why MR. HATTERAS!
dear sir! please!

Where in the name of all that’s
native did you get the idea that WOR
lays sound down only on New York?

1. Haven’t we charted, mapped out, pointed, emphasized the
exquisite fact that we cover all of one great state and the most
densely populated portions of an additional six? And 63
counties in those states? With radio homes—4,704,675 of
them—in those counties, and states? And 16 cities
with 100,000 people each?

2. Haven’t we told you that altogether the swellest
combination of good newspapers in the nation—191 of
them—list WOR’s programs DAILY? And that these
papers are read by 10,624,966 people? And that
the benign editors of those papers in 13 states, including Canada,
wouldn’t list WOR’s programs if their readers couldn’t hear them?

3. Why, Mr. Hatteras, when you buy WOR today, you buy
Bridgeport and Lancaster and Newark, Philadelphia, Wilmington,
New London, and... Oh, 477 other cities and places, for the
price of ONE station!

NOTE—SPOTBUYERS... WOR is now doing one of the
nation’s most intensely concentrated and effective jobs of group
market coverage this side of the Mississippi. It’s something
to remember when making station selections.

WOR

—that power-full station at 1440 Broadway, in New York
SEVENTY-ONE THOUSAND NEIGHBORS WROTE US ONE WEEK

Twenty-two Years of Service Builds an Audience that Responds!

More than 10,000 letters every day! 71,863 in one recent week! Over seven letters a minute for seven straight days!

No matter how you state it, seventy-one thousand letters in one week is a tremendous amount of response. The WLS audience responds exactly that way.

Complete and detailed market reports, covering all the market information needs of this four-state area! Weather service, localized for each part of our territory, prepared by our own weather forecaster especially for the WLS service area! Friendly personalities, delivering reliable, authoritative farm facts and helps!

Music chosen for its popularity among most of the people in most of our four states! Down-to-earth entertainment, designed for the whole family! Special achievement programs for all the youth organizations, such as 4-H, Future Farmers, Future Homemakers.

Direct broadcasts from all important events: the State Fairs, 4-H Round-ups, special farm gatherings, celebrations! Educational and religious broadcasts planned for all the people. All these—continued, developed, expanded for twenty-two years—have built this WLS audience that responds! Seventy-one thousand neighbors wrote us in one week! WLS gets results!

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas
Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off. We asked Philadelphians what they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from all walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN... far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950 WPEN

PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York - Chicago - Detroit - Atlanta
San Francisco - Los Angeles

THE EVENING BULLETIN STATION
**Upcoming**

- Sept. 17: 15th Annual Meeting of Controllers Institute of America, NBC Studios, New York.
- Sept. 23: NAB Employee-Employer Relations Committee, Stotler Hotel, Washington.

(Other upcomings on page 58.)

**NEW television station grant for KRLD Dallas announced Friday. Assigned Channel 4, 68-72 mc, visual power 46 kw, aural power to be determined, antenna height 519 ft.**

**LICENSE RENEWALS to Aug. 1, 1949, announced Friday by FCC for WCHV Charlotte-ville, Va.; WGBB Freeport, N. Y.; KWOS Jefferson City, Mo.; KJWB Globe, Ariz.; KVSD Armore, Okla.; WHIZ Zanesville, Ohio; KOVO Provo, Utah; WFOY St. Augus-tine, Fla. (Comm. C. J. Durr voted for further inquiry on KVSO and KOVO applications).**

**WESTERN Auto Supply Co., Kansas City, renew Circle Arrow Show, NBC Sun., 9:30-10 a.m. (CDST), 52 weeks effective Oct. 6. Agency, Bruce B. Brewer & Co., Kansas City.**

**HARMONICA BREAKS © International Plastic Harmonica Corp., Newark, appoints Marcel Schulhoff, New York, as agency. Firm Sept. 9 starts threeweekly on WJZ New York and six times weekly on WOR New York. More radio planned.**

**WAX SERIES © Boston Chemical Co. (Swifty wax) starts man-in-street program twice weekly on WONS Hartford, with silver dol-lars, theatre passes and wax as giveaways.**

- **WGN PARTICIPANT © Late night recorded program on WGN Chicago, Curfew Time, re-turns Sept. 30 on participating basis, Mon. through Sat. midnight 1 a.m., featuring Guy Wallace. Already signed: Komiss, Chicago (furs), Piper’s candies. Atlas Adv. Agency reserved time for three clients.**
- **PHILCO ON MUTUAL © Philco Corp., Phila-delphia, in addition to Bing Crosby transcribed series on ABC, plus 400 station outlets, has bought quarter-hour, 8-8:15 p.m. Fri-days on Mutual for transcribed Burl Ives show. Program starts Oct. 18. Agency, Hutchins Adv., Philadelphia.**
- **WOR COAST AGENTS © Keenan & Eickel-berg, San Francisco and Los Angeles, ap-pointed Pacific Coast representative by WOR New York.**

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**New Fifth Network Plans 3,000 Affiliates**

**NEW FIFTH NETWORK, projected as full-service live talent programming operation with plans for 3,000 affiliates, has been launched in San Francisco. New organization is known as North Ameri-can Broadcasting Service Inc. It is incorpor-ated in Nevada, capitalized at $100,000. Headquarters offices are at 212 Stockton St., San Francisco. Officers are: Paul M. Titus, president. Background: 20 years in radio, identified with founding of WORC Rochester (54th station licensed by FRC); staff of CBS; in sales organization of southwestern regional network, Continent-ral Broadcasting System; most of experience in promotion and production. Charles J. Husband, vice president, treasurer and general manager, co-owner of Career Management Specialists, employment agency in San Francisco; no previous radio experience. Rudolph G. Jellstrom, vice president and secretary, no previous radio experience. Paul C. Howard, sales director, no previous radio experience, now with Career Management Specialists. Mel Cline, chief engineer; civilian radar specialist during war, more recently with KSFO San Francisco, technical department. Mr. Titus could not be contacted in San Francisco, but Broadcasting was told by one of his associates that while "such a network is contemplated" announcement now would be premature. Attorney St. Clair likewise de-clined comment. Mr. Husband said network would be a "Western Newspaper Union of radio." (West-ern Newspaper Union is syndicate providing special features for small-community newspa-pers throughout nation.) NABS to concentrate on signing as affiliates, applicants for new stations, general manager said. He stated in an exclusive interview Fri-day that company was organized Sept. 3, that first affiliate contract was signed Sept. 9—and that NABS now has 52 "prospective" af-filiates in California ("prospective," he ex-plained, in that organizations signed are ap-plicants for facilities or propose to apply to the FCC for licenses). Network, Mr. Husband said, will offer 18 hours of live talent programming daily, with 90% originating in Los Angeles. Offices and studios will be opened in Chicago, San Fran-cisco and New York. Company hopes to obtain idle theatre space for studio production purposes. Network, said Mr. Husband, will seek as affiliates 100 w outlets in small communities. Parent corporation has drawn upon standard-ized plan for installation of all 100 w input and transmission equipment to be sold to pros (Continued on page 106)
KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
WDGY’s Wire Recorder

FIRST “On The Scene”
For Tragic Broadcast

Through alertness and foresight WDGY’s News Department was able to bring to Minnesota listeners the dramatic, on-the-scene broadcast of the August 17 storm, a service for which the station received the heartfelt thanks of many an anxious listener.

Top notch news reporting, up-to-the-minute programming, and expert handling of special features and events is helping build a vast, loyal audience for WDGY not only in the Twin Cities but in all of Minnesota’s rural area and bordering counties as well.

WDGY is in the heart of the nation’s eighth market. Time buyers will be interested in the coverage figures of this great, independent station.

Scene of the death-dealing tornado which struck Mankato and Wells, Minnesota on Saturday night, August 17. Here WDGY newsmen found complete desolation.

Minneapolis Morning Tribune Photo
Each week KSD presents 98 studio-originated news broadcasts. The material for these broadcasts is gathered and prepared by a staff of nine men and one woman, experienced and trained in the reporting and writing of impartial, unbiased news stories. The following principal sources of KSD news copy, and the ability and thoroughness of KSD's news staff, have contributed largely to KSD's position as St. Louis' preferred station for the NEWS:

1. The Associated Press. Full service, 24 hours daily and Sunday, including special State wires for Missouri and Illinois.

2. Press Conferences with City, State and Federal officials and other persons and agencies in the news, reported in person by members of the KSD news staff.

3. Public Gatherings such as labor meetings, political rallies, board meetings, committee conferences among civic and social groups, etc., covered in person by experienced KSD news reporters.


5. Police Headquarters, FBI office and Sheriff's offices in St. Louis, St. Louis County and the "East Side," reported by members of the KSD news staff.


7. Permanent Correspondents in County Seats located in the KSD coverage area.

8. Special Correspondents engaged, as circumstances require, anywhere in the United States.

9. U. S. Weather Bureau. Daily reports by the St. Louis Bureau Director by remote control from the St. Louis Office.

10. Wire Recordings and Remote Control broadcasts of interviews and meetings to supplement the reported material with on-the-scene action.

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

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.
81,293 entries in 11 weeks . . .
a mailstorm for FREE FOR ALL!

Free For All is a gala give-away tailored to the listener's fondest dream. No quiz questions to answer, no stunts to perform, no box tops to mail in. All the listener has to do is ask for the gift he has always wanted to receive . . . then Free For All does the rest!

Here's how it's done . . . Thousands (81,293 in just 11 weeks) write emcee Harry Mitchell describing the gifts they want. Mitchell reads the best letters over the air, skipping the name of the gift the listener hopes to receive. Then members of the studio audience try to guess the identity of the gift. If they're right they get a prize. But—right or wrong—the grand prize, the much needed item mentioned in the letter, is shipped directly to the fortunate writer. And they really are grand prizes . . . like these: a bicycle for a boy who had been promised one by his G.I. father (the father was killed at Okinawa), a trousseau for a war bride who had lost her baggage in a ship fire, a graduation formal for a girl whose parents are too poor to buy one.

This skillful blending of gifts, guesses and human interest makes Free For All amazingly popular. It averages more than 7,000 letters from listeners a week, with hundreds of additional people clamoring for tickets to every broadcast! In short, Free For All is a smart program idea with a full share of Columbia Pacific's polished production . . . a program-wise knack available to you either in Free For All or another show built to your specifications. For details, call us or Radio Sales.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

COLUMBIA Pacific NETWORK
OUR Listeners wash their Own Dishes

They're doing it the old-fashioned way today. The soap chips...the dishcloth...and the motive power is a couple of pairs of hands.

But they're waiting...for those new dishwashers manufacturers have promised. And if you want to reach a big market...WWDC invites you to use its facilities in Washington, D. C., for low-cost sales.

**Demand for Dishwashers in Washington, D. C.**

Recent figures show that the demand for dishwashers in the capital is sure to be 150% ahead of pre-war demands, and more probably will soar to 300%! These figures are released by The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

**WWDC**

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

represented nationally by

FORJOE & COMPANY

**Feature of the Week**

SPOT RADIO has no greater advocate than cherubic, rotund (275 lbs.) Phil Davis, musical director of the three Sunday Party on ABC. Phil has earned the more-than-humorous sobriquet, "Sultan of Spot."

Several months ago the erstwhile genius of the jingle wrote a few musical jingles that "took." Since then he has been busy applying his talents to the sales of a variety of products ranging from peanut butter to bedsheets. Some of the products indelibly stamped in the minds of listeners via the musical announcement route are: Guild Wine, Barbara, Italian Swiss Colony Wine, G & D Vermouth, Lydia Pinkham, Nu-Grape Soda and Sun Crest Orange Drink.

To take care of this business Phil has just formed an organization called Jingles & Spots with offices at 1600 Broadway, New York. He has assembled a staff of writers, arrangers, copyists.

Phil says that the new service is intended to fill the need of the outlying agency or station executive who has no access to the involved production and sales knowledge which go into the fashioning of a successful spot jingle, yet who wants the selling potency of this "musical atom."

Phil waxes rhapsodic when he talks about musical announce-

**Sellers of Sales**

IT TOOK several months for Jan Gilbert to make up her mind to join the Harold Cabot & Co. agency of Boston, where she is now time buyer.

"I learned to love radio at WLBZ" [Bangor, Me.], she says. She spent hours of spare time at the station watching the way it was run, and "helping out during such panic as elections and Pearl Harbor."

Around the first of 1944 she went to work for WMAS Springfield, Mass., handling accounting contracts—both advertising and talent. She also assisted at WLLH Lowell, Mass., doing much the same work.

Sometime in 1945 a friend insisted that she visit the Cabot offices to "see the agency side" of radio. She had a long talk with Mr. Cabot.

"I’ll never forget his concluding remark," Jan says. He told her, "Miss Gilbert, if you ever decide you like the agency business, come see us again."

January 2 she decided she did like the agency business, and cashed in Mr. Cabot's rain check. Among Cabot accounts using radio are H. P. Hood & Sons, Miller & Holis (Haviland Chocolates), Boston & Maine Railroad, Boston & Maine Transportation Co., L. E. Mason Co., W. L. Douglas Shoe Co., and the Boston Globe.

Timebuying has taken a good bit of the time she used to spend horseback riding and fishing.

Speaking of her private life, she was born Aug. 29, 1917 in Hampden Highlands, Me. She attended private schools in Bangor until 1931 when she entered the Dana Hall Schools, graduating in 1935. There she was on the Dana Hall riding team every one of her school years. "I have ridden horseback all my life," she says.

In 1939 Jan had progressed to her own stable, teaching riding. Loving the outdoors, she also learned to enjoy fishing by going up on the Gaspe Peninsula with her family.

Greenbrier College is her alma mater, and there she was president of her class, president of the student council, and a member of Sigma Iota Chi sorority.

A journalism major, Jan started a school paper. She prides herself on leaving the paper "well in the black ink."
PROGRAMS that build PRESTIGE

In Memphis, WMC enjoys the regular listening preference of the majority of people, as shown by independent surveys month after month, year after year.

It's a combination of top-flight NBC shows and outstanding regional and local productions that has built this prestige.

WMC ★ MEMPHIS • NBC • 5000 WATTS
DAY AND NIGHT
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS’ DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"
The Langevin Types 116-A and 117-A Plug-in Amplifiers were developed in collaboration with the General Engineering Department of the Columbia Broadcasting System.

We believe these amplifiers fulfill the desire of many broadcast engineers to simplify their audio facilities. With only these two types of amplifiers even the largest system can be fabricated. Further—in the interest of simplicity—only two types of tubes are required in the operation of both these units (the accompanying power supply uses a selenium rectifier). A replaced amplifier can be serviced when convenient at a test bench, with the aid of a simple service unit designed for that purpose.

Many lessons learned during the War have been incorporated in these amplifiers: They are simple, compact, rugged and of high quality; they are replaceable in a matter of seconds WITHOUT THE USE OF TOOLS; they are designed for easy servicing. And they can be either rack or console mounted; fittings are available. These units are connected into the circuit by means of a plug especially designed for them by Cannon—employing gold plated contacts and a shielded TWIN-AX input connection.

A COMPLETE SYSTEM USING THESE AMPLIFIER WILL BE BETTER IN ALL RESPECTS THAN THE F.C.C. RECOMMENDATIONS FOR FM.
Yes—BCA has the Lowest Down Station in the world . . . In fact we have two!!

The lowest down is KROP
149 ft. below sea level—but what a rich farm area it serves!
KROP with its 1000 watts power—its fine American Network shows plus carefully tailored local programs, carries the majority of the audience day and night in the Imperial Valley. Its 1945 farm income of $64,233,062 plus the spending of many thousands of winter tourists makes it a prosperous market for your sales message.

Our other lowdown station is KREO
41 ft. below sea level—but what a boon to people in the Coachella Valley!
No "outside" station delivers a satisfactory signal in the Coachella Valley. KREO’s 250 watts power reaches all the Valley’s 19,500 regular inhabitants with an interference-free signal (winter population up to 50,000 in the Palm Springs-Indio-Coachella Valley resort areas.) The Valley’s 1945 farm income was $10,812,275.

And Here’s the “Low Down” on the Higher Ups

Surrounded by mountains in the populous Valley of Paradise
KPRO
860 feet above sea level
KPRO’s primary coverage of 584,321 gives you a big rural audience—big not only in numbers—but big in buying power created by a 1945 farm income alone of $206,336,905 plus an equally large manufacturing and retail income. KPRO’s 1000 watts of concentrated selling power is backed by American Network programs PLUS outstanding local productions.

Sticking its snooty nose 9180 ft. up in the clouds is FM station KPOR
340,000 watts—Under construction
Here is one of the World’s most powerful FM Stations covering one of the World’s richest markets. When KPOR takes the air with its full power next year it will cover 60,200 square miles of Southern California with a population of 3,738,127 (1940 census). FM Sets are now being delivered throughout this area. Make your reservation early for time on KPOR.

This is BCA—The Broadcasting Corp. of America
Link Your Sales Efforts in Southern California’s Valleys to this Strong Chain

Riverside
KPRO
Studies in San Bernardino

Brawley
KROP
Studies in El Centro

Indio
KREO
Studies in Palm Springs

340,000 watt FM KPOR Under Construction

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

Nearly anybody, including our four-footed friend above, can run a hundred yards in ten or eleven seconds. The champion is the sprinter who can summon the extra effort to cut the time by just a small percentage.

Average speed isn’t “good enough” here at F&P. We have a big organization of carefully selected men who are out to break all records for sales, for service, for results to advertisers and agencies, and to the stations we represent. Call us in on your next spot-broadcasting problem, and see for yourself!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Acting Chairman Explains Local Clause

By RUFUS CRATER

LOCAL TREATMENT of news, not its origin, is "the important factor" in determining whether a newscast should be classified as "local live" or "wire" under Blue Book standards, Acting Chairman Charles R. Denny Jr., declared in a letter released last week.

Replying to International News Service's request for an interpretation of the amended version of the Blue Book definition of "wire newscast," Mr. Denny said "it is not required that 50% or more of a news program usually be devoted to 'purely local items' in order for such a program to be classified as 'local live.'"

"If more than half of a program based on wire news material is 'very substantially edited and rewritten' by the local station, even if less than half is usually devoted to virtually verbatim reading of syndicated wire text, 'and otherwise is classified as 'live'" [BROADCASTING, June 17].

"The proposed rule mean that the station no longer is required to provide a newscast to the public for the news content of a news program to be classified as 'local live' instead of a wire pro-

Definitions Amended

When several Blue Book definitions were amended July 2, the "wire" news portion was changed to provide that a program of part wire, part nonsyndicated material be classified as "wire" if more than half is usually devoted to virtually verbatim reading of syndicated wire text, and "otherwise is classified as 'live'" [BROADCASTING, July 8].

INS Executive News Editor Brown wrote FCC on Aug. 1 asking for a formal clarification. Follow-

"The important factor in this regard is the treatment given locally to the news rather than its origin. For example, a program consisting of a ver-

vating news content, such as New York City police news, should be classified as 'live' if more than half of it is received by wire, but more than half of which is very substantially edited and rewritten by a station staff member or by a writer employed by a sponsor and then released by the local station."

"Thus the questions we raised in our petition several months ago are answered satisfactorily. The definition of "local live" is, therefore, unintentional though it might have been, is removed; as is the implication of any penalty against con-

scientious news programming based on teletype news reports."

Mr. Denny in his letter reiterated that "the only reason for establishment of the program categories was as a convenience for analytical and statistical purposes."

COLOR DEMONSTRATION Upholds Claims

CBS Proves Method Will Reproduce Fast Motion

By BRUCE ROBERTSON

TRANSMISSION of live color pictures in the ultrahigh frequencies was shown to the press Friday by CBS as a method of effectively the CBS con-

entions, first, that colored pic-

tures are more attractive than black-and-white images, and sec-
tend, that no color breakup was apparent, even when the subject was shadow-boxed or eliminated without any observable trace of color breakup. The only deviation from what an observer in the room would have been a slight fringing at the end of the images when they were used.

A series of modern paintings was then televised to show the ability of the CBS live pickup camera to reproduce colors faithfully, and a closeup of a lovely girl singing a modern song completed the formal demonstration.

A television engineer and the viewing group were taken to the studio and televised for the amusement of the rest of the audience.

Demonstration was staged in the CBS television laboratory on the fifth floor of the CBS Bldg., sent by cable to the viewing room on the sixth floor. It was explained that the network's high frequency video transmitter had been "acting up" recently and that the demonstration program was piped in instead of broadcast to avoid any technical difficulties that might have occurred until the transmitter difficulty has been adjusted.

Viewing room was furnished to simulate a normal living room and during the demonstration it was adequately lighted by several floor lamps. The colored pictures came through on a new aluminum-backed viewing tube, made by Rauland Corp. To CBS specifications, with brilliant clarity and contrast despite this full illumination, prov-

ing that a dark room is not nec-

essary for color reception.

"Sincerely yours,

Charles R. Denny."
Trucking Strike in New York Turns Business Rush to Radio

A NEW YORK trucking strike, eliminating newprint deliveries for the second time in a little over a year, last week left most New York dailies newsy but adless. And radio stations reported land office business from film companies, legitimate theatre and, a little belatedly, the big retail stores such as Macy's, Gimbel's, Hearn's, all seeking spots to reach the public as newspapers turned down display advertising to save paper.

Mayor William O'Dwyer chose radio to deliver his first important announcement with regard to the slow paralysis that was choking business in New York. In his radio speech, delivered over WABC, WJZ, WEAJ, WNYC, the mayor revealed for the first time that Daniel L. Tobin, international president of the teamsters, had ordered the recalcitrant strikers to accept the mayor's plan, and also gave Police Commissioner Alfred Wallander carte blanche to insure that all necessary foodstuffs and drugs were delivered safely into the city.

Heavy Radio Load

The New York stations were carrying this increased load on a day-to-day basis, and mostly for the duration of the strike. Many stations were planning or carrying increased news. WJZ had outlined complete coverage plans that included reading comics.

WLJF, carrying about the heaviest local news schedule in the metropolitan area, had its own reporters covering police headquarters, city hall, and other strike nerve centers with wire recorders gathering information, recording it and bringing it back for its 10 minutes of news every 60 it is on the air. WLJF was shortening its news items, getting in between 15 and 17 instead of the usual 10 or 12. WLJF is also planning a spot campaign for many of the leading Brooklyn retailers, and has launched a twice-daily shopping program through which retailers can advertise.

Movie Advertising

WHOM also increased its news coverage with a special events crew traveling around New York with a wire recorder to get on-the-spot impressions of the strike and its effect on New York's millions. Motion picture companies such as Universal, M-G-M, Twentieth (Continued on page 65).

Hastings Chooses

HASTINGS Mfg. Co., Hastings, Mich., (piston rings, Castite, reported to sponsor network show on Mutual effective Oct. 15 [Broadcasting, Sept. 2], has chosen Michael Shayne, mystery thriller heard on Don Lee network for two years, through Keeling & Co., Indianapolis, a 52-week contract has been signed for presentation of program on about 325 MBS outlets, Tues, 7:30-8 p.m. (CDT). Lead role has not been cast. It is expected show will originate from West Coast.

Waterman Renews

L. E. WATERMAN & Co., New York (Waterman pens), Sept. 14 for 52 weeks renewed sponsorship of Gang Busters on ABC Sat. 9-9:30 p.m. Lewis J. Valentine, former Police Commissioner of New York City, has returned to the program as the show's chief investigator-commentator. Agency for Waterman is Charles Dallas Reach Co., Newark, N. J.

Young Show Returns

BRISTOL-MYERS Co., New York (Sal Hepatica), Sept. 20 resumes The Alan Young Show on 122 NBC stations, Fri. 8:30-9 p.m. (EDST), with West Coast repeat 8:30-9 p.m. (PST). Besides Alan Young, cast members of new show include Jim Backus, Ken Christy, Doris Singleton, Charlie Cantor and The Smart Set, vocal group. George Wyle is musical director with Eddie Pola producer-director. Al Schwartz, Sherwood Schwartz and Joe Young handle writing assignment. Agency is Young & Rubicam, New York.

Ford on WABD

FORD MOTOR Co., New York, is sponsoring the telecast of the seven home games played by the New York Yankees of the All-American Football Conference on WABD New York. First game was Sept. 14, 8:30 p.m. In addition to the seven games Ford also will sponsor the Brooklyn Dodgers football game Nov. 28, J. Walter Thompson Co. is agency handling Ford account.

Hope Set Sept. 24

LEVER BROS., Cambridge, Mass. (Pepsodent Division), following summer lay-off Sept. 24 resumes for ninth consecutive year Bob Hope Show on 126 NBC stations, Tues, 10-10:30 p.m. (EDST). Besides Bob Hope, program under new format will continue to feature Jerry Colonna with Barbara Jo Allen returning as "Vera Vague." Other talent includes the Mirium Group, vocal aggregation, and weekly name guest. Des Arnez fronts music with Wendell Niles handling commercials. Guest singers are to be used until Mr. Hope decides on permanent vocalist. Albert Capstaff and Robert Stephen- son are Hollywood producer and director respectively of Foote, Cone & Belding, agency servicing account.

Gillette To Sponsor 8th World Series

GILLETTE Safety Razor Co., New York, will sponsor broadcasts of the 1946 World Series, marking its eighth consecutive year of broadcast the sports event.

The games will be heard on the full Mutual network, the Dominion Network of Canadian Broadcasting Corp., plus some South American stations and possibly a few European stations. The number of outlets to carry the games will total about 78.

Weather permitting, the first game is scheduled to be played on Oct. 2. Air time will be at 1:15 p.m. (EST) if the Brooklyn Dodgers play, or 1:15 p.m. (CDT) if the St. Louis Cardinals win the National League pennant.

Announcers to cover the series have not been selected. Spanish speaking sportscasters will describe the play for their countries and a Canadian announcer will translate the report for the French speaking baseball fans. The agency is Maxon Inc., New York.

"But this isn't a percussion instrument!"
ELOSIVE JIMMY

"He Just Left—Haven't Seen Him in Weeks"—

LOCATING James Caesar Petrillo when musicians' strikes are on is no easy task. Efforts of Broadcasting in connection with him by telephone at his Chicago office, where he issued a statement to the press on Wednesday, met brick walls. If he comes in, I'll have him. Here's the story, step by step:

First call: Sweet-voiced girl said Mr. P had "just left the office; he'll be back shortly."

Second call, half-hour later: Same sweet-voiced girl asked: "Who's calling, please?" Then: "I haven't seen Mr. Petrillo in weeks. I don't know where he is." (Phone hung up.)

Third call: at a second number where Jimmy sometimes hangs out: "You'll find him at State 0063."

Fourth call to State 0063: Sweet-voiced girl, now screaming: "I told you he hasn't been here in weeks. Maybe he's in New York. Maybe he's in Miami. Maybe he's somewhere else. He isn't here!"

Fifth call: Husky-voiced man and once sweet-voiced girl both on the line: "Why do you keep calling? We're closing up in 10 minutes. If he comes in, I'll have him—call—but he won't be in."

AFL Charter Will Spark RDG Drive

Guild Hopes to Form Chapters in Most U. S. Stations

ORGANIZATION of program producers and directors in 860 stations throughout the U. S. and Canada is the immediate goal of the newly-chartered Radio Directors Guild in New York, Washington, Los Angeles and Hollywood, according to a release from AFL President William Green.

The announcement, issued by American Federation of Labor headquarters in Washington, was made in conjunction with a release from AFL President William Green on Wednesday that an international charter had been granted by the AFL to the Radio Directors Guild.

"The issuance of this charter completes the framework of AFL organization in radio, said Mr. Green. "It means 100% unionization around the microphone."

Charters members of the Guild are: Mr. Zachary, producer of the Ford Summer Show for Kenyon & Eckhardt; Edward Byron, owner of WTOP Washington; Theodore Corday, Hollywood, producer of Gong Busters. Mr. Byron is president of the New York local, Mr. Zachary vice president and Mr. Corday secretary, while Mr. McGill is a member of the council. Mr. Franklin is president of the Hollywood local.

Radio Directors Guild has received pledges of support from all other AFL unions in the radio field, including the American Federation of Radio Artists, a branch of the Associated Artists & Artists of America, and James Caes- sar Petrillo's American Federation of Musicians, according to Mr. Green.

Producers who have been members of AFRA will transfer immediately to the Radio Directors Guild, by agreement with AFRA, according to AFL headquarters. With a nucleus of 1,000 members, mostly in the key network originating cities, the RDG plans to expand to a dozen cities in addition to those where it is already established. RDG locals presently are established in New York, Chicago, Hollywood and Washington, with the latter having been made possible by the transfer of producers from AFRA to the Guild.

First International

The Radio Directors Guild becomes the first international union in radio, aside from technicians and musicians, according to AFL headquarters. AFRA, as an affiliate of the AAA, is chartered locally.

Formation of the international guild resulted from a series of conferences between independent unions in Hollywood and Chicago with the chartered local Guild in New York, and officers of the AFL. Last spring the Hollywood Radio Directors Guild (then an independent union) voted to join the New York and Chicago organizations [Broadcasting, May 6]. Just prior to that action the Hollywood union had assumed jurisdiction over 16 CBS Hollywood producers and directors with the consent of AFRA.

Began Early in Year

Conferences which culminated in the granting of an international charter last week began early this year when the New York Radio Directors Guild put a committee of five to AFL headquarters in Washington, seeking a charter [Broadcasting, May 20].

Jurisdiction of the new union covers not only producers of standard broadcast programs, but television directors as well, AFL headquarters said. While the bulk of the union’s membership is in the network field, employees in individual stations or those outside the key network originating points such as New York, Chicago and Hollywood, work direct for agencies handling multiple or freelance basics. The RDG aims is to sign up everyone in radio who serves as a program producer.

Program directors of stations, who have overall supervision over programs, likely will not be included, according to AFL headquarters, inasmuch as they are considered station executives and therefore not eligible for membership in smaller stations with limited staffs, program directors and in some cases general managers produce programs.

Whether RDG would attempt to include such working executives could not be determined, but it was pointed out that the union might well object to executives producing shows in stations where the union

AFM 'Local Affair' Is Now Nationwide

Radio May Have to Use Staff Musicians, Records

NETWORKS and stations may be forced to fill late night spots with staff orchestras, local bands hired especially for the occasion or recordings as a result of James Caesar Petrillo's latest threat.

In his Chicago office Wednesday the American Federation of Musicians president threatened to call out all independent unions at all Hollywood stations and hotel, Kirkeby and Statler hotels in Los Angeles, Albuquerque, Long Beach, Washington, Boston, Buffalo, St. Louis, Chicago, Detroit, Pitts- burgh and Philadelphia. He promised a national conference chairman, and to Presi- dent Truman, along with at AFRA and the Independent Citizens Com- mittee of the Arts, Sciences & Professions.

NLRB REJECTS IBEW PLEA TO LIMIT VOTE
CLAIM of IBEW that only the seven operators at the main trans- mitting station should be permitted to vote in an election under National Labor Relations Board auspices was rejected last week by the board. IBEW had op- posed action on the recommendation of the FM transmitter.

NLRB directed that all 17 techni- cians be permitted to vote for a collective bargaining agreement, to be held in 90 days. The board agreed with WSB that all 17 technicians should be treated as a unit because of their integrat- ing functions, the similar conditions of employment, the employment of interchange and similarity in skills.

The Board took notice of the fact that 70% of the 350 IBEW broadcast- ing contracts include both a transmitter technicians and studio control operators.

ISSUANCE of a national charter by AFL to Radio Directors Guild marks another step toward union- ization of program producers and directors in U. S. stations. With a nucleus of 1,000 members in key network originating cities, RDG bids to expand to all inde- pendent stations. AFL President William Green says it will mean "100% unionization around the microphone."

has contracts.

While the Lea Act was pending in the Senate, following its pas- sage by the House, the Radio Di- rectors Guilds of Hollywood and New York telegraphed protests to Sen. Edwin C. Johnson (D-Colo.), conference chairman, and to Presi- }
Three of at Least Nine Uses Cited By Frank

By PHILIP FRANK
Executive Secretary, BMB

BROADCAST Measurement Bureau was organized jointly by the American Association of Advertising Agencies, the Association of National Advertisers and the National Association of Broadcasters for the purpose of making a uniform measurement of radio station and network audiences. The field work was done in March, the findings are being tabulated and within the next month or two, the material will be published in three forms:

1. Station Audience Reports.—Each report will be for a single subscribing station. It will include day and night BMB audience maps showing all counties and measured cities in which 10% or more of the radio families listen to the station one day or more a week, together with detailed information regarding the size of its day and night BMB audiences in each place.

2. U. S. Area Report.—Here one may look up any county or measured city (about 1,000) and find all the stations having day or night audiences in the place, together with the BMB audience figures for subscribing stations.

3. Network Report.—This report will show the day and night BMB audiences of each of the four major networks and subscribing regional networks in each county and measured city.

How to Use

These are the BMB materials with which the advertising and radio industries will work. How will they be used? Even before publication nine separate uses for BMB have been brought to light. In this article we will discuss the first three.

The first decision the advertiser makes regarding radio is whether to use it. In the past more acceptable factual data have been available on other media than on radio with the result that in many instances advertising has been at a great disadvantage. BMB will be one factor in helping to correct this situation.

It should not be inferred, however, that "BMB audience" is comparable with "ABC circulation." No one yardstick can measure both space and radio media since they are not measurable in the same terms. Nevertheless advertisers and agencies are continually called upon to compare these media. And they are doing this with what they term the present unacceptable material, BMB will help because it is the most fundamental measurement in radio just as ABC is the most fundamental measurement in space media. And both measurements are used and measured city.

Evaluating Stations, Networks

Having decided to use radio advertising, advertisers and agencies can turn to BMB for an overall evaluation of stations and networks. This can be done on the basis of total BMB audience day or night or by a comparison of the audience-cost ratios of various stations— an efficiency factor that can be expressed as cost per thousand BMB.

Such a factor might serve as a guide for evaluating radio in much

(Continued on page 83)

Sholis Cites Survey Figures Reply To Suppression Charges

CLEAR CHANNEL Broadcasting Service undertook last week to show that its member stations "are in the forefront of those promoting FM" and that promotion for the clears, instead of regarding FM, will provide service to listeners whom FM won't reach.

In a report on FM operations of the 16 CBSB member stations, Victor A. Sholis, CBSB director, declared that:

N nine are now on the air with FM, "all but three having been broadcasting since the dim pre-war days"); the 10th and 11th hope to start in interim operation before the end of 1946 with local power pending delivery of high-power transmitters; the 12th has a conditional construction permit while others have permits pending before FCC and the 16th, "because of its long-time emphasis upon farm broadcasting," withdrew its request for metropolitan FM and is making engineering studies looking toward an application for a rural station.

Mr. Sholis said the survey was made to:

1. Show up the fallacy underlying the viewpoint of those who oppose improvement of the present inadequate AM service to rural and small-town listeners on the basis that it will retard FM, from which these same listeners can expect little or no service.

2. Establish the fact that the clear channel stations which would be most directly involved in improving rural service by going to higher power, are in the forefront of those promoting FM.

3. "Offer a commentary upon the hints, as vague as they are, that among those groups in radio—never specifically named—are engaged in some sort of 'sinister conspiracy' to hold back FM."

Clears' Pioneering

CBSB stations, Mr. Sholis said, "in city after city . . . were the first AM broadcasters to go into FM," and "staged extensive audien-

ence promotion campaigns— as far back as the early 40s when receivers were available.

Member stations reported ready or almost ready to begin FM operation, in addition to those already on the air, include:

WWL New Orleans was slated to get into full FM operation last week, after beginning test broadcasts the week before. WHO Des Moines will be "the air with an FM station probably by the end of 1946" if it receives authority for interim operation with 3 kw pending delivery of a 50-kw transmitter promised for next year. WWFA Dallas "is also seeking to get on the air with less power this year, pending delivery of its 37-kw transmitter."

WHAS Louisville, operating FM experimentally since 1944, expects to start commercial operation "in a few months."

"As in the case of the other clear channel stations," Mr. Sholis asserted, "WHAS' FM program will be aimed at the metropolitan audience and will be distinct from

(Continued on page 98)
You'd naturally expect WHO to rate tops in Des Moines, even if you'd never seen a Hooperating. But what about other cities in Iowa?

To find out we asked Hooper to survey eleven outside zone cities from 30 to 146 airline miles from Des Moines, seven having their own stations.

Result: Proof that the outside cities have far more “sets in use”—that WHO rates even higher outside of Des Moines than it does, inside, with a 9.5 morning Hooperating!

Here is morning summary for the 11 cities:

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets in Use</th>
<th>Rating</th>
<th>Share of Aud</th>
<th>Sets in Use</th>
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<tr>
<td>8 AM to NOON Mon. thru Fri.</td>
<td>20.3</td>
<td>9.5</td>
<td>46.7</td>
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<td>0.2</td>
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<td>3.4</td>
<td>16.9</td>
<td>6.6</td>
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</tbody>
</table>

Good programming and good public service make WHO a “must” in Iowa. We (or Free & Peters) will gladly give you the availabilities for spot programs, both as to time and to the extraordinary local talent facilities which WHO has assembled. Write!
Six-Day Schedule for NAB Convention

Board Meeting Friday; Small Outlets Hold Two-Day Session

By J. FRANK BEATTY

SIX-DAY session will be required to handle all NAB convention activities when the industry holds its first postwar meeting at Chicago next month. Though the formal agenda is timed from Monday morning Oct. 21 through Thursday night, convention events will start with the Symposium and Broadcasting golf tournament, ending Friday when the new board of directors holds its first meeting.

Plans for the convention began to take definite shape last week as C. E. Arney, Jr., NAB secretary-treasurer and convention director, worked out details for several convention meetings. These were the Small Market Stations and music copyright meetings, Wednesday morning at which district chairmen will be present, and Broadcast Measurement Bureau meeting Tuesday afternoon. List of convention speakers will be announced soon.

Small station details were worked out last Monday and Tuesday at a meeting of the Small Market Stations Executive Committee, in which Mr. Arney participated along with three board liaison members. All small stations are invited to attend the Wednesday morning meeting. Small Market Stations Division will maintain headquarters on the eighth floor of the Palmer House.

Copyright Session

Campbell Arnonx, WTAR Nor-folk, last chairman of the Music Copyright Committee, superseded by the Program Executive Committee, will be co-chairman of the music copyright meeting. He is the only remaining charter member of the Small Market Stations Executive Committee, said to be the stock offered by Curtis. The transfer would eliminate one of the last of the original duopoly of Evansville on the Air, however, as Evansville on the Air Inc. to Harry M. Bitner and other owners of WFBM Indianapolis for a stripped net price of $200,000 were completed last Wednesday, subject to FCC approval.

Planners have also worked out details for several convention suites. Among sponsors utilizing small stations individually and on a group basis are bakeries, flour millers, soft drink and meat packers. Radio stations described services available to small market outlets.

WFBM Owners Buy Evansville Outlet, Subject to FCC Okay

NEGOTIATIONS for sale of WEOA Evansville, Ind., by Evansville on the Air Inc. to Harry M. Bitner and other owners of WFBM Indianapolis for a stripped net price of $200,000 were completed last Wednesday, subject to FCC approval.

The transfer would eliminate one of the last of the original duopoly cases, Evansville on the Air, also licensee of WGBF and WMLL (FM) Evansville, was ordered by the Commission several months ago to dispose of one of the AM stations [Broadcasting, April 1].

WEOA is a CBS affiliate, as is the Bitners’ WFBM. WEOA operates on 1400 kc with 250 w power, and WGBF, an NBC outlet, is on 1290 kc with 5 kw day and 1 kw night.

Bitner Owns 30%

Mr. Bitner, former Hearst publisher, owns WFEA Manchester, N. H., and 30% of WFBM. Members of his family own most of the remainder of WFBM.

Evansville on the Air is wholly owned by Curtis Radiocasting, whose major stockholders are President Alvin Eades and Vice President Henry B. Walker. Of 21,817 shares of A stock and 15,000 shares of B, Mr. Walker, Evansville attorney, owns 4,202 of A and 3,700 of B, while Mr. Eades, in the bakery business there, owns 3,038 and 200. Other stockholders include Secretary-Treasurer Clarence Leich, who has 535 shares of A. Curtis Radiocasting also controls WBOW Terre Haute.

While disposition of the 250-w CBS outlet at Evansville to the Indianapolis radio interests, Evansville on the Air Inc. is seeking through Curtis Radiocasting to acquire an Indianapolis outlet, WABW (FM), which went on the air last October and which has a construction permit for a 250-w daytime station on 1550 kc (WBBW).

WABW and WBBW are owned by Associated Broadcasters Inc., controlled by M. J. McKea and associates, and the proposed sale involves the transfer of stock in Curtis Radiocasting to owners of Associated [Broadcasting, April 22]. Under the Avco rule a second bidder, Radio Indianapolis, filed a competing offer of cash equivalent to the stock offered by Curtis. The two purchase applications were considered by the FCC last Thursday for hearing.

Evansville on the Air, however, plans to file a petition asking reconsideration of FCC’s action, arguing that the cash bid does not duplicate the stock offer as provided by the Avco rule and therefore is not a “competitive bid” [Closed Circuit, Aug. 12]. The petition may be filed this week.
Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track!

But our radio point is this: just being big isn’t always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don’t forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember . . . it’s W-I-T-H, the independent.

W-I-T-H

and the FM Station W3XMB
Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed
September 16, 1946
Even old
would be surprised

When Horace Greeley passed out his advice to young men he never dreamed that in 1946 it would be taken so literally.

All along the coast from Canada to Mexico, by rail, by road and by air, people are streaming to the West. This is particularly true of California where 383,252 arrived by automobile alone in the first two months of the year. And with this huge westward migration comes new industry and its wealth, adding to the buying power of millions already recognized as being among America's most affluent customers.

SOMETHING OLD, SOMETHING NEW
To the bulging markets of San Francisco, the Greater Bay Area and all Northern California, KPO brings radio service of the highest caliber. For those whose grandfathers came west in covered wagons, as well as for those who arrive today by auto, rail or air, KPO presents important programs of wide appeal. An outstanding example of one of these is

BARBARA LEE
... famous woman's commentator, presented each Monday through Friday from 8:15 to 8:30 A.M. by the H.C. Capwell & Company department store. Barbara Lee's broadcasts of informal interviews, household hints and fashion reviews are followed closely by thousands of loyal listeners in Northern California. The fact that the Capwell Store has advertised consistently on the program for more than two years is striking evidence of Barbara Lee's selling power.

KPO KEEPS PACE
Since its establishment in 1922, KPO, the only 50,000-watt station in the Bay Area, has kept pace with the growth of the area it serves. Continuing improvement in facilities and programs has guaranteed undisputed leadership in Northern California. Results have made it first choice of national and local advertisers.
For years we've been hitting one of the world's most thriving industrial markets and we would like you to come along. Our destination is 1,747,955 Primary Area radio homes* from a total population of over seven million potential listeners! What's more, our specialized programming designed for 'just plain folks' has proved audience response from a potential total of 7,536,910, urban and rural listeners!

All this adds up to vast and responsive listener appeal which can definitely bring more for your sales dollar. That's why we'd like you to join the parade for the best dollar-for-dollar radio advertising buy.

GOING OUR WAY?

Based on figures compiled for the WWVA Coverage Map and Market Data sheet. Your copy on request.

Ratings for Pacific Given by Hooper

Blondie Leads August List; Whistler, Shayne Next

AUGUST Pacific Network Hooper ratings released last week list Blondie first among the first 15 programs on the Pacific Coast with Whistler second, and Michael Shayne in third place. The report showed an average evening audience rating of 6, a decrease of 0.1 from last report, and a decrease of 0.2 from the same period last year.

Average sets-in-use reported were 24.4. This was 0.2 less than last report and 0.2 more than a year ago. Average evening available audience is 72.2, up 1.6 from last report, and up 2.9 over last year. Average daytime audience rating is 3.0, down 0.6 from last report, average daytime sets-in-use reported are 13.0, which represents a decrease of 2.0 from the last report. Average daytime available audience is 65.6, down 0.5 from last report.

The program ratings are: Blondie 13.8, Whistler 13.4, Michael Shayne 12.9, Aldrich Family 11.4, Frank Morgan 11.3, Crime Doctor 11.0, Jergens Summer Edition 10.8, Adventures of Ellery Queen 10.6, Quiz Kids 10.2, Big Town 10.2, Mr. & Mrs. North 10.0, Screen Guild Players 9.7, Skippy Hollywood Theatre 9.6, This is Your F.B.I. 9.1, Bob Hawk Show 9.1.

CBS to Expand Late Evening News Roundup

CBS will expand the network's late evening news programs from the 15 minute 11 p.m. (EDT) period to 30 minutes effective Sept. 15.

Under the new setup, there will be a reassignment of newsmen. Charles Collingwood will be heard Monday - through - Friday 11:00 - 11:10 p.m. for the vacationing John Daly, and Joseph C. Harsch will be heard the same nights from 11:15 - 11:25 p.m.

Ned Calmer will give the news Saturdays and Sundays at 11:00 - 11:10 p.m. while Eric Sevareid will be heard Saturdays 11:15 - 11:25 p.m. The Monday through Sunday 11:10 - 11:15 p. m. period will be filled by CBS special features, or local stations may use local news for this period. CBS Footnote will be heard Monday through Saturday at 11:25 - 11:30 p.m. with the report on the U.N. continuing on Sunday 11:15 - 11:30 p.m.

Bennett Retires

ELLSWORTH C. BENNETT, after 37 years with McCann-Erickson, is retiring from the agency field to make his home in Fort Myers Beach, Fla. For many years assistant to the late A. W. Erickson, head of the Erickson company, Mr. Bennett continued as a vice president and director following the formation of McCann-Erickson.
How the three R’s became four

Today it’s readin’, ritin’, rithmetic... and radio. Radio has become one of the teacher’s most versatile tools. In science, social studies, music, and literature, the classroom radio enriches and supplements the work of the teacher.

To pupils, it brings valuable educational experiences in an interesting and effective way. In leading cities, as many as 85% of the schools are using radio as an essential part of classroom instruction.

EDUCATION BY RADIO
A growing movement of tremendous potential for every school child today...

In the spirit of public service, Westinghouse has taken an important place in this movement with the founding in 1943 of Radio Workshops for Teachers. In these Workshops, teachers are grounded thoroughly in radio fundamentals and techniques.

In turn, the teachers put this knowledge to work by creating and producing educational programs of unusual merit, broadcast regularly during the school year, especially for classroom reception.

In addition, through their training in utilization and evaluation of radio programs, teachers are able to guide students’ extra-curricular listening preferences into the more rewarding channels.

To maintain and develop this unique educational program takes much time, considerable effort, and no little money. Frankly, the commercial potential is nil. But we feel this is a decisive step toward better radio in the public interest... which makes it more than worth while for Westinghouse.

Westinghouse
RADIO STATIONS INC

KOKA • KYW • WOWO • WBZ • WBZA • KEX
National representatives, NBC Spot Sales—except for KEX
For KEX, Paul H. Raymer Co.
Broadcasting filing with the FCC by Murray AM permit there was tendered for a station which claims to be the birthplace of broadcasting, doesn’t even have without recognition and Murray, Wells, a young attorney and friend. Mitted without wires to Rainey T. message. “Hello, Rainey,” are sup-
says, sent the world’s first radio an obscure farmer -inventor named Nathan Stubblefield, however, died in Nashville is WSIX. So whether your’s is a annualy.. sales amounted to almost 15 million dollars area to a new high. pushed retail clothing sales and their wish to get back—as they were—has effectively covered by WSIX. 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. Whether your’s 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.

As you were

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 your’s 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

AMERICAN and MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, INC.
But sales data are no substitute for salesmen at The Katz Agency.

By supplying more facts, The Katz Agency Data Service steps up the selling power of 25 salesmen operating out of eight strategically located offices.
LOCAL-WBIR broadcasts regular weekly LOCAL forum programs.

LOCAL—WBIR broadcasts regular weekly LOCAL musical programs using LOCAL talent.

LOCAL—WBIR broadcasts many LOCAL special events programs and supports every worthwhile LOCAL civic and community improvement campaign.

RESULT—WBIR has the top daytime audience in Knoxville confirmed by HOOPER. Every advertiser is interested in one thing—the LOCAL audience! WBIR can deliver the LOCAL audience to both national and local advertisers.

**WBIR**

**(IN KNOXVILLE)**

is a LOCAL station AND PROUD OF IT!

LOCAL—WBIR is a LOCAL station in all that the name implies. We cover the LOCAL Knoxville market with the best of LOCAL and ABC programs.

LOCAL—WBIR was the first station in Knoxville to employ LOCAL reporters of LOCAL news.

LOCAL—WBIR was the first station in Knoxville to begin regular weekly LOCAL forum programs.

LOCAL—WBIR broadcasts regular weekly LOCAL musical programs using LOCAL talent.

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**KINSTON APPLICANT SEeks 810 KC DAY**

A NEW 1-kw daytime station on 810 kc at Kinston, N. C., is sought in an application filed with FCC last Monday by Kinston Broadcasting Co., owned by local businessmen including some stockholders in existing stations.

W. R. Roberson Jr., only non-resident of Kinston among the 24 stockholders of the new company, is general manager of WRKF Washington, N. C., and interested in an application for a new daytime station at Clinton, N. C. Other stockholders with existing radio interests are Victor W. Dawson, manager of WFNC Fayetteville, N. C., and vice president of WLPF Suffolk, Va., and of Scotland Broadcasting Co. which is seeking a station at Laurinburg, N. C.; and John G. Dawson, vice president of WFNC and also stockholder of WLBF Bowling Green, Ky., and of Norfolk Broadcasting Co. which is seeking a station at Norfolk.

Officers, all local businessmen, are A. K. Barrus, president; John H. Tyner, vice president, Shows begin Oct. 9, 10-10:30 p.m. on the New York station. Left to right are: Donenico R. Gigli, of the New Century Adv. Co.; Eugene Thomas, WOR sales manager; Franco Scalamandre, president of sponsoring Scalamandre Silks Inc.; and Gene McCarthy, WOR salesman.

**War Advertising Cost $28 Million in Canada**

PAID ADVERTISING used by the Canadian government during the war from September 1939, to June 1946, amounted to $225,585,000, a return tabled in the House of Commons at Ottawa shows. There is no breakdown as to how much was used in various media but radio was used by all departments.

Over half the total, $163,502,000 was used by the government for Victory Loan and war bond drives.

The Wartime Prices and Trade Board (Canada's OPA) used advertising amounting to $5,415,000; Canadian Army used $3,680,000; Department of Labor $1,122,000; National War Services Department $7,522,000; Royal Canadian Air Force $766,000; Department of Agriculture $722,000; Department of Trade and Commerce $697,000; Department of Transport $629,000.

Departments using under $500,000 each were Economic Stabilization Committee, Post Office, Department of Veterans Affairs, Unemployment Insurance, Department of Fisheries, Department of Health and Welfare, Income Tax, Civil Service Commission, Foreign Exchange Control Board, and a number of others. While major advertising expenditures were during the war years, the Departments of Veterans Affairs and Health and Welfare have in the last year become big buyers of advertising for educational and informational publicity.

**WHBF to ABC**

LES JOHNSON, vice president and general manager of WHBF Rock Island, Ill., announced last week that the station will join ABC as a basic outlet Jan. 1, 1947. Station is a full time operation on 1270 kc, using 5,000 w. It is affiliated with the Rock Island Argus. Since 1939 WHBF has been a basic outlet of MBS.

**Page Takes Over Duties Of Freeman with M & P**

GORDON E. PAGE, formerly of Benton & Bowles and previously with Lennen & Mitchel and N. W. Ayer & Son, has joined the copy staff of Marschalk & Pratt Co., New York. He takes over the duties of G. Willard (Bill) Freeman, who has been responsible for the creative work on the Standard Oil Co. of New Jersey account in both radio and television. Mr. Freeman is taking a seven month leave of absence to teach advertising courses in Webber College for Women at Babson Park, Fla., as professor of business administration.
They're hitting hard and fast these days out in the Puget Sound Country. Salmon and Sales. When you tie into one of those fabulous fighting King Salmon, Mister, you get action—and when your sales message is heard on KOMO you get ACTION!

The more than million people in KOMO's metropolitan pool of buying power give instant, active response to what they hear over this exclusive voice of NBC in the Puget Sound Country. Their income is far above the national average. Total effective buying income tops two billion dollars. They can buy the many things they want and they do.

MARK this MARKET for immediate action—Use KOMO for more sales per advertising dollar.
Part of the record-breaking crowd of more than 25,000 watching the opening Lipton-sponsored Vox Pop broadcast originating from the Iowa State Fairgrounds over KSO in Des Moines. Working at the mike is Parks Johnson (back to camera) while co-emcee Warren Hull stands to one side. Worrying about the hands on his stop watch is Rogers Brackett, director of the show.

KSO’s Bill Baldwin interviews Parks and Warren in one of the three KSO street broadcasts staged to give the Vox Pop broadcast plenty of advance build-up.

Parks interviews three 4-H Club winners for his nation-wide radio audience. The broadcast attracted one of the largest crowds ever to fill the fairground grandstand.

Many downtown stores featured life-sized blowups of Parks and Warren in their windows. KSO and Lipton’s arranged these eye-catching displays in choice locations.

Warren interviews a champion old time fiddler during the broadcast. The fairgrounds audience enjoyed the program’s good natured entertainment.

Fireworks and state fairs go hand in hand. Here’s a “red hot” display expressing KSO’s well wishes for the success of the new Vox Pop program.
Vox Pop captured the spotlight at Iowa’s biggest State Fair, August 27 in Des Moines. And to coin an expression, everybody’s happy about the broadcast. Parks Johnson and Warren Hull...Lipton’s...CBS...and Young & Rubicam’s hard-working crew...have good reason to be pleased with their successful “in person” contact in this rich Central Iowa market. KSO and the folks of Iowa say, “Thanks for coming...come back again, soon!”
Honolulu Station Gets War Building
KPOA Defeats CPA Denial, Debut Sept. 22

CPA construction permits are nice to have around when FCC authorizes a new station, but they aren’t necessary. KPOA Honolulu wouldn’t be taking the air Sept. 22 if they were. Known around the islands as Radio Hawaii, the station will make its debut Sunday with usual fanfare but without benefit of CPA blessing.

Limited to $1,000 for construction work as a result of CPA’s denial of a permit for its projected new building, Lieut. Col. Henry C. Putnam, now on terminal leave as public relations officer, Pacific Ocean Area (inspiration for the KPOA call letter), got the station under way after a summer teeming with obstacles.

One of three partners in Island Broadcasting Co., Colonel Putnam took over management of the project last spring. Other partners are J. Elroy McCaw, who is 50% owner of KELA Centralia, Wash., and John D. Keating, West Coast representative and recorder.

A veteran of the Okinawa invasion and other engagements, Colonel Putnam planned a July opening for KPOA, should FCC grant a CP by April. That was last March before the CPA handed down its order limiting non-housing construction. And it was before the late-spring tidal wave that aggravated Hawaii’s shortage of building materials.

Accustomed to the rigors of military operations, he started moving quickly in April after the CP came through. Plans were ready for the last word in modern studios and transmitter facilities. But CPA refused to issue a permit.

At that point Colonel Putnam was up against a stone wall. Having lived in Honolulu 15 years and having been stationed there much of his Army career, he quickly had a hunch. The hunch was the wartime-built building in downtown Honolulu used by the Armed Forces Radio Service. Enough red tape to fight a war had to be unwound, but he came up eventually with a lease on the building, along with a lease on an Army structure located on Kapilani Blvd. This structure had a concrete floor and is situated on marshy land just off the bay. The boulevard building provides an ideal transmitter site, with room for a small studio.

Few of the thousands who will hear Honolulu’s new 5 kw signal on 650 kc when it takes the air will know how close KPOA came to a long period of waiting, for the city’s housing and building conditions are critical because most building since 1941 has been confined to military installations.

Dedication programs will be provided KPOA by KIRO Seattle, KGW Portland and many other West Coast outlets. KPOA plans program exchange arrangements with a number of East Coast outlets and has its own San Francisco studios in the Fairmount Hotel. Mr. Keating is in charge of the San Francisco studios, where programs are written or short-handed for Honolulu.

Director of national sales at KPOA is Richard S. Downie, former Armed Forces officer who had been stationed in the Pacific. Before the war he had been manager of KEVR Seattle and had been at KOL and KIRO Seattle as well as KELA.

Robert J. Putnam, who recently resigned from the staff of the State Dept’s 100,000 w station near Honolulu, is chief engineer of KPOA. The station has a 5 kw Western Electric transmitter of latest type and a 300-foot Lehigh tower. Edward Petry & Co. is national representative with news service supplied by AP. The station will proceed with plans for a building of its own when the CPA ban has been lifted.

Buys WBKB Time
COMMONWEALTH EDISON, Chicago, became purchaser of Chicago television time when George B. Bogart, vice president of J. R. Perschall Co., Chicago, (agency for Commonwealth Edison) and John Balaban, secretary-treasurer of Ballaban & Katz, signed a 26-week contract at WBKB Chicago. In setting up its rate card [BROADCASTING, Aug. 26] WBKB based its scheduled prices on the number of sets in use in Chicago area. For two years prior to station’s acceptance of commercial contracts Commonwealth Edison has telecast its Telequesticalls on a cost-sharing basis, producing 100 shows.

MORE SPEECH POWER
Electronic Clipper Equalizes Vowels and Consonants

CONSIDERABLE commercial and military value is attributed to a new device to step up the power of the radio voice. Described Sept. 6 to the convention of the American Psychological Assn. by Dr. J. C. Licklider, the newly-developed electronic device known as a pre-modulation clipper will multiply voice power five times without an increase in transmitter power.

Dr. Licklider says the clipper takes advantage of the fact that vowels carry most of the power in speech and, while suppressing or clipping the vowels and carrying consonants intact, the transmitter may carry fully intelligible speech with maximum effectiveness.

Developed in a Navy-sponsored project, the unit comprises a single radio tube and associated circuits that occupy less than three cubic inches.

WIBW in TOPEKA The Voice of Kansas
WIBW, Topeka REPRESENTED BY CAPPER PUBLICATIONS, INC.
BEN LUDY General Manager NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO
KCNN, Kansas City

Page 32 • September 16, 1946

An other Cash Crop Means Extra Millions for WIBW listeners

First wheat . . . now corn . . . adds extra millions to the purchasing power of WIBW listeners.

IMPORTANT TO YOU is the fact that WIBW advertised goods and services are the top-ranking choice of this six-state VOLUME-BUYING audience. It has been that way for over 20 years. That’s why we’re absolutely confident we can do a swell job for you.

Ask any WIBW advertiser! He’ll tell you that you simply can’t do a complete sales job in Kansas and adjoining states without the friendly, personalized selling help of WIBW.
For Better Remote Broadcasts...

The light weight, small size, a-c or battery operated Collins 12Z remote amplifier is a modern contribution to the furtherance of high quality remote broadcasts. Its frequency response of 30-12,000 cps ± 1.0 db and noise level of more than 55 db below program level are in keeping with high fidelity AM and FM standards.

The 12Z features excellent performance, program protection, and convenience. Stabilized feedback maintains program quality over a wide variation of operating conditions. The self-contained batteries are connected automatically should the a-c power source fail. If the program line should fail, a twist of a knob connects a second line. The four microphone input channels have individual attenuator controls, in addition to the master control. The large, illuminated VU meter reads output level or operating voltages.

Complete in one package, the equipment weighs only 40 pounds and can be carried readily by one person. Transportation and set-up problems are reduced to a minimum. Maintenance is greatly simplified through advanced chassis design. The 12Z can be disassembled completely and quickly, using only small hand tools. For more detailed information, write today.

Specifications:
- Mixing channels: four
- Gain: approximately 90 db
- Frequency response: 30-12,000 cps ± 1.0 db
- Noise level: more than 55 db below program level
- Distortion: less than 1% from 50-7500 cps
- Input impedance: 30/50 ohms, 200/250 ohms on special order
- Output impedance: 600 ohms (150 ohms available)
- Power output: 50 milliwatts (+17 dbm)
- Power source: 115 volts a-c, or self-contained batteries
- Batteries: standard types, easily obtained
- Weight: 40 lbs. complete
- Size: 14½" w, 11½" h, 8½" d

For Broadcast Quality, it's...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N.Y.
458 South Spring Street, Los Angeles 13, California

Broadcasting • Telecasting

September 16, 1946 • Page 33
NBC - UN OBSERVANCE WEEK IS POSTPONED

NBC-UNITED Nations Observance Week will be postponed from Sept. 22-28 to Oct. 20-26 to coincide with the delayed UN General Assembly meeting expected to convene at Flushing Meadow on Oct. 23.

At a special meeting last week NBC officials decided to postpone the NBC-UN projects week as well as its many public features. Plans for the week now scheduled on Oct. 20-26 include musical events and folk dances to take place at the sunken plaza in Rockefeller Center. Many of these performances will be broadcast and televised by NBC.

The network has also scheduled a new weekly half-hour program of the United Nations and its activities, starting Sept. 24, Tues. 11:30-12 p.m. Program will include dramatizations and commentary of current UN problems.

MODERN NEW PLANT soon will house KTUL Tulsa. Three-story building faces Boulder Park. It has twice the space of the present plant, with six studios on third floor and auditorium on second floor. Provision is made for FM, television and facsimile. FM conditional grant issued by FCC Aug. 1.

LET'S LOOK AT THE TRUTH ABOUT N.W. IOWA

A lot of claims are being made about the listening habits of the people in SPENCER, IOWA

Conlon and Associates were asked by a 50,000 watt station in Des Moines and KICD to conduct a survey for—

THE FACTS

HERE THEY ARE:

KICD — FIRST PLACE — 42%
STATION “B”—SECOND PLACE — 32%
STATION “C”—THIRD PLACE — 7%

AND

KICD WAS FIRST MORNING-AFTERNOON AND NIGHT

P.S.—We claim no listeners in Alaska, but in Northwest Iowa it's BLUE RIBBONS to—

KICD

MUTUAL BROADCASTING SYSTEM
ASK A DON COOKE MAN

MUTUAL ADDS TEN MORE AFFILIATES

MBS last week announced the addition of 10 new affiliates bringing the network's total to 349.

Two of the new stations, already operating, are WGNI Wilmington, N. C., which joined MBS on Sept. 1 and WMOA Marietta, Ohio, which became affiliated Sept. 8. WGNI operates with 250 w on 1340 kc and is owned by General Newspapers Inc. Operating with 250 w on 1490 kc, WMOA is owned by Mildred Chernoff, president and general manager; her brother, Howard Chernoff, managing director of the West Virginia Network, and Mrs. Howard Chernoff [BROADCASTING, Sept. 2].

Joining the network Sept. 15 were WENK Union City, Tenn., operating with 250 w on 1240 kc and owned by WJCT Broadcasting Co., and WHOC Shelby, N. C., owned by O. Max Gardner, Sen. Clyde R. Hoey and the Shelby Daily Star, and operating with 250 w on 1300 kc, day-time only. Both are currently under construction.

The following stations now under construction will join MBS on Oct. 1: WBBW Welch, W. Va., operating on 250 w with 1340 kc and owned by the McDowell Service Co.; WJFS Bangor, Me., operating with 250 w on 1340 kc and owned by Sidney and Lawrence Sion and Stephen Velardi; KRQI Fayetteville, Ark., owned by George and Russell Bennett and operating with 250 w on 1450 kc as an MBS South Central Group bonus station; WWSC Glens Falls, N. Y., operating with 250 w on 1450 kc and owned by Great Northern Radio Inc., and KVET Austin, Texas, operating with 1000 w on 1300 kc and owned by the Austin Broadcasting Corp. Latter station will replace KNOW Austin as MBS outlet in that city.

KODI Cody, Wyo., currently under construction, joins MBS Nov. 1, operating with 250 w on 1400 kc and owned by Absaroka Broadcasting Co.

UN—WISE OLD OWL

Not on WPEN Quiz Show—But Comes to Studio—

A SMARTY-PANTS Philadelphia owl who tried to give away the answer on a WPEN quiz show paid for his arrogance with imprisonment.

"Do owls nest in Philadelphia?" was the question asked Frances Crews, high school student appearing on Zoo Quiz. Frances said, "Yes." But that wasn't enough for the owl, who, though a little late, was found loitering glassy-eyed in a loft of the WPEN studio a couple of days later.

George Pearce, station engineer, stared right back at the owl and telephoned the zoo. They sent out and trapped him the next morning. John Reagen, zoo keeper, identified him as a barn owl, a kind that doesn't nest anyway.
WBAL's powerful voice pops up all over the place. And that means coverage....for you.

Here's the WBAL story quickly: More listeners—thanks to better programming. Far reaching, thanks to 50,000 watts.

And that isn't all. There's more to advertising over WBAL than meets the ear. An alert merchandise department ties up programs at point-of-sale.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
One Sizzling Fact answers your big question about WORCESTER

Within a radius of 75 miles of Worcester there are 6,468,256 consumers.* Within the same radius of Boston there are 4,974,868 and around Springfield 4,681,726. Worcester is the logical distribution center for this compact area, with WTAG the number one radio medium to capture your share of this huge market. Hooper ratings show that WTAG has more listeners than all other stations heard in the Worcester area combined.

*Survey, Business Bureau, Warc Chamber of Commerce

New Rochester Station Will Take Air Nov. 1

NEW station in Rochester, N. Y., owned by Monroe Broadcasting Co., will take the air about Nov. 1, according to Lester W. Lindow, general manager. Station call letters have not yet been assigned. It will have AP news service and Lang-Worth library. Transmitter and speech input equipment are being supplied by Raytheon Mfg. Co. Station has a conditional FM grant.

Chief engineer is Felix D. Bonvouloir, formerly of WONS New Britain, Conn. During the war he was credited with taking the 200,000-w Radio Stuttgart from the Nazis while serving in the SHAEF Psychological Warfare Division as a captain. Despite extensive damage he rebuilt the transmitter in a month. He was awarded the Bronze Star, Roy Merker, of Rochester, has been named chief accountant Estelle Scala, formerly of WSAY Rochester, is traffic manager.

Erwin James Frey

ERWIN JAMES FREY, manager of WBRY Waterbury, Conn., died in his sleep Sept. 4. Mr. Frey had been manager of the station since its inception in 1934 and was former national advertising manager of the Republic and American, Waterbury, owners of WBRY.

FOOTBALL COMBINE

Six Southern Stations Jointly To Cover S. E. Conference

SIX southern stations are combining efforts to provide their listeners with pre-season coverage of Southeast Conference football. They are recording quarter-hour broadcasts from the practice fields of each of the "Big 12" schools of the conference, for broadcast over the six stations. The show, Pigskin Prevue, is being put together by Jack Harris, assistant manager of WSM Nashville, in cooperation with Henry Slavick, WMC Memphis; Bill Brengel, WWL New Orleans; Marcus Bartlett, WSB Atlanta; George Walsh, WHAS Louisville; Jimmie Wilson, WAPI Birmingham.

First show originated on the campus of last year's Rose Bowl champions, Crimson Tide of Alabama. Other teams to get the spotlight are Kentucky, Georgia Tech, Georgia, Florida, Vanderbilt, Tennessee, Mississippi State, U. of Mississippi, Tulane, LSU, and Auburn. Leading southern sportscasters will air their predictions in the final broadcast of the series.

At WSM the Southern Coach Co. is sponsoring Pigskin Prevue at 5:45 p.m. Tuesdays, Thursdays and Saturdays. When the season opens, Mr. Harris, top pre-war sportscaster of WSM, will take on two regular Saturday sportscasts: a pre-game commentary at 1:30 p.m., sponsored by Joe Morse Co., followed in each instance by the regular broadcast of Vanderbilt games, sponsored by Braid Electric Co.

WGYF Antenna

WGYF New York announced last week the completion of its new RCA double-fed superturnstile antenna atop the Cities Service Tower, 70 Pine St., New York. Announcement was also made that programming would run from 12 noon to 10 p.m. This new antenna will enable WGYF to transmit FM, television and facsimile. However, for the present it will be used for FM only on 96.1 mc. WGYF will now operate with a power equivalent to 20,000 w at 500 feet, new FCC standard for metropolitan FM stations.

Paper Tape Recorder

NEW type of magnetic recording which uses paper tape instead of wire has been announced by Indiana Steel Products Co., Valparaiso, Ind., which developed the device in coordination with Battelle Memorial Institute, Columbus, Ohio. Called Hyflux, the tape records by means of magnetic powder. Superior fidelity is claimed.
Highest rated stations in their areas according to recent Conlan surveys.

* See other side for actual figures.
summary of the CONLAN SURVEY

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<th>KGLO</th>
<th>MORNING PERIODS</th>
<th>AFTERNOON PERIODS</th>
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DOMINANT STATIONS IN THE MARKET

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than over all other stations combined.
FCC Re-issues Revised Experimental, Auxiliary Broadcasting Regulations

FCC's Rules and Regulations Governing Experimental and Auxiliary Broadcast Services (Part 4), long out of print, were adopted and reissued in revised form last week.

At the same time the Commission transferred the provisions governing international broadcast stations from Part 4 to Part 3 of the Rules, with revisions "in accord with the Commission policy of rendering separate sections of the rules independent and complete by the incorporation of appropriate general rules."

FCC emphasized that issuance of the rules on international broadcast stations "is not to be construed as an expression of the Commission's views on policy problems which may arise in connection with the changed conditions controlling the operation of international broadcast stations in the postwar period." The revisions were described as "merely a codification of the previous regulations" with no "significant substantive changes."

The revised Part 4 also was characterized as substantially a codification incorporating changes designed to reflect revisions previously authorized and to clarify some of the language in the old Part 4. Rules governing FM are deleted, FM now having a commercial status. Noncommercial educational and international operations also now have separate sections of their own elsewhere in the rules. Besides details of administrative procedure, the new Part 4 relates to experimental television, experimental facsimile, developmental, remote pickup, and ST (studio-to-transmitter) broadcast stations.

Although the new Part 4 was adopted as final, FCC said it "will welcome any comments or suggestions for changes of amendments to these rules." Provisions governing international broadcast stations, previously included in Part 4, henceforth will comprise Subpart F of Part 3.

Revised versions were adopted Monday and announced Tuesday.

NEW CUBAN STAR?

McDonald Scores As Godfrey Talent Scout

AMERICAN radio has discovered a potential singing star from the Cuban cane country. She is 21-year-old Florida Rizzo, soprano, daughter of poor parents.

A Washington Senators' scout heard her singing in the cane fields last spring while the Senators were training in Cuba. He told Arch McDonald, WTOP Washington, sports director about her. Arch, who was covering the Senators' training camp heard Senorita Rizzo sing, raised a fund and obtained a 10-day visa for her to visit the U.S.

She appeared on the WTOP Stumpus program and in Miami and Baltimore. Arch had a recording made, played it for Arthur Godfrey, who immediately booked her on his CBS Arthur Godfrey's Talent Scouts program Sept. 3. Miss Rizzo won first prize, received $100. Mr. McDonald got another $100 as "talent scout." She appeared Sept. 4 on Mr. Godfrey's morning CBS program, received another $100, and did a guest appearance at the Havana Madrid night club, New York.

Miss Rizzo, who speaks no English, returned to Cuba last week, her visa having expired, but network officials and several agency talent scouts were reported arranging for her return.

CBC Liquor Ads

LIQUOR ADVERTISING throughout Canada is now allowed by the Canadian Broadcasting Corp., following changes in regulations which became effective Sept. 16. Under the former regulations liquor advertising was allowed only in Quebec, because that province had a law which allowed advertising of liquors and beer. The new CBC regulation allows such advertising in any province where the law allows.

Parents Deluge Station with Letters of Praise

Mail response further emphasizes public appreciation for this dramatized program, featuring talented Salt Lake youngsters, and presented in cooperation with the L.D.S. Primary Association. It is another reason why KDYL is the Popular Station.

“Children’s Friend of the Air”

For availabilities and further information, phone, wire or write

John Blair & Co.
National Representative

September 16, 1946 • Page 39
WQXR Scoop

WQXR New York scooped the other metropolitan stations covering the UN last Tuesday. Ten minutes before Fiorello H. LaGuardia, director general of UNRRA, made his first report to a session of the UN Economic and Social Council at Lake Success, two sharp-eyed reporters from the station found him listed as speaker at the very bottom of an obscure bulletin board in a corridor, promptly cleared time with their studio, and aired the recently returned Mr. LaGuardia 2:40-3:25 p.m.

Signs MBS Show

HORWITZ & DUBERMAN, New York (Judy 'n Jill dresses), will sponsor Judy 'n Jill's starting Oct. 12, Sat. 12-12:30 p.m. on MBS. The contract, for 52 weeks, was placed through Sterling Adv., New York.

AEROCADeS of privately-owned planes to neighboring cities of St. Louis included the ship of the St. Louis Post-Dispatch and KSD. The flights, by groups of 10 to 15 planes, were to familiarize and popularize owners with such routes for business and pleasure trips. At the P-D and KSD ship during a stop at Hannibal, Mo., were (1 to r): Ed Woods, KSD reporter; Pilot William Schille; Co-pilot Richard Short; H. C. Martin Jr., administrative assistant to St. Louis Mayor Kaufmann; Mrs. Martin; Col. James Howard, in charge of development of air facilities for St. Louis; and three members of Hannibal Chamber of Commerce.

"It's My Station" Women Say!

As the result of sound programming, KTSA has a terrific audience with the gals who handle the household purse strings.

KTSA KNocks what appeals to Texas women and KTSA gives 'em plenty of it. KTSA is a potent selling factor in this billion dollar market—just try us and see for yourself!

KTSA
SAN ANTONIO, TEXAS
5000 WATTS DAY
550 ON THE DIAL

Frank Tells BMB Values in Chicago

Executive Secretary Speaks To Group of 200

(MIDWEST by Mr. Frank, page 18) MIDWEST advertisers and broadcasters were given an accurate picture of what they can expect from the first published reports of Broadcast Measurement Bureau Monday in Chicago, by BMB's executive secretary, Philip Frank.

Mr. Frank, who spoke for Hugh Felts, president of BMB, told the 200 agency and radio executives that BMB is "a tool designed to take the place of sound judgment of time buyers" but that it is the "best tool to date" by which they can exercise judgment.

Introduced by Milt Boll, BMB's New York representative, Mr. Frank outlined a nine-point program by which BMB reports would supply needed information for both agencies and stations. These include evaluation of stations and networks; buying radio to supplement other media; allocation of radio costs to sales districts, and fostering dealer and distributor tie-ins.

Mr. Frank said that the Chicago BMB clinic will be repeated Sept. 16, with a possibility that other metropolitan cities in the midwest will be included in the schedule. A technicolor movie now in production will be used to further explain BMB principles in smaller markets. He said first published reports of BMB were expected to be available by Oct. 1. He advised all stations to have copies of the master reports made since additional copies would not be released for "at least five weeks" after date of publication. Mr. Frank also warned subscribers that BMB information was not available to nonsubscribers or agencies not members of the four A's.

DOROTHY BEIDERMAN, formerly in ABC New York promotion department, has joined staff of "Housewives Protective League" program on WQAM Pittsburgh. She is assistant to GORDON HALL, director and commentator of program.

WKIX MEETS WAYS

Two Sister Stations Have Get-Acquainted Outing

LEAVING relief operators and an announcer to operate the station, the entire staff of WKIX Columbia, S. C., were guests of their sister station, WAYS Charlotte, N. C., at a get-acquainted party.

More than 20 WKIX employees, headed by Manager C. Durham Moore, made the trip by special bus to Willow Springs Country Club, Charlotte, for swimming, dancing, games and barbecue. The WAYS staff presented an entertainment program.

Co-hosts were W. H. Goan, manager of WAYS, and George W. Dowdy, president of Inter-City Advertising Co., licensee of WAYS and WKIX.
For tops in mysteries... Listen to ABC

AMERICAN BROADCASTING COMPANY

This Is Your FBI
An official broadcast based on newsworthy stories taken from the files of the Federal Bureau of Investigation. A dramatic presentation of authentic cases. (Equitable Life)

Gangbusters
Dramatic accounts of famous police cases—tense moments from the nation's album of crime—unique comments and inside information by Lewis Valentine. (Waterman Pens)

The Lone Ranger
Riding the lawless frontier of the old West on his speedy mount, Silver, the Lone Ranger wastes no time in bringing the law swiftly to the wrongdoer. (General Mills)

Policewoman
Detective Mary Sullivan, in a program based on her experiences as director of New York's policewomen, shows how feminine intuition often helps solve a crime. (Carter Products)

Famous Jury Trials
Exciting moments of authentic trials packed into a half-hour of courtroom drama that moves swiftly, keeps you wondering what verdict the jury will return. (Schutter Candy)

Counterspy
Go sleuthing with David Harding, chief of counterspies, as he leads the fight against foreign agents who traffic in the vital secrets of our national defense. (Borden's)

Why more leading companies are advertising on ABC today
Advertisers who want a nation-wide audience during good time periods are buying time on ABC today. ABC's 207 stations reach all the people, who live in 22,000,000 radio homes, located in practically every major market in the U.S. — and economical rates make it possible to reach these listeners at a surprisingly low cost per thousand. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.
BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Boston, Massachusetts
GROUND-BREAKING ceremonies for the new building of KTSM El Paso, Tex., were attended by (l to r): Roy Chapman, station commercial manager; Ewing Dryden, engineer; Jack Rye, program director; Eric Munro, salesman; Karl O. Wyler, manager; Larry Clair, salesman; Virgil Hicks, extension director; and Allen Hamilton, salesman. Work on the new $100,000 structure was started on the 17th anniversary of KTSM; is expected to be completed by the spring of 1947.

Housing Solution
TO SOLVE housing problems of its employes, KCMJ Palm Springs, Calif., petitioned and received permit from City Planning Commission to erect several units on property adjacent to station. Work will start immediately, according to Donald McBain and Dick Joy, co-owners.

Raleigh Resumes
BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes, tobaccos), following summer hiatus, Sept. 20 resumes People Are Funny on 144 NBC stations, Fri, 9-9:30 p.m. (EDST). Art Linkletter continues as m. c. Agency is Russel M. Seeds Co., Chicago.

Tie-in Plan
COLUMBIA RECORDING Corp., Bridgeport, Conn., and Revlon Products Corp, New York, have joined forces this fall to promote Dinah Shore's latest Columbia record, "Whirl'U Buy My Violets," and Revlon's new fall shade, "Ultra Violet." Originally suggested by McCann-Erickson, New York, agency for both Columbia and Revlon, the campaign will tie-in with the song being heard over coast-to-coast radio broadcasts and recorded shows.

Resumes Spots
IGLEHEART Bros., Evansville, Ind., maker of Swans Down Cake flour and a unit of General Foods Sales Co., New York, will resume its regular advertising program this fall following the Federal Government's rescinding of the 80% wheat extraction milling order. The firm will use radio spots nationally and as the flour returns to various cities will use local spot campaigns. Agency is Young & Rubicam, New York.

Eversharp Increases
EVERSHARP Inc., Chicago, to promote its line of pens and pencils and the Schick injector razor, is about to increase its 1946 advertising appropriation to more than $6,000,000. Radio would be included. Firm also is expected to introduce some new shaving and writing instruments later this year. The Magazine Repeating Razor Co., maker of Schick razor, is controlled by Eversharp and may be consolidated with controlling firm.

Meet...
"Chuck" Worcester
New WMT Farm Service Director

WMT provides "top talent" to its huge Farm audience—Charles "Chuck" Worcester, the latest addition to WMT Farm Service Staff recently conducted "Country Journal" for the CBS network, from WTOP, Washington, D. C.

"Chuck", well known to thousands of farmers and farm organizations, has been close to Farm problems from his Minnesota farm-youth on through the University of Minnesota where he received his degree in Agricultural Science.

Seed Analyst, Asst. Veterinarian, Plant Breeder and Pathologist plus an extensive background including Farm Service Work for NBC and CBS networks has put him to the fore in the American Farm World.

The addition of "Chuck" Worcester is another illustration of WMT's Farm activity in providing top talent and real "farm know-how" to Eastern Iowa's large, rich Farm market.

Still Transcribing And Re-Broadcasting For The
ABC Network—But The Acquisition Of
Chicago's Largest Independent Studio Makes
Our Very Fine Facilities Available To The Trade
Spot Announcements, Shows, Bands, Air Checks, Line
Checks, Or Whatever Your Problem.
Complete Production Facilities

Represented by
KATZ AGENCY
MEMBER OF THE MID STATES GROUP
KLAC and KYA of California...

Grand Operas...

Marking another first in keeping with the high traditions of California’s two outstanding independent stations, KLAC in Los Angeles and KYA in San Francisco will broadcast ten operatic favorites in their entirety directly from the world-famous San Francisco Opera House.

The golden voices of the world’s greatest opera stars will be brought to all the
Bring to the People
10 Full-Length
for the first time

people in this broadcast series*. For the first time, radio audiences in the West will hear the complete performances of such famous singers as Lily Pons, Jan Peerce, Ezio Pinza, Lotte Lehmann and Lawrence Tibbett.

*Sponsored by
SAFEWAY STORES

*Placed by
FOOTE, CONE & BELLING

A DISTINGUISHED PUBLIC SERVICE THAT KEEPS KLAC AND KYA FIRST WITH CALIFORNIA AUDIENCES

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago

KYA
San Francisco
KECA VITALIZES PUBLIC SERVICE SHOWS

Staff Writers Make Drama of P.T.A. And Traffic

"THERE'S no dividend, for the station or for the cause," if programs presented as public service are dull affairs, hastily thrown together and created primarily to make good showing in the "book of gold." So observed Clyde Scott, general manager of KECA Hollywood, when queried on that station's lineup of successful public interest shows.

"Make them gripping, forceful and at the same time drive home the point with a punch that pays off in dial appeal. Pack them with excitement, use showmanship in presentation, spot them at good listening times, and above all, avoid label, 'Here is a public service program, listen to it, it's good for you!" This is Mr. Scott's recipe for KECA shows like Design for Death, Fools' Money, Prevention Preferred, Playground Fun, and others on an impressive list.

At head of list is the traffic education series, Design for Death, already winner of two "firsts" in its class, in national polls. On launching series, station staff was instructed to "pull no punches, give it to them straight, let them ride with the ambulance driver and see each accident as the driver sees it, complete with all the gruesome details. Dramatize each case in such an attention compelling manner that it will defy the listener to tune away. Stop them with opening words and you'll hold them!"

That they do stop and listen too is proven by complimentary calls from listeners following each broadcast, Mr. Scott declared. In this class of programs with punch, there have been others like One Way Street, based on juvenile delinquency theme. In stark realism through medium of dramatic narration, programs were written from actual case histories of Los Angeles Police Department, Juvenile Division. Pitfalls which confront youth today were brought to light, as well as suggestions on how to remedy situations which could lead to criminal careers. Each program, closed with brief discussion of case by Dr. Robert A. McKibben, Director of the All-Nations Foundation.

Fools' Money is another KECA "P. I." program. It dramatically points out how gullible citizens are victimized daily by "sharpers." Stories are based on ideas outlined by Los Angeles Police Department Bunco Detail. Such prevalent rackets as phoney "get acquainted" clubs, "wildcat" bus lines, two-car racket, and many others have been exposed.

Then there is KECA dramatic comedy of neighborhood life, The Anderson Family, carried in a mid-week evening spot. The normal "commercial" time is devoted exclusively to current public service appeal. For example, during recent Red Cross Fund appeal, four of the weekly Anderson Family shows were devoted to that subject. Other causes such as Food conservation, savings bonds, etc., are supported through this listenable, laughable show with whole family appeal.

PTA Show

When the Radio Chairman of 10th District Parent Teachers Assn. went to KECA with complaint that though many local stations had presented P.T.A., programs, few had come up to their expectations either as to time offered, or content of programs, something was done about it. KECA assigned Bill Holmes, author of Design for Death series, to task of building a dramatic show for the P.T.A., which would really tell their story.

Prevention Preferred was result. On theme of disease prevention, through immunization and regular examination, the dramatic programs are presented by a cast which includes some of Hollywood's topflight talent. Frequently heard are such actors as Conrad Binyon, Virginia Gregg, Leone Le Doux, Tyler McVey, Ted Von Eltz, and others.

Jobs for G. I.'s did a job of helping returning veterans secure kind of jobs they wanted. Over 85% of veterans interviewed by Bill Davidson, KECA program manager who headed series, were placed in suitable positions directly through the show. Jobs for G. I.'s is another in station's list of shows which rated first in their class in at least two national polls. When the regular veteran employment agencies were fully equipped to fill need, KECA discontinued Jobs for G. I.'s program.

To better acquaint new residents and old with interesting places and people in that area, Clete Roberts inaugurated Roaming Around on KECA. Using a wire recorder, he did on-the-spot broad-

(Continued on page 82)
You can do your best selling in Connecticut, which leads the country in Effective Buying Income per family. You can connect in Connecticut by using WDRC, "best seller" among advertising media. WDRC delivers the audience in Hartford and the entire Trading Area at one low uniform rate for all advertisers — national, regional, local. WDRC, Hartford 4, Connecticut, is Basic CBS, 5,000 watts. National representative: Paul H. Raymer Co.
ABC Airs Hersey Hiroshima Story

4 Half Hours Devoted To Reading 'New Yorker' Piece

By EDWIN H. JAMES

OF ALL the millions of words which have been written or said about the atomic bomb, the 30,000 which compose John Hersey's report of the experiences of six survivors at Hiroshima are doubtless the most terrifyingly comprehensible.

Mr. Hersey's story first appeared in the often bright but brittle New York magazine whose editors, for once impressed, discarded all other editorial content to accommodate it in a single issue, Aug. 31. So distinguished an account was destined for greater circulation than the New Yorker could provide.

Last week ABC had the good sense to put it on the air, and the better sense to broadcast it in the clean, clear way that it was written.

Presented Straight

With commendable resistance to what must have been a compelling urge to dress the story in the gaudy raiment of usual radio dramatization, the network simply let six actors read it, dividing the four parts of the story among the four consecutive half hours (Mon. through Thurs. 9:30-10 p.m.) on which it was programmed.

An announcer introduced the reading with the restrained but awesome reminder that it was "broadcast as a warning that what happened to the people of Hiroshima a year ago could happen anywhere."

Four actors and two actresses, in turn, read Mr. Hersey's account of what happened to six people of Hiroshima who, by the caprice of chance, survived a new kind of destruction in which 100,000 of their fellow townspeople died.

At 8:15 a.m., Aug. 6, 1945, Dr. Masakazu Fujii, who had been sitting on the porch of his private hospital on the banks of the Kyo River, saw a great yellow flash and a moment later he "lost track of everything." He had been blown into the river with the wreckage of his porch. He recovered his senses to find himself "squeezed tightly by two long timbers in a V across his chest, like a morsel suspended between two huge chopsticks." His hospital was 1,550 yards from the center of the explosion.

Crushed by Books

Miss Toshiko Sasaki, a clerk in the personnel department of the East Asia Tin Works, was sitting at her desk when "the ceiling dropped suddenly." The "bookcases right behind her swooped forward and the contents threw her down, with her left leg horribly twisted and breaking underneath her." Allowing himself one of his few personal observations, Mr. Hersey writes: "There, in the tin factory, in the first moment of the atomic age, a human being was crushed by books." The tin works was 1,600 yards from the center of the explosion.

Mrs. Hatsuyo Nakamura, a tailor's widow and mother of three, was standing in the front door of her house when "everything flashed whiter than any white she had ever seen." Then "something picked her up and she seemed to fly into the next room, pursued by parts of her house." Only slightly hurt, she at once began digging for her children in the debris that had been her dwelling. She was 1,950 yards from the center of the blast.

Saudex Planned Show

It was with careful understatement that Mr. Hersey wrote of the distress of the wounded, the helpless bewilderment of the only slightly maimed, the quick, slow dying of the victims of burns or war's new disease, radiation. In ABC's presentation of his story, the unemotionalism remained intact and by its own restraint induced a needed understanding of the bomb and the unequal comparison between its structure and that of human flesh.

Credit for the sensitive ABC production belongs to the network's shy, soft-spoken director of public service, Robert Saudex, who, reading the Hersey story during lunch, decided "we would have to read the Hersey story during lunch, decided "we would have to..." (Continued on page 72)
Most folks consider tasty flapjacks a real morning treat... and when it comes to morning radio fare most Chicagoland listeners turn to WGN. Yes sir, the last two Hooper reports on Chicago radio listening show that from 8:00 to 9:00 a.m., Monday thru Friday, WGN has a greater audience than any other Chicago station.

While this doesn’t surprise us, since WGN enjoys a distinctive “station-awareness” in Chicago, we do think it’s of interest to radio advertisers in this important market... for it adds emphasis to what we have always believed: a good show on WGN is the correct answer to successful radio in the Middlewest.

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

**WGN**

**CHICAGO 11 ILLINOIS**

50,000 Watts

720

On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4  •  411 W. Fifth St., Los Angeles 13
Local Ownership Chief Factor In Proposed Cleveland Grant

ON GROUNDS of preference for local ownership, FCC last week proposed to grant the application of Cleveland Broadcasting Co. for a new 5-kw station on 1300 kc at Cleveland and deny the request of Scripps-Howard Radio for the same facilities. The station would operate with directional antenna full-time.

Alexander F. Whitney, president of Brotherhood of Railroad Trainmen, and Alvaney Johnston, head of the Brotherhood of Railway Engineers, have minor interests (1.3% each) in Cleveland Broadcasting, which is headed by Henry Tremmel (13.3%), president of North American Fibre Products Co. Principal stockholder is Ray T. Miller (46.7%), attorney and former Cleveland mayor; his law partner, Donald W. Hornbecks owns 13.3%. Other stockholders include Ray L. Lamb, general partner of Merrill, Lynch, Pierce, Fenner & Beane, who is secretary-treasurer (18.3%), and Robert J. Bucley, former Senator from Ohio (3.4%).

Meanwhile, FCC announced it had made final its proposed decision granting, also on grounds of local ownership, the Tuscaloosa Broadcasting Co. application for a new Tuscaloosa station using 1450 kc fulltime with 250 w [BROADCASTING, Aug. 12]. The mutually exclusive application of West Alabama Broadcasting Co. was denied. Tuscaloosa Broadcasting is a partnership of Thomas H. Todd, U. of Alabama engineer, who will be chief engineer; Bertram Bank, attorney, now recuperating from war injuries, who will be manager, and Lamar Branscomb, in the automobile rental and other businesses, and Jeff Coleman, U. of Alabama purchasing agent, both of whom will assist actively in station management.

Applied in 1941

In the Cleveland proposed decision, adopted Sept. 4 and announced Monday the Commission said “nearly all of the 11 stockholders, including officers and directors, of the Cleveland Broadcasting Co. have been residents of Cleveland for many years” and have diverse professional backgrounds, whereas “the record does not disclose that the officers or directors of Scripps-Howard Radio Inc. have a close kinship with the people or local organizations at Cleveland.”

Another factor, FCC said, is that a grant to Cleveland Broadcasting “would provide a greater diversity of ownership of the media of mass communications.” The company first applied for the facilities in 1941, withdrawing its application in March 1942 because of restrictions on the use of critical materials.

FCC pointed out that Charles A. Seltzer, head of several radio advertising and public and industrial relations firms, who would be program director of the station, helped make a canvass of Cleveland organizations and drew up a schedule composed of 58% commercial and 42% sustaining programs.

“Of special note,” the Commission said, “is the proposal to schedule a number of regularly recurring public service sustaining features during the prime listening hours between 7:30 and 9:15 p.m., including Town Meeting of the Air program.” At least 17% of the schedule would consist of public service programs “not available for sponsorship under any conditions,” the decision pointed out.

Construction costs were estimated at $75,000; monthly income, $24,600; expenses $19,455. Scripps-Howard Radio owns WCPO Cincinnati, WNOX Knoxville, and WMC Memphis; has an FM permit for Memphis and a conditional grant for Cincinnati, and is seeking other FM stations in Cleveland, Pittsburgh, and Indianapolis.

Better Late

MARSHALL R. PENGRA, manager of KNR Roseburg, Ore., who arrived a month early for the Aug. 12 meeting of the NAB Employer Relations Committee when he failed to receive a telegram announcing postponement of the meeting originally planned July 11, arrived late for the NAB Small Market Stations Executive Committee meeting Sept. 9-10. He flew to the employee session, arriving so early he couldn’t wait around a month for the meeting to open. He also flew to Wash-ington for the small market meeting, but missed part of the proceedings when his plane met delays en route

California’s 4th Market San Jose

(BMB — RADIO OWNERSHIP — 1946)

1. Los Angeles
2. San Francisco
3. San Diego
4. San Jose 64,390 Families 62,100 Radio Families
5. Fresno
6. Sacramento
7. Stockton

REACH SAN JOSE, CALIFORNIA’S FOURTH METROPOLITAN DISTRICT

USE

“The Voice of San Jose”

KSJO KSJO-FM

1000 Watts

W. S. Grant Company—National Representative

Top O’ The Dial

PROGRAM SERVICES AVAILABLE

EQUIPMENT

World

Half-Wave Antenna
W. E. A. M.
G. E. Console
R. W. Speech

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 5

Page 50 • September 16, 1946
YOU WON'T BELIEVE IT TILL YOU HEAR IT!

NEW Western Electric 728B LOUDSPEAKER

The first time you hear this revolutionary Western Electric loudspeaker in action, you'll get an entirely new conception of sound reproduction. It delivers speech and music with such "presence," such emotional quality, that you'll find it hard to believe you're listening to reproduced sound!

New design features, developed by Bell Telephone Laboratories scientists, make the 728B loudspeaker ideal for broadcast studios and sound systems where high quality reproduction is a "must."

For complete technical details and information on delivery, talk to your Graybar Broadcast Equipment Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

TECHNICAL DATA
FREQUENCY RANGE: 60 to 10,000 cycles.
IMPEDANCE: 4 ohms.
EFFICIENCY: At a distance of 100 feet on axis, the 728B will produce a level of 81 db above 10-15 watt per sq. cm. at 30 watts. This level is on a basis of a warble frequency covering a range from 500 to 2500 c.p.s.
COVERAGE ANGLE: 50 degrees.
POWER CAPACITY: 30 watts continuous.
DIMENSIONS: Diameter 12-11/32; depth 4".
WEIGHT: Approximately 18 pounds.
BAFFLE HOLE DIAMETER: 11".
MOUNTING: An enclosure of approximately 2 1/2 cubic feet of space is required.

QUALITY COUNTS

BROADCASTING • Telecasting
KASPER-GORDON, Inc.

for your statement that:

"Our sponsor of 'CONGRESS ON THE AIR' is the Louisville Trust Company, and they feel as we do that this is one of those public service features in radio today, which ranks in the top bracket. The program each week is very timely, and, I am sure, when renewal time rolls around, the Louisville Trust Company will want to continue this fine program".

"CONGRESS ON THE AIR" is the ONLY program of its kind, featuring Senators and Representatives of the Congress, in a weekly preview Forum of Successful Syndicated Programs.

The American Theater Wing's ad for its kind, featuring veteran radio and television publicists.

WMCA New York beginning Sept. 25 Wed. 9-9:15 p.m. Although the course is supervised by Earle McGill, assisted by George Waller, the direction and production will be handled by the 16 students.

The television program has been worked out in cooperation with Du Mont, with the course directed by Bob Loewi of Du Mont. Direction and production of each program will be in the hands of the 20 students selected from the semi-nar of the first term. It will be televised from WABD New York, Du Mont's television station, with four programs to be presented beginning the first week in October.

Television Workshop

TELEVISION WORKSHOP, 11 West 42nd St., New York, today starts a new series of professional courses in television including chance for "on the air" experience. Teaching staff includes Judy Du-puy, editor of The Televiser; Edward Stasheff, CBS video script writer; Rudolph Bretz, CBS film editor; John Flory, documentary film expert of Frant, Flory & Williams; Chet Kulesza of BBDO art department. Irwin A. Shane, executive director of the Workshop, will supervise instruction and production work.

Rejoins Grove Labs

RUSSELL E. VREELAND, who resigned from Grove Labs in 1945 to establish and direct his own sales agency in Toronto, has been appointed vice president in charge of sales and advertising and elected a director of Grove Labs. Mr. Vreeland had been associated with the firm before his resignation in 1945 for 13 years.
the combination to Georgia

WGST
5000W 920 Kc
ATLANTA

WMAZ
5000W 940 Kc
MACON

WTOC
5000W 1290 Kc
SAVANNAH

only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

- at one low cost

all CBS available at combination rates

- at one low cost

the GEORGIA MAJOR MARKET TRIO
Represented by THE KATZ AGENCY, Inc.
On August 12, 1946, the Quality Pencil Company of Cincinnati began using a one-minute announcement on WCKY's "Jam-boree", selling 24 pencils with name stamped in gold, for $1.00. Ten announcements in a two-week period produced 1404 pieces of mail. 86.14% of this mail was received from the 10 states and 21 counties in WCKY's intense listening area. Below is a breakdown of the mail received.

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<th>INTENSE AREA</th>
<th>Mail</th>
<th>% of Total</th>
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<tr>
<td>Ohio</td>
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<tr>
<td>Kentucky</td>
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<tr>
<td>Indiana</td>
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<tr>
<td>Alabama</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1,404</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
August 27, 1946

Mr. Ken Church
Radio Station WCKY
Gibson Hotel
Walnut Street
Cincinnati 1, Ohio

Dear Ken:

Just completed recap of results obtained for my client, the Quality Pencil Company, using a minute spot announcement on WCKY's "Western Jamboree", M.C.'d by Nelson King.

Never in my radio experience has any spot announcement on any program produced as fast as this announcement of ours for Quality Pencil.

We have been getting an average of 140 letters per day. In the past two weeks, using ten announcements, we have received 1404 letters and a great many letters have more than one order. I believe a very conservative estimate would be somewhere in excess of 1500 orders.

Please extend my thanks to all the members of your staff for their splendid cooperation.

Sincerely yours,

THE WALTER HAEHNLE ADVERTISING AGENCY

[Signature]

William H. Rotert

WHR/rk
Weather It or Sell

ANY STATION owners are aroused over the FCC's "free competition" policy of licensing AM stations without regard to the ability of the market to support the newcomers. More than 300 construction permits in AM alone have been authorized thus far this year. Then there are upwards of 500 conditional FM authorizations, nearly half of them now converted to construction permits, which means most of these stations should be in operation within the FCC's "speed up" FM procedure.

The attitude of the average broadcaster in the secondary market is projected by W. E. Whitmore, manager of KGFL Roswell, N.M., in a letter to the NAB [BROADCASTING, Sept. 9]. A. D. Willard Jr., NAB executive vice president, has answered Mr. Whitmore. He points to legal precedent, which bars the FCC from interfering with the business of station operations, and from taking into account the economic injury that would result to existing stations when new stations are authorized. He cites that the FCC "by indirection," nevertheless has sought to exercise some degree of control over business aspects of station operation. And he points out that as long as the "scarcity" element exists where there are not enough facilities to go around, there will be the disposition to regulate radio beyond pure technical and physical aspects.

Mr. Whitmore, it seems to us, has ample basis for his fears about the future. Competition will become rigorous. Stations will fail, not only because there won't be enough business to go round in the smaller markets, but also because neophytes who are being cajoled into radio ownership won't find it a key to the mint at all.

Radio has always been a hazardous business. Heavy investments hang from the slender thread of a license which now is renewable every three years and theoretically subject to recall or revocation for cause at any time.

But, alas, Mr. Whitmore has no legal ground to stand on, according to Mr. Willard. He has documented the law and the philosophy which governs radio licensing policy. The law provides for free competition. The FCC has attempted to introduce economic elements into its licensing policy but has been turned back by the courts. Yet the courts, in a later case, said something about the FCC controlling the "composition of that (radio) traffic" on the air, which implied program control. Since most of the best programs are sponsored, that must mean some degree of business regulation through programs.

What Mr. Willard did not take into account, however, were other elements introducing largely artificial impediments to a sound licensing policy. Before the war, the AM band was crammed full; there wasn't a Chinaman's chance of getting a new regional or local facility in most markets. Now they're licensed wholesale. Why? Because the FCC has degraded its engineering standards, and proposes to revise them downward even more drastically. The fact that old-established stations may be penalized by reduced coverage doesn't seem to matter.

Then there's the FM approach. Prof. Edwin H. Armstrong, the eminent FM inventor, foresaw FM as a radio medium for "variety" element, with literally thousands of new stations. But the FCC devised an allocation which results in inadequate licensing opportunities in the major markets, causing competitive hearings. It also has introduced a new limitation by reserving every fifth channel for newcomers who may some day want a station—an act of questionable legality.

The AM broadcaster is confused. He must face unlimited and unknown competition in AM. He must get into FM posthaste or miss the boat. The FCC policy is contradictory. The answer still rests with Congress, as both Mr. Whitmore and Mr. Willard frankly recognize. But the legislative mills grind slowly. As it stands now, the only thing left for Mr. Whitmores is to weather it through or sell out.

MORE AND MORE, radio becomes a vital cog in international power politics. The fact that the U. S., by dint of manpower, resources and vitality, transformed certain defeat to brilliant victory is forgotten. France repudiated "American Plan" radio which it had before the war because the British, through B.B.C., insisted. Soviet refused to give us or the British or French a voice in the operation of Radio Berlin, so we set up our own low-power station. Now France, goaded by the Soviet, tosses us out of Algiers, effective Dec. 31, and probably will ask us to give them our equipment. Maybe Uncle Sam might well consider moving all equipment out of Europe. Wonder how many operations would continue?

Data Grubbing

CLEAR THE decks, mates, here comes another FCC questionnaire.

Not really a new one in these days of Government economy and reduction of paper work (it says here). But an expanded one having to do with employment and employees in radio.

It seems the FCC isn't satisfied with station employment data gathered for several years, eliciting information on how many employees earn their livelihoods through stations and networks, their compensation, working hours, and the like. To us the schedule now is broken down in every conceivable way for a typical radio week. Just one of the numerous tables (see page 307, BROADCASTING YEARBOOK) supplies data for every aspect of station and network operation, broken down as to networks and stations, networks alone (with their key stations) and stations alone, covering number of employees, compensation and average pay.

Now the FCC wants more. It seeks more "specific and meaningful" data. "Specific and meaningful" for whom? The station? The Bureau of Labor Statistics, which collects data for all industry and certainly isn't disposed to farm it out to an independent agency? The FCC, which insists it isn't concerned with the economics of broadcasting and therefore is licensing new AM stations without regard to competition? Or the labor unions?

Now you guess!
BALANCED BROADCASTING serves LISTENER and SPONSOR ALIKE

IN serving the public interest to the best of its ability, WOV best serves its listeners and sponsors alike. Blending programs into a balanced broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to March-April Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94c per thousand listeners per quarter hour... virtually half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Respects
(Continued from page 56)

Scattergood Baines. His reputation as a producer grew on the West Coast and nationally, and by 1939 he was Hollywood program director for CBS.

One of his most striking characteristics is that despite his experiences in California, the land of frenetic fanatics, he is a conservative. He speaks in the slow drawl of his Oklahoma homeland. His movements are assured, without the appearance of the man who leaped on his horse and dashed off in all directions.

He admits he is conservative, but without a doubt he has adjusted to the tempo that is advertising today. Covering the nation-wide radio activities of McCann-Erickson is no sinecure, and Mr. Johnston is no club car traveler on any trip, his home in North Hollywood is only 14 hours from New York, and many a week-end visit he makes to spend with his wife and only son, Michael, 19, who recently was discharged after two years' service in the Navy.

With over 2,000 hours flying, holding an instrument license, a commercial license and an instructor's rating, Mr. Johnston had one crack-up, which demolished a brand new light plane newly bought, shook him up, and nearly lost an important customer for CBS.

Flying over Death Valley in California, Mr. Johnston was carrying the customer to visit a mine in that territory. Suddenly a terrific downdraft hurled the plane and its occupants toward the canyon floor, and, before control could be regained, had pushed its nose into the ground. Escaping unhurt, Mr. Johnston and the friend finally proceeded on their way by mule.

Seated behind his expansive maple-hued desk on the 10th floor of 50 Rockefeller Plaza, pippomarking Mr. Johnston will confide, much along the lines of the average out-of-towner: "Well, I like to visit New York, but I wouldn't live in it if you gave it to me." He is looking forward to the day when he will be able to conduct his main folies of the West from the warmer climates of California.

On his rise to fame and fortune, Mr. Johnston smilingly points to the motto of the Sooner State which says something about Labor Omnia Victor or Labor Conquers All. Most of his club affiliations are up in the air he adds. He belongs to the American Aeronautical Assn., the Aviation Country Club of California, the Los Angeles Sheriff Air Squadron and the Earthbound Lions.

Two on October 1. The AVC is one of the most recent to form a branch and now has 14 members. It has a strong interest in radio, and is planning a program to be broadcast on the 15th of October. The AVC has plans to hold a series of meetings, one of which will be devoted to the history of radio, and another to the development of radio in the United States. The AVC also plans to hold a banquet on October 15, at which time the chairman of the AVC will be presented with a gavel. The AVC has a membership of 25, and is open to all who are interested in radio. The AVC meets on the first Thursday of each month, and is located at 120 East 42nd Street, New York City.

The AVC was established in 1939, and is the oldest radio club in the United States. It has a membership of 500, and is open to all who are interested in radio. The AVC meets on the first Thursday of each month, and is located at 120 East 42nd Street, New York City.
How about Lunch with a . . .
JOHN H. PERRY Representative?

Will you lunch with Our President?

Yesterday, Our President lunched with a top agency executive who knows our networks.

To the consternation of O.P., he is reported to have told his friend's conception of Mutual that his friend's conception of Mutual dated way back to 1927. O.P. felt that the friend's conception of Mutual (dated July 15) was different from the Mutual (dated July 35). Among other things, O.P. pointed out that...

- Mutual added 46 stations in important markets in the past year.
- Many Mutual outlets in major markets (such as Washington, Minneapolis, Jacksonville, Pittsburgh and Canton) are going to more power and will enter more homes. WJW, KOB and WNAX, now carrying Mutual programs...

- Further improvements are around the corner, in about 17 major markets.
- The increasing popularity of Mutual's more than 30 single-station market has prompted revotes of coverage ideas.
- Mutual is continuing its well tested programs to alert sponsors. Typical of these programs are Queen For A Day, Special Investigator, Twenty Questions, House of Mystery, Real Story, True Detective Mysteries, My Hobby and Nick Carter, My Mystery.
- We have many other low-cost recordable shows, such as "Married For Life," "True Confessions," "Leave It To The Girls," "Alexander's Medallion Board,"
- In the past year, 19 advertisers increased to Full Network-including a few who are considering a summer vacation, but will come back full blast!

There was much more that O.P. told his friend. For instance, he pointed out that the Network is the World's Largest Network in the Nation's Least Expensive Network-billable and important consideration in these days rising distribution costs. He emphasized that your problems are Mutual's problems because our success depends upon your success on our network.

As our President can only eat one lunch a day, he is deputizing our 25 salesmen to take some of you to luncheon and keep you from these and other statistics along with meat and potatoes. These salesmen will try to get the point over to you that in their "new model days", it is the "new model" Mutual which will give you the best for your money.

He'll give you the news on major markets, and take the check for popularity and bigger, better business results in Jacksonville thru WJHP. Soon to go 5,000 watts, WJHP is considered by its network affiliate, the Mutual Broadcasting System, as one of the growing important major markets. So—let this be on us—a special treat for YOUR business. With WJHP's daytime and night-time coverage soon to be over 350,000 people in Florida and Georgia, and with Jacksonville's trade area sales-potential, WJHP is a sure-shot station you can't afford to miss!

Represented Nationally By:
JOHN H. PERRY ASSOCIATES
John H. Perry, Jr., Vice Pres.
NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP
JACKSONVILLE, FLORIDA

BROADCASTING • Telecasting
September 16, 1946 • Page 59
Kaltenborn Is Included In Scandinavian Junket
H. V. KALTENBORN, NBC commentator, Sept. 18 leaves for a three-week tour of Norway, Sweden and Denmark arranged for newspaper aviation editors and reporters by the Scandinavian Airlines System to mark the inauguration of scheduled service between Scandinavia and the U. S. Also on the tour will be Nels Bonnesson and Tugé Palm of the NBC International Department.

Although he will be heard occasionally from abroad, other NBC commentators will carry on Mr. Kaltenborn's regular program Monday, through Friday, 5:45-8 p.m., until his return on Oct. 7. While abroad the commentator plans to interview the prime ministers and foreign ministers of the three countries and, if time permits, he will visit Berlin for interviews with the heads of American occupation forces.

Opens Agency
PAUL LYNN HELLER, former commercial manager and promotion director of WINX Washington, has opened an advertising agency under his own name in Washington covering all media but having emphasis on radio. The new firm is located in the Atlantic Bldg., 530 F St. N.W. Telephone is District 0570. Most recently advertising manager of Franc Jewelry Stores, division of Kay Associates, Mr. Heller previously had been with the Washington Post and manager of its rotegravure division and before that with the Washington Times-Herald.

Columbia Records
COLUMBIA RECORDING Corp., New York, and its dealers on Oct. 12 will return to the air the Columbia Record Shop, transcribed and recorded show, broadcast over 241 stations. Martin Block is host and Columbia stars appear on the Saturday morning program. The firm resumed its New York offering Symphony Hall, over WQXR Sept. 4. This runs from 8:15-9 p.m. week nights and from 8:05-10 p.m. Saturdays. Agency is McCann-Erickson, New York.

MAKING closed circuit talk to 155 stations on promotion of NBC Hollywood Wednesday night programs were (1 to r): Austin Peterson, Hollywood f-p; Ted Bates Inc. (Kay Kyser Show); Z. Wayne Griffin, radio manager of Berg-Allenberg, (The Great Detective); Bob Brody, Sidney N. Strotz, NBC Western Division public service director.


PHILADELPHIA'S No. 1 Station
FOR PROMOTION! CAR CARDS - 24 SHEETS NEWSPAPER ADS DIRECT MAIL
16,000 WBG
REPRESENTED: nationally by Adam J. Young, Inc. in New York by Joseph Lang, 31 W. 47th Street

WASHINGTON Favorites
WMAL and...
JUST WANTED TO REMIND YOU
IT'S TIME TO LISTEN
TO THE "CARNIVAL OF MUSIC"
ON WHDH

THANKS FOR THE REMINDER
BUT I'M ALREADY SOLD ON
FRED B. COLE.
HAVEN'T MISSED A SHOW
SINCE HE FIRST STARTED

YES, THERE'S A CARNIVAL OF SALES IN
THE CARNIVAL OF MUSIC
with FRED B. COLE

Monday through Saturday 10:00 A.M. to 12:00 Noon

When women start talking about a radio program... that's the show for your sales message! And New England women are talking about and listening to "The Carnival of Music" presented every day from 10:00 A.M. to 12:00 Noon on WHDH.

Tops with New England listeners for years Fred B. Cole continues to supply a program that delivers — entertainment for listeners — sales for you.

Get them talking about your product. Tell them when they're in the mood to listen. Join the Carnival of Sales on the "Carnival of Music."

For further details, write or see a John Blair man.

6 ST. JAMES AVE., BOSTON, MASS. • 5000 WATTS • 850 ON THE DIAL

Represented by John Blair & Company
On that typically wonderful summer California night of August 25th, two musical artists of the first magnitude appeared in Hollywood Bowl's Auditions for the 1946-47 Season of the KFI-Symphphony. These were the winners of the Fourteenth Annual "KFI-Hollywood Bowl Auditions" and the first magnitude, prove that the most seasoned artist could match the bodacious bean bag of a basso. Playing to an audience numbering well in the thousands, Magidow and Ford earned an ovation for their performance.

Mr. Dougherty has been named to the publicity and education department of WMBS "Singing Sweethearts," is under the direction of the Adirondack Symphony Orchestra. Mayor of a girl, Pamela, Mrs. Hahn is married to the mother of a girl, Pamela, Mrs. Hahn is married to the father of a girl, Pamela. Mrs. Hahn is married to the father of a girl, Pamela.

CHARLES H. UNDERWOOD, chief announcer of CBS New York, will be a faculty member at U. Washington, Seattle, as Navy public information officer and production manager of WCCO Minneapolis and in charge of the "Irene Beasley Show," sponsored by Continental Baking Co. on CBS radio. MRS. HAHN, featured on Yankee Network, has been appointed as program director of the station. Letter writer and baseball announcer, has been resigned by FRANCIS BALLENGER in favor of new position. As program director of the station, Letter writer and baseball announcer, has been resigned by FRANCIS BALLENGER in favor of new position.
new 1946
MICHELSON
porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

Brand New • Improved • Prompt
Delivery From Stock

Here's Charles Michelson's 1946 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33 1/3 r.p.m. and phonograph records...an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER,
ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8 1/2" wide.

SPEAKER: Latest design 6 1/2 inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.


GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

September 16, 1946 • Page 63
In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF. WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture.

AFRA Nominations
LOCAL NOMINEES of Los Angeles AFRA were named last week including 17 for key positions and 39 others on board of directors. Additional nominees may be named until Sept. 25, with ballots to be returned to AFRA headquarters before Oct. 1, 1947. Nominees will be elected Oct. 20.

A 5% INCREASE of net billings over similar figures for a year ago, 31,225,451 Receivers produced in June Census Bureau Figures are Lower Than CPA

WASHINGTON, NORTH CAROLINA
THE DIALS STAY TUNED TO WRRF

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A 5% INCREASE of net billings over similar figures for a year ago, 31,225,451 Receivers produced in June Census Bureau Figures are Lower Than CPA
Now! Make Your Own Duplicate Recordings

You'll find dozens of ways to multiply the usefulness of your PRESTO recording equipment when you have a 300-A Re-Recorder to go with it.

You can build a valuable reference file of duplicate recordings... make extra records for artists' personal use... duplicate, and at the same time edit recordings of special events to combine the high spots for final recording.

The 300-A costs much less than a second turntable, usually used to duplicate recordings. And it has two important advantages:

1. The rotation of the recording and playing turntables is locked together so that playing time and pitch are identical.
2. The tables may be stopped and started during the re-recording since variations in speed occur simultaneously in both turntables.

You can get prompt delivery of PRESTO 300-A through your local electronic equipment distributors.

Illustration shows the PRESTO 300-A Re-Recorder on the popular PRESTO Model K Recorder. It can also be used on the PRESTO Model Y Recorder and can be adapted for use on both PRESTO 6-N and 8-N Recording Turntables.
Are you puzzled over a suitable, tasteful, expensive-looking gift this year? Here's the answer. Beautiful, tiny, collapsible mechanical pencil...key chain...with key chain. Ultra smart...a gift as new as tomorrow. Almost jewel-like in appearance. All-metal, genuine leather covered, an unbelievable value at $1.00 each. Advertisement looks beautiful in gold on leather. Choice of colors to suit business.

Ask for Quantity Discount

If you will give gifts in quantities of 50 or more, it will pay you to investigate. We have other remembrance gifts, too.

MAIL TODAY FOR SAMPLE FLEETING GIFTS, Dept. G
55 E. 10 Street, New York 3, N. Y.
I enclose $1.00 for sample KEY-CHAIN-PENCIL. Also rush quantity discount on this and other items with advertisement.

Name
Address

NEW NOISE SUPPRESSOR demonstrated by H. H. Scott, president of Technology Instrument Co., Waltham, Mass., in studio of WEEI Boston (BROADCASTING, Aug. 12). Station will install suppressor in October when shipments begin.

NEW NOISE SUPPRESSOR

Presto Altec Lansing, Brush Daven, National, Bogen

They’re big “name” brands and you’ll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we’ve backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey.

No matter where you are located, a letter, telegram or phone call will get you prompt action
Telephone Longacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.
The GATES "5M" System

For VERSATILITY
(ENTIRELY SUITABLE FOR FM INSTALLATIONS)

For PERFORMANCE

The GATES "5M" CONTROL CONSOLE

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

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

The 5M EQUIPMENT RACKS

FOR THE MEDIUM AND LARGE SIZE STATION

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

Write for detailed specifications

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

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922
WDBJ Reorganizes

ASSIGNMENT of license of WDUK Durham, N. C., from a partnership to a corporation composed of its three equal owners, was requested in an application tendered to FCC last week. S. H. Campbell, stockholder in WSPB Sarasota, Fla., and WJHL Johnson City, Tenn., is president of newly organized firm, WDUK Inc.; W. H. Lancaster Jr., vice president and W. W. Couch Jr., secretary-treasurer. All would control 1,667 shares of common stock, or 33 1/3%. Avco rule is not involved.

FRED C. WEINGARTH, formerly with the International Broadcast Division of the State Dept., has been appointed commercial manager of KVBM San Mateo, Calif.

JACK LUCAS, former Navy instructor, has been appointed station accountant of WCCO Minneapolis. During the war, PHILO BROWN and MARY DOUGHERTY assumed added duties in supervision of that department. Mr. Brown resumes as chief of the maintenance department. KJSL Jamestown, N. D., has appointed Adam J. Young Jr. Inc. as national representative.

HORACE FITZPATRICK, commercial manager of WBSL Roanoke, Va., has been appointed business manager of the station in addition to his present duties. BILL SAUNDERS, station announcer, has been appointed traffic director. He will continue to direct the "Young Roanoke Sings" chorus and other musical shows.

PAUL H. RAYMER Co., Detroit, has moved to new quarters at 1624 Penobscot Bldg., Telephone is Cherry 9784.

WALTER HOLOHAN, member of the local United Federation of WUNR Chicago, has transferred to the ABC Central Division network sales staff. AL J. MADDEN, separated from AAF as captain, has joined CBS Hollywood as account executive.

KIRK TOSNELY, sales manager of KGO San Francisco, received third degree burns on the body, legs and left arm when an oil can exploded while he was burning trash at his San Carlos, Calif., home. He is in Mills Hospital, San Mateo, for two weeks.

WLBK Lebanon, Pa., under construction to go on the air Oct. 15, has appointed Radio Advertising Co., New York, as national sales representative. Station is owned by Lebanon Broadcasting Co., with Julian F. Skinell as manager of programs and operations. It will operate on 1270 kc with 4000 w daytime.

TOM HAMILTON, formerly with NBC Spot Sales Division, has joined ABC's eastern network sales department. Before his association with NBC, Mr. Hamilton was in the spot sales divisions of WOR and WNEW New York.

AVIATION-MINDED Charlie Compton, front (left) of the Chicago office of Radio Sales, CBS spot sales division, flew his own plane and James Shelby (far left), director of the Standard Oil Co. of Indiana radio operation with McCann-Erickson, to oil company's promoted aviation meeting in St. Paul. Greeting them were H. C. Peterson, Standard Oil's aviation representative (second from right) and Charles Banning, advertising manager for the company in Minneapolis district. Ship is a former Army AT-6 trainer.

CFC Farm Meet

FARM COMMENTATORS of the Canadian Broadcasting Corp. assembled from all parts of Canada at Toronto for their annual conference Sept. 15-17. Problems of farm broadcasts for the coming months were discussed. Attending were Fergus Mutrie, CBC farm broadcast supervisor, Toronto; A. R. Kemp, Ron Fraser and Jack McPherson, all of Toronto; Armand Berube and Lamont Tilden, Montreal; Bob Graham and Keith Morrow, Halifax; Peter B. Whittal and Bob Knowles, Winnipeg; Tom Leach, Vancouver.

Offer British Time

AIR TIME for British advertisers will be available on Radio Luxembourg, 200 kw commercial station, when that station starts sponsored programs on Sept. 29, according to London reports. Arrangements have been completed, the reports said, whereby air time credit has been established in London between Radio Luxembourg and Wireless Publicity Ltd. Government opposition to sponsored radio continues.

The people in Roanoke and WDBJ's portion of Southwest Virginia buy over one-fifth of the building supplies sold in the entire State of Virginia (Sales Management, 1945). Every new home has to be furnished from top to bottom—with radios, refrigerators, kitchen units and everything else. What do you want to sell in Southwest Virginia?

You need only one station—WDBJ—to reach most of the 148,000 radio homes here in this area. We'd be happy to send you full information—or just call Free & Peters.

FREE & PETERS, INC., National Representatives

Page 68 • September 16, 1946
Five Leave at BBC in Protest Against Red Tape and Low Pay

FIVE officials of the BBC resigned last week and a number of others threatened to leave unless red tape is removed.

Those who quit were: Christopher Salmon, assistant director of talks; Hilton Brown, a producer; Ian Cox, producer of Science Survey; and Godfrey James and David Bryson, both in charge of BBC discussions. They gave as their reasons too much interference from executive officers, lack of prospects for young men and low salaries.

A BBC spokesman said "this is not a concerted action. The officials have resigned for a number of different reasons and we have no reason to believe other producers are about to go."

The BBC blushed all colors last week over the report of one of its listener survey field workers. He asked a farmer in Llwhwr, Wales, what programs he liked. The farmer declared that he had never heard of the BBC, nor of radio. Disbelieving, the interviewer went to the farmer's wife, who confirmed that she also had never heard of the BBC.

Jonah Barrington, radio columnist for the Sunday Chronicle, recently installed a new, postwar television set with a nine-inch screen in his home. Here were his opinions of one week of listening and seeing:

"Programs are wonderful, mediocre, dreadful. At one moment we are blanching at the agonized contortions of all-in wrestlers, the next we're yawning at some dissertation about prehistoric jawbones, the next we're thrilling to some brilliant camera work in a new Priestley play."

British radio manufacturers have set Oct. 1, 1947 as the date of a 10-day radio exhibition, resuming the prewar annual public demonstration of new equipment. "No one can foretell what developments may come about in the next 12 months," one manufacturer said, "but you can count on it that the principal motif will be vision."

At the end of the summer recess, members of Parliament will ask that the radio license fee—recently raised from 10 shillings to one pound ($4)—be left at the former figure for battery-operated sets in rural areas. They will argue that listeners in districts with no electricity are unfairly penalized by the high cost of batteries.

BBC's much-postponed highbrow "Program C" hit another snag last week when Moscow Radio announced that the Russians planned to use the same wavelength—614 meters.

Under a 1933 international agreement this wavelength was allotted to Latvia, which was absorbed by Russia during the war. Now, said Moscow Radio, Soviet Latvia intends to resume use of this band and the station will be powerful enough to cover all Europe. For years BBC has been using this wavelength. With plans to start the new program on Sept. 29, the BBC said it would investigate.

... By WILLIAM PINGREY

Bowles for Governor

CHESTER BOWLES, former OPA Administrator and Economic Stabilization Director, who began public life in the agency business, will be candidate for Governor of Connecticut on the Democratic ticket, he announced Tuesday at Essex, Conn. The Democratic State Convention meets Sept. 16-17 to select a candidate. Mr. Bowles, a former partner of William B. Benton, Assistant Secretary of State for Public Affairs, in Benton & Bowles, New York, will be opposed by Lt. Gov. Wilbert Show for the Democratic nomination.

Now It's Definite

OPA has finally discovered that television receivers are radio sets. Last week OPA removed from price control "television receiving sets in combination with radio sets." Last spring OPA decontrolled television receivers "not in combination sets."

The confusion in description had been pointed out at the time the original order was issued. For the benefit of those who came in late, it is now possible to state positively that television receivers are decontrolled.

WE-UNS
SHORE
AIN'T GOT
NO
HARDSHELL
(Ky.)!

Mebbe we're sorta soft-hearted, but when you buy WAVE, we don't ask you to pay for no Hardshell (Ky.), or such-like coverage. Nosir, Stranger, we just wouldn't feel like taking your money. We don't believe a man can sell much stuff in towns like that there, so we just con-sin-trate on the Louisville Trading Area (which does more business than all the rest of Kentucky). Programming for that Area, we naturally do a better job for it, too. Aw, shucks. Why'n we quit talking? — Most of you advertisers know the story, anyway!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

September 16, 1946 • Page 69

ABC SENT camera crew to shoot Hopeful Stakes at Saratoga, N. Y., for televising on ABC's five video outlets. Sponsor is Berkray Corp., New York, (men's sports jackets). Boarding charted plane for Saratoga were (1 to r): Mrs. M. S. Berk; M. S. Berk, Berkray Corp. president; Jack Levenson, friend of the Berks; Henry Bach, president of Henry Bach Assoc., agency for Berkray; Mrs. Bach; Mrs. Carl Bristol; Carl Bristol, Berkray public relations director.
WCAP Asbury Park Is Upheld In Three-Way Renewal Dispute

AFTER another look at the entangled WTNJ-WCAM-WCAP renewal and modification of license case, FCC announced last week that the 11-month-old proposed decision on the applications of the three-time-sharing New Jersey stations still stands.

In a supplemental proposed decision released Tuesday, the Commission reiterated its proposal to (1) deny WTNJ Trenton's applications for license renewal and full-time use of the 1310 frequency now shared by all three; (2) deny without prejudice WCAP Camden's requests for renewal and authority to share time with WCAP Asbury Park only; (3) grant WCAP's application for renewal and dismiss without prejudice its request to share time with WCAP only.

The supplemental proposed decision followed further hearings last April to receive additional evidence regarding specific phases of the WTNJ and WCAP applications. This evidence, FCC concluded, "reinforces the findings and conclusions" of the proposed decision [Broadcasting, Oct. 22].

There was, however, at least one change in the supplemental decision. Referring to a contract by which WCAP allegedly allots 25% of its full-time use and control of the station and that no further effect be given to the agreements "here declared to be illegal." In the supplemental proposed decision the without-prejudice clause is the same except that it refers to the contract as "here declared to be contrary to the public interest."

The three stations' renewal applications were designated in 1940 for hearing because the licensees failed to agree on a division of time. Applications for modifications of license were later consolidated with the renewal applications. WCAP and WCAP asked permission to divide WTNJ's time between them, and WTNJ asked for full-time use of 1310 kc and assignment of 1260 kc to WCAP. Hearings were held in October and November 1941 and further hearings in January and February 1943.

April Hearing

Last April's further hearing on WTNJ's application related to a trust agreement presented to clarify apparent conflict regarding the extent of interest of Franklin J. Wolff, WTNJ general manager and one-third owner, in Monument Pottery Co. In its first proposed decision FCC said the record showed Mr. Wolff, entrusted with management of the station, "has engaged in conduct which demonstrates his inability satisfactorily to administer a license" and that the licensee "lacks the necessary qualifications" to discharge its obligations. The supplemental proposed decision left the earlier conclusions "unaltered."

The April hearing regarding WCAP related to Mack Radio Sales' request to show that changes in WCAP supervisory personnel since 1941, when the record in the case was closed, had made conclusions expressed in FCC's proposed decision untenable. Mack Radio, which under a 1938 contract may buy all WCAP commercial time, argued that on several occasions had refused programs offered.

The supplemental proposed decision noted, however, that Mack Radio sometimes appealed to higher city officials to secure reversals of station officials' rulings. Although the City of Camden starting in 1944 "made determined efforts to inaugurate a new regime" regarding its control over the station, FCC said, "its efforts were systematically frustrated by (Mack Radio's) determination to relinquish none of its prerogatives under the 1938 agreement."

When the City attempted to enter into a new contract after the first proposed decision was issued, the Commission said, negotiations finally broke down "and no commitment from Mack Radio Sales on any point was obtained."

The decision also pointed out that Aaron Heine, owner of Mack Radio, testified that the company initiated contempt proceedings against WCAM to vindicate Mack Radio's immunity from the station's discretionary rejections of proposed programs. Referring to FCC, Mack Radio officials "frankly indicated that they have no knowledge of or interest in WCAM's program structure."

JOHN DALY, CBS newscaster who on Sept. 13 completed two years of reporting on the network's 11 p.m. news period, Sept. 14 left by plane for a European tour that will take him to England, France and Germany. Mr. Daly's trip will be a combination business and pleasure tour during which he will gather material for future broadcasts. He will return Oct. 16 on the Queen Elizabeth's maiden voyage as a passenger. He will broadcast from shipboard enroute to the U. S.

DINTY DENNIS, sportscaster of WQAM Miami, Fla., has been appointed by Basil O'Connor to the National Founda-
cion for Infanticide Prevention as a member of the local Dade County chapter. Mr. Dennis replaced the former for his radio promotion of polio projects.

BILL HUGHES, former news announcer at CKWX Vancouver, has joined CKNW New Westminster, B. C., as special newscaster.

ROBERT TRUERE, former sports announ-
cer for WSGE Spartanburg, S. C., is now head of the station's new department. He is succeeded on sports staff by WAYNE POUCHER.

A. B. CHRISTENSEN has been made an accredited correspondent at the Food and Agricultural Organization Confer-
ence in Copenhagen, Denmark, and will report exclusively for WNAX Yankton, S. D. His reports will be shortwave d direct to WRC for rebroadcast on "Farm Forum" program. Other material will be handled by cable.

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Laube, Without Honor in U. S.,
Takes His Smellovision Home

By EDWIN H. JAMES

SOMETIME in Switzerland last
week sensitive Swiss noses may
have noticed unhappily an intru-
sion of synthetic and not wholly
pleasant smells in the otherwise
sweet-scented air for which the
country of meadowed mountains
is famous.

Hans Laube, an engineer who
claimed to have invented a device
to transmit (and unfortunately re-
cieve) smells by television, had re-
turned to Switzerland after an ap-
parently fruitless effort to intro-
duce his discovery to America. He
took his machines with him, to
the inevitable besmirchment of
Swiss edelweiss and dewy grass-
land.

It was presumed that Mr. Laube
hoped to engender in his homeland
a more abundant interest for his
invention than that which he man-
gaged to arouse during several
years of aggressive, if somewhat
aimless, demonstrations in the
United States. Last week Broad-
casting could find no television ex-
pert who had observed Mr. Laube’s
machine at work.

III Advised?

It seemed that Mr. Laube had
been ill-advised about his selection
of audiences to view his invention.
As an official of the large New
York laboratories in which Mr.
Laube rented space put it: “He
kept giving demonstrations of the
thing, but I don’t think anybody
who had anything to do with tele-
vision saw them. I guess mostly
he showed it to characters from
the press.”

One of the representatives, if not
characters, of the press who sat
through a Smellovision demonstra-
tion was a Broadcasting corre-
spondent.

Mr. Laube’s demonstration de-
vice consisted of a 16 mm motion
picture projector focused on a
screen in a large cabinet which
was, as Mr. Laube described it, a “re-
ceiver.” The system seemed to be a
laboratory modification of the kind
used to project smells, an unneces-
sary superimposition, with motion
pictures at the New York World’s
Fair. But Mr. Laube insisted that
it was adaptable to television. “The
electronics do it,” he kept saying
with more enthusiasm than explana-
tion.

“Now,” said Mr. Laube, “we have
the smells.”

The inventor’s motion pictures
first showed a rose, clutched pas-
tionately to the attractive nose of
a photogenic girl model. At once
the smell of roses came out of the
machine, abruptly disappearing
when the next picture sequence
changed to one of the same model
atomizing herself with perfume.
In synchronization, the odor of a
perfume, whose brand was unde-
tectable, emerged.

“Is not beautiful?” Mr. Laube
asked, breathing hard.

Comment from our correspondent
seemed superfluous.

“But wait,” said Mr. Laube, re-
straining our man, “there is more.”

In truth, there was; pictures of
lumber mills and the smell of fresh-
ly cut wood, pictures of a meat
market and the smell of sausages,
pictures of lilies and the smell of
them, and many more. By that time
groggy, the correspondent rushed
for air when pictures of a circus
appeared upon the screen to the
unavoidable accompaniment of typi-
cal menagerie smells.

The reaction of Broadcasting’s
man apparently was not exclusive.
Last week, the laboratory official
said: “I guess Laube got discour-
aged. Anyway he packed up and
went home, and he took his junk
with him.”

The traditionally hospitable
Swiss would probably welcome him
with open arms, if not with open
noses.

NAB on ESCC

Broadcasting industry will be
represented in the newly orga-
nized National Commission for
Educational, Scientific & Cultural
Cooperation by Justin Miller, NAB
president. NAB is one of 50 na-
tional organizations invited by
William Benton, Assistant Secre-
tary of State, to participate in the
group which will advise the depart-
ment on matters relating to educa-
tion, science and culture.

Amphibious Pig

When Vice Admiral W.
H. P. Blandy suddenly re-
vealed Bikini Pig 311 to be
a lady and chivalrously de-
defended the truth of her swim-
ing escape from the Able
Test explosion, he only con-
firmed the experience of
WOW Omaha, which made
exhaustive tests on its own
pig and a special broadcast
of the event. Launched from
a life raft which served as
observation and communica-
tions ship, the WOW pig not
only could swim all day, but
liked it so well he refused to
come out of the water Har-
old Storm Jr., 14-year-old
son of the station’s publicity
director, finally retrieved the
aquatic porker after a 100-
yard free-style race. The pig
scratched itself with its
hooves on first being
launched, but soon swam
harmlessly, disproving the
farmers’ old contention that
any pig will fatally lacerate
itself in the water. Mal Han-
sen, WOW farm director,
was in charge of the broad-
cast.
IN THE BROADCASTING STATIONS throughout the nation, when a live program is recorded for broadcast—when an off-the-air program is recorded for rebroadcast—when recordings are made for clients or for rehearsal and audition purposes—when recordings are made for reference files—in fact when any recording work is done, Audiodiscs are used three to one.

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

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

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

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.
**PHILADELPHIA** to campaign against the rise of delinquency. Titled "Behind Prison Walls," program runs for 13 weeks. Each show presents dramatic interview depicting life in penal institutions, along with authentic highlights on crime and its prevention.

**Back in Playhouse**

CONTINENTAL Orchestra of KDYL-Salt Lake City has resumed its Sunday night appearances on KSL. Each show presents a transcribed program on current events at scene of incidents.

**New Program Firm**

FORMATION of Public Service Transcriptions Inc., designed to provide individual stations with transcribed programs on current public topics, has been announced by Selden Menefee, executive director. Offices are at 1707 H St., N.W., Washington 6, D.C., telephone, Executive 1635.

Mr. Menefee has just completed 18 months as a coordinator and writer of Our Foreign Policy program of the NBC University of the Air. He is also author of the book, Assignment: USA.

Mr. Menefee stated that the scripted programs will be tailored for stations which have neither time nor talent to devote to good public service shows.

In the process of cutting for release soon are: (1) Uncle Sam Speaks, round-table discussions of government policy with federal policy makers and members of Congress. National Housing Administrator Wilson Wyatt is on the first transcription; (2) Issues of the Week, built around controversial questions with discussions by representative figures. (3) Science and You, offering current scientific developments in laymen's terms, produced in cooperation with the National Bureau of Standards. Dr. E. V. Condon, director of the Bureau, is on the first program devoting itself to atomic energy.

In addition to the above, offered on 13-week basis, the service will do special one-shot programs on current events at scene of incidents.

**Relaxes Procedure**

NEW "convenience" procedure for obtaining authority to operate aircraft radio telephone equipment was released by FCC last week. Simplified procedure eliminates necessity of a written examination. Applicants may now obtain operating authorizations from Commission field representatives or designated agents by personal appearance requests.

**MENEEFEE ORGANIZES NEW PROGRAM FIRM**

WHYN Honored

WHYN Holyoke, Mass., has been presented a certificate of honor by the American Legion Auxiliary in recognition of its community service and aid to the organization.

**Pickup Comparison**

NEW YORK video sports fans had a chance last week to compare the baseball telecasting techniques of the remote crews at WCBW (CBS) and WNBT (NBC) when both stations picked up the crucial series of the Brooklyn Dodgers and the St. Louis Cardinals in the National League pennant race. WCBW carried the full three-game schedule, Thursday, Friday and Saturday. WNBT broadcast only two of the games. Thursday and Saturday, but the station also carried the Wednesday Dodgers game with the Cincinnati Reds and their Sunday contest with the third-place Chicago Cubs. Bob Stanley handled the microphone for WNBT, Bob Edge for WCBW.

**Juvenile Block**

UTILIZING BLOCK programming, WJOC, Lethbridge, Alta., has set aside the hour 5-6 p.m. for juvenile entertainment, airing "Superman," "Men in Scarlett," "Terry and the Pirates" and "Lightnin' Jim" for the fall and winter season.
Government Radio Harasses Patient

Hospitalized American Gets Overdose Of BBC

By SAM BOAL

N.Y. POST LONDON CORRESPONDENT

Reprinted by special permission of the New York Post.

DO YOU remember the story of a British sailor, wounded at Trafalgar, who, informed that his leg would have to be amputated, submitted to the operation. When it was over, the grave doctors told him his other leg would have to be amputated also.

"You should have told me that before, gentlemen," the sailor said quietly, whereupon he untied his tourniquet and bled to death.

I feel a bit that way. When the grave doctors told me that, because of a burst hip, I would have to stay in bed 10 weeks or so, they didn't tell me about the BBC.

Forced to Listen

"Gentlemen, you should have told me about the BBC before I was forced, by reason of being in bed, to listen to the radio hour after hour."

I, therefore, want to warn any Americans who, crazed by singing commercials and the general idiocy of the American radio in the afternoon, that before they rush into state control of radio, maybe they had better listen to a state radio for a while.

In the years I've lived in Britain, I have yet to hear an Englishman defend the BBC. He always complains about it, but in the same hopeless way in which he complains of his weather.

Englishmen aren't morons, yet their radio comedians are. Englishmen can tell time, yet their program managers can't, so that programs begin and end with wild whimsicality. Englishmen aren't mechanists, yet the BBC is always going off the air or fading spookily, and always for reasons, which the announcer says, of "mechanical difficulty."

The Zoo Gnu Chats

It is hard to explain the low idiocy of the comedians. It is hard to explain why, for instance, belching noises are still regarded as funny on the BBC, or why comedians still crack jokes about dogs and telephone poles.

Though the BBC does provide some serious music than the average American station, it also provides an incomprehensible amount of what used to be called "dinner music" as an antidote.

If I ever am forced to listen to "Roses of Picardy" on an organ again, I shall quietly untie my tourniquet. There is one program called "The Zoo Is Talking To You." It consists of a series of piercing animal cries which are played to you with the dare that you can't identify them. I promptly identified all cries as those of either the aardvark or the gnu. However, because the announcer got his recording mixed up, I was said to be wrong, and I lost interest in following the series.

News Isn't Newsy

Even the news, of which the BBC has always been so proudly loud, is open to criticism. The announcer always says, "Here is the news," which, if words mean anything, means, "Here is all the news."

But all of the news is not given and not very often is all of the news on a given subject given. All through the Palestine issue, the official government news invariably referred to the Jewish immigrants as "the illegal immigrants," a small matter, perhaps, but causing that word "illegal" again and again at the radio audience must have had an effect.

No one denies that from the standpoint of the British government the immigrants were "illegal," but from where some of the immigrants stood, the British were the "illegal" ones, a point of view which might have been aired if there were more than one broadcaster available to the English listener.

This is not to say that the American system is the answer. It is to say that government monopoly of radio is not the answer either—whether it is the iron monopoly of broadcasting in Russia, or the benevolent type here in England.

FLORENCE WALLACE RESIGNS TO MARRY

FLORENCE WALLACE, general manager of KXA Seattle for 10 years, has resigned to be married to Walter C. Baker of Bozeman, Mont. Rodney McArde, head of KXA's commercial department, which succeeded hers, it was announced by W. I. Dumm, president of KXA and Universal Broadcasting Co., San Francisco.

Miss Wallace Miss Wallace began her radio career in 1926 when she joined KJR Seattle. Later she was with KPCB, now KIRO Seattle. In 1931 she became office manager and continuity head of KXA.

Mr. McArde, a veteran of Northwest radio circles, has been with KXA since Nov. 1926, when he was with the San Francisco and Hollywood offices of NBC prior to his enlistment in the Army in 1941. He served in the CBI theatre and was also connected with the Coast Guard and the Red Cross. Since the war he has been with Montana State College at Bozeman in charge of general maintenance of the college.

Bond Drive

CANADIAN GOVERNMENT, Department of Finance, Ottawa (Canada savings bond campaign), Sept. 30 starts one month campaign on 109 Canadian stations. Campaign will consist of 40 one-minute transcribed dramas, 20 five-minute transcribed dramas, and 25 15-second flashes, stressing personal advantages of regular and systematic saving and other Canada savings bond features. Station help material also is being distributed by the Bank of Canada, government central bank, for the campaign. Five agencies are handling the campaign: Corfield, Brown & Co., MacLaren Adv., McConnell, Eastman & Co., R. C. Smith & Son, all of Toronto, and Canadian Adv., Montreal.

Guy O. Carrier

GUY O. CARRIER, 29, staff musician at WFEA Manchester, N. H., died Sept. 6 following a long illness.
Hiroshima

(Continued from page 48)

The New Yorker, which often has professed a queasy distaste for radio programming, was willing to cooperate when Mr. Saudek assured Bill Shaw, its managing editor, that he thought the production "ought to be done straight." The magazine released the story to ABC at no cost although it had been charging fees for republication rights.

To fit the story into four half-four readings, Mr. Saudek committed himself to a touchy editing job; over Labor Day weekend he deleted 9,000 words from the original story, so masterfully that Mr. Hersey himself approved the result.

Mr. Hersey's approval was well deserved. His adult story had been given an adult's voice. The eager critics would have to look elsewhere on their dials to find a target.

HERSEY

VIDEO PREMIUM

Bob-O To Test Medium

FIRST known attempt to check the responsiveness of the television audience to premium offers, a field in which radio has long held first place, will be made Sept. 19 at 8 p.m. on WABD New York, when B. T. Babbitt Inc. offers a "bond of love" costume pin in exchange for the label from a can of Bob-O cleaner and 25 cents.

Offer will be made on the ABC Ladies Be Seated, video version of the network show, utilizing special techniques developed by Walter Ware, television director of Duane Jones Co., agency for the company. Response of the video audience will be carefully checked against results of the same offer on the same sponsor's daytime serials, David Harum and Love LaVeton, both NBC.

"The use of television should be ideal for merchandising goods through premium offers," Robert Brenner, advertising director of B. T. Babbitt, said. "Our efforts at this time, however, are strictly experimental."

RESUMES ON CBS

EIGHTH anniversary of KXOK St. Louis will be marked Sept. 19 by special evening program presenting a narration of the chronological history of the ABC outlet. Of original staff, 11 are still with station. . . . Another station milestone is marked this month by WNLC New London, Conn. Sept. 13, 1936, WNLC began as daytime independent outlet. By 1939 full-time operation had been started and station was affiliate of Mutual and Yankee.

Keystone Broadcasting System last week announced that effective Sept. 23 the transcribed Lum and Abner program would enter its sixth consecutive year under sponsorship of Miles Labs, for Alka-Seltzer and other Miles products. Miles' 52-week renewal was handled by Wade Adv., Chicago. . . . The Empire State Town Meeting of WGY Schenectady, N.Y., Sept. 22 celebrates its 300th broadcast, Sun. 1:30-2 p.m. Program is a project in education by radio, conducted since 1938 at Union College.

Neville Returns

JOSEPH M. NEVILLE, after three years in AAF and 20 months overseas, has rejoined WLW Cincinnati as editor of station's merchandising paper, "Buy Way."

NEW FM STATION in Cincinnati, operated by Cincinnati Times-Star Co., will be on the air in this plant before Jan. 1, according to Hubert Taft Jr., WKRC managing director. New Outlet, with call WCTS, is located at Mt. Auburn, Cincinnati, and will operate on 96.9 mc with 15 kw power.
OSCAR KATZ, assistant research director, and PHILIP EISSERT, research psychologist, CBS research departinent, are authors of "Teaching by Telling a Good Story" in September issue of the Journal of Association for Education by Radio.

MAVIS TAYLOR OVERSTREET has been appointed publicity director of WJSB Boonoke, Va.

NANCY KULP, during the war an officer in the WAVES, has been added to the press relations and public service staff of WJBS Miami, Fla. Before the war Miss Kulp was with Miami Beach Sun-STAR and Kimberly-Clark Adv., Neenah, Wis.

KWKW Theme
KWKW Pasadena, Calif., has released mailing piece introducing new promotion gimmick known as "Kilowatt Kole." All future promotion of station will carry figure of frisky young horse. Current piece is general in copy but pointing out station's ability to pull in sports, by presenting balanced program fare of this type.

Key Chain and Holder
A KEY CHAIN attached to a round plastic holder on which a Jello display in five different colors is printed, has been sent out by Young & Rubicam, New York, to radio editors. The plastic holder also bears a reminder that "The Baby Snooks Show" is heard Fri., 8-9 p.m., CBS, sponsored by General Foods Sales Co.

FM Demonstrations
DEMONSTRATIONS of two-way FM connections, two-way aircraft radio and ultra high-frequency waves will be included in exhibit which General Electric will present at 53d Annual Conference of International Chiefs of Police in Mexico City Sept. 28-27.

WSKB Rate Card
RATE CARD No. 7 of WSKB McComb, Miss., mailed last week, contains coverage map and data in addition to full week's program schedule and program information. Card is accompanied by folder giving details of radio homes in station's area as reported by Broadcast Measurement Bureau in cooperation with U. S. Census Bureau.

WSJS Promotion
RESEMBLING miniature issue of Winston-Salem (N.C.) Journal, promotion piece mailed by WSJS that city highlights growth and progress of area. Done in offset layout style, piece also boosts affiliated operations, the Journal and the Twin City Sentinel. Journal is morning paper, the Sentinel is evening paper.

WMT Brochure
DESCRIPTING activities and results of station's 53d National Clean Flowing Contest, brochure titled "Traffic Jam in the Corn Fields" has been larded by the farm department of WMT Cedar Rapids, Iowa. Contest was staged to help curb crop destruction by European corn borer.

Religious Programs
DESCRIPTING its public service contributions in field of religion, KZL Denver has prepared two color brochures. Folder describes station's rotation of weekly Sunday service among all denominations. In addition religious programs led to station by CBS are reviewed.

KMPC Pamphlets
HISTORY of operations from 500 to 50,000 w has been prepared by KMPC Hollywood and is being distributed to visitors of Los Angeles Industrial Exposition. Pamphlet also summarizes some of station's top programs. Distribution is being made to advertising agencies in addition.

Market Information
FACTS on market and coverage of KODY North Platte, Neb., are presented in a mimeographed brochure issued by the station, owned and operated by WOW Omaha. Reprint of an advertisement from July 29 BROADCASTING is included.

KSD in Photo
KSD St. Louis received national promotion through photo of Luke Sewell upon his resignation as manager of the St. Louis Browns baseball team. AP Wire photo was finally caught Mr. Sewell preparing for interview on KSD. Resulting picture contained KSD microphone.

CCKK Jalopy
TO PLUG the return of the transcribed show "Superman" for Kellogg Co. of Canada, CCKK Regina, Sask., entered a suitably painted jalopy in the Regina Lions Club Model T automobile races on Labor Day, and had two 14 year old boys take part in the Lions Club costume parade.

NBC Brochure
BROCHURES concerning NBC's broadcast services to "Young America" has been prepared by the network. Titled "To an Alert Young America," folder highlights "The National Farm and Home Hour." Named in Race
SEVENTH race held daily at Three-County Fair in Northampton, Mass., during first week in September was named after WHYN Holyoke, Mass. Race program forms contained recognition.

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Libebuy
Rinso
Tintex
Wild Root Cream Oil
Wurfliter
Krease
Sunshine Biscuit
Plilsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

STATION WJBK
Carries more national advertising ... does a larger dollar volume ... than any other 250 watt station in this area.

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Libebuy
Rinso
Tintex
Wild Root Cream Oil
Wurfliter
Krease
Sunshine Biscuit
Plilsbury Flour
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Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

Page 76 • September 16, 1946
CORNERSTONE
of your new FM
transmitter circuit

GENERAL ELECTRIC'S TYPE
GL-5D24—modern, compact, efficient
—is the basic power tube for new FM
transmitters you are designing and
building. Output is sufficiently large
for the tube to handle the final stage
of low-power transmitters, while
serving as a driver in higher-power
circuits.

AMPLIFIER, OSCILLATOR, OR
CLASS B MODULATOR—all three
jobs are part of the GL-5D24's per-
formance. The tube's suitability for
FM use is emphasized by the high
frequency characteristic, ranging up
to 85 mc at max ratings and well
beyond that figure at somewhat lower
ratings.

SHORT INTERNAL LEADS bring
lead inductance down to a point
where neutralization usually is not
required—or if it is, the circuit easily
can be neutralized by tuning out the
screen lead inductance.

EXTREMELY LOW DRIVING
POWER gives economy of operation
that appeals to transmitter users.
Strong, well-braced design and con-
struction mean longer life in hard
service. Among important special
features is the zirconium-coated plate,
which both radiates heat well, and
helps to maintain a high degree of
vacuum by serving as a "getter".

SEE YOUR NEAREST G-E OFFICE
for price and other information about
this up-to-the-minute, cost-saving h-f
power tube. Or write to Electronics
Department, General Electric Com-
pany, Schenectady 5, N. Y.

TYPE GL-5D24
POWER TETRODE

ELECTRICAL CHARACTERISTICS

<table>
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<tr>
<th>Characteristic</th>
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<tr>
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MAX CLASS C RATINGS (CCS)

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<tr>
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<td>200 w</td>
</tr>
<tr>
<td>Screen voltage</td>
<td>600 v</td>
</tr>
</tbody>
</table>
The Winning Time
is the Time You Buy on WINR

BINGHAMTON, N. Y.
N. B. C. in the Triple Cities
HEADLEY-REED
National Representatives

First Class Operators Bout, Round 3, Draws New Blood, Wins No Decision

EDITOR, Broadcasting:

I am surprised that you should have seen fit to publish in the September 9th issue the insulting, intemperate diatribe of one who signed himself "Hugh Guidi," present address and affiliation not stated. Someone must have been asleep at the editorial switch, or perhaps the office boy is running the publication while everyone was on vacation. To say the least it was not in good taste, contributed nothing to the merits of the controversy, and added not one cubit to the stature (sic) of your publication.

Over the course of too many years the writer has done engineering work for well over 150 broadcasting stations from one end of the country to the other, North, East, South, and West. I have worked with the managers and technicians of these stations from periods of one day to two months and I wish to assure your correspondent that the conditions he complains of are not peculiar to the South, neither are they as widespread as he seems to believe.

'Blanket Indictment'
The trouble with the gentleman's blanket indictment of "most southern stations" is that it suffers from the basic fault of all blanket indictments. It simply isn't true. To ascribe to one section of the country or to one segment of the population differentiated by race or creed all the sins in the catechism, while it may be the fashion of the day, is a sure indication of mental immaturity. Neither the station owner who chisels on his engineering department or the soap box radical station employee is indigenous to any particular part of the country. People are pretty much the same all over and in all businesses.

Recalling a gone but not forgotten commercial of a few years back, "what Mr. Guidi needs is a good dose of Carters Little Liver Pils."

A. S. Clarke
4236 45th St., N. W.
Washington 16, D. C.

Editor's Note: Mr. Clarke is alarmed that Mr. Guidi's "present address and affiliation" were not stated in his letter. Mr. Guidi, who was expressing a personal opinion (not that of his employer's), is on the staff of WINX Washington. He resides at 4219 Four Mile Run Drive, Arlington, Va. Mr. Clarke, who did not note his affiliation in his letter either, is identified with the Clarke Instrument Corp., Silver Spring, Md.

COMPLETE except for such details as roof, windows, floor and wiring are new studios of KELO Sioux Falls, S. D., here surveyed by Sam Fantle Jr., station's promotion director. All of the "details" are expected to be completed by December. KELO Sept. 20 begins operation independently of KSOO and will carry NBC day and night schedule.

Cosman Back at WPAT
After Naval Service
JAMES V. COSMAN, after a four-year leave of absence, during which he served with the Navy as a lieutenant commander, has resumed his duties as president of WPAT Paterson, N. J.

Entering radio in 1916 when he became a ham operator, Mr. Cosman has been associated with the radio manufacturing industry since 1928 and founded WPAT in 1941.

Mr. Cosman will devote particular attention to the phases connected with furthering WPAT's plans for expansion under full-time, for which it has an application with the FCC, its proposed FM station and experimental television station.

BROADCASTING • Telecasting

RADIO PLANNED
To Mark 'Employ Physically Handicapped' Week

EXTENSIVE USE of radio is contemplated for the Oct. 6-12 observance of national Employ the Physically Handicapped Week.

Joseph L. Brechner, radio director of the Veterans Administration, said network coverage will be coordinated by the VA, and that local broadcasters plan to cooperate.

A governmental inter-agency committee to make plans for Employ the Physically Handicapped Week has been appointed by the Commerce and Labor departments, Federal Security Agency, Civil Service Commission, and VA. Cooperating service organizations include Disabled American Veterans and American Federation for the Physically Handicapped.

A transcription of part of a weekly feature of WCOL Columbus, Ohio, in which a blinded veteran was interviewed as he left for Norristown, Pa. to train with his VA-provided seeing-eye dog, was cited as typical of ways radio may contribute to the observance of the week.

The WCOL feature, heard Fridays at 10:15 p. m., is conducted by Dean Chatlain, WCOL veterans adviser, who amputated his own leg with a pocketknife when his foot was crushed in a tank battle in North Africa.

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.
Page 78 • September 16, 1946
Simplicity of Principle and Design
Mark RCA's New 'Pylon' FM Antenna

SIMPPLICITY of principle and design feature the new cylindrical FM antenna which RCA has named the Pylon [Broadcasting, Sept. 9]. Developed and placed in production by the RCA Engineering Products Dept., headed by W. W. Watts, vice president, the antenna is said to provide higher gain height for height than any previous antenna.

The Pylon is a single-element mechanically-rigid self-supporting structure. It requires no additional means of support or mounting, and has no arms, loops or circular elements. Thus erection is simple, since Pylon need only be bolted to building, tower or other base.

To increase gain for an FM station, additional sections of Pylon can be stacked atop each other by simply bolting together the end flanges of the pipe-like antenna. With radiation compressed in the vertical plane, power increase is claimed. By stacking four sections a power gain of six results. The same type of antenna is said to be good for any power FM stations are likely to use and it can cover the whole frequency band without tuning or adjustment either on the ground or in the air.

Functional Aspects
Functional elements mark the design. The cylinder is 13 feet high and 19 inches in diameter, with a narrow slot cut from top to bottom. The cylindrical structure itself is the radiator. Feed line runs up the inside of the cylinder along the slot. Cylinder is rolled from a single sheet of metal and weighs about 350 pounds. It is capped on each end with a cast base (flange) which provides mechanical strength and a means of connection.

Only one r-f feed point per section is required. When two sections are used, they may be joined on the ground, the interconnecting feed line mounted in place and the whole assembly raised together, with only one transmission "in the air." For a four-section radiator, only two connections are required.

Maintenance problems are declared negligible because simple feed-line arrangement, small number of end seals and enclosure of feed lines. Provision is made to mount a standard 300 mm code beacon on the plate covering the top section. The Pylon was designed to provide the FM station with complete antenna requirements, including transmission lines, fittings, mounting flanges and all hardware.

Miss Davis Named
VAN DAVIS, with Ellington & Co., for 10 years, has been elected a vice president of the agency. She will continue to be in charge of the agency's group specializing in advertising and promotion of products in the fashion, beauty and home decoration fields.

COLLEGE NETWORK NAMES 9 TO BOARD
THE INTERCOLLEGIATE
Broadcasting System last week announced the election of nine members of its board of directors. They are: Judith C. Waller, head of the Public Service Department of NBC's Central Division and co-director of the NBC-Northern Summer Radio Institute; Dr. R. R. Lowdermilk, acting director of the Educational Radio Service of the U. S. Office of Education; Morris S. Novik, public consultant and former director of WNYC; Robert B. Hudson, CBS director of education; Roger Clipp, manager of WFIL Philadelphia; Guy della Cioppa, assistant to the president of CBS; George Abraham, executive chairman of IBS; David W. Borst, technical manager of IBS; and David Linton, IBS program manager. Three board positions are still to be filled.

First items on this year's agenda are extension of the Middle Atlantic regional network of campus stations, addition of more stations throughout the country, and greater volume of exchange programs between members.

CHWK Renovates
CHWK Chilliwack, B. C., is moving to a new business building in the city, and is installing a new 250-w RCA transmitter and vertical radiator. There will be two main studios, private offices, record library, news room and client rooms in the new quarters. New control room equipment also is being installed. Station will mark 20 years on the air in 1947.

WINNING "DREAM TRANSMITTER" design in Taylor Tubes, Inc. Contest earned $2500 first prize for KFEL's Chief Engineer TOM AETHERSTONE, who took time out for this diversion while completing engineering plans for pending application to increase KFEL power to 50,000 watts.

My wife was tuned to WFDF Flint—I merely suggested a different program.
Give the SMALL SPONSOR

**Big shows** can pull the local sponsor with the limited budget out of the "little man" class. And with Capitol's new Transcription Service, YOU can build BIG shows!

**Hit tunes,** big names, sparkling programming aids . . . all the "class" and sales punch of live-talent network shows. That's your *new approach* to the local sponsor. With Capitol Transcriptions, you offer him Hollywood's greatest entertainment! You give him *more* for his money!

**And that's not all.** Every Capitol Transcription show glitters with its own specially-arranged opening and closing musical themes. Many shows bring spoken remarks by the featured artists themselves . . . and are enriched by brilliant musical interludes to background your commercials.

*MORE THAN 2000 SELECTIONS*

To the basic library of 2000 selections, Capitol guarantees to add a minimum of 50 additional numbers each month. (Bonus! . . . production plans indicate not 50 but 70 monthly releases!)

*A COMPLETE FORMAT SERVICE*

As a time-saver to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for more than 400 different shows come to you each month.

---

*Every Capitol Star Is*
Hear all the features that make the Capitol service excitingly different! Capitol will be glad to send you a demonstration transcription on request.
KECA Show

(Continued from page 46)

KPO Helps Blood Bank

WHEN blood donors dropped to

a point that the Irwin Memorial Blood Bank, San Francisco,

had to turn down requests for blood from hospitals, NBC owned and op-

erated station KPO ran a series of 50 announcements. After an in-

terval donations again decreased and, on less than 24 hours notice,

David Drummond, KPO writer-producer, put on a half-hour dramatic

show which raised number of don-

ors from 40 to 80 in one day. Sta-

tion employees are donating on a reg-

ular schedule.

Falsetto Noted

SOME say it takes pull and

others say push, but CBS Hollywood sound man Dave

Light made the grade with a

falsetto childish voice. For five years now, Hollywood

network personnel have laughed at it. Network listen-
ers heard it recently for the first time on Sweeney &

March, Known as Merrie O'Brien, Light's voice was

signed following a recent aud-

ition and now holds permanent

spot on program.

John Birge, former account exec-

utive of Columbia Records, where he handled the Canada Dry

ginger ale account, has been appointed director of advertising of Columbia Re-

cord Corporation, Bridgeport, Conn. JAMES R. FLORA, who has been with Colum-

bia Recording since Feb. 1942, is as-

signed to the newly-created position of manager of sales promotion. Previous to

his association with Mathe, Mr. Birge was advertising manager of the Warren Telephone Co., Ashland, Mass.

M-G-M RECORD Division of Metro-

Goldwyn-Mayer, New York, has ap-

pointed Zenith Phonograph and Radio Products as distributor for its phono-

graph records in the New York area.

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THE NEW ENGLAND SCHOOL of Ra-

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trades. Oct. 15 a series will be released under title "This Is Your Registered Jeweler, American Gem Society.

VET PRODUCTIONS, Philadelphia, has released series of transcribed quarter-

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ers.

Jack Carlton has joined Southern California as West Coast contact man with headquarters in Hollywood.

Herb Lutz has resigned from ABC to join Capot Transcrip-

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Radar Productions, Tacoma, Washington, has announced that the KECA Show program is to be heard, assures an impressive

terest to all stations.

KOMA

Oklahoma City

Participating

New York Office

475 Fifth Ave.

Hotel Pickwick, Kansas City 6, Mo.

Baltimore's Listening Habit

KOMA

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the manner in which milline rates serve as a guide to newspaper values and cost per page per thousand circulation, magazines, and newspapers. Both milline rates and magazine costs per page per thousand vary widely. A Vogue or New Yorker can command a higher rate per page per thousand than a more widely read mass medium by virtue of the selectivity of its readers. The same might apply to radio stations.

Just as small town, low circulation newspapers have higher milline rates than big city, large circulation newspapers, so small city, low power stations may have a higher cost per thousand BMB than big city, high power outlets; and a cost per thousand BMB comparison between stations in the same city similar wide yet justifiable differences may exist as between stations with above average cost per thousand BMB. This is not to suggest that rates should be standardized on a cost per thousand BMB basis. Other factors, such as the nature of the market, programming, competitive media and the like, may warrant the use of stations in a market like power serving a predominant rural area. And in comparing stations in the same city with similar wide yet justifiable differences may exist as between stations with above average cost per thousand BMB.

The geographical extent of a station's audience can be compared with the geographical boundaries of its potential audience by comparing a station's BMB audience map with its engineering survey map. Assuming a half mile live contour as representing a station's potential listening area, a comparison of this contour with the station's BMB audience area will indicate how many of the counties in its listenable area are in its audience area. This is a geographic measurement. As between two stations with virtually the same contours, one may have more BMB audience counties, yet the other may have a larger total audience because it has far more listeners in those fewer counties in which it is listened to.

How to Reach a Market

An advertiser interested in several markets may question whether the station he is using for one market suffices for another, or whether he needs a local station in the second market. Reference to the Area Report will disclose the size of the distant station's audience in the local market as well as that of the local station. If the distant station required perhaps for a large metropolitan area, has an adequate audience in the local market, a local station may be called for—unless, of course, the advertiser wants to support an important local dealer or take advantage of the local station's unusual merchandising setup or for some other reason not connected with its audience.

If on the other hand the findings prove that a local station is needed in a market, BMB will show which of the local stations has the largest audience, both total and in the market. It might be that the station with the largest audience in the market likewise has the greatest excess audience outside the market, which might or might not be usable to the advertiser. Audience outside the market, excess audience outside the market and station costs must all be considered jointly. Cost per thousand BMB audience in the market, a variation of cost per thousand total BMB audience, may well be one of the deciding factors.

It must be understood, of course, that a station's audience is not the only factor to be considered in buying time and that BMB findings must be weighed in conjunction with other considerations. Next week we shall consider the use of BMB in buying time to match product distribution, to supplement other media and to allocate radio costs.

Miss Lillian Selb
Foote, Cone & Belding
New York City

Dear Lillian:

Ernie's leavin' us! Yep, this is the time of year Ernie Saunders, our sports director, packs up his bag and starts travelin' with the West Virginia University Football team. WCHS, in cooperation with the West Virginia Network, broadcasts these games every year and of course Ernie will be on hand to bring us thousands of listeners play by play accounts of the Mountaineers in action. I'm such a football fan myself that I like to think of Ernie broadcasting those games for just little ole me, but I reckon we have to chalk it up as another public service of WCHS!

Yrs,

Algy

WCHS
Charleston, W. Va.

BROADCASTING • Telecasting

Index Values

(Continued from page 18)

Other Comparisons

Still another comparison, stemming from the possible in adequacies of the methods just discussed, is between stations with the same BMB audience, regardless of their power or the size of their home cities. Thus, it might be possible to draw valid cost per thousand and BMB comparisons between all stations with approximately the same BMB. This is not to suggest that rates should be standardized on a cost per thousand BMB basis. Other factors, such as the nature of the market, programming, competitive media and the like, may warrant the use of stations with above average cost per thousand BMB.

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FREQUENCY MEASUREMENTS

By COMMISSION EN BANC


FREQUENCY MEASUREMENTS

At any time subject to the condition of specifying transmitter location accepted for modification of CP within 60 days, and conditioned upon submission of application for reinstatement of its application for CP so as to specify frequency 1070 kc with 1 kw, unlimited time, at Magnolia, Ark.

FREQUENCY MEASUREMENTS

Oneonta Star Inc., Oneonta, N. Y.—Designated for hearing the application of WEMP for relocation from 1300 kc to 1340 kc, to make changes in frequency from 1340 to 1350 kc, increase in power from 250 w to 1 kw.

Grass Valley—Nevada City Bstg. Inc., Grass Valley, Calif.—Granted petition to make changes in frequency from 1250 kc to 1280 kc, increase in power from 50 w to 1 kw, unlimited time, at Nevada City, Calif.

The Tower Realty Co., Baltimore, Md.—Granted motion for leave to amend its application for CP so as to specify frequency 1000 kc with 1 kw, unlimited time, at Baltimore, Md., and the amendment was accepted.

KWDX Los Angeles, Calif.—The Commission on its own motion, amended petition for CP now scheduled for Sept. 13, and continued same to Nov. 18, 1946.

The Tower Realty Co., Baltimore, Md.—Granted motion for leave to amend its application for CP so as to specify frequency 1000 kc with unlimited time, at Baltimore, Md., and the amendment was accepted.

BY ADMINISTRATIVE BOARD

NATIONAL BOARD—Granted modifiication of CP which authorised a new standard broadcast station, for changes in antenna and changes in transmitter location, and extend commencement of operation to 160 days after grant and 180 days thereafter.

WSPX Portsmouth, Va.—Granted CP to make changes in vertical antenna and changes in antenna on top of vertical antenna.

KTEM Temple, Tex.—Granted petition to discharge CP to new station now scheduled for Sept. 17, and continued same to Nov. 18, 1946.

Applications for the FCC

FREQUENCY MEASUREMENTS

AM—1490 kc


AM—1400 kc

Oneonta Star Inc., Oneonta, N. Y.—Designated for hearing the application of WEMP for relocation from 1300 kc to 1340 kc, to make changes in frequency from 1340 to 1350 kc, increase in power from 250 w to 1 kw.

AM—1340 kc


AM—1250 kc

Las Vegas Bstg. Inc., Las Vegas, Nev.—Granted CP for a new station to operate on 1250 kc, 250 w, unlimited time, at Las Vegas, Nev.

AM—1200 kc


AM—790 kc

WBBS Miami, Fla.—Designated for hearing the application of WGBB, Miami, Fla., for CP to increase power from 5 kw to 50 kw, unlimited time, and make changes in DA and change trans-mitter location.

AM—750 kc

Booth Radio Sales Inc., Saginaw, Mich.—Designated for hearing the application of Booth Radio Sales Inc., Saginaw, Mich., for CP to increase power from 5 kw to 50 kw, unlimited time, and make changes in DA and change trans-mitter location.

AM—710 kc

WWDC Washington, D. C.—Granted motion to amend its application for CP so as to specify frequency 1230 with 1 kw, unlimited time, at Washington, D. C.

AM—700 kc

Acadia Bstg. Co., Crowley, La.—The petition for reinstatement of its application for CP now scheduled for Sept. 17, and continued same to Nov. 18, 1946.


San Diego Bstg. Co., San Diego, Calif.—The Commission on its own motion, amended petition for CP now scheduled for Sept. 17, and continued same to Nov. 18, 1946.

AM—1800 kc

WQN Columbus, Ohio—Amended and application now scheduled for Sept. 17, and continued same to Nov. 18, 1946.

AM—1200 kc

WEMP Milwaukee, Wis.—Denied petition for reinstatement of its application for change of frequency 1070 kc with 1 kw, unlimited time, at Magnolia, Ark.

AM—1070 kc

The High Point Enterprise Inc., High Point, N. C.—Adopted an order denying petition insofar as it requests reinstatement of a grant made on March 7, 1946 for a new station on 830 kc at High Point, N. C., and designated this application for CP now scheduled for Sept. 6, 1946, and continued same to Nov. 13, 1946.

SERVICE DIRECTORY

Custom-Built

Speech Input Equipment

U. S. RECORDING Co.,

1121 Vermont Ave., Wash. S. C., D. C.

District 1440

103 N. ALVARADO - LOS ANGELES 26, CALIF

Transmitter Installation

Field & Antenna Measurements

BRADEN ENGINEERING CO.

3818 Kenmore Ave., Dayton 10, Ohio

Phone—Kenmore 6633

J. B. HATFIELD

CONSULTING RADIO ENGINEER

936 35th Ave., Boise, Idaho

Phone—Boise 529

TOWER SALES & ERECTING Co.

Radio Towers

Erection, lightning, painting & Ground Systems

6100 N. E. Colombia Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7030

Raltson Radio Engineering Co.

Supervision of constructing AM & FM Stations. Field measurements.

1448 N. St., N.W. Office—Diz. 2704

Washington, D. C. Res. — Alex. 6957

Technical & Management Consulting Service

Supervision and Construction of FM Stations.

Research Engineering Associates, Inc.

Engineers of the West, Inc.

Field & Antenna Measurements

BRADEN ENGINEERING CO.

3818 Kenmore Ave., Dayton 10, Ohio

Phone—Kenmore 6633

J. B. HATFIELD

CONSULTING RADIO ENGINEER

936 35th Ave., Boise, Idaho

Phone—Boise 529
Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D.C. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
UPPER MONTCLAIR, N. J.
Phone: LITTLE FALLS 4-1000

George C. Davis
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

RING & CLARK
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENND. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

WILLIAM MAY and BOND
CONSULTING RADIO ENGINEERS
P A U L A. d e M A R S
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
DeWitt 1234

GARO W. RAY
CONSULTING RADIO ENGINEER
993 Broad St., Suite 9-11
Bridgeport, Conn.
Telephone 8-2065
Lab. Phone 7-2455
Instruments and Measurements

Consulting Radio Engineers
Earle Building, Washington 4, D.C.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1409 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

Holley & Hillegas
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Washington, D.C.

Andrew Co.
CONSULTING RADIO ENGINEERS
353 E. 75th St. CHICAGO 19
Triangle 4400

DIXIE B. McKEV
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1730 Connecticut Ave., N.W., Washington, D.C.
Adams 3711

CHAMBERS & GARRISON
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1519 Connecticut Avenue
WASHINSON, D.C.
Columbia 5444

John Creutz
CONSULTING RADIO ENGINEER
319 Bond Bldg. • Republic 2151
Washington, D. C.

ALLEN’S
CONSULTING RADIO ENGINEERS
710 14th St. N.W. • ME. 4477
Washington, D.C.

G. E. M. LIGGERS
CONSULTING RADIO ENGINEERS
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd.
Oshkosh, Wisc.

H. V. ANDERSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
715 American Bank Bldg. Tel. Raymond 0111
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1190 W. ABBRAM STREET
ARLINGTON, TEXAS
PHONE—1218

Ring & Clark
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
Munsey Bldg. • District 8215
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AM INSTALLATION SPECIALISTS
FM
Schwerin Signed to Test NBC Shows

Several Changes Made Following Audience Reaction Study

ON THE THEORY that present program popularity ratings do not necessarily reflect comparative program quality, NBC has engaged the Schwerin Research Corp., which claims to have devised a system for program improvement, to test the network shows.

The system, developed by Horace Schwerin, tests reactions of specially selected studio audiences to transcriptions of NBC programs. It was demonstrated for the press at NBC headquarters last week.

Mr. Schwerin, who experimented with the technique before the war, carried out considerable research work for the Army. Upon his release from service he decided to apply his system to commercial use.

The system is based on recorded reactions of sample audiences. Announcements on WEA, NBC's New York station, invite listeners to participate in a project to "help improve programs." Listeners who volunteer are screened by answering questionnaires and then assigned to attend tests on given nights. The only inducement offered to participants is a free tour of Radio City.

At the testing studio, the audience, usually of about 300 members, completes another questionnaire, this one more elaborate than the first, to provide a second screening. Objective of the double screening, Mr. Schwerin explained, is to obtain the best possible cross-section.

As transcribed programs are played, audience reactions are recorded at intervals; when numbers are flashed on a screen, members of the audience mark on a special form their reactions to the show at that point—good, fair, or poor. By correlating the answers of all members of the audience at each point of testing, Mr. Schwerin is able to construct a profile which shows the rise or fall of audience acceptability as the program proceeds.

After the program record is played an open discussion of the faults and merits of the show ensues, and the audience is given a chance to vote on numerous questions which arise from the discussion. The results of the post-program voting do not contribute to the profile, but often supply additional information for subsequent production conferences which aim at improvement of the shows.

Hugh M. Beville Jr., NBC director of research, said the Schwerin system had been in operation a NBC for two months, but it was understood that experiments with the system had been under way at the network since last March.

To date, 25 shows have been tested. Of these "several" have been taken off the air; "some" have continued but with "substantial changes," while a number of shows which had been in the preparatory stage were put on the air, Mr. Beville said.

The precise conclusions reached as a result of the Schwerin test are carefully guarded NBC secrets but, in his experience, Mr. Schwerin said, he had become convinced that the notion that irritating commer-
cials sell products was a fallacy.

"Our studies show that something that is liked better will be remembered longer," he said.

Good Copy Liked

It seemed positive to Mr. Schwerin that well-written commercials, even though inserted in the middle of a show, were acceptable to audiences providing they were written in the mood of the program. On some programs they were tested, he said, the commercials were liked better than the other parts of the shows.

Mr. Schwerin's arrangement with NBC will continue until the end of the year, at which time he will begin to sell his system to commercial clients. He estimates that his fees will be $300 per 15-minute show, $500 per half-hour show. He will accept contracts for a minimum of 13 weeks.

After the first of the year he will use a machine called a reac
taster, which was developed by his father, Paul Schwerin, an electro

tics engineer. Audience will then record their reactions simply by raising a lever to one of three positions, indicating "good, fair, or poor," and each member's record will be kept automatically. Profiles may then be drawn within 24 hours.

Engineer Swims

WHEN KING Navahi, blind Hawaiian musician and swimming star, attempted to negotiate the Catalina Island mainland swim, George Cole, KFOX Long Beach, Calif., engineer, was along handling the problems. After blind swimmer had exhausted several lifeguards assigned to lead him through choppy waters, it looked like swim might have to be abandoned. Then husky George Cole stripped for swimming and proceeded to guide the swimmer through dangerous kelp beds and past treacherous rocks to a landing after 22 hours and 14 minutes in water.
FCC Actions
(Continued from page 81)

WWBF-FM Binghamton, N. Y.—Granted modification of license to change ownership to Associated Broadcasting, Inc.; to change transmitter operating hours from 9 A.M. to 12 midnight; and to extend the time for radioactive contamination testing to 2 weeks.

WQQA Hagerstown, Md.—Denied modification of license to change ownership to Associated Broadcasting, Inc.; to change operating hours and to extend the time for radioactive contamination testing.

WKYX Cleveland, Ohio.—Denied renewal of license.

KEKJ Kansas City, Mo.—Granted renewal of license to cover CP which authorized changes in Call letters assignments for new station.

WKKK Springfield, Ill.—Granted renewal of license to cover CP which authorized changes in Call letters assignments for new station.

W5VQ Grady, Okla.—Granted renewal of license to cover CP which authorized changes in Call letters assignments for new station.

WLEX Lexington, Ky.—Granted modification of license to cover CP which authorized changes in Call letters assignments for new station.

WKBR Manchester, N. H.—Granted modification of license to cover CP which authorized changes in Call letters assignments for new station.

WCTC Fort Dodge, Ia.—Granted renewal of license to cover CP which authorized changes in Call letters assignments for new station.

WJLD Bessemer, Ala.—Granted CP to change Call letters assignments for new station.

WNBO Mayfield, Ky.—Granted modification of CP which authorized new station.

WEXK Louisville, Ky.— Granted modification of CP for extension of completion date.

NEW CALL LETTERS

CALL letters assignments for recent new station grantees include:

Over 40% of Canada's Richest Market... yours for the selling!

In the second largest province of the Dominion lies more than two-fifths of the nation's total wealth. What a gold mine! And it can be reached most effectively through CFRB... the station which delivers the highest percentage of listeners throughout the week.

In

Toronto

CFRB's
AVERAGE DAILY SHARE
OF AUDIENCE
6 TO 10 P.M.
IS 32.5%

and

Ontario, too!

**CFRB's AVERAGE DAILY SHARE OF AUDIENCE 6 TO 10 P.M. IS 16.7%**

<table>
<thead>
<tr>
<th></th>
<th>CFRB 10,000 watts</th>
<th>STATION X 50,000 watts</th>
<th>STATION Y 5,000 watts</th>
<th>STATION Z 1,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>26.1%</td>
<td>18.4%</td>
<td>4.1%</td>
<td>12.2%</td>
</tr>
<tr>
<td>MONDAY</td>
<td>45.3</td>
<td>9.7</td>
<td>4.0</td>
<td>24.7</td>
</tr>
<tr>
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<td>30.3</td>
<td>20.8</td>
<td>6.2</td>
<td>24.6</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>35.4</td>
<td>12.3</td>
<td>3.2</td>
<td>22.5</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>27.0</td>
<td>13.3</td>
<td>3.9</td>
<td>25.6</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>28.4</td>
<td>16.6</td>
<td>4.5</td>
<td>23.7</td>
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<tr>
<td>SATURDAY</td>
<td>34.7</td>
<td>19.9</td>
<td>5.0</td>
<td>19.8</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>32.5</td>
<td>15.8</td>
<td>4.4</td>
<td>21.9</td>
</tr>
</tbody>
</table>

THESE FIGURES recently supplied by independent research organizations, represent a comparative study of Toronto radio stations. They speak for themselves... but tell only part of the story. The whole story is that CFRB offers better coverage and higher listenership than any other Toronto Station.

860 kc. TORONTO

CFRB

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

Representatives

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.
FCC Actions
(Continued from page 87)

KOKU Norman, Okla.—Granted modifi-
ycation of CP which authorized a new
non-commercial educational broadcast station, for change in transmitter and
antenna system; channel 91.1 mc. (No.
216); 7 kw effective radiated power; 400
feet antenna height. Federal Tel. and Radio Corp., Newark,
N.J.—Granted CP for a new develop-
mental broadcast station.

BY COMMISSIONER DURE
Harry F. Graham, Bridgeport,
Conn.—Denied petition insofar as it
requests consolidation of pre-existing
hearing upon FM applications in Bridge-
port area, because petition requests
continuance of hearing upon petitioner’s
application only is granted, and the
hearing on application is continued
without date until further order of the
Commission.

WMIL Bestag. Co., Milwaukee, Wis.—
Granted petition to fill a void in
commercial FM service area; 83 kw
effective radiated power; standard elec-
tronic system; 720 feet antenna height; 94.3 mc.
WBBW-WABW Indianapolis, Ind.—
Modification of CP which authorized a new
FM station to station WBBW from
WABW and assignment of license of
FM station WBBW to Associated Broac-
ders, Inc., to Evansville On The Air
Air Inc.

Applications...
SEPTEMBER 6
AM—410 kc
KQV Pittsburgh, Pa.—Modification of CP
which authorized increased power in
FM station WABW from Associated
Broadcasters, Inc., to Evansville On The Air

FCC Box Score
STATUS of new station applica-
tions as of Sept. 12:
AM—410 applications pending;
441 in hearing; 305 construc-
tion permits issued this
year (of which two have
been rescinded). Total stan-
dard stations to date: 1,299.
FM — 2 0 7 applications pending;
143 in hearing: 519 condi-
tional grants issued this
year, of which 236 are now
regular construction permits.
Total FM stations: 562.
Television—22 applications
pending; 25 in hearing, 28
construction permits issued
(one CP returned). Total
Television stations: 34.

Applications...
SEPTEMBER 10
WCTA Andalusia, Ala.—License
for CP as modified, which authorized
a new standard broadcast station,
with an increase of power, to
operate on 980 kc; 2 kw effec-
tive radiated power; standard elec-
tronic system; 2,170 feet antenna
height; 90.7 mc.

Here’s a beauty!
IT’S THE NEW
Western Electric
1 KW TRANSMITTER

It’s a beauty in itself — and it’s also the driver
for the higher powered units in Western
Electric’s new line of FM transmitters.
The entire new line is designed to give you
everything you would like to have in an FM
transmitter — unequaled performance...large,
easy to read meters...access to components
and striking, modern appearance with
prominent display of your station call letters.
For details, write Graybar Electric Co., 420
Lexington Ave., New York 17, N.Y.
FCC Actions (Continued from page 89)

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM-1509</strong> CP new standard broadcast station to be operated on 1509 kc, 1 kw and daytime hours of operation.</td>
</tr>
<tr>
<td><strong>AM-1510</strong> Fred G. Goddard, Hopkins, Wash. — CP new standard broadcast station to be operated on 1510 kc, 250 w and unlimited hours of operation.</td>
</tr>
<tr>
<td><strong>Applications Returned:</strong> <strong>AM-920</strong> Northwest Theological Seminary and Bible Training School, Minneapolis, Minn. — CP new standard broadcast station to be operated on 920 kc, 1 kw and daytime hours of operation. (Incomplete.)</td>
</tr>
</tbody>
</table>

**Applications Dismissed:**

**Video-76** — WJW Birdwell, Nashville, Tenn. — CP new commercial television broadcast station to be operated on Channel 5. 76-82 mc, ESB of 719.4. |

**Applications Tendered for Filing:**

**AM-980** Herbert L. Wilson, Rutland, Vt. — CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation. |

**AM-1505** Portland Bcstg. System Inc., Bangor, Me. — CP new standard broadcast station to be operated on 1505 kc, 250 w and unlimited hours of operation. |

**AM-1500** Lackawanna Valley Radio, a partnership composed of Dale H. Mack, James J. Brennan, and Herbert A. Weston, Scranton, Pa. — CP new standard broadcast station to be operated on 1500 kc, 1 kw and daytime hours of operation. |

**AM-1495** Dr. Delbert Joseph Parsons, John Edward Harwood and William D. Fent, d/b/a Champion City Bcstg. Co., Springfield, Ohio. — CP new standard broadcast station to be operated on 1495 kc, 250 w and daytime hours of operation. |

**AM-1500** Capital Radio Inc., Columbus, Ohio. — CP new standard broadcast station to be operated on 1500 kc, 1 kw and daytime hours of operation. |

**AM-1395** McKinney Air Enterprises Inc., McKinney, Texas. — CP new standard broadcast station to be operated on 1395 kc, 250 w and daytime hours of operation. |

**AM-1390** George W. Lyles Sr., Russell F. Van Lennep, and George W. Lyles Jr., d/b/a Thomasville Bcstg. Co., Thomasville, Ga. — CP new standard broadcast station to be operated on 1390 kc, 250 w and daytime hours of operation. |

**AM-1322** Thomason Bcstg. Co., Thomaston, Ga. — CP new standard broadcast station to be operated on 1322 kc, 250 w and daytime hours of operation. |

**AM-1365** WMRD-AM, New York. — CP new standard broadcast station to be operated on 1365 kc, 250 w and daytime hours of operation. |

**AM-1395** WKAAT-AM, Fla. — CP to change power from 1 kw day and night to 1 kw night and 5 kw day, remove present auxiliary transmitter, reinstall present main transmitter for use as auxiliary and install new transmitter. |

**AM-1295** Lake Bcstg. Co., Leesburg, Fla. — CP new standard broadcast station to be operated on 1295 kc, 250 w and unlimited hours of operation. |

**AM-1015** KGDJ Stockton, Calif. — CP to install FM antenna on top of one of the towers of the present daytime station and new FM antenna for operation with 5 kw, directional antenna and unlimited hours of operation. |

**AM-1295** Newell S. Cahoon, d/b/a Craig Bcstg. Co., Craig, Colo. — CP new standard broadcast station to be operated on 1295 kc, 250 w and unlimited hours of operation. |


**Hearings This Week**

**SEPTEMBER 6**

**AM-1245** Jora-R-Fer Radio Corp., Caguas Puerto Rico. — CP new standard broadcast station to be operated on 1245 kc, 250 w and unlimited hours of operation. |

**Program Authority**


**AM-1495** Howard S. Smith, R. E. Pratt, Howard Hicks, John A. Hicks, and Ross Bohannon d/b/a Hopkins County Bcstg. Co., Sulphur Springs, Tex. — CP for a new standard broadcast station to be operated on 1495 kc, 250 w and unlimited hours of operation. |

**AM-1500** Cheyenne Bcstg. Co., Inc., Cheyenne, Wyo. — CP new standard broadcast station to be operated on 1500 kc, 250 w and unlimited hours of operation. |

**AM-1595** Applications Tendered for Filing — WINS New York, N. Y. — Requesting Special Service Authorization to operate on 1595 kc, 50 kw daytime 10 kw night with directional antenna day and night. |

**AM-1505** Pynchon Bcstg. Co., Springfield, Mass. — CP new standard broadcast station to be operated on 1505 kc, 250 w, directional antenna and unlimited hours of operation. |

**AM-1010** WLOW Norfolk, Va. — CP to change frequency from 1510 to 1010 kc, operating with 1 kw day and night. |

**AM-1200** Frederic LeMieux III and Mrs. Edna LeMieux d/b/a Hammond Bcstg. Co., Hammond, La. — CP new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation. |

**AM-1010** Furth Dickinson Rivers Jr., Decatur, Ga. — CP new standard broadcast station to be operated on 1010 kc, 1 kw and daytime hours of operation. |

**AM-1400** KHON Honolulu, T. H. — License to cover CP (as modified) which authorized a new standard broadcast station. Authority to determine operating power by direct measurement of antenna power. |

**AM-930** WPAT Paterson, N. J. — CP to change hours of operation from daytime to unlimited time, increase power from 1 kw day to 5 kw day and 5 kw night, install directional antenna for day and night use, and install new transmitter. AMENDED to make changes in directional antenna. |

**AM-590** WARM Scranton, Pa. — CP to change frequency from 1490 to 590 kc. Increase power from 250 w to 5 kw, install new transmitter, install directional antenna for day and night use, and change transmitter location from Dunmore to Scranton. AMENDED. |

**AM-1530** WJMJ Philadelphia, Pa. — Modification of CP (which authorized a new standard broadcast station) for approval of antenna and transmitter location. AMENDED to change transmitter location from Passenauk to Delair, N. J. |


**AM-1170** Joseph C. Mathews, E. Judkins Mathews, and John C. Mathews, d/b/a Southern Bcstg. Co., Montgomery, Ala. — CP new standard broadcast station to be operated on 1170 kc, 10 kw, directional antenna and unlimited hours of operation. AMENDED to make changes in directional antenna and change transmitter location.
FMH Highpoint, N. C.—License to cover CP which authorized installation of a new transmitter.

WHY WHGY, Albany, N. Y.—License to cover CP (as modified) which authorized a new standard broadcast station and for approval of studio location. Authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

AM—1220 kc

William F. B. Daniels, a partner of Gros Paris G. Singer d/b as The Voice of Thomson, Thomson, Ga.—CP new standard broadcast station to be operated on 1070 kc, 250 w and daytime hours of operation. AMENDED to change frequency from 1030 to 1020 kc.

AM—1200 kc

Roy Roberts, Richard Tisinger, J. E. Duncan and Thomas Carr, a partnership d/b as Carroll Bstg Co., Carrollton, Ga.—CP new standard broadcast station to be operated on 1030 kc, 250 w and daytime hours of operation. AMENDED to cover CP permit which authorized installation of antenna, to change type of transmitter and for approval of antenna, approval of transmitter location and studio locations.

AM—1350 kc

WRCN Centralia, Ill.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1140 kc

KSLQ Ogdenshurg, N. Y.—Modification of CP (which authorized a new standard broadcast station) for changes in transmitting equipment for approval of antenna, to change type of transmitter and change antenna system.

AM—720 kc

AM—620 kc

AM—550 kc

WRX Wake Forest, N. C.—CP to change frequency from 1240 to 580 kc, power from 250 w to 1 kw, install new transmitter and directional antenna for night use and unlimited hours of operation.

AM—940 kc

The Advocate Printing Co., Neat Newark, Ohio—CP for changes in directional antenna system and unlimited hours of operation.

AM—1170 kc

KVOS Tuscola, Ohio—CP for changes in directional antenna system.

AM—810 kc

Merlin H. Smith d/b as Radio Ft. Wayne, Ft. Wayne, Ind.—CP new standard broadcast station to be operated on 1240 kc, 5 kw, directional antenna and unlimited hours of operation. AMENDED to change frequency from 1230 to 1240 kc.

AM—1490 kc

R. C. Goshorn and R. L. Rose, a partnership d/b as Alton Bstg Co., Alton, Ill.—CP new standard broadcast station to be operated on 1370 kc, 1 kw and daytime hours of operation.

SEPTMBER 10

AM—1490 kc

WMTW Portland, Me.—Modification of CP, (which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and approval of transmitter location and studio locations.

AM—920 kc

WWCO Watertown, Conn.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna and approval of transmitter location and unlimited hours of operation.

AM—1240 kc

Mid-Atlantic Bstg Co., Atlantic City, N. J.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—620 kc

Newark Bstg. Corp., Newark, N. J.—CP new standard broadcast station to be operated on 620 kc, 2 kw, directional antenna and unlimited hours of operation. AMENDED to request facilities in part of WAGC.

AM—1260 kc

WDNR Syracuse, N. Y.—Modification of CP, (which authorized a new standard broadcast station) to change directional antenna for night use, change type of transmitter and change transmitter location.

AM—1050 kc

WTAG Ann Arbor, Mich.—CP to install FM antenna on top of present AM vertical radiator.

AM—1340 kc

WMQB Hear Creek Township, Mich.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter and studio locations.

AM—1090 kc

WMUS Muskegon, Mich.—Modification of CP, (which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

AM—960 kc

WGBB Big Rapids, Mich.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—880 kc

WRFD, near Worthington, Ohio—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—1210 kc

AM—1350 kc

WCMW Canton, Ohio—License to cover CP permit which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

WWPA Allentown, Pa.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and change studio location.

AM—1050 kc

KFMS Tucumcari, N. M.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of studio location.

AM—910 kc

KREM Inc., Beaumont, Tex.—CP new standard broadcast station to be operated on 710 kc, 250 w and daytime hours of operation.

AM—1400 kc

KTFX Edinburg, Tex.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and change studio location.

AM—1100 kc

WALT Tampa, Fla.—Modification of CP, (which authorized a new standard broadcast station) to change applicant's name from W. Walter Tison to W. Walter Tison, Jr., Tampa Bstg Co. to change type of transmitter for approval of antenna, transmitter location and to specify studio location.

AM—1460 kc

KRON El Centro, Calif.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of antenna and transmitter location and studio locations.

AM—1400 kc

KPKJ Jacksonville, Tex.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna and studio location.

AM—1170 kc

WRBM Buena Park, Calif.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and change studio location.

AM—1470 kc

WMMB Peoria, III.—CP to install directional antenna for night use and increase power from 1 kw night, 3 kw day to 5 kw day and night. Made changes in vertical radiator to specify a modified directional antenna system.

AM—1450 kc

Kawai Doughs, Ariz.—Modification of CP, (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

(Continued on page 92)
FCC Actions
(Continued from page 91)

AM-1340 kc
James Roland Brewer d/b/a Tell City Bestg. Co., Tell City, Ind.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

SEPTEMBER 10
Ashbacker Radio Corp., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 190 w and unlimited hours of operation.

AM-896 kc
State Bestg. Co., Oklahoma City, Okla.—CP new standard broadcast station to be operated on 1330 kc, 250 w and unlimited hours of operation. AMENDED to change frequency from 730 to 780 kc.

AM-966 kc
Wilbur Courtland Fout, Nacogdoches, Tex.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. AMENDED to change frequency from 1230 to 860 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type transmitter, changes in antenna and change transmitter location.

AM-1400 kc
WIRA Pl., Pierce, Fla.—License to cover CP, (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM-1590 kc
WNNP Franston, Ill.—Modification of CP, which authorized a new standard broadcast station; approval of antenna to change type of transmitter, approval of transmitter location and to specify studio location.

AM-1350 kc
Hollywood Community Radio Group, Los Angeles, Calif.—CP new standard broadcast station to be operated on 1350 kc, 1 kw and daytime hours of operation. AMENDED to change power from 1 kw to 5 kw, change type transmitter and change transmitter location.

Applications Tendered for Filing:

AM-740 kc
Paul W. Delchany, honorably discharged from the armed forces service, with the rank of sergeant, will operate as individual, Chester, Pa.—CP new standard broadcast station to be operated on 740 kc, 250 w and daytime hours of operation.

AM-1340 kc
Murray Bestg. Co., Inc., Murray, Ky.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM-1400 kc
Raymond M. Becker and Melvin W. Williams, F.C., The Becks Broadcasting Co., Canon City, Colo.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM-720 kc
North Montana Bestg. Co., Havre, Mont.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.

AM-1340 kc
New Mexico Bestg. Co., Gallup, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

SEPTEMBER 12
WCTC New Brunswick, N. J.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM-1420 kc
Owensboro on the Air Inc., Owensboro, Ky.—CP new standard broadcast station to be operated on 1450 kc, 1 kw, change type transmitter, changes in antenna and night use.

AM-800 kc
Murray Bestg. Co., Inc., Murray, Ky.—CP new standard broadcast station to be operated on 800 kc, 2 kw and unlimited hours of operation.

AM-1450 kc
WSTV Steubenville, Ohio.—CP to make changes in antenna and for erection of FM antenna, change transmitter.

WBX Wills-Barre, Pa.—CP to change frequency from 1240 to 1260 kc, increase power from 250 to 1 kw, change type transmitter and specify antenna power.

AM-970 kc
KXWC Fort Worth, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

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

AM-740 kc
WORZ Orlando, Fla.—Modification of CP which authorized a new standard broadcast station, to make changes in directional antenna and type transmitter and studio location.

AM-790 kc
Lake County Broadasters, Eustis, Fla.—CP new standard broadcast station to be operated on 790 kc, 1 kw, change type transmitter, changes in antenna and unlimited hours of operation.

AM-1450 kc
Oscar C. Hirsch, Flat River, Mo.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM-1400 kc
KBIO Buhl, Idaho.—License to cover CP, which authorized a new standard broadcast station and for approval of antenna location; authority to determine operating power by direct measurement of antenna power.

AM-1340 kc
Wonderland Bestg. Co., Ltd., Redding, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM-1050 kc
WPAG Ann Arbor, Mich.—CP to increase power from 1 kw to 1 kw and install new transmitter.

AM-1410 kc
WKBH LaCrosse, Wis.—Request reinstatement of B4-MP-1909, modification of construction hours, for increase in power from 1 kw to 5 kw, installation of new transmitter and directional antenna for night use and change transmitter location, for extension of completion date.

CLEVELAND’s Chief Station

BEST BET FROM ANY ANGLE

From north, east, south and west—
From the viewpoint of WJW’s long-term advertisers—
From the expressed opinion of a large listening audience—
Cleveland’s CHIEF Station is a best seller in
Northern Ohio’s billion dollar market.

In Ohio Applicant

Columbus Firm Seeks 660 kc
Daytime Outlet with 1 kw

JOHN W. BRICKER, potential Republican Presidential nominee in 1948, is vice president and 25% owner of Capital Radio Inc. which has applied to FCC for a 1-kw daytime outlet on 660 kc at Columbus, Ohio. Mr. Bricker was the Republican candidate for Vice President in 1944.

Associated with Mr. Bricker in the enterprise is John W. Galbreath, Columbus realtor and director of WPGI Sumber, 8. C. and a partner in the Record of the Ohio Union; Edward J. Davis, an attorney employed by Mr. Galbreath; Austin V. Wood, vice president and general manager of the Ogden newspapers (16), which are published in West Virginia and are associated in ownership with WORK Marietta, Ohio; G. Bennett Larson, general manager of WPEN Philadelphia and S. L. Keller, assistant business manager of United States foreign features division.

Mr. Galbreath is president and has a 40% interest. Mr. Davis is secretary-treasurer but owns no stock. Messrs. Wood and Larson have 16.6% each, while Mr. Keller controls 16.8%.

Mr. Bricker was Governor of Ohio from 1938 to 1944. He is presently the Republican candidate for the Senate from Ohio. Mr. Bricker is a partner in the law firm of Bricker, Marburger, Evans & Burton.

It was noted in the application that Capital Radio does not contemplate any network affiliation. The firm has an authorized capital of $300,000 and estimated its construction costs at $40,000. Monthly operating expenses were estimated at $8,680, with an estimated monthly income of $10,800.

New CBS Unit

ESTABLISHMENT of a special documentary unit within the CBS program department is to be devoted exclusively to the production of programs dealing with major domestic and international issues and is the result of special research and preparation which was announced last week. The aim of the new documentary unit will be 10 to 12 broadcast annually. These programs will not be regularly scheduled but will be presented in such instances as soon as possible after the completion of detailed study. Program subjects may range from social and economic problems, atomic energy to the Nuremberg Program subjects may range from

Brunswick, Ohio—CP new standard broadcast station to be operated on 660 kc at Columbus, Ohio. Mr. Bricker was the Republican candidate for Vice President in 1944. Associated with Mr. Bricker in the enterprise is John W. Galbreath, Columbus realtor and director of WPGI Sumber, 8. C. and a partner in the Record of the Ohio Union; Edward J. Davis, an attorney employed by Mr. Galbreath; Austin V. Wood, vice president and general manager of the Ogden newspapers (16), which are published in West Virginia and are associated in ownership with WORK Marietta, Ohio; G. Bennett Larson, general manager of WPEN Philadelphia and S. L. Keller, assistant business manager of United States foreign features division.

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FM Promotion
(Continued from page 18)

a programming for the WHAS local channel audience.

Other findings in the "FM roll all of CCBS members," Mr. Sholis reported, include:

WHAM Rochester, broadcasting experimentally since 1937, with drops since 1941 to 20 kw.
WLO Cincinnati, operating "inter-1" on an experimental basis since November 1940, received a
conditional grant for commercial operation last December and has an application pending for commer-
cial FM at Columbus, Ohio.

WSM Distinction

WSM Nashville "rushed completion of its transmitter to achieve the distinction—for what it might
have been worthwhile. The Bluebird and Blue-thunder systems, dollar to nail down the title. It
understood an extensive promotion campaign" and "to provide a distinctive FM program service
WSM leased from Schiller, and from WSM to Nashville to carry Blue network programs for which there
As no outlet in Nashville at that time."

WCAU Philadelphia, "first FM station on the air" there, began transmission in November 1941 and used newspaper advertising, an-
nouncements on its AM station and direct mail campaigns to promote FM.

FM activities of WGN Chicago, first AM broadcaster to operate on FM station," in that city, from
941 to June 30, 1946 involved "an expenditure of $20,800 for equip-
ment, furniture and fixtures, and . . . net operating loss of $217,000."

WGN went on the air with FM in November 1941, emphasized live talent in programming, employed 11 mu-
ingers including George L. Schulenburg, now has a grant for 20 kw.

Lomax Wins Sportscast Election by Coin Flip

Pittsburgh Stations Pool Facilities

In Covering Threatened Power Strike

ALL FIVE stations in Pittsburgh combined their facilities last week to broadcast important develop-
ments in the threatened power strike. While individual stations developed their own features, when there was important news, they broadcast it simultaneously.

When Pittsburgh was first threatened with a citywide strike last February, the five stations—
WDK A WJAS WWSW KQV—coordinated efforts to meet such emergencies with all essen-
tial news, commentary and special broadcasts from unions and compa-
ies affected. In the past three weeks, George L. Mueller, president of the union which had called a strike, origi-
nated his broadcasts from WWSW for Pittsburgh stations.

Mr. Mueller had just announced on the air that the strike would take place at 12:01 a.m. Tuesday, when he was served with a summons ordering him to appear in court Friday in answer to a five-
day restraining order issued by Judge Walter P. Smart in Common Pleas Court, at the behest of Mayor Lawrence.

WWSW, whose newsmen had been informed of the restraining order, fed a flash to WCKA WDKA and WJAS. Special broadcasts by
Rev. Owen G. Rice, head of Duquesne U. Labor Relations Dept. were fed by WWSW to other sta-
tions while talks by Pressley and Mr. Stone, on behalf of the light company, originated at KDKA and were carried by all other stations.

All Pittsburgh stations maintained 24-hour news-watches, with WWSW remaining on the air 24
hours daily. Although the strike was unsettled, depending upon the Friday hearing, workers were
at their jobs and Pittsburgh had electric power.

Should it be called, Pittsburgh stations were prepared to meet the emergency with generators. WWSW set up generators at its transmitters to keep the station on the air. KDKA installed a 100 kw
 Diesel-powered generator at its transmitter and a 10 kw generator at the studios. Listeners in the area affected by a power strike would need battery sets to hear any sta-
tion, even though the Pittsburgh stations were to continue operations under emergency power.

Goody Recoverys

CURT GOWDY, sportscaster of KOMA Oklahoma City, has returned to the station following a long illness.
IN TOUCH WITH TOMORROW

NAB
(Continued from page 20)
by James L. Middlebrooks, director of engineering. He described the new U.S. Employment Service plan of listing vacancies and availabilities of first class operators [BROADCASTING, Sept. 9].

Lee Hart, assistant director of broadcast advertising, said the Joske's of Texas report covering the 1945 clinical test of radio will be available just prior to the convention. She suggested methods by which small city retailers can use radio effectively. The Joske's report will be issued in sections, the first section covering 90 pages. Full report will cover about 200 pages, with supplements to follow.

Final material for the first section of the report was received last week and has been sent to the printer. NAB moved the printing from Washington to New York because of a threatened printing strike in the capital city.

Engineer Problems

George R. Adair, FCC chief engineer, participated informally in a luncheon discussion Tuesday.

Richard P. Doherty, who assumed office last week as director of the Employee-Employee Relations Dept., invited stations to make wider use of the department's extensive research facilities. The department is conducting research into standard union contracts.

President Justin Miller explicated provisions of the Lea Act and its effect on broadcast stations.

Participating in the meeting besides committee liaison members and NAB executives were chairman Pengra; Mr. Grove; Mr. Mason; Glenn Marshall Jr., WFOY St. Augustine; Monroe B. England, WBRK Pittsfield, Mass.; James R. Curtis, AFRO Longview, Tex.; Wayne W. Cribb, KHHO Hamilton, Mo.

Toronto Forum

PROBLEMS of radio production in Canada highlighted the forum luncheon meeting of the Toronto Radio Executives Club at the King Edward Hotel Sept. 11. What to do about Canadian talent going to the U.S., the pros and cons on agency versus freelance producers, full-time production houses as opposed to freelance producers who work from agency offices or from their homes, were highlighted on the production problems discussed. A panel of production experts answered questions from the club members. On the panel were: Rai Pardy of Radio Productions, George Taggart of Taggart Productions, Hal Williams of Dominion Broadcasting, and Maurice Rosenfeld of MacLaren Broadcasting. Mr. Gross, principal stockholder and current executive of Ruthrauff & Ryan, club presid., was chairman.

Mon-Youh Grant Made Final

FCC Proposes CP for Gross

PROPOSED GRANT to Mon-Youh Broadcasting Co. for a new station at McKeesport, Pa., to operate on 1360 kc with 1 kw, directionalized at night, was made final by FCC last week. McKeesport Radio Co.'s application for daytime assignment on the same frequency was given final denial.

The action was taken by the Commission en banc at oral argument on 1360 kc cases from McKeesport and Lansing and Kalamazoo, Mich., which were consolidated for hearing with a Beaver Falls, Pa., application because interference conflicts would prevent a grant in each of the three areas. When the Beaver Falls applicant, Beaver Falls Broadcasting Co., subsequently withdrew, FCC proposed to grant Mon-Youh's application at McKeesport and that of Harold F. Gross at Kalamazoo and deny the competing applications in each case [BROADCASTING, Aug. 5].

No Exceptions Filed

McKeesport Radio Co., it was pointed out, did not file exceptions to the proposed denial of its application (for 1360 kc, 1 kw, daytime only), and did not present oral argument at the en banc session Wednesday. The Commission directed that the McKeesport applications be severed from the consolidated proceeding and that the proposed grant to Mon-Youh and denial to McKeesport Radio be made final.

Mon-Youh is owned by 13 stockholders, with largest interests (22% each) held by President George R. Raikes, former super-

itor of R. F. & W. Broadcasting Co., and executives who own the chain firm, now retired, and Vice President Robert M. Cox, stockholder in Cox Inc., McKeesport dry goods store.

The grant was based on grounds that Mon-Youh officers live in McKeesport and have business interests there, while three of four McKeesport Radio Co. principals do not and that Mon-Youh proposed fulltime use of the frequency. McKeesport Radio owners: David and Edward Labowitz, of Medicinal Oxygen Co., Pittsburgh, 20% each; Sidney Gottlieb, Pittsburgh attorney, 20%; Stanley J. Kann, who lives at Pittsburgh but has business interests at McKeesport, 40%.

Michigan Phase

Meanwhile, the Commission heard oral argument on the Lansing-Kalamazoo phase of the proceeding. Trading as Southwestern Michigan Broadcasting Co., Mr. Gross, principal stockholder and general manager of WJIM Lansing, received the proposed grant for Kalamazoo (1360 kc with 1 kw, directional antenna at night), over the conflicting Lansing application of Booth Radio Stations Inc., licensee of WJLB Detroit. Proposed decision was based on grounds of better distribution of radio service from a new station at Kalamazoo.

The Commission also heard oral arguments on its grant proposal to Corpus Christi Broadcasting Co., application for a new Corpus Christi station on 1230 kc wth 250 w fulltime and deny the application on the same basis. Edward W. Broadcasting Co. and Howard W. Davis, acting as Walmac Co. for the same assignment [BROADCASTING, Aug. 5].

Chronicle Publishing Co., Marion Ind., argued against proposed denial of its request for 1230 kc wth 250 w, which was based on ground of excessive interference to existing stations [BROADCASTING, Jul. 29].

Oral argument on the WJOI Joliet, Ill., renewal application which FCC threatened to deny because of a free-time contract between the station and A. J. Peiman, a former owner [BROADCASTING, July 22, Aug. 12], was postponed until further order of the Commission at Mr. Feiman's request. Also postponed was argument on the proposed grant to Lak- Erie Broadcasting Co. for 1450 kc wth 250 w fulltime at San don, Ohio, and the proposed denial of Sandusky Broadcasting Co. and Bay Broadcasting Co. requests for the same facility [BROADCASTING, July 8].

ADVERTISED PRICE FOE OF INFLATION

EDITOR, BROADCASTING: to a limited experience in a small southern city, it indicates that a great percentage of this inflation we are suffering in large part to the responsibility of the small whole saler and retailer. It seems that a great deal of good for the nation as a whole would result if advertisers would use, to the fullest extent, that old tag line of broad-casting that gives the retail price and assures that the consumer "pay no more." This may seem like a tiny consideration, but in part the necessary force and with far greater effectiveness than I can.

LARRY S. HATFIELD
Managing Editor W O L S
Florence, Sc.
September 10, 1946.

Morris Appointed

JAMES M. MORRIS, for two years in charge of the news and sports programs of KOAC Corrales, N. M., has been ap-pointed program manager of that station by the Oregon State Board of Higher Education. He has been serving as acting manager of KOAC, state-owned educational outlet, since the resignation of Allen Miller last February to become director of the Rocky Mountain Radio Council.
A FILE of original letters and documents relating to Samuel F. B. Morse's establishment of the first electric telegraph system in the U. S. was turned over to the National Archives by the FCC last Friday.

Extending from 1837-1846, the papers provide fresh background on establishment of the telegraph and its early struggle for existence. Many of them are in Mr. Morse's handwriting.

The file, recently discovered, was originally a part of the Post Office Dept. papers in the 1840s when operation of the first experimental line was a responsibility of that department.

Construction of the Baltimore-Washington experimental line started in 1843. The first news dispatch carried by electric telegraph, FCC pointed out, was a report on the nomination of Henry Clay for President at the Whig convention in Baltimore in 1844; the message was dispatched to Washington from Annapolis Junction (between Washington and Baltimore) because the line had not then reached Baltimore.

The line was formally opened May 24, 1844, with the famous message: "What hath God wrought?" It was commercial in April 1845, with charges fixed by the Postmaster General at one cent for every four characters. Receipts for the first four days were one cent; for the first month, $21.13.

Three Pre-Fight Shows To Be Carried by ABC

A SERIES of three special pre-fight programs will be presented on ABC in advance of the Joe Louis-Tami Mauriello world's heavyweight championship bout Sept. 18 in Yankee Stadium, New York. Harry Wisinger, ABC sports-caster will m. c. all three shows.

The first broadcast Sept. 14, 10:45-11 p.m., will originate from "Tami's Corner," Mr. Mauriello's restaurant in New York City, where a Mauriello rally will be in progress.

On Sept. 17, 9:45-10 p.m., another program will feature interviews with boxing experts Don Dunphy and Bill Curum, who will debate on the bout, will appear on the show.

The third program, to be aired during the half-hour preceding the fight, will dramatize highlights in the lives of both fighters.

Baseball Contest

WINNER of baseball contest being conducted by KFEL Denver in Rocky Mountain Sports, regional weekly, will attend the National League city games of the World Series as the guest of the station.

Hector to Speak

LECTURING on "Developments and Trends in Electronic Tubes," Dr. L. Grant Hector, director of research and engineering of Sonotone Corp., Elmsford, N. Y., will be a principal speaker at first fall session of Institute of Radio Engineers, Sept. 20, at the Rackham Bldg., Detroit. Having been research consultant in radio communications and acoustical problems before the war and a former professor of physics at the U. of Buffalo, Dr. Hector will discuss development of production and use of new tubes as well as research advances.

KXL Asks 50 kw

APPLICATION to increase power from 10 to 50 kw with directional antenna was tendered for filing with FCC Thursday (Sept. 12) by KXL Broadcasters, Portland, Ore. It is operated with limited time on 750 kw, frequency on which WSB Atlanta is the dominant station. The 50-kw application also contemplates limited time operations. An earlier KXL application for fulltime operation was discussed without prejudice pending a decision on the clear channel question.

Stations Using Treasury Program at Best Hours

ONE-THIRD of the stations airing the U. S. savings bonds transcribed Treasury Salute are doing so at the hours of 6 p. m. and 11 p. m. week days or between 1 p.m. and 11 p.m. on Sundays, a recent nationwide survey has shown. Nearly the entire remaining two-thirds use the transmissions between 8 a.m. and 6 p.m. weekdays with only a scattered few stations reporting use during late evening or early morning hours.

Since early last June when the Treasury Salute changed its format from a wartime to a peace-time theme, the amount of broadcasting has increased steadily. Brent Gunts, chief of radio for the Treasury Dept., reported in addition to the 925 stations featuring the American Notebook the series is being employed extensively by schools and large industrial organizations for presentation over public address systems, making the program probably the most widely broadcast program in the country today, Mr. Gunts said.

WANDERING GOES ON

BUT PACE SLOACKENS

NOMADIC Americans, whose wandering habits reached record levels during the war, will continue to migrate around the country in the postwar years though on a smaller scale. This prediction is made by the Dept. of Commerce.

In the four wartime years 15 million civilians and 12 million military personnel left their homes, according to an article in the September issue of Domestic Commerce by Harry Dreiser, Bureau of the Census.

Before the war Americans moved out of their home states at the rate of 1,800,000 a year, mainly from "high fertility areas" in the rural South where the birth rate is high to employment opportunities in the North. Main migratory flow has been from South to North and from North to West. Postwar migration is expected to exceed prewar rates.

The South and Far West will probably constitute a much larger share of the nation's markets than before the war, the Commerce Dept. predicted, on the basis of a study of income payments to individuals [BROADCASTING, Aug. 26]. The study showed that the long-time trend towards redistribution of the nation's total income payments in favor of the South and Far West was continued during the war period. This relative growth is attributed to more than average accumulation growth and larger-than-average strides in industrialization.

KFXJ

POCATELLO - IDAHO

September 16, 1946 • Page 95

THESE THREE

are your Radio Key to the Bright Spot Markets of the East

WSTR

Albany, Troy, Schenectady

WSYR

Syracuse H. C. WILDER New Haven

President

1926 to 1946

20 YEARS SERVING
PUBLIC INTEREST
in COLORADO

KFXJ

Rex Howell, President
M.B.S. 920 K.C.

GOING PLACES FAST
IN IDAHO

The School of
Radio Technique

NEW YORK • CHICAGO
America's Oldest School Offering Exclusively in Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals Modern rates. Send for free booklet B.

WMT Football Promotion
NEWSPAPER ads, handouts, stickers, air announcements, posters and Shell chime parts are all the media being used by WMT Cedar Rapids, Iowa, to boost U. of Iowa football broadcasts this fall under Shell sponsorship.

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September 16, 1946 • Page 95
Large Attendance At CBS Meetings

Three-Day Program Managers Clinics Draw 170

AN ATTENDANCE double that of last year was recorded at the CBS program managers clinics held last week in New York. Registration for the three clinics totaled 170, as against an attendance of 85 last year.

Seventy-five station managers, program managers, production directors and other executives attended last week's sessions, which began Tuesday, continuing through Thursday, with an education directors' meeting on Friday.

Fineshriber in Charge

The clinics were under supervision of William Fineshriber, assistant director of programs; Roy Langham, assistant to the director of programs, and Robert Kennett, manager of program relations.

Talks, determined upon by an advance poll of station executives, were delivered by Davidson, Taylor, vice president and director of programs; Elmo C. Wilson, director of research; J. L. Van Volkenburg, general sales manager, Radio Sales; H. A. Chinn, chief radio engineer; Dr. Phil Eisenberg, research psychologist, Research Department; T. D. Connolly, director of program promotion; George Chandlall, director of press information; Horace Gough, manager of network operations; Wendell Adams and John Dietz, directors; Herschel V. Williams Jr., director of editing department; Mr. Kennett; Walter (Red) Barber, director of sports; G. R. Swift, program director of WABC; Robert Lewis Sharon, producer-director; Elwood Hoffman, executive editor, Program Writing Division; Cabell Greet, CBS speech consultant; Oscar Katz, associate director of research, and Tore Hallon- coust, chief of Program Analysis Division.

ABC Time Sold

WITH the sponsorship by Kay Dunit of the first quarter-hour of the Breakfast Club starting Sept. 2, ABC has completed the sale of all time periods from 9 a.m. to 12:30 p.m. Monday through Friday. All but one of these periods are now being broadcast on renewed contracts and all but 3 of the 70 quarter-hours are on a full network basis, Fred M. Thrower, ABC vice president in charge of sales, reported last week. The 1946 ABC average morning rating in Jan. 1946 was 5.3, compared with 2.9 rating in Jan. 1943. The 93% renewal status of American's morning time periods, according to Mr. Thrower, is the result of a continuing program policy that has had effect over three years ago when the network replaced morning serial programs with new forms of radio entertain-

UAW-CIO Withdraws FM Application For Los Angeles; Others Still Penu

RETRENCHMENT of the United Automobile Worker union's radio plans was seen last week when the CIO affiliate petitioned FCC for permission to withdraw its application for an FM station in Los Angeles without prejudice.

This withdrawal constituted the second such action on the part of the union. Previously UAW-CIO dropped an application for a New- arkt outlet. The latest petition signed by Jack N. Tucker, of the UAW's Detroit district, did not specify any reason for the action. But union sources said that by withdrawing from Los Angeles, greater effort could be concentrated on FM applications for Cleveland, Chicago, and Flint, Mich. The union, closely associated with the Political Action Commit-

May Renew

Norman Matthews, executive di-

rector in charge of the Interna-
tional UAW's radio activities and di-

rector of the union's Chrysler divi-
sions, said the UAW's Los Angeles

application "would probably be renewed by a local union in the New York

area," which is in UAW's Region 1. Charles Carrigan is executive di-

rector of that region.

It was also intimated there was a possibility of later re-entry into the Los Angeles FM scene on the part of the union. Presently, there are 29 channels allocated to the Los Angeles area. Under the FCC reservation of Class B channel ruling, four of these will be re-

served until July 1, 1947.

Agamalgamated Clothing Workers an-

ner CIO affiliate, two weeks ago was granted permission by the Commission to withdraw an FM application for Philadelphia. The union originally sought a Class I station. Commenting on the withdrawal by the two unions, an other union spokesman said that the "unexpected high cost of FM and the lack of sufficient receiver on the market for consumer's use, played a role in the unions' action.

U. S. Shows Take Top Ten Canadian Rating

UNITED STATES programs, fo-

the first time in many years, wer-

the first 10 leading evening show in Canada, according to the Au-
gust national program summary; 

shown by Elliott Kaynes Ltd., Tor-

onto, on Sept. 10. First Canadian 

show in popularity Treasure Trai-

eleven on the list. The top ten 

were: Meet Corbett At-

ton, program rating 17.3, Free 

Waring 16.7, Album of Familia 

Music 13.1, Waltz Time 11.6, Ossi 

& Harriet 11, Music Hall 10.9 

Green Acres 10.6, Meet Corbett At-

cher 9.5, Big Town 8.8, and Thee-

tre of Romance 8.8.

Leading English-language day 

-time programs in Canada for Au-
gust were Big Sister, program rat-

ings 13.8, Ma Perkins 12.9, Pepe 

Young's Family 12.4, Lucy Linton 

11.9, and Laura Limited (Canadian 

generation) 10.9.

Leading French-language even-

ing programs for August were Secr"ets du Dr. Morhanges, program ra-

ting 14.1, Metropol 13.1, Coura-

ais Tresor 12.1, and Leliane Detec-

tes. Leading French-language 

daytime programs in August were 

Rue Principale 19.4, Jeuness 

Doree 19.0, Vie de Famille 17.1 

Tante Lucie 18.2, and Quelles Nou-

velles 18.4.

GE Exhibits

GENERAL ELECTRIC Co. will 

demonstrate its 250-w FM trans-

mitter with GE phase-modulated circuitry at the Inter-American 

Broadcasting Congress, scheduled to open Sept. 3 in Mexico City. I.

will be the first demonstration out-

side the U. S., according to C. G. 

Robert, manager of electronic and 

merchandise sales, Interna-

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strate two-way FM communica-

tions, UHF waves and two-way 

personal physician, said Mr. Rob-

erts. Attending the Congress from 

IGE will be, besides Mr. Roberts, 

R. P. Davidson, acting manager, 

Electronics Division; E. R. Decker, 

Advertising & Publicity Division; 

M. F. Rodrigues, electronics sales engi-

nen.
BMB Movie
BMB is turning to movies to show radio how to use its service. A two-reeler, aimed at agencies and clients, is being made under direction of Harold Young, with Charles Curran associate producer. It depicts values of BMB and follows the theme of BMB clinics. Film is expected to be ready for Association of National Advertisers Atlantic City meeting Oct. 2 and NAB Convention in Chicago Oct. 21-24.

CENSUS FORECASTS 65 MILLION IN '90
OPULATION of the United States will peak a reach of about 55,000,000 in 1990 and start a.radial decline, according to a forecast for the years 1945 to 2000 by the Census Bureau. Forecast is prepared in cooperation with Scripps Foundation for Research in Population Problems.

Medium mortality, medium fertility, and no net immigration are assumed in the estimates, which raise a similar report issued in 1943.

The population peak of 65,000,000 represents an expected increase of about 25% in the 50 years after 1940 as compared with an increase of more than 100% in the half-century prior to 1940. The age composition of the population is expected to continue changing in the direction of increasing proportions in the older age groups and decreasing proportions in the younger age groups.

At present 7% of the population is 65 or over, and this is expected to increase to about 15% by 2000. Thus the median age will increase from about 30 years at present to about 37 years in 1990. According to the forecast there will be 400,000 more females than males by 2000. At present there are about 300,000 more females than males; in 1940 there were 400,000 more males than females.

Accounts Listed
HAY NEWLY formed advertising agency, Brad-Vern, Van Diver & Axlley, New York, last week announced following new accounts, one of which, it reported, will be using radio in the near future: Usher's Friend, New York; (boys' clothing firm); Kid Bros. 'alks, New York (infants' wear); Western Metal Alloys Co., White Plains, N. Y.; Films Inc., New York; Product Design and Development, New York; Sheet Metal Worker, New York; Plumbing and Heating Journal, New York; Plumbing and Heating Wholesaler, New York, and Oil Paint and Drug Reporter, New York.

Set Buying Trend Toward Consoles
Sylvania Researchers Report Study Results to AMA
SYLVANIA Electric Products presented the how and why of its advertising and consumer research techniques last Thursday to a meeting of the American Marketing Assn. at the Hotel Sheraton, New York.

Speaking for Sylvania were Paul B. Ellis, director of public relations; Frank Mansfield, director of sales research; John P. Waters, advertising manager, and Henry C. Jones, manager of international advertising for radio and electronic products.

Advertising Rings Growth
Mr. Mansfield, in discussing Sylvania's research in radio, said that 58% of the radio set owners had one set each with the remaining 42% owning two or more. He revealed the credit of Sylvania to a $100,000,000 a year business to the efforts of the company's advertising men, and also to the technique of using directly in their advertising the results of market research.

Sylvania researchers learned that 90% of the people sampled on the question of how they like the men who serviced their radios answered in the positive: they like them fine. Other facts reported were that the greatest percentage (51.8%) of radio sets last seven years.

The trend, however, is to present, in consumer radio buying habits points away from table models to the larger, phonograph-radio console models, the study revealed. Buyer loyalty was found to be strong. The majority of the radio owners like the radio(s) they have.

The direction of increasing proportions in the older age groups and decreasing proportions in the younger age groups is expected to continue changing in the direction of increasing proportions in the older age groups and decreasing proportions in the younger age groups.

WJR Petition Opposes Grant to Tarboro, N. C.
WJR Detroit, dominant station on the 760 kc clear channel, last week petitioned FCC for reconsideration of the Tarboro (N. C.) Broadcasting Co. for daytime use of the frequency with 1 kw [Broadcasting, Aug. 26].

The petition argued that WJR would receive objectionable interference from the operation and that the Tarboro grant "also complicates the issues in the clear channel case," making it difficult to decide such questions as whether KJR should be allowed to increase power above its present 50 kw.

KJR asked that the Tarboro grant be set aside and the application designated for hearing with opportunity provided for KJR to participate, or that action on the application be withheld until the clear channel question has been decided.

Canada Video
CANADIANS in Toronto had their first view of television since before the war when the T. Eaton Co., department store, brought television on the floor Sept. 9-14. Fashion shows, interviews, playlets, roller skating, a magician, sporting events and films were shown in a television studio on the fifth floor of the store. Four television receivers on the second floor picked up the show. Difficulties were encountered with Toronto's 25 cycle electric power and telecasts on receivers were badly streaked at times. Television Projects Inc. brought the equipment to Toronto.

CBS Renewals
CONTRACT renewals by Eversharp, Pet Milk and Lever Bros. were announced last week by CBS. Eversharp Inc., Chicago, Sept. 15 renewed Take It Or Leave It Sun. 10-10:30 p.m., through The Bow Co., New York. Pet Milk Co., St. Louis, Oct. 5 renews Saturday Night Serenade, Sat. 9:45-10:15 p.m. through CBS. Lever Bros., Cambridge, Mass. (Lux toilet soap and Lux flakes), Oct. 7 renews Lux Radio Theatre, Mon. 9-10 p.m., through J. Walter Thompson Co., New York.
Editors Offer Free News Pledge to UN
ASNE Asks General Assembly To Adopt Covenant
A COVENANT to establish world freedom of information under which any government or private monopoly of media of information would be "impossible to public interest" was submitted Thursday by the American Society of Newspaper Editors for adoption by the United Nations Assembly in New York this fall.

Backed by spokesmen for the U. S., Great Britain and China, the proposed covenant was submitted to the UN Economic & Social Council meeting in New York by Wilbur Forrest, president of ASNE and chairman of its Committee on World Freedom of Information. It was handed to Soviet Foreign Minister Molotov in Paris but he has not replied.

Would Ban Control
The program, as outlined by ASNE, would establish the freedom of press principle among all nations and ban government or private power to control media of information, including international shortwave broadcasting. The proposed covenant includes:

1. Recognition that friendship among nations depends on freedom and exchange of information;
2. Recognition that freedom of any government or person to infringe upon, discriminate against or censor information in time of peace;
3. Recognition that any government or private monopoly of media of information is impossible to public interest;
4. Refusal to recognize the right of any government or person to infringe upon, discriminate against or censor information in time of peace.

Meanwhile a simultaneous interpretation system which, if successful, will benefit networks and stations broadcasting proceedings of the UN, was to be tested today (Sept. 16) at the UN Lake Success headquarters.

The system involves wired apparatus. Each participant is provided with headphones and a selector dial. Interpreters, speaking into microphones, carry on a simultaneous translation of the speaker's remarks so that five languages—English, French, Russian, Spanish and Chinese—are available to the listener. By dialing his selector, he may pick the one he wants to hear.

Advantage to Radio
A distinct production advantage to stations or networks broadcasting the United Nations sessions was seen as a possible result of the use of the new system. By selecting the proper language from the wired interpretation system, broadcasters could put any of the five languages on the air.

In the near future tests of wireless apparatus to carry the simultaneous interpretation will be made at UN. In that system, each participant will be provided with a small radio receiver, weighing only one pound.

WAGM Transfer Giver Commission Approval
SALE of 65% interest in WAGM Presque Isle, Me., to President Harry E. Umphrey and Managing Director Harold D. Glidden for $5,500 was approved by FCC last Thursday.

Sellers are Lester E. Hughes chairman, and Mrs. N. F. Grant and Ernest A. Trine. Remaining interest divided among some 38 stockholders are not affected by the transfer.

WAGM operates specified hours on 1450 kc with 250 w.

Letters Sent
IN ADDITION to sending a letter a fortnight ago to Niles Tremain NBC president, requesting immediate substantial wage increase for the NBC white collar workers, (Broadcasting, Sept. 9), the United Office and Professional Workers of America (CIO) sent similar letters last week to officials at ABC, MBS and WOR New York.

Receives Award
CHARLES LUCKMAN, president of Lever Bros., will appear on CBS Lux Radio Theatre Sept. 16 to receive award from National Safety Council for lower accident rate than any other comparable group during 1945.

Dividend Declared
A DIVIDEND of 50 cents per share on Western Electric Co. common stock was declared last week at a meeting of the firm's directors.

GE's Fiftieth FM
FIFTIETH FM transmitter for broadcast use was shipped last week by General Electric Co. from its Syracuse plant. Production now is at the rate of one a day; it was stated. Purchaser of fiftieth transmitter was Capitol Broadcasting Co., Schenectady, operating WBCA.

When you buy CBS be sure you get KERN BAKERSFIELD, CALIFORNIA

Strike Cripples Private Stations in Argentina
A STRIKE of Argentine musicians against privately-owned radio stations forced all stations to abandon their scheduled programs last week.

Announcers and technicians walked out in sympathy with the striking Radio Telephonic Artists' union.

The State Dept. quoted a Buenos Aires shortwave broadcast picking up before the strike as saying the musicians had hired busses so they could travel to the stations, staging musical demonstrations outside.

The Argentine embassy in Washington said it had no information on the strike.

THESE EXECUTIVES, who concluded negotiations whereby Florida Citrus Commission, through Benton & Bowles, N. Y., sponsors Fred Waring's NBC morning program, Mon., Wed., Fri., are (l to r): Harry C. Kopf, NBC v. p. in charge of sales; David J Kepner, B & B v. p., Florida Citrus account executive; Don Butts, advertising manager; Florida Citrus Commission; Mr. Waring; Atherton W. Hobler, B & B board chairman; William Story, chairman, Citrus Commission's advertising committee; John Schuman, Advertising director of MBS; Ted Steele, B & B v. p. American Meat Institute sponsors Waring program.

AFRA Meeting
AFRA will hold its New York local membership meeting Sept. 19 at the network's 217th headquarters.

Owned by the Wyoming Valley Broadcasting Co., with Roy E. Morgan as manager, the station will operate full time with 250 w on 1450 kc.

Named by Society
WALTER KING, State Dept. commentator and former OWI foreign service radio executive, has been appointed radio director of the public information department of the American Cancer Society. Attached to the Psychological Warfare Branch of General Eisenhower's Allied Forces Headquarters in Algiers, North Africa, Mr. King announced the appointment by Grace Giraudo's decoration of General Eisenhower.
Poster Contest

As a feature of its Fire Prevention Campaign, WTIC Hartford is sponsoring a poster contest for Connecticut schools. All students from the seventh grade through high school may submit posters emphasizing the danger of fire and illustrating precautions to be taken against it. Grand prize poster will win a $100 Savings Bond with $300 in smaller prizes to be awarded to winners in different grade groups. Contest runs from Sept. 15 to Nov. 1.

AFA Chooses Boston

The 43rd annual Advertising Federation of America convention will be held May 25-28, 1947, at the Hotel Statler, Boston, it was announced last week byerton G. Martin, AFA president, following a meeting of the Board of Directors. The Advertising Club of Boston, whose invitation was accepted unanimously by the board, will host.

Crescent Withdraws

Quest of Crescent Broadcasting Corp. to withdraw its application left five applicants competing for four now-available channels as the Philadelphia FM hearings got under way last week. Percy B. Crawford and Amalgamated Broadcasting System had requested withdrawal earlier. Remaining applicants: WDAS, WHAT, Unity Broadcasting, Patrick J. Stanton, and Franklin Broadcasting. Charles Fubert, head of FCC’s FM Section, was examiner for the hearing and Albert M. Hall was Commission counsel.

Veterans’ Discs

Transcription series It’s Good Business to Hire the Handicapped has been distributed by Veterans Employment Service of U. S. Employment Service through its field representatives. VES agents will deliver 150 pressings, made by NBC recording, to stations. Series coincides with the National Employ the Physically Handicapped Week Oct. 12, proclaimed Sept. 12 by President Truman [see story, page 78]. Program was written and produced by Martin J. Chizine of USES in Dept. of Interior studios.

Martin Named

Emil Martin, music director of McClatchy Broadcasting Co., Sacramento, Calif., in addition has been appointed program director for the local McClatchy stations. Mr. Martin first joined the organization in 1935, spending nine years with KFBK Sacramento. Later he served as organist on several network shows out of San Francisco for two years. He returned to McClatchy early this year when the program department was established.

Speaker Lauds Brand Names

As Symbol of U. S. Freedom

DESTRUCTION of brand names would strike at the roots of American freedom, A. O. Buckingham of New York, chairman of the Board of Directors of Research Foundation and vice president of Cluet, Peabody & Co., asserted Wednesday night at a dinner in San Francisco honoring 40 pioneer western producers and advertisers.

Speaking at the Advertising Division of the West and the San Francisco Advertising Club, the dinner paid tribute to firms which have produced and maintained brands of goods for half a century or more. It was held at the Palace Hotel.

Symbolic of Freedom

“Brand names are symbolic of our greatest national treasure—our freedom,” said Mr. Buckingham. “They represent the freedom to compete for public favor. . . . Democracy is brand names and you destroy competition.”

Mr. Buckingham, alluding to the brand name as the “public identification” of a manufacturer’s product, said it has “promoted higher standards at lower costs” and “dozens of advertising which acquaints the public with the merits of the product through picture and the written and spoken word.” Advertising, he said, creates demand which requires mass production and from mass production comes more employment and economies which yield better products at lower costs.

Recent winners of business firms from California, Oregon, Washington, Utah and Colorado attended the dinner. Vernon Churchill, Portland newspaperman and president of the Advertising Association of Oregon, toastmaster, Harry E. Abt, managing director of the Brand Names Research Foundation, presented certificates of award to the following:


Rush Publicity

Publicity for Arlington, Va., centennial celebration at the Watergate, Washington, was sagging badly 24 hours before the event, when Hal J. Miller, an Arlington resident, commentator for the Canadian Broadcasting Corp. and newspaperman, took hold. Mr. Miller took featured soloist Jody Miller (no relation), on a tour of Washington radio stations, and got her on seven programs. Newspapers co-operated with picture spreads, and celebration drew capacity crowd of 10,000. Stations helping were WWDC WRC WOL WTOP WINX WMAL all Washington and WPIR Alexandria, Va.

Close to Tour

Upton Close, Mutual commentator, Oct. 1 starts two month tour. He will visit Denver, St. Louis, Chicago and New York. His programs will originate from cities of itinerary.

Love a Parade?

Last winter’s gigantic and glorious Parade of Visitors to Miami was just “one band” compared to what’s coming this year: 1946-47 . . . bigger . . . better than ever! And the parade of NBC and local shows on WIOD will be steppin’ right along with the trend . . . so step right in . . . the crowd’s waitin’!
CBS Color

(Continued from page 15)

subjects, who were illuminated by side banks of tubular lights and by front flood lights. The live color pickup camera—CBS has only the one as yet—uses an orthicon tube, not the new highly sensitive Image Orthicon which would require much less intensity of light. Otherwise, its elements were all designed and built by CBS engineers.

During the more than two months testing the studio live pick-up camera received before Friday’s demonstration, parallel tests have been going on with an Image Orthicon tube. As a result of these tests CBS now has under construction Image Orthicon mobile pickup equipment for use in full color broadcasting of outdoor sports events and other out-of-studios pickups. CBS officials said that this remote equipment is scheduled for operation by the end of the year.

Asked about the network’s plans for regular programming of color television, Adrian Murphy, CBS vice president, said that CBS is working with the color video committee of the Radio Technical Planning Board and expressed the hope that before the end of the year standards for color broadcasting would be ready for presentation to the FCC.

Dr. Peter C. Goldmark, director of CBS engineering research and development, who has directed the network’s color television activities from their beginning in 1940, said that the results of six months of field tests are now being tabulated, will be disclosed at the National Electronics Conference the first week of October in Chicago.

Cost Not Prohibitive

Worthington C. Miner, manager of the network’s television department, who conducted the demonstration, said that it was estimated that when color receivers are made in quantities of 50,000 or more their cost will run to 10 to 15% above that of black-and-white sets.

He predicted, however, that the demand for color sets would be so great that their price would soon be radically reduced. Bendix Radio Corp. has just begun the manufacture of 75 sets for CBS and other prospective color broadcasters, he said. Demonstrations of color television to the general public are “not far away,” Mr. Murphy said, but declined to say anything more specific at this time.

Frank Stanton, CBS president, in a statement issued today (Monday) said, “This live color television pickup for the ultra-high frequencies more than measures up to our most optimistic hopes. Once again, we have convincing empirical answers to the theoretical questions raised in certain quarters concerning the practicability of color television as a broadcast service. This latest evidence clearly reaffirms our opinion, based on extensive experience with live color television pickup before the war, that full color is superior in every respect to black and white pictures.”

To conserve the time of its laboratory staff, CBS does not plan a regular series of live pick-up demonstrations now, Mr. Stanton said. He pointed out that when television demonstrations of color broadcasting were started last January CBS planned 30 shows over two weeks wound up by giving almost 200 over several months to satisfy the demand. A number of demonstrations were given last week, however, including one to a FCC delegation.

Listerine Adds

LAMBERT PHARMACAL Co.
St. Louis (Listerine), has added WRVA Richmond, Va., and WEW, Charlotte, N. C., to its list of stations carrying Quiz of Two Cities program. With contract placed by Lambert & Feasley, New York program started Sept. 12 in Thur- 7-7:30 p.m. period. Lambert has been sponsoring the quiz show, which since March 1944 and with addition of WBT and WRVA is presented on 24 stations.

Philo To Keep WPTZ

REPORTS that Philco Corp. will sell WPTZ Philadelphia, television station, are “wholly without four dation and contrary to fact,” E. F. Lovenman, Philco vice president, said. Charge of television broadcasting, said Wednesday. He said the station is embarking on a more elaborate and intensive television broadcast program.

On Permanent Staff

HEDWERS B. MYERS and James Al drich Jr., who recently joined NB Chicago news and special events staff as vacation replacements, have been named as permanent members of the staff. Mr. Meyers has been named as second assistant in charge of special events and Willi Ray, manager of the department.

Afternoon Interviews

TITLED ‘Have a Coke With Andy,’ new Tuesday afternoon program started by WRHI Rock Hill, S. C., interviews at 2 p.m. with customers at local Blue Mu nor Grill. WRHI pays check of each person interviewed. Program is conducted by George Cobb.

Ballin Continues

BOB BALLIN, vice president of Rut hrau and Ryan, Hollywood, will continue to produce NBC’s ‘Jack Benny Show’ extension, Program resumes Sept. 29, Sun., 7-7:30 p.m. at 7-7:30 p.m. on American Tobacco Co. agency’s show schedule.

Breakfast News

CRMO Vancouver, B. C., is presenting a breakfast table edition of the new 7-45 a.m. daily. As an aid to listeners news is combined with time signal given throughout the newcast. Pro gram is edited to wind up with a newsy feature guaranteed to leave the listener with a smile.

Crone Joins CKY

BILL CRONE, former announcer of CJAD Montreal, has joined the announcing staff of CKY Toronto.

Switches to CJKL

WSB BAULDY, formerly of CKOK in Edmonton (GKL Kirkland Lake, Ont., commercial department.

Heads KFRO Sales

BRYAN BARRY, former account executive of KFRO, has joined KFRO Longview, Tex., as commercial manager.

Quaker Switch

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), Sept. 16 switches sponsorship from the second half of “Ladies Be Seated” to the part of the program which show moves to its new 7-7:30 p.m. (EST) slot on ABC. Agency is LaRoche & Ellis, New York.

Here Comes Harmon”

Radio’s outstanding sports program featuring TOM HARMON will be heard for 13 weeks commencing September 26th on Station KXYZ 360 North Michigan, Chicago, I. L.

TOM HARMON

Most sought after pro football player in 1946. A radio broadcaster with "know-how" in the business of football.

A Vick Knight Package produced and distributed by Criterion Radio Features, Inc.

Chertok Named

JACK CHERTOK, head of Apex Film Corp., has joined Los Angeles Times television setup as director of films. Winner of a number of awards for his film shorts, Mr. Chertok formerly had been MGM director of shorts for 18 years. He will continue to be active in Apex.
CKEY Blocked Programs a Success

Advertisers, Audience Rating, Show Large Increases

BLOCKED programs on which the advertiser only can buy availabilities are having phenomenal success on CKEY Toronto, one of four stations in Canada's second largest city and major commercial on the Canadian Broadcasting Corporation. Blocked programs have brought the station from a low audience rating to top daytime popularity rating according to surveys made in recent years by Elliott-Hayes Ltd., Toronto research firm. Advertisers also have been attracted to the station in numbers and ending American operators are getting a trail of foreign operators on how the Toronto station functions.

GIAD new 1 kw station in Montreal has recently adopted a similar blocked program system.

Blocked programs went into effect on CKEY shortly after its change in ownership (BROADCASTING, Aug. 28, 1944), when 32-year-old Jack Cooke became president of the former CKCL after having paid a record price of $500,000 for the 1 kw station. Mr. Cooke had planned and tested blocked programs in other Canadian areas, primarily in Northern Ontario and Quebec as general manager of Northern Broadcasting & Publishing Co., operating a chain of stations in the mining country. He was certain that listeners did not want the program they were listening to changed every quarter hour and that they would rather have one or two hours of solid program continuity. CKEY blocked programs run day and night except during the 7:30-11 p.m. period.

News Every Hour

With the exception of these evening hours which primarily use live network shows, all programs on the station are recorded. The station is not directly affiliated with any American or Canadian network but takes shows from NBC, American and MBS. Plans call for many well-known network programs for the evening hours, as well as extension of station-produced and controlled programs.

Firstly the station uses news on the hour every hour. Most of this news is recorded, including periods after midnight. Starting at 5 to 7 a.m. firstblocked program the Morning News is a magazine show which carries participating advertisers. From 7 to 9 a.m. is the Musical Clock with participating national and local advertisers. The next hour is the All Time Hit Parade with participating advertisers. From 9 a.m. to noon is the Make Believe Ballroom with national advertisers buying quarter-hour periods.

From 12 noon to 1 p.m. is sold in quarter-hours and newscasts to various local and national advertisers with musical programs. The next blocked period starts at 1 p.m. for an hour, The Pops Concert, followed for two hours by Mickey Lester Show which segues into a swing program at 4 p.m. called Club 580 for high school students who flock to the station. For half an hour a variety program Studio Party follows, and at 5:30 Make Believe Ballroom for a two-hour session with national advertisers buying quarter-hour periods. From 11 p.m. to 6 a.m. there is a solid musical program with the only breaks being for news and the first hour when light chatter and comedy are spotted between recordings. Advertising is carried on all programs.

Good Taste Rules

Except for the evening hours screeners have no control over programs only over copy in their commercials, and these must meet rigid Canadian good taste rules. Mr. Cooke allows only one, rarely two commercials on any quarter-hour program, and only one on the Make Believe Ballroom quarter-hour periods. He also has an arrangement with sponsors now where CKEY staff writes all commercial copy for the advertiser's approval. Only live commercials are allowed on the major blocked program periods. There are no spot announcements on any station breaks, only a 30-second flash at each break. News sponsors, under Canadian Broadcasting Corp. regulations, may not break in with commercials in the center of the programs but may use the break before and after a five-minute newscast, but cannot buy the program.

Results from the listener and audience standpoint have brought CKEY to the first position on audience from 9 a.m. to 8 p.m. CKEY uses 5 kw compared to the other 5, 10 and 20 kw stations in Toronto. Program repetition has made the station number one in the top revenue producing stations in Canada since many local advertisers have been replaced by national advertisers.


CKEY uses a staff of 65 to keep its programs varied and entertaining for all its blocked periods.

Veterans Rejoin NBC

Following veterans have returned to NBC: Francis Connolly to engineering department, Stephen Kanagy to general service, John Williams to the international department, and Lester MacGregory to sound effects.

Winther Joins WTCN

HAROLD WINTHER has joined the sales department of WTCN Minneapolis.

September 16, 1946 • Page 101
Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in owning station. Give experience and qualifications. Box 899, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Send complete details, experience on high power equipment and direct relations to other engineers. Give full details, including salary, etc. Box 886, BROADCASTING.

Wanted—Traffic clerk. Man to work in traffic department for experienced general station. Tell all first letter, Box 879, BROADCASTING.

Program director with previous major market experience. Must know all phases of operation and be able to deal directly with any and all personnel. Highest references as to ability and character required. Box 912, BROADCASTING.

Metropolitan network station, CBS, 5 kw, has openings for experienced promotion director, traffic director, sales manager, and station manager. Please write or wire, giving full details. Box 886, BROADCASTING.

Chief engineer—position now open with 25 kw network station. Developing plans for metropolitan FM installation. Opportunities for present and future. Opportunity unlimited. Please give complete details and personal interview will be arranged. Box 897, BROADCASTING.

Wanted—North Carolina station needs two first class combination engineer announcers. Record shows, ad lib, sports. Also woman office manager and continuity writer. Send all details, salary desired to Box 899, BROADCASTING.

Have permanent position for woman who can qualify as Woman's Program Director. Must have a minimum of 25 kw experience, preferably in a metropolitan station. Must write good copy, enjoy interviewing, attend to details for the good of the station. Must have ability to work with a good personality. Salary flexible. Main Post Office Box 3911, Tucson, Arizona.

Two transmitter operators with first class certificates. Must be willing to work in Hannibal, Missouri. Address full particulars to Ben Parrish, Chief Engineer, 55-00 per week. Space 866, BROADCASTING.

Situations Wanted

Chief Engineer—fifteen years experience in design, construction, installation; good references. Will handle negotiations. Best references. Box 804, BROADCASTING.

Who has permanent position for woman who can qualify as Woman’s Program Director. Must have a minimum of 25 kw experience, preferably in a metropolitan station. Must write good copy, enjoy interviewing, attend to details for the good of the station. Must have ability to work with a good personality. Salary flexible. Main Post Office Box 3911, Tucson, Arizona.

Wanted—Operate First class transmitter. Apply to 1 kw CBS affiliate. See Box 859, BROADCASTING.

First class operator for modern network station. Must have class C license. Salary open. Send qualifications to Gordon Lewis, Program manager, Detroit, Michigan.

Wanted—Time salesman for modern midwestern network station. Must have good reference, preferably in network or Eastern station. Salary opens. Send qualifications to Box 909, BROADCASTING.

Wanted—Applicants must be of college age. Major in business administration; have experience in management or sales; and program personnel. Submit full experience, training, and salary in application. Box 915, BROADCASTING.

WANTED—First class telephone operator for new 250 watt station. Start $40 per week. Must have class B radio license, knowledge of telephone. Box 888, BROADCASTING.

WANTED—Commercial director or writer with Eastern experience. Member of League of American Business radio journalists. Box 897, BROADCASTING.

Wanted—Applicants must be of college age. Major in business administration; have experience in management or sales; and program personnel. Submit full experience, training, and salary in application. Box 915, BROADCASTING.

Radio program director, 4½ years experience, has operated 5 kw station, now staff announcer, music director. Desire responsible, secure, permanent position. All replies strictly confidential. Prefer southeast. Will consider anywhere. Box 897, BROADCASTING.

Announcer—All around man. Experienced in newscasting, editing, narration, copy layout, production techniques, and writing. If you have the ability to write, you can fill it. Box 894, BROADCASTING.


Situations Wanted

Announcer—Continuity writer—experienced. Good background, creative, commercial, news. Has experience with any office. Box 890, BROADCASTING.

Program manager—continuity editor—experienced, good background, creative, commercial. Has experience with any office. Box 890, BROADCASTING.

An announcing natural. Qualified and experienced radio school-trained beginner. So much improved since training that with station association assure you I will give prolific and polished expression in a short time. Am enclosed with a dozen photos and character reference letter available upon request. Box 888, BROADCASTING.

Program director—announcer, 4½ years experience, new network station. Has operated large Eastern market. Excellent reference. Must be willing to work in any location. Box 859, BROADCASTING.

Wanted immediately—three men with sales experience. Must have first class call ticket. Have experience. Send complete details. Box 886, BROADCASTING.

WANTED—Continuity writer—experienced. Good background, creative, commercial, news. Has experience with any office. Box 890, BROADCASTING.

Announcer—Continuity writer—experienced. Good background, creative, commercial, news. Has experience with any office. Box 890, BROADCASTING.

WANTED—Continuity writer—experienced. Good background, creative, commercial, news. Has experience with any office. Box 890, BROADCASTING.

Situations Wanted


Manager—Has 25 kw experience. Excellent opportunity for experienced director, has operated large Eastern market. Proved loyal, responsible, secure. Willing to work in any market. Send qualifications. Box 865, BROADCASTING.

Promotion director with top-flight background. Good knowledge of sales, promotion, production, music, voice. Has been in the business many years. Has excellent references. Replies in strict confidence. Box 884, BROADCASTING.

New 5 kw station in market looking for a good small pull announcer who wants job with greater opportunities. Rate $750. Box 894, BROADCASTING.

Assistant manager—Programming? Production? Need a man who really knows his business. Must have voice experience. Male, 25-30, ready to learn quickly. Must be hard worker with plenty of experience, interested in change of job where he can earn his security and raise his own status. Box 888, BROADCASTING.


Sports announcer—Play-by-play, community, all sports. Background in public relations, sales and promotion. Desires position with an established station. Has operated on networks. Box 896, BROADCASTING.

Announcer—Veteran, better than five years experience all phases. Network act, staff announcer, play-by-play sports. Has covered all sports in his career. Tall, 1½ HP Westinghouse fan motor. Dressed to kill. 5’8” wide, 54” deep. 27½” high. Has received all top honors. Send full details; will reply. Box 909, BROADCASTING.

OCCUPATION

Commercial Manager

with ability to sell regional accounts

ALSO:

Announcers

Play-by-play sports

News and ad lib

1 kw station

Box 882, BROADCASTING

FOR SALE—Leading 5 kw Havana law.

FOR SALE — $25,000. 5 kw station, dedicated 1 kw international short wave. Additional 1 kw short wave. Well established audience and commercial clientele, good record of earnings. Suitable for leading 1 kw network outlet. Complete staff and management. Reasonable price for facilities including auditorium theater. Priced at substantially under $100,000. Will consider cashing in of required 10 kw construction. Principals only. Reply American Representative Box 905, BROADCASTING

EXPERIENCED COMMERCIAL

SALE EXECUTIVE

Young, aggressive, presently employed by newspaper, looking for career in radio sales ability. Nearly fifteen years experience in all phases broadcasting and allied fields. Commercial and creative, familiar agency procedures as well as station, networks. Offers, whether salary, commissisons or combinations, must equal or exceed $12,000 per annum.

Reply Box 883, BROADCASTING.

AN INVESTMENT OPPORTUNITY

A newly-organized transcription house desires to contact parties having transcriptional equipment of any type for a cooperative arrangement in order to produce proportionate share of stock. Current production facilities plus a wide variety of proven commercial shows currently produced for a variety of clients. Interested parties should reply with complete details. Box 845, BROADCASTING.

SALES EXECUTIVE

EXPERIENCED COMMERCIAL EQUIPMENT FOR SALE

New air conditioning unit. Yorkaire model 335 S4, 2½ ton capacity, 115 volt. Two-capacity. Temperature con- stant, 1½ HP Westinghouse fan motor. 5’8” wide, 54” deep, 27½” high. Has received all top honors. Send full details; will reply. Box 909, BROADCASTING.

Attended School of Radio Technique, N.Y.C. Ambitious. Desire job as radio announcer in any small station for experience. Age 25, Veteran World War II, stationed in Lebanon, 129 Hooker Avenue, Poughkeepsie, N.Y.
Situations Wanted (Cont’d)

For Sale

- A complete FCC approved 150 watt transmitter and two tubes.
- A 50 watt commercial transmitter.
- Two tubes.
- A complete 25 watt transmitter.

For Sale

- Two units of 26C limiting amplifier. Perfect condition. $150.
- A 1500 watt amplifier.
- A 50 watt limit repair.

WANTED TO BUY

- Western Electric 630, 618 and RCA 485X.
- A microphone with a 3000 ohm input.

Miscellaneous

- Warren Teskey please contact Box 898.

FIRST CLASS OPERATORS WANTED

SIX POSITIONS OPEN WITH ESTABLISHED ORGANIZATION

WJLS, BECKLEY—CBS, 560 KC

One (1) first class operator, transmitter watch and maintenance.

Mobile relay unit work.

WJLS-FM, BECKLEY—31.7 KC, 100.7 MC

One (1) first class operator, transmitter watch and maintenance.


WKNA, CHARLESTON, W. VA.—ABC, 1 KW, 950 KC

One (1) first class operator, experience with directional arrays, as chief operator.

Three (3) first class operators, transmitter watch, transmitter and studio maintenance. New RCA equipment throughout. Four element DA. On air approximately Oct. 15. All 40-hour week.

If interested in any of above positions, write, wire or phone

A. J. GINKEL, Chief Engr.
Radio Station WJLS
Beckley, W. Va.

Give qualifications, availability and salary requirements.

Wants Sample

WMT Cedar Rapids, Iowa, has received following letter:

Dear Sirs, My husband has been drinking something awful lately, and I would appreciate you sending me some of that "Alcoholics Anonymous" you've been advertising on your station. Maybe it would help my husband. Thanks.

WMT did not send the woman a membership card, but it did turn letter over to the local chapter of the organization which presents program on WMT.

‘Blade’ Withdraws

TOLEDO BLADE Co. requested FCC to discontinue its television application for Toledo, now set for hearing Oct. 3 with the Toledo television request of Fort Industry Co. The Blade and its action was not a "complete abandonment of television" but that it proposed to investigate experimental color video and pursue plans for later commercial operation.

WEEK Delayed

WEEK Peoria, Ill., previously scheduled to join NBC Oct. 1, has postponed its affiliation with the network until Nov. 15 because of construction difficulties which are delaying completion of the station.

WHOM Safety Show

WHOM Jersey City, N. J., in cooperation with the Department of Motor Vehicles of the State of New Jersey, Sept. 15 started a new series of public service programs titled "Highways to Safety." Sun. 5:30-6 p.m. Leo R. Welsh, director of safety education in the Department of Motor Vehicles, inaugurated series by delivering message from Arthur W. Magee, New Jersey motor vehicle commissioner. Program dramatized from a film of the Department of Motor Vehicle Dept. and are directed by Maurice Barret.

Hopkins Joins Hill

HAROLD V. HOPKINS, Jr., released from the Army and more recently assistant promotion manager of The Chicago Sun, has joined Ivan Hill Adv., Chicago, as account executive. Before the war Mr. Hopkins was with UP and the Lincoln (Neb.) Star.

WMIX, FM STATION, BEGINS OPERATION

WMIX Mt. Vernon, Ill., first FM station in Southern Illinois was scheduled to go on the air yesterday (Sept. 15), it was announced by Fred Dodge, station manager.

WMIX is owned by the Mt. Vernon Radio and Television Co., a group of 25 local business and professional men. Transmitter and studio are at 12½ North Ninth St. Mt. Vernon present schedule calls for daily operation from 11 a.m. to 1 p.m. and from 5 to 9 p.m. daily on 103.7 MHz. The station’s frequency will later be increased to 1000 MHz.

Carl H. Meyer of Victor Andrew Co., Chicago, supervised technical arrangements, while the Fred A. Palmer Co., Cincinnati, supervised the engineering and operation consultants, aided in getting station on the air.

Mr. Dodge, associated with the Palmer organization, has been in radio 15 years, connected with WNBF Binghamton, New York, WFIL Philadelphia, WBAL Baltimore and WKRC Cincinnati. Taylor, formerly of Zanesville, Ohio, and Lexington, Ky., will be in charge of engineering operation.

Deductive program last night was to include Mayor Barry Bishop.

BMB Clinics Extended To Oct. 2 in New York

BROADCAST Music, Inc., 580 Fifth Ave., New York 19, N.Y., have extended their New York Clinic for the second time beyond previously announced closing dates and will be held Sept. 18 and 25 and Oct. 2 at 2:30 p.m. in BMB headquarters, 270 Park Ave., New York. Philip Frank, BMB executive secretary, will discuss nine uses of BMB’s uniform measurement of radio station network audiences at the forthcoming meeting to which advertisers, agencies, radio stations, networks and station representatives are welcome.

The BMB Monday afternoon Chicago clinics will continue Sept. 16 and 23, 2:30 to 4 p.m., in Studio 1, WGN, 441 North Michigan Ave.

Swing Show Dropped

WITH decrease in swing shift listenership, KHJ Hollywood has dropped six weekly 1-6 a.m. programming carried since early 1942. Primarily aimed at worker audience, the service has made maintenance difficult. One early morning segment in which five interruptions occurred pointed up need for maintenance and with need dissipated for this type of service, KHJ decided to drop it.

Two Join SCBA

KERO Bakersfield and KIST Santa Barbara, Calif., have joined Southern California Broadcasters Assn.

Ziv Adds Four

FREDERICK W. ZIV Co., Cincinnati, has placed transcribed quarter-hour “Hurry Wood Show” under local sponsorship on four air-contract stations management WCCL, WINS, WBBM. Contracts are for 26 weeks.
FCC Is Requested To Turn Down Sale Holds Half-Interest in CP For Tennessee Station

GEORGE BURKE SMITH, whose half interest in a Maryville, Tenn., permittee firm is up for sale for $2,500 to former Knoxville City Manager George R. Dempster, asked FCC last week not to approve the assignment.

In a petition Mr. Smith contended that his partner, V. H. McLean, "on many occasions...under the supposed forces of financial coercion...to get full control" and that therefore Mr. Smith "in order to salvage his investment and the contributions which he had made to the partnership, had no alternative except to sell to McLean or whomever McLean wanted as a partner."

Mr. Smith, former engineer at WNG, said he delegated power-of-attorney to Charles H. Davis, Knoxville attorney, and later was informed that his interest in the firm, Gateway Broadcasting Co., had been sold to Dempster, the tobacco manufacturer. He contended that without his knowledge Mr. Davis submitted documents to FCC which were "intended to state a matter which was prior to his statement of the interest of the partner..."

He charged that Mr. Davis "conspired with other parties whether under the supposed forces of financial coercion..." which adversely affected the petitioner's interest..." Mr. Smith claims he revoked Mr. Davis' power-of-attorney Aug. 30.

When the assignment application was filed last spring, Mr. Smith's decision to withdraw from the partnership was attributed to ill health [BROADCASTING, April 15]. But last week's petition was filed and is now being advertised for competing bids under the Avco rule. Representatives of Mr. Dempster maintain that he paid Mr. Smith $800 and deposited $2,000 in escrow pending approval of the sale.

The construction permit is for full-time use of 1400 kc with 250 w, unlimited Class IV, starting March 1, 1947.

WHLS Hearing

RENEWAL hearing for WHLS Port Huron, Mich., which FCC was planning to use as basis for an interpretation of stations' liability under libel laws [BROADCASTING, June 25], was postponed from Sept. 16 to Nov. 18, the Commission announced last week. Plans are to decide the case on a stipulation of facts, and the demands of other hearings in the docket, are for participating attorneys to complete the stipulation.

Hogg Joins Northern

JAMES HOGG has joined the engineering staff of Northern Broadcasting and Publishing Co., Toronto.

George Washington Hill Dies At Quebec Summer Camp

ONE OF THE WORLD's great salesmen, a little, round man who sold the most cigarettes in the world by advertising slogans and loud music, and was credited with devising the advertising campaign that popularized smoking "cigarettes by women (thus doubling the sales of his smokes), died early Friday morning at his summer camp in Canada.

Mr. Hill's name: George Washington Hill. His business: President (and unquestioned authoritarian) of the American Tobacco Co.

Mr. Hill, 61, died at his Cold Springs Camp at Matapedia, Quebe, while on a salmon fishing vacation.

Few details of the circumstances of his death were made public. Mr. Hill had always shunned public publicity, and the executives at the American Tobacco Co. in New York seemed lose to permit an intrusion into his affairs even now that he was dead. The official announcement said simply that he had died "suddenly and without a brief illness."

Despite his reluctance to admit himself to public scrutiny, Mr. Hill had an apostolic belief in the powers of advertising for his products. After he succeeded his father, Percival Hill, to the presidency of American Tobacco in 1925, he embarked on what was to be an unending sales and advertising campaign that unquestionably was a major factor in the tremendous increase of cigarette consumption.

In 1927 he undertook the then daring appeal to women smokers by advertising with testimonials featuring famous female users of tobacco. Next year he began the "Selling for a Sweet" campaign that was to alienate the whole candy industry and induce a Federal Trade Commission warning to Mr. Hill. The Tobacco Commission later warned to one advising the public to avoid over-indulgence and to "Reach for a Lucky Instead."

Other Slogans

More recent slogans of his coinage were "Lucky Strike Green Has Cured Me," and the now famous "LS/MTT" which clicks across the airways in Morse code on the Hit Parade and Jack Benny radio programs.

A reported disagreement several years ago between Mr. Hill and owner of Information Please, then being sponsored by American To- bacco Co., over one of Mr. Hill's slogans, "The Best Tunes of All," and the purchase of commercial time in Carnegie Hall, was the acquisition of the program by another sponsor. The slogan was to remind listeners that the All-Time Hit Parade station, television special hour-long programs Sept. 7, 1941, through Dec. 31, 1943, at Terminal, Burbank, featuring inter- views with prominent artists as well as top names in aviation, Southern Pacific, Barbara Stanwyck, telephone calls, cooperated with Don Lee Broadcasting System in handling sight and sound transmission from airfield to Mr. Lee. Images were beamed back by 4,000 mc parabolic-reflector micro-wave relay equipment.

WXAO Demonstration To Demonstrate Equipment, WXAO Hollywood, Don Lee and WOR radio stations, televiled special, half-hour-long program Sept. 7, 1941, through Dec. 31, 1943, at Terminal, Burbank, featuring interviews with prominent artists as well as top names in aviation, Southern Pacific, Barbara Stanwyck, telephone calls, cooperated with Don Lee Broadcasting System in handling sight and sound transmission from airfield to Mr. Lee. Images were beamed back by 4,000 mc parabolic-reflector micro-wave relay equipment.

Interim Agreement Employed by Cuba

Establishes Three Stations Mexico announces 50 kw CUBA has notified the U. S. an- nounced last week. North American Regional Broad- casters that it is taking advantage of terms of the Inter- interim Agreement to launch new stations in Washington early this year, by establishing three Class II stations, two on clear channel and one on a regional. Mexico also gave notification of new station sales changes, including a 50 kw outlet on 1350 kc. The notification follow:

CUBA 630 kc-CMQ Havana shifted to 64 kc, CMHQ Santa Clara, L. V., 16 kw, unlimited, Class II under Interim Agreement, started operations Sept 1. 540 kc-CMQ Havana, 25 kw, DA unlimited, Class II under Interim Agreement, started Sept 1.

1260 kc-CMQ Havana, shifted to 690 kc, CMDZ Havana, 5 kw, unlimited, Class III-A, started Dec. 1.

1260 kc-CMQ Havana, shifted to 690 kc, CMDZ Havana, 5 kw, unlimited, Class III-A, started Dec. 1.

MEXICO 690 kc-New, Chihuahua, Chihuahua, 1 kw, unlimited Class IV, starting March 1, 1947.


New Book Claims Radar Cost More Than A-Bomb

DEVELOPMENT of radar and production of the units cost the United States 0.8 billion dollars more than the development of atomic energy, according to a book written for Chrysler Corp. by Wesley W. Stout. Atomic energy cost around 32 billion dollars more. Chrysler Corp., in 1942, was asked by the government to design and manufacture the antenna mount and gear, for what is known as the SCR-584 radar unit. This assignment amounted basically to working out the unsolved mechanical problem of a radar dish, gun-laying radar and, finally, to make thousands in quantities.

Kist Names McGilvra

JOSEPH HERSHEY McGILVRA Inc. has appointed national sales rep- resentative for what is known as the SCR-584 radar unit. This assignment amounted basically to working out the unsolved mechanical problem of a radar dish, gun-laying radar and, finally, to make thousands in quantities.
FM CONDITIONAL GRANTS-11 FINAL CPs ISSUED

I'VE FM conditional grants (subject to engineering conditions), 21 final FM CPs, and provisional 'five-year permits' for six applications previously granted CPs announced by FCC Friday.


Queen City Broadcasting Co. (KIRO), Seattle, 530 feet; Winona Radio Service (KWNO), Winona, Minn., Class B, 93.7 mc (No. 229), 55 kw, 610 feet; Atlantic City Broadcasting Co. (WGH), Newport News, Va., Class B, 92.3 mc (No. 253), 20 kw, 500 feet; Hampton Roads Broadcasting Corp. (WJPF), Herrin, Ill., Class B, 99.7 mc (No. 286), 800 w, 270 feet; North Shore Broadcasting Co. (WSTC), Stamford, Class A (after application for permit), Sept. 22; KXMB, Minn., Class B, 99.6 mc (No. 241), 50 kw, 690 feet; Walmac Co. (KMAC), San Antonio, Tex., Class B, 98.9 mc (No. 270), 20 kw, 320 feet; Savannah Broadcasting Co. (WSAR), Fall River, Mass., Class B, 93.5 mc (No. 250), 45 kw, 510 feet. Permits given regular CPs (power is effective radiated power, antenna height is "right above average terrain")

Racinne Broadcasting Corp. (WRGN), Racine, Wis., Class B, 101.3 mc (Channel 287), 2.9 kw, 300 feet; Kansas City Broadcasting Co. (WGRF), Ft. Scott, Kan., Class B, 98.5 mc (No. 243), 20 kw, 500 feet; Miss Longston holds CP for Burley, Idaho, 93.3 mc, 250 w daytime only. Principals: Willard D. Egolf, now active partner of WPAB.

Arkansas-Oklahoma Broadcasting Corp., Fort Smith, Ark., Class B, Western Connecticut Broadcast Group, Class B, 91.9 mc (No. 257), 3.1 kw, 300 feet; KFXA, Iowa, Class B, 99.6 mc (No. 283), 50 kw, 1,000 feet; Globe-Democrat Corp., Norwood, Mass., Class B, 100.1 mc (No. 261), 160 kw, 530 feet; KMED, Medford, Ore., Class B, 103.1 mc (No. 276), 50 kw, 1,000 feet; Walmac Co. (KMAC), San Antonio, Tex., Class B, 98.9 mc (No. 270), 20 kw, 320 feet; Savannah Broadcasting Co. (WSAR), Fall River, Mass., Class B, 93.5 mc (No. 250), 45 kw, 510 feet. Permits given regular CPs (power is effective radiated power, antenna height is "right above average terrain")

EIGHTEEN GRANTS for new AM stations announced Friday by FCC, including 10th and 11th standard stations for Washington, D. C. area and sixth for New Orleans, to Times Prime Radio. New Orleans grant for 940 kw with 1 kw daytime only.

In one, Tri-Suburban Broadcasting Corp., Silver Spring, Md., Commission reversed its designation of application for hearing and "comparative consideration" with two non-conflicting requests [Broadcasting, Aug. 26].

Other Washington area grant, for daytime operation at Bethesda, Md., went to Broadcast Management Inc., headed by former NAB Public Relations Director Willard D. Egolf, now active partner of WPAB.

Second Georgia grant in recent week went to Lee Segall Broadcasting Co., headed by Lee Segall who helped develop Vox and Pop and "D. J. in programs. In grant for Havre, Mont., Jessica Longston, Edward L. Janssen and associates received authority for their second station, already having grant for Moses Lake, Wash. Miss Longston holds CP for Burley, Idaho, Robert W. Rounsaville, owner WRBC Cleveland, Tenn., and George M. Clark, his associate in WBEJ Elizabethan, Tenn., received daytime grant for Pulaski, Tenn.; Maj. Eneye Ridge, part owner and general manager WRIG Greensboro, N. C., and Hadley Hayl lumber company executive, received CP for North Wilkesboro, N. C.

Mike Benton, president General Elevator Corp., Atlanta, advised to Eugene Talmadge, Democratic nominee for Georgia Governor, granted CP for Atlanta after several-year quest.

KEX PORTLAND GETS INCREASE TO 50 KW POWER

INCREASE from 5 to 50 kw (DA at night) for KEX Portland, Ore., operating as Class I-E (class II CP after action), authorizes FCC and announced Friday. Also authorized change studio and transmitter locations. KEX on 1190 kw.

KWBU Corpus Christi permitted to amend application to change studio and transmitter file until clear channel question decided. KWBU now using 1030 kw under special authorization, protecting WBZ Boston, dominant station.

FM-MS STARTS

WINX-FM starts Washington yesterday (Saturday) started full 9 a.m. to 11 p.m. schedule, becoming first commercial FM station to air in Washington, D. C. ABN AM programs of WINX without charge to sponsors. WINX and FM affiliate are owned by Washington Post and managed by Regis O'Donnell.

ART BROWN, WHN New York sunrises, returns Sept. 30 to WOL Washington where a filled morning spot 11 years.

LAST PRECEDENT

PRECEDENT breaker to the last, George Russell, Washington, D. C., last but one on his list of clients necessary for his closing of the biggest of the new stand-by for Andy Russell, singer on the Lucky Strike Hit Parade. Standby is Vic Damone, vocalist on WHN New York. WHN, whose program is sponsored by ABC, Agency, Foote, Cone & Belding, N. Y.

D. C., New Orleans Among 18 AM Grants

of communication with Performance Act requiring identification of sponsors. Many stations credit United Fruit; understood some do not.

SYMPTOMS detected in Chicago that WGN may join NAB after October convention. Only major network not to pass resolution of sponsorship ABC, though President Mark Woods often has indicated intent to join. Leading midwest program firm understood about ready to join ranks of B & W and others on October 24 to discuss last year over incident involving birth of broadcasting, haven't shown desire to return in time for convention.

Closed Circuit

(Continued on page 4)
FIFTH NETWORK
(Continued from page 4)
pective affiliates for $7,660. Mr. Husband said production of these "package" radio facilities will be determined by results of bids from "four large manufacturing" companies. Contract would be awarded Oct. 15, he said.

Mr. Morgan, who heads AAAA Timebuyers, urged those-Ned Green and Pierce and Pruitt Lackey-give up CP for 910 kc daytime with 1 kw in connection with ambitious plan.

Mr. Husband reported Field-affiliate sales force will be increased to 80 by mid-October, according to plans.

"We are interested in giving 2000 communi
tivities another chance of radio service where such service now is inadequate," general manager commented. "We want only 100 w affiliates, but will accept 250 w outlets if there is no conflict." (At present time, there are 22 100 w daytime only.)

Date for inaugural has not been set, according to plans.

Mr. St. Clair, phone attorney and army officer, said to be drafted "four large manufacturing" companies. Contract would be awarded Oct. 15, he said.

Mr. Morgan formerly handled former duties. Mr. Morgan formerly handled assistant to Mr. Paige, named publicity director of WOL-Mutual by Col. Al Warner, director of news room operations. Mr. Morgan is now working in New York, an-
ticipation's sports department.

ovich, senior member of FCC, will be director of NABS responsible for industrial relations; Nathaniel Stevens II, of Washington & Crosby, West Coast milling firm, will be director in charge of organizational operations.

McKeesport, LANSING GRANTS

PROPOSED GRANTS TO Harold F. Gross, d/b as Southwestern Michigan Broadcasting Co. for new Kalamazoo, Mich. station (1360 kc, 1 kw, DA at night), and to Corpus Christi Broad- casting Co. for Corpus Christi (1230 kc, 250 w fulltime) made final by FCC in decisions announced Friday. Proposed de-

MAYFIELD GRANTEES MERGER of two of three AM grantees at little Mayfield, Ky. (8,000 pop.) approved by FCC. Owners: Owners of Purchase Broadcasting Co. (Frank O. Evans) and of Media Support Co. (J. W. Davis) will give up CP for 910 kc daytime with 1 kw (WPMF) and take 48% interest in Mayfield Broadcasting Co. Inc. (WKTM), which has CP for 1230 kc 250 w fulltime. Agreement is with Mayfield and soon to start program tests. Original WKTM own-
ers—Ned Green and Pierce and Pruitt Lackey of Lackey Group (WHOP, WPAD, WSON, and CP at Madisonville) retain 52%. A voice rule not involved since control not transferred. Third Mayfield grantee: Mayfield Broadcasting Co., 1320 kc, 1 kw, day only.

OMIT FLOWERS
WMOA Marietta, Ohio, took air last week as MBS outlet, but it wasn't like most station debuts—there weren't any flowers from network. Howard L. Cher-
onnoff, owner and family of station and managing director of Virginia Network, told President Ed Kobak and Station Re-

afters. Original WKTM own-
rates. Vice President Carl Haverlin WMOA would rather have money than a "gangster" floral spray. Among WMOA's first revenue items was $5 check signed by Messrs. Kobak and Haverlin.

NAB GROUP TO PREPARE UNIFORM RATE CARD PLAN
FINAL recommendations for submission to NAB convention on rate card standards to be drafted Sept. 23-24 in New York by NAB Sales Managers Subcommittee on Standardization of Rate Card Format. Meeting called Friday by Arthur Hull Hayes, WABC New York, chair-
man. Representatives of AAAA Timebuyers Committee and NBC and CBS will attend.

Rep. John P. Hearns, FCC attorney attached to NAB, said that the group was on its way eastward in effort to sign up prospective affiliates, Mr. Husband revealed. This force is visiting with community business men, attempting to elicit their interest in project; sign them up as af-

Disc Argument Extended
Oral Argument on proposed dispute t
eralize FCC Rules Sec. 3.407, regarding identification of transcriptions [Broadcasting Aug. 26, Sept. 2], to be held before Mr. Smith, Mr. White, Messrs. Briggs, and Mr. Cohen Sept. 25. Case closed Aug. 26, reopened and extended to Nov. 18. Opponents (including CBS, NBC, Ameri-
can Federation of Musicians) contend proposed amendment, by requiring identification of program source, would deprive material of special time value, would discour-

18 AM GRANTS
(Continued from page 105)
Just a reminder of

The Texas Rangers

—AMERICA’S FINEST
TRANScribed LIBRARY
of WESTERN MUSIC!

Tested and Proved Successful for
★ All Qualified Advertising!
★ Radio Stations, Large or Small!
★ Markets, Metropolitan or Rural!

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at 475 Fifth Avenue
The second statewide study of listening in Oklahoma conducted by Dr. F. L. Whan, University of Wichita, has just been released. In addition to information tabulated from 4,996 questionnaires concerning stations listened to regularly and listened to most during various periods of the day, the study contains valuable information on program preferences of Oklahoma listeners by age, sex, education and place of residence. A new section of the study deals with listeners' preferences for "educational programs" with interesting results. Copies of the study may be secured on request either from Dr. F. L. Whan, University of Wichita, or Station WKY, Oklahoma City.