SEPTEMBER 23, 1946

TICKET NO. 1,500,000
TO THE
WLS
NATIONAL BARN DANCE

These are our people—the Midwest family folk who enjoy WLS entertainment—use WLS service...

When Mr. and Mrs. Arthur Benson took their youngsters to the WLS National Barn Dance in Chicago's Eighth Street Theater, July 27, they knew only that this was their third visit to the WLS broadcast.

What was their surprise to find one of their tickets was number 1,500,000 (numbering began March, 1932, when the show moved into the theater); to receive two dozen American Beauty roses and scores of other gifts from WLS and the various Barn Dance advertisers.

Yes, 1,500,000 people have paid to see the WLS National Barn Dance—hard-working people like the Bensons, for whom we program always! The Bensons farm a 200-acre place in Kane County, Illinois; their three youngsters range from 2 to 8; their income depends on corn and hogs. Listeners to WLS "ever since there was such a station," they usually start at 5 a.m. with "Smile-a-While." Mr. Benson explained, "What pleased us so much—the folks are so friendly at WLS."

To serve and entertain families like the Bensons, in town and on farm, has been our constant 22-year aim. 1,500,000 paid admissions to the Saturday night Barn Dance and over 17,000,000 letters in 16 years...these are evidence this aim is true.
Here's that Old ONE-TWO Again!

In just 3 weeks, these two promotions of vital interest to radio time buyers have taken place in Iowa.

1

Nearly a quarter million Iowans visited the KRNT-International Harvester television studios at the Iowa State Fair. International Harvester and Iowa State Fair officials believe that this was the largest attendance—in any one week—at any exhibit—at any state fair in the United States!

2

The new KRNT RADIO THEATER, with 4200 seats, opened with "OKLAHOMA!" last week. To see the eight showings of this production, people from all over Iowa paid more money than was ever paid before to see any show—in any one week—in any legitimate theater—any place in the United States.

Three facts stand out

✓ The KRNT television studios and "OKLAHOMA!" were both swell attractions. We've got the box office proof.

✓ KRNT Radio Station did its usual grand promotion job. The crowds and evidence of promotion are proof.

✓ Alert time buyers know that KRNT does a comparable job of promotion for its own good shows and personalities. Here is the proof . . .

KRNT in Des Moines has the greatest share of audience of any ABC station—in any Hooper city in America!

Represented by the Katz Agency
KRNT is available with WNAX and WMT as the Mid-States Group.
Sept. 29th WSPA goes 5000 watts Day and Night

September 29th, far-reaching WSPA will encircle the Midas-rich WSPA Piedmont with a notably stronger signal, intensifying its 16-county listening audience.

September 29th, WSPA’s newly installed 417-foot tower and 23-mile copper wire ground system will improve its daytime signal an estimated 40%. But more important—September 29th WSPA increases nighttime power from 1000 to 5000 watts.

Right now WSPA sells to 124,908 radio homes* in the Spartanburg-Greenville market with a Monday-through-Friday daytime share-of-audience of 52.8° and Sunday-through-Saturday evening share of 74.8°.

With this new signal strength—5000 watts day and night on 950 kilocycles—WSPA will completely blanket “one of the best-balanced sections in the entire country.”

And WSPA, more than ever, will swing the balance your way.

*Net weekly daytime circulation, CBS Listening areas, 7th series, 1944
Spring Station Listening Index, Spring 1945

WSPA
SPARTANBURG, SOUTH CAROLINA
Represented by Hollingerby
5000 watts day, 5000 watts night, 950 kilocycles
Walter J. Brown, Vice- Pres. and Gen’l Manager
CBS station for the Spartanburg-Greenville Market
NO DECISION yet by CFRB Toronto, as to frequency it will occupy when CJBC Toronto, takes its six Canadian clear channel frequencies, under recent Canadian Broadcasting Corp. decision to occupy all six Canadian clear channels. CFRB offered by Radio Branch, Dept. of Transport, Ottawa, four channels: 640, 800, 1010, 1550 kc. It is learned CFRB does not plan 1010 or 1550 kc, may switch with CKLW Windsor-Detroit, in which CFRB owners have interest, for 800 kc channel, letting CKLW use 640 or 1010 kc. CFRB also considering 640 kc in lieu of 800 kc.

POSSIBILITY that American Home Products (Anacin) will drop Real Life Stories series set for 5:30 p.m. five times weekly, on MBS under discussion between sponsor and Dancer-Fitzgerald-Sample. Advertiser may use budget for radio spot campaign should it decide to drop network show.

BEFORE many weeks elapsed, Lewis H. Avery Co., station representatives, will become Avery-Knodel Inc., with Bill Knodel, now national sales manager of radio division of Field Enterprises Inc., to join firm as partner and Chicago head. Enterprise, launched year ago by former NAB director of broadcast advertising, has made rapid strides.

RADIO manufacturing fraternity awaiting with interest reports on RCA Victor's field testing of its FM receiver models. Greatest interest centers around whether company will succeed in by-passing use of Armstrong FM patents.

ALSO of interest to FM'ers is current trade report that Philco and GE are ready to market combination AM-FM-phonograph receivers in $599-$895 range and of high quality. Already producing FM combinations are such companies as Zenith, Scott, Freed, Stromberg-Carlson and Pilot.

NEW development in Arde Bulova endurance-record effort to terminate his duopoly control of WOV and WNEW New York may be plan to dispose of WOV's control to brother-in-law, Maj. Harry D. Henschel, now 20% stockholder. Major Henschel, also with other business interests, served overseas during World War II and distinguished himself. This develops following breakdown of negotiations to sell station for $600,000 to David Dubinsky's ILGWU which was double amount agreed upon with Mester Bros., latter now litigating FCC refusal to approve transfer [CLOSED CIRCUIT, Sept. 2].

WHEN FCC issues decision on Press Wireless application to operate shortwave relay for program transmission (expected this week) odds are it will be turned down despite lengthy program tests conducted last May at Commission's behest. Should FCC deny application, Press Wireless expected to demand public hearing.

BROADCASTING...at deadline

Closed Circuit

Upcoming

Sept. 23: NAB Employee-Employers Relations Committee, Statler Hotel, Washington, D. C.

Sept. 28-29: AWD Second District meeting, DeWitt Clinton Hotel, Albany, N. Y.

(Bullets for other upcomings see page 50)

Bullets

MOSCOW late Friday approved five industry representatives as observers at Five-Power Telecommunications Conference opening Sept. 28 early. Among them was William G. Thompson, AT&T; A. L. Budlong, ARRL; Commodore E. M. Webster, National Federation of American Shipping; F. C. Alexander, IT&T; Philip F. Siling, RCA. Official delegates and observers must pick up visas in Berlin.

LOUISE C. CARLSON, former wife of Charles C. Carlson, licensee WJBW New Orleans, applied to FCC Friday for WJBW facilities—1230 kc, 250 w fulltime—and asked designation with WJBW renewal application, up for further hearing Oct. 10 on alleged violations of FCC regulations. Accompanying petition said Mrs. Carlson receives portion of station profits under divorce decree; that application is to protect property interests.

REGULAR license renewals to Aug. 1, 1949, announced by FCC Friday for WSNJ Bridgeton, N. J.; WPAX Thomasville, Ga.; WILR Lima, Ohio; WSNY Schenectady; KFBC Bismarck, N. D.; WAGA Atlanta, Ga.; WWJP Lansing; WSSV Petersburg, Va. Also: WJHO Opelika, Ala., renewed to Aug. 1, 1947; WDNC Durham, N. C. and WJBK Detroit to Aug. 1, 1948; WAGA Atlanta and WHKC Columbus, Ohio, to May 1, 1949.

Business Briefly

SPOT PLANNED • MGM Records, New York, new organization which will produce records by Metro-Goldwyn-Mayer stars, as well as other artists, appointed Donahue & Coe, N. Y., as advertising agency. Plans are spot radio and newspaper campaigns.


CARNATION TO CBS • Carnation Co., Milwaukee, Sept. 30 switches Lone Journey, formerly on NBC, Mon. through Fri., 10-10:15 a.m., to CBS, Mon. through Fri., 2:30-2:45 p.m. Agency, Erwin, Wasey & Co., Chicago.

MORGAN ON NETWORK • ABC's caustic Henry Morgan, who lambasts sponsors, is to be sponsored by Everharp on ABC Vest, 10:30-11 p.m., beginning Oct. 16. Agency, Biow Co., N. Y.

WALLACE ON ALL NETWORKS • REVERSING decision made Friday noon to stay off air Friday and Saturday, ex-Secretary of Commerce Henry A. Wallace decided Friday afternoon to broadcast short talk at 8 that night from his Washington hotel. All networks arranged to carry talk, with WWDC of Washington carrying locally. WRC, WTOP and WOL picked up for NBC, CBS, MBS wire recording of ex-Secretary reading 50-word letter of resignation. ABC featured broadcasts of busy radio day was WOL forum in which Harold Ickes, former Interior Secretary, participated.

NABET POISED TO STRIKE • AT 4 WESTINGHOUSE OUTLETS • NABET late Friday preparing to strike at four Westinghouse stations if wage agreement not reached by Saturday night, end of 30-day cooling-off period. Stations affected by threatened weekend walkout: WBZ-WBZA Boston-Springfield; KDRA Pittsburgh; KYW Philadelphia.

NABET certified early in year as bargaining agent for 65 engineers at outlets. Negotiations started June 6. Westinghouse Radio Stations Inc. and NABET representatives met last Monday and Tuesday with U. S. conciliator but failed to reach agreement. Union claims WRSI offered $90 weekly base wage, but said figure is 20% under standard wage in areas. Quick check of Philadelphia stations showed one $40-$75 scale, another $57-$97.

Page 4 • September 23, 1946
• They're all yours with SPOT RADIO: Flexibility of schedule. Adjustability to distribution.
Selectivity of markets. Fast and inexpensive sales delivery.

In planning your new campaigns, count on Spot Radio and on these stations. Most of the successful advertisers do!

Represented nationally by

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Atlanta • Boston

SPOT RADIO LIST

<table>
<thead>
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<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS
Fulton Lewis, jr.

...available now*

in Chicago

Important metropolitan market open for Fulton Lewis, jr. sponsorship—over radio station WGN, Chicago, Ill.

Local and national advertisers alike, on 207 stations throughout the United States, find the Fulton Lewis program the cooperative program with a selling wallop.

PUT FULTON LEWIS, JR. TO WORK FOR YOU IN CHICAGO! Wire, phone or write us at once for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
Whether it's face powder or nail polish, women in the Nashville area buy millions of dollars worth of beauty products each year... Beauty gets a share of the 356 million dollars spent annually in retail stores alone... But 190 thousand radio families in this trade area have ample buying power for your quality products as well. So, for effective coverage of this potential audience—who regularly listen to the top programs of American and Mutual—try WSIX.

AMERICAN and MUTUAL
5,000 WATTS
980 KILOCYCLES

Represented Nationally By
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy
“the time has
The question, gentlemen, is not how far back into recorded history people have been dressing up in uniforms...but how far forward...

The Greeks were hard at it 2500 years ago, and before them the Egyptians. And just a little while ago, close order drill became a reality to the 15,000,000th American since Pearl Harbor.

Our own Secretary of War probably had this in mind on the opening broadcast of You And The Atom, Columbia's recent series of programs on nuclear energy. He said:

"Man now has in his hands a force so great, both in its potential for good and in its potential for evil, that the time has come for him to do something else. He has to stop doing what he has been doing."

The italics are ours. Likewise, the objective. We were convinced that radio could, and should, do something about it. Even if it only meant broadcasting to over 33,000,000 families a plain, unvarnished story of the atom: what it is, how it works, and what it has in store for us.

We did it five nights a week for four weeks. We hoped it would help to make clear what each one of us has to do (and stop doing) in order to prevent our grandsons and their grandsons from dressing up once more in familiar uniform.

But it takes far more than a single series of 20 broadcasts to help the American people fully apprehend what is perhaps the hardest truth of all: that it is within their collective power to shape their collective destiny.

The point is that whatever more it does take to impress this truth through radio, we and our affiliated stations stand ready and willing to provide.

Columbia Broadcasting System
A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Sellers of Sales

Radio was a dream world to her in 1932, which she dared not believe to be habitable by ordinary folks. Being no ordinary person, Ruth Eleanor Johnson is today time and space buyer as well as office manager of Raymond R. Morgan Co., Hollywood advertising agency office.

In time expenditures alone, Ruth oversees annual purchases of approximately $1,500,000. In this capacity she plans the radio campaigns of such accounts as White King Soap Co. (White King Granulated Soap, Scotch Triple Action Cleanser, Sierra Pine Toilet Soap and Merrill's Rich Suds), Kerr Glass Mfg. Corp., Planter's Nut & Chocolate Co. and Folger's Coffee.

Chance alone brought her into radio's fold when a friend called to say she was leaving the Don Lee Broadcasting System talent service. Was she interested? Mostly all the way, but she didn't think it was possible to get into radio quite so readily. Even today, she modestly confides that she sometimes pinches herself to be sure it's true.

From 1932 to 1937, she stayed with the Thomas Lee Artist Bureau as assistant to the office manager. When it was dissolved in late 1937, she went over with the successor organization known as Shaw-Martin agency, talent service, just as it is done in our newspapers and magazines.

That way, I think, the producing, directing and programming brains would eventually gravitate to the stations and networks, and there would be more emphasis on what the public wants rather than on what the sponsors want.

Insofar as the commercial messages are concerned, they would be subject to the control of the stations and networks and they in turn should rigidly exercise controls so as not to abuse the listener.

Frederic Wakeman.
September 11, 1946.

Barns Away!

AT A RECENT VICTOR BORGE SHOW at Des Moines, John Monahan of Bankers Trust Company, was questioned by the lady sitting next to him. "Isn't this the WHO Barn Dance?"
When told it was not, the lady replied, "Well, good night! I drove 75 miles to see the Barn Dance!" And then the lady left.

Feature of the Week

EDITOR'S NOTE: Mr. Wakeman, author of the best seller THE Hucksters—a book of fiction which takes to task advertising agency executives concerned with radio—was asked by Broadcasting editors to do a special piece for publication on the general subject of radio as he sees it. He was asked specifically for his observations on "unhuckstering radio." Here is his response.

EDITOR, Broadcasting:

Your letter of Aug. 28 just arrived here in Bermuda today, and I hasten to answer it on account of your deadline.

I would very much like to do such an article but am working on a new book now, and don't dare to interrupt it.

Of course, my suggestion for "unhuckstering radio" is very simple—it is to apply the publishing technique to radio, by throwing the program responsibility back to the stations and networks, taking all of same away from agencies and sponsors and talent agents.

Then advertising time is sold next to "editorial and program matter."

Reaching a SALES-RICH MARKET

The greater York market, rich in industry and agriculture—it's a good buy at low cost.

Represented by
Radio Advertising Company

Page 10  •  September 23, 1946
"REQUESTFULLY YOURS" PROVES IT
and Paul Brenner, every early evening delivers in North Jersey-

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

Another Reason Why...
WAAT delivers more listeners per dollar in North Jersey—America's 4th Largest Market*—than any other station, including all 50,000 watters!

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

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

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Local Boy Makes Good Listening

If ever there was an exception to the saying, "A prophet is without honor in his own country," Dave Hamilton is it... for this husky, Hoosier-born singer of ballads is one local boy who has made good in his own bailiwick by making "good listening" daily for the audience of WIBC, the fastest growing radio station in Indianapolis.

Back in his home town now, after a three-year stint in his Uncle Sam's navy, Dave Hamilton has resumed a career in radio which already has solidly established him as a favorite with WIBC listeners who hear him regularly on these three "top drawer" live talent shows: "Jane Day's House," "P. M. Party" and "WIBC Coffee Shop."

Dave Hamilton is only one of many in the bright firmament of stars who are creating such avid listenership for WIBC and such effective results for WIBC advertisers. So, to sell your goods or services more profitably in Indiana, sell through the medium of a pre-tested show from "The Friendly Voice of The Indianapolis News" where you'll find "Live Talent—Alive to Your Commercial Objective." See your John Blair man for time and talent available.

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis
Today millions of listeners in the Mid-South look to WMC for their radio entertainment. This listener loyalty has grown through the years because of: (1) Top-ranking NBC shows. (2) Public service attractions of interest to the people in this area. (3) News. (4) Local and regional spot shows of unusual appeal.

That’s why most people listen most of the time to WMC in Memphis and the Mid-South.
WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

Don’t think our little St. George, above, doesn’t know a bottleneck when he sees one. And don’t think we don’t either, here at F&P!

*Manpower* is the bottleneck that throttles most service organizations. Here at F&P we have selected our manpower, culled it, and selected again, until now, after fourteen years, we have the best organization in our history. The result of this extra effort is *better service to you.* ANY kind of service that will help you get better spot-broadcasting, easier. May we prove it?

**FREE & PETERS, INC.**

*Pioneer Radio Station Representatives*

Since May, 1932

**EXCLUSIVE REPRESENTATIVES:**

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<th>Station</th>
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**CHICAGO:** 180 N. Michigan  **NEW YORK:** 444 Madison Ave.  **DETROIT:** 3463 Penobscot Bldg.  **SAN FRANCISCO:** 38 Sutter  **HOLLYWOOD:** 6531 Hollywood  **ATLANTA:** 322 Palmer Blvd.

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FCC Cites 6 for Programs on Renewals

Blue Book Tenor Seen Milder In Notice

By RUFUS CRATER

IN A MORE MILDLY WORDED follow up of its Blue Book, FCC announced last Friday that six additional stations had been designated for renewal hearings on program issues.

The six with WBAL Baltimore designated last February, are KBIX Muskogee, Okla.; KGFJ Los Angeles; KMBC and KONO San Antonio; WIBG Philadelphia, and WTOL Toledo.

Reported to have picked what it considered more flagrant examples of over-commercialization in program structure as a means of serving notice on all broadcasters, the Commission couched its announcement in language regarded as much softer than the bristling phrases of the Blue Book.

The Commission, a one-page release summarizing the status of standard renewal applications and reporting that FCC "is essentially current in the processing of renewal applications," declared:

"In designating these seven applications [including WBAL's] for hearing, the Commission was of the opinion that the statistical and other data before the Commission concerning the program service rendered by these stations indicated that these stations were not rendering well-rounded program service in accordance with the licensees' obligation to operate in the public interest."

Data at FCC

It was conceded that the statistical data before the FCC are only an "index" of the manner of operations and are "not considered . . . conclusive" of overall operation. When the cases come to hearing, FCC said, the stations may use program data and "any other relevant evidence" to show well-rounded program service "as actual operation" and to prove that the stations are living up to their program promises.

Although the release did not specify any dissents in voting on the designations, it was thought, based on previous consideration, that in each case at least one and sometimes more of the six commissioners opposed hearings.

Issues in the six cases have not been announced. It was understood, however, that one of the chief objections related to the use of spot announcements, particularly those "planned-in" in participating programs. Hearing dates were not set.

All but KBIX Muskogee are located in major markets. All but 10-kw WIBG operate with power of 250 w or less (KGFJ is a 100-w outlet).

WTOL Toledo was specifically cited in the Blue Book for the drop in local live programs which occurred after it received a grant for fulltime operation, for a scarcity of local public service programs, and for the frequency of spot announcements in some time segments. (These Blue Book references relate to WTOL operations for the week of Nov. 15, 1944, during which period, the Commission said, 91.8% of broadcast time was commercial).

Announcement of the designations came less than three days after the facilities of WBAL, the first station put down for renewal hearing on program issues this year, were requested in an application filed by Drew Pearson and Robert S. Allen (see story on this page). WBAL also was cited by the Blue Book.

The Commission's announcement said regular renewals have been granted to 400 of the 485 stations required to submit program analyses in conformity with the plan announced in the Blue Book on March 7. Of the remaining, beside the six set for hearing, 39 have not been processed pending outcome of other hearings in which the licensees are directly or indirectly involved; six are still on 10-year permits for accounting studies; five for possible engineering violations; six for legal studies not involving programming; seven awaiting action on transfer or assignment of license applications; and 16 awaiting receipt of further information from the licensees.

Text of the announcement, Public Notice 98501:

On March 7, 1946, when the Commission issued its report on "Public Service Responsibility of Broadcast Licensees" 322 stations were operating on temporary licenses largely because of the Commission's inability with its limited staff to make the necessary analyses of the stations' operations. It is expected that the report of the Commission

(Continued on page 88)

Pearson, Allen Ask WBAL Facilities

Station Application Requests 1090 Ke In Baltimore

A TOP-LEVEL TEST of FCC's Blue Book policies was precipitated last week when Drew Pearson, Washington commentator and columnist, and Col. Robert S. Allen, his former colleague, applied for clear-channel facilities of Hearst Radio Inc.'s WBAL Baltimore.

A bitter legal battle was foreseen, probably extending to the Supreme Court. Mears, Pearson and Allen were reporting preparing to develop all aspects of Hearst operations when the case goes into hearing, and the Hearst organization was expected to reply in kind. It was reported that William Randolph Hearst himself may be subpoenaed from his San Simeon, Calif., home to testify.

The fight started before the Pearson-Allen application, filed late Tuesday, was two days old. Thomas P. Littlepage of Littlepage & Littlepage, Washington counsel for Hearst Radio and WBAL, said a counter-petition was being prepared opposing consolidated hearing of the two applications and arguing that FCC Rules Sec. 1.387(b)(2), cited by Mears, Pearson and Allen in quest of a joint hearing, clearly is not applicable and was misconstrued by the new applicants.

It was understood that Judge John J. Burns, Hearst Radio attorney and former general counsel of Securities Exchange Commission and chief CBS counsel in the FCC monopoly proceedings several years ago, would be co-counsel for WBAL in the proceedings. Hearst Radio executives had no comment on the new application except to concede that they were "examining the situation."

Legal counsel on the opposing side is the Washington firm of Cohn & Marks, with Frank, Sken & Oppenheim, of Baltimore, contributing legal advice on local matters in preparation of the application. McNary & Wrathall, consulting radio engineers, Washington, prepared the technical data.

Operating with 50-kw power on 1090 kc and at current station values estimated by informed industry sources to be worth probably in excess of $2,000,000, WBAL is now on temporary license and was cited by the Blue Book for its high proportion of commercials.

WBAL income last year has been estimated at better than a million and a quarter dollars after deduction of agency commissions, with

(Continued on page 80)
**Title Bout Earns 33 Hooper Rating**

Gillette Sponsors Fight Also On NBC Television

REMINISCENT of early-day off-mike mutterings when tunes-in heard an occasional “damnit” seep through the static when someone tripped over the maze of wires strung in impromptu studios, listeners to the Louis-Mauriello championship fight Wednesday night heard the naked truth from the defeated Tami Mauriello.

“Awww, I got too goddamned careless,” he exclaimed when Sports-caster Bob Dunphy interviewed him in the ring after he was revived from the knockout.

Dunphy covered the faux pas cleverly, took the conversation away and Mauriello left the microphone.

67.8% of Audience

Sponsored by Gillette Safety Razor Co. on ABC, the fight earned 33 Hooperating, as compared to 33 Hooper Rating .

33 Hooper Rating was host to some 300 Government officials and business leaders at a television party. Gillette agency is also sponsored it on a Latin American network.

**RADIO WEEK**

Nov. 24-30 Dates Set - At Joint Meeting

DATES for National Radio Week were set tentatively as Nov. 24 through 30 at a meeting last week of the Advertising Committee of the Radio Manufacturers Assn., comprising over 90% of total industry output.

The observance this year will follow the pattern last year's National Radio Week, according to an announcement released after the RMA-NAB session, and will aim at the stimulation of radio receiver distribution throughout the country.

Executives Attend

NAB executives who attended were Justin Miller, president; A. D. Willard Jr., executive vice president, and Edward J. Heffron, executive assistant for public relations.

RMA members were Bond Geddes, executive vice president, and advertising committee members John Garceau, of Parnsworth, chairman; John K. West, of RCA Victor; W. B. McGillin, of Westinghouse; David McGluekin, Philco, and James D. Secrest, RMA director of publications.

**Record August Set Production Reported by RMA as 1,500,000**

ALLTIME record in production of radio receivers was set in August by member companies of the Radio Manufacturers Assn., comprising over 90% of total industry output. Total August production was 1,442,757 sets, with likelihood that complete industry output exceeded 1,500,000 receivers.

Despite this record, production of sets with FM dropped a third -13,892 in August compared to 19,642 in July—despite a substantial increase in console and radio-phonograph models. RMA explained that a number of manufacturers have announced plans to bring out new FM models this autumn.

Only three television sets were produced in August but several plants are planning to introduce new lines this month.

The record set output was 350,000 above the industry's prewar monthly rate and about 400,000 over July production of 1,061,853 units. Average monthly output in 1941 by all companies, according to Census Bureau figures, was 1,019,832 units.

Fast rise in output of console and radio-phonograph models brought the total of these receivers in August to 101,744, compared to 71,500 in July. This almost equals the prewar unit average. Electric table models dominated the 1,442,767 record production, amounting to 1,030,183. Of these 132,000 were radio-phonograph models.

Production of battery sets, all portable or table models, totaled 184,306, with 124,645 auto receivers also produced.

Though tube output has been influenced by strikes at plants making plastic bases, July output was 14,439,130 compared to the peacetime record of 17,979,636 in June. Output of tubes for new sets was 8,482,826, with 5,212,922 for replacements and 759,491 for export.

**Benny Set Sept. 29**

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), Sept. 29 returns the Jack Benny show on NBC, Sun. 7-7:30 p.m.

Mr. Benny is celebrating his 15th year on the air and his 35th in show business this season. Agency is Grady & Wagner, New York.

**Western Auto Expands**

WESTERN AUTO SUPPLY Co., Los Angeles, Sept. 29, expands Circle Arrow on NBC, adding 28 stations for total of 55. Show made debut last October from WLW Cincinnati over 20 stations and has increased several times. Bruce B. Brewer & Co., Kansas City, placed contract. New stations are WHAM, WBNB, KDKA, WAVE, WIX, WSM, WGBF, KGBX, WSOC, WISE, WSAV, WJAX, WPLA, WIOD, WJDX, WAML, WFOR, WGRM, WALA, WCOA, WAPO, KGNC, KTBS, KANS, KWBW, KOAM.

**Schreiber Raised to New WGN Post**

**MR. SCHREIBER**

AMONG MAJOR personnel changes effected Sept. 18 by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, was the appointment of Frank Schreiber, general manager of WGN, as executive director of WGN Inc.

Mr. Schreiber thus succeeds Chester M. Campbell, who was made treasurer of The Tribune. Mr. Campbell is also vice president and advertising manager of the Chicago paper, which owns WGN.

J. Loy (Pat) Maloney, managing editor of The Tribune was appointed chief of public relations.

In his new capacity, Mr. Schreiber will assume full charge of WGN and all its departments. He was named station coordinator in 1940, a title which was later changed to general manager. Mr. Schreiber became affiliated with The Tribune as a member of the sports staff in 1918. In 1928 he was appointed assistant general purchasing agent. He transferred to WGN in 1931 when he was appointed chief of the public relations department.

At the board of directors meeting of the Tribune and affiliated companies Sept. 18, other officers to be elected included F. M. Flynn, business manager of the New York News who became general manager of the News Syndicate Co. Inc., to fill the vacancy caused by the death of Roy Hollis. Richard W. Clark, News managing editor, was elected to the News Syndicate Co. board with the title of secretary, succeeding Col. McCormick. Mr. Clark also became executive editor of the News.

**‘Mystery’ Renewed**

GENERAL FOODS Corp., New York (Post-Tens), Oct. 6, after an eight week summer hiatus, resumes House of Mystery on MBS, Sun., 4-4:30 p.m. Agency is Benton & Bowles, New York.

**SCHREIBER RAISED TO NEW WGN POST**

**“Woof Equal Time Hour”**

Drawn for Broadcasting by Sid Hix

“And in conclusion let me say, I’m an atheist, thank God!”

Page 16 • September 23, 1946

BROADCASTING • Telecasting
Truman Lauds Ad Council’s Postwar Role

Addresses Leaders At White House Conference

WORK of the Advertising Council during the first postwar year in contributing more than $100,000,000 worth of advertising in support of public service projects was praised by President Harry S. Truman at a closed session of business leaders and advertising leaders, labor specialists, educators and Government officials, held Sept. 17-18 at the White House Executive Offices.

“The Advertising Council and the Office of War Mobilization & Reconversion, working with the President’s Famine Emergency Committee, played a vital part in awakening the country to its obligations to the starving people of the world,” the President said in a message sent to the conference.

Through the two-day session advertising maintained an enthusiastic commendation for their part in promoting public service projects. Role of broadcasting drew heavy emphasis, according to officials who commented informally after the meeting. The Council operates two broadcast campaigns—network allocations and spot announcements. A number of Government officials addressed the meeting, but in most cases their remarks were off-the-record. Main purpose was to point out how media and advertisers had contributed to war and postwar public service causes as well as to stimulate interest in such work during the second postwar year.

Liaison Session

Subjects discussed included price control, wage stabilization, fiscal policies, occupation problems, world trade, veterans’ problems, housing, food prospects and crime prevention. The session was part of the continuing liaison between Government agencies and the Council, a non-profit, volunteer organization which selects sponsored information programs and enlists advertising support.

Executives present represented broadcasting, agencies, newspapers, magazines, manufacturers, railroads, and transportation media and trade associations. Participating on behalf of broadcasting were network officials and NAB President Justin Miller.

Dr. John R. Steelman, director of OWMR, who called the meeting directed proceedings which closed with a luncheon session. Speakers at the luncheon were Dr. Steelman; Clarence Francis, president of General Foods Corp.; Evans Clark, chairman of the Council’s Public Advisory Committee, and James W. Young, chairman of the Council.

Mr. Young pointed out the change in the pattern of Council activity in the postwar year, in which $100,000,000 in advertising was contributed. He recalled that the Council estimated shortly after V-J Day that it might maintain 10% of the wartime contribution of $300,000,000 a year for public service and public relations advertising.

Council Messages

“I am happy to be able to tell you that we are currently running at the annual rate of over $100,000,000 worth of space and time for public service message recommendations by the Council, without any estimate of the valuable advertising talents which are contributed by volunteer advertising agencies,” he said. Among achievements of the Council’s campaign he cited the following:

Nearly $6,000,000,000 worth of U. S. Savings Bonds sold since Jan. 1, of which over half were E Bonds.

Cooperation of nearly 70% of American families secured in conservation of grain products to help alleviate starvation abroad.

Credited by Forest Service with reducing forest fires by 39,000 in 1945.

Steady decrease in highway fatalities through accidents campaigns in cooperation with National Safety Council.

Assisted Army’s recruiting drive in which almost 1,000,000 have been recruited.

POWER of advertising as a means of promoting public service as well as purely wartime projects was acclaimed by top Government and civilian leaders during two-day conference at White House. Radio drew praise for its role, with R. B. Smallwood, president of Thomas J. Lipton Inc., telling of results from one-time charity broadcast.

Lipton Reaps Public Service Rewards

Broadcast By-Products Pleasant Surprise

CHARITY pays—and so does broadcasting.

Thomas J. Lipton Inc., Lever Bros. subsidiary, discovered the value of the combination early in the war. Out of its corporate heart this important segment of the Lipton interests staged a one-time broadcast designed purely to help hungering millions abroad.

With contributions from the advertising agencies, Lipton, as food company, had a special obligation to do something about helping the hungry people of the world.

Text of the letter from Mr. Smallwood to the Council follows:

Mr. Young talked on the Council’s postwar use of media on behalf of public service causes. Building up to the Smallwood letter, he said:

“Does it pay off for business? Perhaps one example will tell you more than a thousand generalities, so let me read you a letter received at the Council office a few days ago.”

Lipton’s recruiting campaign was praised by the President.

“This is the best public service program I’ve ever heard or heard about,” according to Mr. Smallwood’s letter.

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Letters to newspapers, radio stations, the Columbia network and to ourselves were generous in their commendations and expressions of friendship. This deluge of unsolicited letters, of course, represents only a small fraction of the many whose feeling toward our company (and possibly toward business as a whole) seems to have become more cordial than ever before.

In this connection we are particularly pleased to quote, in part, from a New England minister’s letter:

“Extra Benefits

“Extra Benefits

“The very pleasing by-products of this effort, which were not a part of our purpose, were the very fine dealer cooperation and the many unsolicited evidences of public goodwill that accrued for our company.

“Great numbers of dealers built special displays and devoted space (at their own expense) in their advertising to call attention to the broadcast. In some cases merchants and their newspaper joined forces in sponsoring large newspaper advertising to tell their community of this special Lipton broadcast. Reports from our salesmen indicate widespread expressions of sincere respect and goodwill from all classes of trade.

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“It was the best public service program I’ve ever heard or heard about. Our Sunday bulletin carried an announcement about the broadcast as a result of the ‘Letter from the Publisher’ in Time magazine. I only hope that a good many of our congregation were tuned in.

“I am sure this program was presented as a public service without regard for advertising value; but it is the type of program which would make me change the way I think about the hope of encouraging similar broadcasts.

“The minister was right. We did present the program without thought of advertising reward. Yet the resulting evidence of public goodwill and enthusiastic reaction is overwhelming.

“We feel no compaign designed for the purpose ever could have been as effective in the public interest as it had been in the public interest.”

In commending the Council Dr. Steelman said: “The Advertising Council, the type of work it is doing, and the type of leadership that inspired it, is one of the things that America needs right now.”

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“The minister was right. We did present the program without thought of advertising reward. Yet the resulting evidence of public goodwill and enthusiastic reaction is overwhelming.

“We feel no campaign designed for the purpose ever could have been as effective in the public interest as it had been in the public interest.”
Cosgrove Hits FM Prejudice Charges

Service to Rural Areas Promised in Speech

By Dillard

CHARGES of collusion among radio manufacturers to keep down production of receivers with FM were branded as "silly" by Ray C. Cosgrove, president of Radio Manufacturers Assn. in an address Wednesday before the Electric Institute of Washington, D. C.

Mr. Cosgrove participated with Everett L. Dillard, head of Commercial Radio Equipment Co., and operator of W3XL, independent FM station in Washington, in a two-way discussion of receiver production and prospects for FM sets. The institute is composed of radio and appliance dealers in the nation's capital.

Hits Anti-AM Promotion

Pointing out that output of sets with FM had dropped from 19,641 in July to 13,892 in August and that August set sales fell to all-time record for total production with 1,500,000 sets produced (see story page 16), Mr. Cosgrove said, drawing cheers from the dealers, "What about 1,500,000 AM sets produced last month?"

Mr. Cosgrove said to some extent FM will be a burden on the distributor, since it presents antenna installation problems in some cases, and like television requires a "lot of selling."

Mr. Dillard proposed that dealers sell customers smaller $40 radios, at the same time displaying the new FM models and explaining FM's advantages, and then take orders for later delivery of larger FM sets when they become available in quantity.

He contended that the console models with FM will cost about the same as those without it and suggested the danger of customer ill-will when FM promotional advertising gets under way, especially among customers who have bought high-priced models without FM.

Sees 25,000,000 Output

Mr. Cosgrove contended console models with FM will cost $30 more, table models $8 to $10 more at the retail level. He traced the August drop in FM output to change of the FM band from 42-50 mc to 88-108 mc and to the difficulty of fooling for AM. He said fooling costs four times as much as it did before the war.

Potential industry set production is 25,000,000 a year, Mr. Cosgrove said, compared to 13,000,000 produced in 1941, the record year. Discussing production problems, he told of shortages of condensers, copper wire and cabinets. Several plants have not solved the antenna problem by buying furniture plants and even timber tracts, he said.

He feared a piling up of table models if production continues to increase and pointed out signals in the present "profligate" prosperity. Criticizing OPA, he said set costs twice as much as before the war and said that receivers should be decontrolled since production is catching up with demand. He blamed OPA for the cabinet shortage, since furniture plants are producing lines that command high prices rather than turning out radio cabinets. Manufacturers are compelled to make their own condensers out of brass, he added, because aluminum plants aren't providing material. Three set makers lost over a million dollars each the first half of this year, he said.

Prospects for FM

In outlining the history of FM and its prospects for the future, Mr. Dillard reminded that "FM is not purely an urban service. Its most useful coverage does not end at the city limits as most people think. A 20 kw station with an antenna 500 feet above average terrain using 20 kw effective radiated power will project a satisfactory rural type of coverage to a distance of 65 miles and will provide a signal of sufficient intensity to provide a primary service to any large city located within a radius of 31 miles of the antenna and transmitter site."

Woll Confering in Capital; AFM Wins Its Hotel Strike

Meaning of FM

FM means Folding Money to the wholesale and retail electrical trade, says Everett L. Dillard, head of Commercial Radio Equipment Co., operator of W3XL, Washington, FM independent. Addressing dealer members of the Electric Institute of Washington Wednesday, he said: "FM means Folding Money because FM offers the greatest opportunity for the history of radio to sell more and higher priced radio set units with less sales cost, or sales resistance."

STATUS of J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, in the case of U. S. vs. James Caesar Petrillo, charged in a criminal information with violating the Lea Act, remained a mystery last week, as settlement of the case did not appear imminent. The original date was Sept. 19 but the Government was granted until Oct. 19 to file its reply brief to contentions of Mr. Petrillo's counsel that the Lea Act is unconstitutional. The Government had been granted until Sept. 30 to file its reply brief to contentions of Mr. Petrillo's counsel that the Lea Act is unconstitutional [Broadcasting, Aug. 19].

The coming tournament will be the first since 1942, when the last industry convention was held. The event was dropped during the 1943 and 1944 war conferences. No convention was held in 1945.

Entries for the tournament, which opens the six-day official NAB program, should be sent to Maury Long, Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. Mere notification of intent to participate is all that is required.

Blind bogey handicap system will be used, with six holes being chosen by the Acacia professional. Maximum handicap is 35.

Past winners follow:

1932—Dr. Leon Levy, WCAU Philadelphia.
1933—Jerry King, Standard Radio.
1934—Lewis Allen Weiss, Dor Lee network.
1935—Carl Hammond, KMO Topeka.
1936—Ross Wallace, WHO Des Moines.
1938—No tournament.
1939—V. E. Carmichael, KWB St. Louis, and K. W. Pyle, KFBI Wichita, tie.
1940—Sherwood Brunton, KJBS San Francisco.
1941—Paul Raymer and Pierce Romaine, Paul H. Raymer Co., tie.
1942—Waters Milbourne WCAO Baltimore, and Don Straton, WTAM Cleveland, tie.

Broadcasting

Links Tourney Set For NAB Sessions

Blind Bogey Planned During Chicago Convention

The Broadcasting Trophy

ELEVENTH annual NAB golf tournament for Broadcasting Magazine trophy will be held Sunday, Oct. 20, at Acacia Country Club, in suburban Chicago. Large silver cup will be awarded the low net winner.

The coming tournament will be the first since 1942, when the last industry convention was held. The event was dropped during the 1943 and 1944 war conferences. No convention was held in 1945.

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1942—Waters Milbourne WCAO Baltimore, and Don Straton, WTAM Cleveland, tie.
Geeheebee

That was one of the most versatile gadgets during the war. The Army engineers used it in construction work... such as earth clearing for airfields, camps and cantonments. The Navy put oil drums on top to float it ashore... then used it to lift boats and barges and as a movable drydock. It was nicknamed the Geeheebee.

Quite a gimmick. It’s almost as sure fire as a certain radio station we know about.

Because it’s a fair statement to say that W-I-T-H, down here in Baltimore, has done an earth-turning and drydocking job for many an advertiser who needed sales help.

It’s a fact that W-I-T-H, the successful independent in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town. Check that station list again before you initial it. W-I-T-H belongs on it... just on facts alone.

WITH
and the FM Station W3XMB
BALTIMORE 3, MD.

Tom Tinsley, President • Headley-Reed, National Representatives
September 23, 1946 • Page 1
Three More Values For BMB Cited

By Frank

By PHILIP FRANK
Executive Secretary, BMB

LAST WEEK'S article explained briefly the form in which Broadcast Measurement Bureau's uniform measurement of radio station and network audiences will be published and three of at least nine uses to which advertisers and agencies may put this data: To help determine what media to use for a campaign, to evaluate stations and networks and to determine the best way to reach specific markets. Advertisers and agencies are now putting to these and more uses even today's so-called circulation, coverage and audience material and working out cost comparisons on the basis of the statistics they admit should not be compared—but for lack of other data must be used.

This article will discuss three more uses of BMB.

Matching Distribution, Sales

Radio is both a national and a local medium and lends itself to purchase of a product's actual or potential distribution or sales in various areas. This is particularly important in the case of advertisers with clearly defined distribution areas. Such advertisers might well prepare distribution maps and select that network or those stations whose BMB audience pattern most closely coincides with their distribution maps.

An advertiser with national distribution but uneven sales may prefer to use an average of several past years' sales as a yardstick rather than a more recent distribution breakdown, setting sales levels either on the basis of dollar sales or per capita sales.

Still another method is to use total sales of the product rather than of the advertiser's particular brand, on the assumption that product sales represent a closer approximation of brand sales potential. In any event, if the product has a national sales potential the advertiser can prepare a map and see which network's audience pattern most closely resembles the sales pattern.

The advertiser can use the same method in his spot campaign, with even greater flexibility, localizing advertising pressure where needed.

Where detailed distribution and sales figures are lacking, the advertiser of a product with predominately rural or urban appeal may buy time with a view to getting particularly good BMB penetration in cities or rural areas as the case may be.

Or, reversing this policy, the advertiser may seek good penetration where his sales are weakest with a view to bolstering them, counting on a minimum audience penetration to hold his sales where they are already strong.

Almost all radio advertisers use other media and can enhance the value of their entire advertising campaign by the coordination of media. Similar breakdowns are made of magazine and newspaper circulation to evaluate strong and weak points.

Supplementing Media

It has already been pointed out that no network is likely to perfectly match sales or distribution. BMB will indicate where network audience penetration is inadequate to meet the local need and therefore where supplementary spot broadcasting is called for.

And, having determined the places where spot is needed, BMB can help in the next step, the partial evaluation of the most suitable station in each of these areas. In places where spots are good but network audience penetration is indicated by BMB figures as not up to the percentage requirement designated for the particular campaign involved, an additional station with greater penetration can be considered. Then all factors, such as available time, general programming and competitive programming must be weighed before making the decision.

The advertiser can even go a step further... (Continued on page 24)

World Conference Invitations Issued

U. S. Names Delegates To Five-Power Meeting

INVITATIONS for a World Telecommunications Conference to open April 16, 1947, "in or near Washington, D.C.," have been presented by the U. S. legation in Switzerland to the director, Bureau of International Telecommunications Union, Bern, State Dept. announced last week.

At the same time the State Dept. made public the names of 14 delegates and seven aides to the Five-Power Preliminary Telecommunications Conference opening Saturday (Sept. 28) in Moscow. It also announced that the U. S. is resuming formal notification of radio frequencies to the Bern Bureau effective Sept. 16.

The Moscow conference is one of the biggest stations in the U. S. S. R. and would be heard throughout the Soviet Union and Europe.

While BBC had announced that the 580-kc channel (614.6 meters) would be used for Program C, reliable reports from London last week indicated that Britain was planning to use the frequency also for programs in the Russian language, designed to appeal to the Soviets.

Mr. deWolf declined comment on the Soviet-British fight over the frequency, saying it was strictly an internal British problem and not one for general discussion of other nations. The U. S. accredited authoritatives, however, that British delegates to the Moscow conference were considering making representations.

While the Moscow conference will take no affirmative action on any telecommunication subject, plans for the World Telecommunications Conference called by the U. S. are expected to be completed. This country plans to call an engineering conference about the first of the year, preliminary to the plenipotentiary meeting, other nations agreeing. It was pointed out that engineers of various countries could formulate recommendations to be presented to the general assembly.

Site of the world conference has not been definitely determined. St. Louis was considered, but it was decided to be White Sulphur Springs, Va., but hotels in that resort spot were reluctant to tie up their facilities for a long period. It is expected that the conference will open in early September (Continued on page 76)
Sound makes no noise unless there is an ear to hear it

Science tells us that sound waves must strike an ear before they are translated into noise.

Common sense tells us that an advertising message broadcast by radio must be heard by radio listeners before it can be translated into sales results.

Your advertising message on KNOW is heard by more than twice as many potential customers in the rich Austin area as would hear it on Austin Station "B". (Overall Hooperatings: KNOW 43.6, Austin Station "B" 16.7).

Include KNOW in your next campaign. You'll find that KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.
Corwin to Antipodes
NORMAN CORWIN, now on the last leg of his around-the-world trip in search of "areas of agreement," headed for the Philippines in search of "areas of agreement," headed for the Philippines after his return Oct. 15, has yet to visit Australia, New Zealand and Hawaii. "The sentiments of the people," according to Mr. Corwin, "are not those expressed by their statesmen."

P&G Signs CBS
PROCTER & GAMBLE Co., Cincinnati (Camay soap) Oct. 5 begins sponsorship of This Is Hollywood broadcasts CBS, Sat. 10:15-10:45 p.m. The sponsor of This Is Hollywood from Sept. 12, Mr. Corwin, "are not those expressed by their statesmen."

Kay Daumit on 11
KAY DAUMIT Inc., Chicago, for Lustre-Creme Shampoo, Sept. 26 starts sponsorship on 11 stations of Here Comes Harmon, Criterion Radio Features package. Dealer tie-in includes distribution of printed football forecasts by Tommy Harmon on 150 grid contests. Shows are to be broadcast Thursday and Friday on WIND WNEW WJLB WHK WHO WGBS KCMO KSD WFBR WGST KLOL. Contracts are for 13 weeks, placed by Kuttner & Kuttner, Chicago.

Newsmen Honored
THE CINEMA LODGE, B’nai B’rith, today, Sept. 23 pays tribute to the Association of Radio News Analysts at the Hotel Astor, New York. News commentators and analysts will be cited for "consistently maintaining the principles of free speech and discussion within the ideals of true democracy and for their fair and effective reporting of issues involved in the affairs of world minorities." Lowell Thomas, NBC commentator and vice president of the association, will be presented with a special scroll by the Cinema Lodge.

Ralston Renew
RALSTON PURINA Co., St. Louis, through Gardner Adv., that city, has renewed Checkerboard Jamboree on MBS Sat. 12 noon-1 p.m. (CST), effective Oct. 5. Contract is for 52 weeks.

Crosby Discs Reported Ready for CBC Airing
PHILCO CORP. of Canada, Toronto (Philco receivers), is planning to air Bing Crosby recorded program on CBC Dominion network, starting Oct. 1. Agency is Hutchins Adv., Toronto. Final decision had not been made as BROADCASTING went to press.

If deal is completed it would mark change in CBC policy which to now has frowned on recorded commercial programs on any of its networks, except delays to regional networks such as Pacific Coast. There are no CBC regulations against use of commercial recordings as a network and it is understood that CBC would consider other recorded programs of equal merit for network sponsorship if other Canadian or American advertisers planned such broadcasts.

Rumor attributed a change in CBC regulations to accommodate the Crosby recorded program, but CBC officials pointed out that no regulation bars a recorded show from going on a network. There is a regulation barring controversial broadcasts being recorded and aired simultaneously on a number of stations so as to appear as if a network broadcast when such a network broadcast has not been permitted.

Workshop Resumed
RESUMPTION of employe’s radio workshop at KNX Hollywood took place last week (Sept. 16), under guidance of Maurie Webster, CBS Western Division assistant production manager; Norman McDonalid, producer; and Peter Robeck, farm news editor. All are alumni of group which was interrupted by war. Eventual KNX time allotment is planned according to Donald W. Thornburgh, CBS Western Division vice president.
WHERE

KLZ

PROVES ITS SELLING POWER....

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION.

CBS-160 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WAY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY.
RAILROADS: Eastern Iowa's rich agricultural heritage, represented by KATZ Agency.

Paved Highways: Iowa’s paved highways and railroads cover the state completely!

**WMT** will cover the rich agricultural-industrial Eastern Iowa market for you SOLIDLY!

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**IOWA’S FINEST RADIO FREQUENCY**

Represented by KATZ Agency  Member of MID-STATES Group

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**BROADCASTING**  **Telecasting**

September 23, 1946

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**BRAHILLE SCRIPT** is used by 25-year-old LeRoy Jenkins, in announcing the daily Baker’s Best hair tonic program on WBAP Fort Worth. The blind youth has a secretary read to him the commercials and cues for each show and he transcribes them in braille. Mr. Jenkins also sings and plays the guitar and with the aid of his friend, Roy Acuff, has had several songs published. He started in radio two years ago at KFYO Lubbock, Tex., later working at KBBC Abilene before joining WBAP.

Allocating Radio Costs

BMB will help advertisers and agencies allocate the costs of radio advertising more fairly to each sales district, an important consideration in winning approval and support for the radio campaign from all levels of the advertiser’s sales organization.

If a close correlation exists between each sales district’s sales and its BMB audience, costs may be allocated entirely on the basis of BMB. For example, let us assume that the particular station lineup being used represents a total BMB audience of 20,000,000 and time and talent costs run to $1,000,000. That comes to five cents per BMB family and each sales district is assessed accordingly. This illustration is based on allocating half the advertiser’s cost on the basis of BMB and half the cost on the basis of sales. The agency might, however, allocate a larger or smaller percentage on the basis of either of these two factors.

But usually sales are a factor in deciding costs. A sales district with a particularly high BMB may have a new dealer whose sales are low. That sales district would be unable to bear the cost if allocation were made strictly on the basis of BMB.

Where sales and BMB must be taken into consideration, the allocation of radio costs is also simple.

Continuing the example already used, let us assume a 20,000,000 BMB audience, total sales of $10,000,000 and total radio costs of $1,000,000.

As has already been pointed out, cost allocation strictly on a BMB basis comes to five cents per BMB. Allocating costs strictly on a sales basis would come to ten cents per dollar of sales. But using these values would run the total allocation up to a total of $2,000,000 rather than $1,000,000, since each sales district would be assessed the full cost of the radio campaign on the basis of BMB audience and again on the basis of sales. So the values are halved and each sales district is assessed .025 per BMB plus .05 dollar of sales.

If a sales district has a BMB of 20,000 families it is assessed $1,250. If that same sales district accounted for $15,000 in sales it is also assessed $15,000 x .05 or $750 for a total assessment of $1,250.

Agency Quotes Hoover On ‘This Is Your FBI!’

IN A letter distributed to ABC network affiliates, Warwick & Legler quoted J. Edgar Hoover, director of the FBI, as saying This Is Your FBI! is the only true radio mirror of the FBI’s activities. Warwick & Legler is the agency handling This Is Your FBI!, Friday, 8:30-9 p.m. on ABC for the sponsor, The Equitable Life Assurance Society of U. S.

Mr. Hoover said, “This Is Your FBI! is the only network radio program depicting the activities of the Federal Bureau of Investigation which is based on the official records of the FBI and which is produced with its cooperation and approval.”

More Jap Listeners

RADIO listening licenses were issued to 47,255 in June by Broadcasting Corp. of Japan, compared to 43,812 issued in May, according to a July report on U. S. military government in Japan released by Gen. Douglas MacArthur. Radio is cooperating in program to revive interest in sports of democratic nature to replace militaristic sports.
Good 'Pickin'

When you pick WAGA for your list it’s “good pickin’” because it assures you the maximum response to your sales message in Atlanta.

With 5000 watts on 590 kilocycles, timely programming and aggressive promotion, WAGA is the “pick of the crop” in the South’s Number One Market . . . Atlanta.

Proof of the success of WAGA is in the fact that no other Atlanta station has made such progress in popularity during the past three years.

WAGA
ATLANTA
5000 watts on 590 kc American Broadcasting Company
Represented by Headley-Reed
NAB OCTOBER 21
CONVENTION ISSUE
DEADLINE OCTOBER 1

Radio, under wraps (except for exemplary wartime service) these past few years, hasn't had a full-fledged convention since Pearl Harbor.
Now war shortages and rationing are about over. The biggest NAB convention (estimated attendance—2,000) comes up October 21-24 to take a quick look back and a studied look ahead.

For the biggest and most far-reaching NAB convention, BROADCASTING has planned its biggest, most informative Convention Issue. Plus pre-convention news up to the opening gavel, this issue will contain by-lined features by many who wrote the past year's radio headlines. Articles cover: economics of station operation; whether AM, with FM and television as co-arts; trend toward clock-wise broadcasting; radio and the retail store; markets and station capacity; station construction costs; who's applying for what, where. This issue is the first post-war MUST as reference for all on both sides of the microphone.

Headline by-liners include: W. B. Lewis, Kenyon & Eckhart; Hon. Charles R. Dennis, Acting Chairman, FCC; Judge Justin Miller, president, NAB; Leo J. Fitzpatrick; Sydney M. Kaye, vice president and general counsel, Broadcast Musie, Inc.; Hon. E. K. Jett, member, FCC; DeQuincy V. Sutton, former head broadcast accountant, FCC; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and others who have contributed to moulding policy in development of radio programming, economics and techniques.

YOUR advertising in the NAB Convention Issue will reach top men in the field most important to you. Write or wire or call collect.
Special Broadcasts Planned
In Honor of CBC’s Ten Years

SPECIAL PROGRAMS Nov. 2 on the Canadian Broadcasting Corp.’s Trans-Canada, Dominion and French networks will mark the 10th anniversary of the CBC, the publicly owned national broadcasting system. Announcement of the CBC anniversary plans was made at Ottawa by A. D. Dunton, CBC chairman of the board of governors.

One series of half-hour feature broadcasts starting Oct. 4 will present the story of 10 years’ progress in national radio, Mr. Dunton said. “This series of special anniversary programs is a progress report to the listeners, who are shareholders in the national radio system,” he stated. Special musical programs, talk shows, news and exchange programs from the BBC and American networks will round out the 10th anniversary presentation. CBC will issue a free illustrated booklet to listeners, outlining the background, functions, and operations of the CBC.

The CBC was established on Nov. 2, 1936, succeeding the Canadian Radio Broadcasting Commission, under the Canadian Broadcasting Act, 1936, by which it was given regulatory powers over all broadcasting in Canada.

Mr. Dunton said that when the CBC took over control 10 years ago, “the national radio network in Canada was made up of eight publicly-owned or leased stations and 14 privately-owned stations, operating network service for 6 hours on weekdays and 8½ hours on Sundays.” A survey showed that this network “gave effective service to only 49% of Canada’s population, mostly in urban centers.”

Three Networks

Mr. Dunton further stated “today, the CBC operates three networks: The Trans-Canada and Dominion, serving English-speaking listeners from coast to coast, and the French network, serving French-speaking listeners in Quebec. The Trans-Canada and French networks operate 16 hours a day, and plans are underway for increasing service on the Dominion network, which now broadcasts only in the evenings.” The three networks, made up of 10 CBC-owned and 70 privately-owned stations, now bring network coverage to 96% of the radio homes in Canada.

On behalf of the Dominion government, the CBC built and operates powerful shortwave transmitters at St. John’s, B. N., by which “the voice of Canada” is carried to many parts of the world. Shortwave receiving stations are maintained at Dartmouth, Ottawa, Toronto, and Vancouver for picking up overseas programs for re-broadcast in Canada.

Mr. Dunton said future CBC plans called for further expansion of domestic network coverage, and continued efforts to improve Canadian radio programs. He said CBC is well aware of its responsibility to provide an active and stimulating force in the growth of Canadian unity and culture, and has “contributed greatly and will continue to contribute to the development of new tastes and new ideas among Canadians.”

HEARST FM GRANT
ANNOUNCED BY FCC

CONDITIONAL GRANT for Hearst Radio Inc. for a new FM station at Milwaukee and regular FM construction permits for four conditional grantees were announced by FCC last Monday.

Commissioner Clifford J. Durf was recorded as voting for hearing on the conditional grant to Hearst Radio and on the issuance of regular permits to KOY Oklahoma City and WROL Knoxville, Tenn.

The grants, authorized Sept. 15, were all for class B stations, and all but one went to applicants with AM station interests.

Hearst Radio’s broadcasting interests include WISN Milwaukee. The conditional grant for an FM affiliate is subject to engineering conditions.

Applicants moved from conditional to regular permit status were the following, with AM interest shown in parentheses (power is effective radiated power; antenna height is height above average terrain):

Plaza Court Broadcasting Co. (KOCY), Oklahoma City, Okla., Class B, 98.5 mc (Channel 253), 176 kw, antenna 888 feet; KALE Inc. (KALE), Portland, Ore., Class B, 96.1 mc (No. 241), 250 kw, 1,140 feet; Bradford Publications Inc., Bradford, Pa., Class B, 97.1 mc (No. 246), 2.7 kw, 531 feet; S. E. Adecock (WROL), Knoxville, Tenn., Class B, 93.1 mc (No. 226), 76 kw, 535 feet.

KXLW Plans Start

NEW AM STATION granted Sept. 12 for Clayton, Mo., a 1-kw daytime outlet on 1320 kc, will go on the air by about Dec. 1, President Guy Runnion estimated last week. He said approximately 40 employees would be hired to staff the station, which will use the call letters KXLW. The grant went to St. Louis County Broadcasting Co., of which Mr. Runnion owns 88% of common stock. Mr. Runnion, former director of news of KMOX St. Louis, is now devoting full time to KXLW.

Local In Kentucky
To Begin Sept. 25

WKAY Glasgow Is Managed By William Vaughan

COMMUNITY service and news will be stressed by WKAY Glasgow, Ky., which takes the air at 2 p.m. Sept. 25, according to William Vaughan, general manager. WKAY is the first station in Glasgow, a town of 10,000, to have a daily newspaper.

Owned by the Glasgow Broadcasting Co., made up of local business men and headed by Gordon Brown, president, WKAY will operate on 1490 kc with 250 w full time. The station will use United Press Radio Wire and World Broadcasting Co. transcription service.

Mr. Vaughan said the station will have 25 sponsors. Several more have tentatively agreed to take time, according to Mr. Vaughan. Station has arranged to carry the World Series, sponsored by Gillette Safety Razor Co., on a sustaining basis as a public service, Mr. Vaughan said.

“Mayor Sewell Harlan of Glasgow will throw the switch that puts the transmitter on the air. Sen. Alben W. Barkley (D-Ky.) and the Kentucky Congressional delegation have been invited to participate along with the civic leaders of Glasgow and surrounding towns.”

Mr. Vaughan is widely known among radio commentators, having served as assistant superintendent of the Senate Radio Saloon for several years, later as acting superintendent of the House Radio Gallery while Superintendent Robert Menaugh was on Army duty as a major, and then as first superintendent of the House Periodical Press Gallery, a post he resigned to become general manager of WKAY.

Studies and transmitter are housed in a new concrete building just outside Glasgow’s city limits. Construction was begun in April just before the building freeze.

Co-ops Add 15

Fifteen new sponsors have been added to the eight co-operative shows on ABC. Harry Wiemer added five sponsors on five stations, Powers Charm School of the Air, Headline Edition and Ethel & Albert each added two sponsors on two stations and John B. Kennedy, Baukhage Talking, Walter Kierman and Swing-Davis each have added a sponsor.
Achievement in high-power, air-cooled FM transmitters

ADVERTISER and audience winner, here is the completely self-contained 10-kilowatt FM transmitter that sets new standards of broadcasting for Class B services.

Combining high power with new advancements in circuit stability, program fidelity, and equipment reliability, type BT-4-A—with its Phasitron modulator—has every electrical and mechanical feature required by experienced broadcasters.

See your G-E broadcast sales engineer for the facts or write the Electronics Department, General Electric Company, Syracuse 1, N.Y.

Have you placed your order yet?

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
ENGINEERS! READ THESE FEATURES

- **Phasitron Modulator** — The simple all-electronic system with the G-E Phasitron tube. Produces a ± 75-kc swing at output frequency with a frequency multiplication of only 432. No frequency conversions. No spurious responses. Direct single-crystal control independent of modulation.


- **Block-Build to 50 KW** — The G-E 10-kw FM transmitter includes a G-E 250-watt FM exciter and a G-E 3-kw FM amplifier. If you already have a G-E 250-watt exciter, add a 3-kw and a 10-kw amplifier. If you have a G-E 3-kw transmitter, add a 10-kw amplifier. For 50 kw, add a G-E 50-kw amplifier to the G-E 10-kw transmitter. No expensive equipment duplication. No obsolescence. No redesigning.

- **Program Protection** — Automatic and instantaneous reclosures on plate-circuit overloads and momentary power failures. Supervisory indicator lights throughout. Power input circuit breaker with high power-interrupting capacity. Instantaneous Delta-Wye switching for "high-low" power operation without program interruption. Individual filament-voltage control of power amplifier tubes for maximum life.

- **Easy-to-get-at** — Full length front and rear doors for "reach-in" accessibility. Plenty of room to work. Vertical chassis construction. Demounts into separate units that will go through standard 36" doorways and fit into freight elevators. Overall size only 75" high, 178" long, 38" deep.

- **Safe** — Positive electric interlock and mechanical grounding systems throughout. No oil-filled apparatus. No need for fire-proof vaults. Low line-supply voltage, 208/230 volts.

#### YOURS FOR THE ASKING

Write today for a copy of the new specifications on the G-E 10-kw FM transmitter.

---

**AM • FM • TELEVISION**
Pioneering the coming media for the great central California market

A Rodman Radio Station

Represented by John Blair & Co.

KRFM

Fresno

70 KW

Now on the Air with Temporary Low Power
Commercial Radio for India Is Seen

JWT Calcutta Head Predicts Advent In Few Years

COMMERCIAL radio will invade India. It's now virtually as certain as the country's independence, according to Peter de Peterson, vice president in charge of J. Walter Thompson Co. Calcutta office, who arrived in this country last week for two months.

Recognizing that commercial radio would not come simultaneously with independence, he felt it would surely develop within a very few years. Visiting this country for the first time, he spent better part of last week observing American radio from a Hollywood production standpoint as well as film industry operation.

As a member of J. Walter Thompson Co. organization for 18 years, he has seen service in London, Paris, Berlin and Holland as well as India. With evolution of an independent Indian government, he saw an end of AIR (All India Radio) which received its basic charter from British Broadcasting Corp.

Widespread Illiteracy

Radio is greatest potential advertising medium in India because of nation's illiteracy, according to Mr. de Peterson. Of the nation's 400,000,000 people only 30,000,000 are literate in one language. Although education is a commendable objective, he feels immediate sales results can best stem from use of radio.

Accepting radio's sales power, even it would not be too all powerful with an estimated existing ceiling of 300,000 sets. Commercial radio has untold possibilities in India, broadcasting was advised, but its obstacles are formidable. Mr. de Peterson believes, for one, present facilities number only eight stations within the country.

Commercial radio has been sought in that sector of the world for several years, he said. One attempt was made by Lever Bros. in collaboration with tobacco interests. They sought to obtain time in Burma by providing every sizable village with a loud-speaker. In return they sought to have the Burmese Government allow import of equipment duty free and grant participating interests two hours daily free. The war broke this down, he stated.

Further Attempts

Further efforts he said had been attempted by J. Walter Thompson Co. through negotiations with leaders of Indian provinces, not within British India. To date none of these plans has materialized. But he indicated that agency thinks highly enough of the area to be sending some of its top radio personnel there from this country in the near future.

Elaborating on this, he said that the agency will send some of its radio specialists to many foreign areas. In addition he said that the Indian government will likewise be seeking American talent in building the country's industry. He said salaries might not seem high but felt they would be adequately attractive.

Domestically he believes that Indian talent is non-existent. What talent there might be is discouraged by salaries. Going subjective he cited his salary for a ten minute dramatic review which netted him 50 rupees, or approximately $18. His wife, who is travelling with him, offered her experience as a vocalist on a 15-minute spot for 25 rupees. Sensing the humor of these wages, Mr. de Peterson quickly added, "I'm not inferring either of us are worth more."

American radio brought to India by AFRS has turned the taste of the Indian audience. As evidence, he said, XU221 Calcutta almost ruined the listenership of that city's AIR station. Particularly popular were network shows featuring top names, which were specially transcribed for AFRS during war.

At the war's close, he said, attempts were made to procure equipment of the various AFRS stations but this was not possible. Speculating on shape of commercial programming to come, he thought that transcribed shows featuring American talent would turn the trick. He foresaw the possibility of visits by American "names" and further conceded likelihood of shortwave beaming to India by American sponsors with distribution in that area.

From Hollywood Mr. and Mrs. de Peterson proceed to Chicago and New York.

Baker Setting Up Own Law Practice Will Specialize In Radio And Other Communications

PHILIP M. BAKER, Washington radio attorney, for the last two years associated with the office of Andrew G. Haley and Major General Myron C. Cramer, last week announced plans to open his own offices at 1101 Earl Bldg., Washington, on Oct. 1. He will specialize in radio matters and communications matters.

Since 1941, when he joined the FCC legal department, Mr. Baker has worked exclusively in radio law. He was with the FCC until 1944, assigned first to the Legal Division, Rules and Regulations Section of the law department, later with the Litigation Division, and for almost two years with the Broadcast Division.

Before joining the Commission, he was an attorney for Agricultural Adjustment Administration, Puerto Rico Reconstruction Administration, Social Security Board and the U. S. Civil Service Commission. He is a native of Washington, attended Georgetown U. and was graduated from Georgetown Law School in 1934. He is a member of the District of Columbia Bar and of the Federal Communications Bar Assn.

Mr. Baker married the former Miss Shirlie Friedlander of Albany, N. Y., and Jacksonville, Fla. They have one child, a daughter, seven years of age.

Nutrition Quiz

WGN Chicago, Sept. 16 began a new question and answer program "Chicago Asks Dr. Eddy"Mon. through Fri. 3:30-4 p.m. (CST), Chicago women ask for information on nutrition which a board of New York housewives attempts to answer. If they cannot reply, the Chicago questioner receives a prize and Dr. Walter H. Eddy, nutritionist, will answer. Mrs. Eddy Mason, home economist and dietitian, supply correct answers. Tiny Ruffner is m.c. of the show, aired on transcription.
Harmony in the Rockies

The long co-operation of KOA and THE DENVER POST quickly shows that a great station and a great paper can work in harmony.

For more than 12 years now, The Denver Post News has been a twice-daily fixture on Denver's First Station. Another program, Washington News and Interviews, sponsored this year on KOA by THE DENVER POST, points up even more significantly the close relationship of newspaper and station, since it marks the POST's first purchase of radio time.

The POST and KOA work together constantly on campaigns for the public's benefit, exerting their tremendous influence to exploit new causes as they arise. Since the circulation of the POST more than triples that of Denver's other daily paper, while KOA's 50,000 watts more than triple the power of the four competitive city stations combined, the team reaches more people in the Rocky Mountain Empire than any possible combination of other media.

With such forceful affiliations as this—in addition to its own predominance in Mountain and Plains States broadcasting—KOA produces overwhelming sales for network, spot and local advertisers.
NBC Stresses Coverage
Of UN Security Council
NBC HAS devoted a total of two hours and 36 minutes to reports direct from the UN Council Chamber at the UN Security Council’s meeting at Lake Success, N. Y., since the opening on Aug. 28, it was announced last week by William F. Brooks, NBC vice-president in charge of news and international relations.

This represents coverage of every one of the Council’s meetings from Aug. 28 to Sept. 11. John MacVane, NBC commentator covering the Council, has made a total of nine quarter-hour broadcasts during his regular news period and in addition has contributed 10 two-and-three-minute segments to the News of the World and Robert McCormick news programs on NBC.

**Inventory of All Electronic Equipment Is Begun by WAA**

CAMPAIGN to find out in a hurry what electronics equipment is available in war surplus has been started by George H. Moriarity, head of the Electronics Division of War Assets Administration. Countless thousands of equipment lists, which may contain broadcast items, are resting in pigeonholes. These are being scanned by local WAA offices as well as electronic manufacturers who act as agents in sale of war surplus items.

WAA has never been able to provide an inventory of electronics surplus, lacking facilities and personnel even to look over a fraction of the scattered lists of equipment.

Complete reorganizations of the Electronics Division have been undertaken in a drive to find out what there is to sell and then sell it quickly. New type of contract is being drafted by which several hundred manufacturing firms will receive a fixed commission for acting as warehousing and sales agents for WAA. At present they receive a commission plus cost of handling, advertising and processing for sale.

Whole electronics surplus setup will be investigated by the Special House Committee investigating surplus property at hearing starting today (Sept. 29), according to Chairman Slaughter (D-Mo.). Inquiry is being conducted by Hugh D. Wise Jr., committee counsel.

Even before the hearings, WAA itself had conducted its own investigation of the way it is selling surplus electronics items. Eight cases of WAA malpractice in sale of radio, radar and other electronics equipment have been turned over to the Dept. of Justice for action. Names of the firms cited were not made public, in accordance with usual practice, pending Department action.

**Screening Manufacturers**

WAA is now screening the list of electronics manufacturers who act as sales agents. These agents frequently have charged that they get junk from war surplus. WAA conceded most of the surplus has been unsalable but in the future will send them only “good stuff.”

Before WAA is the report of a committee representing manufacturers of broadcasting transmitters and receivers. This committee was named by WAA to go into pricing, marketing and general policy of transmitters and receiving sets available in war surplus. Uniform pricing by agents was considered by the committee, which went over sales plans and price lists, suggesting specific prices as well as overall policies.


**Cobbler’s Shoes**

ANYBODY KNOW a repairman who could do a small job for the FCC?

All calls to FCC Chief Engineer George P. Adair last week were met with:

“Mr. Adair’s phone is out of order.”

**Quarter-Million Listeners See WPTF’s Traveling Talent Shows**

Here’s where WPTF talent shows played “in person” in our primary during the last two months...

WPTF’s three string bands and its quartet play before 250,000 fans in their own home towns every year! Each act makes 5 personal appearances a week. They play regularly in almost every community in WPTF’s primary. (71 North Carolina, Virginia and South Carolina counties where 77% of the people listen regularly to WPTF according to latest NBC survey.)

This “in person” friendship between station and listener is plus value to WPTF advertisers. You and your product are “home folks”. For availabilities and recommendations, call us or your nearest Free & Peters office.

**UE Seeks Hike**

UNITED Electrical, Radio & Machine Workers of America (CIO) will seek a general cost-of-living wage increase, pending formation of a new national CIO wage policy, under a resolution adopted at the 11th annual convention in Milwaukee. Delegates voted to seek “maximum interim wage justments” of about 17 cents an hour, subject to upward revision later when the new policy is announced. The UE tied with John Westinghouse Electric Corp. and other large radio manufacturers early this year with strikes for higher wages. Local unions were authorized by the convention to seek interim pay increases.
Here's a symbol that's almost been forgotten. The five linked rings (representing the five continents) and flaming torch will reappear as the emblem of the 1948 Olympic games. The Greek runners, who were the sports pioneers of their day, originally served as the message bearers of their time.

There's a symbol in Baltimore that's important this year and every year. The letters "WCBM" are well known to sponsors as the links between buyer and seller. Sales results are proving daily that programs over WCBM are dependable message bearers, economically reaching the large and profitable Baltimore Market. For a profitable linking of product, public and program, remember the symbol "WCBM."

**Baltimore's Listening Habit**

**WCBM**

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President

George H. Roeder, General Manager

Free & Peters, Inc.

Exclusive National Representatives
This is a husky, lively market, with KFYO as the central selling force. As for money—over $167,892,000 in effective buying incomes trickles in and out of circulation annually out here. This is an important market . . . and KFYO is your lead station for getting results!
ABC Adds 7 New Outlets; 2 Changes
Total Stations in Network Is Raised to 217
ABC last week announced the addition of seven affiliates and the replacement of two affiliates by new outlets, bringing the network’s total number of stations to 217.

Effective Oct. 1 four Idaho stations will join the network as mountain supplementary stations. They are as follows: KGEM Boise, operating full time with 250 w on 1340 kc, owned by the Idaho Broadcasting Co., and managed by Fentress Kuhn; KEJN Pocatello, owned by the Eastern Idaho Broadcasting and Television Co., operating with 250 w on 1450 kc, and managed by James Brady; KLIX Twin Falls, operating full time with 250 w on 1340 kc, managed by Frank McIntyre and owned by Southern Idaho Broadcasting and Television Co.; and KRIQ Burley, managed by Edward Jansen, owned by Jessica Longston and operating with 250 w on 1400 kc.

WRHP Tallahassee, Fla., operating with 250 w on 1450 kc and owned by the Tallahassee Appliance Corp., joins ABC on Oct. 1 as does WHAN Charleston, S. C., which will operate full time with 250 w on 1340 kc and is owned by the Charleston Broadcasting Co.

On Sept. 28 WBSR Pensacola, Fla., joins ABC operating with 250 w on 1450 kc, owned by the Escambia Broadcasting Co. and managed by Ruth Braden.

WCLS Baton Rouge, owned by Al-Waves Inc., will replace WWJO Baton Rouge on Oct. 1 as an ABC affiliate and will operate full time with 250 w on 1400 kc. Manager of the station is Earl Smith. Effective Jan. 1, 1947, WHBF Rock Island, Ill., will replace WOC Davenport as ABC affiliate in the Rock Island-Moline-Davenport market. The station is owned by the Rock Island Broadcasting Co., operates full time with 5000 w on 1270 kc and is managed by Leslie C. Johnson.

Moline Station Starts; To Join MBS by Jan. 1
NEW MOLINE, ILL., station, WQUA, last week went on the air, operating on 1230 kc with 250 w power. Now an independent, the station will join Mutual before Jan. 1.

Bruff W. Olin Jr., is president and general manager, heading a staff of 22 including: Marvin L. Rosene, formerly of WHBF Rock Island, Ill., sales manager. George W. Travis is assistant engineer and Ed Masters, formerly of WOC Davenport, Iowa, is news editor. Station has World transcription library and Press Assn. news wire.

CKNW Names Agency
CKNW New Westminster, B. C., has appointed Canadian Adv., Vancouver, to handle all station advertising.

VIDEO SCHEDULE of the New York Yankees football team on WABD New York with Ford Motor Co. as sponsor [BROADCASTING, Sept. 16] apparently pleased (left to right) Leonard F. Cramer, executive vice president of Allen B. Du Mont Labs., owner and operator of WABD; Tom Gallery, business manager of the Yankees; Sam Cuff, WABD general manager; Robert Gilliam, television director of J. Walter Thompson Co., agency for Ford.

Elder, Felts Among Speakers On ANA Convention Agenda

ROBERT F. ELDER, vice president of Lever Bros. Co., and Hugh Felts, president, BMB, will make the major addresses on broadcasting matters at the 57th annual meeting of the Assn. of National Advertisers, to be held Sept. 30-Oct. 2, at the Hotel Traymore, Atlantic City.

Three-day meeting will open Monday morning with a report on "ANA's Expanding Program" by Paul S. Ellison, director of public relations, Sylvania Electric Products, and ANA chairman. Mr. Eld., in his capacity as chairman of the executive committee of the ANA radio council, will also speak at this session on "Important Developments Affecting Sponsors."

Other opening morning speakers will be William G. Werner, director of public relations for Procter & Gamble Co., and chairman of ANA's Government Relations Committee, reporting on recent activities in that field; Caspar Ooms, U. S. Commissioner of Patents, on "Good News for Brand Advertisers"; Lowell B. Mason, Federal Trade Commissioner, on "Now Let the Consumer Be King."

Monday Afternoon
Stuart Peabody, assistant vice president, Borden Co., and chairman of the Advertising Research Foundation, will open the Monday afternoon session with a report on "New Developments in Cooperative Research." Other committee reports will be given by W. B. Potter director of advertising operations, Eastman Kodak Co., chairman, ANA film committee; Mrs. Virginia Lawson Skinner, baby service director, Chicopee Sales Co., chairman, ANA educational activities committee; Hugh W. Hitchcock, director of advertising, Packard Motor Car Co., chairman, ANA membership committee.

Session will conclude with a business meeting and the election of officers.

Tuesday morning speakers and their subjects will be Royal Little, president, Tektron Inc. "Evaluating Advertising in Terms of Profits"; Louis Rubenbarg, president, Servel Inc., "Recovering Advertising and Sales Techniques for the Job Ahead"; Howard Chase, director of public relations, General Foods Corp., "Potentialities of the Advertising Method—A Public Relations Director's View." An advertising agent's view of that subject will be given by a speaker still to be announced. Mr. Potter will preside at this session.

Agency Speakers
Four agency executives will head half-hour discussion panels during that afternoon; James H. S. Ellis, president, Kudner Agency, heads the panel on "Selection and Training of Advertising Personnel"; Dr. H. H. Kynett, space buyer, Atten-Kynett Co., on "New Developments in Fact Finding" (Washington newspaper study); Allen L. Billingsley president, Fuller & Smith & Ross, on "Improving Advertising Effectiveness through Improved Advertising Content"; Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding, on "The Need for Better Understanding of Advertising in Business." John C. Cornelius, executive vice president, BBDO, will keynote and sum up the session.

Mr. Felts will discuss the significance of BMB findings during the Wednesday morning research session which will also include re-

90% Set Ownership On Farms in Minn.
Figures Released by Census Cover Five States
RADIO ownership on Minnesota farms amounts to 90% as of Jan. 1, 1945, according to figures released last week by the Bureau of the Census. The bureau found that 168,243 of 181,550 occupied farms had receivers, with 167,176 farms having telephones and 96,342 having electricity. Value of all farm products in 1944 was $651,000,000 with livestock, diary products, fruits, vegetables and field crops ranking in that order.

Illinois showed 89% radio ownership, with 175,778 of 197,608 occupied farms having receivers; 159,669 had telephones and 91,174 had electricity. Total value of farm products in 1944 was $895,000,000, led by livestock, field crops and dairy products.

In West Virginia 66,201 of 93,931 occupied farms had radios, or 70%, with 21,599 having telephones and 38,763 having electricity. Value of all farm products in 1944 was $57,000,000, led by livestock, poultry and dairy products.

Out of 167,210 occupied farms in Virginia, 104,762 or 62.1% had radios, 93,286 had telephones and 63,512 had electricity. Total value of farm crops in 1944 was $245,000,000, led by field crops, livestock, poultry and dairy products. In Mississippi 263 of 251,460 occupied farms, 47.2% had radio receivers, 9,797 had telephones and 50,219 had electricity. Farm products in 1944 had a value of $284,000,000, principally cotton.

Reports on the ANPA's Bureau of Advertising Newspaper Research program by Alfred Standford, director, on "Newspaper Advertising and the Outlook For Business"; Under Secretary Theodore Yntema, CED, will introduce Mr. Felts to the meeting.

Concluding general session Wednesday afternoon will feature Paul Hoffman, president, Studebaker Corp., and chairman of the Ford-Wayne outdoor experiment by Victor H. Peitz, director, Traffic Audit Bureau; on car cards by Phil Everett, secretary, National Assn. of Transportation Advertising; on a projected program of magazine research by Lynden O. Brown, partner of Stewart, Brown Assoc. and president of Knox College. D. B. Steitz, advertising director, Stand-Brod, will introduce Mr. Felts to the meeting.

Speakers at the banquet session Wednesday evening have not been announced. On Tuesday evening a number of business-sponsored films will be shown. Mr. Potter is program chairman for the convention.
Grant In Bogalusa
Based On Localism
FCC Proposed Decision Gives Corkern Preference
FCC reiterated its "local" policy last week in a proposed decision choosing I. K. Corkern over John L. Plummer to build and operate a new station at Bogalusa, La. Both men had requested full-time use of 1490 kc with 250 w power.

"In making a choice between qualified and mutually exclusive applicants," the proposed decision said, "important considerations are the extent of local residence, the local activities, and the participation by the applicants in the management and operation of the proposed station."

Mr. Corkern, it was pointed out, has been a life resident of the Bogalusa area except for almost four years in the Navy, where he "worked with and helped maintain his ship's AM and FM equipment." Before the war he engaged in farming and taught agricultural subjects, also training students to put on radio programs over WWL New Orleans and writing shows for them. If his proposed grant is made final, he plans to devote full time to the station.

The Commission noted that Mr. Plummer left Bogalusa at the age of 22 (1938) to enter Louisiana State U., and that since Jan. 1, 1942, he has lived in Philadelphia, first working with Frankford Arsenal, Optics Division, and since May 1944 as a manufacturer of optics in the firm of Plummer & Kershaw, which he and his wife now own. He proposed ultimately to dispose of the manufacturing business and devote full time to the station.

ATW VIDEO COURSE
PLANS FIELD TRIPS
FIELD TRIPS to ABC video programs on WABD New York, WKGB Schenectady and WPTZ Philadelphia will form an important part of the television course of the American Theatre Wing's refresher school for veterans, which begins its second semester this month, according to Paul Mowrey, national television director for ABC, under whose auspices the video course is to be conducted. The course will run for eight weeks, starting Sept. 24, with class limited to 35 members, although about 200 have applied.

Harvey Marlowe, ABC executive television producer-director, will conduct most of the classes. Other lecturers include Worthington Miner, manager of CBS television department; Mr. Mowrey; Paul Belanger, CBS director; Richard Goggin, ABC producer-writer; Bernard Pearse, ABC special events director; Bobbie Henry, ABC producer-director. In addition to lectures and field trips, class may actually produce a program on WABD under ABC supervision, using ABC's time if available.
During the 26 years of its existence, WWJ, first radio station in the nation, has made a deep and lasting impression on the listening habits of Detroiter's. So conscious are they of WWJ's leadership that their sets are almost automatically tuned to WWJ morning, afternoon and evening. This impression value is reflected in the gratifying results which WWJ continually obtains for its advertisers in America's 4th largest market... where steady employment of more than a million workers is virtually assured for years to come, supplying America's most-in-demand product—shiny, new cars!
RAY GREEN FORMING TRANSCRIPTION NET

A TRANSCRIPTION network, involving more than 160 stations, is being organized by Ray Green, of Kermit-Green Productions Inc., New York, it was learned last week.

The new organization, to be known as the Transcription Broadcasting System, will supply about 30 shows per week to member stations after Nov. 1, it was said. Full details of Mr. Green's proposed network were not disclosed, but it was understood that affiliated stations will sign one-year contracts with TBS which will supply stations with specified numbers of programs each week.

TBS will organize its own sales service to sell its shows nationally and locally. A complete announcement of his plans was expected from Mr. Green this week.

Rolling Labs

GENERAL ELECTRIC Co., is placing in operation eight roving radio labs, installed in colorful trailers and equipped with electronic testing and repair facilities for a variety of radio communication services. Units, to leave soon from GE plant at Albany, New York, Boston, Cleveland, Chicago, Philadelphia, Kansas City, Atlanta and Dallas, according to Nat Gada, GE radio communications sales engineer. To enable proper location of transmitter sites, rolling labs will be equipped to make field strength tests as well as testing of many kinds of radio circuits. Units also could act as on spot trouble shooters.

F.T.C. TELLS BAKERY TO STOP AD CLAIMS

LANGENDORF United Bakeries Inc., San Francisco, whose annual radio budget is $104,000, must stop certain advertising practices under a cease-and-desist order issued Thursday by the Federal Trade Commission. A complaint against Old Homestead Bakery Inc., subsidiary of Langendorf, was dismissed without prejudice.

F.T.C. ordered Langendorf to stop advertising that it had been appointed official baker of the Dionne quintuplets; that the quintuplets eat Holsum bread; that Holsum bread is the most nourishing white bread on the market; that Langendorf bread furnishes more energy than all other competitive breads, has a greater Vitamin B1 and mineral content than most competitive breads and has been ad- judged by experts to be America's finest bread.

Other representations prohibited by F.T.C. as "false and misleading" include: That Vitamin B1 in Wealthy-Oatmeal bread will build healthier nerves or increase the vitality of the user; that American Meal bread is a reducing diet bread or contains significantly less calories than ordinary bread; that the daily intake of 200-300 units of Vitamin B1 is sufficient to maintain good health, that the daily consumption of two or three slices of Dr. Penland's Vitamin B1 bread will provide the minimum daily requirement of Vitamin B1 or that the daily consumption of this bread will insure healthy nerves, bodily fitness or vitality; that Hollywood bread has lower caloric content than ordinary bread or is made with non-fattening flour, has any reducing properties in itself or will prevent hunger or prevent the muscles from becoming soft and flabby, when used as part of an effective reducing diet.


PARAMOUNT DROPS VIDEO RELAY PLAN

TELEVISION PRODUCTIONS Inc., Paramount Pictures subsidiary which had proposed a nationwide network of television relay stations to be located at key points in the country, last week temporarily abandoned the project.

At the request of Television Productions' legal counsel, the Washington firm of Hogan and Hartson, F.C.C. dismissed applications for 16 television relay stations: Two each for areas of New York City, Peru Mountains, Vt., Buffalo, Detroit, El Paso, Tex., Chicago, Des Moines and Los Angeles. Authorities said that the re-allocation of television relay frequencies by the F.C.C. necessitated the move. It was emphasized, however, that the withdrawal of the relay applications does not indicate any future dropout of Television Productions from the video scene.

Television Productions, a wholly-owned subsidiary of Paramount Pictures Inc., is an applicant for a new television station in Los Angeles. In addition, Paramount is interested in nine companies active in television—three of which are already on the air or have a construction permit. An application for a San Francisco outlet had previously been withdrawn.

New RCA Amplifier

RCA announced a new line of "plug-in" amplifiers last week. Deliveries are now being made on the equipment, the firm said, explaining that it is the first in the broadcast field employing standardized type plugs which permit a complete amplifier unit to be removed and replaced as easily as a radio tube is installed.

Saluting...
If you're preparing to open new markets—or strengthen old ones—better investigate flexible Spot Broadcasting today! For with Spot Radio you need to select and use only the markets that interest you.

And in these markets you buy the best times on the best stations—choosing the type and length of program that best fits your audience. You are never limited to restricted networks, one time of day or one copy appeal.

No wonder then, that now—as more and more products return to market—more and more advertisers turn to Spot Broadcasting. They know that because of its complete adaptability to all of today's rapidly changing conditions, Spot Radio keeps advertising in perfect timing with markets. A John Blair man can tell you all about it. Call him today.
WHEN GOV. ROBERT S. KERR of Oklahoma flew to Des Moines for the KRNT Radio Theatre presentation of Oklahoma!, airport reception included (1 to r): Frank Phelan, KRNT salesman; Bob Dillon, KRNT commercial manager; Lowell Jackson, Katz Agency, Chicago; Brig. Gen. Charles H. Grahl; Edith Gaylord, daughter of E. K. Gaylord, president of WKY Oklahoma City; Luther Hill, vice president of Des Moines Register & Tribune Co.; Mrs. Kerr; Gov. Kerr; Gov. Robert D. Blue of Iowa; Mr. Gaylord; C. R. Anthony, Oklahoma City merchant; Mayor John MacVicar, Des Moines; Mrs. Grahl; Duane Peterson, treasurer of theatre; Phil Hoffman, KRNT manager.

ANSWER:
THE "K" FACTOR IS THE COMBINATION OF A POWERFUL BROADCASTING AGENCY AND AN ENTHUSIASTIC ORGANIZATION WITH THE KNOW-HOW TO DO A GOOD JOB—FOR LISTENERS AND FOR ADVERTISERS

GENE L. CAGLE
President
CHARLES W. BALTHROPE
Station Manager
Represented Nationally by
WEED & COMPANY

AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK

Former ABI Post Resumed by Lasky
Now Disposing of Agency Interests to Partner

PHILIP G. LASKY has returned to Associated Broadcasters Inc., San Francisco, as vice president and general manager, a post he resigned in 1939, it was announced last week by Wesley I. Dumm, president of the firm.

Associated Broadcasters is the licensee of KSFO San Francisco and of the San Francisco international shortwave stations, KWID and KWIX. Mr. Dumm, who is also president of Universal Broadcasting Co., announced at the same time that Ray V. Hamilton, former executive vice president of Associated Broadcasters, will devote his full time to directing activities of Universal.

Since his resignation Mr. Lasky has been manager of KROW Oakland, Calif., which he, Mr. Dumm and others had purchased. Following the FCC duopoly order, they were forced to sell their interest in this station, but resumed joint financial interests with the recent purchase of KXQ Seattle, in which Mr. Hamilton is also a stockholder.

After selling his interest in KROW Mr. Lasky and Wallace F. Elliott, a KROW associate, formed the Lasky Co., an advertising agency with offices in Oakland and San Francisco. Mr. Lasky is now disposing of his interest in this concern to Mr. Elliott.

FAX DEMONSTRATED TO N. Y. ADV. CLUB

A DEMONSTRATION of facsimile was given last Wednesday to 200 members of the New York Advertising Club, 30 East 37th St., New York. The demonstration was sponsored by WOR New York and Radio Inventions Inc. John V. L. Hogan, president of Radio Inventions, was the principal speaker, addressing the gathering on "Facsimile Productions and Post-War Selling."

Transmission originated in Radio Inventions Inc. from its laboratories at 155 Perry St., New York, and was then conveyed by equalized telephone lines to the studios of WAM, the WOR FM station, and was received by air from that station.

During the question period, Mr. Hogan said he expected transmitting equipment would cost stations about $10,000 and that consumers could expect to pay as high as $600 for console models. Questioned as to consumer reaction to this newest communication media, Mr. Hogan said he was sure that once the public became aware of its possibilities that facsimile would go "like hot cakes."

CJSO 250 w
CJSO Sorel, Que., has increased power to 250 w on 1400 kc, according to an announcement of the Radio Branch, Department of Transport, Ottawa.
THE MODERN CIRCUIT RIDER

Not many years ago, the circuit rider made his way through rural Tennessee, bringing to the folk of the back country not only religion, but news of the outside world.

Today, WSM through its clear channel and 50,000 watts, is the modern circuit rider for people in rural Tennessee and neighboring areas. And we've got it over the man-on-horseback, just as the automobile is superior to the horse and buggy, the modern highways better than old mud roads, and TVA power better than old-fashioned wood-stoves.

WSM's clear voice brings them religion, embracing all creeds, news, old-time music, varied entertainment and countless services throughout the day and night. They could no more do without WSM service than they could go back to the horse and buggy era.

WSM is an integral, growing part of the lives of more than five million people in this area we serve—and have served for twenty-one years. They know us and invite us into their homes every day. And each day, their trust in us deepens; their affection for us grows; their dependence upon us increases.
Control Transfers Are Filed by Two Harrisburg FM, San Diego AM Outlet Involved

Two applications—one seeking assignment of a construction permit for a San Diego outlet from a majority partner to his minority interest associate, and the other for involuntary transfer of control of WHPC-FM Harrisburg, Pa.—were tendered to the FCC last week.

Finley-McKinnon Broadcasting Co., partnership controlling KSDJ San Diego would be dissolved, with relinquishment of 65% interest by Larry Finley. Clinton D. McKinnon, 35% partner, would be sole owner of the station, which was granted March 25. Although he held controlling interest in the partnership, the application said Mr. Finley's total investment was $3,400 which he asks to be returned as compensation for his share of ownership. Mr. McKinnon, the application disclosed, has thus far invested approximately $80,000 in pursuing the application and construction.

March 27, two days after the FCC granted the construction permit, Mr. Finley signed a one-year option giving Mr. McKinnon exclusive rights to purchase his interest for $3,400. Subsequently, the application stated, Mr. Finley accepted a position with a watch importing and manufacturing firm in New York which made it impossible for him to maintain a close association with the station.

Mr. McKinnon is president, editor and principal stockholder of McKinnon Publishing Co., which publishes the San Diego Daily Journal, Charles Wayland, of the Washington law firm of Fisher & Wayland, representing Mr. McKinnon, has requested an opinion from FCC on the applicability of the Commission's Avco rule to the transaction. Commission sources have indicated thus far that the application would be subject to Avco, which authorizes public advertising of the sale of majority interests. KSDJ has CP for 1170 ke 5 kw.

Control of WHPC-FM, owned by the Patriot Co., publishers of the Patriot and Evening Journal, Harrisburg dailies, would be transferred to Gertrude Howard McCormick, Conway Olmsted and the Dauphin Deposit Trust Co., executors of the estate of Vance C. McCormick, deceased. The late Mr. McCormick had all the 1,960 shares of authorized common stock while Mrs. McCormick, his wife, owns the 1,000 authorized shares of preferred stock.

Wildroot Switches

WILDROOT Co., Buffalo, Sept. 29 switches The Adventures of Sam Spade from ABC where it has been heard Fri. 8-8:30 p.m. to CBS Sun. 8-9:30 p.m. Agency is BBDO New York.

ALUMNI ALL are these former colleagues of KDKA Pittsburgh. Gathered for a luncheon at Hollywood Brown Derby are (1 to r): Jim Luntz, ’43-’45, now Los Angeles manager of Lewis H. Avery & Co.; Sam Fuller, ’31-’37, radio director of Sherman & Marquette New York.
Swanee and Van move up

F. Van Konyenburg leaves his desk as Sales Manager for WTCN to take over management of the station as Vice President and General Manager. He takes over from C. T. (Swanee) Hagman, who has been made Vice President of the ABC network with offices in Chicago.

In line with the station's policy of getting men capable of advancing, Bob Ekstrom of the sales force becomes Sales Manager.

"Van" brings to his new job as General Manager a broad background of experience. After graduating from the journalism school at the University of Wisconsin in 1927 he worked on newspapers at Madison and Minneapolis...then into the ad agency field and on to sales work at Swanee WTCN.

Plans for further expansion of service and facilities are being completed and will be announced soon by "Van" in his new capacity as General Manager of the station.
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---This is just a partial list of the products surveyed. For complete list see coupon at right.
We've just completed a thorough survey of sales of leading products in food stores in the Baltimore area.

How much coffee is sold in Baltimore? How much soap powder? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore). Who leads the field in canned soup? WBAL knows all the answers . . . . because we kept the score.

Our wide-awake Merchandise Department, under the supervision of Jack Tappin, did all the legwork themselves. Visited the stores personally, and have come up with figures that will set your eyes and your ears "a-wigglin."

WBAL is making this information available to you. Just send the coupon for the product in which you are interested and a copy of the survey will be mailed to you pronto. In some cases, a complete similar survey made 6 months ago would take place.
Blue Book Test?
AFTER SIX MONTHS of hibernation, the FCC now unburdens itself of Phase II of the Blue Book. It has cited seven stations on license renewal because of purported imbalances in programming—too much commercial against "public service" according to its own odd invention of how programs should be evaluated.

In the six months that have intervened since the issuance of the March 7 report, the CC has ducked a lot of dead cats thrown at all directions. It also has been responsible for the tossing of a few itself, supplying the ammunition to those who foster its use, but seeking to keep itself aloof and t of direct range.

The FCC, as was expected, selected the most grant cases it could find. Whether there are other overweening reasons for the sift-out of these particular stations is not clear. Whether there is in any of them dear, clean test of the Blue Book; i.e., of FCC's power to censor programs, to conduct the business of broadcasting, and to blacklist arbitrary definitions of program siftings, remains to be determined also. Thus, of an aggregate of 407 instances of arbitrary license renewals on program ends, the FCC has now reduced the figure to a handful cited on renewal. These stations, under established procedures, must cause why their licenses should be re-d. The burden of proof is on them. The under this archaic procedure, doesn't to prove a thing.

Finally, the burden of proof is on all in—not those cited. All radio should join in test. The NAB represents a vast ma- of the licensees. Promptly follow issuance of the Blue Book, NAB President Miller called together a strategy com- for the single purpose of preparing radio-wide defense against the encroach-upon a free radio implicit in the FCC's sin of the stations cited may not need perception's help. WBAL Baltimore, for instance, has available to it eminent counsel capable of joining issue and carrying it to Supreme Court, if necessary. WBAL's weaver, is clouded by the application of reason-Allen partnership for its facility-application filed strangely on the issuance of the Blue Book, all in we awaited the opportunity for the t. That moment appears to have ar.# NAB Strategy Committee has laid ns. President Miller is a distinguished ho sat on the appellate bench in on for eight years. We hope he radio's case against the Blue Book y serving as chief counsel and by the issue personally when it gets to ne Court.

Our Respects To—

CLARENCE THEODORE HAGMAN

L

AST JULY 27, 300 of the most influential citizens of Minneapolis and St. Paul turned out to honor a home town boy who had made good in his own home town.

By the time the last chicken croquette had been consumed and the applause had died down at the final after-dinner speech, Clarence Theodore Hagman realized that his philosophy of friendship had mined pure gold in the hearts of the people with whom he had lived and worked.

The luncheon was also a milestone in his career which began when he talked his high school principal into giving him a commission on the ads he brought in for the school paper. For "Swannee" (a variation of "Swede") Hagman, at 42, was leaving St. Paul to become general manager of ABC's Central Division under Ed Borroff, its vice president.

Mr. Hagman is remembered by thousands of Twin Citians as a man who rose by his own bootstraps to the managership of WTCN, the St. Paul Dispatch station. His name is known among radio people throughout the nation for his active interest in the many problems that have confronted the industry during the past decade.

He bases his entire philosophy of life on friendship and his formula for getting along with people is simple: never make a promise you don't expect to keep, and whatever you do, do your best.

There are three ways to measure success, in Swannee's book.

One, through dollars, which produce millionaires.

Two, through power, which produces dictators.

Three, through friends, who produce happiness.

And if the number of friends a man has is any criterion of success, "Swannee" Hagman is one of the most successful men in the country.

From the time "Swannee" Hagman was old enough to make change for a dollar, he has been on the go. In high school he accumulated 11 letters, four in hockey, three in football, two in baseball, and two as student manager of the basketball team. He also had as much or more spending money than many of the sons of St. Paul's filthy rich, due to his enterprise as advertising manager of the school paper.

By the time he was graduated he had made up his mind he liked to sell and St. Paul people liked to buy from him. Consequently,

(Continued on page 50)
A City Created By Music

They want good music... so half a million families in metropolitan New York listen to WQXR, creating "a city within a city." It's their station... their special friend... a constant source of the music they love. This vast audience tunes to WQXR for 62% of its listening time... over 36,000 even pay $1 a year for WQXR's Monthly Program Guide.

WQXR families have above-average incomes... they are discriminating in the broadcasts they enjoy, in the products they buy. Over 70 WQXR advertisers are winning this audience's loyal response. To increase your sales, turn to WQXR, "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR
Radio Station of The New York Times
his first job was in the classified ad department of the St. Paul Dispatch. That was in 1922. In 1934, the paper bought WTCN (then known as WRHM) from the Miller family. With 12 years of advertising experience behind him, Swan-
nee Hagman sought out W. F. (Bill) Johns, the Dispatch general manager and asked to be trans-
ferred to the station's sales staff. Mr. Johns didn't think Mr. Hag-
man had enough experience and told him he didn't know anything about radio. That, Mr. Hagman, re-
plied, was mutual and he still wanted the job. He got it.

In 1956 he became commercial manager and a year later was pro-
tected a general manager. In that position, Mr. Hagman not only made the Twin City Station one of ABC's best outlets but also has been responsible for many civic and national honors bestowed for its public service policy. Among these has been the ABC award for excellence given to Twin City high school students for many civic and national honors bestowed for its balance of commercial and public service by the Minnesota Radio Council. Few stations have done a better public service job than WTCN. Last year its balance of commercial and public service time was 65-35.

"Swannene" Hagman believes no radio station executive can afford to avoid civic responsibilities. Ac-
cordingly, he has served as radio chairman of the Twin Cities War Bond Drive; on the board of direc-
tors of the Better Business Bureau, as chairman of the NAB state sales managers committee and on the NAB state public relations committee. On the social side, he is a member of the Osman Temple of Shriners; program chairman of the Kiwanis Club and past member of the Board of directors of the Town and Country Club, where he plays golf with an eight stroke handicap.

Ameche to MBS

JIM AME Che, announcer and actor, will switch from NBC to MBS as result of contract signed last week with Walter Lurie, exec-

rutive producer for Mutual in New York. Plan is to build dra-
matic vehicle around Mr. Ameche although title and time has not been decided upon. Lurie said Mr. Ameche would act as both narrator and star on new program, to be set in about five weeks as sus-
tainer.

Cuba Network Sets Rates By Results

"Pay For Circulation" Plan Used For Advertisers

RHC-Cadena Azul, Cuban net-
work, has devised an elastic rate card by which the advertiser pays only talent costs for the first 13 weeks trial period, then pays ac-
cording to the rating of the show. The network has produced a number of serials which it now broadcasts as sustaining shows, offering them on a new plan called "pay for circulation," Agencies like the plan and have already sold several of the shows, the network reported.

Prices shown on the accompanying rate card represent monthly charge to the advertiser per point of rating. This charge is in addition to the monthly talent bill, which the ad-

vertiser continues to pay at the end of the trial period.

Class AA Time in Cuba runs from noon to 2 p.m. (the stand-
cuban lunch period) and from 6:30 to 10:30 p.m. Class A Time is 11 a. m. to noon, 4:30-6:30 p.m., and 10:30-11:30 p.m. Class B Time is 9-11 a. m., 2-4 p.m., and 11:30-3 p.m. Time from 6:30-9 a. m. and 11:30 p.m. to 1 a. m. is placed in the Class C category. To pay full rates a show in Class AA time must rate 16 points or more, and in Class A time 12-½ points.

Upcoming

Sept. 23: NAB Employe-Employer Rela-
tions Committee, Stanler Hotel, Wash-
ington.
Sept. 23: Meeting of station account-
committee, CBS G & O stations, New
York.
Sept. 23: 3rd BMB Pre-Publication Clinics, WGN Chicago.
Sept. 23: Start of electronic surrepti-
ous probe by House Special Commit-
te, Old House Office Bldg., Wash-
ington.
Sept. 24-26: Columbia Recording Corp., Sales Convention, Hotel Gibson, Cincin-
натi.
Sept. 25: CBC Board of Governors Meet-
ing, Ottawa, Ont.
Sept. 28: Five-Power Telecommunica-
Sept. 28-29: AWD Second District meet-
ing, Hotel Clifton Hotel, Albany, N. Y.
Sept. 28-30: Inter-American Broad-
casting Conference, Mexico City.
Oct. 6-8: Special United-Pacific Network, Palmer House, Chicago.
Oct. 8-9: WPIC Television Broadcasters Ass'n, second video conference, Waldorf-Asta-
dt, New York.
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.
Oct. 28-30: Stephens College Radio Con-
cference, Columbia, Mo.
Nov. 18: National Broadcasters Ass'n, general membership meeting, Laddys-
field Hotel, Lexington, Ky.
Nov. 21-22: Georgia Assn. of Broadcast-
ers Radio Institute, U. of Georgia, Athens.
It wasn't a competition...there was no window-dressing...no folderol...NBC asked affiliated stations to get behind the FRED WARING show.

And KGW did its customary solid job...with the usual highly satisfactory results.

In a nation-wide survey of 32 key cities, special HOOPER reports gave the ratings of the 32 leading NBC stations on the Waring show.

And did KGW look good! Here are the figures, in black and white:

**Av. Audience Share 32 Stations (Feb.-April)** 22.1

**KGW AUDIENCE SHARE (Feb.-April)** 48.0

No moral need be drawn. The figures speak for themselves.

P. S.—Our thanks to Carl Watson!
If this page were wired for sound

... we could bring you, right at your own desk, samples of the audience-pulling, sales-delivering programs now flowing from the WOWO studios in Fort Wayne... to a primary area of more than two million people in Indiana, Michigan, and Ohio.

But you CAN hear the NEW WOWO Album this month... at all NBC Spot Sales Offices!

Just released, these 20 recordings show how WOWO programming is helping advertisers and agencies reach this rich, responsive market. They tell the story better than any printed words. Ready this month at NBC Spot Sales offices in New York, Chicago, Boston, Denver, Washington, San Francisco, Hollywood, Cleveland.
CAMPAIGN activities of the CIO Political Action Committee, which has instructed local CIO councils to demand free radio time for PAC transmitted announcements, will be conducted closely by the House Select Committee to Investigate Campaign Expeditures, Chairman J. Percy Priest (D-Tenn.), revealed last week.

Following announcement that Robert B. Barker, former chief investigator and last general counsel of the House Select Committee to Investigate the FCC (18th Congress) had been named chief investigator, Mr. Priest said his committee would "look into" demands of the PAC for "free time" as announced early this month in the CIO News [broadcasting, Sept. 15].

"We have no complaints about CIO-PAC pressure for free time," said Chairman Priest, "but we will look into the overall campaign picture. If the PAC is demanding time of radio stations to broadcast its own political philosophy or to foster the candidacy of one candidate as against another, this committee might want to inquire into any possible violations of the Communications Act."

Rep. Priest said also that the committee might want to question certain radio commentators who have reported supporting certain candidates and attacked opponents.

"We want to know whether these commentators are reflecting the views of their sponsors, whether they have been instructed to attack certain candidates and support others and whether there is a violation of the Communications Act," said the chairman.

Watch for Infringments

Committee counsel is studying the Communications Act and FCC regulations governing political broadcasts, he added.

"Our committee was given broad powers by the resolution creating it," said Mr. Priest. "If there is a violation of the Corrupt Practices Act or the political broadcast section of the Communications Act, this committee has jurisdiction to act."

Mr. Priest said questionnaires are being sent to various organizations, such as the National Assn. of Manufacturers, CIO-PAC and others to give the committee data. So far the committee had taken no affirmative action on any of several complaints already filed, he said, but probably would chart its course shortly.

"We plan to inquire into individual cases and not the general overall aspects," he explained. Rep. Priest said he did not think the NAM had engaged in political activities "as such" but added that "it's very influential."

Rep. Priest said that because of radio's potent power to reach millions of voters, candidates and their supporters are turning to the air. For that reason radio is expected to enter the committee's inquiries frequently.

Alluding to the CIO-PAC letter which went to CIO councils, urging them to file "vigorous protest" with the FCC if stations refused to carry the "free" PAC announcements, Rep. Priest said the committee would welcome cooperation of broadcasters who are asked to carry the announcements, whether or not the announcements are aired.

"The Communications Act is specific with reference to political broadcasts," said Chairman Priest, a member of the Former House Committee investigating the FCC. Serving with Rep. Priest on the committee are: Reps. John Fogarty (D-R.I.), Oren Harris (D-Ark.), Carl T. Curtis (R-Ne.), Frank Fellows (R-Me.).

NETWORKS IN CUBA

SIGN AGENCY PACT

NEW organization of 14 Havana advertising agencies has signed an agreement, effective Jan. 1, with the two Cuban networks calling for 15% commission to members of their association only, and requiring station salesmen to work through the agencies.

Name of the group is Asociacion de Agencias de Anuncios (Advertising Agencies Association).

To be a member of the AAA an agency must have offices with technical personnel capable of designing advertising campaigns, must have at least 10 clients and an annual volume of $90,000. Other requirements are "honesty, integrity and moral and economical solvency."

The agreement signed with the networks, RHC-Cadena Azul and CD-Cadena Blanca, calls for a 15% commission to nonmember agencies having at least three clients, and no commission to advertisers placing direct, except for five specifically-named firms which have their own publicity departments. These are subsidiaries of Colgate-Palmolive-Peet, Procter & Gamble, and General Electric Co., and El Encanto and Pin de Siglo Dept. Stores.

The AAA is also negotiating with the principal Cuban newspapers.

JOE JOLSON

Tribute

A SPECIAL TRIBUTE to Al Jolson will be broadcast on MBS, 10:30-11 p.m., when the stage and screen star will receive a special plaque for his wartime services from the American Veterans Committee. James Walker, former mayor of New York, will be m.c. of the program and such radio screen stars as Bob Hope, Edder Cantor, Dinah Shore and Frank Sinatra will appear. Columbia Pictures will release a film titled "The Jolson Story" in November.
A Bird in the Hand is Worth Two in the Bush

Uneasy Lies the Head that Wears the Crown

a Rolling Stone Gathers No Moss
The NBC Parade of Stars is now starting its fifth year of audience building.

**Nothing Succeeds Like Success**

The NBC Parade of Stars material has been in the hands of alert station promotion men since the first of August. **The Early Bird Gets the Worm**

The NBC Parade of Stars fall network showcases, originated 3 years ago, will be heard in high-Hooper times Sunday, October 13 (from 4 to 6 p.m., EST) and Monday, October 14 (from 10:30 to midnight)—a three-and-a-half-hour sampler of the best in broadcasting. **Imitation Is the Sincerest Flattery**

The NBC Parade of Stars, more than ever, is decked with brilliant innovations and extravagant trimming—plastic bandboxes, new on-the-air promotion, listener-tailored space advertising. **You Can't Judge a Book by Its Cover but...**

The NBC Parade of Stars remains—basically—proven, effective promotion of The Greatest Shows in Radio. **The End Justifies the Means**

The NBC Parade of Stars is made possible by advertisers, talent, stations and the network, all using all media. **In Union There Is Strength**

More listeners is the goal—more for advertisers, more for talent, more for the independent affiliated stations, more for...

**America's No. 1 Network**

...the National Broadcasting Company
This week on KFI

GRANDPA TOM AND THE YOUNGESTERS

Every Sunday morning at 8:30 over KFI, GRANDPA TOM OWENS (who is the same happy codger that conducts the Tom Owens participating program on this station weekdays at 6:30 a.m.) performs a welcome service for the children (?) by reading the comic strips from the Los Angeles Times. Assisted by our sound man, Jack Hayes, GRANDPA TOM brings alive such famous characters as Dick Tracy, Joe Palooka, L'il Abner and the indefatigable Tarzan. In fact, GRANDPA TOM manages to get through seventeen strips in the half-hour running time of the program, which means tremendous strength and breath saving for the myriad moms and dads in KFI's listening area who would normally have to buckle down to this task. (And, I imagine facing the death of Breathless Mahoney with a hangover?) KFI schedules GRANDPA TOM OWENS as a sustaining feature for youngsters, but from the flood of congratulatory letters from parents received weekly by GRANDPA TOM, we might be justified in calling this a Public Service!

AND ANOTHER AWARD

The winning of outstanding awards for the KFI-Hollywood Bowl Auditions is an honor for this station that occurs rather frequently. We are indeed happy to announce that the National Phi Beta Music and Drama Fraternity conferred its 1946 Regional Award for the most outstanding radio music program to this KFI Public Interest series.

Outlet Need Cited By Fla. Applicant

Says Everglades Lack Storm Warnings, Crop Services

STRIKING suddenly, the Florida Everglades hurricane of 1928 killed 2,500 persons. If the region had had a radio station and more people had owned sets, they might have been warned in time to live. As it was, couriers in automobiles and trucks, who drove over the rich swampland spreading the word, were too late.

Although the devastated area has been repaired and the Glades are booming with one of the richest vegetable crops in the nation, the region still is without a radio station. Tuesday the PCC announced an application had been tendered for filing by the Seminole Broadcasting Co. for a 1 kw daytime outlet at Belle Glade to be operated on 930.

President of the company is J. Tom Watson Jr., son of the attorney general of Florida and former Army Air Forces pilot. Samuel L. Looney, ex-army transport pilot and formerly with WIRY Gainesville, Fla., is vice president; Dr. R. G. Nelson, Tampa physician, treasurer, and Douglas Silver, former Navy radio officer, secretary. Both Mr. Watson and Mr. Silver have had radio experience at other Florida stations.

In a letter submitted with the application, Luther Jones, editor and publisher of the Belle Glade Herald, welcomed the possibility of a station, pointing out the need of a weather warning service. He said the local weather man frequently tries to distribute frost and rain bulletins by telephone. Although the 1940 census gave Belle Glade 3,806 persons, the town now claims 12,500. The county agent estimates the 1946 corn crop at $25,000,000 based on carloadings. Andrew W. Bennett of Bennett & Claggett is attorney for the applicants.

Mistakes in Statements

MISTAKES in statement made on new 1945-46 calendar manual of CBS American School of the Air series which resumes on Sept. 25, 1947. This is the first time the manual is being made available to individual listeners; it was previously prepared only for teachers, schools, and educational organizations.

Prepared by the CBS education division, the manual lists the 150 programs to be heard over the 30-week period from Sept. 25 to April 25, 1947, and a table of School of the Air national board of consultants, a partial list of universities from whose campuses G. I. students will participate in current discussions, and a chronological calendar of the programs, and a full list of CBS affiliated stations.
During the first two weeks of September an electrical power strike threatened to paralyze Pittsburgh, Pennsylvania for the third time this year.

All five Pittsburgh stations made every effort to cover the news as it developed.

When the strike threat abated after a court injunction, an independent research organization made personal interviews, asking 500 Pittsburgh business men and housewives this question:

"Which Pittsburgh station, in your opinion, gave you the best service during the power strike emergencies?"

The results from 410 who expressed opinions were:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDKA</td>
<td>36.1%</td>
</tr>
<tr>
<td>KQV</td>
<td>33.2%</td>
</tr>
<tr>
<td>STATION X</td>
<td>12.7%</td>
</tr>
<tr>
<td>STATION Y</td>
<td>10.2%</td>
</tr>
<tr>
<td>STATION Z</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

And, of the 410 replies, these were divided as follows:

<table>
<thead>
<tr>
<th></th>
<th>Housewives</th>
<th>Business Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>KQV</td>
<td>37.2%</td>
<td>35.9%</td>
</tr>
<tr>
<td>KDKA</td>
<td>36.2%</td>
<td>29.1%</td>
</tr>
<tr>
<td>STATION X</td>
<td>10.2%</td>
<td>15.3%</td>
</tr>
<tr>
<td>STATION Y</td>
<td>8.2%</td>
<td>12.3%</td>
</tr>
<tr>
<td>STATION Z</td>
<td>8.2%</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

Certainly, we take our hats off to the leader, KDKA . . . one of America’s oldest stations . . . having 50,000 watts and affiliated with NBC.

But we point with pride to KQV’s amazing response, especially among the women who had an opportunity all day and in the evening to select the station giving them the best service. They knew that in the previous emergencies KQV was first with the news . . . a service that won for us this year a Variety Magazine ‘Oscar’ for "outstanding spot news coverage."

This response from Pittsburghers adds much to the mountain of evidence that proves we are upholding our reputation as . . .

KQV . . . "PITTSBURGH’S AGGRESSIVE STATION"

NATIONAL REPRESENTATIVES: WEED AND COMPANY
Sigmund Rothschild

Sigmund L. Rothschild, formerly heard on his own program on WOR New York and more recently a dealer in antiques and novelties in New York, died Sept. 16 at his home in the Bronx, N. Y. Mr. Rothschild, a decade ago, was heard on Stories That Postage Stamps Tell which was on WOR for approximately 10 years. Surviving are his wife, Beatrice Schappel, and two sons by a former marriage.

Renews on ABC

CLUB ALUMINUM PRODUCTS Co., Chicago, (aluminum household utensils) Oct. 14 for 13 weeks

Club Time on ABC, Mon.-Fri. 10:45-11 a.m.

Agency is Trade Development Corp., Chicago.

Overseas

SENDING news writers abroad for a short period to broaden their perspectives is a new New York policy just announced by Dave Drisko, WOR news and special features chief. He also announced that Edgar F. Higgins Jr., in charge last month from the Navy, will be in charge of the overseas department. The six WOR overseas correspondents are: FLOYD OLDS, sports editor of the paper, and other members of the World staff.

HARRY W. FLANNERY, CBS news commentator, Sept. 26 starts "Eye's Front In a Cockeyed World," dealing with social problems, at Insamucle Heart College, Los Angeles.

GEORGE MOWILL, a member of the news and special events department of KOA Denver, resigns to join War Assets Administration.

RAYMOND SWING, ABC commentator, was one of 15 American recipients of France's Legion of Honor at ceremonies in the French Embassy, New York, last week. Presentation was made by Henri Bonnet, French Ambassador.

CONELLIUS O'DEA, manager of ABC Central Division news and special events department, has been replaced by GERALDINE GOESEK of ABC program department, who was to be married in Chicago Sept. 21.

Schenley in 11

SCHENLEY DISTILLERS, New York (Cresta Blanche Wine), Sept. 18 is started a spot announcement campaign in 11 markets for 13 weeks, BBDO, New York, is agency.

\[\text{\textbf{THE SPORTS STATION OF THE NATION!}}\]

- Horse Race
- Pro-Football
- B'lynk Dodgers
- Baseball
- N. Y. Rangers
- Hockey
- Inter Collegiate
- Professional
- Basketball
- Inter Collegiate
- Professional
- Tennis
- Basketball
- Champions
- Warm Up Time
- Ski Coaches
- Boxing
- Nall' Indoor
- Madison Square Garden Track Meets
- Horse Race
- Results
- Soccer Tips
- Hockey
- Baseball
- Champions
- Warm Up Time
- Professional
- From Me
- Professional
- Nall' Indoor
- Basketball
- Boxing
- Tennis
- Madison Square Garden Track Meets

\[\text{\textbf{BROADCASTING}}\]

\[\text{\textbf{Telecasting}}\]

\[\text{\textbf{PRODUCTION}}\]

\[\text{\textbf{MBS}}\]

\[\text{\textbf{BMB}}\]
**WAKR'S average ratings on 41 ABC day and night shows are TWICE as large as the national average**

Here are a few good examples:

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NATIONAL RATING</th>
<th>WAKR RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Club</td>
<td>6.0</td>
<td>20.4</td>
</tr>
<tr>
<td>Breakfast in Hollywood</td>
<td>8.2</td>
<td>18.8</td>
</tr>
<tr>
<td>Ted Malone</td>
<td>4.2</td>
<td>12.8</td>
</tr>
<tr>
<td>Glamour Manor</td>
<td>4.2</td>
<td>14.1</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>4.6</td>
<td>12.0</td>
</tr>
<tr>
<td>The Sheriff</td>
<td>8.9</td>
<td>14.9</td>
</tr>
<tr>
<td>Alan Young</td>
<td>5.3</td>
<td>12.4</td>
</tr>
<tr>
<td>Gang Busters</td>
<td>9.1</td>
<td>13.1</td>
</tr>
<tr>
<td>Woody Herman</td>
<td>3.4</td>
<td>12.4</td>
</tr>
<tr>
<td>Your F. B. I.</td>
<td>9.7</td>
<td>15.5</td>
</tr>
<tr>
<td>Home Edition</td>
<td>5.2</td>
<td>17.4</td>
</tr>
<tr>
<td>Hymns of All Churches</td>
<td>2.8</td>
<td>11.2</td>
</tr>
</tbody>
</table>

*HOOPER RATING, DECEMBER, 1945, THROUGH APRIL 1946
Bigger planes that make more space available for all kinds of minute in the Swift new planes that have joined you solve many a contains illuminating facts to help. Rate -Schedule on Air Express. It WRITE TODAY world's best planes.

and from scores of countries - FOREIGN SERVICE Rapid air -rail schedules to and from 23,000 off -airline commun-

RATES CUT 22% SINCE 1943 (U. S. A.)

MANY SHIPMENTS now travel at air-speeds up to five miles a minute in the swift new planes that have joined Airlines' fleets—bigger planes that make more space available for all kinds of traffic.

LOW RATES include special handling—pick-up and delivery — in all major U. S. towns and cities. (Osen same-day delivery.) Rapid air-rail schedules to and from 23,000 off-airline communities in the country.

FOREIGN SERVICE direct by air to and from scores of countries — the world's best service, in the world's best planes.

WRITE TODAY for the Time and Rate-Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Ave., New York 17, N. Y. Or ask for it at any Airline or Railway Express office.

DIRECT radiotelephone service has been set up between Virginia Islands and San Juan, P. R., through joint facilities of All America Cables and Radio Corp. of Puerto Rico, operating subsidiary of IT&T.

A Dam Hat Stores, New York, has appointed the Bown Co., New York, effective Oct. 20 to handle its advertising. This marks the account's second change in agencies this year. Formerly handled by Buchanan & Co., the account moved to La Roche & Ellis and now Bown takes over. The firm formerly sponsored the fights on ABC and has had a spot announcement campaign.

FORD CHEMICAL Corp., New York, has appointed Raymond E. Nelson, Inc., New York to handle its advertising. Starting Oct. 15 firm will sponsor seven quarter- hour programs weekly on a New York City station, to be announced this week, for Ford's Sulphur Solution, anesthetics preparation. The schedule will be increased to nine spot on a coverage as campaign gets under way.

LOS ANGELES DONS (Los Angeles professional football team), Sept. 18 started spot announcement campaign on all independent Los Angeles area stations. Contracts are for 13 weeks. Agency is Bressler, Van Norden & Staff, Los Angeles.

P. WESLEY COMBS, partner of Rado Adv., New York, has been appointed vice president of Para Ti Corp., New York, in addition to his duties at Rado.

BLAINE FABER, former advertising and sales director of Para Ti, has relinquished that post and will serve as sales director and secretary, Para Ti Corp. has appointed Hal A. Saltman, an associate, New York, to handle its advertising, following resignation of Rado Adv., which formerly placed all Para Ti advertising.

AIR-MAZE Corp., Cleveland air conditioning, has appointed BBDO Cleveland to handle advertising. Account formerly was handled by Fuller & Smith & Ross, Cleveland.

DAVID SPENCER Ltd., Vancouver (department store), Sept. 28 starts Saturday morning half-hour sweeps for teen-age listeners on CKWX Vancouver. Program broadcasts in stores' main dining room which seats an audience of 500 students, and features leading Vancouver dance orchestras. Company uses two other half-hour live talent programs each week on CKWX.

Account is placed direct.

PINEX Co., Fort Wayne, Ind., will sponsor the 10-10:30 p.m. (CST) portion of the WLS Chicago Saturday Night 'National Barn Dance' effective Oct. 5. Sponsorship is handled by M. Seeds Co., Chicago, handles Pinex account. Pinex sponsors complete 7:30-10:30 p.m. commercial, the 'Barn Dance,' with Rexall Drug & Steel & Wire Co. taking over 8-8:30 p.m. portion dropped last month by Williams Drug Co. on NBC in favor of 'Boy Rogers Show.' Other sponsors are Shell Oil Co., Shell Petroleum Co. and Flex-O-Glass Mfg. Co.

THE TRAVEL BUREAU Inc., Berkeley, Calif., through Ad Fried Adv., Oakland, is advertising all-expense charted vacation flights to Hawaii Southern California radio is included.

HATCHER, Fort Wayne, Ind. (Ford dealer), is sponsoring full broadcasts of nine college and conference football games this fall on WOVO Fort Wayne. Schedule runs Sept. 28 through Nov. 30.

PHILADELPHIA LEATHER GOODS Corp., Philadelphia, has named J. M. Korn & Co. of that city to handle advertising.

TAYLOR'S, Oak Ridge, Tenn. department store, has signed for Mon.-Wed., Fri. 4:15-4:45 p.m. "Oak Ridge Request" program on WNOX Knoxville. Opening of store was highlighted in half-hour remote special event on WNOX.

CLAUSNERS HOISERY Co., Paducah, Ky., has appointed Good Frater Adv., St. Louis, as agency.

KRESGE - NEWARK Department Store, Newark, N. J., Oct. 9 resumes sponsorship on WAWW Newark of the "Junior Town Meeting," Wed. 8-9:30 p.m. Three weeks after program makes its 1946 debut, time will be changed to 8:00-8:30 p.m. Series will be preceded by a dinner Oct. 2 at which public school superintendents, principals, head-
RCA Table Television Set Models Exhibited

RCA table-model video receivers that will go on sale early in November were shown to the company’s distributors Wednesday at a closed meeting at the Hotel Pennsylvania, New York. Distributors also were shown two console models, one a large-screen projection receiver, although the company is not planning to make these immediately. Joseph B. Elliott, vice president in charge of RCA Victor home instruments, announced that the company’s factory service engineers are now installing receiving antennas in the “rebates” stores to enable them to make satisfactory demonstrations of video reception.

He said that a similar plan for insuring good reception on RCA sets that are sold has been worked out, calling for factory service engineers to install each receiver and supply antenna, antenna installation, instruction in operating the set and a year’s service, all for a single reasonable charge. Distributors are planning dealer meetings on television in areas served by video programs in the near future, with similar meetings to be held in other cities as stations are built.

REL Delivers 15

RADIO Engineering Labs., Long Island City, N. Y., as of Sept. 16 has delivered 15 new FM transmitters to broadcasters, all of which are now on the air, REL announced last week. Stations are: W2XZM WINX-FM WBRC-FM WYIC-FM WENA WNBK-FM WGTR WMUL WIL-FM WGRC WRAL WMTW KTHT WGAL WMFR. All are 1 kw models with exception of WGAL which is 250-watt. Deliveries on high powered equipment are expected to start before the end of the year, REL stated.

Clements to Stovin

WILF CLEMENT, formerly of H. N. Stovin & Co., Toronto, station representative, has joined George Taggart Productions, Toronto.

IBEW UNION LABEL ACTION IS DELAYED

IBEW campaign on the West Coast, designed to restrict transcriptions to those cut by its members, will be submitted to the union’s Broadcast Advisory Committee when D. W. Tracy, new IBEW president, takes office Jan. 1. Action on the plan to require a union label on transcriptions was deferred at the annual convention held in San Francisco Sept. 2-11.

Complete change in IBEW relations with broadcasting may develop when the new president takes office, according to informal union advisors, with possibility that uniform national policies may be adopted on all matters pertaining to broadcast technicians.

The union label plan, which potentially could be extended to all transcriptions and recordings, was devised at IBEW Local 1245, embracing the northern two-thirds of California and adjoining areas. This local has operated somewhat as an autonomous unit, the radio staff at national headquarters not having direct supervision over its activities. The local reports directly to a regional vice president. At the San Francisco national convention the union label problem, covering electrical and industrial equipment as well as transcriptions, was discussed but no organized action was taken on the transcription phase of the problem.

WGAY Plans

ASSIGNED call letters WGAY, the Tri-Suburban Broadcasting Corp., AM and FM permittee for Silver Spring, Md., announced completion of plans calling for a 2000-sq. ft. building to house its studios. Construction has been authorized by CPA. Two-story building will be of modern design, constructed primarily with non-essential materials. Standard daytime station will operate on 1060 kc with 1 kw.

MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map.

But only film can develop new television markets for you ... instantly . . . effectively . . . economically.

Only Film makes possible selective marketing, without costly individual programs—expensive rehearsals—telephone line charges—time zone differentials.

Only Film can guarantee repeat performances of uniform quality—identical selling messages.

Only Film will assure you perfect lighting—absolute focus—flawless dialogue.

In TELEVISION...

... FILM removes the question mark.

Now available for sponsorship . . . exclusive ... Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

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

RKO TELEVISION CORPORATION

Dept. RG-7, 1270 Avenue of The Americas, N.Y. 20, N.Y.

A Radio-Keith-Orpheum Corporation  Subsidiary

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TAILOR-MADE PROMOTION

CJOR's promotion is tailor-made, adapted to the particular needs of each campaign— for no two promotional problems in radio can be measured by the same standard. That's why CJOR depends on originality and research in tackling your tailormade promotion plan of promotion.

Represented by: H. N. Stoner (Canada)
Adam Young Jr. (U.S.A.)

OUR 20TH YEAR

5000 Watts, 600 K.C.

ABC Revises Program Times for Seven Shows

ABC announced last week that Forever Tops, sustaining program formerly heard on Mondays, 9:30-10 p.m., will be expanded into a full hour show on Sept. 28 when it switches to Sundays, 8-9 p.m. At the same time The O'Neill's, formerly on Wednesdays, 9:30-9:55 p.m., will be heard Sundays, 6-7 p.m., and David Winters, previously heard Saturdays, 8-8:30 p.m., will be heard on Sundays, 7-8 p.m.

Other program time changes announced by ABC last week included: Stamp the Avenue, formerly Sundays, 4:40-5:30 p.m., to Saturdays, 8-8:30 p.m., effective Sept. 28; Johnny Olsen's Rumpus Room, formerly Saturdays, 1:30-2:30 p.m., effective Aug. 30.
LAST CALL... only 276 Atlases left...

THE WHOLE ALLOCATIONS PICTURE
Including Directional Antenna Patterns and Supplements to Date of Purchase
of the
1659 STANDARD BROADCAST STATIONS
In the United States, Canada, Cuba and Mexico (Including those under construction)

"Standard Broadcast Allocation Maps" is the book for which the radio industry has been waiting. Based upon the largest active file of Directional Antenna patterns in the U.S., this book gives you, at a glance, the whole allocations picture, presents this information by frequencies—the most convenient and graphic form. The outlines are not to be interpreted as coverage contours.

Here are a few things this book does:
1. Gives a rapid, preliminary answer to any allocation problem
2. Enables the reader to evaluate the probable effect of pending applications
3. Gives a clear working picture of conditions in any given channel
4. Permits quick, pictorial evaluation of hard-to-visualize engineering reports
5. Helps make preliminary studies of available facilities
6. Provides ready reference to the relative merits of day and night assignments

This volume of 106 maps measuring 11" x 17\”, will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies. Order your copy from Mutual's Engineering Department. Only $25.00 the copy.

Published by The Engineering Department of
MUTUAL BROADCASTING SYSTEM
World's Largest Network

Please send me _______ copies of "Standard Broadcast Allocation Maps" @ $25.00 each.

NAME

COMPANY

ADDRESS

Check Enclosed [ ] Bill Us [ ] C.O.D. [ ]
Second Class Operators Suggested

Final Letters Present Ideas on Schultz Proposal

SUPPORTS SCHULTZ

EDITOR, BROADCASTING:

I am sending this as my support to Mr. John W. Shultz's open stand on the question of using restricted operators in 250 watters, as I am the manager of a 250 watter, which happens to possess a first class operators license. I have possessed one for the past sixteen years.

I opened WPUV on May 30th with an operating staff consisting of one first class operator (chief engineer) and two third class restricted operators. This station has functioned fine since the day it opened and the third class operators performed exceptionally well both as operators and announcers.

Our logs will show that WPUV has lost approximately one hour due to technical difficulties since going on the air. The chief engineer has always been on call.

Today, my operating staff consists of one full-time first class operator (chief engineer) and two part time first class operators with one third class operator left. The only one doing a combination job that is acceptable on the air is the third class operator, who of course must have a first class operator on duty with him. (And you don't get them for hay.) Necessarily, my overhead has gone up and my air production has gone down. It is not pleasing either the public or the station owner.

I do not mean to take issue with the Commission on its order to have us use first class operators, for I know that first class operators are real technicians and have to be to get their tickets. But as a practical manager of a 250 watter, I see no reason why the station can't and won't be run with the proper degree of efficiency, so long as there is a first class chief on call. It is true that maybe we'll lose a few extra minutes at one time or another, by not having a first class man on deck all times, but one thing certain is that WE WILL LOSE OUR AUDIENCES, if we have to use the first class operators as combination announcer operators.

The voice and the technical tendencies just don't seem to run together and I have been in this game for twenty years. It is a real rarity when you find a genuine first class man who is also an announcer.

Had I not had a first class operator's license myself, I would have had to shut WPUV off the air. For even now, I have to work most of the shifts with my third class operator. In my case the station and myself are suffering both physically and financially, on account of the 91-D order.

I think that NAB's consideration of asking for a special class of license for operators at 250 watters is a grand move. I wholeheartedly am throwing my support both to Mr. John W. Schultz and to any move that NAB may take in the same direction. Mr. Schultz and I are operating in similar markets. I know what his problem is, for I have it too.

Robert C. Wolfenden
Manager
WPUV, Pulaski, Va.

September 10, 1946

THREE COMPLAINTS

EDITOR, BROADCASTING:

I have read with astonishment the mouthings of the supposed public minded owners of radio stations which have appeared in your publication since the start of this year. Three points have been made by these men, and all three prove their irresponsibility and utter lack of common intelligence required to operate as important a public service as radio broadcasting.

Complaint No. 1—Too many licenses are being issued by the FCC.

Hooey! Why don't these supposed gentlemen tell the truth? They've had a hay day—produced programs designed to get one thing only, spot announcement sponsors. As a whole programming by the smaller stations has been awful. Tall tales about not having enough money to hire good program directors are phoney, most of the stations just look what the networks fed and then interspersed spot announcements between them. Even local shows were poorly done and recorded shows showed a lack of good taste and intelligence. They really fear competition from well programmed stations.

Complaint No. 2—Engineers with first class tickets are now required instead of combination engineers and announcers who have no such permit.

Too bad. The boys on the you'll circuit have paid low salaries and sold their engineers to do announcing, disk-jockeying and in some cases time selling for a long time now. Profits are going up. Now along comes the FCC and says "You'll have to hire engineers only with first class tickets." Profits will go down slightly—and to make matters worse the engineer-announcer won't have to work 20 hours a day. Tears for the station owners and Simon Legree.

Complaint No. 3—Those old "Blue Book Blues" again.

Maybe the Blue Book wasn't perfect, but it was time somebody let go with a blast at the bum programming and outright lying by some station owners.

What a sight! Owners of radio

(Continued on page 66)
"BUT MR. CULPEPPER, A NERN STATION SAID THIS NEW FAN WOULD CUT DOWN OFFICE FATIGUE."

And smooth everyone out, too — including the boss. When he recovers his balance he will discover that his well-intentioned secretary had only his welfare at heart—and that heart belonged to a NERN station. Naturally, she wanted the biggest and the best—even though it was designed for use at Willow Run.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>Boston, Mass.</td>
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<tr>
<td>WCHS</td>
<td>970</td>
<td>Portland, Maine</td>
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<tr>
<td>WJAR</td>
<td>920</td>
<td>Providence, R. I.</td>
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<tr>
<td>WLBZ</td>
<td>630</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTTIC</td>
<td>1080</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

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

NERN TIME
A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

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

'WHEN YOU BUY NERN YOU BUY A NETWORK'

HARTFORD, CONNECTICUT
Letters

(Continued from page 61)

stations who yell all over the place their belief in "Free Enterprise" but oppose the Government's allowing any competition to exist against themselves; leaders in their communities, but opposed to good engineering in their own industry; violators of everything decent in programming who yell "foul" when the Government points out their violations.

No, I'm not a Republican nor a New Dealer. No, I'm not a union official, just a businessman who is an applicant for his own station in upstate New York, Bernard K. Johnpoll Washington, D. C.

September 14, 1946

* * *

SECOND CLASS OPERATORS

EDITOR, BROADCASTING:

I have followed closely the operator discussion being carried on through your columns and have been struck with the omission of one important feature—that of the position played by second-class operators.

These operators are required by law to have at least a rudimentary knowledge of radio-telephony. Many important services such as weather and aircraft depend on the skill of second-class operators. They know what things are necessary to keep at least simple equipment on the air and on frequency and can perform minor repairs.

Now, why would it not be possible for 250 watt locals to carry one first-class man as chief with the other two or three operators holding second-class tickets. These men could accomplish much more than a restricted operator, and, if the FCC regulations were eased, could learn enough from their work to eventually make their first-class licenses.

This plan seems to me to be more practical than using either all first-class men—now almost an impossibility—or using restricted who are unable to do even simple repair work.

In short, have a technician on duty at all times, but require only one first-class man, allowing seconds to do relief work.

E. H. Munn Jr.
Manager
Tower Hill Sound Service
Hilldale, Mich.

September 11, 1946

* * *

DISAGREES

EDITOR, BROADCASTING:

John W. Shultz's letter in Broadcast of August 26 made me almost as angry as Mr. Shultz seemed to be. Then I felt sorry for the guy. I sympathize with the management of the 250 watters in their inability to find operators, but the statement Mr. Shultz makes that "the money saved in not hiring a first-class operator" would be used to further "public interest" and other programs is certainly an astounding admission.

The average wage, per week, of operators is about $40.00, surely not much more than needed for cost of living. Would Mr. Shultz pay his third-class men less than this?

Another manager of a 250 watt station said that he could get along with one first-class man, because the rates of a 250 watt were so low the loss of time, while the first-class man was being located and brought to the transmitter in event of a failure, wouldn't bother him. Has he, and Mr. Shultz, by implying the same attitude, lost sight of the public interest, convenience and necessity under which they operate? Additional programming in the public interest would seem to me also to require that the station continue operation with as little interruption to service as possible.

Mr. Shultz says, and perhaps with justification, that some of his operators wanted to "tinker with the transmitter" etc., presumably causing Mr. Shultz' operations to be disrupted, and about which he got rather angry. Who hired his engineers, what qualifications did they have,—some fly-by-night correspondence school six-week wonder, memorizing of the qualifications for a first-class ticket? I think Mr. Shultz, and any manager, or chief engineer, is to be blamed if they hire incompetent men, whether they're engineers, operators, salesmen or announcers.

I certainly agree with Mr. McFarland and Mr. Taylor, in their rebuttal letter, that first-class operators and engineers are necessary; if the cash for the trip to Washington was spent on good engineering, the original letter regarding this controversy would not have had to be written. Station managers are all prone to forget that the engineering of their station is first; without it they couldn't operate, not only because the FCC requires good engineering, but I don't know many managers who can run a transmitter. Even a 250 watt transmitter is a bit more complicated than a 5 tube ae/dc BC receiver.

With the AM band becoming more crowded each week, good first-class men with ability and knowledge are more than ever a necessity. Especially is this true for the 250 watt station, whose deviation from assigned channels and engineering standards would raise h...

Mr. Shultz has the courage of his convictions, and I defend his right to them: but I just as bitterly disagree.

Don V. R. Drenner
Engineer
Coffeyville, Kan.

September 10, 1946

New KNK Studios

KNK Salt Lake City is constructing new air conditioned studios, control room, music room and offices for programming and production at present quarters in Continental Bank Bldg. Studios are to be completed Oct. 15.

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place

New York, N. Y.

Plant at Allentown, Penna.

Offices in Principal Cities

INVITES YOUR INQUIRIES

FOR AM, FM, and TELEVISION TOWERS

LEHIGH
Again Raytheon presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon’s highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations... and at surprisingly low cost.

It’s an outstanding design... perfected after months of careful engineering. Simpler circuits give the all-important dependability that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before you decide on a transmitter, write or wire for our fully illustrated specification bulletin. Prompt deliveries can be made.

Here’s what Raytheon offers
Study these Raytheon features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2. Greater Dependability—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3. High Fidelity Signal—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specialized designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4. Push-Pull Final Amplifier—A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5. Easy to Operate—Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6. Fast, Accurate Tuning—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7. Easy to Service—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8. Easily Meets All F.C.C. Requirements—Flat frequency response from 30 to 10,000 cycles per second. Noise level -60 db below 100% modulation. Less than 0.006% RMS for 95% modulation.
**Actions of the FCC**  
**SEPTEMBER 13 to SEPTEMBER 19**

**Decisions...**

**SEPTEMBER 13** by COMMISSION EN BANC

- **AM-1150 kHz**  
  Iron Mountain-Kingsford Bestg. Co., Iron Mountain, Mich.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, on condition that the permittee satisfies complaints of interference within the 250 mw/m (1000 watts per linear foot) contour, and subject to appeal of transmitter site and antenna system by the CAA.

- **AM-1120 kHz**  
  Broadcast Management Inc., Bethesda, Md.—Granted CP for a new station to operate on 1320 kc, 1 kw, daytime only.

- **AM-1490 kHz**  

- **AM-1490 kHz**  
  W. S. Weatherly, tr/s Calhoun Bestg. Co., Anniston, Ala.— Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.

- **AM-1140 kHz**  
  Edward H. Blaney, Inc., Calhoun, Ala.—Granted CP for a new station to operate on 1140 kc, 5 kw unlimited, to Class I-B, 1190 kc.

- **AM-1310 kHz**  
  Lee Segall Bestg. Co., Houston, Tex.—Granted CP for a new station to operate on 1310 kc, 1 kw, daytime only, on condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site.

- **AM-1450 kHz**  
  The Oneida Bestg. Co., Rhinelander, Wis.—Granted CP for a new station to operate on 1450 kc, 100 w night, 250 w day, to 250 w, operating on 1490 kc, 1 kw, unlimited time.

- **AM-1450 kHz**  
  Edney Ridge and Hadley Hayes, d/b as Carolina-Northwest Bestg. Co., N. Wilkesboro, N. C.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to CAA approval of site and antenna system.

- **AM-1490 kHz**  
  Alva B. Adams Jr., Broadcasting Management Co., Washington, D.C.—Granted CP for a new station to operate on 1490 kc, 1 kw, daytime only.

- **AM-1540 kHz**  
  The Oneida Bestg. Co., Rhinelander, Wis.—Granted CP for a new station to operate on 1540 kc, 2 kw, daytime only, on condition that the permittee satisfies complaints of interference to Oklahoma City.

- **AM-1440 kHz**  
  TOWER SALES & ERECTING CO.

  - **AM-1240 kHz**  

  - **AM-1490 kHz**  
   Robert W. Russinoff and George M. Clark, d/b as Pultz Bestg. Co., Warri-aski, Tenn.—Granted CP to increase power from 1 to 5 kw, subject to condition that applicant will within 60 days from date of action file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards; waive Sec. 3.55(b); required.

  - **AM-1730 kHz**  

  - **AM-1740 kHz**  
   KNEL Brady, Tex.—Granted modification of license to increase power from 250 w to 2 kw, operating on 1740 kc, unlimited time.

  - **AM-1140 kHz**  
   WLDLS Jacksonville, Ill.—Granted CP to increase power from 250 w to 1 kw, unlimited time.

  - **AM-930 kHz**  
   KTHF Porretta, Mass.—Granted CP (Com. Durr for hearing) to move transmitter and increase power from 250 w to 1 kw, night, to 1 kw, subject to condition that permittee may be required to remove or reduce power because of increased interference to KTRM developing; subject to CAA approval of transmitter and antenna system.

  - **AM-790 kHz**  
   KFQD Wm. J. Weston, d/b as Alaska Bestg. Co., Anchorage, Alaska—Granted CP to increase power from 1 kw to 3 kw, operating on 790 kc.

  - **AM-1190 kHz**  
   KEX Portland, Ore.—Granted CP to increase facilities to Sec. 3.407 of the Commission’s rules governing the announcement of mechanical records (Docket 7611) for Nov. 25 and extended time for filing views through Nov. 18, 1946.

  - **AM-1050 kHz**  
   Tri-Suburban Bestg. Corp., Silver Spring, Md.—Granted petition requesting the Commission to consider modification of license for a new station to operate on 1050 kc, granting and granting of same without hearing.

  - **AM-1190 kHz**  
   KEX Portland, Ore.—Granted CP to increase facilities to Sec. 3.407 of the Commission’s rules governing the announcement of mechanical records (Docket 7611) for Nov. 25 and extended time for filing views through Nov. 18, 1946.

- **AM-1090 kHz**  
  WCLO Janesville, Wis.—Granted renewal of license for the period ending Feb. 1, 1947.

- **AM-1240 kHz**  
  WOLS Florence, S. C.—Same.

- **Petition**  
  WMBR Jacksonville, Fla.—Denied petition requesting that its application be severed from the other eight applications in the consolidated hearings, and granted.

- **Modification**  
  Natrona County Tribune, Casper, Wyo.—Granted extension for filing application for CP, for approval of transmitter site and antenna system.

- **Docket**  
  Designated for hearing application for a new station to operate on 1240 kc, 100 w, unlimited time, and subject to CAA approval of site and antenna system.

- **Application for Modification**  
  Robert Schuler, et al., partnership, Franklin, Wis.—Granted CP for a new station to operate on 1090 kc, unlimited time.

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**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

Exact Measurements of Any Time

R.C.A. COMMUNICATIONS, INC.
64 Broadway New York 4, N. Y.

The Robert L. Kaufman
Organisation

Technical Maintenance, Construction
Supervision and Business Services
For Broadcast Stations

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Radio Towers
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Rafston Radio Engineering Co.
Supervision of constructing AM &
FM Stations. Field measurements.

1484 N St., N.W. Office—D.C. 2704
Washington 4, D. C. Res.—Alex. 6957

J. B. Hatfield
CONSULTING RADIO ENGINEER
936 35th Ave. Prospekt 7860
Seattle 22, Washington

Worthy of an Engineer’s Careful Consideration

**TYPE 114-A AMPLIFIER**

**TYPE 114-A AMPLIFIER** is a two-stage medium gain, 4 wat, power amplifier, for 1100 watt VOLT AC operation, which can be used with a 600 ohm terminating input impedance, or across 600 ohms as a bridging amplifier. The gain with 600 ohm terminating impedance is 61 db and with bridging 43 db.

The Langevin Company
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
3000 W. Howard St. Chicago 22, Ill.

**MORE RF KILOWATT HOURS PER DOLLAR WITH F & O TRANSMITTING TUBES**

Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
High Power Tube Specialists Exclusively

**Modification of Permit**

of specifying a transmitter and antenna system meeting the requirements of the standards; and Sec. 3.60 waived.

- **AM-1240 kHz**  
  Des Moines Bestg. Corp., Des Moines, Iowa—Denied for hearing application for a new station to operate on 1240 kc, 100 w, unlimited time, and subject to CAA approval of site and antenna system.

- **AM-1090 kHz**  
  Elias I. Gudasoff, Hempstead, N. Y.—Denied for hearing application for a new station to operate on 1090 kc, unlimited time.

- **AM-1240 kHz**  
  WKBW Corpus Christi, Tex.—Denied petition requesting permission from 1010 to 1030 kc, and ordered (1) removal of antenna operating on 1000 kc from hearing; (2) allowed KWBW to amend application to specify 1020 kc, and (3) placed application as amended in pending file pending decision in the clear channel cases.

- **AM-1240 kHz**  
  WAJU South Dakota, St. Paul, Minn.—Denied for hearing application for a new station to operate on 1240 kc, unlimited time.

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<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting</td>
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<td>McNARY &amp; WRATHALL</td>
<td>Consulting Radio Engineers</td>
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<td>PAUL GODLEY CO.</td>
<td>Consulting Radio Engineers</td>
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<td>GEORGE C. DAVIS</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Consulting Radio Engineer</td>
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<td>MAY and BOND</td>
<td>Consulting Radio Engineers</td>
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<td>OUR 18TH YEAR</td>
<td>Consulting Radio Engineers</td>
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<td>WELDON &amp; CARR</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
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<td>SINGLETON and BARNARD</td>
<td>Consulting Radio Engineers</td>
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<td>DeQuincy V. Sutton</td>
<td>Radio Business Consultant</td>
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<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineer</td>
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<td>GRETHER RADIO ENGINEERING</td>
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<td>JOHN BARRON</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>A. EARL CULLUM, JR.</td>
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<td>WILLIAM E. BENNS, JR.</td>
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<td>S. E. H. ANDERSON</td>
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<td>John C. Greutz</td>
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<td>GUY C. HUTCHESON</td>
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**FCC Actions**

(Continued from page 68)

[Continued text from page 68]

**Hearings This Week**

MONDAY, Sept. 23-27, Washington, D. C.

KFDA Amarillo, Tex.—CP 1440 kc, 1 kw night, 5 kw day; KYACK Atchison, Kans.—CP 1200 kc, 1 kw; W. J. Patterson, Topeka, Kan.—CP new station 1440 kc, 5 kw; DA; Bee Bestg. Co., Beeville, Tex.—CP new station 1440 kc, 5 kw, DA; WWWD Waco, Tex.—CP new station 1450 kc, 25 w; DA; M. S. Chinn, Austin, Tex.—CP new station 1450 kc, 2 kw, DA.

MONDAY, Sept. 23, Washington, D. C.


MONDAY, Sept. 23, Washington, D. C. (further hearing)

John E. Fitzgibbon, Roy Jarman & Temple V. Ehmsen, Oregon City, Ore.—CP new station 790 kc, unlimited, unlimited, unlimited; DA.

MONDAY, Sept. 23, Washington, D. C. (further hearing)

Hearings on six applications for FM facilities in Providence-Pawtucket.

MONDAY, Sept. 23, Washington, D. C. (further hearing)

WMDR Peoria, Ill.—CP 1440 kc, 1 kw night, 5 kw day; Booth Radio Stations Inc.—intervention as intervenor. (petition filed by KLCD pending.)

THURSDAY, Sept. 26, 27, Dallas, Tex.

Maricopa Broadcasters Inc., Phoenix, Ariz.—CP new station 960 kc, 1 kw; Phoenix Radio, Phoenix, Ariz.—CP new station 1550 kc, 5 kw; WAFF, Florence, Ala.—CP new station 1500 kc, 5 kw.

THURSDAY, Sept. 26, Nacogdoches, Tex.

Kelly Bell, Nacogdoches, Tex.—CP new station 930 kc, 250 w; AM

AM

THURSDAY, Sept. 26, Paris, Tenn.


**SEPTEMBER 16**

**ACTION IN DOCKET CASE 11—1499**

I. K. Corker, Bogalusa, La.—Proposed grant CP new station 1490 kc, 500 w, unlimited time, conditioned on filing within 30 days hereof of an application for approval of transmitting antenna and antenna system which will comply with Commission's Standards. 5-36. Mutually exclusive application of John J. Palmmer, k/a John J. Palmmer Enterprises for the same facilities, proposed to be set aside.

**SEPTEMBER 17**

**WKBW Oil City, Pa.**—Granted CP to install new transmitter and antenna, approval of transmitter location, to specific studio location, to change transmitter and antenna site from W. Walter Tison to W. Walter Tison, 1727a Tampa Blvd. Co. Sec. 2.5 (a) and (b) of rule waived.

**KDPF Denver, Colo.**—Granted modification of CP which authorized increase in power, etc., for extension of completion date to 3-15-47.

(Continued on page 72)
instead of usual cash or gift giveaways, quiz winners will be awarded scholarships to Temple U., U. of Louisville and if Louisville 10 high school seniors, selected four-year scholarship to Temple U. In quiz on American history. Winners of quiz on American history. Winners of best eight writers are chosen to be set in present era. 5.000 WATTS DAY AND NIGHT

GOING 5000 WATTS
IT DOESN'T TAKE MAGIC TO GET RESULTS FROM THE MAGIC VALLEY

TWIN FALLS • IDAHO

WEED & CO., Representatives

BROADCASTING • Telecasting

problem of racial and religious discrimination. Particular emphasis is being placed upon exposure and denunciation of Ku-Klux-Klan.

Waring to Tour
FRED WARING will take his entire company of Pennsylvanians on a tour of nine cities for a series of concerts and broadcasts starting in Buffalo, N. Y., Sept. 23. His regular Monday through Friday NBC broadcasts will be presented from the auditoriums in the cities he visits. The Waring show is sponsored on Mon.-Wed.-Fri. by the Florida Citrus Commission and Tues.-Thurs. by the American Meat Institute.

WCBM Covers Celebration
WCBM Baltimore, sponsored special half-hour of the program of the celebration activities and commemoration of 150th anniversary of the writing of the "Star Spangled Banner" at Fort McHenry. Ceremonies attracted some 25,000 persons.

Post-Midnight Show
MIDNIGHT-2 a.m. program started by WGFB Evansville, Ind., is titled "On Call." Featuring records as requested by listeners. Conductor of new feature is Bob Bright.

Program on Polio
TO INFORM listeners on dreaded infantile paralysis, KROW Oakland, Calif., has initiated weekly 15-minute "You and Polio." Program is offered as public service.

Starts Man-on-Street
WGL Port Royal-Elkland, has started "Man-on-Street" format show titled "Coming or Going." Mon. through Fri. 11:45-12 noon. Aired from local Greyhound Bus Terminal, program interviews travelers.

Program Resumed
FORMERLY heard five times weekly on MBS last spring. "Married for Life," weekly and wire auditions, returns to that network Oct. 13, and will be heard Sun. 2-2:30 p.m.

Teen-Age Quiz
TEEN-AGE quiz to be started by WXK, Concord, N. H., "Dollars for Scholars," will present students in Concord area schools chosen by their teachers. Winners will receive new silver dollars.

CABC Air Story
CABC is airing on the Trans-Canada network to ABC John Henry report on Hiroshima. Broadcast has been recorded for CABC at ABC studio and will be aired in four installments Sept. 24-27 at 10 p.m.

NEW U. S. Census shows San Diego population up 78% over 1940! 465,710 people within 15 miles of our antenna . . . sell them from within with KFMB.
New Orleans Station using all these means to build Listenership continuously

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

**The only**

New Orleans Station

**FOLKS TURN FIRST TO**

**Page 72**

**YES, SIR. . . . Life in Red Hot (Ky.) is still a raft of fun, yet a dangerous . . . people het, but hot, the scene hotness here, but the consolation is that there's more business in this trading area than in all the rest of the State combined. Quiet but comfortable. Well, drop in when you want to talk business!**

**ADDITIONAL CAMPAIGN**

**The only**

New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
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**FOLKS TURN FIRST TO**

**Page 72**

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- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays
KFWD Los Angeles, Calif.—Grant application for CP, and said further with the presiding officer of the Commission in connection with other applicants for FM stations in...

By COMMISSIONER WAKEFIELD

KRTC Viasila, Calif.—Granted petition for initial authority to determine operating power by direct measurement of antenna power.

By COMMISSIONER WAKEFIELD

KTRK Viasila, Calif.—Granted petition for initial authority to determine operating power by direct measurement of antenna power.

Applications...

WCBY Bristol, Va.—Adopted order approving application for CP.

Frank M. Helm, Modesto, Calif.—CP new standard broadcast station to be operated on 1430 kc, 1 kw, directional antenna and for approval of transmitter location.

WGHM Madison, Wis.—Modification of CP which authorized a news and talk program to be operated on 1490 kc, 250 w and unlimited hours of operation.

WDRB Louisville, Ky.—CP for new standard broadcast station to be operated on 1350 kc, 1 kw, directional antenna and unlimited hours of operation.

Belleville News-Democrat, Belleville, Ill.—CP new standard broadcast station to be operated on 1430 kc, 1 kw, directional antenna and unlimited hours of operation.

AM-1350 kc

New Mexico Bestg. Co. Inc., Roswell, N. M.—CP new standard broadcast station to be operated on 1430 kc, 1 kw, directional antenna and for approval of transmitter location.

AM-1450 kc

New Mexico Bestg. Co. Inc., Clovis, N. M.—CP new standard broadcast station to be operated on 1450 kc, 1 kw, directional antenna and unlimited hours of operation.

Merco Radio West, Inc., Colorado—CP new standard broadcast station to be operated on 1430 kc 250 w and unlimited hours of operation.

KPOF Near Richfield, Utah—Modification of CP which authorized to increase frequency to 1470 kc, 500 w and unlimited hours of operation.

KRGU Williams, Ariz.—Grant of CP to change transmitter from 1010 kc to 1010.5 kc.

Applications Tendered for Filing:

AM-1230 kc

The Harriman Bestg. Co. Inc., Harriman, Tenn.—CP new standard broadcast station to be operated on 1430 kc, 250 w and unlimited hours of operation.

AM-1400 kc

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

(Continued on page 74)
FCC Actions (Continued from page 78)

AM—750 kc

KXJ, Portland, Ore.—CP to increase power from 10 to 50 kw, to install new transmitter and directional antenna and change transmission location.

SEPTEMBER 16

AM—970 kc

KHBR Hilo, T. H.—CP to change frequency from 1230 to 970 kc, increase power from 250 w to 1 kw, install new transmitter and change transmitter and studio locations; AMENDED: to change transmitter and studio locations.

AM—680 kc

WRNY Rochester, N. Y.—Modification of CP which authorized a new standard broadcast station to be operated on 1340 kc, 250 w and daytime hours of operation.

AM—1600 kc

WABC Inc., Rochester, N. Y.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 1600 kc, change power from 250 to 5 k w, install directional antenna for night use, change type transmitter, change transmitter location and specify studio location.

Modification of CP

WNEW Worcester, Mass.—Modification of CP to change type of transmitter, to change approval of antenna and transmission to new standard broadcast station, to change frequency from 1240 to 1600 kc, change power from 250 to 5 kw, install transmiter and change transmitter and studio locations; AMENDED: to change type transmitter.

AM—1450 kc

Portland Bestg. System Inc., Bangor, Me.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1340 kc

WIXO Washington, D. C.—License to cover CP which authorized a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change transmitter site.

AM—1240 kc

Joseph T. Connelly, Williamsport, Pa.—CP new standard broadcast station to be operated on 1240 kc, 250 w and limited hours of operation—AMENDED: to change type of transmitter.

AM—1200 kc

Lake Bestg., Co., Leesburg, Fla.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1200 kc

Frederic Le Mieux III and Mrs. Edna Le Mieux, N. Y.—CP new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation.

FCC Box Score

STATUS of new station applications as of Sept. 19:

AM—413 applications pending; 437 in hearing; 325 construction permits issued this year (of which two have been rescinded). Total standard stations to date: 1,319.

FM—202 applications pending; 141 in hearing; 525 conditional grants issued this year; 49 FM stations are now regular construction permits.

Total FM stations: 580.

Television—21 applications pending; 25 in hearing, 29 construction permits issued (one CP returned). Total television stations: 35.

San Jose—The 7th Market on the Pacific Coast

(BMB — RADIO OWNERSHIP—1946)

1. Los Angeles
2. San Francisco
3. Seattle
4. Portland
5. San Diego
6. Tacoma
7. San Jose 64,390 Families 62,100 Radio Families
8. Fresno
9. Sacramento
10. Spokane
11. Stockton

THE SAN JOSE MARKET IS STILL GROWING...FAST!

REACH IT EXCLUSIVELY WITH

KSSO “The Voice of San Jose”

1000 watts HALF-WAVE ANTENNA

W. S. Grant Company—National Representative

Program Services Available

The Armory
Standard Library
Radio Research
E. L. Long Co. “1966”
United Press
United Press Bureau

Equipment Transmitters of

Kenmore
Sarnia
G.E.—F.M.
Sarnia
W.E.—Microphones

Studies Designed by Austin Field

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REACH IT EXCLUSIVELY WITH

KSSO “The Voice of San Jose”

1000 watts HALF-WAVE ANTENNA

TOP O’ THE DIAL

F. M.

W. S. Grant Company—National Representative

Program Services Available

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Standard Library
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E. L. Long Co. “1966”
United Press
United Press Bureau

Equipment Transmitters of

Kenmore
Sarnia
G.E.—F.M.
Sarnia
W.E.—Microphones

Studies Designed by Austin Field
AM—1270 kc
R. C. Gosnell and R. L. Rose, a partnership d/b as Alton Bestg. Co., Alton, Ill.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

WTAD Quincy, Ill.—CP to install new transmitter.

AM—1900 kc
KORN Fremont, Neb.—Authority to determine operating power by direct measurement of antenna power.

AM—570 kc
WYAX Yankton, S. D.—CP to install new transmitter and directional antenna.

AM—960 kc
WSBT Soul, Beaverton, Ore.—Modification of CP which authorized increase in power, for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—610 kc
KOLO Reno, Nev.—License to cover CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1230 kc
KVEC San Luis Obispo, Calif.—License to cover CP which authorized 1 kw, for approval of antenna and transmitter location for extension of completion date.

AM—920 kc
WJIM Chicago, Ill.—License to cover CP which authorized a new standard broadcast station, to make changes in antenna for day and night operation.

AM—1230 kc
KSNM Santa Fe, N. M.—Modification of CP which authorized installation of a new directional antenna and unlimited hours of operation.

AM—1400 kc
KREO Indio, Calif.—License to cover CP which authorized installa-

Applications Tendered for Filing:

AM—1200 kc
Model City Bestg. Co., Inc., Anniston, Ala.—CP new standard broadcast station to be operated on 1450 kc, 250 w, and unlimited hours of operation.

AM—1450 kc
John A. Miller to Harmco Inc., W. Penny, a partnership d/b as Royal Miller Radio, Sacramento, Calif.—License to cover CP as modified, which authorized a new standard broadcast station, for completion of construction dates.

AM—1350 kc
WAGC Chattanooga, Tenn.—License to cover CP which authorized installation of a new directional antenna system and unlimited hours of operation.

AM—1500 kc
KWJO Cincinnati, Ohio—License to cover CP as modified, which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1750 kc
WJMC Lake Worth, Fla.—License to cover CP as modified, which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1900 kc
WSBR Superior, Wis.—Modification of CP as modified, which authorized a new standard broadcast station, for approval of transmitter and directional antenna for day and night use, and change type of transmitter.

AM—2050 kc
North Montana Bestg. Co., Havre, Mont.—CP new standard broadcast station to be operated on 1390 kc, 1 kw and daytime hours of operation.

AM—2200 kc
KFVD Los Angeles, Calif.—Authority to determine operating power by direct measurement of antenna power.

AM—2350 kc
Ogil Bestg. Co., Ventura, Calif.—CP new standard broadcast station to be operated on 1390 kc, 1 kw, unlimited hours of operation—AMENDTO: re stockholders, directors and officers.

AM—2450 kc
Royal Miller, Marion Miller, L. H. Penny and Gladys W. Penny, a partnership d/b as Royal Miller Radio, Sacramento, Calif.—CP new FM broadcast station to be operated on 94.1 mc, and coverage of 4.5 sq. mi.—AMENDTO: to change name from Royal Miller, Marion Miller, L. H. Penny and Gladys W. Penny, a partnership d/b as Royal Miller Radio to Harmco Inc.

Applications Returned:

AM—2475 kc
WJOY Burlington, Vt.—License to cover CP as modified, which authorized a new standard broadcast station, for authority to determine operating power by direct measurement of antenna power.

AM—1490 kc
WTNB Birmingham, Ala.—License to cover CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc
KGGY Scottsbluff, Neb.—License to cover CP which authorized installation of new transmitter.

Applications Tendered for Filing:

AM—1110 kc
Robert R. Liverance, Gaffney, S. C.—CP new standard broadcast station to be operated on 1170 kc, 250 w and daytime hours of operation.

Washington County Bestg. Corp., Johnson City, Tenn.—CP new standard broadcast station to be operated on 1050 kc, 1 kw and daytime hours of operation.

AM—1490 kc
Clarence E. Faulk Jr., d/b as Ruston Bestg. Co., Ruston, La.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1230 kc
Chez L. Gonzalez, d/b as "The Voice of Reno," Reno, Nev.—CP new standard broadcast station to be operated on 1520 kc, 250 w and unlimited hours of operation.

SEPTEMBER 10

AM—800 kc
The Lawrence Bestg. Co., Lawrence, Mass.—CP new standard broadcast station to be operated on 1380 kc, 1 kw and daytime hours of operation.

AM—1230 kc
WKTQ Greens Falls, N. Y.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

AM—500 kc
Andrew Jarema and Frank H. Alt- doerffer, a partnership d/b as the Binghamton Broadcasters, Binghamton, N. Y.—CP new standard broadcast station to be operated on 950 mc, 5 kw and daytime hours of operation.

AM—1210 kc
WWBR Washington, D. C.—Modification of CP which authorized a new standard broadcast station, for extension of completion and operation dates.

AM—1230 kc
WCOL Columbus, Ohio—CP to move the old main transmitter to be used as an auxiliary transmitter with power 250 kw.

AM—48.1 mc
Reading Bestg. Co., Reading, Pa.—CP new metropolitan FM broadcast station to be operated on 88.1 mc, and coverage of 4,650 sq. mi.—AMENDTO: to change directors, officers and stockholders.

(Continued on page 76)
Application Dismissed:

AM -550 kc

WG R Buffalo, N. Y. - License to operate main transmitter of station on regular basis. (Request of attorney.)

Applications Tendered for Filing:

AM -1090 kc

Public Service Radio Corp., Baltimore, Md. - CP new standard broadcast station to be operated on 1090 kc, 50 kw, directional antenna night and unlimited hours of operation. (Request facilities of WBAL.)

AM -870 kc

Fred H. Whitley, Kannapolis, N. C. - CP new standard broadcast station to be operated on 870 kc, 750 w and unlimited hours of operation.

AM -1240 kc

James R. Williams, Newton, Kan. - CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM -1450 kc

Cecil W. Roberts, Farmington, Mo. - CP new standard broadcast station to be operated on 1450 kc, 325 w and unlimited hours of operation.

AM -250 kW

KSTB Springfield, Mo. - CP to increase power from 1 kw night and 5 kw day to 5 kw night and 15 kw day and make changes in directional antenna night.

KXKI Portland, Ore. - CP to increase power from 250 w to 1 kw and use new transmitter and daytime hours of operation.

Looking at Fall

If WE were an Advertiser!

We'd make plans, right now, to go after a good slice of business in this productive area... with the help of CKLW. We'd remember that this station has 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW has the lowest rate of any major station in this market... for results-per-dollar. Then, we'd begin making up a schedule now... and be ready to cash in at the proper time!

In the Detroit Area, It's

Canadian Rep.,

HORACE N. A. ADAM J.

Natl. Rep.,

MORRIS T. YOUNG, JR.

Mutual Broadcasting System

Broadcasting

Invitation Text

TEXT of the State Dept. invitation to the director, Bureau of the International Telecommunication Union, Berne, Switzerland, for a World Telecommunications Conference beginning April 15, 1947, in the U. S.: The Government of the United States has the honor to invite the governments members of the International Telecommunication Union to attend a conference to revise the Radio Agreement without reservation to the Protocol of this conference in the United States in accordance with language of Articles of the United States, China, Colombia, Cuba, Dominican Republic, Ethiopia, Finland, Finland, Haiti, Lebannon, New Zealand, Panama, Paraguay, Poland, Siam, Syria, Turkey, United European Communications, and the United States, Uruguay, Vatican, China, and Venezuela. Sections one and two of Article 18. The conference will be held in or near Washington, D. C., beginning April 15, 1947.

KFWB LOS ANGELES COVERS U N DIRECT

Only independent station outside New York to broadcast a live direct-wire coverage of the United Nations General Assembly, Oct. 23 will be KFWB Los Angeles, Harry Maizlish, general manager of the station, was in New York last week working out extensive plans for the public service series. Mr. Maizlish has arranged for a line from the UN general sessions to WMCA New York which will then feed it to KFWB in Los Angeles.

In addition to live coverage the Los Angeles station will carry a program of the evening which will recap the high points. A. Raymond Walsh will do the commentary for the half-hour show which originates at WMCA.

The KFWB United Nations schedule also includes interviews with Los Angeles personalities who happen to be in New York. The latter will be guests of the station and on special days the interviews will take place in the station's UN broadcasting booth. Preceding the actual opening of the sessions, the station will carry a complete history of the UN, utilizing its transcribed library of historical coverage of the UN from the time of its inception. Mr. Maizlish, who plans to be in Chicago at the opening of the NAB convention, will return to Los Angeles for the first session of the General Assembly.

Video Sets Shown

INITIAL postwar home television receivers of RCA Victor were presented last week to a closed broadcast audience of TV distributors and the results of this show were all very encouraging. Two console models, one a large screen projection receiver. Latter features newspaper-size image and FM as well as AM reception. Programing of U. S. Broadcasts to be selected from TV distributors' stores is underway by RCA factory service engineers to insure satisfactory customer demonstrations. Similar program to provide most efficient operating performance also is planned for public.

To Use Radio

PRT-8METIC PRODUCTS, which has started a newspaper campaign for its medium wave receiver, "The American," will introduce its sets after Jan. 1. Modern Age, New York, is agency.

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Ad Council  
(Continued from page 17)

information is absolutely essential if democracy is to work. Now that the war is over, many of our problems have disappeared, but not all. All of them will never disappear, and as long as we have problems we are going to have to have information so that the American people can be informed on those problems.

"We fully understand and approve the fact that the Adver- tising Council is completely non-political and is interested only in doing a job for the people of this country. Surprising as it may seem, that is not entirely inconsistent with what a lot of us down here in Washington are striving for. We have the good sense to know that we cannot use Council facilities for any purpose other than to get the facts to the American people about governmental problems concerning which they have a right to know."

Mr. Young said the Council was among the first business organizations to stress the fact that "the public welfare is an issue which the Government to worry about." He reminded that the Council also was among the first to blueprint a practical course of action.

Attending Program
Among Government officials on the two-day program, whose remarks were not made available, were Paul A. Porter, OPA Administrator; William W. Wirtz, chairman, National Wage Stabilization Board; John D. Small, administrator, Civilian Production Administration; John W. Snyder, Secretary of the Treasury; Gen. Mark W. Clark, Commander, American Forces in Austria; Gen. Omar N. Bradley, Veterans' Administrator; Maj. Gen. Graves B. Erskine, administrator, Retraining & Reemployment Administration; Wilson W. Wyatt, administrator, National Housing Agency; Robert H. Shields, administrator, Production & Marketing Administration, U.S. Dept. of Agriculture; Dr. Dennis A. FitzGerald, Secretary-General, International Emergency Food Council; Tom C. Clark, attorney general.

President Truman sent word to the meeting voicing regret over inability to participate. Text of his message to the delegates follows:

"It has been nearly a year since, on Oct. 15 last, I directed the Office of War Mobilization & Reconversion to set up a small division to work with the Advertising Council and provide a coordinating group within Government to examine those national problems on which understanding or action by the people is required. A year's experience has proved that, in peace as in war, there is no substitute for teamwork between business and Government in the solution of problems which both agree are in the public interest.

Humanitarian Role Cited
"In the eleven months that have passed, the Advertising Council and the OWMR, working with the President's Famine Emergency Committee, played a vital part in awakening this nation to its obligations to the starving people of the world. For this humanitarian contribution you have reason to be proud."

"In the year 1946, 50,000,000 Americans have been persuaded to buy U.S. Savings Bonds worth nearly $60,000,000,—a figure well ahead of Treasury Dept. quotas and an important factor in lessening inflationary pressures. The acute housing shortage has been at least partly alleviated by persuading many thousands of home owners to share their spare space with veterans. Scarce supplies such as fats have been augmented by successful salvage programs. These are only a few of the projects in which the forces of advertising have helped. "But some of our most serious problems are as yet unsolved, and cannot be solved without the under-
New Equipment at NAB Convention

Exhibitors Are Allotted Space on Fourth, Eighth Floors

POSTWAR broadcasting equipment of the latest type, some of it not even in the gleam stage before the war, will be displayed by manufacturers of transmitters, recording apparatus and other devices at the NAB Convention in Chicago Oct. 21-24.

Space for these exhibits has been allotted, subject to change, by NAB to associate members. An unusual number of heavy items in the transmitter field will be placed on display. The large exhibition room on the fourth floor of the Palmer House will be used to display heavy equipment. Special booths will be built, with ample room for displays as well as visitors, according to C. E. Arney Jr., NAB secretary-treasurer, and Arthur C. Stringer, director of special events, who are in charge of exhibits. An area of 4,000 square feet is available.

The eighth floor displays will be staged in private suites, the entire floor being devoted to exhibits and convention work rooms. Some eighth floor exhibitors were moved to the fourth floor because of the weight of their equipment.


Completing Program

NAB headquarters office in Washington is completing work on the convention program. Arrangements have been received from a number of speakers, including representatives of the FCC and major networks, but their names will not be announced until the program is complete.

Latest lineup of events includes

CLOSE CONTINUES

Mutual Undisturbed by PM

DESPITE reports in the New York newspaper PM that opposition was rising against the MBS broadcasts of Upton Close, arch conservative commentator, the network last week seemed disinclined to take Mr. Close off the air.

Network officials said that they had received numerous letters of protest, but that all were obviously inspired by organized groups and that there was no indication of a popular movement in opposition to Mr. Close’s commentaries.

One Mutual executive pointed out that under the free radio system, Mr. Close was as privileged to broadcast as any other commentator. This executive noted the reminder that Mutual carried the only program that opposed the Communist party, onetime U. S. chief of the Com-
FM Application Progress Reported

FCC Announces Orderly Processing Policy Will Apply

A PROGRESS REPORT on FM applications, showing the status of each and the reasons for delay in cases awaiting action, was released by FCC last Thursday.

In an accompanying statement the Commission gave assurance that the recently announced AM policy of "orderly processing"—acting on applications in the order in which they were filed—will also be followed in FM "as nearly as possible."

Compiled as of Sept. 13, the report covered 864 FM station applications including 270 which have been converted into full construction permits since last Oct. 8, and 261 others for which conditional grants have been issued. Not counted were 66 FM stations reported as under construction.

No Action on 191

The list showed 191 applications, filed prior to Sept. 13, on which no action has been taken by the Commission since it was received in August on which no work has been done, and 137 which have been set for hearing.

Following the general plan of the August announcement covering the status and order of processing AM applications [BROADCASTING, Aug. 19], the FM list shows, by file number, the processing category in which each application stood as of Sept. 13. Unlike the AM list, the FM report identifies applications only by file number, omitting the names or locations of the applicants.

"Every effort is being made to convert conditional grants into construction permits," FCC said.

"These, as nearly as possible, are being handed in the order of their original grants. The other applications, as nearly as possible, will be processed by the staff for Commission; five received in August on quence."

Like the AM list, the report is being sent to all applicants involved "to acquaint them with the current status of their applications," and will be followed "from time to time" by similar lists. FCC said that if errors are detected they should be called to the attention of the Commission Secretary T. J. Sovie by letter marked "Attention FM Section." Telephone calls "can not be handled.""

Biggest Difficulty

Biggest drawback to conversion of conditional grants into full construction permits, FCC said, is lack of additional engineering data which has been requested from applicant.

"Every effort is being made to convert conditional grants into construction permits," FCC said. "These, as nearly as possible, are being handled in the order of their original grants. The other applications, as nearly as possible, will be processed by the staff for Commission; five received in August on quence."

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Pearson & Allen
(Continued from page 15)

profits about three-quarters of a million before taxes and around one-quarter of a million after taxes.

Hearing on the renewal application, twice postponed on FCC's own motion, is now set for Oct. 1, but Messrs. Pearson and Allen petitioned for "comparative consideration" of their application with WBAL's and requested 60-day postponement of the hearing. "Comparative consideration," it was pointed out, is required by Commission rules.

It was this interpretation of the Rules that WBAL counsel challenged. The Hearst attorneys did, however, contemplate an extension of the renewal hearing date, primarily because issues of the hearing have not been announced and it is Commission policy wherever possible to give at least 30 days notice for preparation of a case.

The two newsmen, who collaborated on the book Washington Merry-Go-Round in 1942 and on a widely syndicated daily news column of the same name until Mr. Pearson took it over when his colleague went into the Army in 1942, both have had their stock in trade since the old Federal Radio Commission was wound up. "Washington Merry-Go-Round," the Hearst organization for several years distributed the Pearson-Allen Merry-Go-Round, which now is carried by four Hearst papers including the New York Mirror headed by Hearst Radio's President C. B. McCabe. Several applicants have sought the facilities of existing stations in the past, but only one such application has ever been successful. Prosecution and that didn't involve issues of public service or promises of better service.

That was approximately 15 years ago when Johnson-Kennedy Corp. (WIND Gary, Ind., now Chicago) applied for the facilities of WIBO under the Davis Equalization Amendment, which divided the nation into five zones with each state within a zone entitled to equitable facilities according to population.

FRC Made Grant

The old Federal Radio Commission granted the application of Johnson-Kennedy (Ralph Atlass, et al) on mathematical grounds, but it was understood that if the strike was settled, was based on the principle of equal pay for equal work.

10 stations, now have three: WISN Milwaukee, WCAE Pittsburgh, and WBAL. The Hearst organization has been considered at least a partial answer to whether it feels Hearst is qualified to operate a station "in the public interest." The two successive postponements of the renewal hearing have contributed to this belief.

Messrs. Pearson and Allen both have had a lot of experience, but neither has had any experience in station management or operation. Mr. Pearson currently conducts a 15-minute Sunday evening news commentary on ABC, sponsored by Lee Hats, and Colonel Allen appeared with him on news-casts and commentaries in pre-war days.

Rift Reported

In newspaper circles, reports had been widespread that the two newsmen were at sword's points because of events during Colonel Allen's absence. He is still in the army, but has not indicated that he will return either to the column or to the broadcasts, and the WBAL application was seen as a means of bringing the two together again.

Colonel Allen had been slated to head the Philadelphia Record's Washington bureau and also handle Capital news for WCAU Philadelphia if the Record's purchase of the station gets FCC approval. But it was understood that if the 1000 kc assignment is withdrawn from WBAL and given to Public Service Radio, he will move to Baltimore and take over management of the station.

Colonel Allen, who lost an arm in military service, was decorated for service in the application, he gives his age as 46, his residence as Washington, Mr. Pearson, 49, lists his address as Washington and Gaithersburg, Md. Besides his radio and newspaper work and "some lectures," Mr. Pearson said he also has "engaged in farming at my Gaithersburg, Md. home."

Both men reported net worth "in excess of $100,000." Mr. Pearson said his earnings last year were "in excess of $75,000" before taxes, and Colonel Allen said he was "in excess of $15,000."

The two newsmen are saving until the hearing the bulk of plans which the Commission to consider "in comparison with the past performance and the promises for future operation of WBAL." The statement of program plans and policies is little more than a page in length, but it is pointed out that at the hearing the applicant will present complete testimony covering its qualifications and plans.

65% Commercial

The application anticipates approximately 65% commercial and 35% sustaining time, with about 50% of monthly time coming from a network. About 20% of the time will be devoted to transcriptions.

The statement of program plans recognizes that "operation of a broadcast station is a privilege which carries with it weighty public responsibilities."

The station will emphasize in its programming the cultural, educational, religious and civic aspects of community life," the statement continues. "Extensive attention will be given to local, national, and international news broadcasts. Forum programs on controversial questions will be carried, on which qualified experts will appear. Additional time will be available for the discussion of current topics. In the entertainment field, special measures will be undertaken to feature the best in music and drama.

"The applicant realizes the tremendous possibilities of using radio as an educational medium; and will endeavor to utilize the full facilities of the community for this purpose."

Messrs. Pearson and Allen said that "consistent with its program plans the applicant will employ a staff of experienced, trained personnel, capable of executing its policies," and "will give preference to returning servicemen and women of the community."

In its Blue Book, which was regarded as the prompting factor for the Public Service Radio application.
Mr. Shaw Needs Grant--Then Money

Applicant Has Plenty To Say, But Few Answers

By IRVING M. KIRNES

Mr. Shaw says that the "personal financial standing of the applicant will not go beyond four figures." He also concedes that such a sum will "not be adequate to finance the construction and initial operation of a radio station." He also acknowledges that the Commission requests information on the application concerning the manner in which the applicant expects to finance the undertaking.

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Benton Hints State Dept. Will Keep Shortwave

**Use of Radio Urgent UNESCO Topic**

Dr. Clarence A. Dykstra, provost, U. of California; Benjamin Chuech, chancellor, U. of Nebraska; George Stoddard, president, U. of Illinois; and Dr. Alan B. Beale, director, N. Y. Public Library; Milton K. Eberly, president, Kansas State College of Agriculture & Applied Science; James Marshall, Y. Board of Education; Thomas G. Pulim, Maryland State Supt. of Schools; Daniel C. Rich, director of Pine Apple Institute of Chicago; Mr. Myshale, director, Thomas G. Pulim, State Supt. of Public Instruction; Dr. Helen C. White, professor of English, U. of Wisconsin. I. F.

**ORGANIZATIONS**—Justina Miller, NAB public relations; Monty Parry, director, American Assn. for Adult Educa-

**STATE AND LOCAL GOVERNMENTS**—Governor John F. Connally, Texas; Governor John J. Dalton, Michigan; Governor James A. Douglas, Idaho; Governor John H. T. Young, Colorado; Governor John D. glow, director, International Association of Librarians; W. G. Leland, president, American Association of Learned Societies; George F. Zook, president, American Council on Education; Mrs. Roy C. F. Weady, American Bureau of Education; Hudson Walker, American Federation of Arts; J. R. Cruikshank, director, Social Insurance Activities, American Federation of Labor; Selma Borchardt, chairman, International Rea-

**Press Club Names**

**MEMBERS-AT-LARGE**—Edward R. Murrow, CBS vice president in charge of Public Broadcasting; Florence Borchardt, chairman, International Rea-

**FREE & PETERS, INC.**

**HF/TV**

**KHG**

**WJNO**

**WDBM**

**WAVE WABY**

**JOE MOCC**

**WHIG**

**BAY THE KATZ AGENCY, INC.**
Vincent Riggio Succeeds Hill As American Tobacco Co. Head

THE TYPE of hyperthyroid salesmanship practiced with spectacular success by the late George Washington Hill in his 21 years as president of the American Tobacco Co. last week seemed destined to live after him.

Five days after Mr. Hill’s death at his Canadian fishing camp [Broadcasting, Sept. 14], directors of the company elected one of his closest friends and most faithful uppils to succeed him to the presidency.

For 40 years Vincent Riggio had followed Mr. Hill up the hierarchy of American Tobacco—for the past 17 years as vice president in charge of sales, occupying an office next to the innermost of the company’s inner sancta. Last week, at the bid of the company’s directors, he had only to move next door.

It seemed improbable that Mr. Riggio would soon forget the lessons in hard-driving salesmanship and advertising that he had learned. An official statement issued by the company attested to his intention to pursue the course which his teacher had set.

“Over the years, the success of the American Tobacco Co.—whose annual volume is now well over half a billion dollars—has been in large measure a sales success. In electing Vincent Riggio, the company has chosen a president whose entire business life has been devoted to selling tobacco products, and a man who has spent nearly 40 years working in close, day-to-day association with George Washington Hill.”

Mr. Riggio started his career at a salary of $15 a week in 1905 with Butler & Butler, a company which was purchased by the American Tobacco Co. two years later. It was then that his association with Mr. Hill, who became president of the new subsidiary, began. He proceeded through steadily improving sales positions, and became a director of American in 1927, a vice president two years later.

At the death of the Master Salesman Hill, the selection of Mr. Riggio as his successor seemed inevitable. As one advertising man, who has long familiarity with American Tobacco, put it, “Riggio was always the next best salesman in the company.”

Ford on WBKB

FORD MOTOR Co., New York, has signed a contract to sponsor the seven Northwestern U. home football games to be televised on WBKB, Balaban & Katz video station, Chicago, marking sponsorship of the third series of football events this fall. The Northwestern games will start Sept. 28. Other televised football games sponsored by Ford Motor Co. are home games of Columbia U. on WCBW New York, CBS video station, and the New York Yankees home games on WABD New York, Du Mont video station. All contracts were placed through J. Walter Thompson Co., New York.

COURT REVERSES NEW MEXICO TAX

LOWER court ruling that broad- cast stations are subject to a franchise tax in New Mexico was reversed last week by the State Supreme Court. The court upheld the appeal of KGFL Roswell which contended that stations are instruments of interstate commerce and therefore not liable to the tax.

The state produced no evidence at the hearing that the station was not in interstate commerce, the Supreme Court pointed out. The act is not applicable to firms in interstate operation. The state has filed a motion for rehearing. If granted, it will present evidence designed to show that the stations actually do business as intrastate operations.

Pending before the Supreme Court of the United States is an appeal by KGFL and KWEW Hobbs from a three-judge Federal court ruling in which the court held it lacked jurisdiction to decide applicability of the tax [Broadcasting, Aug. 19]. Both KGFL and KWEW are operated by W. E. Whitmore.

 Nielsen Expansion Told D. C. Ad Club

NIELSEN RADIO Index will add 10 cities to its station service within a year and is now testing a means of speeding up its reports, Charles A. Woelcott, vice president of A. C. Nielsen Co., told the Advertising Club of Washington Tuesday.

Nielsen now provides station data only in New York, Chicago and the WLW Cincinnati primary area, although audimeters are installed throughout the country to give a correct national sample. Mr. Woelcott said the 10 new cities have not been finally decided upon. Questioned after his talk, however, he mentioned Los Angeles, San Francisco, Detroit, Cleveland, Pittsburgh and Washington as possibilities.


VIDEO OUTLET NOW FULLY SPONSORED

LESS THAN a month after issuing its first commercial rate card, WBKB Chicago, television station, announced it had reached its quota for commercially sponsored programs on its present operating schedule.

Latest sponsor to sign with WBKB is Marshall Field & Co., which Sept. 25 begins sponsorship of Don McNeil’s “Dr. Mac” show, 8:30 p.m. (CDST). Mr. McNeil thus makes his first commercial appearance on television after many years as the star of the ABC Broadcast Club.

WBKB also announced its television broadcasts of the Northwestern U. home football games would be sponsored by Ford Motor Co. (Story this page).

Cuban Network Carries Fights and World Series

BENE CANIZARES, director of foreign sales for the RMC-Cadena Azul, Havana, Cuba, last week arrived in New York to broadcast by shortwave to Cuba for relay to the RHC-Cadena Azul Network exclusively the Louis-McNeeley fight, Wednesday night as well as the Zale-Grizabulo bout this week.

Sr. Canizares will remain in New York after the latter bout to broadcast for the seventh consecutive year of the World Series, which will be sponsored by the Gillette Safety Razor Co. Sr. Canizares will headquarter at the office of Clark-Wandless Co., the network’s U. S. representatives, during his New York stay.

BOY! WHAT A CURVE!

— and we’re not talking about baseball or women. It’s the exciting swing across, up and out the right upper corner of your sales chart—the direct result of WAIR’S tremendous influence in this golden market.

W A I R

Winston - Salem, North Carolina
Representative: The Walker Company

Try It and Spot the Difference

your MUTUAL friend

WHBQ

The Rich Mahoning Valley

Ohio’s Third Market at least cost—affiliation of the American Network.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

GIVES THE MOST

Ask HEADLEY-REED

E. P. H. JAMES, MBS sales, last week was appointed a member of the NAB Research Committee by Judge Justin Miller, president of NAB.
CBS Opens 5:30-6 Slot to New Shows

5 ‘Quality’ Night Programs Replace Children’s

IN A NEW and spirited programming reshuffle, CBS will throw open its 5:30-6 p.m. period to five new night time ‘quality’ shows each week starting Sept. 30, Davidson Taylor, CBS vice president and director of programs, said last week.

Although the new programs are scheduled to take the place of 15-minute children’s shows currently heard across the board at that time, only two of the new productions have been decided upon definitely. These include ‘Home, Sweet Home,’ which was formerly heard as Hawk Durango, a western show, and ‘Theatre of Romance,’ which will return to its former format, that of love stories dramatized.

In determining on the 5:30 p.m. time, Mr. Taylor pointed out that CBS hopes thus to capture a comparatively untapped male audience which, at present, has recourse only to the children’s fare which generally prevails at that hour. Moreover, Mr. Taylor observed there should be little defection of the juvenile listeners who are known to be catholic in their preferences.

Robert Is to Return To KXOK Star-Times

ELIZY ROBERTS Jr., returned to inactive duty in the naval reserve as lieutenant (j. g.) and son of Elzy Roberts, publisher of the St. Louis Star-Times and president of KXOK St. Louis and Kansas City, is expected to rejoin the Star-Times Publishing Co. within two months after he and his wife return from their trip west. He will take an active part in shaping the future of KXOK in the field of FM and television.

In military service since his graduation from Princeton U. in June 1942, Lieutenant Roberts first served on the faculty of Massachusetts Institute of Technology radiation laboratory at Cambridge, Mass., and subsequently with Army Signal Corps. In Dec. 1944, he was commissioned ensign in the Navy. He is vice president and a director of Star-Times Publishing Co.

Thompson Heads Fisher

A. L. THOMPSON, for 22 years with James Fisher Adv., Toronto, has been elected president of the company succeeding the late James Fisher. [Broadcasting, Sept. 9]. G. A. Martin, with agency for 23 years, continues as executive vice president, and Douglas C. Brace, 13 years with agency, has been elected vice president. Mrs. C. M. Robertson, with agency for 26 years, continues as secretary-treasurer.

WSLS Amends

WSLS ROANOKE, Va., last Thursday was granted a petition to amend its application for a switch to 590 kc with 1-kw full-time, showing new corporate setup, and that stock held by Edward A. and Philip P. Allen, vice presidents of WSLS and substantial stockholders in WLVA Lynchburg, has been offered for sale. WSLS, a 250-watter, is now on 1240 kc. [Broadcasting, Aug. 26]. Action was taken by Comr. Ray C. Wakefield.
Sunpapers Grant
BALTIMORE. Sunpapers’ all-service effort to enter radio was rewarded last Thursday with a second grant—for a 20 kw. Class B FM station to operate on 96.9 mc (Channel 287). Previously, the A. S. Abell Co., publishers of the Sun (morning) and the Evening Sun, had received a commercial television grant. The company also is an applicant for an AM station to operate on 860 kc with 1,000 watts, DA fulltime. Donald Wittycomb, former general manager of WPIF Philadelphia, is advisor to the Abell company.

KWKH, KTHS Shifts
K. K. KELLAM, manager of KTHS Hot Springs, Ark., has been appointed acting manager of KWKH Shreveport, La., according to announcement last week by John D. Ewing, president of International Broadcasting Corp., operator of the station. Fred Ohl, manager, and Joe A. Oswald, commercial manager of KWKH, have resigned. Jack Woller, former program director of KTHS, succeeds Mr. Kellam as manager of the Hot Springs station, affiliated outlet.

Five FM Conditionals, Nine CPs Issued By FCC; Full Permits Now Total 279
FIVE FM conditional grants and nine regular construction permits were announced by FCC last Thursday, pushing the number of full permits issued since last Oct. 8 to 279 and leaving 257 conditional grants still to be given permission to operate. The summary of status of all FM applications as of Sept. 13, see story page 79).

The Commission also announced that the earlier conditional grant to O. E. Richardson for Hammond, Ind., was redesignated for Class B instead of Class A operation. In addition, regular permits “in lieu of previous conditions specified” were issued to two applicants who received full grants earlier: Quincy (III) Newspapers Inc. and KFXD-FM Nampa, Idaho.

Those receiving regular permits included A. S. Abell Co., publisher of Baltimore Sun, which also has a television grant; Rose Bowl Broadcasters Inc., Pasadena, Calif., principally owned by Washington radio attorney Andrew G. Haley and KGY Olympia owner Tom Olsen; WRLK Longview, Wash.; WHLD Niagara Falls, and Mon-Tough Broadcasting Co., AM licensee for McKeesport, Pa.

Two final permits were authorized for new stations in Roanoke Rapids, N. C. (town of 8,500). One went to WCBT Roanoke Rapids, the other to Telecast Inc.

Conditional Grants
Conditional grants, all subject to engineering conditions, went to:

Variety Broadcasting Co., Dallas, Texas. It is principally owned (90%) by Lee Segall, advertising man and former network program director, who heads Lee Segall Broadcasting Co., which received a day license last week in New York with a “must” to cover the great Metropolitan New York Market.

Southern Media Corp., Coral Gables, Fla. (Class A), is headed by Paul C. Taylor (662/3%), attorney, real estate owner, and businessman in Coral Gables area, with remaining stock owned by Harry W. Link Jr., Coral Gables stock and bond broker. Media, one of three applicants for use of 1490 kc in the Coral Gables-Miami Beach area, received a proposed denial of the AM application several weeks ago.

Elmwood Park Broadcasting Corp., Elmwood Park, Ill. (Class A), is principally owned (86 1/2%) by Zeb Zannecki, former director of Polish-American Program of WIPCO, Chicago, Ill., and owner of Milwaukee-Central Park Safe Deposit Vaults. Samuel R. Sague, Cleveland Heights, Ohio (Class A), is program director of WMOH Hamilton, Ohio.

Herald & Globe Assn., Rutland, Vt. (Class B) publishes the Rutland Daily Herald.

Regular construction permits went to the following (association with AM station shown in parentheses). Power given is effective radiated power and antenna height is height above average terrain.

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>QCIF</td>
<td>97.7 mc</td>
<td>13 kw</td>
<td>1,700 feet</td>
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<tr>
<td>WCBT</td>
<td>95.7 mc</td>
<td>20 kw</td>
<td>440 feet</td>
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<tr>
<td>WHLD</td>
<td>93.7 mc</td>
<td>3 kw</td>
<td>340 feet</td>
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<tr>
<td>WRLK</td>
<td>102.9 mc</td>
<td>13 kw</td>
<td>1,700 feet</td>
</tr>
<tr>
<td>WHLD</td>
<td>105.1 mc</td>
<td>8.8 kw</td>
<td>130 feet</td>
</tr>
</tbody>
</table>

* In lieu of previous conditions specified.

Stanley Resigns
GERALD T. STANLEY resigned last week as national sales manager of KSJB Jamestown, N. D.
Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring interest in the station. Give experience and qualifications in resume. Box 944, BROADCASTING.

Wanted—Engineer experienced in salesmanship and sales promotion. Box 933, BROADCASTING.

Wanted—Sales executive wanted for old time western station. Must have first class contacts and real estate experience. Box 936, BROADCASTING.

Wanted—Radio engineer for new 500 watt station at locations in the south. Box 938, BROADCASTING.

Wanted—Salesman. Box 929, BROADCASTING.

Help Wanted (Cont'd)

Program director—executive, now working with major eastern network. Thoroughly experienced in all phases of programming. Reply by registered mail. Box 929, BROADCASTING.

Yet, 26, single, announcer. Can handle plays, dialogue, commercials, and spot news. Have done extensive New York work. Have spunk, can assume leadership. Box 929, BROADCASTING.

Announcer—Program director of 5,000 watt station wants position for congenial atmosphere. I have ten years experience. Box 925, BROADCASTING.

Announcer—Top-notch announcer. Must be of top-flight caliper. Box 930, BROADCASTING.

Program director of 5,000 watt station wants position for congenial atmosphere. I have ten years experience. Box 925, BROADCASTING.

Manager—Good salesman, promotion, music, and continuity. Box 931, BROADCASTING.

Program director wants position South or middle west: Outstanding record in major markets desire position. Box 934, BROADCASTING.

Program director of 5,000 watt station wants position in midwest. Qualified in news editing, producing, as well as programming. Experience ranges from large metropolitan to small town. Box 933, BROADCASTING.

Wanted—Top program director. Box 935, BROADCASTING.

Announcer—28, single, announcer. If you think you are really good (a budding Ralph Edwards, Art Linkletter or Jack Bailey) write me. I am tired of high pressure and have been looking for a job to settle down and enjoy living in the midwest. Box 938, BROADCASTING.

Announcer—Has opening for experienced promotion director. Box 935, BROADCASTING.

Announcer—Excellent record in major markets desire position in midwest. Qualified in news editing, producing, as well as programming. Experience ranges from large metropolitan to small town. Box 933, BROADCASTING.

Topnotch announcer—Must be of top-flight caliber. Box 929, BROADCASTING.

Wanted—Female. Box 926, BROADCASTING.

Application for Director of Programming, New York Station. Box 936, BROADCASTING.

Help Wanted (Cont'd)

Program director—executive, now working with major eastern network. Thoroughly experienced in all phases of programming. Reply by registered mail. Box 929, BROADCASTING.

Yet, 26, single, announcer. Can handle plays, dialogue, commercials, and spot news. Have done extensive New York work. Have spunk, can assume leadership. Box 929, BROADCASTING.

Announcer—Program director of 5,000 watt station wants position for congenial atmosphere. I have ten years experience. Box 925, BROADCASTING.

Announcer—Top-notch announcer. Must be of top-flight caliper. Box 930, BROADCASTING.

Program director of 5,000 watt station wants position in midwest. Qualified in news editing, producing, as well as programming. Experience ranges from large metropolitan to small town. Box 933, BROADCASTING.

Wanted—Top program director. Box 935, BROADCASTING.

Announcer—28, single, announcer. If you think you are really good (a budding Ralph Edwards, Art Linkletter or Jack Bailey) write me. I am tired of high pressure and have been looking for a job to settle down and enjoy living in the midwest. Box 938, BROADCASTING.

Announcer—Has opening for experienced promotion director. Box 935, BROADCASTING.

Announcer—Excellent record in major markets desire position in midwest. Qualified in news editing, producing, as well as programming. Experience ranges from large metropolitan to small town. Box 933, BROADCASTING.

Topnotch announcer—Must be of top-flight caliber. Box 929, BROADCASTING.

Wanted—Female. Box 926, BROADCASTING.

Application for Director of Programming, New York Station. Box 936, BROADCASTING.

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KFTC Asks Relief From Time Agreement With Prior Owner

KFWZ Fort Worth petitioned FCC Friday for a “ruling” declaring a 19-year-old FCC rule looked at providing free time to a former owner to be “illegal and of no force and effect.”

The request was the first of its type since the FCC’s rules went into effect Sept. 11, providing that the Commission may in its discretion on motion issue a declaratory ruling determining that an order is invalid or unenforceable, or removing uncertainty.

KFWZ points out that on Oct. 25, 1926, the First Baptist Church of Fort Worth sold the station (then KFWZ) to Lone Star Broadcasting Co. for $37,500. In addition to the monetary consideration, Lone Star agreed to maintain all the physical properties of the station on the premises of the church while allowing the religious group free broadcast time all day Sunday and for a one-hour period each weekday for a period of 50 years.

As security, Lone Star gave the church a chattel mortgage on all the physical property and equipment of KFWZ including “the present license and succeeding license that may be issued ... to the Lone Star Broadcasting Co., Inc., and its successors ...”

Subsequently, the petition declares, the First Baptist Church granted J. Frank Norris a deed to all of its “rentals, privileges, and interest of every kind, nature, and character, whether real, personal, or mixed” to broadcast time and physical property rights of KFWZ.

The petition notes five successive changes in the ownership of KFWZ along with various changes in the station call letters (KFWZ to KSAT, KTAT, KFWZ) until its present ownership by Tarrant Broadcasting Co. Mrs. Ruth G. Edson, former wife of Elliott Roosevelt, is now principal owner of the station.

Harold Mott, of the Washington firm of Welch & Mott, drew the petition.

Courier-Journal Given Video Station Permit

COURIER-JOURNAL & LOUISVILLE TIMES CO., licensee of WHAS Louisville, was granted a construction permit by FCC last Thursday for a new commercial television station. Simultaneously, the Commission announced the authorization of a grant to Iowa State Television, Engineering Dept.; E. L. White, chief, aviation department, Engineering Dept.; A. L. McIntosh, assistant chief, frequency service allocation section, Engineering Dept.; Mrs. Fanny Litvin, Law Dept.; Edward W. Allen Jr., chief, technical information division.

KBS Adds 10

KEYSTONE Broadcasting System (last week) announced addition of 10 affiliates bringing number of KBS stations to 226. New affiliates are: WKUL Cullman, Ala.; WNOC Norwich, Conn.; WCJW Columbus, Miss.; KCHS Hot Springs, N. M.; WCKB Dumb, N. C.; WUKY Knoxville; WDOG Dyersburg, Tenn.; KEKE Jacksonville, Tex.; KCMC Texarkans, Tex.; WNNR Beckley, W. Va.

NAB Launches Industry Campaign To Get Out the Vote in November

INDUSTRYWIDE movement to bring out voters at the November elections was started last week by the NAB under direction of A. D. Willard Jr., executive vice president. Mr. Willard conceived the project on the thesis that radio can do this job better than any other medium, and reminded that radio not only should do it but also should demand the credit for it.

The public service project, Mr. Willard said, provides a means of promoting good citizenship. He proposed that the get-out-the-vote drive be done as radio's own responsibility rather than under the auspices of others—and “better than it's ever been done before.”

"Before long now, as in election years gone by," Mr. Willard said, "political groups, pressure groups, patriotic groups and others will be asking radio stations and networks for time to present announcements and programs to 'Get Out the Vote.'"
Six More Cited

(Continued from page 13)

Said that it would thereafter require stations to furnish, in connection with their renewal applications, program analyses for a composite week of the preceding year. The 322 stations then on temporary, together with 75 whose regular licenses expired on May 1, 1946 and 75 whose regular licenses expired on August 1, 1946 (for a total of 485), have since filed the program analyses contemplated by the March 7 report. Of this number the Commission has taken action on 406-400 have been granted regular renewal licenses and 6 were today designated for hearing (KBIX KGEJ KMAC KONO WIBG WTOL). The renewal application of WBAL was previously designated for hearing in February 1946.

In designating these seven applications for hearing the Commission was of the opinion that the statistical and other data before the Commission concerning the program service rendered by these stations indicated that these stations were not rendering a well-rounded program service in accordance with the licensees’ obligation to operate in the public interest. It should be emphasized that the statistical data before the Commission constitute an index only of the manner of operation of these stations and are not considered by the Commission as conclusive of the overall operation of the stations in question. In the renewal hearings thus ordered the licensees will have an opportunity to show the nature of their program service and to introduce any other relevant evidence which would demonstrate that in actual operation the program service of the station is in fact a well-rounded program service and in conformity with the promises and representations previously made in prior applications to the Commission.

Of the remaining 79 renewal applications not yet acted upon, the following 39 have not been processed pending the outcome of other hearings in which the licensees are now directly or indirectly involved (e.g. hearings on permanent licenses): KDKA KDKB KGB KGGF KGKO KHJ KB KODY KOA KSOO WABY WADC WBAL WBAP WBAX WDLK WCAM WCAF WCHS WGCA WFAA WGBF WGYV WGR WHLS WJWW WJOL WKBW WKEU WNW WOOK WQLR WWPF WYPRW WTNJ.

The other 40 not yet processed are still operating on temporary licenses for differing reasons: six for accounting studies (KBIZ KICJ KJQ WGRM WHBT), five for possible engineering violations (KDGE WBLJ WING WKBW WSKB), six for legal studies not related to overall program service (KASA KSRB KVNU KXOS WATT WNC), seven awaiting action on applications for assignment or transfer of licenses (KABG KSAM WACO WAGM WINN WXJN WTXA) and 16 awaiting the receipt of further information from the licensees (KAMM KDJZ KFGB KHUB KICA KLCM KJY KCM KSAN KTHO WDQC WFTC WKBG WMJS WMOB WSPB). Thus it will be seen that the Commission is essentially current in the processing of renewal applications.

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Johnnie Neblett Meets Death In Crash of Private Airplane

JOHNNIE NEBLETT, 34, star and producer of "So the Story Goes," killed early last week in the crash of his private airplane Sept. 18 in the family plot following funeral services at Shelby, Miss.

The same enthusiasm for flying which cost the life of a brother only a year ago, resulted in the death Sept. 15 of Mr. Neblett, one of Chicago's best known radio personalities.

Mr. Neblett was killed instantly when his own plane, a BT-13 Navy trainer which he purchased only a few months ago, went into a power stall while flying over Tam O'Shanter Country Club in nearby Niles, Ill.

With Mr. Neblett at the time of the crash were Mr. A. Buckingham, steel company executive, who was also instantly killed. Messrs. Neblett and Buckingham had played 18 holes of golf at Tam O'Shanter, where only a month before the radio commentator had handled the play-by-play television broadcasts for American Broadcasting Co. of the All-American Golf Tournament. The pair then decided to take the ship up before dining with their wives.

Married in December

Mrs. Neblett, the former Angeline Orr, radio actress and movie starlet, who was also instantly killed.

Mr. Neblett had logged 400 hours of flying time when he crashed in the airplane near Fort Leavenworth, Kan.

A second brother, R. P. Neblett Jr., was an Army pilot in the South Pacific and now is a pilot instructor with Dixie Air Service in Los Angeles, Calif.

Bowles Defeated

CHESTER BOWLES, one of the founders of Benton & Bowles advertising agency who subsequently became OPA administrator and economic stabilization director, was defeated in his bid for the Democratic nomination as governor of Connecticut last Tuesday (Sept. 17). His opponent Lt. Gov. Wilbert Snow, an English professor, polled 525 votes to 455 for Mr. Bowles on the first ballot. Although this was short of a majority, Mr. Bowles submitted an unanimous, ending the contest.

MR. NEBLETT

instructor at the U. of Southern California.

The air tragedy cut short a promising career in radio which began in Baton Rouge, La., where in 1935 as a student at the U. of Louisiana he handled sports broadcasts that were to help make him famous. After graduating from college, Mr. Neblett went to KWK St. Louis as assistant sportscaster. Later he was selected by General Mills to handle Wheaties broadcasts of the Columbus Red Birds over WBNS until 1941 when he returned to KWK.

In 1945 he formed his own production company, Neblett Radio Productions, which he was president. Under his firm name, Mr. Neblett's "So the Story Goes" is currently heard broadcast over 90 radio stations. He was also to make his debut on ABC Oct. 6 for Brown & Williamson Tobacco Co., as star of *Fact or Fiction*.

Future plans of Neblett Radio Productions have not been foretold, according to Mr. Snow, who became a partner of Mr. Neblett's only two weeks ago.

In addition to his wife and family, he is survived by Robert Benjamin Neblett, a six-year-old son by a former marriage.
PROPOSAL of James M. Cain, Hollywood scenarist and author of "The Postman Always Rings Twice," for an American Authors Authority which would control the nation's literary output, including radio scripts, still is an undecided issue with the Authors League, parent organization of various writers' organizations.

At a meeting Wednesday of the League council in New York, called to hear Mr. Cain's plan and opposition from the American Writers Assn., the AWA failed to appear. After a few preliminary inquiries and a statement by William Pomerance, executive secretary of the Screen Writers' Guild on Mr. Cain's AAA plan, Elmer Rice, League president, named a subcommittee to study the proposal and objections.

On the subcommittee are Peter Lyon, vice president, Radio Writers' Guild; Richard Rodgers, president, Dramatists' Guild; Christopher LaFarge, president, Authors' Guild; Mr. Rice, and a representative of the Screen Writers' Guild to be named by Emmet Lavery, its president.

AWA had charged, in letters sent to 300 authors, that the AAA plan was Communist and would result in a monopoly over radio and screen writers.

After Wednesday's closed meeting Mr. Rice told newsmen he thought that the AWA charge of Communism had little basis in fact, but he added that the AAA plan for an authors' monopoly would not be accepted by the Author's League. AWA officials said they refused to attend the meeting because Louis Waldman, counsel for AWA, was not permitted to attend.

Barton Appointed

FRANK C. BARTON Jr., for a year manager of the radio department of Benton & Bowles, New York, has been appointed radio director of Federal Adv., that city. He formerly had been business manager of the radio department of The Biow Co. and never has been accepted by the Author's League.

Mr. Barton

Raymer Moves

PAUL H. RAYMER Co., station representative, has opened new offices in Detroit at 1284 Penobscot Bldg., moving from 28 W. Adams Ave. New telephone is Cherry 0764. Manager of that office is Robert B. Raina.

FORT GOES AHEAD WITH VIDEO PLANS

FORT INDUSTRY Co. told FCC last week that it "is not willing to adopt a 'wait-and-see' attitude under the guise of 'investigating colored television,'" but, rather, has plans calling for a $500,000 outfitting of new buildings and equipment for low-band video in Toledo.

The statement followed the Toledo Blade's request to withdraw its television application, which had been set for hearing with Fort Industry's on Oct. 3, and was made in a petition for postponement of the hearing until further notice or for removal of its own application from the hearing docket, consideration and grant.

Fort Industry's petition estimated annual operating expenses of its proposed television station would exceed $100,000.

Toledo Blade's request for dismissal of its application without prejudice said the company proposed to investigate experimental color television before making plans for later commercial operation [BROADCASTING, Sept. 16].

WJOY Burlington, Vt. Opens With Ceremony

NATIONAL, State and local civic leaders participated Sept. 14 in the formal opening of WJOY Burlington, Vt., operated by the Vermont Broadcasting Corp. Station went on the air at 6:45 a.m. and at 12:30 p.m. carried the dedicatory program.

Alfred E. Spokes, manager, heads following staff: T. R. Morrow, advertising manager; John C. Quill, chief engineer; Val Carter, production manager; Robert Hildreth, William Brennan and William Woods, program staff. Jo Ann Walkover is traffic manager. Engineers are Clay Acker, John LaRochelle and Kenneth Wallace. Mrs. Doris LaPan is secretary to the manager.

Six Grid-Casts Set

SIX SEPARATE broadcasts will originate in Pitt Stadium Sept. 21 when 1946 collegiate football season gets underway with contest between U. of Pittsburgh and U. of Illinois. Woody Wolf and Bill Sutherland air game over KDKA Pittsburgh will do NBC cover while WGN Chicago, WGLL Champaign, WXZA Tuscola and WMBD Peoria, Ill., will do programs. KDKA version is being carried on Atlantic Refining Co. network [BROADCASTING, Sept. 16], marking 25th year of football broadcasting.

Blaze approaches height

Two NBC Renewals

NBC last week announced two 52-week contract renewals. The International Harvester Co., Chicago, Oct. 6 renews Harvest of the Air Sun. 2-30-3 p.m., through McCann-Erickson, New York, and American Cigarette and Cigar Co., New York (Pall Mall cigarettes), Oct. 2 renews The Fabulous Doctor Tvedt, and at the same time changes its time from Sun. 7-7:30 p.m. to Wed. 10-10:30 p.m. Agency is Foote, Cone & Belding, New York.

Now Vice President

LER WILLIAMS Jr., account executive of Foote, Cone & Belding, Chicago, has been elected a vice president of the agency. Chief account executive on Armour Packing Co. (Chiffon soap), he held similar post with BBDO before joining FC&B.

ATS Opens Office

AMERICAN TELEVISION SOCIETY has established headquarters at 415 Lexington Ave., New York. Officers are Cecil D. Kaufman, vice president; John F. McCann, president; Robert Hildreth, secretary-treasurer; and Robert C. Wright, executive assistant. The organization was established to establish student radio stations across the country.

On the subcommittee are Peter Lyon, vice president, Radio Writers' Guild; Richard Rodgers, president, Dramatists' Guild; Christopher LaFarge, president, Authors' Guild; Mr. Rice, and a representative of the Screen Writers' Guild to be named by Emmet Lavery, its president.

The NBC AFFILIATE promoted as "The Nation's Model Station" burned completely to the ground Sept. 7 in an early morning fire, but it plans to resume that status, with the blessing of CPA—and at the same location.

The station, WKPT Kingsport, Tenn., 250-w outlet operated by Kingsport Broadcasting Co. on 1400 kc, is minus its entire downtown quarters because of the early morning blaze which originated at a neighboring furniture store loading platform. Operations presently are being carried on from temporary transmitter site facilities.

Only items saved were office furnishings and equipment, including business records which were stored in a safe.

The fire was discovered first by a passing milkman, followed in a few seconds by Martin Karant, early morning announcer who had just arrived (6:15 a.m.) to prepare for day's broadcasting to start at 6 a.m. Calling General Manager Jean Swicegood pair were able to rescue copy and operating schedules from the control room and Announcer Martin was on air about three minutes late in starting his broadcast day, operating from the WKPT transmitter.

Station's entire program schedule was in effect within four days. Business loss totaled a mere $567.25, most of which represented transmitted programs and spots which had to be delayed until replacements arrived.

Established in 1940, WKPT already is planning its re-establishment. With approval from CPA new studios will be constructed at present location and will include two duplicate control rooms, 4x50 ft. studio, 20x30 ft. studio, two 12x18 ft. studios and 10 private offices. Construction is expected to take about six months.

Philadelphia Cp on 680 kc asked application for a 10 kw full-time station on 680 kc in Philadelphia was filed Thursday with the FCC by the Foundation Co. of Washington, claiming it would never be accepted by the author's League. AWA officials said they refused to attend the meeting because Louis Waldman, counsel for AWA, was not permitted to attend.

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Lineup Ready

WALTER SCHAFER has been named as musical director of new NBC "Fitch Bandwagon," starting Sept. 26. Paul Phillips will produce. Robert Moisher and Joseph Connolly are writers, with Phil Harris and Alice Faye starring in domestic comedy. William Forman has announcer assignment, F. W. Pitch Co. is sponsor, with placement through L. W. Ramsey Co. Chicago.

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FETZER GRANT PROPOSED; ASHBACKER TO BE DENIED

FETZER BROADCASTING Co, which won quest for 1230 kc at Grand Rapids in 1941 only to lose grant withdrawn after Supreme Court's famed "Ashbacker Decision" last fall, winner again Friday in FCC proposed decision. Ashbacker Radio Corp. request for change of WKBZ Muskegon from 1490 to 1230 kc given proposed denial.

FCC gave finality to proposed decisions to grant Star Broadcasting Co. application for new 250-w station at 1550 kc at Geneva, N. Y. and deny mutually exclusive requests of Seneca Broadcasting Corp., Rochester, and Finger Lakes Broadcasting System, Geneva [Broadcasting, Aug. 5]; and, deny, on grounds of "inevitable development of the superior FM", application of Chronicle Publishing Co. for new 250-w outlet at Marion, Ind. on 1230 kc [Broadcasting, July 29].

CIO COUNCIL HEAD PROTESTS WJBK SALE

PROTEST against Fort Industry Co.'s proposed $550,000 purchase of WJBK Detroit from John F. Hopkins Inc. [Broadcasting, Aug. 26] reported prepared for submission to FCC by August Scholle, president, Michigan CIO Council.

Scholle letter refers to FCC "rule that . . . that one individual or corporation shall not own more than six stations" [Note: FCC authorities said there is no such rule in AM] while Scholle says despite FCC one-to-a-customer policy of FM grants Fort Industry has three CPs.


BAR-BECUED

FEDERAL Communications Bar Assn. will hold its annual barbecue on Oct. 5 as originally scheduled.

Phil G. Loucks, FCBA president, and Horace L. Lohnes, committee chairman and producer of what he chooses to call "Bar-B-Que in the Mule Barn" where annual event is held, who agreed upon date several weeks ago, summarily announced last Friday that it is "not in the public interest" to hold event as scheduled. New date will be announced later.

Oct. 5 is Yom Kippur—Jewish High Holiday observed by absolute fact.

WBNC NEW YORK

NBC given FCC permission Friday to put its initials into call letters of New York key station at WBCN (AF to WNBC), and WEAF-FM to WNBC-FM, effective Nov. 1. Authorization followed similar approval for CBS to change call of its New York key from WABC to WCBS, with WCBS-TV and WCBS-FM as new video and FM station calls and WCBS retained as relay station call [Broadcasting, Sept. 2]. CBS changes also due aboutNov. 1.

FCC AIMS QUESTIONED AT REPORTS CONFERENCE

DOES FCC plan control over radio wages, rates, possibly making public financial reports of networks, stations? Those questions arose at informal conference Friday on proposed change in station reporting forms, 324, Annual Reports [Broadcasting, Sept. 9].

Commission officials said FCC needs additional employment data for Bureau of Labor Statistics and to aid FCC. Dallas W. Smythe, FCC assistant Chief Accountant, presiding, admitted, under questioning by industry representatives, that salaries paid might be considered "public interest" angle in applications, renewals.

Industry representatives generally challenged FCC’s authority to require data. Four unions—AFTRA, NABET, IBEW, ACA—supported Commission’s proposed form. NAB, major networks, others representing industry felt job of collecting employment data belonged to the census. L. W. Smythe, FCC counsel, said Commission would, under new Administrative Procedure Act, publish proposed rule governing payroll data, hold oral argument before final action.

Attending conference were: Jennie W. Newsome, economist, D. L. Ward, assistant, A. Ueland, FCC; H. C. McKeon, NBC; S. R. Dean, K. L. Yourd, CBS; A. D. Nicol, ABC; W. L. Reed, IBEW; Lawrence J. Mills Jr., A. T. Powley, president, NABE’s Grand Rapids chapter, MBS; Harry Ober, Egan Clague, BLS; George E. Strong, attorney, WHBI, WGRC; George Heller, AFRA; Geraldine Shandrus, ACA; R. P. Doherty, K. H. Baker, NAB; Paul Peter, Frazier & Peter.
...so goes the nation

This is the time for testing. New products are entering an untried market; old products are venturing forth in new packages; war-born improvements are ready to be introduced; changes in price structure, in distribution policies, in sales appeals, await acceptance or rejection of an unpredictable public.

Because the safe and sound approach to problems like these is the intelligent use of test markets, WLW offers its advertisers and prospective advertisers a Test Market Plan, complete in scope, and so thoroughly integrated as to make possible any test or combination of tests...at remarkably reasonable cost.

We invite your study of this plan, and of WLW's facilities for implementing it.

Contact your nearest WLW Sales Office—our representatives will be glad to go over this new Test Market Plan, created by...

WLW

The Nation's Most Merchandise-Able Station
Crosley Broadcasting Corporation
Cincinnati 2, Ohio

A TEST MARKET PLAN FOR...

New PRODUCTS
New PACKAGES
New PRICING
New ADVERTISING APPEALS
New SALES POLICIES
New SELLING TECHNIQUES
New OUTLETS
New RADIO PROGRAMS
quarter hours of NEW local business—all on a 52-week basis—were signed up by WOL in the thirty-day period ending August 15.

Proof positive that 5000-watt WOL is first choice in the nation's seventh-largest city with local advertisers, whose advertising has to ring cash registers quickly and economically.

Profit by the preference of these on-the-spot sponsors—get WOL availabilities from Katz today.