed of three parts instead of one.

Proposed Schedule 13-A would be filled by all broadcast stations and networks; covers all but non-supervisory program employees. Schedule 13-B, for all but network key stations, calls for data on non-supervisory program employees and is divided into two sections, one covering staff program employees and one covering free-lance program employees. Schedule 13-C similar to 13-B but would be filled out by network and key stations only.

Copies of proposed revision sent to NAB and licensees. FCC scheduled informal conference Sept. 30 for network key station representatives to discuss revisions.

**OLD GOLD FOOTBALL**


**CAMELS ON CBS**

**R. J. Reynolds Co., Winston-Salem, N. C. (Camel cigarettes), bought 7:30-8 p.m. Saturday night on CBS, starting Oct. 12, sponsoring Vaughn Monroe 53 weeks.**

**SPECTOR FOR STAZE**

**Staze Inc., New York (Staze denture adhesive and Okaze, denture cleanser) appointed Raymond Spector Inc., N. Y., to handle advertising; includes radio.**

**HAT SPONSOR**


**MORE RADIO PLANNED**

**H. C. Bohack Co., Brooklyn and Long Island chain stores, appointed Mihle & Smallen, N. Y., to handle advertising, effective Oct. 1. Firm currently using participations on Mary Margaret McBride show, WEAF New York and sponsors quarter hour on WGBB Freeport, L. I. Company plans to expand radio in near future.**

**RCA board Friday declared 87½ cents per share dividend on $3.50 cumulative first preferred stock, July 1-Sept. 30 period, payable Oct. 1 to stockholders of record Sept. 16.**
a fair wind

adds to the speed of the boat and the pleasures of sailing. But in fair winds or foul, good times and bad, Weed and Company's large staff of experienced representatives consistently achieves maximum results.

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

BROADCASTING • Telecasting
September 9, 1946 • Page 5
Fulton Lewis, jr.
sells autos and furniture

In Washington — over WOL — Fulton Lewis, jr. sells autos and furniture. He sells oil in Tulsa, real estate in Tucson, and hundreds of various products and services for national and local advertisers over more than 190 stations. Fulton Lewis, jr. sells because his loyal listeners have the $$ to buy what they want when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Fulton Lewis, jr. is available for local sponsorship in a few choice markets. Wire, phone, or write for complete information about his topnotch program.
The WFIL-FM program booklet contains detailed listings of the fine music and public interest features which characterize Philadelphia's First Commercial FM Station.

It is mailed to paid subscribers and to listeners on request. It is also distributed by major radio dealers to their customers and prospective customers.

This booklet is part of a program of planned promotion which is spreading the gospel of FM. It is an extension to WFIL-FM of the same planned promotion which has so long been the hallmark of WFIL.

A copy of the program booklet will be sent upon request.
The Station Tested 9A

For faithful reproduction of both vertical and lateral transcriptions. Its diamond stylus tip has a 2 mil radius and is especially good for use with narrow groove, vertical cut discs. Proved by years of service in stations everywhere.

NEW!
The NEW 9B

For faithful reproduction of both lateral and vertical recordings. Its sapphire stylus tip has a 21 mil radius and is especially good for use with wider groove, lateral cut records.

Differing only in the material and radius of the stylus tip, both the 9A and the 9B Reproducers are of the moving coil type designed to suppress lateral modulation when playing vertical—or vertical modulation when playing lateral—thus insuring maximum elimination of record noise.

In addition to the new KS-13386 equalizer, which provides a choice of modern equalizer curves, the Western Electric 109 Type Reproducer Groups now offer broadcasters a choice of the well known 9A Reproducer in the 109AA Reproducer Group or the new 9B Reproducer in the 109B Reproducer Group.

Whether your programs are predominantly transcriptions or phonograph records, vertical or lateral, one of the 9 Type Reproducers and 109 Type Reproducer Groups will best fill your needs. For complete details, see your Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

QUALITY COUNTS

Page 8 • September 9, 1946
ANNOUNCING

A LUSTY NEWCOMER
IN HONOLULU

RADIO STATION
KPOA

"Radio Hawaii"—KPOA—on the air September 15, offers new sales power to advertisers and new enjoyment to listeners in Hawaii—a major market with population of over half a million.¹

KPOA sits solidly in this Hawaiian market—a market as American as hot dogs and baseball and as near to you as your telephone. Hawaii is an American market buying American cigarettes and cosmetics, drugs and gasoline and automobiles. It is a major market with retail sales totalling $427,000,000²—bigger than that of Pittsburgh, Cleveland, Seattle or San Francisco— all major markets, too.

Hawaii wants your products. Department of Commerce statistics show that in 1940 Hawaii was fifth biggest buyer of mainland products—fifth only to the world's largest nations. Since 1940, population has increased; tourist trade now is expected bigger than ever; Army and Navy installations will remain stronger now than before the war.

The best time is available today. Take advantage of present availabilities. Build a valuable franchise in this major American market. Call or wire your nearest Petry office.

Feature of Week

WM. HENGERER Co., Buffalo department store, has completed its second year of broadcasting Early Date, which it calls the most successful and most expensive single radio program of any department store in the United States.

The 9:15-9:45 a.m. audience participation show, heard over WBEN Buffalo, has a Hooperrating of 124, highest daytime score in Buffalo. Originated by the store’s advertising manager, Julian Trivers, the program is produced in the store’s tea room, where an audience of 150 attend daily and are served breakfast after the broadcast. The tea room is booked three weeks in advance.

The show includes contests, gags, quizzes and prizes. Its format differs each day because much of the show is ad libbed, but its four principals maintain the same flavor. They are: Clint Buehiman, announcer and gag man; Esther Huff, official hostess who does commercials and participates in gags; Norman Gray, pianist, and Wally Nehring.

Commercials are both institutional and merchandising with a particular merchandise theme usually dominating an entire week. Opening of the store’s college shop held the spotlight for a solid week. Three commercials a day, 15 a week are used.

Many charitable, fraternal and civic groups in Buffalo approach the store for interview time on Early Date. Woven into the show, their messages come as informal appeals and results are reported excellent.

Hengerer’s believes in concentrated promotional effort. That is why it puts everything into its own program instead of using scattered announcements on different stations. “It is our opinion,” said Mr. Trivers, “that a radio presentation in a department store must compete on an even basis with the best the networks can offer. People living in Buffalo or any other city will tune in only what they consider superior listening.”

Breakfast Club, which competes with Early Date, has a Hooperrating of 9 throughout the country, but drops to 3.5 in Buffalo.

Sellers of Sales

FOUND: One of the youngest time buyers in an advertising agency. Youngest from the point of service as well as age, Mary Veronica King ably handles time buying for Kudner Agency, New York.

Born Oct. 26, 1921, in New York City, her father moved at the tender age of 2 with her parents to Elizabeth, New Jersey, and has lived there ever since.

She attended parochial schools and has taken a number of graduate courses at Fordham University under the private tutoring of Father R. J. Gannon.

Her first job was in the accounting department as a newspaper checker of the Kudner agency in 1940. Six months later she was appointed to take charge of radio and magazine billing for the agency, and a few months later was appointed radio and magazine billing for another agency. On June 1, 1946, she was named time buyer.

Her first assignment as time buyer was the Crowell Collier's campaign for Collier's magazine, which currently uses 69 stations in 14 markets. The account expects to expand its schedule soon. It currently spends about $10,000 per week on radio billing.

Swimming during the summer, reading in her spare time, and belonging to the legitimate theatre are just a few of Miss King's outside interests. Musical - comedies are her favorite, although she has seen practically everything now on Broadway.

She is also the past president of her community's Parma Sodality and is active in the Catholic Youth Movement. She takes part in its debates on topics of the day as well as charity work and helping the various European clothing drives.

Miss King also plays the piano. She says that to her own amazement “and everyone else's horror” she plays classical music only.

She lives at home with her parents and brother.
MEMO

Re: St. Louis KWK
has or can produce
local shows
that get
results!

HERE'S

PROOF...

35

Locally
Produced
Quarter-Hours
Daily,
Monday through
Friday, between
8:00 A.M. and
7:00 P.M.

* Monday through
Friday Average
Hooper 4.87

Saturday Average Hooper on
Locally Produced Shows 5.74

For St. Louis' Outstanding Local Radio
Personalities and Locally
Produced Shows, it's

KWK

Paul H. Raymer Co., Representative

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A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

As you doubtless remember from personal experience, the true measure of a bee is the effort and determination he puts into his work!

Same way with us here at F&P. In our determination to do the best job in our field, we sincerely believe that our F&P Colonels travel more miles, make more personal calls, conduct more research, devote more effort to our business than any other organization in the book.

The result is more results, yes—and also better results for everybody concerned. Want a sample?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BALTIMORE WCBM
BEAUMONT KFDM
BROWNSVILLE KVAL
BUFFALO WGR-WKBW
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KIRS
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
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBF
TULSA KTUL

Backlog Piles Up
As Reduction Is Ordered

By RUFUS CRATER

MORE FUNDS for 1947 to permit employment of more personnel was seen in industry and semi-official quarters last week as the only solution for FCC's still-losing battle to catch up on broadcast applications.

While FCC sources have not commented, the approach of the Sept. 15 deadline for submitting budget requests to the Budget Bureau brought speculation that the Commission, which during the current year is operating with an appropriation of $5,560,000, probably would ask for around $7,000,000 for the fiscal year starting July 1, 1947.

Expansion Needed

It is conceded in broadcasting circles that there is little hope of “catching up” on pending and still-coming applications unless the Commission is permitted not just to retain but to expand its present strength. More space is needed, too.

Despite a record turn-out of actions on all types of broadcast matters since the wartime freeze policy was lifted last October, the steady flow of applications continues to pile up a bigger and bigger backlog awaiting Commission action.

Last Oct. 8 the Commission was faced with 1,148 applications for new stations—standard, FM, and AM. More space is needed, too.

Several possibilities loom to indicate greater activity at the Commission during the coming year, aside from the evident present interest in broadcasting. As Reduction

Prospect of opening up the 540 frequency and the flurry of applications which would follow such a development. Another is the possibility of a breakdown of at least some of the clear channels, which would bring another flurry.

FCC Unaffected

Personnel reductions recently ordered by the Budget Bureau among various U. S. agencies are not expected to affect FCC materially. In view of last week's Budget Bureau edict, which called for a lopping-off of a total of 159,786 workers by a number of agencies by Nov. 16, it was understood the Commission might lose “a few.” But FCC's personnel is already somewhat under the authorized ceiling, primarily in the number of field employees, and it was thought this shortage would more than make up for the number which might be “lost” as a result of the Budget Bureau's order.

The Commission at present has an estimated 1,200 to 1,300 employees in all its divisions, with some 800 of these employed in Washington.

It was pointed out that besides more personnel, the Commission needs larger quarters, dependent conditions in its Washington headquarters. Files overflow into hallways in many instances, for example. Some members of the law department have “offices” in the library, and in some cases it is necessary for two persons to do their work at a “one-man” desk.

303 Authorized

The score on new station grants shows 303 AM stations authorized this year. In FM there have been 519 conditional grants of which approximately 236 have been made regular construction permits. In television, 28 grants have been made.

Another three- or four-month hearing calendar this winter is considered an inevitable follow-up to the 250-case calendar drawn up late last month covering the period from Sept. 4 to Nov. 26.

Petrillo Strike Threatens Remotes

New York Hotel Tie-Up Spreads to Other Cities

RADIO FACED the possibility of being deprived of remote music, radio officials reported, this week. The New York City strikers have been ordered off all New York hotels.

The score on New York station grants has been little affected by the strike. In New York the four major networks said there was virtually no interference with schedules. In a few instances remote breaks were affected by the New York hotel strikes.

CBS officials said the strike had given network “practically no interference” with programming. MBS reported there were “still more than enough sources of music,” although Mutual was deprived for the first time in years of Ralph Ginsberg's chamber music from the Palmer House in Chicago.

ABC reported it had no remotes scheduled from New York hotels that were affected by the strike.

New York officials reported no difficulties in filling schedules.

CBS, through WBBM Chicago, had scheduled a pickup from the Stevens Hotel but when the Chicago Federation of Musicians, of which Mr. Petrillo also is president, ordered its members out of the Stevens, Palmer House and Blackstone, CBS switched the pick-up to another hotel.

Networks said they anticipated the New York strike and scheduled remotes from other cities. Should the strike become nationwide, however, it would seriously affect late night schedules which are almost entirely dependent on remotes from other cities.

West Coast Not Affected

West Coast network operations had not been affected. Top officials pointed out that the four-hour differences in time between PST and EDST make eastern band remotes useless to programming needs on the West Coast. Consequently there have been no remotes originating in the East which had to be replaced. The strike had not reached the West Coast.

In Chicago, according to Ted Strayer's orchestra, playing in the Empire Room of the Palmer House, and the Ginsberg ensemble from the Victorian Room of the same hotel were cancelled on WGN Mutual when Petrillo ordered the musicians out. Clyde McCoy's or-

(Continued on page 85)
Gammons, Meighan Elected To Vice Presidencies at CBS

Mr. GAMMONS
EARL H. GAMMONS, director of CBS Washington office, and Howard S. Meighan, CBS director of station administration in New York, last week were appointed vice presidents of the network.

In radio since 1924, Mr. Gammons has been with CBS for 15 years. Shortly after his return from service in World War I, Mr. Gammons joined the Washburn Crosby Co., which bought WLAG, now WCCO Minneapolis-St. Paul, and in 1933 was made general manager of the CBS affiliate. In July 1942, he was transferred to Washington as director of the CBS office in the Nation's Capital. He will continue in that position. Mr. Gammons has served several times as director of the NAB.

Mr. Meighan has been identified with radio since 1928, when he joined the J. Walter Thompson Co. A year later he was transferred to the agency's radio department, leaving in 1930 to become vice president in charge of station relations for Scott Howe Bowen. In 1933 he joined J. Stirling Getchell Inc., as head of agency's radio department and a year later joined CBS as an account executive in Radio Sales, the network's spot broadcasting division. Five years later he was advanced to eastern sales manager of Radio Sales and in August 1945, was appointed director of station administration in which position he will continue.

Video Weather
BORDEN Co., New York (Reid's Ice Cream), will sponsor 60-sec automated home laundry unit), has announced a cooperative advertising plan to include radio and which is designed to encourage and assist! "Lauderall" dealers in conducting essential local advertising campaigns. Fund of advertising allowances, on per unit basis, of $2 from factory, $2 from distributor and $4 from dealer, would be spent for radio, newspaper, billboard and sign advertising.

Lauderall Plan
F. L. JACOBS Co., Detroit (Lauderall automatic home laundry unit), has announced a cooperative advertising plan to include radio and which is designed to encourage and assist! "Lauderall" dealers in conducting essential local advertising campaigns. Fund of advertising allowances, on per unit basis, of $2 from factory, $2 from distributor and $4 from dealer, would be spent for radio, newspaper, billboard and sign advertising.

Conti Renews
CONTI PRODUCTS Corp., Brooklyn, has renewed the Thurs. 7 p.m. time on Mutual starting Oct. 18, 1945, for its "Treasure Hour of Song or Set the present Ed Wolf package. Decision will be made by the agency, Bermingham, Castleman & Pierce, New York.
Eight Programs Carried on Pulse Signal

Multiplex System Demonstrated By Federal

EIGHT individual programs were broadcast simultaneously over a single radio frequency (930 mc) last Thursday in a press demonstration of the Pulse Time Modulation method developed by Federal Telecommunication Labs., scientific research affiliate of International Telephone and Telegraph Co.

The broadcast, a preview of a demonstration to be given today to representatives of the FCC, the Army, the Navy and other Government agencies, was described by the company as "the world's first demonstration of multiplex broadcasting, of broadcasting by PTM, and of broadcasting by microwave."

Pulse time modulation is a type of radio transmission involving the sending of a series of short bursts, or pulses, each approximately one-half millionth of a second in duration. Unlike AM, which involves modulating the strength or amplitude of the wave, or FM, in which the rapidity of its oscillation, or frequency, is modulated, PTM waves do not change in amplitude or frequency, but achieve communication by varying the time interval between the pulses.

Programs 'Sampled'

Allowing for those variable time-lapses between pulses, the PTM transmitter sends out several hundred thousand pulses a second. In the eight-program transmission used in the demonstration, each program was "sampled" 24,000 times a second. Received on a push-button receiver permanently tuned to the signal frequency on which all are broadcast, the individual program selected by the listener is heard as uninterrupted sound, the listener's ear putting together the 24,000 individual pulses into a composite whole as smoothly as the viewer's eye combines the individual frames of a motion picture into continuous action.

To show the versatility of the system, the demonstration included pickups of a live voice news commentator, a rebroadcast of an AM program, a rebroadcast of an FM program, a Muzak transcription, a musical recording, teletype similar to that used by the news services, a Dow Jones news ticker and a New York Times telephoto and facsimile transmission.

The last three were, of course, reproduced visually on appropriate receivers. The telephoto demonstration included transmission of a picture of the group taken at the IT&T Bldg. in New York, where the transmissions originated and the demonstration tour began, to the Federal Laboratories at Nutley, N. J., where the group witnessed the reception of the various programs.

Designed as means of freeing broadcasting from the program service limitations imposed by the lack of available frequencies in the lower parts of the radio spectrum where AM and FM broadcasting is now located, PTM operates in the ultra-high frequencies where more space is available. Since transmission at these frequencies is limited to the line-of-sight horizon from the transmitter site, PTM offers the further advantage of allowing all broadcast services in a community to come from a single transmitter, located at the best position in the community, probably the top of the tallest building.

The eight programs transmitted in the demonstration occupied approximately three megacycles, the IT&T engineers said, adding that from 12 to 16 programs could have been broadcast in the five-and-a-half-megacycle band employed in the transmission. With a wider band the number of programs that could be sent simultaneously from a single transmitter might number as high as 100, it was stated.

Also, since the facsimile and tele-type transmissions require less bandwidth than the 9,000 cycles allotted each audio channel, it would be possible to transmit three facsimile programs and 50 teleype programs simultaneously, along with the other program services, without expanding the bands assigned them in the demonstration.

Microwave Opens Up Radio Channels

Multiple Transmissions In S-H-F Conducted By Raytheon

EXPERIMENTS in microwave transmission on 4,000 mc, conducted last Thursday by Raytheon Mfg. Co. and Radio Inventions Inc. proved the feasibility of multiple transmissions simultaneously on the same frequency, officials reported.

With terminal points on top of the Lincoln Bldg., in New York, and at Raytheon's Waltham, Mass., plant, automatic relay stations were located at Lewisboro, N. Y.; Oxford, Bristol and Tolland, Conn., and Webster and Waban Hill, Mass. Facsimile, voice and teletype messages were transmitted in the tests.

By using microwave relay in the super-high frequency spectrum, the available radio frequencies are multiplied many fold, according to Raytheon officials. FCC in June 1945 authorized experiments after Raytheon presented a plan for a nationwide microwave relay network at general allocations hearings in 1944-45.

Reliable Service

J. Ernest Smith, manager of Raytheon's Microwave Communications Dept., predicted that microwave radio will provide reliable service day and night, since it is unaffected by sunspots and other vagaries peculiar to standard frequencies. "Through this medium it may be practical to serve communities not adequately provided with telephone, telegraph, radio, FM, facsimile or television coverage," he said.

John V. L. Hogan, president of Radio Inventions Inc., which developed the Hogan Facsimile, declared that Thursday's demonstration was "only the beginning of a new era in record communication."

He said that "with the 15-kec band which Raytheon's microwave system makes available, facsimile transmission with automatic synchronization at 2,000 words a minute becomes a realistic possibility."

Reception was through a parabolic antenna at Nutley, directed at the New York transmitting antenna. With all broadcast programs originating from a single source, in general use of PTM, each home or apartment building would use a directional receiving antenna focused on the transmitter, affording the maximum quality of reception with a minimum of interference.

Any number of satellite receivers can be connected to the same antenna and radio frequency receiving equipment, it was explained, explaining that different programs can be received on the various sets in a home or apartment building. Produced in like quantities, PTM receivers

(Continued on page 81)
Commercials Lead in Whan Studies

Oklahoma Adults Prefer Sponsored Network Broadcasts

NETWORK COMMERCIAL programs rank first among Oklahoma listeners over sustainers or local broadcasts, Dr. F. L. Whan, of the U. of Wichita, discovered in his annual study of listening habits for WKY Oklahoma City. Results of the survey, conducted in December 1945 and January 1946, were released last week by WKY.

Dr. Whan set out to determine which "educational" programs were preferred by Oklahoma listeners over sustainers or local broadcasts. The survey, conducted in December 1945 and January 1946, was re-emailed last week by WKY.

Here's the way Oklahomans listed their preferences for "educational" programs: 21 quiz programs; 100 local programs, 11.1%; 18 talk programs, 10.5%; 30 complete dramatic shows, 6.8%; 13 variety programs, without featured comedians, 6.7%; 10 local newscasts, 4.4%; 60 commentators, 3.8%; 10 serious music programs, 2.3%; 28 daily serial programs, 2%; 14 miscellaneous music shows, 1.3%; 9 featured comedians, 1.1%; 15 popular music programs, 0.8%; six war programs, 0.2%.

Dr. Whan learned that Oklahomans were not agreed as to "educational" programs, listing more than 290 different programs not including local newscasts. The foregoing data, said Dr. Whan, "reflects the great disagreement found or lack of uniformity in selection of educational programs."

While more than 290 programs, exclusive of local newscasts, were named as among the best three educational programs, "approximately 81.3% of the 6,370 listings were concentrated in the top 50 programs, the survey revealed. Of the top 50, Dr. I. Q. Quiz Kids, Information Please, Take It or Leave It and Kay Kyser's College of Musical Knowledge ranked first to fifth respectively, with Chicago Round Table and American Town Meeting sixth and seventh.

Eighth in preference was Truth or Consequences, with Cavalcade of America ninth and Battle of the Sexes tenth. Pointing out that the figures are "biased in favor of educated listeners," Dr. Whan concluded: "To educators it may be significant that The Lone Ranger was chosen by as many (as one of the best liked 'educational programs') as was the first place symphony program; that Dr. I. Q. was selected by more than five times as many adults as either the Chicago Round Table or American Town Meeting; that Truth or Consequences was named by more than twice as many farm listeners as was National Farm & Home Hour."

Radio Plays Important Part in Kansans' Daily Lives

RADIO plays an integral part in the daily lives of Kansans and is scheduled to become even more important as reconversion progresses.

That's the conclusion of a postwar study conducted last March by Dr. F. L. Whan of the U. of Wichita for WIBW Topeka, and released last week by Ben Ludy, station general manager. Under the general subject, "The 1946 Reconversion Plans of Kansas Families," the survey indicates little change in actual postwar accomplishments and plans over those anticipated in 1944 and 1945 when Dr. Whan conducted studies on postwar plans of Kansas families.

"The tables reflect a prosperity beyond the wartime expectations of Kansas family heads," said Dr. Whan. "They show that fewer family providers lost their jobs than expected in 1944 and that a greater number found new jobs and that fewer were without work in March 1946 than expected it in January of either 1944 or 1945."

The latest Whan study shows that 91.7% of Kansas families have receivers in working order. In 1945 the percentage was 81.9% and in 1944 it was 89.9%. Percentage of radios not in working order dropped from 4.8% in 1945 to 3.4% this year. In 1944 the figure for sets out of order was 3.9%.

This year's study indicates a trend towards buying receivers. In 1944 a total of 6.2% of Kansas families had no radios. The following year the figure dropped to 6.1% and last March only 4.9% reported having no sets.

Plan New Sets

Of each 10,000 families in Kansas, 1,805 had made definite plans in March to buy new radios, Dr. Whan's study shows. A year ago the figure was 2,204 and in 1944 it was 1,805. An additional 764 of each 10,000 families said they "expected to buy" new receivers. In 1944 those who expected to purchase new sets but had made no definite plans totaled 610 of each 10,000 families while in 1945 the figure was 859.

If receivers were available today, 1,082 families of each 10,000 would buy them without hesitancy, the Whan study revealed. Last year 1,119 said they would buy immediately and in 1944 the figure was 765 of each 10,000.

Radio set ownership statistics show the following, according to the Whan study: Owning only one set, 72.4% in 1946; 69.5% in 1945;
Complaints Bring Warning From Willard

By J. FRANK BEATTY

FCC has no authority to deny new station grants on the basis of economic factors, A. D. Willard Jr., NAB executive vice president, declared last week as NAB took formal recognition of complaints that FCC is indiscriminately licensing stations without regard to the size of the market.

Protection of a franchise by a Government regulatory body would involve control over the business, income and services of a station, Mr. Willard wrote W. E. Whitmore, manager of KGEL, Roswell, N. M., who had written NAB in protest against FCC's licensing policy.

NAB opened the way for discussion of its position at its Oct. 21-24 convention in Chicago.

The association's board of directors is on record in direct opposition to FCC consideration of economic factors in station licensing. While recognizing the need for new stations, and new new stations, having taken a definite stand at its Aug. 6-8 meeting [Broadcasting, Aug. 12].

Repercussions Seen

Foreseeing economic repercussions from the Commission's policy, Mr. Willard explained that those who project broadcasting enterprises should exercise normal caution in selection of markets. "If Joe Doakes is stupid enough to apply for a license for a new broadcasting station in a community which cannot support another facility, the Commission has no authority to refuse the grant for that reason," Mr. Willard stated.

First of all, the Mr. Willard wrote, the Commission itself was forbidden in the Supreme Court's Sanders decision from taking into consideration as a separate and independent element any economic injury to an existing station in the granting of licenses to independent broadcasters.

He then explained that the Communications Act forbids the FCC from interfering with the rate structure or business structure of stations, specifically exempting broadcasting from the type of supervision exercised over common carriers.

Pointing to possibility of regulation amounting to mere policing, should the day come when and when only, could we have a truly free American radio in the same sense that we have a free press—absolutely un fettered by any Government regulation concerning public interest, convenience and necessity."

Mr. Willard reminded that despite the Act's ban on rate or business regulation, the Commission "has on a number of occasions, by indirect, attempted to exercise some measure of control over the 'business' of broadcasting. The Commission, by regulating the price of radio stations, concerning over-commercialism, etc., are examples. If we should go to Congress and ask for laws which would authorize the Commission to deny or affirm grants in consideration of economic factors, we would most certainly be inviting—and most probably would get FCC authority to regulate the quantity of advertising, the charge for advertising, the sale price of radio stations, and so on."

Mr. Whitmore had written to NAB that "this indiscriminate licensing may well result in the breaking down of public confidence in an industry which has been regarded as presenting the highest type of public service to the people, and which is granted the same kind of public recognition as the banking industry and to the breaking down of public confidence in an industry which has been regarded as presenting the highest type of public service to the people."

The problem is a knotty one. Like so many of broadcasting's tribulations, it has many facets.

To begin with, the Commission itself has been enjoined (in the Sanders case) by the United States Supreme Court of the United States from taking into consideration, in granting station licenses, any economic injury to any broadcasting station, its operator, or a group of persons interested in a station, as a separate and independent element any economic injury to an existing station in the granting of licenses to independent broadcasters.

I feel that it is time that broadcasting stations, whose licenses have been granted, should use every means at their disposal to eliminate the threat of obsolescence and the risk of obsolescence and the risk of obsolescence and the risk of obsolescence of their stations. In the face of obsolescence, the Commission has no authority to refuse to grant a license to a new broadcasting station in a community which has been regarded as presenting the highest type of public service to the people.

March 770

Mr. Whitmore's letter to NAB, addressed to President Justin Miller and received before he returned to Washington headquartered in Chicago. Incidentally, I will be there and will be most happy to discuss this whole problem with you at your convenience and necessity."

Willard's Reply

Mr. Willard's reply to Mr. Whitmore follows:

Dear Mr. Whitmore:

I am happy to discuss this whole question with you at your convenience and necessity. The Supreme Court's decision is in effect, the law upon which Mr. Whitmore's letter to NAB, addressed to President Justin Miller and received before he returned to Washington headquartered in Chicago. Incidentally, I will be there and will be most happy to discuss this whole problem with you at your convenience and necessity.

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While the Commission denies any in

RISING volume of complaints has been coming to NAB headquarters from station owners aroused over rising number of FCC station grants. There is something more to support more than one or two stations in a practical problem. Involves serious question of type of control exercised over industry. To clear up whole question, association has analyzed legal and operating aspects in a letter to NAB.

The problem is a technology one. Like so many of broadcasting's tribulations, it has many facets. To begin with, the Commission itself has been enjoined (in the Sanders case) by the United States Supreme Court of the United States from taking into consideration, in granting station licenses, any economic injury to any existing station in the granting of licenses to independent broadcasters.

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Informal advice at FCC offers practically no hope for relief from the order, which requires that transmitters be manned at all times by operators having first class licenses. It is known, however, that the FCC has provided temporary relief to a score of stations unable to obtain the services of first class operators. These stations have the right to appeal the order. No word has been received from FCC as to chances of obtaining extension of the 30-day grants.

USES has contended that the job of listing available operators, that were properly a USES function and not within FCC's jurisdiction. FCC has turned over to USES several hundred filled-in cards listing names of applicants in various areas. FCC have been sent to operators as they received a license or renewal. The operator was asked to state if he was available for employment and if willing to move.

USES has sent its branch offices a list of operators who have not been used by FCC who are available for employment by any of the operators. The operator was asked to state if he was available for employment and if willing to move.

USES has sent its branch offices a list of operators who have not been used by FCC who are available for employment by any of the operators.

For more information on the use of USES, contact the nearest USES office for local availability. If there are none, the office will contact Washington.
Revised Rules to Bring Few Changes

Important Alterations In FCC Procedure Yet to Come

DESPITE THE SCOPE of the project, few substantial changes in existing practice will result when the revised rules and regulations governing organization, practice and procedure of the FCC [BROADCASTING, Sept. 2] become effective Sept. 11.

The new Part I, as required by the Administrative Procedure Act (Public Law 404), brings together into one piece for the first time an outline of the whole Commission setup, the location of its offices and divisions, its methods of operation, a list of the forms it uses, and the rules governing procedure.

But radio attorneys who participated in the FCC press seminar on the new, 148-page revision last Tuesday pointed out that the important changes are not in this new edition of Rules Part I but are to be found in December and June, when the hearing provisions of the Procedure Act become effective.

Recodification

Harry M. Plotkin, FCC assistant general counsel who helped supervise the revision and conducted the seminar, called it primarily a recodification from existing rules and from administrative orders and public notices which had been given the effect of rules. Hereafter, it's not a rule if it's not in the rule book.

He pointed out that the hearing procedure is as yet untouched, explaining that from the time the Procedure Act was signed on June 11, 1947, to the Commission's inauguration on July 1, 1947, there had been trying to meet the Act's Sept. 11 deadline for getting out the revised Part I. Sections 7 and 8 of the Act, whose rules, decisions, become effective Dec. 11 while Section 11 making hearing examiners responsible to Civil Service Commission instead of FCC takes effect June 11, 1947 [BROADCASTING, July 8, Sept. 2].

FCC and Federal Communications Bar Assn. officials are slated to meet this week to make plans for a study of changes proposed at the seminar on Part I and also to look toward drafting provisions putting into effect the hearing requirements of the Procedure Act. Philip G. Loucks, president of the bar association, and its Committee on Practice and Procedure, headed by Karl A. Smith, will head the BAR for this project.

Although the new Part I already has been adopted, the Commission requested suggestions for revisions—and received several in the course of the two-hour seminar. Approximately 100 attorneys participated.

One of the major departures in the new Part I is that the Commission may, if it sees fit, issue declaratory rulings terminating controversies or "removing uncertainty." If the party requesting the revision sometimes used the device of a press release in such cases. Mr. Plotkin said the Commission had not given much consideration to the matter of declaratory rulings but might "some day" want to put more detail into that provision of the regulations.

Waiver of Hearing

In another change, the new "waiver of hearing" policy [BROADCASTING, July 1] henceforth will allow the Commission to issue proposed, rather than final, decisions on cases in which the parties have waived hearing. The parties may then have oral argument. Mr. Plotkin pointed out that only one waiver had yet been signed and it was hoped this liberalization would encourage more to follow the plan and thus speed action on the huge backlog of hearings cases.

The whole waiver policy was put on the agenda for later discussion after Paul D. P. Spearman, radio attorney, challenged the Department of Justice view that the policy would permit adverse information to get into the record without the opposing party's knowing it, and declared that the FCC would never waive a hearing so long as the filing of a waiver form is required. It was suggested that one remedy might be to prohibit submission of additional material on a case after a waiver is signed.

Adapt Notice

Remedies for problems arising from 11th-hour applications and amendments will be sought in later conferences, appeared particularly to insure that all interested parties have notice of new applications or amendments and that they have adequate time thereafter to prepare their cases in the light of such new developments.

Attorney Harold Mott suggested a rule, to insure early announcement of the issues in hearing cases, deleting that in one case an attorney stood at the door and handed out copies of the issues to participants as they walked in for the hearing.

The new Part I definitely states that the Commission will try to give 30 days' advance notice of a hearing, but it was pointed out that this has been done as a matter of policy insofar as possible.

Mr. Plotkin made plain that he thought the Commission now is using "boilerplate issues" and as soon as possible should begin instead to put out "tailor-made issues" on each particular case. He suggested that attorneys ask that the issues be enlarged in any cases in which they are in doubt.

Deposition Rule Changes

Possibility of a complete overhaul of the deposition rules was implied by Mr. Plotkin's request for the attorneys to give thought to this subject. As it now stands, the rules is substantially unchanged except that motions to take depositions must be filed not less than 15 days (rather than 25) before the proposed deposition date, and depositions must be filed not less than 10 days (rather than 15) before the hearing on the case.

The new rules specify certain matters in which authority may be delegated from the Commission and what heretofore has been known as the administrative board to certain individual officials of the Commission—Secretary, Chief Engineer, etc.

Order changes: FCC will give its reasons for adverse actions on motions as well as on petitions; in petitioning for an order, attorneys no longer need to submit a copy of the order they desire; Saturday, no longer a work day at the Commission, shall be counted as a Sunday or legal holiday in computing time; pleadings and documents (except briefs) may be filed on letter-size (8x10 1/2 inches) as well as legal-size (8 1/2x13 or 14 inches) paper; unless issued on the Commission's own motion, requests for subpoenas must be in writing and give the scope and relevance of the evidence sought; witnesses testifying under subpoena are entitled to witness fees in the courts, the fees to be paid by the party requesting the subpoena.

Advance Notice Machinery

Slated for further consideration with a view to changes or additions are such matters as machinery to

Special Scale of Music Fees Expected for Crosby Series

By BRUCE ROBERTSON

RECORDING fees to be collected by the publishers of the music to be used to air music programs on radio broadcasts will undoubtedly be worked out by special agreement between the program producers and Harry Fox, agent and trustee for the major ASCAP publishers, Mr. Fox told BROADCASTING last week.

Normally, the fees paid to Mr. Fox by the networks who transcribe their musical compositions for broadcast use are based on a charge of 25 cents per tune per station. However, with the fee raised to 50 cents per number per station per broadcast in the case of "production" numbers from plays or motion pictures.

BMI Rates

BMI publishers generally have set their transcription rates at two cents a tune a station a broadcast, although a few exceptions, notably Edward B. Marks Co., have held out for higher rates. The two-cent fee is the maximum permitted by the copyright laws for phonograph recordings. Many of the attorneys have held that since the law reads "mechanical reproductions" without specifying the type this statutory limitation should apply to transcriptions as well. On at least two occasions suits have been threatened by transcription companies—NBC Recording Division and Associated Publishers—against Mr. Fox's clients to test their right to charge special fees for transcriptions, but both suits were dropped.

A Federal court decision in a motion picture case (Jerome vs. Twentieth Century-Fox Film Corp.), last summer held that the two-cent maximum applies only to transcriptions, not applicable to motion picture film.

These fees are for recording rights only, the stations and theaters pay to BMI and ASCAP separate fees for the use of their members' songs on the air (or in their theatres).

There are no extra musicians union fees in connection with the Crosby-Philco-ABC deal as long as the musicians perform only for re-recordings for which they will receive the regular recording fee of payment. But if the crooner should do any of his network shows live, the contract reportedly calls for the Hoopertone for his recorded series fall below a stipulated minimum) then there would be an extra charge for the off-the-then recording made if the supplementary stations carrying the program individually and not fed by ABC.

RULES on FCC procedure are being completely rewritten under requirement of the new Administrative Procedure Act. While the most important changes to yet to come, many minor revisions incorporated in Part I, effective Sept. 11, are described in the accompanying article.
And W-I-T-H led all the rest!

We know this kind of stuff boomerangs. But we’re proud of that Hooper . . . even if it never happens again!

Who ever heard of an independent station leading 4 network setups in the same town on total rated time? It happened in Baltimore! And it’s W-I-T-H that led all the rest, as you can see.

We’ve been telling you that W-I-T-H delivers more listeners per-dollar-spent than any other station in this, the country’s 6th largest city.

That July 1946 Hooper is just one more indication that when you want big sales at low cost, make sure that W-I-T-H, the successful independent, is at the top of that radio list.

* * *

P.S. Before the boys get out the axe, baseball is only on Monday through Saturday, 9:05 to 10:30 p.m.

W-I-T-H

and the F M Station W3XMB

Baltimore, Md.

Tom Tinsley, President .  Represented Nationally by Headley-Reed

September 9, 1946 • Page 19
Service, Regulation on NAB Agenda

Eisenhower Is Not Able To Address Meeting

TWO-Ply theme based on improved service to the public and protection of broadcasting and other means of communication and education from growing inroads of Federal regulation will mark the NAB’s first convention since 1943 when it meets in Chicago Oct. 21-24.

With President Justin Miller back from vacation, Executive Vice President A. D. Willard Jr. and Secretary-Treasurer C. E. Arney Jr. worked last week on convention plans, aided by association department heads concerned with various phases of industry operation.

List of speakers is still in the format stage. Hope that Gen. Dwight W. Eisenhower, chief of staff, would address the convention was given up last week when it was learned that his plans for the next two months will not permit him to make any addresses in this country. Eisenhower had been sought also by the American Legion for an address at the annual Legion meeting, but this too was impossible.

Media Co-operation

Going through the conference stage at NAB headquarters is a project designed to merge broadcasting, motion pictures, newspapers and magazines in joint protection of freedom of expression. At the Aug. 6-8 NAB board meeting decision was reached to support such a movement when procedure has been evolved.

This project may blossom during the conventions in the form of a special session devoted to freedom of expression. Under consideration is a plan to have leading figures from various media participate in a conference session in which the project would be given full consideration. Position of each medium on the problem would be made clear, and individual issues reduced to a common denominator.

 Allocation of convention time to aspects of industry operation is still in the early stages. Different groups are asking for choice spots on the agenda, creating a difficult problem despite the fact that the convention will cover four full days.

Improved Service

Consideration of plans for improved service to the public will cover programming standards as well as stronger association control over industry activities. Possible revision of the Standards of Practice, successor to the former Code of Ethics, will be considered. At its meeting the board took steps to coordinate activities dealing with industry regulation and President Miller was authorized to name a new Standards of Practice Subcommittee to consider revision of the standards. This committee has not yet been named but a report is to be made to the convention under board direction.

Warning was issued Friday by NAB that requests for hotel reservations must be in the hands of NAB within a short time. Reservation forms were sent to members over a month ago. Many have been returned, but NAB pointed out that the returns were disappointingly slow in arriving.

Under the NAB’s contract with the Hilton Hotels (Palmer House and Stevens), priority for reservation of blocks of rooms during the convention period will cease Sept. 20. NAB emphasized that applications received after that date cannot be accepted.

Gen. Stoner Begins UN Communications Meet

BRIG. GEN. Frank Stoner, Army communications chief who was named chairman of the communications panel for the United Nations two weeks ago, began meeting with his panel of experts at Lake Success, L. I. headquarters of the UN last week.

With the general were G. S. Van Dissel, a Dutch engineer who planned and installed the League of Nations radio system at Geneva and S. Kagan, a former signal officer with the Free French army during the war.

Form Agencies

NEW advertising agency, Armando & Stansbury, located at 345 Madison Ave., New York, has been formed by Armando, former creative consultant at Grant Adv., New York, who is president of the new firm, and Henry H. Stansbury, former partner of Stansbury & Ashe, New York, vice president. Hiram Ashe, former partner of Stansbury & Ashe, has formed an agency under his own name at 345 Madison Ave., New York.

Two Join Agency

H. H. HINDLEY, former San Francisco manager of Allied Adv. Agencies, has been appointed manager of Dorland International-Pettigell & Fenton newly opened offices in Central Tower Bldg., that city. Frank Schlessinger, account executive of Allied, also has shifted to the new agency.

FM Promotion

WTOD-FM Toledo, which goes on the air "within 30 days," has built a variegated FM promotion campaign based on standard station radio programs and spots, newspaper advertisements, commercial films and dealer relations. One feature is interviews with officials of radio manufacturing companies, broadcast over WTOD. They are queried on dates when FM receivers will be available to the public, according to Edward Lamb, Toledo attorney, and president of Unity Corp., owner of the stations. General manager of WTOD-FM will be William H. Spencer, who holds the same position at WTOD. The FM station will go on the air with a 250 w General Electric transmitter, increasing to 23 kw as equipment becomes available. Initial daily schedule runs from 3 to 10 p.m.

Dodge on WJR

INDICATIVE of automotive industry's return to radio is sponsor- ship, effective Sept. 3, of Bud Guest, Reporter at Large over WJR Detroit, by the Dodge Division of Chrysler Corp. Mr. Guest is the son of Edgar A. Guest, famous poet, and has been heard on WJR for many years. Contract, calling for three quarter hours, Tues.-Thurs.-Sat. 6:15 p.m. (EST), was placed through Ruthraffer & Ryan.

MOCKON DELEGATES TO LEAVE SEPT. 22

U. S. DELEGATES to the five-power telecommunications conference in Moscow Sept. 28 [BROADCASTING, Sept. 2] are scheduled to leave Washington by plane Sept. 22. A list was released last week.

State Dept. hopes to announce names of the delegates this week. They have been submitted to the White House and to the Soviet Government (as reportedly requested by Russia). State Dept. has withheld announcing the delegates formally until they have been approved by the President and visas have been issued by the U.S.S.R.

Delegates Include

It is known, however, that Francis Cott deWolf, chief, Telecommunications Division, State Dept., will head the U. S. delegation and that FCC Comr. C. J. Durr will be the Commission's top man. No affirmative word as to whether deWolf or Durr will be permitted to receive their visas.

MOSCOW DELEGATES TO LEAVE SEPT. 22

WOOLY WESLEY, head of his own theatrical production firm, Wooly Wesley Productions, New York, last week announced the expansion of his organization into radio and television. Sue Sherler, formerly of Radio Consolidated has joined the firm to handle talent and Paula Petty, formerly of WRGB Schenectady, General Electric television station, and Sonny Finard will handle the concert department.

Mr. Wesley has announced two packaged television shows available for sponsorship now, one called House Party starring Jack Pepper and company, and a quiz show with Bert King, formerly of the Blind Date program.

Lehigh on Yankee

THE LEHIGH Coal and Navigation Co., Philadelphia, has signed 52-week contract with Yankee Network for travel, school, regional and special events, is discussed in conversational style. Seventeen stations have started program with remaining outlets of the regional network to carry show as time is cleared.

Sponsor in addition to network program is using live announcements daily tying-in local coal dealers.

IMPORTANT roles in opening broadcast of WRAL-FM Raleigh, N.C., last Friday were taken by (l to r) Howard Maschmeier, program director; Kay Reese, sports editor and sales manager; Gov. Cherry of North Carolina, and Fred Fletcher, station manager.

Noel Wesley Expands To Radio, Television

NOEL WESLEY, head of his own theatrical production firm, Noel Wesley Productions, New York, last week announced the expansion of his organization into radio and television. Sue Sherler, formerly of Radio Consolidated has joined the firm to handle talent and Paula Petty, formerly of WRGB Schenectady, General Electric television station, and Sonny Finard will handle the concert department.

Mr. Wesley has announced two packaged television shows available for sponsorship now, one called House Party starring Jack Pepper and company, and a quiz show with Bert King, formerly of the Blind Date program.
"RIGHT" TO THE MARK

590 means COVERAGE!

WOW, with 5000 watts on 590, can be heard CLEARLY more than 100 miles from Omaha. WOW is LISTENED to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus WOW gives you THE BIGGEST RADIO AUDIENCE your money can buy in the Omaha trade territory.

AT 590 KC, NEEDS ONLY 5000 WATTS TO DELIVER A 2 1/2 MILLIVOLT SIGNAL 100 MILES

AT *1100 KC, 90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

AT *1300 KC, 190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

AT *1500 KC, 420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2 1/2 millivolt signal, in the Omaha area, at frequencies higher than 590. WOW's 1/2 millivolt-contour actually has been established at nearly 200 miles from Omaha in every direction.

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

RADIO STATION

WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

J O H N J. G I L L I N, J R., P R E S., & O M N ' S, M G B.
JOHN SLAIR & CO., REPRESENTATIVES

BROADCASTING • Telecasting

September 9, 1946 • Page 21
**Proposed Allocations for FM Revised**

Class B Changes Would Affect 75 Areas

AN UP-TO-DATE VIEW of FCC's FM allocation plan was provided last week with announcement of a revised list of Class B channel allocations designated for localities throughout the U. S., providing for more than 1,600 stations.

As of the Dec. 19 revision, like the Dec. 19's tentative plan and providing for more than 1,600 stations, was issued last December [BROADCASTING, Dec. 24], the list shows 78 additional channels have been allocated to 55 areas while 22 have been withdrawn from 20 other localities. The additions include two for Chicago, which now has 19 channels tentatively allocated as compared with 17 last December. With five of the seven channels withdrawn, those to be reserved for one year, FCC sources said, 11 rather than nine may now be assigned among the 12 pending applicants.

The list covers only the Class B channels and does not show (1) grants which have been made, or (2) the effect of the channel reservation policy on various areas. Thus it is a tentative sketch of future Class B FM coverage, rather than a statement of how many channels are actually available now in the various areas. The reservation plan withdraws from assignment until July 1, 1947 one channel out of every five tentatively assigned to an area.

**Reiterated as Tentative**

In releasing the new list last Tuesday, the Commission made the tentative designation of each channel tentative, and that"it is probable that further revisions will be made from time to time as the development of FM broadcasting may require." Deviations will be made"whenever it is found desirable or necessary to do so," FCC asserted, adding that therefore "the lack of a channel allocation for a particular locality does not necessarily mean that a channel cannot be made available there. For example, a channel listed for a particular locality may be assigned to another city within the same general area provided that the geographical change will not result in objectionable interference."

The revised plan, incorporating changes made since the Dec. 19 list was released and adding channels wherever possible in areas where they are needed, was developed "to provide an equitable distribution of channel opportunities for Class B stations [for metropolitan and rural services] with consideration being given to the present demand for channels in the various localities," the Commission reported.

The plan is based on stations employing 20 kw effective radiated power with antenna height 500 feet above average terrain. Separation of stations "varies from that required by ground wave interference (principally in the eastern U. S.), to the separation required for freedom from tropospheric interference 1% of the time or less (principally in the western areas)," it was explained. Generally, separation of stations increases toward the West, "where the expected demand for channels will be less and where added protection for weak signals will be provided."

**Others Available**

Although "only a few" channels have been designated for many small cities, particularly in the West, FCC said it appears these will satisfy the demand but that others are available "and will be provided as required." It is also pointed out that some areas have been allocated more channels than other areas of about the same or even greater population within the same general section. This, the Commission said, is because "areas near large centers of population usually contain a number of stations which may require, channels, while other areas are farther from dense population centers and thus involve no objectionable interference by the allocation of more channels in its section."

Changes in the number of channels tentatively assigned to given areas since the Dec. 19 list include 78 added to 55 general areas as follows:

- **Alabama**: Gadsden 1, Lanett 1, Mobile 1, Mobile, Ala.; Florence 1, Calhoun Co. 1, Ala.; Opelika 1, Lee Co., Ala.
- **Colorado**: Laramie 1, Cheyenne 1, Wyo.
- **Connecticut**: Hartford 1, Meriden 1, Danbury 1, Conn.
- **Delaware**: Wilmington 1, Del.
- **Florida**: Miami Beach 1, Coral Gables 1, Miami, Fla.
- **Georgia**: Atlanta 1, Athens 1, Savannah 1
- **Illinois**: Chicago 1, Joliet 1, Cook Co., Ill.
- **Indiana**: Indianapolis 1, Marion Co., Ind.
- **Iowa**: Des Moines 1, Polk Co., Iowa
- **Kansas**: Kansas City 1, Wyandotte Co., Kan.
- **Kentucky**: Paducah 1, McCracken Co., Ky.
- **Louisiana**: New Orleans 1, Orleans Parish, La.
- **Massachusetts**: Boston 1, Suffolk Co., Mass.
- **Maryland**: Baltimore 1, Harford Co., Md.
- **Minnesota**: Minneapolis 1, Hennepin Co., Minn.
- **Mississippi**: Jackson 1, Hinds Co., Miss.
- **Missouri**: St. Louis 1, St. Louis Co., Mo.
- **New Jersey**: Newark 1, Essex Co., N. J.
- **New York**: New York 1, New York Co., N. Y.
- **Ohio**: Cleveland 1, Cuyahoga Co., Ohio
- **South Carolina**: Charleston 1, Charleston Co., S. C.
- **South Dakota**: Sioux Falls 1, Minnehaha Co., S. Dak.
- **Texas**: Austin 1, Travis Co., Tex.
- **Virginia**: Richmond 1, Richmond Co., Va.
- **Washington**: Seattle 1, King Co., Wash.
- **West Virginia**: Charleston 1, Kanawha Co., W. Va.

A NEW LIST of tentative channel allocations to various U. S. localities, providing for more than 1,600 Class B FM stations, was issued by FCC last week. The list incorporates subsequent changes in last Dec. 19's tentative plan and provides wherever possible for more channels in areas where there is a demand for them.

**Revised List of Proposed Class B FM Allocations**

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(Continued on page 65)
After an auto accident, Joe Dalton, suffering from a fractured right arm and leg, is being removed to an ambulance. One of his partners, Bill Graves, asks the attendant to give Dalton a hypodermic, despite Dalton's desperate objection. Dalton's other partner, Ed Edwards, and Dalton's wife are next to the stretcher when the ambulance doctor administers the hypodermic. Dalton's two partners have a fight when each accuses the other of stabbing Dalton. "P.V." overhears and learns that partners hated each other and hated Dalton, too... and that Mrs. Dalton was beneficiary of a large insurance policy.

Although Dalton was alive when the hypodermic was administered, and though placed in the ambulance immediately after, Dalton is found dead on arrival at the hospital with a knife in his left side. Nobody could have gotten into the ambulance enroute.

"P.V." goes to see Dalton's widow, who tells him about Dalton's partners in the Eagle Manufacturing Company.

District Attorney Markham relates the baffling murder of Joe Dalton... and asks the help of "P.V." America's greatest Detective. "P.V." and his secretary, Ellen Deering, listen attentively to the details.

SOLUTION ON NEXT PAGE...
ZIV BRINGS YOU AMERICA'S

FAVORITE OF MILLIONS

IN BOOKS — Philo Vance books broke all publishing records
IN POCKET-BOOKS — now read by new millions in 25c pocket-books
IN MAGAZINES — read by millions in American—Scribners—Pictorial Review and more.
IN PICTURES — 12 big budget motion pictures, top stars, top budgets, top audiences

YOU GET

1. AMERICA'S TOP DETECTIVE
2. WITH A PROVED RECORD OF NETWORK SUCCESS
3. WITH A HUGE WAITING AUDIENCE
4. A TOP SHOW THAT YOU CAN SPONSOR WITH PRIDE
5. AT THE MEREST FRACTION OF ITS COST!

Based on S. S. Van Dine's famous character as depicted in "The Canary Murder Case", "The Benson Murder Case", "The Greene Murder Case" and many more, this thrilling new half hour detective show means more listeners per dollar. Better than "network" in production — now transcribed for less-than-network sponsors. It's a ZIV production which means it's got to be good!

A TREMENDOUS PRE-BUILT AUDIENCE!
Top Detective on the Air!

S. S. Van Dine's

PHIL VANCE

Amazing! • Romantic! • Exciting! • Amusing!

Now Transcribed
For Local and Regional Sponsorship

ZIV
Radio Productions

1529 Madison Rd. Cincinnati 6, O.

New York • Chicago • Hollywood

Solution
The Eagle Murder Case

Mrs. Dalton maintained that she was on the RIGHT side of the stretcher when the stretcher was being put in the ambulance which made it appear that she could not possibly have stabbed Dalton in his left side. However, "P.V." (who you've already guessed is Philo Vance) learned that since Dalton's body was put in the ambulance head first instead of feet first, that put Dalton's LEFT side near Mrs. Dalton. When she saw the hypodermic was taking effect, she plunged a knife into her husband's side, just before the stretcher was slid into the ambulance. How Vance outwits her when she confronts him with a gun in her hand makes for the most dramatic climax ever done in radio. Hear it in "The Eagle Murder Case!"
Resurrection

ONLY LIVE program in the Philippines today is a voice from the dead, according to Robert Stewart, MBS Manila correspondent. Just before the Japanese made their sweep into Manila in 1941, an organist completely dismantled his Hammond organ, carried the parts high into the hills, and buried them six feet underground. Recently the same organist exhumed his organ and is now playing the only “live” show in KZRH Manila—in fact the only live show on the two commercial Philippine stations now operating, Mr. Stewart said.

Koepf Heads Television For Fort Industry Co.

JOHN KOEPF last week was named television manager of the Fort Industry Co., according to an announcement by George B. Storer, Fort Industry president. Mr. Koepf has been Washington manager of the company, and will continue in that position in addition to his television duties. Fort Industry has a black and white video application on file for Toledo.

From 1940 until he entered the Navy in 1942, Mr. Koepf was in charge of television for Procter & Gamble, as assistant to William M. Ramsey, P & G radio director. He joined Fort Industry Jan. 1 when he was released from service as lieutenant commander.

KERN Bakersfield, Calif., has joined Southern California Broadcasters Assn.

TRADITIONAL WELCOME to Hawaii was given Mr. and Mrs. Lewis Allen Weiss on their visit to the Islands by Ralph M. Fitkin (1), president of Aloha Broadcasting Co. Mr. Weiss, vice president and general manager of the Don Lee Broadcasting System and vice chairman of Mutual, took the trip with his wife and daughter.

Iowa Fair Offers Video Exhibition

KRNT-RCA Victor Display Proves Highlight

SEVENTY-FIVE percent of inquiries at the information booth for the Iowa Centennial Fair were for location of KRNT-RCA Victor television exhibition, according to station officials.

The television show was the principal feature in a heavy-calibre KRNT Des Moines promotional campaign, during the eight-day fair ending Aug. 50. Other media used included a neon-lighted placards, radio programs and spots, show-window displays, loudspeaker announcements and printed theatre programs.

Viewers of the television shows in the International Harvester tent at the Des Moines fairgrounds were estimated to include half the 500,000 fair visitors. Paul B. Mowrey, ABC television director, said it was the most heavily-attended television show he had ever experienced.

An eight-hour daily television schedule brought two video shows each hour, many of them both televised and broadcast over KRNT. Standard broadcasts filled the 15-minute periods while prepreparations were made for the next television program. Breaks were used to advertise the formal opening of KRNT Radio Theatre Sept. 9, and its first attraction Oklahoma!

Dick Hooper, RCA Victor shows and exhibitions manager, Joe Jenkins, RCA Victor production manager, and Harvey Marlowe, ABC television production manager, said the television show was the biggest outdoor video demonstration ever staged. They believe similar shows will be attempted on a nationwide basis.

Mr. Mowrey, in a talk before the Des Moines Advertising Club, predicted a video station for Des Moines “soon after the television network starts.” He later indicated this would be early 1948.

Bendix Reports Loss

BENDIX AVIATION Corp., Detroit, reported consolidated net loss of $1,020,015 for the nine months ended June 30, compared to net income of $10,376,644 the previous year. Operating loss for the nine-month period was $9,381,418, of which $1,111,669 was incurred in the quarter ended June 30. This was before provision of $88,228 for Federal income taxes but after appropriating $701,792 of the reserve for contingencies such as postwar reconversion. Estimated refund due to carryback credits was $1,400,000, making a net profit of $20,104 for the third quarter, equivalent to 10 cents.

Smoking hot proof that...

North Carolina Is the South's No. 1 State

And WPTF Is North Carolina's No. 1 Salesman!

Tobacco auction markets are now in the full swing of their 1946-47 selling season in North Carolina. That’s big money news in this state which produces 48% of the nation’s tobacco. And of North Carolina’s crop, 90% of it is grown and 91% of it is sold in WPTF’s North Carolina Primary.

In fact, including tobacco sold in WPTF’s Virginia and South Carolina primary counties, more tobacco is sold in the WPTF Primary than in any state in the union. No wonder alert advertisers now are upping their WPTF schedules to tie-in with this lush selling season.

With Men Who Know Tobacco Farmers Best,

It’s WPTF 2 to 1!

WPTF’s salesmanship in North Carolina is an old story to tobacco market warehousemen. They send the money on WPTF, advertising their markets, than they do on any other station or group of stations.

WPTF

680 KW

50,000 WATTS

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NATION’S LEADING TOBACCO STATES

<table>
<thead>
<tr>
<th>State</th>
<th>Tobacco Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>$379,736,956.00</td>
</tr>
<tr>
<td>WPTF (N.C.) Primary</td>
<td>345,662,450.00</td>
</tr>
<tr>
<td>Kentucky</td>
<td>169,721,652.00</td>
</tr>
<tr>
<td>Virginia</td>
<td>71,831,175.32</td>
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<tr>
<td>South Carolina</td>
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<tr>
<td>Tennessee</td>
<td>36,351,882.00</td>
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<tr>
<td>Georgia</td>
<td>48,673,341.00</td>
</tr>
<tr>
<td>Maryland</td>
<td>21,086,222.00</td>
</tr>
</tbody>
</table>

(Latest U. S. Marketing Figures)
IN BALTIMORE... WCAO PROMOTES Your SHOW

Sunday readers of the Baltimore Sun “Roto” Magazine (and there are over 300,000 of ‘em) look forward to a regular WCAO feature every week. A year-round cycle of full pages and single columns add “Listeners” to sponsors' programs. It’s fun “meeting the stars” and advertisers find it helps them “meet the public.”

WIN A PRIZE THE EASY WAY

All you have to do is stay at home (if you live in Holly-wood) and “Surprise Party” winning persons: complete with microphone and assorted prizes. It’s easy to enter in. Win Wilson’s decked the town from the studio on Tuesdays and Thursdays at 2:00 P.M.

WCAO
The Voice of Baltimore
600 KC -- 5000 WATTS

Represented Nationally By
PAUL H. RAYMER COMPANY
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA
Opposition to New Radio Act Grows in Canada's Parliament

It's easy to get around in IOWA

Iowa has 5514 miles of paved highways . . . Iowa's 9000 miles of Railroads are exceeded only by N. Y. and Texas.

Opposition to a new Canadian Radio Act (Broadcasting, Sept. 2), incorporating more powers for the Canadian Broadcasting Corp., grew to such an extent during the closing days of the session of the Canadian Parliament, that the government withdrew the bill, but voted the CBC $2,000,000 for expansion despite heavy opposition.

Never before has as much opposition developed on the subject of broadcasting as during the last days of the session at Ottawa, when the government endeavored to put through a new radio act incorporating recommendations of the Parliamentary Radio Committee of 1946. It was only after the government had withdrawn the bill and an acrimonious debate of seven and a half hours that a majority of Liberals and Co-operative Commonwealth Federation (CCP) members voted the CBC $2,000,000.

Opposition members stated that this vote would commit Parliament "irrevocably" to a principle that ultimately would destroy private broadcasting.

The money vote more or less endorsed the new radio act which provided for increased financing limits for the CBC and allowed it to use all clear channels, three of which have, since the Havana Treaty was put into effect, been used by private broadcasters.

Remote Facilities

Ralph Maybank (L. Winnipeg, South Centre) chairman of the Parliamentary Radio Committee, pointed out that the CBC expansion program was in keeping with Parliamentary Committee reports since 1936, and would have been completed earlier except for the war. He stated that the whole purpose behind development of a second network by the CBC, was to give Canadians living in remote parts of Canada a second choice of programs.

"There is no doubt," he agreed, "that if the private stations were allowed to do so, they could develop the network. The crux of the situation is whether the law will be changed to allow private stations to have this network. It has been definitely against the opinion of Parliament that they should be allowed to do so, and has been written into the act since 1932." Advertisers would not carry such network programs to the remote areas where there are no major markets, he stated.

Rev. E. G. Hansell (Social Credit, Macleod) pointed out that the CBC now had sufficient authority not only to drive private radio broadcasting out of business, but under facsimile development to drive the press out of business. He stated that the CBC now also controls facsimile transmission.

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Oppose Fund

After the government had withdrawn the new radio legislation, opposition members endeavored to get the money vote for the CBC cut from $2,000,000 to $1. Opposition members pointed out that the privately owned stations put up their own money "to do a job which we are now asking the taxpayers of Canada to put up the money for," and private stations also paid taxes which the CBC did not do.

Denton Massey (PC, Toronto-Greenwood) stated that "a network developed under private enterprise, permitted by the CBC, on which the Canadian advertiser can air his own programs, will develop programs which will be as much an advertisement for Canada in the United States as United States programs are an advertisement for Canada in the United States border stations.

"There is no doubt," he agreed, "that if the private stations were allowed to do so, they could develop the network. The crux of the situation is whether the law will be changed to allow private stations to have this network. It has been definitely against the opinion of Parliament that they should be allowed to do so, and has been written into the act since 1932." Advertisers would not carry such network programs to the remote areas where there are no major markets, he stated.

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F I R S T

in many Bay Area Homes!

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

Broadcasting • Telecasting
"Heart of the Northwest's lumber and power production; center of the nation's largest lumber supply... Here are the nation's cheapest commercial power rates, 410th of the total developed & potential water power of the United States."

"City of roses, homes and hills: beautifully landscaped residential districts; mild climates for work and play the year around; 58% home ownership."

"City of high payrolls, high income, cordial labor relations: 1946 payrolls 2½ times greater than 1941; Oregon's buying income 26% greater than 1945 national average; smoothest labor-management relations of any west coast city."

"What's it all add up to? That the Pacific Northwest leads the nation in development, expansion, and business opportunities, reach this rich market most effectively through KGW- the Northwest's No. 1 radio medium."
PAC Urges Councils to Seek Free Time

CIO Advises FCC Appeal If Stations Turn Down Discs

A CAMPAIGN to induce radio stations to provide free time for a series of 19 transcribed announcements under the guise of "public interest" has been started by the CIO Political Action Committee, according to the Sept. 2 CIO News, official organ of the Congress of Industrial Organizations.

"PAC launched its air battle for a large vote turnout in November with a letter to CIO Councils which urged local acquisition of free radio time," said the News article. "Re-urged local acquisition of free radio stations by CIO-PAC, the letter pointed out."

At PAC national headquarters in New York, Allen Reitman, publicity director, denied that the PAC would file protests with the FCC if stations refuse to carry the announcements, although he said if a station censored them, the PAC "might object." The CIO News made it plain, however, that the PAC had instructed local CIO councils to insist that stations carry the announcements without charge.

Cite Public Interest

"Naming radio as the most effective means of reaching millions daily, the PAC advised, 'if the station balks at putting these announcements on the air... your reply should be that radio stations under the Federal Communications Commission are licensed to serve in the public interest!'" said the News article, apparently quoting from the PAC letter. The article appeared in a two-column box on page 2 under the caption, "Calling All Citizens!"

"This announcement is in the public interest," said PAC, pointing out that urging people to register and vote is a good American tradition on which our democracy is based," said the CIO News.

Citing what it termed "an example of censorship methods used by radio," the News article said the PAC reported "refusal of Radio Station WMT Cedar Rapids, Iowa, to grant paid air time to the local CIO-PAC on the grounds that the proposed broadcasts were controversial. The Cedar Rapids Council has filed a complaint with the FCC, accusing the station of unfairness," said the article.

Complaint Local

Mr. Reitland declined comment on the Cedar Rapids incident, except that it was being taken care of locally. FCC sources last week denied that WMT had been "unfair." Mr. Bingham, counsel for WMT, denied that the complaint and had no comment.

Neither had Herbert M. Bingham, counsel for the Bernhart for Congress Club (Democratic party)." The CIO-PAC has produced 19 "register-vote" spot announcements "for radio use by local union and civic groups," according to the CIO News. PAC instructions to local councils for use of the 19 transcribed announcements suggested that "six, concerned with voting, be played close to election day, while the other 13 on registration are for immediate use. The five musical announcements are recorded by nationally-known ballad singers Tom Glazer and Peter Seeger in cooperation with People's Songs Inc., while the dramatic sketches were produced by a Hollywood cast," said the CIO News.

Second Series

A second series of "spots" is being produced by the PAC. These will deal "with specific issues of the campaign such as inflation, housing, security and anti-discrimination," said the News article. They "will provide room for insertion by the local group of a 'plug' for endorsed candidates," the article concluded.

According to investigators for the House Committee on Un-American Activities, Messrs. Glazer and Seeger were members of the Young Communist League, and of the Almanac Singers. Committee records show that Mr. Seeger was a delegate to a Chicago meeting of the American Peace Mobilization, which has been cited on seven occasions as a Communist front organization by Congressional committees and former Attorney General Francis Biddle.

Mr. Glazer was a member of the presiding committee of the American Youth Congress, an organization "controlled and built by the Young Communist League," and which has been cited on 10 occasions as a Communist front organization, according to the House Committee on Un-American Activities. On March 29, 1944, the old Dies Committee on Un-American Activities cited the Almanac Singers as a Communist front.

MBS Renewal

GUM LABS., Clifton Heights, Pa., has renewed for 52 weeks Singing Sweethearts, MBS Sun. 1:30-1:45 p.m. Agency is Makelim Assoc., N. Y.
Hoosiers "Take To" The Dixie Touch

Judging by audience response to the renditions of the Dixie Four over WIBC, there's a yard-wide soft spot in the Hoosier heart for the songs of magnolia-and-mammy-land. For ever since coming out of the South to join the live talent staff of the fastest growing radio station in Indianapolis, these close-harmony singers of spirituals and southern ballads have provided good listening for ever-increasing numbers of Hoosiers.

Organized in Mississippi in 1938, the Dixie Four was first heard from WJDX Jackson and later WMC Memphis. Their enthusiastic reception by listeners in nine southern states caught the attention of WIBC talent scouts and led to their present affiliation with "The Friendly Voice of The Indianapolis News." Here, they are charming WIBC audiences with their own morning show and a featured spot on the popular "WIBC Coffee Shop."

The brand of entertainment provided by the Dixie Four, and its eager acceptance by the people of Indiana, is representative of all live talent shows aired by WIBC. For all of these programs—musical, dramatic, news and special events—are planned, written, produced and enacted by personalities who know their radio and the Hoosier taste. So, to get the most for your radio dollar, see your John Blair man today about a WIBC live talent show tailored to your own particular sales requirements.

John Blair & Company • National Representatives

Owned and Operated by The Indianapolis News
South Americans Planning Solid Front At Inter-American Meeting in Mexico

SOUTH AMERICAN radio interests plan to present a solid front and some ideas novel to Latin-American broadcasting at the Inter-American Radio Congress, now set for Sept. 30 in Mexico City. The conference originally was called for last May 19 in Havana but postponed until fall.

Top radio figures from Argentina, Brazil, Chile and Uruguay met Aug. 9-11 in Buenos Aires to lay plans for the meeting. No advance announcement was made of the Argentina conference, quietly called as a follow-up to the South American Congress at Rio de Janeiro last year (Broadcasting, Oct. 8, 1945).

The Buenos Aires meeting voted to urge a tri-sectoral organization be set up at the Mexico gathering, with North, Central and South America each having its own group. Delegates admitted their hope was to avoid "Yanqui control" in the master organization.

Network Correspondents At White House Dinner

CORRESPONDENTS of the four nationwide networks who accompanied President Truman on his 18-day vacation cruise to New England and Bermuda were dinner guests at the White House Thursday, along with newspaper correspondents.

During the evening they saw a motion picture based on the cruise.

A cooperative broadcast by the four radio news services over Bermuda station ZBM drew thanks from the President, who heard the program and asked for a transcription as a souvenir. Radio correspondents who took the trip were Arthur Barriault, NBC; John Adams, CBS; William E. Coyle, ABC; William Hillman, MBS.

Ceremonies Mark Debut Of WRAL-FM Raleigh

FORMAL opening program of WRAL-FM Raleigh, N. C., scheduled for last Friday (Sept. 6), was to include greetings from networks, stations and radio celebrities in a broadcast also carried by WRAL, AM station of Capitol Broadcasting Co.

A. J. Fletcher, president of the company, presided at the ceremonies which heard transcribed greetings from more than 12 stations and networks, saluting WRAL-FM as a key station of Tobacco Network. Others on the show were Gov. Gregg Cherry of North Carolina, Acting Chairman Charles R. Denny Jr. of the FCC and Prof. Edwin Armstrong, inventor of FM. Station will be on the air daily from 3 to 9 p.m., operating on 95.3 mc with 1000 w. It will carry many of WRAL's most popular shows and will feature music and sports.

South Americans Planning Solid Front At Inter-American Meeting in Mexico and admitted that the Argentina meeting was called to insure a bloc vote in Mexico City.

South American broadcasters were unanimous in their views on freedom of radio. They will make every effort to combat censorship by various governments. In other moves the Buenos Aires session recommended:

1. That Article 3 of the 1940 South American Accords reached in Santiago de Chile be reaffirmed "to strengthen peace and continental solidarity." Article 3 states that stations of one country shall not comment on the internal politics of another. Argentina politics have been a favorite target of Latin commentators for some time.

2. That recordings made in one country and sent to another be duty-free "to foster cultural interchange." A rider suggests that "given the importance of this measure, diplomatic pouch privileges should be made available." Sponsored recordings made in Argentina and sent to Paraguay, for instance, would be "cultural" rather than commercial, it was explained.

3. That equipment for transmitters be duty-free.

4. That the organization, regional or hemispheric, lobby for legislation which would guarantee owners at least enough security to enable them to exploit licenses fully.

Several U. S. manufacturers are planning to set up exhibits of transmitters, receivers, etc., while a number of American broadcasters are planning to attend as observers (Broadcasting, Aug. 26). Campbell Arnoux of WYAF Norfolk and Hugh A. L. Halff, WOAI San Antonio, have been chosen to attend as observers for NAB (Broadcasting, Aug. 19).

State Dept. has taken no official cognizance of the meeting, since it was called purely as an industry affair. Several Cuban broadcasters are reported to have dropped out of the conference.

★ Yes...we're glad to announce (as of August First) the affiliation of KVI with Mutual-Don Lee. As Seattle-Tacoma outlet for the Puget Sound area, we're bringing our million-and-more friends their favorite Mutual programs with "top watts on 570 kilocycles delivers their two billion dollars annually.

★ ★ And you're lucky... because now, with one-station economy you may buy this big Mutual market that includes a million-and-more Puget Sound folks who enjoy an effective buying income that is right close to two billion dollars annually.

★ ★ ★ Puget Sound listeners are glad and lucky... for KVI's 5,000 watts on 570 kilocycles delivers their favorite Mutual programs with "top of the dial" signal strength and clarity.

KVI
SEATTLE
THE PUGET SOUND MUTUAL STATION
CAMLIN HOTEL, SEATTLE ★ RUST BUILDING, TACOMA

Represented nationally by:
GEORGE P. HOLLINGBERY CO.
New York—Chicago—Atlanta
JOHN BLAIR CO.
Los Angeles—San Francisco

Page 32 • September 9, 1946
WHEN WSM first put its signal on the air, twenty-one years ago, there were folks back in the mountains for hundreds of miles around Nashville who had never been beyond the church and the store at the cross-roads. The advent of WSM into their lives was a milestone in itself. It brought them new facts, a new outlook, the promise of a new sort of life.

Surely it is not cause and effect, but it is more than coincidence that WSM's life span of twenty-one years parallels the great growth and development of living standards in the mountain regions of the South. Full credit goes to the hardy pioneer spirit of the people here. But, surely, too, we supplied some part of the inspiration, some part of the stirring which brought it about.

And as our region grew in stature, WSM grew too—in facilities, in scope of program, in service to the five million people in reach of our clear channel signal.

Their adherence to our banner is our greatest recompense for the two decades of effort which has made WSM an important force in the area of more than five million people—five million people who can be reached through only one single medium... WSM, Nashville.

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

The Best in Broadcasting
WSM
NASHVILLE
Radio Program Control Idea in Patent Office

PATENT rights covering a "radio program controller" are available for licensing or sale, according to a list published in the official gazette of the U. S. Patent Office. The device "provides a means to manually switch off unwanted portions of programs for intervals of five to twenty-five minutes," according to the Patent Office. Owner of the device, for which patent No. 1,961,871 was issued June 5, 1934, is Floyd G. Caskey, with correspondence to be addressed to Argus Advisory Service, P. O. Box 577, Washington, D. C.

The device consists of five control keys, any one of which when pressed down will switch off the receiver, energizing a motor and magnetic clutch. After an interval, the motor operates a cam, returning key to original position.

Newsletters' Drop as National Medium
Traced to Radio's Research Technique

NEWSPAPERS' failure to match radio's research and sales techniques is largely responsible for their loss to radio of preeminence as a basic advertising medium for national advertisers, Neil H. Borden, professor of advertising, Harvard Business School, states in an article in the September issue of Harvard Business Review.

Titled "Selling Newspaper Space to National Advertisers," article is based on a study of national advertising whose results were published in detail in National Advertising in Newspapers.

Mr. Borden points out that while radio's novelty and glamour may have initially attracted the attention of mass-product advertisers, "the steady growth of the medium to its pre-eminent position has not rested on so insecure a foundation. Rather, radio growth has come in large part because objective evidence has shown advertisers the effectiveness of specific programs undertaken by them."

Advertisers Confined

To satisfy the desire of clients for "objective evidence of consumer response to advertising programs," Mr. Borden writes, "advertisers, agents and the broadcasting networks have carried on projects of experimentation and research that have outstripped those applied to other media. From many interviews, the author and his co-workers gained the indelible impression that the increasing use of radio by large advertisers has come from a conviction of its effectiveness as a part of their selling programs." Newspapers, Mr. Borden states, have not, in their research, "initiated adequate experiments or gathered sufficient data on newspaper usage to produce convincing sales presentations to national advertisers. Instead, their selling has continued on an intensive, intra-industry competitive pattern which was fashioned in earlier decades when newspapers constituted the dominant medium for national advertisers appealing to mass markets. ... For the most part the efforts of newspapers soliciting staffs and of representatives' solicitors have been directed at the competitive level of individual newspaper against individual newspaper."

In contrast to this competitive selling by newspapers, he goes on, "the selling approach both of radio networks and of magazines, while in part competitive with other networks or other magazines, has in large part been primary. While sales presentations have pertained to the individual network or magazine, they have made full use of arguments designed to convince the advertiser of the value to him of using network broadcast advertising. For instance, radio networks have stressed the success attending broadcasts and the value of the auditory approach."

Small Market Stations
To Hold Meeting Today

OPPORTUNITY for thorough discussion of problems of stations under 5 kw in cities of less than 50,000 during the NAB convention in Chicago Oct. 21-24 will be sought by the association's Small Market Stations Executive Committee at a two-day meeting starting today (Sept. 9).

Meeting of the committee was called by Marshall H. Pengra, KRNR Roseburg, Ore., chairman, in advance of the Chicago convention to give members a chance to lay groundwork for discussion during the industry meeting. The committee itself will meet on the first day of the convention, with a general convention session scheduled on small market station problems.

Ignition Standards

NATION'S car manufacturers have well underway research to insure that auto ignition systems will not interfere with television and other high frequency radio, according to report by Automobile Manufacturers Assn. Studies made by a joint committee of the Society of Automotive Engineers and the Radio Manufacturers Assn. have established tentative standards to place within tolerable limits the radio interference rendered by ignition systems, according to the report. The findings suggest means of reducing or eliminating visible static on video screens and audible distortion heard on shortwave loud speakers. It is proposed that standards be met by Jan. 1, 1948.

What's
Surprising
About
This?

$900 per Capita Income
Augmented by Cotton

Seven million dollars can do a lot to raise a market way above the average—and that's how much the production of cotton, alone, brings in here in the Panhandle! And when you add to that the income from wheat, oil, gas, carbon black, and cattle—you have a market with a $900 per capita income—or an effective buying base of 397 million dollars; And KGNC is the station that influences that wealth!

Affiliated with
LONE STAR CHAIN
NATIONAL BROADCASTING CO.

Taylor Lowe Snowdon

Radio Sales

AMARILLO, TEXAS

The Family Station in the Great Panhandle

C. F. Granted – 15,000 watts Day and Night – 710 kc.
"HE THINKS IT'LL CATCH FISH, TOO!"

You can't blame the fisherman for thinking that he can catch fish with a WBAL microphone. Fact is, so many advertisers have found that their messages over WBAL bring such satisfactory results.

And there's a reason why! WBAL's powerful voice will bring you more listeners . . . thanks to better programming. More listeners will bring you the sales results you're looking for in the Baltimore area. Besides, there's more to advertising over WBAL than meets the ear. A behind-the-scenes merchandise department does a grand job of tying up programs at point-of-sale. Catch?

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Operator Proposal Draws Ire, Support

Conflicting Viewpoints
Given on Shultz Contention

INTEREST AND DISMAY
EDITOR, BROADCASTING:
In the Aug. 26, 1946 issue of BROADCASTING, you published a letter written to you by a manager of a 250 w station complainting of the need for first class operators in such a station. This letter was read by us with much interest and disappointment.

Indeed, we were so surprised at such a stand, that as operators with years of experience, we feel that we should express our views on the subject. If you feel that you can publish our side of the question, we shall be gratified.

In the first place, we feel that first class operators are needed—operators who have the confidence, and who know enough to look into a piece of equipment, to see how it ticks. We have seen some of those operators who are not supposed to look inside the "works," when something went wrong, just stand and bite their nails. Many times we have seen a station off the air for several minutes or even hours when a first class man could have had it back in nothing flat.

Furthermore, since when is there nothing to do but sit and draw pay? With a total of sixteen years in small stations, here's one who can say that he has never seen the time that there wasn't plenty to do. Six and one-half years in one place with an average of 56 1/2 hours per week does not indicate there is nothing to do.

Too many managers may feel that money is being "wasted" on first class operators, but did any of these managers ever get up at 1 a.m., go to the transmitter, and see for themselves the many weary hours of hard work being put in by the first class man?

It seems that the management of small stations feel they can operate without a transmitting department, until something goes wrong—and then all means of communication to the transmitter are "hot" with inquiries as to what is wrong, and how long it will take to fix it.

We feel that the public interest can better be met by having operators who know how to keep the equipment operating to full efficiency and smoothness—with high quality and absence from noise, hum and other mechanical annoyances.

Furthermore, we believe that some of that good cash used in making trips to Washington, merely to prove a point such as this one to which we are referring, should be spent on hiring first class operators.

—J. L. McFarland
—H. S. Taylor
Marion, N. C.
August 29, 1946

HARD TO FIND OPERATORS
EDITOR, BROADCASTING:

The use of operators holding restricted operator permits will allow their selection on quality of announcing instead of technical knowledge. This knowledge is usually of no value at all by a newly licensed man because he lacks practical experience. Our experience has shown that as soon as a first class operator has obtained a little experience he immediately looks for a transmitter job where he will not be required to announce. Of course, this is only natural for any man competent to pass the first class license must be a "technical man."

The hundreds of 250 watters who use combination operators— announcers can greatly improve the quality of their announcers if they are selected on the quality of their announcing and leave the technical work to one first class operator. Our wartime experience has proven that one man is more than enough to handle all technical work on a small station. This station has operated more than five years with one technical man and has not lost one minute off the air due to technical trouble other than power failure or lightning. Even counting these we have lost less than five hours total time in five years.

Obtaining competent combination announcers—operators has always been a major problem with small stations. Even during the depression it was practically impossible to find them and today with the housing problem we have not been able to find a single man interested in moving into our community, even though we pay $50 per week as a starting salary.

For more than two months we have answered every "situation wanted" in your excellent magazine and have not received a sin-

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

MEET BILL!

This is Bill Bailey, KMA's persuasive, energetic and amiable Promotion Manager. When it comes to promotion, Bill is a fellow who does the job instead of talking about it. He could probably sell electric fans even during an Iowa blizzard, but he'd much rather tell the facts about KMA's great farm-market in his own sincere way.

Bill knows the enormous potential of the 155 counties composing KMA's primary area, located in the nation's great cornbelt. He knows KMA's complete coverage of this rich farmland—KMA's intelligent programming—KMA's unexcelled selling power. Once you know these facts, you'll be as enthusiastic about KMA's service and selling power as Bill Bailey is, himself. Give us a chance to prove it. Contact your nearest Lewis H. Avery office, or wire us—today!

155 COUNTIES AROUND
SHENANDOAH, IOWA

LEWIS H. AVERY, Inc., National Representatives

AMERICAN BROADCASTING CO.

Continued on page 38

WHEN John W. Shultz of WMVA Martinville, Va., writing in BROADCASTING, Aug. 26, advocated relaxing of the requirement for first class engineers in stations, he drew the ire of those who cited the vital role of operators. Simultaneously, another champion of the small station's position on limited personnel, gave his viewpoint. The opinions are given on this and following pages.
and wise advertisers are getting on the bandwagon with WRR and KFJZ. These two stations offer a “one-two” punch at the Billion Dollar Dallas and Fort Worth Markets. You can buy both WRR and KFJZ for one price . . . and schedule your broadcast at simultaneous or separate hours.

These two established 5000 watt stations have a test-proved listener loyalty that makes the WRR-KFJZ combination the Best Radio Buy in Texas.

Compare the coverage value of the WRR and KFJZ combination . . . two for one price! Here is the data on these dominant markets:

- Population: 1,902,700
- Retail Sales: $963,424,000
- Food Stores: $237,279,000
- Gen. Mds.: $200,767,000
- Drug Stores: $51,153,000
- Buying Income: $1,996,237,000
- Bank Debits: $9,106,710,000
- Radio Homes: 376,844
Operator Proposal (Continued from page 38)

...gible reply. The situation is desper- ate and growing steadily worse. There is only one solution and we believe that as soon as the Commission realizes the predicament of the 250 watters we will receive their full cooperation.


**

SAYS PROTESTS STEM FROM GREED

EDITOR, BROADCASTING: An Open Letter to Most Southern Stations:

The day of reckoning is not yet. Just because the FCC rules you must employ only first class engineers, don't think your walls of Jericho are crumbling! Your walls have been staunchly built; they are only beginning to crack. But the fissures are deep and the united trumpet calls of employe and listener rebellion will one day widen them so that your little empires shall be surrounded by rubble even as now they are encompassed by stone. And of what stones are your walls built? Of such as these:

1. The granite of greed. You act as a loudspeaker for your network, collecting the reflected glory and goodness of Big Town production along with the moneys which accrue when you have a monopoly on a particular audience only by virtue of the absence of competent outside coverage. You keep down your overhead by hiring only combination men. An announcer who program directs, acts as librarian, and writes your pitiful copy. An engineer who must change a tube, flip a record, read a newscast and scale your antenna. A copy girl who writes your personal letters, services accounts, acts as file clerk and sweeps up your sawdust.

2. The stone of stupidity. You expect someone to believe that were you not enjoined to employ one who has worked in your rockpile will recognize their shape. No, the day of reckoning is not yet. But it's coming. And all your wailings will not save you. Not when listeners react, along with employees to the trumpet call. May the notes ring loud and clear!

August 28, 1946. Hugh Guidi

SPONSORSHIP of Romance of the Highways for the 11th year on Don Lee Network was undertaken by Pacific Greyhound Lines. Final renewal details were worked out by (1 to r): Herbert C. Cayford, vice president of Beaumont & Homan, agency handling account; Boyd Rippey, account executive of Don Lee Broadcasting System; W. H. Starling, assistant to the president, Pacific Greyhound Lines; Commdr. A. W. Scott, program narrator; and C. C. Jensen, Pacific Greyhound traffic manager.

WNOC Norwich, Conn. Ready to Start Today WNOC, Conn., is scheduled to take the air Sept. 9 with 250 w on 1400 kc. Principals of Central Broadcasting Co., who also own WGAT, new UTICA, N. Y., outlet, are H. Ross Perkins and J. Eric Williams, partners. Commercial manager is William H. Harris, recently of WHAI Greenfield, Mass., Bill Hickok is program director. Associated with him are John Melville, formerly WDAS Philadelphia, chief announcer; Gary Lester, in charge of news room; James Douglas and Harry Fuller, announcers; Elmina Brooks, formerly WTIC Hartford, women's commentator.

Howard H. Wilson Co. is national representative, with Bertha Bannan as New England representative. Salesmen of WNOC are Dick Landsman and William Heron. Station has RCA and Western Electric equipment. It has subscribed to AP news service.

PERSONAL appearance show of WWVA Wheeling, W. Va., the "WWVA Jamboree," has been revived by the station as regular Saturday night attraction.

October 5 issue of Liberty Magazine will carry a story "Best of the Young Comedians," featuring Gary Moore, star of the United Artists "Jimmie Durante-Gary Moore" show.
“HOME TOWN FROLIC” PROVES IT...

and every day
“The Home Town Frolic” delivers
in North Jersey—

3 TIMES AS MANY FAMILIES per dollar
as any New York network station...

At least 2 TIMES AS MANY FAMILIES per dollar
as any New York independent station!

Another Reason Why...

WAAT delivers more listeners per dollar
in North Jersey—America’s 4th Largest Market*—than any other station, including all 50,000 waiters!

Source: Pulse of North Jersey and Standard Rate and Data (Excluding talent costs)

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

WAAT

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”
Expert Stresses FM's Higher Fidelity

Necessity for Selectivity In AM Receivers Limits

EDITOR, BROADCASTING:

I have read with interest the articles appearing recently in BROADCASTING on FM, specifically the one entitled "Engineer Presents FM's Other Side" by Homer A. Ray Jr. and the one entitled "Another Engineer Speaks His Mind" by John Sherman.

Some comments were made in these articles on AM radio receivers which do not adequately and accurately set forth the facts. AM receiver design with respect to fidelity. Actually, the matter of the fidelity of an AM receiver is something which has not changed greatly for many years and the limitations on the fidelity of AM receivers result from circumstances which the receiver manufacturers have taken into account for nearly 20 years. This is simply that the Broadcast Band is allocated with 10,000 cycle channels and receivers must be selective enough to separate the channels. There is nothing mysterious about this and wishful thinking cannot change the resultant fidelity picture.

With respect to AM reception, an examination of all widely sold AM receivers whether they be the $20 variety or the $300 variety will reveal a startling similarity in intermediate frequency amplifier selectivity design. It is at this point in a superheterodyne receiver that the necessary selectivity is obtained. Let us make this crystal clear. An intermediate amplifier in an AM broadcast receiver can be widened or narrowed without essentially changing its cost. The question is not one of the use of more expensive components. The question is that when manufacturer designs a radio receiver for widespread sale over the United States, he must provide in that receiver adequate selectivity to permit the user to secure satisfactory radio reception in the present broadcasting structure, where stations are spaced 10 kilocycles apart. This will automatically limit the fidelity of the receiver to the point where there is essentially nothing left at 5,000 cycles. There is very little out of the receiver at 4,000 cycles.

It has been my observation and I am sure this is not alone peculiar to me that an AM receiver designed for 10,000 cycle reproduction is of little value at night all the year around at distances more than perhaps 10 miles from a 50,000 watt transmitter. Under these circumstances, such a receiver will accept signals from adjacent channels to the extent where the interference is so great that it is not an acceptable article to the user whether he be engineer or the public. It is all very well to have a superspecial receiver at the broadcast transmitter or near it where the signal is strong enough so that it alone is...

(Continued on page 42)

Mr. BROWN

WGAR Engineer Cites Better Signal-to-Noise Ratio of FM

EDITOR, BROADCASTING:

Two articles have been published in BROADCASTING on the subject of AM and FM. The first by Homer A. Ray in the July 22 issue and the second in the August 12 issue by John Sherman.

Of the above two articles, Mr. Sherman's is nearer the truth but has passed over some very important features of FM which makes it fundamentally superior to AM. Mr. Ray does not take into account the background noises of the two systems. I would like to recommend to Mr. Ray and to Mr. Sherman also, a very excellent technical analysis of AM and FM prepared by Raymond F. Guy and Robert M. Morris of NBC and published in the October 1940 RCA Review and also issued as a reprint by NBC Engineering Information Service.

One of the important factors which must be taken into account is the "Triangular Noise Spectrum of FM." Since BROADCASTING magazine is not a technical publication it would be out of place to go into a thorough discussion here, but a few figures should be brought out to point out the danger of "general" statements. To briefly state a few figures for comparison of AM and FM, I would like to point out the following:

1. An FM system with a deviation ratio of one has a signal-to-noise advantage of 4.75 db for tube hiss and other fluctuating noises over an AM system.

2. With a deviation ratio of 5 (standard for FM broadcasting) the advantage of FM over AM is 18.75 db.

3. When de-emphasis is used in both the AM and FM systems, there is more effective advantage in the FM system. Assuming the standard pre-emphasis and de-emphasis circuits are used, there is an advantage of 7.36 db in the FM system.

FM, therefore, has an advantage of 26 db over AM for tube hiss and other fluctuating type noises. This is a definite figure due to the FM system alone. In addition, there is the advantage of operating on the higher frequencies which gives an advantage during...

(Continued on page 42)
The pound sterling is more than just a unit of currency, jointly with the Bank of England it has become the symbol of financial stability and dependability. "As sound as the Bank of England" is no idle catch-phrase.

In the Baltimore Market, radio time buyers are also familiar with another symbol of stability and dependable results. That symbol is "W-C-B-M" which stands for an effective means of bringing your product to the attention of a large number of listeners and influencing them to buy. "Baltimore's Listening Habit" is not a catch-phrase, but an every day reality to sponsors who are reaping the benefit of WCBM coverage. Here is an opportunity you can't afford to overlook.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

John Elmer, President
Free & Peters, Inc. Exclusive National Representatives
George H. Roeder, General Manager
WGAR Letter
(Continued from page 40)
electrical storms which it is difficult to evaluate in db.
Mr. Ray says he has never seen an AM receiver operate with tone control in the “true high fidelity position that includes 10,000 cycles.” He also states that this is the listeners’ preference. The reason is the high frequency noise present in the AM system. Noises above 3500 to 4000 cycles are very irritating to the listener but this applies to noise, not musical tones, above these values. In the FM system with a 26 db advantage over this type of noise, the listener need not use the tone control. This is also the reason that transcriptions and recordings never give a true answer when used as a source of program for listener tests.

Sherman Answers
Mr. Ray also states that his transmitter at KIRO is capable of transmitting 15,000 cycles or the equivalent of the FM transmitter. This can very well be true but the listener cannot take advantage of it since all above 5000 cycles, or even less, is lost in tube hiss and fluctuating noise. Mr. Sherman also answers this when he says, “I do not agree that even a good minimum of the percentage of the AM radio receivers in use today are anywhere near flat to 5000 C.P.S. . . .” and also when he states, “The overall frequency response with the tone control in the normal position (using 1000 C.P.S. as reference) is down 3.2 db at 50 C.P.S. and down 14 db at 5000 C.P.S. on the high end . . .” On AM it is not possible to transmit and receive frequencies above 5000 C.P.S. without objectionable high frequency noise except in an area very near to the transmitter where the field strength is high. Therefore, the manufacturer builds an AM receiver with a sharp IF to eliminate adjacent channel interference and a drooping audio system to eliminate high frequency noise. The listener goes further and turns down the tone control if he is outside the high field area.
The future, I believe, will prove Prof. Edwin H. Armstrong’s FM system to be far superior to the AM system which Mr. James D. Shouse so stoutly defends. Thomas A. Edison opposed the AC power system of George Westinghouse, but the technical advantages triumphed—so will FM.

Torp Joins Weir
HARRY TORP, formerly of La Roche & Ellia, has joined the marketing department of Walter Weir Inc., New York. He will be in charge of all time and space buy- ing activities. His assistant will be Harry Dain.

NEW 1,000-WATTER on 1270 kc takes the air in October at Lebanon, Pa., industrial and farming center, with call letters WLBR. Founders are H. Raymond Stadiem, president, and Lester P. Etter, secretary-treasurer. At ground-breaking for transmitter were (1 to r): Mr. Stadiem; Julian F. Skinnell, manager of programs and operations; M. Leonard Savage, chief engineer; Mayor C. Ray Bell, of Lebanon; H. B. Lau, C. of C.; Chet E. Hagan, news editor; Mr. Etter.

Brown Letter
(Continued from page 40)

The FM allocations are such that if the receiver manufacturer desires, receivers can be manufactured with fidelity out to 10,000 cycles or more with no fear but that they will be usefully usable in the hands of the general public at any point in the United States that they are used.

J. E. Brown
Assistant Vice President
and Chief Engineer
Zenith Radio Corp.

DAR Resolution
DAUGHTERS OF the American Revolution may ask Congress to enact special legislation guaranteeing freedom of radio, Mrs. George Howard, national radio chairman, hinted in an interview Aug. 29. The society affirmed its opposition “to all efforts which would lead in the direction of government censorship, dictation or control of radio programs,” and resolved to urge Congress “to enact such legislation as is required to give effect to this affirmation.”

Torp Joins Weir
More and More 250 Watt Stations

are being powered by Raytheon

Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design... its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

... Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits — A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. Increased Operating Efficiency — The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. Greater Dependability — Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. Simple, Speedy and Accurate Tuning — All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. No Buffer Stage Tuning — The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. Silent Operation — Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. Low Audio Distortion — Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. Easy Servicing — Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 the favorite.
9. Easily Meets All F.C.C. Requirements — All electrical characteristics are well within the F.C.C. requirements. Noise level is 60 db below 100% modulation. Frequency response ± 1 db from 50 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7517 No. Clark Street, Chicago 26, Illinois
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

BROADCASTING • Telecasting
ARE YOU SQUEEZING OUT THE BIG OUTSIDE AUDIENCE on the Pacific Coast, too?

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

Letting the big outside audience in on your radio show is plenty worthwhile on the Pacific Coast—these folks spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year. But remember: You can reach them by radio only with Don Lee!

There are four radio networks on the Pacific Coast... all of them cover the inside, or seven major metropolitan country areas. Don Lee, however, is the only network with enough stations to deliver the outside audience also—an audience just as big and wealthy as the inside.

The reason for Don Lee's many stations is geographic. Look at a map and you'll see that most markets on the Pacific Coast are surrounded by mountains—5,000 to 15,000 feet high. The long-range broadcasting of other networks can't reach these markets. Don Lee, luckily for listeners, has a station located within every important mountain-surrounded market. There are now 40 Don Lee stations, more than all other Pacific Coast networks combined.

It pays to reach the big, prosperous outside audience on the Pacific Coast. Do it by putting your radio show on Don Lee, where everyone can hear it. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 5: SALEM, OREGON

An exclusive Don Lee outside market

TOTAL RETAIL SALES $33,530,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network
The Surplus Dearth

WE'VE TALKED recently with several Federal Government officials who are handling advertising funds for disposal of surplus property.

All reports indicate that radio is not getting its share of the promotional budgets which have been set aside in various agencies. Officials, commenting on this circumstance, say radio. They maintain the most part that broadcasters have not attempted to tailor programs or spot announcements to the peculiar needs of the Federal agencies.

We understand that the Maritime Commission will spend several hundred thousand dollars in the last quarter of this year on advertising. The War Assets Administration already has spent several millions, and several more are earmarked. Some effort is being made in WAA to employ radio in surplus disposal [BROADCASTING, Sept. 2], but the effort is fathered within the agency. Little voluntary help has been offered by broadcasters thus far, it is lamented.

Perhaps the NAB, in the interest of its members, could survey this entire field and come up with a workable plan that would put the full force of radio's selling power behind the Government campaign. Government officials will be receptive—for they still remember the terrific impetus given war bond sales and other war-inspired drives by this medium.

Dispatch from Berlin

A NEWS dispatch from Berlin relates that the American Military Government has set up its own radio station to broadcast to the German people, after having failed to gain its proper vote in the control of Radio Berlin.

This word must have hit with real impact those broadcasters who were fortunate enough to have made the trip to ETO just a year ago under Army auspices. That delegation, accompanied by several communications officers on our Army staff, visited Radio Berlin on Aug. 27, 1945. It was the first time a group of Americans had set foot inside the building since the Nazi surrender. And it probably was the last too.

Radio Berlin was to have been under what is called the "quadripartite" control of the Allies—Britain, France, Russia and the U. S. But the Russians moved in first. Despite the fact that the structure stood in the British Zone of Berlin, and the transmitter in the American, the Russians took complete control, with military guard and all. Evidently, they haven't relinquished it.

In recent weeks, there have been numerous events and incidents which have tended to strain relations between the U. S. S. R. and the U. S. But a year ago, despite the disclaimers of our top brass in ETO, it was evident to most if not all of the Radio Mission that all was not serene.

The Russians didn't want us or the British or the French—their brothers in arms only weeks before—to have a voice in the policy or direction of a broadcast station in a jointly occupied area. For they recognized radio as the most direct means of influencing the mind of man.

Where radio is free, men are free. It works just as surely the other way.
A NATION'S POWER... 41% of the potential water power of the United States is in the Pacific Northwest... three-quarters of that amount in the Columbia River Basin of Oregon and Washington... with its inevitable and ever-growing impact on the Nation’s industrial consciousness.

A STATION'S POWER
is measured, not in kilowatts, but in constant and dynamic impact on the consciousness of its community.
When you buy
N.B.C.
be sure you get
K.O.H.
RENO, NEVADA
Serving Wealthy Western Nevada
Paul H. Raymer Co., National Representatives

1000 Watts
630 Kilocycles

Respects
(Continued from page 46)

the station. By 1936 he had become program co-ordinator of the WLW Line, which fed programs to 37 stations. The next year he was made program director and had a hand in developing shows for the “Smoothers” and others on the way up.

When Jim Shouse and Bob Dunville came over from St. Louis to the Crosley Stations in late 1937, they sized up the 35 shows a week they were guaranteeing to the stations. That summer Mr. Park was sent to New York to take special training for the “radio business.” There were only six radio programs in New York at the time—Varieties, Smoke Dreams, Plantation Party and Uncle Walter’s Doghouse.

Poor health in 1940 prompted Mr. Park to take a long vacation in California and the Canadian Rockies. When he returned he became assistant sales manager of WLW. Next year he was called into the armed forces as a captain, but received a medical discharge later. He was next sent to New York as an account executive for WLW, but in 1944 returned to Cincinnati as assistant general manager. Last year he was placed in charge of WLW programming.

The 17 years of radio have no-doubt dimmed his enthusiasm or drive. He likes radio today better than he did in the old family-size days, but is faintly nostalgic for the clowning that used to go on.

“There was the time the Mary Sothern show went on the air with only eight pages of a 12-page script,” he remembers. “The writer sat in the control room and typed like crazy on the last four pages, slipping them under the door to the director one at a time. Why more people didn’t get ulcers, I don’t know.”

For fun in the future, Mr. Park looks forward to an upcoming trip around the world with his bratty wife, Eleanor, and son, Dick, aged five. Vacations meantime take him yearly to a cottage at Northport, Long Island.

Mr. Park is strong for never giving a newcomer the brushoff. Looking back over the roster of stars, he has a ready comment, “There are more where they came from.”

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The diversity of Worcester's industries, shorn of war contracts before 1945 was half over, but with manufacturing payrolls 148% greater than in 1939, again reflects the importance of Worcester as a market. This phenomenal rise in wages accounts for Worcester's retail sales of $152,527,000 in 1945 — an all-time high of $777 per person — far above the national average of $550. Hit this sales target with WTAG, the greatest selling voice in this prosperous Central New England market. WTAG has more listeners than all other stations heard in the area combined.

*Business Bureau, Worcester Chamber of Commerce
New York Ad Club Plans On Previewing Facsimile

A PREVIEW of facsimile transmission will be given to members of the Advertising Club of New York at the first celebrity luncheon of the year to be held Sept. 18 at the club's temporary headquarters, 30 East 77th Street, by J. L. H. Hogan, president of WQXR New York, and head of Radio Inventions Inc., New York, who will address the luncheon meeting on "Facsimile Broadcasting and Post-War Selling in conjunction with the demonstration which is being sponsored jointly by Radio Inventions and WOR New York.

The Advertising Club's weekly bulletin which will be printed on receivers located in the clubhouse, will be transmitted from Radio Inventions Inc., located at 155 Perry St., downtown New York, to WQXR, 147 West 44th Street, by WOR's FM station, at 444 Madison Ave., and from there to the Advertising Club.

Contract Form of NAB Pends AAAA Approval

APPROVAL by the American Assn. of Advertising Agencies is awaited by the NAB Dept. of Broadcast Advertising before mats of the standard spot broadcasting contract can be signed. Distribution of mats was authorized at the August meeting of the NAB board following approval of contract provisions by a joint NAB-AAAA committee.

Though the AAAA Timebuyers Committee has approved the joint committee's contract form, approval of the AAAA's Agency Advisory Committee and the AAAA board was awaited. The board is scheduled to meet Sept. 24. When final AAAA sanction is received NAB will mail the mats, according to Frank F. Pellegro, director of broadcast advertising.

Convention Delegation Chosen by Petry & Co.

EDWARD PETRY & Co., New York, will send the biggest delegation in the history of the company to the first post-war NAB convention in Chicago, it was announced last week.


"It is obvious that this first post-war meeting of all elements of the broadcasting industry will be a most important and significant convention," Mr. Petry said.

HARRY BAUCH, New York publicity director of Young & Rubleman, is in Hollywood looking over West Coast aspects of agency clients with MILTON SAMUEL, Pacific Coast publicity director.

STANLEY E. WEISS has been named assistant production manager of R. M. Gross Co., Chicago. He formerly was head of the production control department of Babel Sales Co. and most recently with Paul Gooden Agency as head of production department.

EDMUND ROGERS Jr., after a year and a half overseas service, has joined the research staff of Gray & Rogers, Philadelphia. He has received his degree from the U. of Pennsylvania.

GRAY ADV., New York, is conducting special courses in various phases of advertising for the benefit of veterans who have joined agency and as refresher for other agency personnel. Included in courses is "Place of Radio and Video Advertising."

ARTHUR TERWILLIGER has resigned as production manager of Check Chart Corp., Chicago, to become member of the production staff of Klauser-Petersen-Dunlop Assn., that city. He has been in advertising since 1929. Also added to agency's production staff is JAMES BANICK, active in advertising in Milwaukee advertising for more than 10 years.

NORMAN ROSEN, formerly with the radio division in charge of television, has joined Thompson Co., New York, has joined Richard & Gunther, New York, as account executive.

HOWARD R. EVAN, formerly in the traffic department of Young & Rubleman, New York, has joined Halley, Hicks & Montgomery, New York, as traffic manager.

MIMI MARGO, radio director and time-buyer of Moselle & Eisen, New York, has been appointed to the agency's newly formed publicity department.

ROBERT L. SMITH, formerly on staff of Philadelphia Inquirer, has joined Kemmerrer Inc., Hollywood agency, as production manager.

DICK CREAMER, former executive of BBDO San Francisco, assigned to Standard Oil Co. account, has joined McCarthy, Los Angeles, as account executive.

GENE BIGGS and JOY WRIGHT, formerly of Check Chart, Los Angeles, have joined Richard & Gunther, Los Angeles, in their new capacity for Kudner.

R. D. McNEILL & McCLEERY, Los Angeles, has joined agency and as refresher for other agency personnel.

GREG REAM, formerly of Advertising Counselors, Philadelphia, has joined the production department of the agency. Mr. Liddy returned to Standard Oil Co. account, has joined McCarthy, Los Angeles, as account executive.

BERNIE A. ALSCOP, formerly with CBS "Drene Show with Don Alscop
to Headley-Reed, Notional Representatives

in the Triple Cities
Binghamton • Johnson City • Endicott

It's Always a Good Bet To put your Money on the WAP

BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives
JANE RECOMMENDS—the WGBS woman's program—this month marks its Tenth Anniversary of leadership—a new all-time record for a personality program in South Florida.

JANE RECOMMENDS Month on WGBS is a tribute earned by ten years of helpful service to women. And ten years of service to advertisers, too, some of whom have used it daily for as long as eight years.

JANE RECOMMENDS, heard five times weekly at 2 p.m., is celebrating its birthday with the greatest audience promotion effort ever achieved in South Florida, a $10,000 campaign. Join the party now and let JANE RECOMMEND your product to her loyal and growing audience.

10,000 WATTS - 710 KC

WGBS

Florida's most powerful

MIAMI

ABC - A FORT INDUSTRY STATION

REPRESENTED BY THE KATZ AGENCY
KFMJ TULSA PLANS TO OPEN OCTOBER 20

The NEW KFMJ Tulsa, licensed to the Fred Jones Broadcasting Co., expects to get under way about October 20, it was announced last week by Lawson Taylor, general manager. Fred Jones, the licensee, is one of the largest Ford dealers in the country, with operations in Oklahoma City and Tulsa, and is also in the oil, hotel, ranch, drilling rig and other pursuits. The new station is assigned to 1050 kc with 1000 watts, daytime operation.

Mr. Taylor, former commercial and assistant manager of KTUL from 1935 to 1941, was released from active status in the Army Air Force as a major last November. He had entered military service in 1941 as an officer candidate. Prior to joining radio, he was a weekly newspaper publisher in Sand Springs, Okla., and before that had served from cub reporter to managing editor. He had worked on the staffs of the Fort Worth Star Telegram, Daily Oklahoman, Kansas City Journal Post, Chicago Daily News, and Christian Science Monitor.

Assistant general manager of the KFMJ is Tom Johnson, who was separated from the Army last year as a lieutenant colonel, specializing in motion pictures and radio in the Quartermaster Corps. Mr. Johnson formerly was commercial manager of KOMA Oklahoma City, and in the motion picture distribution field.

John Melville, former announcer of WSBA York, Pa., and WDAS Philadelphia, has been named chief announcer-news editor of WNOC, Norwich, Conn.

FRED BARR, WWR, New York program director, has been named to publicity committee of the American Social Hygiene Assn. campaign for New York City.

Fred Shaw of NBC program department is the father of a girl born Aug. 27. Baby has been named Shirley Heiene.

Frank Johnstone, formerly with OWI, has joined KFRC San Francisco as announcer.

Louise Peckman has been named production and news director of KEDC Spencer, Iowa. She previously was public relations director of KREX Sioux City, Iowa.

Gene Bolinger has resigned from the announcing staff of WLAT Conway, S.C., to enter U. of North Carolina.

Jim Estes has returned to station as assistant manager and sports director.

Morgan B. Browning Jr. has been named director of WLAT.

Donald Roberts, discharged from AAF, has joined announcing staff of KFXJ Grand Junction, Colo.

William McGrath, 19-year-old tenor who last winter won Buffalo Evening News-WBEN voice contest and an event sponsored by Cumberland Oil Co., has been awarded a scholarship to Juilliard School of Music, New York. Formerly with AAF, Wild West Radio, he is father of a girl born Aug. 27. Baby has been named Shirley Helen.

Alun Williams, New York freelance announcer, has been assigned announcer on new U. S. Rubber Co.-Encyclopedia Britannica television series on WBEN New York. He formerly had been with KYW Philadelphia.

New Format Is Adopted On MBS Crime Series

INITIAL broadcast of the new MBS series Crime, Causes and Prevention, which starts Sept. 12, will be a full-hour program with the first half-hour devoted to talks by a group of qualified authorities in the field of crime prevention.

The second portion will consist of a dramatization of a typical criminal act, followed by an interview with the criminal and a panel discussion in which guests will discuss the case and answer questions from members of a selected audience, chosen from groups who have indicated interest in the problems of crime prevention and juvenile delinquency. Format for the last half of this program will provide the basis for subsequent programs to be heard Thursdays, 10:30-11 p.m.

The entire series is being presented in cooperation with the Society for the Prevention of Crime, and Edwin J. Lukas, executive director of the society, will introduce the program and conduct an interview with the convict whose criminal act is the subject of the dramatized portion of the show.

Busy Hart

Let's face it, however, man can a man do in 58 minutes? According to press-agent of KFWB Hollywood, Man, Hart, record m.c. of "Start the Day Right," on one program answered 13 telephone calls and acknowledged names of callers on the air. He played 12 records completely, gave 16 time checks, played four transmitted announcements, ad-libbed five live announcements. Also had his secretary read and criticize four letters from listeners over the air. Between times he ate one peach, drank two cups of coffee before signing off.

John Gilmore, former AAP pilot who flew the "hump" in the CBI theatre, is back on the job as announcer at KOMA Oklahoma City after an illness which kept him hospitalized several weeks.

Kurt Webster, released from the service, has returned to WBT Charlotte, N. C., to resume as m.c. of "Midnight Dancing Party," Mon. through Sat. 11:30 p.m.-1 a.m. Mr. Webster has been named "Night Mayor of Charlotte" by Mayor Herbert H. Baxter.

Denis Sweeney, discharged as a major from the Canadian Army after six years of services overseas, has joined the announcing staff of CBN Vancouver, B. C.

William Herbert, announcer of CBN Vancouver, B. C., is father of a girl, Elizabeth.

Billy May has been re-singed as musical director of CBS "Adventures of Obadiah & the Bible Buck." He joined the program after returning from announcing a tour in Hawaii.

Artie Phillips has been made head announcer of radio program, which is being telecast from Hollywood.

Russell Beggs assigned as assistant.

William Robson, CBS Hollywood producer-director, has returned to that station after a tour in summer stock which took him through New York, Pennsylvania, Vermont and New England.

Gordon Hawkins, education and program director of Whirley House Radio Stations with headquarters at KYW Philadelphia, has been re-appointed instructor in radio at the U. of Pennsylvania School of Engineering. This will be Mr. Hawkins' third consecutive year, and is an expansion of the teaching plan he developed and gave at the KYW Summer Radio Workshop to faculty members of all schools in Philadel-phia's area.
Time Buyers!

"Spots" PROGRAMS BRING HOME THE BACON!

According to "Spot" these 11 programs do three things to bring home the bacon for your clients:

They have audience appeal. Look them over. These are smartly planned programs that people listen to—and keep listening to.

The audience is big. Fact is, 57% of American radio homes are covered by these eleven key NBC "SPOT" stations.

The audience has money. To be exact, it has 34.2% more spending power than the U. S. average.

No wonder these programs bring home the bacon. Let them bring some for your clients. But don’t dally. This kind of bacon goes fast.

WEAF . . . . . . . . . . . . . New York
"Hi Jinx."—A new morning program starring Jinx Falkenburg, the All-American Girl, and her better-half, erudite Tex McCrary, interviews with guest celebs, and interesting people of all types, enliven their already popular show. 8:30-9:00 am, Mon. thru Sat.

WOWO . . . . . . . . . . . . . Fort Wayne
"Farm Market Analysis"—offers time for two potent sales messages nightly to any client with product or service for the farmer. 6:10-6:15 pm, Mon. thru Fri.

WMAQ . . . . . . . . . . . . . Chicago
"The Food Magician"—Osborne Stearns, in a genial and easy style, takes up the romance of food on this new and unique participation show. 11:00-11:15 am, Monday thru Friday.

KOA . . . . . . . . . . . . . Denver
"Skyline Sports"—Sports highlights, of national and local interest, reported to listeners in the Rocky Mountain Region by ace KOA Sportscaster, Starr Yelland. 6:30-6:45 pm, Thursday.

KPO . . . . . . . . . . . . . San Francisco
"Larry Smith"—his daily news analysis captures a large and loyal audience in the Bay Area. 9:30-9:45 am, Mon., Wed., and Fri.

Programs above are of course subject to prior sale.

WBZ . . . . . . . . . . . . . Boston
"The Serenader"—Art Amadon, a unique song stylist, backed by the popular Melodeers, offers a fast-moving and entertaining program. 6:30-6:45 pm, Tuesday and Thursday.

WGY . . . . . . . . . . . . . Schenectady
"Silver Strings"—an eight-piece string and woodwind group, specializing in appealing arrangements of semi-classical music, has been a WGY program highlight for over 20 years. 7:30-8:00 pm, Monday.

KYW . . . . . . . . . . . . . Philadelphia
"Saturday Songshop"—a delightful quarter-hour of sparkling banter and sprightly music with the "proprietors of song"—Penny Reed, Mary Lou Howard and Phil Sheridan. 6:30-6:45 pm, Saturday.

WRC . . . . . . . . . . . . . Washington
"The Veterans’ Adviser"—Commander Ty Krum, whose newspaper syndicated column is read by millions of veterans and their families throughout the U. S., is admirably qualified to advise veterans on their benefits and affairs. 10:15-10:30 am, Sunday.

KDKA . . . . . . . . . . . . . Pittsburgh
11:05-11:15 PM News—Exceptionally popular news-cast, as proved by mail response, offers established audience provided by some of NBC’s top network shows, Monday thru Saturday.

WTAM . . . . . . . . . . . . . Cleveland
"Ed Wallace, news commentary"—for over two years this late evening analysis has enjoyed a large following. 11:05-11:15 pm, Mon. thru Fri.

According to "Spot" these 11 programs do three things to bring home the bacon for your clients:

They have audience appeal. Look them over. These are smartly planned programs that people listen to—and keep listening to.

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"The Veterans' Adviser"—Commander Ty Krum, whose newspaper syndicated column is read by millions of veterans and their families throughout the U. S., is admirably qualified to advise veterans on their benefits and affairs. 10:15-10:30 am, Sunday.

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"Ed Wallace, news commentary"—for over two years this late evening analysis has enjoyed a large following. 11:05-11:15 pm, Mon. thru Fri.
Owners of Liberty Seek New Outlets

Applicant to Buy WOOD Also Asks Two Michigan Grants

A CONTEMPLATED expansion of holdings by Liberty Broadcasting Corp., which is seeking to buy WOOD Grand Rapids from ABC for $850,000, has been seen last week when the owners applied to FCC for new local stations in Holland and Benton Harbor, Mich.

Simultaneous with the applications filed by Roy C. Kelley, George S. Norcross and Ray M. Veenstra, president, vice president and secretary-treasurer of Liberty, respectively, the Commission reported a competing application for Holland filed by Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich. At the same time Ashbacker also applied for a new station at Manistee, Mich.

Messrs. Kelley and Veenstra, equal owners of Liberty, and Mr. Norcross, as an equal partnership under the name and style of KVNO Co., stated that in the event of station grants, the two licenses would ultimately be assigned to Liberty. Applications for the acquisition of WHLS Port Huron, Mich., for a total price of $500,000, and a new station on 1490 kc in Muskegon by Messrs. Kelley and Veenstra, are now pending before the FCC. Construction costs at $23,600.

Ashbacker Radio Corp., 100% controlled by Grant F. Ashbacker, and KVNO both applied for 1480 kc in Holland: Ashbacker with 100 w power, KVNO with 250 w, both for fulltime. Ashbacker's Manistee station would operate on 1490 kc with 200 w fulltime, contingent upon receipt of switch to 1290 kc by its Muskegon outlet, WKBZ, which is now on 1490 kc. Proposed KVNO Benton Harbor station is for 1240 kc, 250 w unlimited hours. Ashbacker estimated construction costs at $23,600.

CRC Announces Agenda For Cincinnati Meeting

THE COLUMBIA Recording Corp., New York, on Sept. 23 and 24 will hold its sales convention at the Hotel Gibson, Cincinnati.

In addition to company officials, executive and sales personnel from the 47 Columbia distributors, many Columbia records stars made and made reservations for the two-day meeting, it was announced by Paul Southard, vice president in charge of sales and advertising.

On the agenda for the convention are plans for Columbia's new publicity program by Wayne Varnum, director of publicity.

Passes 200 Mark

THE FULTON LEWIS J.R. cooperative product on Mutual last week passed the 200 mark in stations which have sold it to local advertisers, the network announced. The mark was set when program was sold on the Don Lee Network to Ben Hur Productions. Show now is sold on 207 stations.

DUDLEY SCORES TKO

ABC Writer Uses Left and Ash Tray to Subdue Intruder

A GOOD LEFT hand—and a heavy ash tray—gave Paul Dudley, ABC's Pot 'O Gold scripter, the nod over a would-be burglar in his duplex apartment, 127 East 84th St., New York, at 5 a.m. last Monday.

The intruder, who jumped to the sixth floor terrace from an adjoining building, was disarmed by Joy Hodges, actress wife of Mr. Dudley. Hearing his wife yell, Mr. Dudley rolled out of bed and fell to grappling with the burglar. He hit him with a "lucky" left and when the burglar rebounded, promptly flattened him with an ash tray to the head. Police took the intruder to Bellevue Hospital for a police department. He identified himself as Theodore Baldwin, a merchant seaman.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour." The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.
COUNTY OF SAN BERNARDINO
SAN BERNARDINO, CALIFORNIA
June 18, 1946

Our Department wishes you to know of the value of your radio facilities to the agricultural and horticultural endeavor in San Bernardino County.

Not only the growers of commercial crops, but small lot and home gardeners have expressed themselves as having a great interest in the Farm Front program.

Just recently we had a reason to use your facilities to warn people that a large shipment of sweet potatoes had been sold throughout the county, and it was heavily infested with Sweet Potato Weevil — a pest not found in California.

We have an opportunity to present valuable information over the radio. This information is put on the air where it should be, and it will not be garbled up as it would be in the newspapers, and we stand back of it as being authentic. We feel that with the interest in the program and the fact that correct information is being given — the program fills a very definite community-wide public service.

Yours very truly,
S. F. Woodruff,
Agricultural Commissioner

COUNTY OF SAN BERNARDINO
SAN BERNARDINO, CALIFORNIA
August 3, 1946

L.F. Z. X.
California Hotel Building
San Bernardino, California

Sirs:

On June 18, 1946, we wrote a letter to you, expressing our appreciation for the services extended to our Department through the facilities of your Farm Front program.

Unfortunately, this letter was directed to a competitive radio station, because of an error on the part of one of our stenographers.

This letter referred directly to your Farm Front program, and we stand back of it as being authentic. We feel that with the interest in the program and the fact that correct information is being given — the program fills a very definite community-wide public service.

Yours very truly,
S. F. Woodruff,
Agricultural Commissioner
J. O. SEVIER has been appointed chief operator of WPMR, new station at New Bedford, Mass. Mr. Sevier previously had been with Eastern Airlines as radio technician and operator. He will be in charge of installation and operation of station's temporary 250 kw RCA transmitter soon to be delivered.

DEAN STYERS Jr., former assistant in the Navy electronics school, is temporary addition to the engineering staff of WLAT Conway, S. C. He is to enter North Carolina State College to complete his course in electrical engineering.

JIM WILLIAMS, operations supervisor of engineers for the State Dept. in San Francisco, is the father of a girl.

CHARLES CATANIA, former warrant officer in the Army Airways Communications System, has joined the technical staff of KODA Omaha, new FM station.

L. MORGAN CRAFT, who joined Collins Radio Co., Cedar Rapids, Iowa, in 1935 as a design engineer, has been elected Mr. Craft to the new office of vice president in charge of engineering and manufacturing. Succeeding him as general manager of the manufacturing division is L. E. BESEMMER, who was formerly chief production engineer of the equipment manufacturing firm.

GENERAL ELECTRIC Co., Schenectady, N. Y., Electronics Dept., has announced the development of a new fixed-carrier transmitting tube Type GL-531B, designed for use as a class C radio-frequency amplifier and oscillator. Full details for new tube apply up to 110 mc.

LYNN BRENDEN has been promoted to general service manager of Hallicrafters Co., Chicago. Connected with the firm's sales organization throughout the country, Mr. Brenden in his new post will be responsible for servicing of Hallicrafters equipment and the operation of this service centers throughout the country. He joined Hallicrafters in Oct. 1945 as systems engineer and was promoted to sales engineer in company's War Assets Admin. surplus disposal agency.

MAJ. SOMERS S. SMITH of the engineering staff of WFBF Charlotte, N. C., has been recalled to special duty by American Broadcasting Co. succeeded at WBT by HUGG A. WALKER.

Milestones

TO MARK fourth anniversary, KWWK Pasadena, Calif., Sept. 12 will devote an hour to live program to feature guest sports, film and radio personalities, according to Bill Beaton, station manager. . . . WJFP Herrin, Ill., Aug. 28 celebrated its sixth birthday with station break announcements calling attention to seventh year of service commencing on that date. Five staff members of original 1940 crew remain. They are: Charles R. Cook, general manager; Fred J. Reinhardt, station relations director; Doug Hadley, program director; Jean Wyant, women's editor, and Virgil Hood, custodian.

Helene Smith, organist of KGEO Long Beach, Calif., in mid-September begins her 23rd year in radio. . . . In latter August on occasion of first airing of their live, local "Dairyleisure Time" on WFBF, Syracuse, program cast presented special program from a chartered airplane while circling the city. Show has been sponsored 8:30-9 a.m. across the board by Onondaga Milk Producers, branch of the Dairymen's League, since March 3, 1941. . . . Jacob Reed's Sons, Philadelphia clothier, has entered fifth year of broadcast advertising in that market via KYW Philadelphia. Half-hour transmitted series used by firm was placed by Seberhagen Inc., that city.

No Free Plugs

LOS ANGELES AREA stations, through Southern California Broadcasters Assn., have turned down request of music division of Hollywood Independent Citizens Committee of Arts, Sciences & Professions for free sustaining time to promote its concert-meeting in Hollywood Bowl on Labor Day.

E. W. CONKLIN, separated from Navy as lieutenant (jg), has been appointed day manager of CBS Hollywood news bureau. He succeeds PAT O'BRIEN who resigned after 4½ years to do free-lance writing in the Pacific Northwest. Prior to his service Mr. Conklin was with the United Press in both New York and Los Angeles. He is also a former foreign correspondent.

AMOS KIRBY, farm editor for WCAU Philadelphia, is using a helicopter for his visits to the farms being held at Allenwood, Pa., Reading, Pa., and Trenton, N. J. Novel arrival method was made through arrangements with the Helicopter Air Transport Service, Camden, N. J. Mr. Kirby lands right on the fair grounds in his plane, adorned with WCAU pennants. At each fair he makes several descriptive broadcasts of the proceedings and interviews his rural listeners.

CHARLES ARLINGTON, after three years of Army service, has returned to Don Lee Broadcasting System, Hollywood, as news-caster-anouncer.

BOBBY GRAYSON, separated from Navy and onetime Stanford U. All-American back, is now sports consultant of KOW Portland, Ore.

SAM BALTER, former network sportscaster who became Los Angeles area commentator, has been named sports editor of KLAC Hollywood effective Sept. 9, at which date his commentaries will start on CBS Hollywood Broadcasts. . . . "Deacon" Bob Daily is the father of a girl.

BOB DEAN, former broadcast writer, now national political correspondent for the Associated Press, and is affiliated with Charles A. Donnelly, national political correspondent for the Chicago Daily News.

DEL LESON, news editor of KDYI Salt Lake City, is the father of a girl.

D. C. MacARThUR, chief news editor of CBC Toronto, with JOHN FISHIEL, CBC commentator, and WELLS RITCHIE, CBC press and information supervisor, are to attend the national convention of the Canadian News Editors' Association at Halifax Sept. 12-14.

BOB GARROD, CBS Hollywood newscaster, has been asked to narrate a Columbia Pictures sports short.

KSDJ to CBS

KSDJ San Diego, Calif., effective Oct. 1, starts operation and joins CBS as network's 159th affiliate, Operating with 5 kw fulltime on 1170 kc, the station is owned and operated by the Finley-McKinnon Broadcasting Co., and is affiliated with the San Diego Journal. Purnell H. Gould is general manager.

GOING 5000 WATTS

TWIN FALLS - IDAHO & MARK

ALABAMA'S BEST BUY FAR!

AMERICAN BROADCASTING COMPANY THE NEWS-AGE-HERALD STATION Represented Nationally by Headley-Reed

Broadcasting • Telev  совс

When Charlie Wheaton—a typical American—came back to Syracuse, he had a lot of important things to tell WSYR's listeners, via The New Horizon, about typical Britons.

One was the plain, leveling fact that "the ordinary man in either country has the same basic hopes and fears, and values the same security."

We think The New Horizon—and things like sending Charlie Wheaton on a mission to London—are important. It's a contribution by WSYR...to today, to the future, to the dream that we all have for a unified world.

It makes dramatic listening. It's a program with a purpose. And it's typical of WSYR, the prestige station of Central New York State.

Charlie Wheaton went to London...

Charlie's a veteran. He studies at Syracuse University, lives in a trailer camp. And, as we found out, he listens to WSYR. Most people do up here in Central New York State.

Since last March WSYR has been broadcasting a program called The New Horizon. It's dedicated to building a better understanding among the people of all nations. Ninety speakers, representing almost every country of the globe, have talked over it and WSYR. We're pretty proud of The New Horizon and what it stands for.

Not long ago we ran a contest as a part of this program. We wanted a winning essay on "What Can Great Britain and the United States Do to Be Better Neighbors?"
CHARLES H. BUTLER, for 19 years account executive of Stockton, West, Burkhart, Cincinnati agency, has been appointed to new position of merchandising and advertising manager of U. S. Shoe Corp, that city. He previously had been with Procter & Gamble Co., advertising department.

GENE O'BRIEN, director of radio activities for Universal Pictures, has been elected chairman of radio subcommittee of movie industry's Public Information Committee. He succeeds M. R. LEWIS.


LAMBERT PHARMACAL Co. (Listerine), will sponsor “Quiz of Two Cities” on WBT Charlotte and WRVA Richmond, Sept. 12.

MAGEE-KERRY, Beverly Hills, Calif. (poker chip racks), has appointed Zere Bayard & Assoc., Los Angeles, to handle advertising. Radio is contemplated.

PRE-BUILT HOMES Co., Los Angeles (pre-fabricated houses), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising. Local radio is being used.

W. J. SCHMIND & Assoc., Los Angeles (Pat Primo women's sportswear), has appointed Zere Bayard & Assoc., Los Angeles, to handle advertising. Radio is contemplated.

CHARLES R. GASTON, AAP veteran, has joined the advertising department of Tide Water Associated Oil Co., San Francisco. He will handle advertising production.

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IN THE LIGHT of Uncle Sam's gigantic housing program, take a new look at these Oregon statistics:

**Timber** - 20% of the nation's standing timber grows in Oregon.

**Furniture** - Portland is the center of the West's fast-growing furniture industry.

**Plywood** - Oregon now is a leading factor in plywood production.

It's easy to see that this means big business for Portland, key city in Oregon's industrial boom. For KEX, Oregon's popular American Network outlet, it will mean a still bigger, still more active market.

To reach the 600,000 people in the busy, bustling Portland area, ask the man from Paul H. Raymer Company about availabilities on KEX!

**KEX**

PORTLAND, OREGON

5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA WBZ WBZA WOWO KEX

Represented nationally by NBC Spot Sales—Except KEX. KEX represented nationally by Paul H. Raymer Co.
**Western Electric**

**29C SPEECH INPUT EQUIPMENT**

The 29C is a complete high quality ac operated amplifier and control assembly in a compact tabletop console less than three feet long.

Cable of serving one or two studios, the equipment provides facilities for program production or audition and monitoring.

Finger tip controls handle a choice of eight studio microphones or low level transcription tables, control room announce or talkback mike and four remote lines. Four of the low level microphones or low level audio inputs may be used simultaneously.

The 29C is particularly suited to the needs of the smaller AM or FM station — or for single studio operation. For details, see your Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

---

**Lexington Ave., New York 17, N. Y.**

station — or for single studio operations simultaneously.

and one remote line may be used remote lines. Four of the low level announce or talkback mike and four of eight studio microphones or low level audio inputs may be used for program production or audition within the same facilities in Dearborn be de-

**September 9, 1946**

the order designating the station, Operation of Station KOMA to Nov. 1, 1947.

To the order designating the station, Operation of Station KOMA to Nov. 1, 1947.

1949. Granted renewal of following station licenses for the period ending May 31, 1949: KTSA WIS WSGN.

Wayne, Ind., to increase power of Station KDWM from 2,000 w, unlimited time, to 5,000 w, unlimited time, and to change hours of operation from day-only to limited time.

Cincinnati, Ohio, to change hours of operation from day-only to unlimited time, and to increase power of station WCFL from 10 kw, unlimited time, to 20 kw, unlimited time.

1948, pending consideration of additional information furnished by licensees of the same frequency if granted.

1946. Pending reception of additional information requested under Section 308(b) of the Communications Act.


**KOMA Oklahoma City, Okla.**

Granted petition for further extension of special temporary authority to continue operation of Station KOMA to Nov. 1, 1946.

WIP Philadelphia, Pa. — Present license for main and auxiliary transmitter further extended for a period of 60 days.

KVOD Denver, Colo. — Present license further extended for a period of 60 days.

KALW San Francisco, Calif. — Same.

WXAP WXYZFM Birmingham, Ala. — Same.

WXRY WXXR New York City — Same.

WKLX Washington, D. C. — Same.

WXCT Chattanooga, Ga. — Same.

WKBN Youngstown, Ohio — Present license further extended for a period of temporary basis to Nov. 1, 1946, pending consideration of information furnished by licensees of the same frequency if granted.

KXH Albuquerque, N. M. — Same.

KSBJ Jamestown, N. D. — Same.


WDEV Waterbury, Vt. — Granted renewal of license and of Station pending application for assignment of Station WRC-FM to the United States of America.

WQQQ San Juan, P. R. — Same.


AM — 1000 kc

WCFL Chicago, Ill. — Granted CP to increase power of Station WCFL from 10 kw, unlimited time, to 50 kw, unlimited time, and to change transmitter location to be heard in consolidated proceedings with applications of additional information furnished by licensees of the same frequency if granted.

KWVM Arecibo, P. R. — Granted consent to voluntary assignment of Station KHG from Louis Wasmus Inc., for a consideration of $850,000.

KQXQ San Diego, Calif. — Granted renewal of license for period ending May 1, 1949.

AM — 1450 kc

Frederick A. Knap, R. V. R. Hansen and Wm. H. McCoy, d/b as Suburban Broadcasting Co., Mexico, Mich. — Accepted decision and order granting CP* for a new station to operate on 1290 kc, 250 w, unlimited time; also ordered that the applicant be entitled to make simultaneous use of the same facilities in Dearborn be de-

**EQUIPMENT**

**APRIL 30, 1946**

AM — 1290 kc

Palmetto Radio Corp., Columbia, S. C. — Granted decision and order to operate on 1290 kc, 250 w, unlimited time; also ordered that the applicant be entitled to make simultaneous use of the same facilities in Dearborn be de-

**ACTION**

**SEPTEMBER 5, 1946**

KOMA Oklahoma City, Okla. — Granted petition for further extension of special temporary authority to continue operation of Station KOMA to Nov. 1, 1946.

WIP Philadelphia, Pa. — Present license for main and auxiliary transmitter further extended for a period of 60 days.

KVOD Denver, Colo. — Present license further extended for a period of 60 days.


KALW San Francisco, Calif. — Same.

WXAP WXYZFM Birmingham, Ala. — Same.

WXRY WXXR New York City — Same.

WKLX Washington, D. C. — Same.

WXCT Chattanooga, Ga. — Same.

WKBN Youngstown, Ohio — Present license further extended for a period of temporary basis to Nov. 1, 1946, pending consideration of information furnished by licensees of the same frequency if granted.

KXH Albuquerque, N. M. — Same.

KSBJ Jamestown, N. D. — Same.


WDEV Waterbury, Vt. — Granted renewal of license and of Station pending application for assignment of Station WRC-FM to the United States of America.

WQQQ San Juan, P. R. — Same.


AM — 1000 kc

WCFL Chicago, Ill. — Granted CP to increase power of Station WCFL from 10 kw, unlimited time, to 50 kw, unlimited time, and to change transmitter location to be heard in consolidated proceedings with applications of additional information furnished by licensees of the same frequency if granted.

**Petition**

Inland Bestg. Co., Fremont, Neb. — Granted renewal of license and of Station pending application for assignment of new station to operate on 910 kc, unlimited time, with Agnostick, Inc., to operate on 1190 kc, unlimited time, and with Agnostick, Inc., to operate on 1030 kc, unlimited time.

**VOLUNTARY ASSIGNMENT**

KQXQ San Diego, Calif. — Granted renewal of license for period ending May 1, 1949.

**Call Letters**

WCBS WCNM Springfield, Ill. — Approved change in call letters of Station WCNM to WCBS-FM, to WCVS and WCVS-FM.

WABC WCBC FM WEHG WEHU New York — Approved change in call letters of Station WEHU to WCBC-FM, to WCVS and WCVS-FM.

WABC WCBC FM WEHG WEHU New York — Approved change in call letters of Station WEHU to WCBC-FM, to WCVS and WCVS-FM.

**RENEWALS**

Granted renewal of following station licenses for the period ending Nov. 30, 1946:

WBIR NBC WPWE WJZ Hermitage, Pa. — Granted renewal of license for period ending Nov. 30, 1946.

WBCB WCBA WCBC-FM WEHG WEHU New York — Approved change in call letters of Station WEHU to WCBC-FM, to WCVS and WCVS-FM.

**Designated for Hearing**


**Designated for Hearing**


**MERKEL**

The Mun Staions

SERVE AND SELL IN GROWING MARKETS

**WMOB—ABC**

Mobile, Ala.

**WBBR—ABC**

Knoxville, Tenn.

**WLAP—ABC**

Lexington, Ky.

**KFD—ABC**

Amarillo, Tex.

**WCMI—CBS**

Ashland, Ky.

Huntington, W. Va.
Westinghouse

... surgeproof metal rectifiers with unlimited life ... no replacements

You gain in every phase of transmitter performance with the complete Westinghouse line ... Westinghouse experience in station operation is unmatched by any other transmitter manufacturer. Write for the facts today ... 5, 10 and 50 kw AM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
FCC Actions

(Continued from page 60)

(channel 13); effective peak power radiated: 9 kw visual, 6.8 kw aural, antenna heights 901 ft.

Commercial FM Grants
Voice of Alabama, Birmingham (WAPI), Class B; Santa Clara Best Co., San Jose, Calif., Class A; WDEL Inc., Wilmington Del. (WDEL), Class B on condition owners have no interest in any other FM station in community Delaware Best Co., Wilmington (WILM), Class B on condition Steinman relinquish all interest in Delaware Best Co.; Voice of Augusta, Augusta Ga. (WPDQ), Class B; Tri-City Best Co., Davenport, Iowa (WQC), Class B; Topkea State Journal Co., Topkea, Kan.; Class B; Southeastern Massachusetts Best Co. Corp., New Bedford, Mass., Class A; Leonard A. Versluis, Grand Rapids Mich. (WGRX), Class B; Radio Industries Broadcast Co., Asbury Park, N. J. (WCAP), Class A; Luidian K. Kim, Fremont Ohio, Class B; Class B; Radio Americas Corp., San Juan P. R., Class A; Larsen & Bro., Richmond (WBVA), Class B; Blue Ridge Best Co., Roanoke, Class B; Daily Gazette Co., Charleston, W Va., Class B.

Following permittees granted regular CPs (power given is effective radiated power; antenna height is above average terrain):
Saginaw Best Co. (WSAM), Saginaw, Mich., Class B, 98.3 mc (Channel No. 254), 5 kw, 201 ft; KRON (KBX), Omaha Neb., Class B, 92.1 mc (Channel No. 252), 239 kw, 300 feet; Kingsley N. Murphy (KSD), Des Moines, Iowa, Class B; Class B; Capital Best Co. (WBAL), Raleigh, N. C., Class B, 90.5 mc, 5 kw, 315 feet; Palm Beach Best Co. (WPTL), West Palm Beach, Fla., Class B, 97.9 mc (No. 236), 7.2 kw, 316 feet.

*In lieu of previous conditions specified.

**SEPTEMBER 3

Actions on Motions

BY COMMISSIONER WALKER
P. E. Entenman, San Francisco, Calif., Class B, 88.7 mc, 25 kw, 434 feet — Granted petition to dismiss without prejudice application for new FM station.

Penn Thomas Watson, Wilson, N. C., Class B, 89.1 mc (No. 282), 25 kw, 360 feet, Tri-Subsidiary Best Co., Silver Spring, Md., Class A; 104.3 mc (No. 282), 40 kw, 360 feet.

*In lieu of previous conditions specified.

Earnings This Week

MONDAY, Sept. 9, Washington, D. C.
KRBC Abilene, Tex.—CP 1470 kc, 1 kw, DA-night; KLPC Lake Charles, La.—CP 1470 kc, 1 kw; San Jacinto Best Co., Houston, Tex.—CP new station 1470 kc, 1 kw; WTAW Columbus, Ohio, CP 1470 kc, 1 kw, KBBC Beaumont, Tex.—CP 1470 kc, 5 kw, DA-night.

Peporia Best Co., Class A, 5 kw, KANSAS CITY 6, Mo., CP new station 1470 kc, 1 kw night, 5 kw day. Booth Radio Stations Inc.—Intervention.

TUESDAY, Sept. 10, Washington, D. C.
Beginning at 10 a.m., oral argument will be held, in order, on Corpus Christi, Texas, new station applications; Largo-Kalamazoo new station applications; renewal application of WCLF Joliet; Sandusky, Ohio, new station applications; Marion, Ind., new station application.

WEDNESDAY, Sept. 11, Washington, D. C.
WMIL Best Co., Milwaukee—CP new station 1200 kc, 250 kw, daytime only, Lake Best Co., Evanston, Ill.—CP new station 1200 kc, 5 kw, daytime only. WOWO—Intervention.

WEDNESDAY, Sept. 11, Rochester, N. Y.
Rochester Best Corp., Rochester, N. Y.—CP new station 1280 kc, 5 kw (requests facilities of WSAY when vacated); Veterans Best Co. Inc., Rochester, N. Y.—CP new station 1280 kc, 5 kw.

FRIDAY, Sept. 13, Washington, D. C.
WLOF Orlando, Fla.—CP 950 kc, 5 kw, DA night and day.

FRIDAY, Sept. 13, Washington, D. C.
San Diego Best Co., San Diego, Calif.—CP new station 1510 kc, 5 kw-Ls, 1 kw night, DA night and day.

*Continued from page 60*
CIRCULATION in the general advertising field. The PRINTERS' INK NETWORK TO REACH AD
USES THE PRINTERS' INK NETWORK TO REACH AD-
September 9, 1946
78 other stations, networks and station
78 other stations, networks and station
openings in the general advertising field.
78 other stations, networks and station

MUTUAL
BROADCASTING SYSTEM

USES THE PRINTERS’ INK NETWORK TO REACH ADVERTISERS AND AGENCIES
WHO INFLUENCE THE BUYING OF RADIO TIME

78 other stations, networks and station
representatives also use the P.I. network to
reach the leading audience of buyers of ad-
vertising through the largest A.B.C. net paid
circulation in the general advertising field.

Baseball Service

Baseball Service

Baseball Service

Baseball Service

Baseball Service

BASEBALL fans in the New York area may obtain up-to-the-minute baseball
scores of all major league games by calling Buckminster 7-9000, telephone
number of WLIR New York, at any time during the broadcast day. Cover
cartoons show hospital operating room. Cartoons are
used throughout to illustrate KGW-

KGW Mail Piece

STRESSING studio programming, mail piece prepared by San Francisco

titled "Speaking of Operations" is be-
ing sent to national agency list to pro-

Talk Reprint

Talk Reprint

Talk Reprint

Talk Reprint

Talk Reprint

FOLDER issued by KFEL, Denver is re-

MAIL PIECE concerning the special events coverage of WAFI Birmingham.

One Group Urged

One Group Urged

One Group Urged

One Group Urged

One Group Urged

ALL DENOMINATIONS were urged by the 1946 Religious Radio
Workshop, at a session concluded
Aug. 30 at the U. of Chicago, to
call on the Federal Council of

Bank Ad Meet

Bank Ad Meet

Bank Ad Meet

Bank Ad Meet

Bank Ad Meet

FINANCIAL ADVERTISERS Assn., national bank advertising
organization with more than a thousand members, will hold its
first national convention in the
West at Fairmont Hotel, San
Francisco, Oct. 7-10 inclusive. Na-
nationally known speakers in field of

Studies Cain Idea

Studies Cain Idea

Studies Cain Idea

Studies Cain Idea

Studies Cain Idea

THREE-MAN committee has been
named by Hollywood Radio Writers
Guild to penetrate further James M.
Cain proposal for American

Nos. 102-103. Arch Oboler, Milton Mer-
lin and Sam Moore to study possi-
ble application of principles set down by Mr. Cain. No concrete
results expected before Jan. 1.
<table>
<thead>
<tr>
<th>General Area</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>221, 225, 227</td>
</tr>
<tr>
<td>Portland</td>
<td>220, 231, 233, 235, 267, 269</td>
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<tr>
<td>Shreveport</td>
<td>222, 242, 244, 246, 248</td>
</tr>
<tr>
<td>New Bedford</td>
<td>227, 233, 235, 237</td>
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<tr>
<td>Plattsburgh</td>
<td>240, 242, 244, 246, 248</td>
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<tr>
<td>Holyoke</td>
<td>227, 239, 241, 243, 245</td>
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<tr>
<td>Lawrence</td>
<td>229, 239, 241, 243, 245</td>
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<tr>
<td>North Adams</td>
<td>228, 239, 241, 243, 245</td>
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<td>Pittsfield</td>
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<td>Springfield</td>
<td>227, 239, 241, 243, 245, 247</td>
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<tr>
<td>Watertown</td>
<td>227, 239, 241, 243, 245, 247</td>
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<tr>
<td>Worchester</td>
<td>227, 239, 241, 243, 245, 247</td>
</tr>
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</table>

**FM Channels**

General Channel No.

<table>
<thead>
<tr>
<th>General Area</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>JFK</td>
<td>245, 247</td>
</tr>
<tr>
<td>New Bedford</td>
<td>248, 249, 250</td>
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<tr>
<td>Charleston</td>
<td>245, 247, 248, 250</td>
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<td>New Bedford</td>
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<td>248, 249, 250</td>
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<tr>
<td>New Bedford</td>
<td>248, 249, 250</td>
</tr>
<tr>
<td>New Bedford</td>
<td>248, 249, 250</td>
</tr>
</tbody>
</table>

**Televised Programs**

- **Control TV**
- **Films**
- **Showmanship Control**

**Questions**

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
A. **FILM**!

Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
A. **FILM**!

Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
A. **FILM**!

**In TELEVISION...FILM removes the question mark!**

Now available for sponsorship...exclusive **Televised Series**.

13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet: "Film—The Backbone of Television Programming."

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**FM Channels** (Continued from page 22)

<table>
<thead>
<tr>
<th>General Area</th>
<th>Channel No.</th>
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</thead>
<tbody>
<tr>
<td>MONTANA</td>
<td>229, 231, 233, 235, 237, 240, 242, 244, 246, 248</td>
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<tr>
<td>Billings</td>
<td>226, 228, 230, 232, 234, 236, 238, 240</td>
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<tr>
<td>Bozeman</td>
<td>225, 227, 229, 231, 233, 235, 237, 239</td>
</tr>
<tr>
<td>Butte</td>
<td>224, 226, 228, 230, 232, 234, 236, 238</td>
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<tr>
<td>Great Falls</td>
<td>223, 225, 227, 229, 231, 233, 235, 237</td>
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<td>Helena</td>
<td>222, 224, 226, 228, 230, 232, 234, 236</td>
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<tr>
<td>Kalispell</td>
<td>221, 223, 225, 227, 229, 231, 233, 235, 237</td>
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<tr>
<td>Miles City</td>
<td>220, 222, 224, 226, 228, 230, 232, 234, 236</td>
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</tbody>
</table>

(Continued on page 68)
the heart of the duplex loudspeaker system

A two-way multi-cellular horn that reproduces the complete FM range, 50 to 15,000 cycles, without intermodulation effects or distortion. Send for technical bulletin on speaker and amplifier, or see your dealer.

Grinding out the grade "A" shows?

Put a good talent show on wax, grind it out to prospects through a speaker system that distorts and fuzzes up the frequencies, and you cut your profit opportunities in two. That's a story that doesn't need explaining. And that's the reason station managers literally flooded us with inquiries about the Altec Lansing Duplex Speaker.

Their engineers gave them the facts. No other speaker system on the market can reproduce the clean highs...the deep basses and the wide range - 50 to 15,000 cycles - without concurrent inter-modulation effects. The Duplex does!

FM Channels

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<tr>
<th>General Area</th>
<th>Channel No.</th>
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<tr>
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<td>Minnesota</td>
<td>264, 296</td>
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<td>Sidney</td>
<td>250, 292</td>
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<td>NEBRASKA</td>
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<tr>
<td>Fremont</td>
<td>280</td>
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<tr>
<td>(See also Omaha)</td>
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<tr>
<td>Grand Island</td>
<td>289, 295</td>
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<td>Hastings</td>
<td>320, 335</td>
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<td>Kearney</td>
<td>326, 298</td>
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<td>Lincoln</td>
<td>146, 247, 249, 266</td>
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<td>Norfolk</td>
<td>254, 256</td>
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<tr>
<td>North Platte</td>
<td>221, 224</td>
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<tr>
<td>Omaha (See also Fremont)</td>
<td>251, 271</td>
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<tr>
<td>Scottsbluff</td>
<td>254, 256</td>
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<td>NEVADA</td>
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<td>Boulder City</td>
<td>253, 257</td>
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<td>Las Vegas</td>
<td>256, 261, 293</td>
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<tr>
<td>Reno</td>
<td>254, 256, 266</td>
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<tr>
<td>NEW HAMPSHIRE</td>
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<tr>
<td>Claremont</td>
<td>271</td>
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<tr>
<td>Laconia</td>
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<tr>
<td>Manchester</td>
<td>259, 279</td>
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<tr>
<td>Mount Washington</td>
<td>251, 253, 255, 257</td>
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<td>Portsmouth</td>
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<td>NEW JERSEY</td>
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<td>Atlantic City</td>
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<td>Bridgeton</td>
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<td>Camden</td>
<td>See Philadelphia</td>
</tr>
<tr>
<td>Ewing Township</td>
<td>See Trenton</td>
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<tr>
<td>Jersey City</td>
<td>See New York</td>
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<tr>
<td>Newark</td>
<td>See New York</td>
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<tr>
<td>Paterson</td>
<td>See New York</td>
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<tr>
<td>Trenton</td>
<td>270, 272, 278</td>
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<tr>
<td>(Includes Ewing Township)</td>
<td></td>
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<tr>
<td>NEW MEXICO</td>
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<tr>
<td>Albuquerque</td>
<td>245, 247, 249, 251</td>
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<td>Carlsbad</td>
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<td>Clovis</td>
<td>237, 239</td>
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<td>Gallup</td>
<td>258, 240</td>
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<td>Hobbs</td>
<td>246, 248</td>
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<td>Las Vegas</td>
<td>254, 256</td>
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<td>Roswell</td>
<td>238, 233</td>
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<tr>
<td>Santa Fe</td>
<td>299, 260</td>
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<tr>
<td>Tucson</td>
<td>276, 278</td>
</tr>
</tbody>
</table>

General Area Channel No.

NEW YORK

Albany 221, 223, 225, 227, 229, 231, 233, 235, 239
(A Includes Schenectady and Troy) See Syracuse
Auburn 241, 243
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IN CANADA

Winnepeg is a "MUST" buy
Men Who Know select

465,720 People
(by actual 1946
U. S. Census) live
within 15 miles of our
extenso—all but 9,000 within
5 miles of downton San Diego.
You sell quickly, surely
—because you sell
"from within" when
you use KFMB.

KFMB Sells
SAN DIEGO

465,720 People
(by actual 1946
U. S. Census) live
within 15 miles of our
extenso—all but 9,000 within
5 miles of downton San Diego.
You sell quickly, surely
—because you sell
"from within" when
you use KFMB.

Channel No

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KEEP ADVANCING WITH ALTEC LANSING
<table>
<thead>
<tr>
<th>Ohio</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Jamestown</td>
<td>223, 225, 227</td>
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<tr>
<td>Bismarck</td>
<td>229, 231, 233, 235</td>
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<tr>
<td>Mandan</td>
<td>239, 241, 243, 245</td>
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<tr>
<td>Grand Forks</td>
<td>247, 249, 251, 253</td>
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<tr>
<td>Devils Lake</td>
<td>255, 257, 259, 261</td>
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<tr>
<td>Fargo</td>
<td>263, 265, 267, 269</td>
</tr>
<tr>
<td>Valley City</td>
<td>271, 273, 275, 277</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pennsylvania</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown (Includes Bethlehem and Easton)</td>
<td>233, 235, 237, 239</td>
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<td>Altoona</td>
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<td>Beaver Falls</td>
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<td>Bethlehem</td>
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<td>Bradford</td>
<td>265, 267, 269, 271</td>
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<td>Clearfield</td>
<td>273, 275, 277, 279</td>
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<td>DuBois</td>
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<td>Erie (Includes Ashtabula, Ohio)</td>
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<td>Easton</td>
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<td>Easton</td>
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<td>Johnstown</td>
<td>313, 315, 317, 319</td>
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<td>Lewistown</td>
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<td>Meadville</td>
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<td>New Castle</td>
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<td>New Kensington</td>
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<td>Pittsburgh (Includes New Kensington)</td>
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<td>Portage</td>
<td>361, 363, 365, 367</td>
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<td>Reading</td>
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<td>Scranton</td>
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<td>Wilkes-Barre</td>
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<td>York</td>
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<td>Pawtucket</td>
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<td>Warwick</td>
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<td>Pierre</td>
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<td>Rapid City</td>
<td>441, 443, 445, 447</td>
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<td>Sioux Falls</td>
<td>449, 451, 453, 455</td>
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<td>Vermillion</td>
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<td>Watertown</td>
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<td>Yankton</td>
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<td>Cleveland</td>
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<td>Columbia</td>
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<td>Johnson City</td>
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<td>Kingsport</td>
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<td>Detroit</td>
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<td>Huntington</td>
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<td>Manistee</td>
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<td>New Haven</td>
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<td>Youngstown</td>
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<td>Ada</td>
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<td>Ardmore</td>
<td>691, 693, 695, 697</td>
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<td>Bartlesville</td>
<td>699, 701, 703, 705</td>
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<td>Durant</td>
<td>707, 709, 711, 713</td>
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<td>Elk City</td>
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<td>Enid</td>
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<td>El Reno</td>
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<td>Lawton</td>
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<td>Baker</td>
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<td>Bend</td>
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<td>Corvallis</td>
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<td>The Dalles</td>
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<td>Eugene</td>
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<td>Grants Pass</td>
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<td>Klamath Falls</td>
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<td>La Grande</td>
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<td>Medford</td>
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<td>Pendleton</td>
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<table>
<thead>
<tr>
<th>Truscon Steel Company</th>
<th>Youngstown, Ohio</th>
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<tbody>
<tr>
<td>Subsidiary of Republic Steel Corporation</td>
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</tbody>
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**FAST AND EASY TO PUT UP**

and provides for a minimum of maintenance

A prominent construction company executive says: "The forethought in engineering and workmanship of fabrication greatly facilitates the ease and speed with which Truscon Radio Towers can be erected."

Typical of the Truscon Radio Towers being erected for new and modern requirements is the self-supporting structure illustrated at the left. Installed at Alliance, Ohio, it is 175 feet high, supports an FM antenna, and will serve a 5,000 watt FM station.

Also realizing that maintenance is of prime importance to the broadcasting station owner, Truscon designs its towers with a minimum number of field-bolted connections. Over a period of years, these features assure a constant saving in maintenance expense, due to the small number of joints to inspect and bolts to tighten.

Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon engineering and manufacturing services. Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.

Experienced Truscon engineers will be glad to help solve your radio tower problems.
COPPERATING with health officials to prevent spread of polio, KRFX Grand Junction, Col., has devoted 20 quarter-hour public interest programs per week as well as numerous spots and editorials on preventive measures against the disease. Several new juvenile dramas have been added for the benefit of children confined at home.

Veterans Service DURING September WLS Chicago is devoting its Sunday "In the Public Interest" series to four programs of information on various veterans organizations. Quarter-hour discussions cover American Legion, Veterans of Foreign Wars, ADVEFS and American Veterans Committee.

Boosts Market DURING tobacco season WLAT Conway, N. C., is airing daily interviews with tobacco farmers and buyers direct from warehouse floors. Station urges listeners to sell their tobacco in the market. Nylons are given to women in the audience who also are to WISHES expressed in letters will come true on new five weekly half hour MBS sheds. Daily reports are aired.

Weather Data HARTFORD, Conn. station of the U. S. Weather Bureau and WTIC Hartford are cooperating in presenting special weather service to tobacco growers of the Connecticut Valley during critical period while tobacco is curing in the fields. Daily reports are aired.

Wishes Granted WISHES expressed in letters will come true on new five weekly half hour MBS sheds. Daily reports are aired.

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Wishes Granted WISHES expressed in letters will come true on new five weekly half hour MBS sheds. Daily reports are aired.
FCC Actions (Continued from page 62)

6092. It was further ordered that the petition insofar as it requests grant of application and approval of transmitter site, to change type of transmitter, approval of antenna, approval of transmitter and studio locations at W. side of County Road, corner of O'Shaugnessy Ave., No. of Huntsville, and corner of Gallatin and W. Clinton Sts., Huntsville, respectively.

WKAB Mobile, Ala.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna and approval of transmitter and studio locations at Madison and Front Sts., Mobile, Ala., and change in transmission equipment.

WPNA Alpena, Mich.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Miron and Chestnut Sts., Alpena, Mich.

KFJX Alpena, Mich.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna and approval of transmitter and studio locations in Alpena, Mich.

KBRO Kalamazoo, Mich.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna and approval of transmitter and studio locations at 181 E. Main St., Fourteen Mile, Mich.

Granting in part an application for CP, said deposit to be taken at hearing room, State Tax Bldg., Phoenix, Ariz.


Tower Realty Co., Baltimore, Md.—Granted motion to take depositions in re application for CP, said depositions to be taken at hearing room, State Tax Commission, Tax Bldg., Baltimore, which will be taken at his residence.

Maricopa Broadcasters Inc., Phoenix, Ariz.; Radio Phoenix Inc., Phoenix, Ariz.—Denied petition requesting that the hearing on its applications now scheduled for Sept. 26 in Washington, be held at Phoenix insofar as the non-engineering testimony is concerned.

Century Bstg. Co., Corpus Christi, Tex.—The Commission on its own motion continued without date until further order of the Commission, the hearing now set for Oct. 10, 1946.

Tennessee Radio Corp., Nashville, Tenn.—Granted petition for extension of time in which to file brief in case of oral argument, etc., to proposed decision, and extended the time to Sept. 5 in which to file exceptions to the proposed decision.

Peoria Bstg. Co., Peoria, Ill.—Granted joint petition requesting leave to amend its application for CP so as to specify a modified DA system, etc., and the amendment was accepted.

KSFO San Francisco, Calif.— Granted petition for continuance of hearing now set for Sept. 26 in Washington, be held at Phoenix insofar as the non-engineering testimony is concerned.

Radio City Bstg. Co., New York City—Granted final decision announced granting of CP new station, 1450 kc, 250 w unlimited time, subject to filing within 30 days of an application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission’s standards.

Order adopted making final grant CP new station, 1490 kc, 250 w unlimited time, subject to filing within 30 days of an application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission’s standards.

Final decision announced granting of CP new station, 1490 kc, 250 w unlimited time, subject to filing within 30 days of an application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission’s standards.

BOY...here's an eyeful!

The NEW Western Electric
3 KW FM Transmitter

It's one of a completely new line designed to give you every desirable feature in an FM transmitter, such as unexcelled performance...large, easy-to-read meters...access to components...and striking, modern appearance, with prominent WEA play of your station call letters.

For details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
Radio Corp. of America, Portable-Mobile, within Continental U. S.—Granted CP for new experimental television relay broadcast station; frequencies to be assigned by chief engineer; also, emission: visual A5;ural A1 and special; power: visual 30 w, ural 20 w.

WDKK Durham, N. C.—Granted license to cover CP which authorized a new station to operate on 1215 kc, 250 w, unlimited time, and for change in studio location at 210 W. Main St., Durham. Licensee is granted a waiver of Sec. 3.60 of the Commission’s rules; conditions. Also granted authority to determine operating power by direct measurement.

KSTT Davenport, Iowa—Granted license to cover CP which authorized a new station to operate on 750 kc, 250 w, unlimited time, and for change in studio location to 324 Main St., Davenport Hotel. Licensee is granted a waiver of Sec. 3.55(b) of rules; conditions. Also granted authority to determine operating power by direct measurement.

KGAK Gallup, N. M.—Granted license to cover CP which authorized a new station to operate on 1520 kc, 250 w, unlimited time, and for change in studio location to 3301 13th St., Gallup. Licensee is granted a waiver of Sec. 3.55(b) and 3.60 of the Commission’s rules; conditions. Also granted authority to determine operating power by direct measurement.

FM CONDITIONAL GRANTS


Applications . . .

AUGUST 30

AM—620 kc

KPOA Honolulu, Hawaii—Modification of CP which authorized a new standard multi-channel broadcasting service; technical and operating data supplement, including supplementary engineering information.

FM Box Score

STATUS of new station applications as of Sept. 5:

Pending: 373 in hearing; 202 for approval; 448 in hearing; 383 construction permits issued this year (of which three have been rescinded). Total standard stations to date: 1297.

FM — 207 applications pending; 145 in hearing; 519 conditional grants issued this year; of which 633 are now regular construction permits. Total FM stations: 562.

Television—25 applications pending; 23 in hearing; 28 construction permits issued. Total television stations: 55.
broadcast station, for approval of antenna and transmitter location.

AM—1010 kc

WINS New York, N.Y.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1450 kc

WMAQ Chicago, Ill.—Modification of CP which authorized a new standard broadcast station to be operated on 1090 kc, 250 w and unlimited hours of operation.

Applications Dismissed:

AM—1450 kc

WJAR Providence, R. I.—Modification of CP which authorized a new standard broadcast station to be operated on 1300 kc, 250 w and unlimited hours of operation.

AM—1450 kc

WCBS New York, N. Y.—Modification of CP which authorized a new standard broadcast station to be operated on 1090 kc, 250 w and unlimited hours of operation.

Applications Tended for Filing:

AM—950 kc


AM—1490 kc

Mid-Atlantic Bozst Co., Atlantic City, N. J.—Modification of CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1290 kc

J. B. Fussell, Greenville, S. C.—Modification of CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM—1450 kc

New Mexico Bozst Co., Inc., Clovis, N. M.—Modification of CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1300 kc

Frank M. Helm, Modesto, Calif.—Modification of CP new standard broadcast station to be operated on 1300 kc, 1 kw, directional antenna and unlimited hours of operation.

SEPTEMBER 3

Experimental Video

Cherry & Webb Bozst Co., Providence, R. I.—New experimental television broadcast station to be operated on frequency to be assigned by FCC in band from 460-500 mc, power not to exceed 1 kw and emission special for color television.

Experimental

WXBR Cambridge, Mass.—Modification of CP to operate power from 250 w to 1 kw, install new transmitter and make changes in antenna system.

KOOS Coos Bay, Ore.—Modification of CP to change power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

Applications Tended for Filing:

AM—950 kc

WBAX Wilkes-Barre, Pa.—Modification of CP to operate power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

AM—1450 kc

Ashbacher Radio Corp., Holland, Mich.—Modification of CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Roy C. Kelley, Ray M. Veenstra and George S. Norscot, a partnership d/b a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1490 kc

Ashbacher Radio Corp., Manistique, Mich.—Modification of CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

The only New Orleans Station using all these means to build Listenership continuously

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

Folks Turn first to—

WLL

The GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY
50,000 WATTS - CLEAR CHANNEL CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

WHBC

5000 WATTS SOON!

WHBC

KANSAS

(Continued from page 16)

73.7% in 1944. Owning two sets, 21.9% this year; 23.8% in 1945; 20% in 1944; owning three or more sets, 5.7% this year; 6.6% in 1945; 6.3% in 1944.

Of urban dwellers 94.8% reported their sets in working order; 90% of village residents said their sets were working and 89.4% of farmers reported no trouble. Farmers were hardest hit in sets out of order, 5.2% reporting no radios working. Of villagers 3.9% said their receivers were out of order, while the figure for urban dwellers was 1.0%.

Dead batteries accounted for most of the sets out of order, with 35.8% reporting that cause. A total of 28.1% listed unknown reasons, 16.5% blamed bad tubes and 11.3% listed "other reasons."

Dr. Whan, whose study covered a wide field, found that more than half of all savings reported last March were greater than in March 1945. Reconversion lay-offs and delay did not dissipate wartime savings in Kansas, he concluded.

TWO EXPERIMENTAL VIDEO GRANTS MADE

AN EXPERIMENTAL STATION to provide Lancaster, Pa., with television broadcast service by intercepting and rebroadcasting signals from Philco's WPTZ, Philadelphia on an ultra-high frequency was authorized by FCC last Thursday.

The grant went to Conestoga Television Assn., composed largely of employees of the RCA plant at Lancaster, and carries authority for experimentation with frequencies in the color band. The authorization is for "may be assigned by the Commission's chief engineer from time to time," A3, A5 and special emissions for television, and 200 kw peak output.

Continental Television Corp., Boston, also received a grant for a new experimental station, using center and modulating frequencies to be assigned by FCC's chief engineer, with A0, A3, A5, and special emissions for FM and television, including pulse, and 1 kw peak output.

Radio Talks on Agenda Of Farm Editor Meeting

SERIES of talks on radio's place in farm extension work and education will feature the annual meeting of the American Assn. of Agricultural College Editors, to be held Sept. 18-20 at Auburn, Ala. Radio meeting will be held on the morning of the second day under the title "A Nationwide Hookup," with Bill Zipf, Ohio extension farm radio editor, presiding.


REVISED RULE

(Continued from page 18)

give advance notice to participants when non-parties are going to appear in a proceeding; possibility of reducing the number of copies of certain types of documents required to be filed; more specific language in the rule (1.306) regarding FCC's right to call for additional information from applicants, and clarification of several other sections including those calling for reports to FCC on changes involving stations, one covering grants made without hearing, and those regarding persons who may be admitted to practice before FCC.

Attorney W. Theodore Pierson questioned the usefulness of pre-hearing conferences unless some written document summarizes the agreements reached. Otherwise, he said, every participant has his own interpretation of what was accomplished.

In response to questions, Mr. Plotkin said FCC has no authority over prices which official report and any bids, but does plan to inquire about reporters' charges when it calls for bids. Under the law, he said, the Commission must give the interested persons 30 days to submit bids. Present, the bids are in terms of the lowest bidder. A:,, Plotkin said FCC has no authority for transcripts of proceedings, but does plan to inquire about reporters' charges when it calls for bids. Under the law, he said, the Commission must give the interested persons 30 days to submit bids. Present, the bids are in terms of the lowest bidder.

Kentucky Meet Delayed

MEETING of the Kentucky Broadcasters Assn., originally scheduled for the Lafayette Hotel, Lexington, Oct. 8-9, has been postponed to Nov. 15-16 at the same hotel. J. H. Callaway, secretary-treasurer, announced. The meeting is for the general membership. Officers of the association, in addition to Mr. Callaway, are: Hugh O. Potter WOMI Owensboro, president; J. E. Willis, the Nunn Stations, Lexington, first vice president; Harry McTigue, WINN Louisville, second vice president. On the executive committee are J. Francke Fox, WHLN Harlan; Ken Given, WLBI Bowling Green, and F. Ernest Lackey, WHOP Hopkinsville.

WILSON SEeks 780 KC

HERBERT L. WILSON, consulting radio engineer with offices in Washington and Hollywood and laboratories in Rutland, Vt., applied to FCC last week for a new daytime station at Rutland on 780 kc with 1 kw. WBBM Chicago is dominant station on the channel. Mr. Wilson was a lieutenant colonel in the Signal Corps during the war.
Refrigerator Gift

GIRLS attending Camp Wanatachick in Arizona closed the summer season with a $600 electric refrigerator because KOY Phoenix mentioned that they had to carry 1,000 pounds of ice each week to their camp. Jack Williams, KOY program director, visited five summer camps for boys and girls, made recorded interviews and the station did a special program, Salute to Summer Youth Camps, on which Mr. Williams mentioned the ice-carrying girls. A listener provided the electric refrigerator. Parents of boys and girls interviewed were notified by KOY before broadcast time.

Hospital Spots
IN a successful $1,000,000 drive for a new Sisters of Mercy Hospital, WIZE Springfield, Ohio, donated an average of 16 spots a day for a period of 1 month. In another civic project Bob Terry, WIZE sportscaster, raised money for the children’s summer playground fund, sponsored by the Boosters Club.

Epidemic Aid
WHEN a diphtheria epidemic threatened Anchorage, Alaska, the city’s KFQD became the most important voice in town. City health officials used station to broadcast official proclamations and discussions of preventive measures to be taken against further spread of the disease. When schools were closed KFQD added two half-hours of children’s entertainment to its schedule to help mothers keep their children contented indoors.

School Fill-ins
WITH school opening delayed and movies, amusement parks and public gatherings closed to children under 18 because of a high rate of polio in Colorado, KLZ Denver is broadcasting special programs designed to help mothers provide home recreation for their children. In cooperation with the Denver Recreation Dept., Elizabeth Fletter has been devoting time on her KLZ Budget Brigade to members of the department who offer suggestions for games, crafts and other children’s activities at home. KLZ also broadcasts a regular series featuring representatives of the National Foundation for Infantile Paralysis.

Emmett Lavery to Write Movie on Radio History
EMMETT LAVERY, president of Screen Writers’ Guild, has been signed by Jerrold T. Brandt, independent Hollywood producers, to write the screen story for “Magic in the Air,” story of broadcasting’s development. He started his assignment Sept. 5, re-working the original script prepared by Lyle Yold.

Mr. Lavery
The story line will deal with the concept of free radio, as well as press and motion pictures. Film is budgeted at $2,500,000 and is scheduled for 1947 release. A special NAB committee will review the script [BROADCASTING, Aug. 26]. Mr. Lavery is author of many screen plays, including “Magnificent Yankee,” “Hitler’s Children,” from book by Gregory Ziemer, former WLW Cincinnati commentator, and “The First Legion.”

Young Appointed
GEORGE J. YOUNG, former assistant to J. Harold Rbyn, vice president and treasurer of The Fort Industry Co., has been appointed account executive of Sound Studio Adv., Washington. He is former lieutenant commander in the Navy, had served as officer in charge of radio for Bureau of Naval Personnel (Washington AFRS).

Report Denied
DESPITE report, Los Angeles Times will not expand editorial coverage of radio, according to Harry Miller, executive assistant to Newspaper Publishers’ Assn. Due to present print shortage and other limitations, Miller predicted, Times will no longer develop new features, thus spiking report that the newspaper plans expansion of radio log and addition to staff of radio correspondents. However, Mr. Miller said when the newspaper is operating in FM and television, as now planned, coverage will very probably be increased.

School fill-ins
WITH school opening delayed and movies, amusement parks and public gatherings closed to children under 18 because of a high rate of polio in Colorado, KLZ Denver is broadcasting special programs designed to help mothers provide home recreation for their children. In cooperation with the Denver Recreation Dept., Elizabeth Fletter has been devoting time on her KLZ Budget Brigade to members of the department who offer suggestions for games, crafts and other children’s activities at home. KLZ also broadcasts a regular series featuring representatives of the National Foundation for Infantile Paralysis.

For posterity
TELEVISION and motion picture audiences of 1946 will get a look at films of the Automotive Golden Jubilee of 1946, according to present plans of the Automobile Manufacturers Association. United States Rubber Co., sponsor of the telecast of the films on several stations through ABC, has prepared a copy of the pictures to the AMA which will send them in its library with other motor historical material for the next 50 years.

Keep your chute on, Mr. Time Buyer.
Mississippi—the South’s No. 1 expanding market with an effective buying income of over one billion dollars—is an opportunity you can’t afford to miss! But... if you want to tell ‘em—you’ve got to tell ’em. Mississippi’s leading radio stations give you complete coverage of this MILLION DOLLAR MARKET. Put your message on The ‘Ole Miss Stations and you can’t MISS Mississippi!
THE LEADING nighttime network program, according to the latest C. E. Hooper Inc. report, was Mr. District Attorney. Crime Doctor was second and Seveneul Guild Players third.

The average evening program rating was 5.7, up .8 from the previous report, down 4 from a year ago.

The average available audience was 72.2, up .4 from the previous report, up 3.3 from a year ago. The total sponsored hour index was 54.5, as compared with 53.6 in the previous report and 68.3 a year ago.

Leading network programs were: Mr. District Attorney 11.3, Crime Doctor 11, Seveneul Guild Players 10.5, Man Called X 10.1, Suspense 9.5, Take It Or Leave It 9.4, Aldrich Family 9.2, Can You Top That? 8.9, Kay Kyser (Sub) 8.9, Big Town 8.7, Mystery Theater 8.6, Dr. J. Q. 8.6, Adventures of the Thin Man 8.5, Your Hit Parade 8.5, Adventures of Ellery Queen 8.4.

Daytime Programs

When a Girl Married led weekday programs in popularity. Daytime leaders were: When a Girl Married 7, Stella Dallas 6.5, Patia Faces Life 6.4, Ma Perkins (CBS) 5.9, Big Sister 5.9, Young Dr. Malone 5.8, Backetage Wife 5.8, Young Widder Brown 5.7, Lorenzo Jones 5.6, Breakfast in Hollywood (Kellogg) 5.3, Breakfast in Hollywood (P & G) 5.3, Woman in White 5.3.

1946 DAILY PROGRAMS IN

Italian, Polish, English, German, Jewish

For availabilities write Frank O. Myers, KCMC, Inc., Texarkana, U. S. A.
CBS PROGRAM CLINIC TO BEGIN SEPT. 10
SECOND annual CBS program managers clinic will begin tomorrow, Sept. 10, in a three-week schedule of three-day-a-week meetings. Clinics will convene Sept. 10, 11, 12, and 13; the second week, Sept. 17, 18, and 19; third week, Sept. 24, 25, and 26. All meetings will be at CBS studios in New York.

Sessions are under supervision of William Finnehriber, assistant director of broadcasts; Roy Langham, assistant to the director of programs; and Robert Kennett, manager of program relations. Meetings will be designed to acquaint local station program personnel with plans, procedures and techniques of network programming, and for effective mutual interchange of program ideas and problems.

Agenda for this second series of meetings has been determined from answers to questionnaires sent to all program managers after last year's clinics. It is a synthesis of their request for discussions of particular network and local operations.

Disc Restrictions
RESTRICTED participation of program personalities in transcriptions was reaffirmed last week by radio subcommittee of the film industry's Public Information Committee. We are not aimed at participation in established formats of this type, it was explained, but levelled against myriad requests from little known and questionable sources in Canada and the U. S. Chief objections spring from open end transcriptions of this type which may be surrounded by context of dubul caliber and questionable sponsorhip. In addition it was pointed out that in many places it is impossible to check time or manner of use. Committee members emphasized that abuse of discs has made screening mandatory. Nevertheless hope was expressed that cordial relationships with all legitimate interview formats will continue as before.

CBS O&O Accountants To Attend N. Y. Meeting
STATION accountants from CBS-owned stations will be in New York the week of Sept. 23 for a series of conferences with CBS headquarters department heads. Principal purpose of conferences will be discussion of accounting, budget, tax and other financial matters and procedures as related to CBS station operations.

Station accountants who will be in town for the conferences are: Henry R. Crow, WTOP Washington; Robert F. DeVoe, KMOX St. Louis; John J. Murray, WEI Boston; Charles D. Ryder, KNX Los Angeles; Louis R. Lazurus, WBBM Chicago, and John R. Lucas, WCIC Minneapolis.

CBC Transmitters
CANADIAN BROADCASTING Corp. has placed orders for three 50 kw and one 10 kw transmitters in Canada. CBC has not announced which companies are to make each individual transmitter, but orders are placed with Northern Electric Co. (Western Electric's Canadian subsidiary), Canadian Marconi Co, and Federal Radio and Telephone Corp. All three plants are located in Montreal. Federal is a newcomer in the Canadian field (BROADCASTING, Sept. 2) and is understood to have moved into Canada after successfully bidding on the 50 kw transmitter order. The three 50 kw transmitters are for CJBC Toronto (800 kw), new stations at Winnipeg (990 kw) and Red Deer, Alta. (1010 kw), and the 10 kw transmitter will replace the 1 kw of CBJ Chiicotini, Que., on 1580 kw.

Press Presentation
ON TUESDAY evening (Sept. 10) NBC will give a press demonstration of the Scherrer system of qualitative analysis of radio programs, concluding with a presentation of the mechanics of the system and a demonstration of its operation with a test audience.

WEAF EXPLORES FAR ENDS OF NEW YORK
MINDFUL that New York has four other boroughs than Manhattan, one of them of greater population, WEAF, NBC's key station in the Metropolitan area, is planning a campaign to build listening in the outer reaches of its primary coverage area.

The most ambitious show WEAF conceived to attract the attention was Metropolitan News Roundup, a daily 15-minute program featuring pickups from the editorial rooms of the Brooklyn Eagle, Bronx Home News, Long Island Press, Newark Star-Ledger and the Westchester County Publishers News Bureau at White Plains. The newspapers reciprocated with front-page references to WEAF.

Three other WEAF shows now new to the boroughs: Ray Barrett, each Friday, broadcasts his sidework interviews, You're on the Spot, from the front door of a different New Jersey newspaper office. Jim Fulkemeyer, six Sundays, McCravy have been broadcasting their Friday program of the daily Hi Jinx series from the Brooklyn Eagle, and Jinx will start listing all of the papers participating in the Metropolitan News Roundup; and Maggi McNellis, of Maggi's Private Wire, decided to move her show to living rooms throughout the boroughs.

James M. Gaines, WEAF manager, is contemplating even broader operations beyond Manhattan. He is sure WEAF is expanding its audience in the whole coverage area will result in bigger and more devoted audiences.

Seek Settlement
FINAL attempt for out-of-court settlement in the claim of Emmons Carlson, promotion and advertising manager of NBC Central Division, against Irna Phillips, daytime serial author who use to host a program in Chicago broke up when Miss Phillips' attorney offered $100,000 and Mr. Carlson's counsel asked $300,000. Mr. Carlson's claim that he is the original author of Guiding Light, General Mills serial, was upheld in principle by the Illinois Supreme Court. If negotiations fail, the case will rever to Circuit Court for settlement of the amount to be paid.

Calls Assigned
CANADIAN BROADCASTING Corp. have assigned new call letters and frequencies, it has been announced by the Department of Transport, Ottawa. In addition to the four frequencies assigned in central 7.5 kw station, used to send program to western Canada and French language communities, this station has been assigned CHF on 11.76 mc; CBFO on 9.63 mc; and CBFL on 9.64 mc. The new 50 kw transmitters for European and Latin-American broadcast has been assigned in addition to 12 frequencies previously assigned on 13.22 mc; CKLX on 15.06 mc; CBFO on 11.72 mc; CBHP on 9.63 mc. The new station is expected to start broadcasting in early 1947.

This week on KFI
ABOUT LIFE IN HOLLYWOOD
For that one-in-a-million person who doesn't give a hoot about the cinema and its luminaries, KFI's HOLLYWOOD HI-LITES* would be a gross minute of time and talent. Fortunately for you and for us, the advertiser, this daily fifteen minute program (4:15 p.m.) of goings-on in the film capital is based on a subject that knows no equal in mass popularity. HOLLYWOOD HI-LITES* gives the public a fresh inside on the lives of the stars and starlets as well as numerous curious tidbits on producers, directors, musicians and all the others who join in the fabulous business of picture making. Each week from one to three outstanding film personalities appear on the program as guests, which helps keep listener interest running high. HOLLYWOOD HI-LITES* is written by a bright young man named Jimmie McKibben who has the keen sense of humor around the studios and the show's reporter is Jack Latham — a voice penny familiar to KFI listeners.

AND NOW FOR THE PUNCH
Since this program's inception more than a year ago, HOLLYWOOD HI-LITES* has been sponsored by a leading Los Angeles department store with marked success. It is now offered to a second sponsor in all its proven glory and at a cost quite within reason. Details are obtainable at KFI Sales or Edward Petry Company.
Station Relations Meet Held in N. Y. by MBS
THE QUARTERLY MBS station relations meeting was held Sept. 8-9 at the Hotel Astor, New York.

Attending the meetings were Robert Carpenter, MBS southwestern station relations representative; Harry LelBrun, southeastern representative; James Mahoney, midwest representative, and Don Isot, eastern manager, and 53 members of the network including all department heads. Carl Havelinv, MBS vice president in charge of station relations, presided over the gathering.

Edgar Kobak, president of MBS, made a report on network activities at the dinner session Sept. 4 and predicted a "very bright future for Mutual."

On West Coast
H. PIERSOM MAPES, vice president of Hutchins Adv., New York, left for the west coast last week to open the agency's new Hollywood office which will handle the Philco Corp.'s Bing Crosby show (Broadcasting, Sept. 2). James H. Carmine, vice president of Philco Corp., also plans to be in Hollywood about Sept. 9 for meetings as to details of the program.

TOM HARMON... In 3 years of college competition, Tom completed 101 passes out of 253 attempts, for 1,399 yards.

HEY ABBOTT!, screamed Bud Costello, but Lou was already in action as Betty Jane Seabury, of WEEK, new outlet in Peoria, Ill., introduced to the comedians in the studios of WKY Oklahoma City. Miss Seabury, a lecturer on Orient customs, will be a member of WEEK sales and service staff.

Hearing Postponed
HEARING on the long-standing reapraisons of WOWO Fort Wayne and WIRE Indianapolis for 50-kw operation on 1190 kc has been continued from Sept. 20 to Nov. 12, FCC announced last week. The action was taken by Motions Commissioner Paul A. Walker on Aug. 30 on petition of WOWO.

Meanwhile, the Commission had added three other applications to the hearing: WLIB New York seeking fulltime directionalized instead of limited-time use of 1190 kc and power increase from 1 to 10 kw, and others requesting a new daytime station on 1190 kc at Framingham, Mass, and a limited-time station on 1200 kc at Middletown, R. I. (Broadcasting, Sept. 2). WOWO now uses 1190 kc with 10 kw, while WIRE is on 1450 kc with 5 kw.

On Convention Group
TWO HOUSTON radio people have been named to the committee for the 10th District Advertising Federation of America Convention in Houston Jan. 16-18. King H. Robinson of KTRH heads publicity and invitations and Miss Glenn Horton of KXYZ will be in charge of hospitality and greeting. J. H. Grant, Houston Lighting & Power Co., who has been named general chairman of the convention, announced his committee last week. Others are: Ray L. Powers, Houston Newspapers program chairman; Pete Michael, Houston Poster Adv., entertainment; Milton L. Hansman, Modern Ads, arrangements; W. S. Patton, South Texas Commerical National Bank, finance; Carl F. Murray, Napko Paint & Varnish Co., advance ticket sales; Ed Ney, Palmer Paper Co., registrations. More than 600 advertising executives are expected to attend.

Decca Announces Profit
For First Half of '46
DECCA RECORDS Inc., New York, last week at the meeting of the company's board of directors, reported a consolidated net profit of $967,534 (unaudited), for the six months ended June 30, 1946, after provision of $734,329 for all estimated income taxes. This equated 42.9 per share on 388,325 shares of capital stock outstanding at June 30, 1946, and compares with $450,284 net profit, equal to $1.16 per share, on the same number of shares outstanding at the end of the first six months of 1945.

Directors of the firm also declared a new regular quarterly dividend of 60 cents per share of capital stock of the company, payable Sept. 30 to shareholders of record Sept. 16. The previous regular quarterly dividend was at the rate of 30 cents per share.

A plan for a two-for-one stock split of Decca's capital shares, and for increasing the authorized shares to 1,500,000 from 500,000, was approved at the meeting. The plan is scheduled to be submitted to a special meeting of stockholders to be held Nov. 6.

Hooper Adds

"Here comes Harmon"

Score a "touchdown" in programming by scheduling this 15 minute show. Available for broadcast Thursday or Friday nights, once-weekly. Series includes college, professional and Bowl games predictions.

Criterion RADIO FEATURES, INC.

Decca Announces Profit
For First Half of '46
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GERMAN FORESEES NOISELESS TUBES

DEVELOPMENT of completely noiseless radio tubes through use of synthetic mica developed in Germany during the war is foreseen by Dr. V. Middel, German expert at the Siemens-Schuckert plant, according to an analysis of mica research made available by the Dept. of Commerce.

A report on the German product, prepared by Paul M. Tyler, investigator for the Joint Intelligence Objective Agency, is one of several on the subject available at the Office of Technical Services, Dept. of Commerce. Though artificial mica costs 10 times as much as the natural product, its use might be less expensive because selection and testing would be sharply reduced and it has superior electrical qualities.

Mr. Tyler’s report (PB-32545) is available at the Office of Technical Services (photostat $2, microfilm $1), in care of Dept. of Commerce, Washington, D.C. Check or money order should be payable to the Treasurer of the United States.

WPEN Wins, WIP Airs

THE “Miss America” contest conducted by WPEN Philadelphia for the city’s representative at the Atlantic City finals was climaxed by a court fight between WPEN and Oscar Neufeld, who ran the contest in recent years and claimed the right to the contest in Philadelphia. After much publicity, WPEN won the court fight and sent the winner of the contest to Atlantic City. The odd twist in Philadelphia radio circles, is that later WPEN has expended all its promotional efforts towards making the contest a success, WPIL Philadelphia originated the broadcast of the finals from Atlantic City for MBS coast to coast airing last Saturday, Sept. 7.

A-Bomb Story

STORY of the atomic bombing of Hiroshima, considered so significant by editors of the New Yorker magazine that they excluded all other editorial content in the Aug. 31 issue in order to run it in full, will be broadcast this week by ABC. The story, written by John Hersey, will be read without dramatization on four successive nights in succession by an actor as yet unannounced. Broadcasts will be heard Mon. through Thurs. 9:30-10 p.m. Commercial programs, The Doctor Is In!, will be cancelled. Other programs occupying period are sustaining.

To Be Married

VICTOR HUNTER, talent head of the Hollywood office of WJW, Cleveland, and Gloria Blandell have announced their engagement. Couple are to wed Sept. 13. Miss Blandell incorrectly was identified as Joan Blandell in Sept. 6 Broadcasting.

Hughes Recovers

HOWARD HUGHES, head of Howard Hughes Productions, West Coast aviation, film and radio company, is walking around and about recovered from his plane crash July 7, according to his physician, Dr. Verne Mason. Mr. Hughes was critically injured in the crash.

Wood to Lecture

LLOYD W. WOOD, former manager of WCHP, is in the process of revising his radio lecture for the new course this fall at the University of Iowa.

Randon to WLJ

LEE RANDON, formerly with WBBM Chicago, has joined WLJ New York as program director succeeding Leonard Carlton, resigned. Before his association with WBBM, where he recently returned after four years of service with the Army, Mr. Randon was a freelance writer and producer in Philadelphia.

Hughes to Make Movie

HOWARD HUGHES, producer of movies, is planning a picture about his recent plane crash. It is being written by John Hersey.

Long Time Partners

WJW announce the following advertisers as long time partners:

- Music Box Records
- United Press
- ABC Network
- WJW
- 5000 Watts
- Day and Night
- Represented Nationally by Headley-Beck Company

September 9, 1946 • Page 77
Grant of License To KABC Recalled
Baker Protest Is Overlooked By Administrative Board

ACTION of the FCC Administrative Board giving KABC San Antonio a license covering its construction permit for 50-kw daytime operation on 680 kc [BROADCASTING, Sept. 2], was set aside by the Board last week. FCC sources said the reversal was made to permit study of a petition previously filed against the grant.

KABC, in which Elliott Roosevelt formerly owned a minor interest and in which his former wife, now Ruth Googins Roosevelt Eldson, retains substantial interest, was given a grant in July 1944 to switch from 250 w on 1450 kc to 50 kw and 10 kw night on 680 kc. The station switched to 680 kc and started using the 50-kw transmitter last spring [BROADCASTING, Dec. 24, 1945], and presumably will continue using the facilities pending FCC decision on a license to cover the construction permit.

Heard by the FCC were presented the petition of the American Broadcasting Co., Washington, D.C., asking for hearings to determine whether the KABC licensee failed to abide by a grant in July 1944 to switch from 250 w on 1450 kc to 50 kw and 10 kw night on 680 kc. The station switched to 680 kc and started using the 50-kw transmitter last spring [BROADCASTING, Dec. 24, 1945], and presumably will continue using the facilities pending FCC decision on a license to cover the construction permit.

Identifying Aid
KGHL, Billings, Mont., got an early-morning call from the Billings police department. An elderly woman from Livingston, Mont., had gone to Billings to visit a daughter, but on arrival her memory failed. She couldn't remember her name, nor her daughter's. KGHL broadcast her description at 8:20 a.m. A few minutes later the Livingston police chief, who had heard the KGHL broadcast, called Billings police, identified the woman and by 8:45 a.m. she was at her daughter's home.

Brand Names Dinner
WITH manufacturers who have had brand names in use 50 years or more being honored, the first all-Western Brand Names Research Foundation dinner will be held in Palace Hotel, San Francisco, Sept. 11. Vernon Churchill, president of the Advertising Association of the West, is to preside as m.c., with A. O. Buckingham, vice president of Cluett, Peabody & Co., New York, and chairman of the Foundation, scheduled to talk on "Call to United Action." San Francisco Advertising Club will be host.

Pay Raise Letter
THE United Office and Professional Workers of America (CIO) Radio Guild last week addressed a letter to Niles Trammell, NBC president, requesting an immediate salary raise to $125 a week for white collar workers pending completion of organization and negotiation of a contract between the guild and NBC. Letter also pointed out that CBS had granted "a raise . . . to all employees earning under $100 a week."

Slocum Article
BILL SLOCUM, CBS director of special events, is the author of a five-part series, "I Guarded FBI," currently being published in the Saturday Evening Post. Mr. Slocum collaborated with Michael F. Reilly, who through Mr. Slocum, currently being published in the Saturday Evening Post, directs the FBI's Public Information Division and is an important member of the FBI's Public Information Division. The series, which has been well received, is the latest in a series of articles written by Mr. Slocum for the Saturday Evening Post. The series has been well received, and has been well received in the United States and abroad.

Politz to Speak
ALFRED POLITZ, market research consultant to Edward Petry & Co. and other clients, will speak on measuring radio's commercial audience Sept. 10 at the opening luncheon session of the radio group of the New York Chapter of the American Marketing Assn. Group meets at the Hotel Sheraton, New York. Mr. Politz developed the technique utilized in the Petry study of the impact of commercials on the St. Louis public [BROADCASTING, July 1].

Directorship Exchange Between Two Agencies
AN EXCHANGE of directorships between Compton Adv., New York, and the English advertising agency, Lambe & Robinson, has been announced. Ivor Lambe, managing director of the English firm, has become a director of Compton Adv., and Richard Compton has been made a director of Lambe & Robinson. Mr. Lambe last week arrived in New York for an extended stay in America during which he will study U. S. advertising techniques.

Deines Elected
HARRY J. DEINES, former account executive at Fuller & Smith & Ross, New York, has been elected a vice president of the agency and has assumed direction of the account group servicing the various Eastern divisions of the Westinghouse Corp. Prior to joining Fuller & Smith & Ross, Mr. Deines was advertising manager of the Electronics Department of the General Electric Corp. in Schenectady, N. Y., and Bridgeport, Conn.

WBRS Joins ABC
WBRS Pensacola, Fla., now under construction, Sept. 28 joins ABC as a South-Central supplementary station and brings the network's total affiliates up to 216. Owned by the Escambia Broadcasting Co. and managed by Ruth Braden, the station will operate full time with 250 w on 1460 kc.

Miss Grant to Agency
MARIAN V. GRAUL, formerly with the American Broadcasting Co., New York, has been elected secretary of Sweetser, Byrne & Harrington, New York.
Policies on Issues Distributed by ABC

Controversial Subject Stand Outlined to Departments

POLICIES of ABC relating to the sale of time for controversial issue programs last week were distributed to all department heads.

Reminding its chieftains that the network itself "has no editorial viewpoint to advance or promote," ABC said it recognized its "responsibility in the public interest to safeguard and promote equal opportunity for the free discussion of controversial issues of general interest to the American peoples." 

The statement specified the conditions under which the network will sell time for controversial subjects: The network will reserve the right to determine what subjects are of interest to warrant the sale of time for their discussion and to decide whether individuals or organizations seeking to purchase time are qualified to discuss the issues.

Between 10 and 11 p.m.,

The network said that whenever availabilities permitted time for such programs would be sold between 10 and 11 p.m.

Operating instructions for controversial programs included provisions that on commercial programs the sponsor must be clearly identified at the opening and closing announcements must clearly state that ABC has made the time available to the person or organization presenting the program and that the network's standard disclaimer would, in these instances too, precede the network sign-off cue.

ABC also said it would sell time to organizations for the solicitation of memberships "whenever it appears to be in the public interest." No membership group, however, whose basic principles "attack, deprecate or misrepresent the varying values of race, creed or color" will be accepted as a sponsor, the network said.

OLIVER M. PRESBEY

EDITOR

Petrillo Objects as Band Plays ON

DESPITE protest of AFM President James C. Petrillo, directors of the San Joaquin County Fair at Stockton, Calif., stood by their contract rights for appearances of the Mexican Tipica Orchestra, which has played twice daily at the 10-day fair concluding today (Sept. 9). Mr. Petrillo has contended that the Mexican "good neighbor" group displaces local musicians.

AFL pickets have stood at all fair entrances, with members of various allied crafts refusing to cross musicians' line. Although paid by the Mexican Government and on a goodwill tour, it is understood the band will return home, thus cancelling Texas State Fair appearance Oct. 5-20.

A Justice Dept. spokesman last week disputed the contention of Mr. Petrillo that the Tipica Band in this country was in violation of immigration laws. "There is no violation of any law as far as we can see," it was said, with added comment that the group is here legitimately and no local musicians are being displaced. In Mexico City, Federal District Gov. Javier Rojo Gomez said that the band, which has made many goodwill tours in this and other American republics, would not consider future invitations to play in the U. S. if its appearance was going to cause "incidents."

Takes Radio Column

LOS ANGELES Daily News initiated what is said to be city's first radio column last week with start of syndicated John Crosby column, through the New York Herald Tribune. When questioned whether this was forerunner of local column, officials contended that new feature doesn't represent departure from uniform policy agreed upon by newspapers several years ago. Despite denial, it is reported all Los Angeles papers are re-considering such a feature.

Show Revamped

WITH FORMAT improved and talent lineup bolstered, The Rudy Vallee Show replaces Philip Morris Frolics on NBC starting Sept. 10, Thursdays, 8:30-9 p.m. (EDST) with West Coast repeat 7:30-8 p.m. (PST). Hal Peary (Great Gilder-sleeve) and Lina Romay, film actress-singer, are to be opening guests. Scheduled originally to start Sept. 3, show was turned down by NBC and The Biow Co., agency for sponsor, Philip Morris & Co. [BROADCASTING, Aug. 26]. Both agreed that proposed program was below standard.

Broadcasters in Chicago Unite to Promote Video

SETTING 1947 goal at 5,000 television receivers for Chicago, television broadcasters there organized a committee to cooperate with manufacturers, under aegis of Electric Association of Chicago.

William C. Eddy, video pioneer, director, WAKB Chicago, was elected committee chairman. Other members: I. E. Shoverman, general manager, NBC Central Div.; James L. Storlton, assistant to Ed Boroff, ABC Central Div.; vice president; Frank Schreiber, WGN general manager; Carl J. Meyers, WGN chief engineer.

A. B. Rodner Jr., Commonwealth Edison, said next step in television promotion is organization of advertising agencies and appointment of agency to represent electric appliance dealers. W. E. Guy, district sales manager, Graybar Electric Co., chairman of Electric Assn. Television Committee, presided.

Radio Is Given Credit

For Success of Movie

RADIO SPOT campaign costing only $10,000 was given much of the credit for box office success of a motion picture by Charles M. Amory, Buchanan & Co., New York, at a picture sales convention held last week in Atlantic City.

Mr. Amory pointed out that the radio department of the agency produced a "series of startling novel, hard-selling radio spots" on behalf of the picture "Down Missouri Way."

To the "radio campaign must go no little success for the bang-up success of the 'Down Missouri Way' engagements," he asserted.

Great Strides in Video

Pointed Out in Article

"GREAT STRIDES have been made in perfecting television which may soon become a household requirement," according to article "Communication Develops Imply Greater Flexibility," in September issue of Domestic Commerce, published by Dept. of Commerce. Author is Ruth C. Leslie, of Industry Analysis Section.

Other developments foreseen are large screen video; production of FM receivers in near future; in ex ces of conventional receivers; widespread industrial use of radar; new types of telephone service; mobile radio service; facsimile transmission of written and printed material.

Dolcin Placing

DOLCIN Corp., New York, pharmaceutical firm, has appointed Dolcin & Keys, New York, to handle its advertising and promotion. Sept. 9 firm starts spot campaign on WSKAT Paterson, N. J.; WAAV Newark; WILB and WEVD New York, averaging 100 announcements weekly. Firm is negotiating for campaign on W22 New York.

OCTOBER 28, 1946 • Page 79
Proposed Station Grants Now Final

Borger, Odessa and Altoona

Given 250-w Locals

PROPOSED GRANTS for new 250-w standard stations in Borger and Odessa, Tex. and Altoona, Pa., were made final by FCC in decisions announced last Wednesday.

The Borger grant, for use of 1400 kc with 250 w fulltime [BROADCASTING, Aug. 5], went to Richard George Hughes of Pampa, Tex., real estate and construction company executive, on grounds that his “active participation in the development and operation of Borger” make him better qualified than Borger Broadcasting Co., whose application for the same facilities was denied. The latter is owned by W. J. Harpole (50%), and J. C. Rothwell (25%), owners of KSAM Huntsville and KVOP Plainview, Tex., and William T. Kemp (25%), KVOP manager.

Odessa grant, for 1450 kc with 250 w fulltime [BROADCASTING, Aug. 5], was awarded to Southwestern Broadcasting Co. on grounds that its owners could devote more time to the station than owners of Permian Basin Broadcasting Co., whose application for the same facilities was denied. Southwestern is principally owned by Dorrance D. Roderick (64%), licensee of KROB El Paso, and interested in other stations, who will devote “substantial” time to new station in its early stages, and Paul Moss, president and 25% owner. Controlling Permian Basin stockholders are Houston Harte and M. C. Matthews, and W. J. Woods, owners of Permian Basin Broadcasting Co. Principals of Altoona station using 1240 kc with WFBG Altoona, Pa., for a new station, go to news broadcast on July 29, was made final after the competing applicant, Altoona Broadcasting Co., which received a proposed denial, amended its application to request 650 kc instead of 1240. Mr. Thomson received the grant in the name of Thompson Broadcasting Co. Principals of Altoona Broadcasting Co. are Herbert K. Wolf, J. J. Woods, Thomas C. Matthews, and W. J. Woods, who own 25% each in WMRF Lewiston.

NBC O&O Meet

NBC management meeting of its six owned and operated stations will be held at Shawnee, Pa., beginning Wednesday (Sept. 11). Among the attendees will be Niles Trammell, president of the network, Frank H. Russell, Washington, vice president, and top executives of New York, WMAQ Chicago, WTAM Cleveland, KOA Denver, KPO San Francisco, and WRC Washington.

Noncommercial

WNYC, New York’s municipal station, can carry commercial, but last week found itself plugging those on other New York stations. The city station broadcast all of the National Amateur Tennis Championship matches at Forest Hills, L. I., except for the finals and semi-finals for which A. G. Spaulding & Bros., Chicopee, Mass., had part-time broadcasting rights. WNYC, at the close of each of its tennis broadcasts, announced that listeners would have to hear the wind-up of the matches on WHOM, WQXR or WNEW, all carrying the Spaulding-sponsored programs.

Three New Locals Approved by FCC

Fulltime Outlets for Texas, Montana and Colorado

NEW 250-w standard stations for Livingston, Mont., Alpine, Tex., and Colorado Springs, were authorized by FCC last Thursday. All grants were for fulltime operation.

The Colorado Springs authorization, to James L. Frank, is subject to any interference the station may receive if a pending Greeley, Col. application for the same facilities—1450 kc with 250 w fulltime—is granted, the Commission reported.

Consolidated Hearing

Meanwhile, the Greeley application, filed by Moreco Broadcasting Co., was designated for consolidated hearing with an application for a 1490 kc station in Montrose, the latter whose application for 1450 kc with 250 w fulltime was granted after additional financial and operating information shown in amendment.

Sunflower Broadcasting System, Kansas City, Kan., owned by Harry Butler, funeral director, and Harry Greenblatt, is associated with a distributing company.

Three FM Recipients Have Interests in AM Stations

Are Given by FCC

Seven of FM Recipients Have Interests in AM Stations

CONDITIONAL FM grants for 10 applicants in five states were authorized by FCC last Thursday. All were for Class C outlets.

Seven grantees are affiliated with standard stations either as licensees or through interests of stockholders, while three are new entrants to broadcasting. The grants are subject to engineering conditions.

Newcomers

Radio newcomers in the group are:

Radio Diablo Inc., San Bruno, Calif., principally owned by Orrin H. Brown, general manager of Eitel-McCullough Inc., San Bruno, manufacturer of radio transmitting tubes, and the principals of the manufacturing company, J. A. McCullough and W. E. Eitel. The owners of the latter in Radio Diablo Inc. and are president, vice president and treasurer, respectively. Other stockholders: Edmond D. Buckelew, secretary, 18%, and Robert S. Baldwin, 5.2%.

Sunflower Broadcasting System, Kansas City, Kan., owned by Harry Butler, funeral director, and Harry Greenblatt, is associated with a distributing company.

Daily News Publishing Co., Be-loit, Wis., publishes the Beloit News (afternoon), and is principally owned by R. F. Collins, M. H. Dobson, and C. F. Karstadt. B. P. Eldred is president.

Conditional grantees follow (AM affiliation shown in parentheses):

California—Mariposa-Yuba City Broadcasters Inc. (KYMC), Mariposa, Class B (Comr. C. J. Dier voting for further inquiry); Radio Diablo Inc., San Bruno, Class B (removed from filing last Thursday, conditioned and granted after additional financial and operating information shown in amendment).

Kansans—Sunflower Broadcasting System, Kansas City, Kan., B. Texas—Darrell E. Yates (KBKA), Lubbock, Class B.

NEW YORK timebuyers and sellers whose weekly luncheon mill six or seven years ago grew into the Radio Executives Club of New York are reviving their stag luncheons beginning this Thursday at Toots Shor’s and continuing throughout the year on alternate Thursdays with the Radio Executives Club luncheons. Backers of the revival stressed that there is no competition with REC, of which they are all members, but the idea is to recapture the information that has necessarily been lost in an organization with several hundred members.

Luncheons Revised

NEW YORK timebuyers and sellers whose weekly luncheon mill six or seven years ago grew into the Radio Executives Club of New York are reviving their stag luncheons beginning this Thursday at Toots Shor’s and continuing throughout the year on alternate Thursdays with the Radio Executives Club luncheons. Backers of the revival stressed that there is no competition with REC, of which they are all members, but the idea is to recapture the information that has necessarily been lost in an organization with several hundred members.
NEW KPO-NBC San Francisco manager of news and special events, John Thompson (c) is congratulated by Cy Westerens, president of the Oakland Advertising Club, when the former addressed that group. Don Staley (r), KPO local sales manager, looks on. Mr. Thompson for the previous nine years had been assistant manager of the same department for NBC's Central Division in Chicago.

DOHERTY TO SPEAK ON NAB'S PLANNING

EXPANDED operations for the NAB Employee-Employer Relations Dept. will be outlined by Richard P. Doherty, new head of the department, at a Sept. 23 meeting of the Employee-Employer Relations Committee to be held in Washington at the Statler Hotel. Mr. Doherty was to assume his office Sept. 7 [Broadcasting, Aug. 20].

At the committee meeting Mr. Doherty will outline his plans for expansion of the department's operations in line with committee recommendations adopted at a meeting Aug. 12. Among new committee functions are analyses of union contracts. These are based on data from over 300 stations. Distribution is planned of aids useful in union contract negotiations. These are based on studies of standard contract clauses and suggestions for alternative proposals.

Also slated for discussion is operation of the FCC's Rule 91-D requiring that station transmitters be manned at all times by operators holding first-class licenses. It is feared this rule will handicap the on-the-job training program for veterans now being conducted by stations.

Under way is a study of group bargaining between unions and stations, along the line of technician contracts in Los Angeles.

50-kw Permit Asked

WINS New York, holder of a construction permit to increase its power to 50-kw on 1010 kc, last week applied to FCC for special service authority to begin 50-kw daytime operation and continued to use its now authorized 10-kw at night. Minor re-irradiation technical difficulties will prevent WINS from operating with 50-kw power full-time for an estimated 60 days, authorities reported. WINS is now on 1010 kc with 10 kw full-time.

BOSTON U. STARTING COURSES ON SEPT. 19

REGISTRATION for radio courses at Boston U. will begin Sept. 16, with first classes commencing Sept. 19.

According to President Daniel W. Marsh and Dean William G. Sutcliffe of the college, the radio department is preparing to meet the growing demand for radio courses. These will include radio in education, radio salesmanship, accounting for radio, news reporting, script writing, announcing, radio speech, radio production, history of radio, principles of broadcasting, introduction to television, and other allied courses.

Instructors at Boston U.'s radio department, professionals from local stations, include: George W. Slade, educational director of WBZ-WBZA; Richard A. Cobb, WNAC production supervisor; Clifton T. Holman, program manager of WSAR Fall River, Mass.; and Harvey W. Lindquist, WCOP. Acting director of the department is Professor William G. Hoffman.

* * *

Columbia Session

COLUMBIA B. U. Press Institute will hear A. A. Scheller, CBS vice-president, in a discussion of newspaper and radio relationships at the Oct. 18 meeting.

The discussion will be attended by 25 managing editors and news editors from all parts of the country. According to the Institute's Floyd Taylor, this meeting will be closed to the public, allowing the radio men to voice opinions without fear of being quoted in public print. One more radio executive, yet unnamed, will also speak.

Burton Course

ROBERT J. BURTON, head of BMI's legal department, will conduct a course in "Copyright and Business Practices of the Publishing and Entertainment Industries," this fall at the School of Business and Civic Administration of City College, New York. The course will emphasize the preparation of legal agreements and the presentation of copyrightable literary, dramatic, musical and artistic properties in broadcasting, motion pictures, music, advertising and broadcasting, and will be given on Thursday evenings, 6:50-8:30 p.m., beginning Sept. 26 and will bring into its classrooms people engaged in various show business activities as guest listeners.

WTOP Workshop

MRS. KATHLEEN LARDIE, national president of the Assn. for Education by Radio, will be a weekend speaker of the WTOP-CBS radio workshop Sept. 12 at Wilson Teachers College, Washington, D.C.

Schrivener Named

BELL TELEPHONE Co. of Canada, Montreal, has appointed R. C. Schrivener as advertising manager. Formerly manager of the Windsor office of the company, he has been with Bell since 1927.

PROGRNM NAME

Winners Selected in Contest

—For Agency People Only

PROGRAM NAME contest open only to that usually excluded minority—advertising agency people—was won by Miss Mildred Jennings of Ryder & Ingram, Oakland, Calif.

Miss Jennings was awarded a $100 U. S. Savings Bond by KSFO San Francisco for supplying the winning title for the station's three-hour afternoon musical request program. Platters 'N Chatter, her contribution, will become the title of the show which Jimmie Moore is m.c.


Other prize winners were: One To Four With Jimmy M. submitted by J. James Neale, Dancer-Fitzgerald-Sample, Chicago, and More By Moore, entered by Robert Collins, W. A. Ayer & Son, New York.

Judges were department store advertising executives: Madeleine Starrett, advertising manager, City of Paris; Margaret Tullus, assistant advertising manager, White House, and Tom Hall, advertising manager, O'Connor-Moffatt.

WCTA Commencement

Given Support of Press

BOTH community papers heralded the commencement of operations by WCTA, new local standard station at Andalusia, Ala. The Covington News and Andalusia Star, publisher of the on-the-job program. Platters 'N Chat, the on-the-job program. Platters 'N Chat, the one-hour afternoon musical request program.

Editorial carried by the News cited advantages community would gain with advent of the station and commented on mutual support to be realized by the two media. The paper also urged full advertising participation as a way to general community advancement. WCTA is owned by Andalusia Broadcasting Co. Granted last March, station is operating on 1340 kc with 5 kw full-time.

WCTA staff includes James T. Ownby, general manager; Dige Bishop, chief engineer and program director; Roy Hughes and Joseph Gilbert, announcers; Hugh Chastain, engineer-announcer, and Tom Minardi, parttime engineer. WCTA is CBS affiliate.

Brown Resigns

CLARKE R. BROWN, radio director and account executive of Lake-Spiro-Shurman, Memphis, Tenn., for several years, has resigned and presently is in Chicago. Hugh Murphy is handling radio details of L-S-S.
Looking for a New Manager

Here's a man with 12 years continuous radio experience in a metropolitan area. Restoration of the old mill to a modern building, and sale of his own show. Trained salesmen and other top-notch help. He's looking for a new station to operate. Fantastic opportunity for a station manager.
stra - 8 years
Manager - Good

Chief Engineer - Nine years experience in design, construction, and FCC procedure up to 50 kw. Family.

Chief Engineer - Nine years experience in design, construction, installation and FCC procedure up to 30 kw. Write for references. Box 804, BROADCASTING.

Chief Engineer - Nine years experience in design, construction, installation and FCC procedure up to 30 kw. Write for references. Box 804, BROADCASTING.

Charleston in Chicago, operated by the Kirkby chain, which has four New York hotels, was hit Thursday. Mr. Petrollo himself sent orders to Mel Cooper's orchestra, playing in the Mayfair Room, and a trio in the Balinese Room, to cease playing Sunday night. The Petrollo order also banned music for private parties or special events in the hotel.

Charge Contract Breach
The Palmer House management charged that Petrollo had breached his contract by calling the strike. After four months for pay increases averaging 25% had been met by Chicago hotels and approved by the Chicago local of the AFTRA.

Washington the Roosevelt Hotel, operated by Maria Kramer, who also operates the Edison and Roosevelt in New York, was without music, as a result of the Petrollo order.

Although networks generally were inclined to say nothing, they were watching developments closely. In the past Mr. Petrollo has been known to order networks to cease playing for network programs originating in a city unaffected because the music was replacing that of striking musicians.

Should he decide to halt all remote network feeds during the New York strike, radio would be faced with filling network remotes locally or with transcriptions.

Oklahoma (Continued from page 16)

of the men gave news first choice, with comedians second. In 1944 newscasts got 83% of the men's first choices and 88.1% from women.

Dr. Whan learned that Oklahomans generally are satisfied with the types of programs they get on the air. A study of two out of ten adults reported any program wanted at a time it could not be heard, "but of more importance," said Dr. Whan, "those who report inability to get a desired program were at odds over the type of program not available, and again were at odds as to the time of day it should be broadcast." No more than 1.8% of all questioned agreed on a program type wanted at any given two-hour period, he said.

The survey "show better than anything else whether or not radio has been giving the public the type of programs they want." Wednesday night, he said.

Charmed of Poetry
JIM McLINLEN, The Old Poetry Master of WCBM Baltimore, usually is not surprised at the tenor of the fan mail that his readings invoke. However, he was taken back last week when two letters from ladies, 76 and 87 years old, respectively, contained proposals of marriage. P. S.—Both claimed to be wealthy.

RWG-AAAA Negotiation on Contracts is Static
NEGOTIATIONS between the American Writers Guild and the American Association of Advertising Agencies, sporadically under way for a year, last week were static.

An attempt to plan a standard form contract for writers was in the air. The RWG recently proposed that a contract be drawn up immediately covering only the least important shows. The AWA objected to that type of contract and suggested two contracts be drawn one involving the leasing of a one-time show and another for other shows on the radio rights outright for a one-timer's script. The Guild did not approve of the latter.

RWG will meet with its national executive committee in Honolulu, Sept. 14-15, at which time plans likely will be conceived for the next step.

AFRA May Enter Disc Announcement Dispute
POSSIBILITY that American Federation of Radio Artists may enter objections to the FCC's proposed liberalization of its rule pertaining to transcribed programs (BROADCASTING, Sept. 2) was seen last week.

Ray Jones, national assistant secretary of AFRA, said in New York, that although the AFRA board had not taken an official position on the FCC proposal, some of its executives thought it "too liberal." Mr. Jones has just returned from New York where the AFRA convention was held.

The "public and performers have a right to know if it is a transcribed show or not," he said. It was likely that the AFRA board would consider the question soon.

CIBC Tourney Set
FIFTH AUTUMN golf tournament of the Toronto offices of the CBC will be held Sept. 20 at the Elmie Golf and Country Club, Weston, Ont. This is an annual event for the company's broadcasting and advertising industry in the Toronto area. Committee in charge includes: E. L. Bushnell, CBC program director-general; A. W. Weir, CBC commercial manager; George Young, CBC station relations supervisor; Dick Clarinby, manager CBL Toronto; Louis Snapier, CBC program department; and Willis Ritchie, CBC supervisor of press and information service.

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STRIKE AT WSAY IS DECLARED LEGAL
NATIONAL LABOR Relations Board has declared that the National Association of Broadcast Engineers and Technicians' strike at WSAY Rochester is legal, and the board directed the station to reinstate the five transmitter and studio operators. The strike began Aug. 12, 1945, and was caused, according to the NLRB's trial examiner, "by the respondent's [GF] failure to negotiate in good faith and to act consistently with the [AFTRA] agreement.

Mr. Brown was requested to bargain collectively with NABET; offer employees in question full reinstatement, with back pay to Nov. 14; stop use of substitute work force at the studios in Rochester and at the transmitter plant in Brighton, N. Y.; notify the regional director of the Third Region (of NLRB) within 10 days from the date of order the what steps have been taken. Order is dated Aug. 26.

If the station does not wish to comply, the case may be taken to court.

WSAY contended the strike was illegal as it was allegedly designed to compel compliance with a directive order of the War Labor Board. The station also said the employees had violated the strike notice provision of the War Labor Disputes Act. Only one member of the Board concurred.
Pulse Signal

(Continued from page 15)

should cost no more than today's good standard sets, IT&T engineers believe.

Eventually, company officials stated, PTM may open up broadcasting facilities so that time on the air will be available for many program services which appeal to special audiences and which today are not broadcast at all or relegated to the least desirable broadcast hours. The system may be adopted first for broadcast use abroad, in countries where radio has not become so much a part of life as it is in the United States, it was said.

Business Purposes

In this country, however, they said that PTM would probably be used first for special business purposes. A wired program service, for example, might offer its subscribers a wider program choice by replacing its present wire connections with a PTM broadcasting system. News services might use PTM instead of wires to supply news and pictures coverage to subscribing newspapers. So might other services for stock exchanges, banks, etc., in all of these, the users would be provided with special receivers to get the services for which they subscribed, which would not be receivable on sets of non-subscribers.

Use by Community

Another suggested use of PTM was by a community, which might adopt this system for use by its police and fire departments, its schools, and possibly other municipal services. PTM may also be used for transmitting radio programs, telephone and telegraph messages and other intelligence across the country by PTM tele-relay. Telephone and two-way telephone conversations on a single radio-frequency carrier wave was demonstrated by IT&T nearly a year ago, when wartime restrictions on the system were first lifted.

RALPH SCHULENBURG, released from the Army after four years of service, is manager of the new office. Since his re- lease from the service Mr. Schulenburg has been doing sales work in advertis- ing specialties in St. Louis. He is son of E. A. W. SCHULENBURG, vice pres- ident and media director of Gardner Adv., that city.

IT'S A FACT!

98,280

Radio Families — in

31 Rich West Texas

Counties Served by

KRBC  KBST

Abilene  Big Springs

KGKL  KSNT

San Angelo

81.3%

of the 118,630

Families in this area

have radios.

See

John E. Pearson Co.

U. S. Seeks Radio Pact With France

Would Use Relays at Algiers

FOR Russian Broadcasts

NEGOTIATIONS looking to an agreement whereby France would permit the U. S. to use Algiers transmitters for relaying State Dept. shortwave broadcasts to Europe are being conducted, the Department announced Thursday.

Announcement followed a story by Robert C. Ruark in Scripps-Howard newspapers that the French Government had ordered the U. S. transmitters out of Algiers before this year ends. State Dept. said in the months following Allied landings in North Africa in November 1942, the U. S. "on the basis of existing military agreements," built three transmitters near Algiers.

Since the end of the war the Government has continued to relay broadcasts over Algiers to the con- tent of Europe," said the State Dept. re- lease.

Negotiations Begun

Negotiations were begun with the French Government which "has at all times shown sympathetic under- standing of our aims in this matter," said State Dept., but the "French Government pointed out that it was unable to provide or in- definitely a broadcasting arrange- ment growing out of wartime agree- ments."

Should the Algiers transmitters be sold to France, the U. S. would seek certain relief terms of the State Dept. It is known that As- sistant Secretary Benton had planned to use the Algiers relay for Russian - language broadcasts, should the French Government per- mit. Until the negotiations are completed, plans to begin the short- wave broadcasts in the Russian lan- guage will be held in abeyance, it was learned.

Meanwhile Britain is beaming Russian-language broadcasts to the Soviet Union and Russia is beaming English-language programs to the U. S. France planned to start Russian-language broadcasts in August, but so far Britain is the only Allied nation carrying such programs.

JOE BIGELOW of J. Walter Thompson Co. last week devoted several pages of alternating write-ups each week on "The New Vaudeville Shows," sponsored and Brands on WJBF New York, NBC video station. Thurm 6 p.m. System thus gives an individual television week in which to write a show instead of the weekly deadline.

Eugene Bedell

EUGENE D. BEDELL, 58, sales manager of Allied Record Mfg. Co., Hollywood, and a pioneer in Southern California radio, died at his home in that city Sept. 4 following a lingering illness. With Allied for more than 11 years, he previously had been chief auditor of Columbia Recording Co. He is survived by his wife and two daughters.

Wanted in New York

by a leading station representative:

a keen young salesman to spe- cialize in television time sales. Remarkable opportunity for a man who knows he can sell and wants a career in television. Radio sales experience required. All replies will be considered confidential.

BOX 861, BROADCASTING
TWO STANDARD GRANTS ANNOUNCED FRIDAY

(Earlier grant story, page 80)

GRANTS for two new AM stations announced by FCC Friday, one to group including KQW San Francisco Manager C. L. McCarthy and KQW Stockholder Sherwood B. Brunton, for Las Vegas, Nev., High Point (N. C.) Enterprise for High Point.

Las Vegas grant, for 1230 kc, 250 w full-time, went to Las Vegas Broadcasters Inc.

Principals: Mr. McCarthy, also minor stockholder in KQW, president (26%); W. R. Steffen, CBS San Francisco office manager, vice president (26%); Mr. Brunton, who with two brothers and Mr. McCarthy owns KQW, secretary-treasurer (24%); E. L. Barker, former NBC sales account executive, now general partner of KLOK, new 5-kw daytime station at San Jose, Calif. (12%); T. H. Canfield, Santa Barbara attorney (12%).

KQW and CBS now seeking reversal of FCC denial of sale of station to network for $950,000 [BROADCASTING, Sept. 2].

High Point grant, for 1070 kc with 1 kw, last time only, came after July 19 amendment to Enterprise application to change frequency instead of 830 kc. Enterprise, headed by R. B. Terry, manufacturer and business manager, previously received grant for 830 kc with 1 kw daytime but authorization later was set aside in April because of conflicting application [BROADCASTING, May 6].

KOKO PURCHASE SOUGHT

APPLICATION for sale of 96.5% of capital stock of KOKO La Junta, Col., by Southwest Broadcasting Co. for $25,950 reported by FCC. Leonard E. Wilson, secretary-treasurer and 73.7% owner retains 3.5% interest and will be vice president. O. C. Samuel, president, relinquishes 5.25%.

Elizabeth M. Wilson, vice president, 5.25% and Charles T. Miller sells 15.3%.

Three

ABS OFFICIALLY BANKRUPT

DEFUNCT Associated Broadcasting System, which had attempted fifth national network, declared officially bankrupt in U. S. District Court, Grand Rapids, Mich. Bankruptcy petition, signed by Leonard A. Versluis, owner of WLAV Grand Rapids, listed $300,684 liabilities, $32,548 assets.

Of latter amount, $450 for office furniture, $12,359 checking account, $13,000 as accounts receivable from Children’s Bible Hour, basic ABS program. Major radio creditors include: $19,111 to stations; RCA Communications, San Francisco, $1020; UP, $1200. George S. LaBour, Grand Rapids, appointed trustee for defunct firm. Claims to be presented to Chester C. Woolrich, referee in bankruptcy.

PINE BLUFF PROPOSED GRANT MADE FINAL

FINAL DECISION granting Radio Engineering Service application for new Pine Bluff Ark. station using 1400 kc with 250 w full-time and denying conflicting request of Arkansas Democrat Co. for same facilities at Little Rock, announced by FCC Friday.

As in proposed decision [BROADCASTING, Aug. 12], grant based on grounds that better distribution of radio service would result since Pine Bluff has only one station while Little Rock has three. Successful grante owner equally by Kenneth Kesterson and Charles Penix, who plan to give up present operation of radio and refrigerator repair service and supervision of Pine Bluff police and sheriff radio system to devote full time to station.

ABC, NBC PLAN WEDNESDAY PROMOTION

TO EFFECT maximum promotion effort for transcribed Philco Bing Crosby Show on ABC Wednesday nights starting Oct. 16, representatives of ABC, agency and sponsors assembling today (Monday) at Santa Barbara more Hotel for two-day meeting. NBC, meanwhile, promoting own Wednesday night Hollywood originations, conducted closed-circuit session Friday for some 155 station managers and promotion men, with talks by Thomas H. A. Lewis, Young & Rubicam vice president in charge of radio (Duffy’s Tavern); Austin Petersen, vice president of Ted Bates Inc. (Kaye Kiser Show); Wayne Griffin, radio manager of Berg-Allen and producer of Frank Morgan Show; Walter Tetley of Needham, Louis & Brorby, and “Leroy” of Great Gildersleeve; Sidney Strotz, NBC Western Division vice president.

WINX-FM TO START

FIRST commercial FM station on air in Nation’s Capital, WINX-FM Washington slated to go on the air at 8 p.m. tonight, was told by ABC. WINX manager R. C. O’Donnell announced Friday. Under interim grant from FCC, station, affiliated with Washington Post, will use WINX-owned experimental FM station WXXO to duplicate WINX AM programs from around 9 a.m. to midnight, pending start of operation at authorized power of 20 kw. WINX programs to be duplicated in early stages of operation but no extra charge to advertisers contemplated at least until results of survey of set situation can be measured. Meanwhile, Commercial Radio Equipment Co., also FM grantee, has application pending for similar interim operation of its W3XL commercially.

CC FRIDAY placed in pending files WOR New York application to install new day, night directional antenna. WOR, on 710 kc with 50 kw, which sought to increase height of tower from 365 ft. to 700 ft., denied CAA approval. CAA authorities, reportedly, intimated 500-FT. high, requiring specific time segments and elimination of word “exclusive” in option time clause.

WOR SALE NOTICE

SIXTY DAYS from Aug. 28 allowed for public to file bids to buy WORL Boston on same terms as proposed sale to Bittern Broadcasting Co. [BROADCASTING, Aug. 19], FCC announced in advertising transaction in Federal Register Friday. Harold A. LaFont, general manager of Arde Bulova stations, and Sanford H. and George Cohen selling WORL to Laurence S. Bitter, former William Ficelle’s Son & Co. vice president. Ed Donnelly, general manager American Guaranty Corp., Boston, for $200,000 plus quick assets and receivables not exceeding additional $100,000.

HERBERT W. FRANK, for several years with Hershon-Garfield Inc., Boston, opened own agency offices in Park Square Bldg., Boston.

Closed Circuit

(Continued from page 4)

president in charge of news, special events and publicity, may soon light upon Jack Paige, special events and publicity director of Cowles-WOL Washington, with added functions for Mutual, as Slater successor. One of Midwest’s outstanding radio executives, who sparked nationally recognized Midwest Farmer competitions of past years, Mr. Paige may shortly move to New York to spread wings nationally.

REVOLT brewing among FM independent licensees who feel new broadcasting form not getting proper attention from NAB or old FMDB leadership. No impossible result will be set in by NAB convention time, with rump session scheduled at Chicago meeting.

THAT FCC is scrutinizing closely all forms of network affiliation contracts evident last week when Law Dept. called upon United Pacific, new West Coast regional, to alter clauses relating to exclusivity and option-time segments. Van Newkirk, identified with project and formerly with Associated Broadcasting System, evidently had contract conforming to ABS specifications, but FCC barristers saw need for more speed in time segments and elimination of word “exclusive” in option time clause.

WITH RICHARD R. DEUPREE, president, Procter & Gamble, Cincinnati, busy in Washington industrial mobilization in event of future war, reports that Fritz A. Elroy, P & G vice president in charge of advertising, will move to presidency, Mr. Deupree becoming board chairman [CLOSED CIRCUIT, July 29, 1941]. As representative of Joint Army, Navy Munitions Board, Mr. Deupree working closely with Donald Nelson, former WPB chief, on industrial M-Day plan. Work may require many months, leaving P & G without active operating head.

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SCHENLEY REORGANIZES
ADVERTISING DEPARTMENTS

HAL M. CHASE, formerlyRalston Purina Co., St. Louis, named to new Schenley Distillers post, director of advertising services. He will serve all Schenley brands and be in charge of radio advertising, along with other media, advertising research, budget control and packaging.

James S. Hauck, formerly of N. W. Ayer & Son, in charge of advertising for specialty brands, including Cresta Blanca wines, K. H. Seidel, formerly assistant advertising director, named national sales promotion and merchandising director. Stanley T. Frame, formerly of Continental Can Co., named director of market research. New Schenley setup designed to delegate specialties and provide flexibility, according to Harold E. MacDonnell, vice president in charge of promotion, advertising and research. Head of whiskey brand division not yet named.

RCA ANNOUNCES
NEW PYLON ANTENNA

NEW single-element “Pylon” FM antenna, rigid and self-supporting, announced Friday by W. W. Watts, former advertising director of RCA Engineering Products Dept. Antenna requires no additional means of support or mounting. Simple in construction, has no arms, loops or circular elements. Bottom flange of cylinder, 13 feet high, 19 inches diameter, containing a low power gain of six. Pylon can be used to cover whole FM band with no tuning or adjustments required either on ground or in air. Feed line is single transmission line running up inside of cylinder along slot.

AAAA NAMES COMMITTEE

AAA announced appointment of special committee to explore jointly with similar committee from ANA, possibility of improving public understanding of American business system through advertising. Committee members for the AAAA: J. C. Corning, Minneapolis, chairman; Kenneth W. Akers, Griswold-Eshleman, Cleveland; Don Belding, Foote, Cone & Belding, Los Angeles; James H. S. Ellis, Kodak, St. Louis; Clarence B. Goshorn, Benton & Bowles, N. Y. AAAA committee members: Sigurd S. Larmor, Young & Rubicam, N. Y., chairman of AAAA board of directors, and Frederic R. Gamble, AAAA president.

AD ROLE STRESSES

EFFICIENT distribution requires coordination of advertising, sales promotion and selling, especially in developing new markets, according to report “Distribution Costs in Expanding Markets” published by U. S. Chamber of Commerce. “Advertising must be properly directed—it must reach the market on which the selling organization is prepared to concentrate its efforts,” report says. It cautions that advertising must be tailored to promotional and selling activities by creating right atmosphere in advance and developing factual information prospective consumers will want.

ARTHUR F. DERMODY, media director of Kelly-Nason, New York, appointed chairman of sales promotion clinic of advertising and selling course, sponsored by Advertising Club of New York.

NAB AGENDA

TOPICAL outline for second, third and fourth days of NAB Chicago convention Oct. 21-24 tentatively drafted Friday by association headquarters staff (earlier story, page 20).

First day, Monday, taken by morning committee meetings, FM luncheon panel and late Florence facsimile panel [BROADCASTING, Aug. 5].

Sunday featured by BROADCASTING golf tournament and registration.

Tuesday morning session opens with President Justin Miller’s address, followed by programming standards session. Tuesday afternoon devoted to BMB.

Wednesday morning program: Music copyright and small market station meetings. Public relations and business session in afternoon.

Thursday morning devoted to retail advertising, including results of Joske’s of Texas department store clinic. Broadcast advertising session in afternoon.

NAB, RMA TO MEET ON RADIO WEEK

FINAL decision on plans for second annual National Radio Week to be made Sept. 19 at meeting of NAB and Radio Manufacturers Assn. joint committee at Waldorf-Astoria Hotel, New York, according to Bond Geddies, RMA executive vice president.

RMA has elaborate program drafted but awaits NAB committee’s approval before go-ahead signal is given. Program covers series of events during week of Nov. 10, with intense promotion campaign designed to build up nationwide interest in broadcasting.

Representing RMA at meeting will be John S. Garceau, Farnsworth Television & Radio Corp., chairman of Advertising Committee, along with radio week subcommittee of John P. Gilligan, Philco Corp.; John K. West, RCA; W. W. Watts, Westinghouse Radio Stations Inc.

NAB late last week named Radio Week committee from headquarters staff, consisting of President Justin Miller; Executive Vice President A. D. Willard Jr., and Executive Assistant for Public Relations Edward J. Heffron. They will attend New York meeting.

UOPWA TRYING ABC

UNITED Office and Professional Workers of America (CIO) now attempting organization of ABC white collar workers. Union last week collecting authorizing cards preparatory to holding election for union representation. UOPWA also sent letter to ABC executive asking salary raises and request made of NBC in which union pointed out that CBS had allowed a 10 percent increase to CBS employees earning under $1000 a week.

NATIONAL VIDEO WEEK SET

NATIONAL Television Week will be observed Oct. 1-7 by television industry, Television Broadcasters Assn. First event that may become annual event, National Television Week to be highlighted by TBA Television Conference, Oct. 10-11, at Waldorf-Astoria. Purpose is to tell American public that commercial television is now reality, with receivers in manufacture and distribution and with national television service in offing. Video set manufacturers distributing blue-and-gold posters to dealers announcing week. Posters carry TBA insignia and slogan “Television—It’s Here.”

NATIONAL Radio Week Set

NATIONAL Radio Week will be observed Oct. 7-12 by radio industry, National Association of Broadcasters. First event that may become annual event, National Radio Week to be highlighted by NAB Radio Conference, Oct. 10-11, at Waldorf-Astoria. Purpose is to tell American public that commercial radio is now reality, with receivers in manufacture and distribution and with national radio service in offing. Radio set manufacturers distributing blue-and-gold posters to dealers announcing week. Posters carry RMA insignia and slogan “Radio—It’s Here.”

DON LEE SUBSCRIBES BMB

DON LEE network subscribed to BMB’s forthcoming uniform measurement of network audience, bringing measurement service’s network subscription total to nine.

SAMUEL R. ROSENBRAUM, former president of WFIL Philadelphia, decorated as Officer in Order of the Crown of Italy for services to Italian people as commanding officer at Radio Luxembourg. He held rank of colonel. He also has been notified of appointment as Chevalier of French Legion of Honor.

DONALD W. THORNBURGH, CBS Western Division vice president, and EDWIN W. BUCKALEW, station relations head, to attend CBS 9th District affiliates meeting in Seattle Sept. 20.

DON PETTY, NAB general counsel, to address Rotary Club of Charleston, W. Va., Sept. 13 on Freedom of Radio.

JAMES M. KENNEDY, recently WBAL Baltimore, to WITH that city as account executive.

KENNETH D. STEWART, Ruthrauff & Ryan, N. Y., vice president since 1938, elected to board.

ROBERT J. CALVIN, formerly with BBDO, New York, now account executive with Benton & Bowles, N. Y.

HARIAN CHAPMAN and WILLIAM J. DI-BELLO, after service with armed forces, joined Dickie-Raymond, N. Y., as account executive and copywriter, respectively.

FLEUR FENTON resigned as executive vice president-director, Dorland International-Pettingell & Fenton Inc., N. Y., selling stock to Atherton Pettingell, president.

WALTER CRAIG, vice president and radio director, Benton & Bowles, N. Y., Sept. 13 is to marry Mrs. Margaret Guthrie Gray.

DANIEL W. TRACY, Houston, Tex., former Assistant Secretary of Labor, elected president of AFL International Brotherhood of Electrical Workers over Ed Brown, Milwaukee, incumbent. Vote: 89,920 to 77,428.

ELMO C. WILSON, CBS research director, Sept. 13 addresses continuation course in sampling techniques, U. of Minnesota Extension, Minneapolis, on “Who Shall Do the Sampling?”

LEITCH C. OF C. RADIO HEAD

ALBERT C. LEITCH, former ABC and CBS commentator, named radio director of U. S. Chamber of Commerce. Chamber conducts ABC program jointly with National Assn. of Mfrs., Voice of Business, when produced by C. of C. and It’s Your Business when produced by NAM. No action by Chamber on proposal to produce transcribed series for local sponsor- ship [BROADCASTING, July 29]. Chamber’s board of directors late this month will consider “American Opportunity” project to be undertaken by task force of media and advertising representatives.

1,329,000 SETS IN JULY

TOTAL radio set production in July amounted to 1,329,000 units, Civilian Production Admininstration announced Friday. CPA previous week estimated July output at more than 1,300,000 [BROADCASTING, Sept. 2].

BROADCASTING • Telecasting
This Much of the United States

IN WHICH

12 1/2 Million People Live... And Spend 3 1/2 Billion Dollars Annually. 6 1/2 Million Live in Large Cities... 3 1/2 Million Live in Smaller Cities and Towns... 2 1/2 Million Live on Farms.

WLW-LAND BECAUSE

17 of Every 20 Radio Families Listen Regularly to WLW... And They Listen a Total of 866 Million Minutes Per Week.*

*Listening Data From Nielsen Radio Index, Aug.-Sept., 1945

THE NATION'S MOST MERCHANDISE-ABLE STATION
CROSLEY BROADCASTING CORPORATION
Developed by RCA as an aid to blind bombing in wartime, Shoran is a new radar yardstick for world mapping.

**SHORAN – a surveying system with pin-point accuracy!**

One small error in a map can be costly in the location of an oil well or mining property. But with Shoran, vast areas can now be charted by plane with an error of less than twelve inches in five miles—and in a matter of minutes or hours as opposed to weeks or months that would be required by laborious surveys made on the ground.

Shoran is called one of the most important geographic inventions since the compass. It can fix the exact position of offshore oil deposits or minerals hidden under jungles, and renders obsolete many of the old, time-honored methods of charting.

Shoran can also direct a plane flying in a blackout or heavy overcast with such accuracy that during the war it was possible to drop bombs only a few hundred feet ahead of completely invisible advancing troops below with unerring precision.

Just as Shoran is a revolutionary stride forward in map-making, so do all RCA products represent the farthest point of progress in their fields.

And when you buy anything made by RCA or RCA Victor, you are sure of getting one of the finest instruments of its kind science has achieved.

*RADIO CORPORATION of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Time, over the NBC Network.*