notes on an afternoon spent leisurely

with more or less pointed references to facts that should make any timebuyer, or advertiser, feel that life's worthwhile...

We wandered down the hall at WOR the other afternoon, a vacant man, just bound for the water-cooler. From a transom on our left came a voice, brisk and impatient on the telephone, "Tell him it's in the letter, but if he lost it, here's the story. Got a pencil? Okay—Now: About one-quarter of all the clothes bought in America are bought in the 7-state, 16-city area WOR covers. Got it? Good. Food? Well, 20% of all food bought in the country by people is bought in the WOR area and that means $2,066,534,000 worth of cash changes hands every 12 months. Now...

We walked on; there was a comforting finality to the raw facts as the brisk voice reported them.

Outside another room two offices down, our What's-the-Square-Root-of-the-Root Department director emerged.

"So I said," he was stating to a WOR salesman who accompanied him, "more than 15% of all the eating and drinking places in the United States are in the states WOR covers. And, mind you," he pointed out, "they do 1/4 of the nation's business for an annual take of $846,760,000." The salesman looked properly impressed as they rambled toward the stairs.

At the water-cooler a gentle smallish man we'd never seen before was talking to one of the WOR producers. "If I were you," he was saying, "I'd talk more than programs to that account exec. Tell him the show on WOR will sell furniture because people in the places WOR reaches spend

$333,558,000 for it every year. And as for that drug account, about 15% of the nation's drug sales are made here..."

Despite the rumbles in Iran and in the East, our world suddenly seemed a wonderful place...

We sat at our typewriter, we pecked carefully. Out of it came...

"...WOR's probably one of the most wonderful buys in America today. WOR is..." We x'd the next phrase hastily and just wrote with calm finality:

"The number is PE 6-8600. Our address is WOR—that power-full station at 1440 Broadway, in New York"
YOU... the manufacturer, the processor, the distributor of grocery-store products... you can always keep your finger on what happens in America's second market, Chicago, through unique WLS "Feature Foods"—a powerful, demand-creating radio program plus distribution-getting, sales-reporting merchandising service at no extra cost.

WLS "FEATURE FOODS" combines (1) Martha and Helen with their expert salesmanship to women, their 11-year, established audience and their personal appearances before women's groups, with (2) a merchandising staff calling regularly on 1,250 independent and voluntary chain food marts (the cream of the market), "selling" the grocer on all "Feature Foods" products, urging display, and reporting to the advertiser first-hand facts on merchandise movement, stocks on hand, competitive sales, and retailer attitude and comment.

Write now for your copy of the first of a series of case-history-packed folders, telling you exactly how manufacturers have used WLS "Feature Foods" to move merchandise off Chicago grocers' shelves... and to keep a finger on what happens in Chicago. Write today to WLS or ask your John Blair man.
It's YANKEE NIGHT in the Old Town Hall

Lester Smith
THE ANSWER MAN
Nelson Churchill

Bill Mahn
Louise Morgan

Bill Cunningham
Cedric Foster

The YANKEE NETWORK is as much a New England Institution as the Old Town Hall

Ask your Petry Man about availability for sponsorship of some of these PERSONALITIES who reach New England's Largest Home-Town Audience thru THE YANKEE NETWORK

Acceptance is the YANKEE NETWORK'S Foundation

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

21 Brookline Avenue, Boston 15, Massachusetts Represented Nationally by Edward Petry & Co., Inc.
NEW Crosley ownership of WINS New York working feverishly to acquire new identity for station, shortly expected to make spectacular disclosure of added national accounts with billings running into six figures beginning with "2." James D. Shouse, president, and Robert E. Dunville, vice president, spearheading WINS' resuscitation.

INSIDERS are wondering what bearing, if any, ouster of Henry Wallace from Cabinet will have on radio regulation. As mentor of left wing New Dealers, Wallace numbered among disciples Comr. C. J. Durr, most leftish of FCC left wingers. Several other Wallacites, notably those who have some CIO radio causes, also are on FCC payroll.

OPTION to purchase control of KSTP St. Paul by Aceo-Crosley (see page 15) follows series of quick 490-mc moves which others which ended in no sale. Among aspirants were Cowles Bros. and Ridders, both of whom publish St. Paul-Minneapolis newspapers in addition to other newspaper and station interests; Westinghouse, at least in discursive shape on loan basis, NBC—with which KSTP is affiliated.

OFFICE of Education expected any day to break project looking toward installation of interschool broadcast systems in every school. With aid of Radio Manufacturers Assn., U. S. agency is compiling manual to guide school officials in buying equipment. Office believes broadcasting so vital to national life and economy that practical classroom training in program and technical operations should be given.

FORMAL protest against FCC's wholesale licensing of daytime stations on clear channels to be filed shortly by Clear Channel Broadcasting Service. With clear channel case still in hearing stage, 1-A stations which are petitioning for power in excess of present 50 kw maximum, feel that daytime grants are muddying up, if not precluding, grants of proposed higher power.

FCC would be happy, in opinion of some observers, if grantees themselves took. Commission, and perhaps safer, off spot developing from multiple grants to small towns. Buttressing belief, FCC last week, having already announced approval of merger of two of three grantees in Mayfield, Ky., population 6,000 [Broadcasting, Sept. 16], re-issued second staff information in another form: Public Notice, re-printing letter of approval to merging firms.

CBS Asks Commercial Color Video Now

RESUMING battle for immediate adoption of ultra-high frequency color television before broadcasters and public have made heavy investment in low frequency black-and-white. CBS late Friday petitioned FCC to adopt standards and authorize commercial operation of color television stations in UHF frequencies. Band 490-920 mc, now allocated for experimental video, requested. Standards for black-and-white operations in lower bands not affected. Hearing at which CBS and others can testify on proposal also sought.

Petition cited Commission statement of May 1945 that "a truly nationwide and competitive television system . . . must find its lodging in the spectrum where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels."

In accompanying letter, CBS President Frank Stanton reviewed company's research achievements in video color field, pointing out CBS tests indicate completion of basic technical stages of UHF color. Further significant advances, he said, can be made only under conditions of commercial broadcasting with regularly scheduled program service.

"So long as color television continues in any experimental status," CBS declared, "the entire industry will be subject to uncertainty and the investment of the public and broadcaster in low-frequency black-and-white television may be in jeopardy. The public is entitled to enjoy, at the earliest possible date, the inherently greater beauty and interest of color television pictures."

Proposed changes in engineering standards would divide 480-920 band into channels 16 mc wide (compared to 6-mc channels in lower frequencies). CBS noted high band could have upper limit of 912 mc "or an additional 8 mc could be added to provide an additional channel between 912 and 920 mc."

FCC Commissioners and top staff men, attending RCA demonstrations at Princeton and Molineaux, signed with Yankee Network for New Football Parade, prior to Saturday afternoon play-by-plays during season. Agency, Hirshon-Garfield, Boston.


WILDROOT SERIES  Wildroot Co., N. Y. Oct. 19 starts King Cole Trio by Request, Sat 6:15-6 p.m. NBC, Agency, BBDO, N. Y.

BLAINE-THOMPSON Co., N. Y., named b) N. Y. Democratic State Committee to handle advertising in campaigns of Sen. James M. Mead for Governor, Herbert H. Lehman for Senator, Erastus Corning II for Representative, and Independent Citizens Committee for Election of Henry Epstein (for associate justice, Court of Appeals) and of Mr. Lehman Radio planned.
4 markets it pays you to cover

**LANCASTER, PENNA.**

A Profitable Buy — This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

**HARRISBURG, PENNA.**

Sales Results at Low Cost — Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

**YORK, PENNA.**

Reaches a Sales-Rich Market — Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.

**READING, PENNA.**

Reaches a Thriving Market, Economically — Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

**Represented by RADIO ADVERTISING COMPANY**

New York • Chicago • San Francisco • Hollywood
BUT . . . In Omaha and Council Bluffs, most people dial KOIL, the station that serves them best because it serves them only. This concentrated market is the biggest between Chicago and Denver, Minneapolis and Kansas City. To be more specific, there are more people in this four-county area than in three times as many counties in any other section of Nebraska or western Iowa. A call or wire will bring information on a KOIL-built program that will deliver this big market for you. You always get the BIG dollar's worth on KOIL.

EDWARD PETRY & CO., INC
National Representatives

DEPARTMENTS
Agencies 49 Our Respects to 42
Allied Arts 38 Production 46
Commercial 38 Programs 56
Editorial 42 Promotion 54
FCC Actions 58 Sponsors 50
Management 37 Technical 54
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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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CIRCULATION AND READERS' SERVICE
BERNARD PLATT, Manager
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Jerry Williams.

PROMOTION
WINFIELD E. LEVI, Manager

NEW YORK BUREAU
250 Park Ave. Plaza 8-3150
EDITORIAL: Edwin H. James, New York Editor; Florence Small, Dorothy Macarow, Patricia Ryden, Bruce Robertson, Senior Associate Editor
ADVERTISING: S. J. Paul, New York Advertising Manager; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. Central 4118
Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, EEmbassy 8181
David Glickman, Manager; Ralph G. Tochman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. ELgin 0776
James Montague, Manager.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING-The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1938.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

Page 6 • September 30, 1946
The beauty of the Ark-La-Tex market is more than "skin deep" — for one mile, two miles below the surface lie oil and gas that will maintain buying power for years to come. No other radio station covers the rich East Texas-North Louisiana-South Arkansas market with the 50-kw penetration of KWKH. Any way you look at it, KWKH coverage is GOOD coverage for spot time buyers.
He keeps an ear to the ground...

WTOP'S "GOVERNMENT REPORTER"
JOHN CRAMER—a top-flight newspaper columnist who knows his government bureaus from A to Z—keeps an ear to the ground and learns what's happening inside government departments. Then Monday through Friday between 6:25 and 6:30 p.m., our "Government Reporter" talks about the bread-and-butter items that affect the lives—and livelihoods—of the 237,000 Metropolitan Washingtonians who work for Uncle Sam.*

The five-minute program is Washington's first across-the-board news show designed to appeal specifically to close to a quarter million government employees who live, work and prosper in Metropolitan Washington. They make up a rich market. And WTOP is reaching them with a well-known personality that Variety has called a "natural for the stint."

John Cramer isn't the only one at WTOP who keeps his ear to the ground. We all do. Which is why WTOP is so adept at meeting Washington's special programming needs. We have some ideas on how to please you, too. Just ask us.

WASHINGTON'S 50,000 WATT STATION, COLUMBIA OWNED

Represented by Radio Sales, the Spot Broadcasting Division of CBS: New York, Chicago, Los Angeles, San Francisco, Atlanta
Feature of the Week

The ‘Chula Mia’

CHARLES W. (Chuck) MYERS, former president, general manager and principal owner of KOIN Portland, Ore., has realized a life-long ambition. He’s now the proud owner of the largest and finest yacht built on the West Coast since the war. It is the Chula Mia, a 75-foot luxury yacht built by Grandy Boat Co.

When Mr. Myers was a young newspaper reporter at Clinton, Iowa, he won nine cups and trophies for speed-boat racing at Mississippi River and Illinois River towns in 1909.

During the hectic years of hard work Mr. Myers often dreamed of the day when he could cruise in the southern waters and do a bit of deep-sea fishing. Just before the beginning of the war he even went so far as to purchase a 52-foot yacht. When he was about ready to sail her to the Portland harbor war was declared and the ship was requisitioned by the Navy. The boat, the Swif/Sure, cruised the Arctic waters of Alaska on patrol duty until the close of the war.

Still having a touch of “sea fever” Mr. Myers and his skipper, Capt. Newton Thomas, then placed an order for the Chula Mia.

The yacht has a large salon with a fireplace and a pilothouse with ship-to-shore radio. There is also a circular galley complete with gas range, work tables, sink et al.

Now the cruise to southern waters is imminent. Mr. Myers and his wife are now planning a junket to the coast of west Mexico this winter. Mr. Myers continues to serve on the KOIN board of directors and is active in an executive advisory capacity.

Sellers of Sales

IT WAS HOPED that current and overworked allusions to Brooklyn would find no home in these columns. Yet Harry Torpe, timebuyer in charge of media for Walter Weir & Co., New York, has made the hope seem all but hopeless.

Born in Brooklyn, Harry Torpe was raised in Brooklyn, went to school in Brooklyn, was married to a Brooklyn girl, played Brooklyn-type ball on a Brooklyn semi-pro team, and now, 10 years after his entry into radio, Brooklyn-born Harry still resides in—Brooklyn.

But though his heart may belong to Flatbush, Manhattan has shared much of his time, most of which has been spent buying time in radio.

After a year at New York U., Harry chucked his textbooks for a job as office boy with the Patterson-Andress Agency, now out of business. A year later—1931—he joined Calkins & Holdren where he swiftly advanced from office boy to the production department and finally to media statistical clerk. In 1936 he joined Fletcher & Ellis, now La Roche & Ellis, as assistant time and space buyer. A year later he dropped the assistant from his title. In the past 10 years Harry has bought radio time for such large advertisers as Standard Brands, Ward Baking Co., Hiram Walker, and Richfield Gas & Oil Co.

Effective Sept. 1 he becomes head of the time and space buying department of Walter Weir & Co., New York.

The Torpes were married Oct. 31, 1936. They have two children, Kenneth, 3½, and Robert, 6½.

Harry played third base on the Brooklyn semi-pro team for 10 years. His ambition is to have Kenneth grow up to be a good third baseman.

He spends every other Sunday at the ball park rooting for—of all teams—the Giants.

300 Million is a lot of money!

Do local businessmen think that Washington is going to boom? They certainly do!

The best indication that they have solid confidence in Washington’s future is in the fact that they intend to spend $300,000,000 in the next two years improving their own facilities.

That three hundred million does not include the building of thousands of new homes and apartment units.

To reach this stable steady market with radio... put down the WWDC call letters. That’s the entertainment station, the one they listen to.

WWDC

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

represented nationally by FORJEE & COMPANY
WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 6:30 and 9:00 p.m.

And what is more... the "1280 CLUB" with 27,000 registered members delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager

Consistent Audience?...The "1280 Club" Show Has 27,000 Registered Members....
WHY OUR "LOCAL" SHOWS DON'T SOUND THAT WAY...

Home cooking can have all the flavor of Luchow's—but it takes a bit of doing, of course. And radio programs need not come from New York or Hollywood to be appetizing to Cincinnatians... but again the answer is in the doing. The effectiveness of WSAI's local programs and the scale on which they are conducted has caused many an advertiser—and listener—to refer to us as "the 5,000 watt station with 50,000 watt operation."

Typical of WSAI local programming is the transcribed "To Cincinnati At Six," heard from 6 to 6:45 p.m. Monday through Saturday, and one of two daily shows sponsored by the H. & S. Pogue Company, a leading Cincinnati department store.

Alertness in every phase of production can be read in this page of "To Cincinnati At Six" continuity. Timing of speech and music, often to the very half-second, couple with perfect teamwork between engineer and announcer to assure program excellence.

Excellence too, of commercial copy is assured. These WSAI employees—Natalie Giddings, right, her assistant, Joyce Smith—spend their full time in Pogue's, developing copy for Pogue's programs.

Two hours rehearsal goes into every 45-minute broadcast of this transcribed series. Cecil Hale, announcer assigned exclusively to Pogue shows, and Herb Crawford, engineer at the controls while the regular engineer, Gene Young, vacations, carefully weld script and music into a well-balanced, fast-moving program which guarantees finished production and listener appeal.
High quality level is maintained by management conferences. Here Charles Black, Production Manager; Robert M. Sampson, General Manager; Miss Giddings and Jimmy Leonard, Program Director, discuss “To Cincinnati At Six.”

Accuracy and appropriateness of all selling copy is the result of first-hand, on-the-scene information in the sponsor’s place of business. Direct examination of goods to be advertised precedes copywriting. Sales results are checked with buyers to determine effectiveness of each broadcast.

It’s a top-notch show because it’s made that way! Local programs on WSAI are standouts in the listening day of Cincinnatians. They’re standouts with sponsors too — WSAI originates 101 locally produced quarter hours weekly for advertisers!

WSAI
115 EAST FOURTH ST., CINCINNATI 2, OHIO

A Marshall Field Station
Represented by Lewis H. Avery, Inc.
AMERICAN BROADCASTING COMPANY
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

Noble red-skin teach lesson. You carry too big load, you get nowhere. Smart brave work hard getting helper. Then go places, faster, easier!

Sure, you can wear yourself out doing the things that F&P could do for you. But many large advertisers and agencies use F&P just that way. Our job is to take enough of your load so that you can really devote yourself to productive work. If you're not availing yourself to the extra effort we're set up to give you—well, who loses? Give us a ring—now!

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

Effect of ABC's Plans for FM

Also Argued

By RUFUS CRATER

AN INTRA-FCC CONFLICT over Commission authority regarding prices in radio station sales, echoing arguments sounded in the Crosley-Avco Decision a year ago, was evidenced again last week in majority and minority opinions on the ABC stock issue and $3,650,000 purchase of King-Trendle Broadcasting Corp.

The controversy, dividing the Commission 4-to-2, also extended to the question of whether ABC's plans for FM will or will not retard development of the new form of broadcasting.

The opinions, released Tuesday, outlined Commission reasoning behind the July 17 orders consenting to (1) ABC's proposed $13,200,000 sale of its stock to Detroit and WOOD Grand Rapids), and (2) ABC's acquisition of King-Trendle (WXYZ Detroit and WOOD Grand Rapids). On condition that WOOD be held in trust pending re-sale to Liberty Broadcasting Co., which has offered $850,000, or some other purchaser approved by FCC [BROADCASTING, July 22].

Comrs. Clifford J. Durr and Paul A. Walker, dissenting from the majority decision in the King-Trendle transfer, called the purchase price "excessive," felt it would impair public service, and argued that the Commission already has authority to deal with such matters. But "in view of the position of the majority" denying existence of such power, they proposed that the question be submitted to Congress "without further delay" and that in the meantime FCC refuse to act on similar cases.

Dissenting Opinion

Of ABC's FM plans as outlined by President Mark Woods, the dissenting Commissioners said: "Irrespective of the motive of the transferee (ABC), it is difficult to conceive of a course of action which would have a greater tendency toward retarding the development of FM, discouraging newcomers who desire to enter the field of radio through FM, and withholding from the public full benefit of the improved type of service which FM offers . . . ." Many other broadcasters and networks, they claimed, would follow suit to protect AM investments.

The majority—Acting Chairman Charles R. Denny Jr., and Comrs. E. K. Jett, Ray C. Wakefield, and Rosel H. Hyde—ruled that the King-Trendle transfer involved "the highest one-station purchase price ever up for FCC approval." They contended, however, as in the majority opinion on the Crosley-Avco transfer [BROADCASTING, Sept. 10, 1945], that "we do not believe in a case such as this that we have the legal power to disapprove the transaction because of the price.

The price, they thought, "will apparently not result in the over-commercialization of the programs of WXYZ, in view of American Broadcasting Co.'s plans to continue the existing program structure. The majority said they "agree with everything they say (Messrs. Durr and Walker) about the vital role that FM is destined to play in the future (and we refer to the immediate future)." But they thought ABC "can be relied upon to foster FM" because, "having inferior AM coverage to NBC and CBS," it "stands to gain much in terms of equality of facilities by a rapid transition to FM."

Minority Points

Points raised by the minority regarding possible deterioration of ABC's investment in WXYZ as its proposed Detroit FM station gains circulation were dismissed by the majority as involving "a question of business judgment for the management." They anticipated "a rapid transition from AM to FM broadcasting, particularly in the larger communities," and conceded that "if the transition is accomplished in the next few years the investment in an AM station may prove unwise."

In answer to a minority objection to ABC plans for duplication of AM programs over FM, the majority held that "this question was settled" when FCC adopted its regulation permitting 100% duplication and that therefore ABC's proposal to duplicate "is not a valid reason for withholding Commission consent to the transfer to that company of a standard broad-

(Continued on page 66)

Crosley Has Option for KSTP Control

Avco Firm Can Buy 75%

For $1,200,000;

Hubbard Stays

TRANSACTION whereby Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York and associated enterprises) would acquire 75% ownership of the 50-kw KSTP, NBC outlet for St. Paul-Minneapolis, for about $1,200,000, was consummated last Wednesday through Stanley E. Hubbard, president, general manager and founder of the station.

By virtue of a loan of $850,000 from Aviation Corp., Crosley parent, Mr. Hubbard last week acquired from the trustees of the estates of Lytton J. Shields and Frank M. Brown the 50% and 25% holdings respectively in KSTP Inc. for $825,000. This initial transaction, since it involves control, is subject to FCC approval.

Six-Month Option

Mr. Hubbard, in negotiating the Avco-Crosley loan, conveyed to Avco an option exercisable six months hence whereby the 75% interest of the Shields and Brown estates could be acquired for the $1,200,000 figure. This transaction

likewise would be subject to FCC approval and presumably to the so-called Avco transfer procedure requiring public advertisement of the sale to enable others to offer bids. Mr. Hubbard himself would retain his 25% ownership.

Irrespective of the eventual exercise of the Avco-Crosley option, Mr. Hubbard will continue his active direction of KSTP. The agreement with Avco-Crosley includes a 10-year management contract, covering salary and override, as well as dividends. The sale was necessitated because of the inability of the First
WKTM OPENS IN 'KHAKI CITY'

New Kentucky Station Buys Surplus Army Tents

-To House Studios, Offices-

"Khaki City" of WKTM.

\[\text{\textcopyright\, Broadcasting by Sid Hix}\]

AT FIRST GLANCE it would appear that the circus is coming to Mayfield, Ky. In a field near town there is growing "khaki city," with a tall metal pole nearby that could be the mainmast for the big top. High wires are strung from tents to pole and one would momentarily expect a girl in spangled tights to come nonchalantly riding a bicycle over the scene.

But the high wire artist would be in for a shock if she tried that act in "khaki city."

These tents are purely utilitarian. And the wires are "live."

When the Civilian Production Administration clamped down on the construction of permanent buildings for the new WKTM, the station went under canvas. Studios and offices are housed in U. S. Army tents, with a tiny one-room transmitter building as their anchor.

Mayfield Broadcasting Co. officials, a Sept. 15 opening date set, determined that materials shortages would not prevent their going on the air. So they spent their allotted $1,000 for the transmitter building and made arrangements to purchase the tents from local

Acknowledgments

Tentative telecast schedule of Parade of Sports for the remainder of 1946 follows: Oct. 5, football—Columbia-Navy; Oct. 6, 13 and 26, the rodeo; Oct. 30, hockey—Rangers-Brunis; Nov. 2, football—Columbia-Cornell; Nov. 4, the horse show; Nov. 9, football—Columbia-Penn; Nov. 16, football—Columbia-Lafayette; Nov. 23, football—Columbia-Syracuse; Dec. 4, hockey—Rangers-Canadians; Dec. 7—basketball; Dec. 8, professional basketball; Dec. 14—basketball; Dec. 15, hockey—Rangers-Canadians; Dec. 21, basketball; Dec. 26, hockey—Rangers-Canadians; Dec. 26—basketball, and Dec. 31, hockey—Rangers-Detroit.

Drops MBS Series

AMERICAN HOME PRODUCTS, New York (Anacin) Oct. 4 drops sponsorship of Real Stories From Real Life, five times weekly on MBS. 

Miller Legion Speech

JUSTIN MILLER, president of NAB, has been invited to address the national convention of the American Legion in San Francisco Oct. 2. He will speak on "American Broadcasting in Peace and War."

Signs ABC News

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), Oct. 14 starts sponsorship of Sam Hayes—News on 13 ABC western stations, Mon.-Wed.-Fri. 12:30-12:45 p.m. (PST). Agency handling account is Briesacher, Van Norden and Staff, San Francisco.

ABC Adds Two

ABC last week announced addition of two affiliates bringing its total to 290. Effective Dec. 1, KOBO Tucson, Ariz., operating with 250 w on 1450 kc and owned by the Old Pueblo Broadcasting Co., will become an ABC affiliate as a mountain supplementary station. KVOC Casper, Wyo., on Sept. 29 joined the network. It operates with 250 w on 1230 kc, and is owned by the Natroma County Tribune. Jack W. Perry is manager.

Drawn for Broadcasting by Sid Hix

"Do you have a set with that new FCC program control?"

Tele Participation

KAYE-MARTIN Productions, New York, has signed a contract with Chernoav Adv. Co., New York, for its 106 fashion accounts which will rotate in participation sponsorship of the Kaye-Martin Production package, the ABC Powers Charm School. The program featuring John Powers starts Oct. 3, Thurs. 8:30 p.m. on WABD, Du Mont video station, for 13 weeks. Marking one of the first participation programs in television, show will be sponsored mostly by department stores and specialty shops. Some of those participating are American Lingerie Co., American Textile Co., Avon Shoe Co., Leon Axel Ltd., Barbara Coat Co., Bonmode Coat Co., Ann Lewis Shops, Clarice Frocks, Darby Sports, Saks 5th Department Store, Desco Shoe Co., Derby Sports, Dunnmore Robes, Glencarry Sportswear, Junior League Frocks, Kordat Sportswear, and 220.

“American Broadcasting in Peace and War.”

Principal stockholders in WKTM are Pierce E. Lackey and W. Previtt Lackey. It is the fourth Lackey station in Kentucky. Others are WPAD Paducah, WHOP Hopkinsville and WSON Henderson. Plans for five Lackey stations will be complete when WCIF Madisonville takes to the air sometime in October.


Wayne Morgan has been named general manager and Ernest Pell chief engineer. Original installation of Gates equipment was made by U. C. Morris, chief engineer of WPAD.

Signs Mystery

GALLENKAMP STORES, San Francisco (retail chain), Sept. 29 started Patsy Novak, mystery series, on 12 ABC Pacific stations in Sun. 8:30-9 p.m. (PST) period. Contract for 52 weeks was placed by Bruce Eldridge Adv., San Francisco.

Elgin Specials

ELGIN NATIONAL WATCH Co., Elgin, Ill., Nov. 28, Thanksgiving Day, and Dec. 25, Christmas Day, will sponsor a program titled Two Days of Stars on the full CBS network from 4:6 p.m. on each of those days. Agency is J. Walter Thompson Co., Chicago.

Campbell Expands

CAMPBELL SOUP Co., which has sponsored Robert Trout with the News Tillie series on CBS stations Mon. through Fri. 6:45-7 p.m., today (Sept. 30) expands coverage to the full CBS network. Agency is Ward Wheelock Co., Philadelphia.

"Khaki City" of WKTM.
Denny Is to Address NAB Luncheon

Chairman May Preview Policies for Future

TREND in FCC's regulation of broadcasting in the postwar period will be described to the NAB Convention in Chicago, Oct. 20-24 by Acting Chairman Charles R. Denny. It was learned last week that Chairman Denny will make two appearances during the week instead of one as originally scheduled [CLOSED CIRCUIT, Aug. 12], addressing the Wednesday general luncheon meeting as well as participating in the Monday FM panel.

The Commission chairman is expected to make a frank statement of FCC policies and indicate the path future regulation is likely to follow. Original convention plans had called for him to take part in the Monday panel, but he consented to take the dual role in view of the importance of clear understanding between the regulatory body during the postwar transition period.

AM-FM Duopoly

Broadcasters and potential broadcasters concerned over what the months and years ahead will bring are expected to find answers to many of their questions, it was informally indicated at the FCC. Such questions as ultimate separation of AM, FM ownership are likely to be discussed by Chairman Denny. It is known that an eventual ban on AM-FM duopoly has been discussed at the Commission, with present thought leaning toward a delay until the FM band is fully developed. Some Commission members foresee the day when FM will supplant AM, with only a few AM stations left.

Among other topics which may be clarified in the speech are the fate of clear channels, with procedure to be followed if they eventually are to be broken down, and juggling of assignments to reduce interference.

The chairman's speech may attempt to clear up the confused and bitter reaction to the Blue Book program report issued last March. Broadcasters, of course, resented Commission issuance of a report based on industry soft spots instead of a cross-section of programming. Chairman Denny will have a chance to take up the Blue Book in the presence of the industry, and discuss the whole subject of program standards and Commission authority.

The NAB has undertaken a long-range study of program standards and public service, and at present is working on plans for a new Program Dept., authorized by the board. A number of board and department head have been interviewed and others are being considered, but NAB headquarters is not certain whether the department will be operating by convention time.

The NAB board last August authorized enlargement of the Standards of Practice Subcommittee to make a complete inquiry into the standards adopted in the summer of 1945 to replace the former code. Membership of the enlarged subcommittee is not complete.

Revised of the NAB standards will not take place this autumn, judging by developments to date. One of the delaying factors is the lack of a green light from Government officials on antitrust aspects of the standards. Should the Dept. of Justice clear the standards, with indication that they could be strengthened without running afoul of antitrust difficulties, the NAB would be in a position to attack the problem without fear of Federal reprisals. Operation of the former NAB code was upset by threats of antitrust trouble.

May Avoid Issue

Chairman Denny, of course, may choose to avoid the dangers of becoming deeply involved in the delicate program subject at a public meeting, where recriminations are possible. He rarely makes speeches, and when he chooses to appear in public his remarks are carefully prepared and comprehensive.

Benjamin Cohen, Assistant Secretary General of the United Nations, will address the convention on the morning of Tuesday, Oct. 24. He will discuss the United Nations' radio plans and their relation to the American broadcaster. Mr. Cohen, a native of Chile, will return just prior to the convention from a tour of South America. Christopher Cross, UN radio liaison officer in this country, will accompany Mr. Cohen to the convention.

Advance registration for the convention totaled 915 at the end of last week, bringing a prediction from NAB headquarters that total attendance will exceed 2,500 and perhaps reach 3,000.

C. E. Arney Jr., NAB secretary-treasurer, was to set up preliminary convention quarters today (Sept. 30) at the Palmer House and remain on the scene. Mrs. Ella Nelson, who has assisted at a number of conventions, has moved to the Palmer House headquarters. Arthur C. Stringer, NAB director of special services, goes to Chicago Oct. 7 to complete preparations for exhibits, Everett Reems, manager of Chicago's Hall, secretary to A. D. Willard Jr., executive vice president, will be on the scene Oct. 14 to handle registration problems.

Additional Rooms

Mr. Arney is trying to acquire additional rooms in Loop hotels, having long since allocated the more than 1,000 rooms optioned at the Palmer House and Stevens from the Hilton Hotels management.

NAB last week was completing for publication the list of certified stations and representatives eligible to vote at convention proceedings.

Plans for entertainment at the annual banquet Oct. 24 at the Stevens will be in charge of Alan Fishburn, radio director of Schwimmer & Scott, Chicago. National and Chicago talent from stage, screen and radio will appear.

Durr Takes

New Tack in La. Grant

Would Deny Both, Invite Other Applicants

In an unprecedented proposal, Comr. Clifford J. Durr argued in a minority opinion last week, in a case involving mutually exclusive applications from neighboring communities, that both applications should be denied and new applications invited in a station in the town that had fewer existing outlets.

His dissent was directed against the Commission majority's action in assigning another frequency in New Orleans at the expense of the Lake Charles area "notwithstanding the substantial competition of the applicant Louisiana Broadcasting Co." (firm name in which Messrs. Hofheinz and Hooper applied). But, he contended, "Mr. Gibson, as he frankly admitted, had only the best interests of general policy problems as well as details of radio station operation." He argued that FCC should invite new applications for Lake Charles.

Interpretation

In suggesting that the disputed frequency be denied both applicants and other applications invited for a specific community, Commissioner Durr's dissent was interpreted as espousal, in this case, of AM variations of both the channel allocation and channel reservation policies of FM. Rarely, if ever before, FCC authorities said, has even a dissenting opinion proposed that all mutually exclusive applications in a case be denied except for purely engineering considerations.

In some quarters it was felt that the Commission majority's action put the relative needs of communities above the relative qualifications of applicants and marked a departure from general policy. But FCC sources disclaimed any precedent in the decision, asserting that several previous cases have been decided on the basis of the equitable-distribution provision [Sec. 307(b)] of the Communications Act. The Rome-Utica case in New York [BROADCASTING, June 17] was one of the most recent it was pointed out, and several others involving similar considerations are pending before the Commission.

Factors in Grant

Although proposing to deny the application of Messrs. Hofheinz and Hooper, the Commission majority pointed to "the equity of the service" they proposed, and by their "general qualifications." However, the majority reasoned, "under the circumstances of this case, the provision of primary service to a rural area has not now received such service is a decisive (Continued on page 70)

September 30, 1946 • Page 17
Dear Everybody: Copy to Clifford Durr

Spingarn Would Give Radio To Public

By ROBERT K. RICHARDS

JEROME H. (for Hardpressed) Spingarn, recently of the Senate Small Business Committee (and previously so much smaller—the FCC's War Problems Division—that it was dissolved by Congress) has written a book. More properly, a booklet.

Please do not believe we view this as startling news. We had a Blue Book by the FCC in March, co-authored by BBC-trained Charles A. Siepmann, Edward M. Brecher and others un-named who since have tried to get into the act.

Then we had Radio's Second Chance by Charles Siepmann, the same no less. There was a thing by Llewellyn White called The American Radio, kicking around the U. of Chicago Press. This was written by Mr. White under the tutelage of the chairman that Commission on the Freedom of the Press, socially-significant organization endowed by Henry Luce, the publisher who has no radio interests. (Incidentally, the radio study by Mr. White has not been published because the U. of C. Press thinks release now will kill sales, what with the holidays in the offing and this open hardly shaping up as a gift item.) The Commission chairman is Robert D. Leigh, former chief, FCC Foreign Broadcast Intelligence Service.

Others Too

There have been, of course, articles in The Nation, The Atlantic Monthly and sundry periodicals by Mr. Siepmann and Mr. Brecher.

Jerome's book—or booklet—is called "Radio's Float is Out!" It is issued as No. 121 in a series published by the Public Affairs Committee, Inc., New York.

In the back of this pamphlet, the Public Affairs Committee, Inc., notes: "No part of this pamphlet may be reproduced without permission, except short passages of no more than 500 words in length which may be quoted by a reviewer or for commentary." We suggest you read the other 120 P. A. C. Inc. releases but in Jerome's case, 500 words will be plenty.

Not to Be Confused

In selecting his title, "Radio Is Yours," Jerome means that it belongs to the public, and this group is not to be confused with the 60,000 who work in or for radio. His opening paragraph since it's a springboard from which Jerome executes a perfect 3½ gather is:

"A water-less pool, is worth quoting. "Recently a public opinion survey was made to discover whether or not people were pleased with radio. To the dismay of the pollers, it was found that most of the persons who were polled had no definite views. They had very clear-cut tastes in movies. But radio was free and it didn't seem right to criticize it. If you don't like a radio program, you can always turn it off. And it's awfully nice of those people to go to all that trouble to broadcast." (Note to P.A.C. Inc.: 86 words.)

There you get a general idea of Jerome's reasoning. The public didn't scream at the pollers, "I hate radio." Consequently the indicated conclusion is that the public won't beef about it if it's free. Jerome then sets out to prove it isn't free.

Of course, Jerome brings in Herbert Hoover. That bevedled but distinguished gentleman who, as Secretary of Commerce when radio's regulatory problems were first under scrutiny, has been quoted richly by all of these disciples of the devious.

Certainly no one would gainsay the latter-day admirer, Hoover, which lead one to deprecate, mildly of course, qualifications as a student of radio. They are such as:

On middle commercials: "Just where interest in a broadcast is at its highest pitch, the announcement interrupts with synthetic gaiety to impart some highly intimate bit of blather about Quick-Lather, while the performers stand in embarrassment—or worse, are impressed into helping wash the suds. (It's pretty hard to embarrass a performer at current AFRA scales, and there's probably a classification for suds-swishers.)

On daily serials: "They are the cheapest network shows to produce—the weekly cost of the ordinary soap opera is reported to be less, for five fifteen-minute periods, (Continued on page 77)

Westinghouse Stations Remain on Air Despite NABET Strike in Four Cities

NABET technicians in four cities remained on strike at the weekend following breakdown of negotiations with Westinghouse Radio Stations Inc. [Broadcasting, Sept. 23]. The stations—KYW Philadelphia, KDKA Pittsburgh, WBZ Boston-Springfield and their FM outlets—remained on the air with supervisory personnel manning equipment.

Prospects that the strike might be extended to NBC rose during the week when the network rejected a demand by Allan T. Powell, NABET president, that it stop feeding programs to struck Westinghouse stations. NBC told Mr. Powell it must continue to feed the stations under affiliation contracts.

Mr. Powell said Friday that he is "ready to talk to Westinghouse any time," but the situation remained static.

NABET technicians left the air at 7:30 p.m. (EST) Tuesday. Sixty-eight operators were involved, according to J. B. Conley, Westinghouse stations manager. Programs were interrupted for brief intervals before supervisory personnel took over vacated positions. WBOS Boston, Westinghouse international shortwave station, was not off the air. The station beams programs to Europe and South America for the State Dept.

No Warning

Mr. Conley said the walkout came without warning though efforts to reach a settlement had continued before Douglas L. Byrd, of the Conciliation Service, Dept. of Labor, up to 8 p.m. Tuesday.

"Basic issue in dispute," Mr. Conley said, "is a demand by the union that the present top wage rate of $82.20 for a 40-hour week be raised to $125. This represents an increase of 52% or $1.07 an hour and would boost operators pay from $2.06 per hour to $3.12 per hour. Our offer of $92.50 represents an increase of 25.7% was rejected."

Mr. Joy said negotiations had been under way since Aug. 20. He added that they would continue all its regular program services.

Mr. Powell said NABET was asking Westinghouse for wage increases on a parity with the NBC scale, which ranges to $108.60 per week for six-man experience. The original $125 demand was a bargaining base, he indicated, and a scale below the NBC figure might be acceptable.

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On daily serials: "They are the cheapest network shows to produce—the weekly cost of the ordinary soap opera is reported to be less, for five fifteen-minute periods, (Continued on page 77)

Semi-Annual Time Adjustment Brings Usual Radio Headache

IN THOSE REGIONS where for the past five months daylight saving time was used while the rest of the country stuck to standard, clocks today (Sept. 30) in a complicated system of recording and rebroadcasting, the announcer interrupts with synthetic gaiety to impart some highly intimate bit of blather about Quick-Lather, while the performers stand in embarrassment—or worse, are impressed into helping wash the suds. (It's pretty hard to embarrass a performer at current AFRA scales, and there's probably a classification for suds-swishers.)

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BROADCASTING • Telecasting
You have probably received an insurance company letter offering you a leather-bound note pad. You send a card to them. They emboss your name on the pad in gold letters. Returns to such offers are usually very small. Yet, in response to our participation in "Tello-Test" on Monday, December 3rd, The Insurance Company received 671 requests for the pad. The program spot cost was $12.50. A mail return of 3% or 4% is considered acceptable. WLEE's cost per inquiry was one and eight-tenths cents! Yes, WLEE is the sales producing station in Richmond. It belongs on any list looking for sales in this town that is the top of the South.

W·L·E·E

Mutual ... in Richmond

TOM TINSLEY, Director  IRVIN G. ABELOFF, Gen. Mgr.  Represented by HEADLEY-REED

BROADCASTING • Telecasting
Hooper Calls for Clarification of Terms

Measurement Need Is For Clear Language

By C. E. Hooper
President, C. E. Hooper Inc.

I AM writing this for two reasons: (1) It is and has been a Hooper policy to accept every opportunity to record the errors from the path of understanding of radio audience measurement. (2) In behalf of hundreds of subscribers to Hooperatings who are soon to be baffled bylooking at two Reports, the titles of which say practically the same things but the contents of which bear no resemblance to one another.

One is BMB. The Report is to be called: STATION AUDIENCE REPORTS. Defined as: The number of radio families in which one or more people listen to the station at least once a week (evening) as demonstrated by the BMB method of measurement and limited to counties and cities in which 10% or more families meet this requirement.

The other is Hooperatings. The Report is called: STATION AUDIENCE RATINGS. Defined as: The average size of the audience of a particular station during the stated period of time.

Users of both or of either of the two reports should be on notice of the imminent advent of ambiguity and its attendant problems of confusion, misinformation and misinformation in correspondence, conversation, promotion and contracts. Buyer and seller are shortly to be confronted with a second set of figures—the reports of Broadcast Measurement Bureau reports. Mr. Hooper foresees possible confusion in evaluating the two kinds of reports and here outlines what needs to be done to avoid it.

The station's audience in its total area should be considered in terms of timing rather than availability. When these area ratings are circulated generally, they, too, will use terminology already understood and accepted by buyer and seller. Both will have merely to note in the title whether the rating is projectable to urban telephone homes (City Hooperatings) or to total radio homes in the station area (Area Hooperatings).

The word “audience” (which appears as the key word in the Hooperatings definition as well as in the definition of City Hooperatings) contains a pretty complete story on urban audiences, being currently published on a continuous basis in 70 U. S. cities. If “Area Hooperatings” are not yet available for all stations, it is because the perfection of the method by which it was held up by the war and is a development of the past year. So, the possession of the figures on the station's audience in its total area should be considered in terms of timing rather than availability. When these area ratings are circulated generally, they, too, will use terminology already understood and accepted by buyer and seller. Both will have merely to note in the title whether the rating is projectable to urban telephone homes (City Hooperatings) or to total radio homes in the station area (Area Hooperatings).

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BMB Aids Sponsor-Dealer Promotion

Three Additional Uses For Statistics Are Stressed

By Philip Frank
Executive Secretary, BMB

This is the third and final in the series of articles on the nine uses which advertising and agency services—the field in which BMB was established—have applied to the Bureau's figures. These uses—the Bureau's radio measurement figures—have been and are used by radio buyers and sellers of radio time to help plan and to measure the effectiveness of radio advertising.

Article first appeared in Broadcasting, September 30, 1946.
THREE-FOURTHS of California's field crop production is in the Beeline area (estimate based on U. S. Department of Agriculture figures). Cotton brings in 47 million yearly, potatoes 38 million, hay 26 million, rice 15 million, wheat 11 million. Such items help explain why the Beeline “pocketbook” bulges with TWO BILLION spendable dollars a year!

Here gross income per farm is 3½ TIMES GREATER than the U. S. average. Five out of the 7 U. S. counties rated richest in farm income are part of this market.

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada . . . a 42 county market which ranks with Los Angeles in population . . . tops San Francisco and Seattle COMBINED in retail sales.

Towering mountain ranges enclose the Beeline valleys, prevent outside radio signals from penetrating the market effectively. BEELINE stations, operating WITHIN the MARKET, bring sales messages HOME to Beeline families.

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California’s mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

K M J
Fresno. Established 1922. NBC. Primary area coverage of 12 rich agricultural counties with a population of 749,300. 5000 watts—580 kilocycles.

K O H
Reno (NBC)
Established 1928

K W G
Stockton (ABC)
Established 1921

K E R N
Bakersfield (CBS)
Established 1931

K F B K
Sacramento (ABC)
Established 1922
WEOA Sale to Bitner Interests Asked; Crosley Corp. Seeks WINS Assignment

APPLICATION for FCC consent to the sale of WEOA Evansville, Ind. to WFBM Inc., licensee of WFBM Indianapolis, for $200,000 [Broadcasting, Sept. 16] was reported by the FCC last Monday. WFBM is principally owned by H. M. Bitner, president of WFEA Manchester, N. H. and consultant to Hearst Newspapers, and members of his family. Mr. Bitner owns 30% of the Indianapolis outlet; his son, H. M. Bitner Jr., is president and owns 12 1/2%.

Other stockholders include Evelyn H. Bitner (wife of H. M. Bitner) and Jeanne E. Bitner (wife of H. M. Jr.), 12 1/2% each; Evelyn H. Pearson, 12 1/2%, and Ralph S. Euler and Dorothy Y. Kapner, 5% each.

Meanwhile, assignment of license of Crosley Corp.'s WINS New York to the recently formed Crosley subsidiary, Crosley Broadcasting Corp., was requested in another application reported by the Commission. The new corporation already embraces WLW Cincinnati and is headed by James D. Shouse, former Crosley vice president in charge of broadcasting. Crosley bought WINS from Hearst Radio Inc. for $1,700,000, plus a $400,000 credit to be taken out in manufacturing equipment if and when manufactured by Crosley Corp., in a transaction approved last July [Broadcasting, July 22].

WEOA is licensed to Evansville on the Air Inc., licensee also of WGBF Evansville, and is being sold in compliance with FCC's multiple ownership rule. Curtis Radiocasting Inc. owns all stock of Evansville on the Air and is headed by Alvin Q. Eades, engaged in the bakery business in Evansville, who has 9.7% interest. Chief stockholder is Vice President Henry B. Walker, Evansville attorney, who has 21.3%. Josephine Leich has 15% and Dorothy Walker has 14%. Clarence Leich is manager of WEOA and WGBF. Curtis Radiocasting also controls WBOW Terry Haute.

The sales contract calls for payment of the $200,000 in cash within five days after Commission approval, and provides that the transaction be called off unless FCC has given its consent within six months after Sept. 12, when the agreement was signed.

WEOA operates on 1400 kc with 250 w power. Like WFBM, which is assigned 1260 kc with 5 kw, it is a CBS affiliate. WGBF, an NBC outlet, is on 1280 kc with 5 kw day and 1 kw night.

Campbell Soup Co. President, 53, Dies

Arthur C. Dorrance Succumbs After Brief Illness

Arthur C. Dorrance, 53, president of the Campbell Soup Co., Camden, N. J., died Sept. 21 at his home in Ardmore, Pa., after a brief illness. He joined the firm in 1914 after graduation from Massachusetts Institute of Technology with a degree in Chemical Engineering. The company was then headed by his brother, John T. Dorrance.

In addition to Campbell soups, the company manufactures and distributes a number of other food products under the Campbell label, and under the brand name of Franco-American.

Mr. Dorrance has held directorships in the Camden Safe Deposit & Trust Co., Federal Reserve Bank of Philadelphia, Philadelphia National Bank and Lehigh Valley Railroad. At the time of his death he was a director of the Bell Telephone Co. of Pennsylvania, Pennsylvania Railroad, Guaranty Trust of New York. He was also a member of the board of managers of the Girard Trust Co. and trustee of the Penn Mutual Life Insurance Co.

He is survived by his wife, Elsie Ross Dorrance, two sons, Arthur Calbraith Jr., and David Ross Dorrance, two sisters and a brother.

WNYC Expansion

NEW YORK City's Board of Estimate last week expanded its appropriation to the city-owned WNYC in a move that was regarded as further evidence that the present city administration does not intend to sell the station, as rumors have occasionally predicted it would. The board appropriated $19,000 for the purchase of a new 20 kw FM transmitter and approved the addition of three engineers to the station's staff at annual salaries of $5,700 each.

MR. DORRANCE

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IN BALTIMORE... WCAO PROMOTES Your SHOW

Thousands of business-bound Baltimoreans converge each morning at Mt. Royal and North Avenues (Route 1) - site of one of the hard-to-miss WCAO Hi-Spot Neonized Bulletins. Another boost for sponsors on the popular "Musical Clock" program.

WCAO
The Voice of Baltimore
600 KC -- 5000 WATTS

Represented Nationally By
PAUL H. RAYMER COMPANY
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA
Good programs mean good listening, and that means good results for advertisers who follow "the stars" to Eastern Iowa. Dinah Shore is typical of these good, good CBS programs that create for you—via WMT—an audience of 1,131,782* people on the No. 1 station in the best market of a great state. WMT is Eastern Iowa's only CBS station and brings you this completely BALANCED market at the lowest cost per listener!

WMT's story is a big one to tell—an important one to hear. Contact your KATZ AGENCY Man at Once!

* WMT has a GREATER population within its 2.5 MV line than any other station in Iowa.
Coleman Becomes Manager of WBGE
New Atlanta Local Expecting To Start About Jan. 1

APPOINTMENT of Maurice C. (Freddie) Coleman, head of his own advertising agency and former Atlanta station manager, as general manager of the new WBGE Atlanta station manager, as general advertising agency and former

Mr. Coleman for 15 years was associated with Atlanta stations, having served as general manager of WAGA, commercial manager of WGST before leaving to open his own agency several years ago.

Mr. Benton for several years was the "Georgia Cracker Announcer" on the program sponsored by the Atlanta Chamber of Commerce. He has been president of the General Elevator Co. for 23 years, the largest independent company of its type in the south. For the last 14 years he has been president of the Southeastern Fair Assn., and is past vice president of the Atlanta Chamber of Commerce and the Junior Chamber of Commerce.

WBGE will be located in the Georgian Terrace Hotel.

Gem State Network Planned for Idaho
Four Newly-Built Stations To Be Fed Through KUTA

Four new Idaho stations which will receive ABC shows through KUTA Salt Lake City is soon to begin operations, officials announced last week.

The stations are: KBIO Burely, KGBM Boise, KLIX Twin Falls, and KEIO Pocatello. All will be on the air by Dec. 1. KBIO is owned by Jessica Longston, a WAC officer, and is managed by Ed Jansen. The three other stations, although licensed to individual firms represent investments by the management of KUTA. KLIX will be managed by Frank McIntyre, now program director of KUTA. Pntress Kuhn is general manager of KEGE, and James Brady, of KEIO.

KLIX studios will be situated in a new building east of Twin Falls. KGEM has taken a new building east of Twin Falls. KBIO is owned by Jessica Longston, a WAC officer, and is managed by Ed Jansen. The three other stations, although licensed to individual firms represent investments by the management of KUTA. KLIX will be managed by Frank McIntyre, now program director of KUTA. Pntress Kuhn is general manager of KEGE, and James Brady, of KEIO.

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radio families served by

WKXL Adds Four
WKXL Concord, N. H., has four new staff members. Win Blake and Sandy Saunders are announcers; Norm Partridge and Freeman Gid- den, engineers. Don Taylor, formerly on the WKXL announcing staff, has become announcer at WHEB Portsmouth, N. H.
The answer will not be the same for all combinations of stations. This thinking applies to both spot and network campaigns. However, as an example: Transmitters of two of the New York network stations are situated in New Jersey. Presumably the audience areas of these stations extend closer to Philadelphia than in the case of the New York outlets of the other two networks. BMB will indicate the answer. And it will indicate where listening is so closely divided between two stations on the same network that both sets of call letters should be used in newspaper promotion, window and counter displays and other promotional material.

Show Each Dealer
Advertisers using premiums which are promoted over the air and are available "at your nearest dealer" can judge with the help of BMB what the demand for such premiums will be in various parts of the country and thus apportion the supply among dealers.

Not only does radio advertising lend itself to promotion, it is a form of advertising which can enlist the active, promotional support of dealers and distributors to an unusual degree. But to enlist such tie-in advertising on the part of the trade, the national advertiser must first convince the dealer that the national campaign is being run in a medium that reaches his sales area and second that the dealer has available a medium that suits his needs for tie-in advertising. BMB will help on both counts.

BMB will enable the advertiser to show each dealer what percent of all the radio families in his city or county or sales area listen to the station or network carrying the national campaign. This focuses attention on the local aspect of the national campaign and, where BMB penetration is adequate, will go far to convince the dealer that the advertiser is doing a job for him, in his own bailiwick.

Having thus convinced the dealer that the advertiser's national campaign is deserving of dealer tie-in advertising, BMB can be used to help determine which local station is best suited to the dealer's own needs. This will depend in large part on the nature of the dealer's trade and the size of his own sales area, as well as on such factors as his advertising appropriation.

And, of course, such dealer tie-in advertising need not be limited to radio, but can and should embrace other forms of media such as newspaper advertising (in which he might mention the local or network program) counter and window displays and general sales promotion of the radio-advertised product.

Coordinating Other Research
BMB does not claim to be a substitute for other accepted yardsticks and other research. Individual audience measurements are as important as ever, as are field strength surveys and other barometers of advertising weather. When a program gets a low rating it is important to know whether the program, the station, the time period, competition or some other factor is at fault.

If a program's ratings are low (Continued on page 30)

AFRA Negotiations To Start Tomorrow
Networks, Agencies, Union To Meet In N. Y.

REPRESENTATIVES of the four networks, the advertising agencies, and AFRA will meet on Oct. 1 at the Bar Association, in New York, to negotiate for the AFRA commercial and sustaining code. The current contract terminates on Oct. 31, 1946. (See ANA story, page 30.)

Among the AFRA demands will be (1) a 35% salary increase, (2) basic sustaining rates to be equal to commercial rates, (3) transcription rates to be equal to commercial rates, and (4) a clause in the contract requesting the networks to refuse programs performed by AFRA members to stations that decline to arbitrate with AFRA.

The 1944 discussion on the commercial code will once more return for negotiation. In the past the networks and agencies have contended that the code is really three separate contracts, (the four networks, Chicago local, Pacific Coast regional and local) and thus should be negotiated separately, but AFRA has maintained that it is on contract.

AFRA will be represented at the negotiations by George Heller, national executive secretary; Ray Jones, assistant national executive secretary; Claude McCue, Los Angeles local executive secretary and Henry Jaffe, AFRA attorney.
for STATIONS SERVED BY
The KATZ AGENCY

North and Midwest

WCOP ABC BOSTON
WMT CBS CEDAR RAPIDS-WATERLOO
WCFL ABC CHICAGO
WKRC CBS CINCINNATI
KRNT ABC DES MOINES
WFBM CBS INDIANAPOLIS
WFEA CBS MANCHESTER
WISN CBS MILWAUKEE
WHOM NEW YORK
WEEK NBC PEORIA
WFIL ABC PHILADELPHIA
WCAE ABC PITTSBURGH
WPIC ABC PROVIDENCE-PAWTUCKET
WTAD CBS QUINCY, ILL.
WSPD NBC TOLEDO
WOL MBS WASHINGTON, D. C.
WNAX ABC YANKTON-SIOUX CITY
THE NEW ENGLAND GROUP

South

WGST CBS ATLANTA
WVNC CBS ASHEVILLE
WPDQ ABC JACKSONVILLE
KLRA CBS LITTLE ROCK
WMAT CBS MACON
WREC CBS MEMPHIS
WQBS ABC MIAMI
WSX ABC NASHVILLE
WWL CBS NEW ORLEANS
WKY NBC OKLAHOMA CITY
WDAE CBS TAMPA
WTOC CBS SAVANNAH

West

KLZ CBS DENVER
KUTA ABC SALT LAKE CITY
KHQ NBC SPOKANE
KGHL NBC BILLINGS, MONT.
KVOR CBS COLORADO SPRINGS
KGU NBC HONOLULU, T. H.

more facts
make more sales

THE KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago
Detroit • Kansas City
Atlanta • San Francisco
Los Angeles • Dallas
You can build
with many things.....

The geographical and racial mosaic of America has been built of many more materials than concrete, steel, money and muscle.

In it and through it weaves the essential American characteristic of imagination—the wonderful octane that drives ideas until they become actualities... that puts 60-ton aircraft in the sky, brings expensive mechanical devices within the reach of the average family, makes America the industrial model of the whole world.

Imagination built broadcasting, too. It was imagination that saw, in a new electrical novelty, the powerful force that the cosmic ventriloquy of radio has today become.

Radio binds the mosaic of America together all the tighter. Radio breeds tolerance and understanding. Radio makes the man in Maine a neighbor to his fellow voter in Oregon.

As the Fort Industry Company, dedicated to serving listener and advertiser alike in seven important markets, we're part of radio. We think radio's privileged role of helping to build a better America has just started.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla. • WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

"You can bank on a Fort Industry Station"
BROADCASTING • Telecasting

Sponsors Will Discuss AFRA Contracts In ANA Radio Council Session Tonight

PLANS for the forthcoming negotiations of new national contracts with the American Federation of Radio Artists, covering radio performers on network and transcribed programs, will be discussed by leading sponsors this evening (Sept. 30) at a closed meeting of the Radio Council of the American Federation of National Advertisers. Session will be part of the annual ANA Convention, being held Monday through Wednesday at the Hotel Traymore in Atlantic City.

Executive Director

Radio Council session will also deal with the selection of an executive director for the Council, a post still open although many believe that the position made on an unbiased basis under the auspices of broadcasters, advertisers and advertising agencies alike is so important as to warrant their wholehearted support.

BMB is one of the finest efforts ever made by broadcasters on behalf of the radio and advertising industries.

ROGER CLIPP
WFIL Philadelphia

A Broadcaster Looks at BMB

THE CHIEF REASON radio station audiences were never before measured on a uniform and comparable basis was that stations could not agree on a single method and standard of measurement, much as they agreed that a single method and standard was desirable. Each station felt one or another method would show it in the most favorable (or let us say fair) light and that other methods would not do it justice.

In BMB we broadcasters have had the learning influence of advertisers and agencies. The irreconcilable became reconciled, not on the basis of power politics or shrewd compromise, but on the sound basis of what the advertisers and advertising agencies desired by way of station audience information and the form in which the information should be presented to be most useful.

We sit down with our own customers, the advertisers and agencies, and sought to shape the information that was needed by our clients.

To me this has been a very gratifying and satisfying experience. It has taken the whole subject of station audience measurement out of the realm of petty self-seeking and jockeying for advantage and placed the subject on the pedestal of principle. Not every subscriber regards BMB as the perfect measurement. But those with whom I have spoken, and as a member of the BMB board of directors I have an unspoken belief: the measurement made of stations' potentialities as well as results on an unbiased basis under the auspices of broadcasters, advertisers and advertising agencies alike is so important as to warrant their wholehearted support.

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KANS, KRGV Changes

ARCHIE J. TAYLOR has been named manager of KANS Wichita, Kan., and Byron W. (Barney) Ogle succeeds him as manager of KRGV Weslaco, Texas. Announcement of the changes was made by O. L. (Ted) Taylor, executive partner of Taylor-Howe-Snowden Radio Sales. Jack Todd, former manager of KANS, resigned to manage the new KBOI Boulder, Col. Mr. Ogle was former assistant manager of KRGV.

WELI Boost

WELI New Haven, Conn., has been authorized by the FCC to increase power on 960 kc from 1 kw day, 500 w night to 1 kw fulltime and to change directional array.

BROADCASTING • Telecasting

Page 30 • September 30, 1946

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ROGER CLIPP
WFIL Philadelphia
GREATER AUDIENCE

= 

GREATER SALES

If the number of listeners one station attracts is greater than that of any other station in a given market, that station will naturally produce greater sales.

Hooper and other independent surveys consistently show WMC as Memphis' first choice.

WMC  ★  MEMPHIS  •  NBC  •  5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CC
MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"
KLOK PRIMARY TRADING AREA
Compared with Leading California Counties

| POPULATION | KLOK (San Jose) | 247,200 |
|            | SACRAMENTO     | 188,200 |
|            | STOCKTON       | 151,800 |
|            | FRESNO         | 194,700 |

| RETAIL SALES | KLOK (San Jose) | $206,568,000 |
|             | SACRAMENTO     | 145,327,000 |
|             | STOCKTON       | 120,626,000 |
|             | FRESNO         | 163,026,000 |

| FOOD SALES  | KLOK (San Jose) | $56,013,000 |
|            | SACRAMENTO     | 30,966,000  |
|            | STOCKTON       | 23,544,000  |
|            | FRESNO         | 37,220,000  |

| DRUG SALES  | KLOK (San Jose) | $7,313,000  |
|            | SACRAMENTO     | 6,828,000   |
|            | STOCKTON       | 10,443,000  |
|            | FRESNO         | 17,702,000  |

Sales Management Estimates

A POWERFUL NEW STATION

KLOK, SAN JOSE, CALIFORNIA

blanketing the rich Santa Clara and Salinas Valleys

- 11th Agricultural District in the nation
- Worlds largest canning center
- Fastest growing industrial area on the Pacific Coast

MARKET

Compare the KLOK market! Over \( \frac{3}{4} \) of a million people with purchasing power 38% above national average. A bonanza market for food, drug, general merchandise and agricultural supplies. Read the statistics! They tell the whole rich story!

FACILITIES

Here is 5,000 watts daytime coverage, on 1170 KC...the most powerful new station in the entire Santa Clara Valley. All broadcast facilities are the most modern, with new R.C.A. equipment throughout. Completely staffed by experienced personnel and offering a complete range of merchandising service. KLOK is independent of any network affiliations.

National Representatives
HOMER - GRIFFITH COMPANY
HOLLYWOOD - SAN FRANCISCO - CHICAGO - SEATTLE - NEW YORK

BUYING INCOME BY CITIES
United States Average... $1,293
California Average... 1,596
San Jose (KLOK)... 1,971
San Jose (KLOK)... 1,580

RURAL BUYING INCOME
United States Average... $ 736
California Average... 945
San Jose (KLOK)... 1,580
San Jose (KLOK)... 1,580

MANUFACTURING
Santa Clara County is the fastest growing industrial area on the Pacific Coast. During July, 1946, for example, 8 new concerns located here with total estimated annual payroll of $3,500,000.

MANUFACTURING

FARM INCOME
Santa Clara County is 11th in gross farm dollars in the nation. KLOK reaches a total farm income of $93,452,000.
No Stopping

EARLY MORNING fire in the Great Northern Hotel, Hot Springs, Ark., severed power lines of nearby KTHS, but, by means of portable power plant, Cecil Sull, chief engineer, not only got the station on the air on time but rigged a remote pick-up. Bill Bailey, newscaster, covered the fire from the scene.

field is difficult. In any endeavor, the difficulty grows at an increasing rate with the number of variables. The variables in advertising are many. The task is made increas-ingly difficult by the fact that the language of adver-tising does not lend itself to measurement. If measure-ments are to be made, and are to be significant and relevant after they are made, the lan-guage must be changed to per-mit measurement and the kind of thinking that goes with it.

Still aware of this problem and hopeful of contributing in part to its solution, we included a glossary of research and radio terms in our book "Radio Audience Measurement" published in 1944—although already outrun by the industry, it is to my knowledge the only formal attempt to satisfy the need.

If the appreciation of the impor-tance of clear, precise terms arrives late in radio audience measure-ment, its tardy arrival is under-standable. Prior to 1940 radio audience measurements were used by a limited number of organiza-tions. There they were in the hands of the research director, part of whose value to this one was his understanding of terms. It was not possible for radio measurers to pick up ready-made terms from other media the way the radio engineer adopted wattage "kil-o-cycles," "frequency," etc. from the electrical engineer. The terms used by other media just did not and still don't fit. Both BMB and we learned this while attempting to use the term radio "circulation." Furthermore, to date radio re-search has been confined very largely to America.

Acute Problem

In 1940 hundreds of individual station managers, salesmen and representatives began to receive measurements of the size of their program and station audiences. To the research man, they are laymen. When they question the meaning of a word, their only recourse is the dictionary. The problem became acute.

In addition to thousands of our own citizens, we must expect persons speaking other languages than English to develop methods of radio research. We must expect to study their reports. We must ex-pect them to study ours. Each of us will use a bi-lingual dictionary when we translate. Each of us will be helped or confused by the de-gree to which our terms are lit-erally and precisely translatable. Only by adherence to such principles has world-wide progress been made in other scientific fields.

To date our firm has been contacted by officials or owners of radio in the following countries: Canada, China, Cuba, Australia, New South Wales, Holland, Czechoslovakia, France, England, Mexico, several other Latin American coun-tries. Each had one question: "How can I measure program (or station or network) audiences in my coun-try like you do here?"

In chemistry, physics or medi-cine, a Dane, a Swede, a Russian, a German and an American may each remain completely conversant with the work of the other through the internationally accepted sci-entific terminology of his respective field.

If radio audience measurements are to create efficiency, rather than to contribute to waste in advertis-ing, they must be called by names which enlighten rather than confuse and mislead. If the layman in radio is not going to look with sus-picion or distrust at the ways of the measurer, report titles and de-scriptive matter must say what they are. If every newcomer to radio is not to be confused by a conflicting maze of definitions, they must be clear, simple and pre-cise.

Proper Usage

All making measurements of the audience actually listening to a program, network or station at any particular time should use the word "audience" in the descriptive term. Example: Station Audience Rating always appears on all con-tents pages in City Hooperatings Reports. The presence of the word should reveal that the Report be-longs in the generic class of audiences whether the method of measurement revealed on the front cover is coincidental, coincidental-diary, recall, roster or whatever.

Those making measurements by cities or counties to establish the potential and/or aggregate radio families served by a station or network should use a different word. The presence of it (and the word "area" suggests itself be-cause of its years of acceptance and use) should reveal that the Re-port falls into the category of area measurements whether the method (revealed on the Report cover) is NBC all-county, CBS ballot, FCC signal-noise ratio, signal strength, mail count or BMB.

If American radio is to merit nation-wide or to find world-wide acceptance for its methods of measurement (as it has for much of its technical and program engi-neering), it must take a page from the centuries of experience in other fields of scientific research and unequivocally concede that the foundation stone for each scien-tific development is words chosen to transmit clear, accurate and precise information among the participants in the experiment.

Texas Best Radio Buy
Serving Texas Twin Cities
Dallas & Fort Worth

"How to Save Money" is a matter of simple arithmetic... and so is this opportunity for double coverage of the Billion Dollar Dallas-Fort Worth Markets... twice for one price, at simultaneous or separate hours.

Use these two established 5000 watt stations for coverage that will SELL these dominant twin markets, at a 2 for 1 price combination.
PLANE CRASH COVERAGE
NBC's Dave Brinkley Describes Newfoundland Disaster
As Pool Network Reporter

First news of the rescue of the survivors of the Newfoundland plane crash of Sept. 18 was sent out the following Saturday afternoon by Dave Brinkley, WRC (NBC) Washington news editor, who covered rescue operations as a pool network reporter.

Despite the fact that there were only two telephone lines out of the area, one of them out of operation, and cable communications were "practically nonexistent," Mr. Brinkley phoned to NBC headquarters in New York the first news of the rescue as the helicopter landed at Gander Field. A few minutes later, at 5:05 p.m. (EST) Saturday, Sept. 21, he broadcast to all four networks a report of the rescue of the first four survivors to be brought back.

Previous to that time he had flown over the wreckage and wire recorded a description which was played to New York, rerecorded there and played back at 11 p.m. Saturday on WEAF New York.

Saturday evening he interviewed four members of the rescue party and succeeded in getting through a cabled story to New York. Shortly after he had cabled the story the appearance of the Northern Lights cut off all communications until the following day.

Mr. Brinkley flew to Gander Field in the ATC plane that carried the disassembled helicopter which was assembled on the field for the rescue. The plane in which he flew to view the wreckage was an RCAF plane that had brought three CBC correspondents to the scene, and which crashed on the edge of Gander Field the following day.

The CBC correspondents in the plane, Chief Announcer Barry MacDonald, News Editor Fred Brickendale, and Engineer Jim Murphy, were unhurt. Members of the staff of CBH Halifax, they were the first radio men to view the wreckage of the fatal crash, after flying into Gander Field Friday.

They wired a description of the wreckage on Friday, which was aired that evening to CBC and relayed to MBS and ABC. On Saturday they interviewed the pilot of the rescue plane and the medical officer at Gander.

WSBT is really an old-timer in the South Bend, Indiana market. WSBT has won the confidence of its listeners through a quarter-century of friendly service. People like WSBT—listen to it faithfully. A terrific "Hooper" proves it.

WOL Goes 5 kw
Timed to tie in with exclusive Mutual coverage of the World Series, WOL Washington will increase power to 5 kw fulltime tomorrow (Oct. 1), with heavy promotion utilizing newspapers, car cards, movie trailers, billboards, mail and a special ceremony at the new transmitter in Montgomery County, Md. Merle S. Jones, station general manager, said elaborate special network shows will focus attention on WOL as a top news station.

Guest Quits FCC For Amherst Post
New York Regional Attorney Named Alumni Secretary

Mr. Guest

James Alfred Guest, regional attorney in charge of FCC's New York field office, has resigned from the Commission effective Oct. 15 to accept a position as secretary of Amherst College Alumni Ass'n., Amherst, Mass. [Broadcasting, Sept. 23].

Mr. Guest graduated from Amherst in 1933, a classmate of FCC Acting Chairman Charles R. Denny Jr. He earned his law degree at Yale U. and then attended the Geneva (Switzerland) School of International Studies.

Upon completion of his studies, Mr. Guest joined the Newark office of Prudential Life Insurance Co. of America, assigned first to the litigation and then to policy sections. He joined FCC Dec. 1, 1942.

Among the cases which Mr. Guest has been active in are: Foreign language broadcasts and illegal radio stations (working with Radio Intelligence Division during the war); Providence (R. I.), FM hearings, and more recently the New York television and currently the New York FM hearings as Commission examiner.

Mr. Guest is married to the former Elizabeth Laney Montignani. They have three children: Alison, 7, James Alfred, 5, and Anne, 2.

960 Kilocycles
1000 Watts
Columbia Network

Paul H. Raymer Company - National Representatives

Broadcasting • Telecasting
SCORING REGULARLY with middlewestern listeners!

WGN scores consistently each fall with sports-minded listeners. Our scoring formula is quite simple: An imposing line-up of top games eloquently described by an expert on sports... in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.

1946 FOOTBALL PROGRAM ON WGN

September 21... Illinois at Pittsburgh
September 28... Notre Dame at Illinois
*October 5... Wisconsin at Northwestern
October 12... Purdue at Notre Dame
October 19... Wisconsin at Illinois
October 26... Illinois at Michigan
November 2... Ohio at Northwestern
November 9... Indiana at Northwestern
November 16... Northwestern at Notre Dame
November 23... Illinois at Northwestern
November 30... Southern California at Notre Dame

*Subject to World Series Date

SCORING REGULARLY with middlewestern listeners!
WGN scores consistently each fall with sports-minded listeners. Our scoring formula is quite simple: An imposing line-up of top games eloquently described by an expert on sports... in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.
YOU MAY BE ABLE TO BOWL TEN 300 GAMES* —

BUT — YOU CAN'T ROLL INTO WESTERN MICHIGAN ON AN OUTSIDE BROADCAST

You might just as well try to roll a bowling ball through a stone wall as to try to broadcast through Western Michigan’s “stone wall” of fading! Even 50,000-watters pound to little avail on this queer barrier.

Hence people in Western Michigan, even more than people in other sections, consistently tune to “home” radio stations. And their first choices are WKZO-WJEF. WKZO in Kalamazoo and WJEF in Grand Rapids offer you complete coverage of Western Michigan—far more radio homes than any other combination. Write for all the facts, or just ask Lewis H. Avery, Inc.

* H. Marian did it, according to American Bowling Congress Records.
JAMES S. KNOWLSON, chairman of the board and president of Stewart-Warner Corp., was awarded the Medal for Merit by Secretary of War Robert P. Patterson at a private ceremony held in the Mayflower Hotel, Washington. Mr. Knowlson has served as head of various government departments as a dollar-a-year volunteer since Oct. 1941. Presently he is a member of the Business Advisory Council of the Dept. of Commerce.

DON SEARLE, ABC Western Division vice president, in New York for conferences with network officials, returns to his Hollywood headquarters during early October.

STEPHEN P. WILLIS, general manager of WJNO West Palm Beach, Fla., has been appointed advertising manager at WJNO Wilmington, Del., father of a boy, John Arnold.

ROBERT O. REYNOLDS, vice president and general manager of WJMK Hollywood, has been appointed radio division chairman of Los Angeles Community Chest for coming year.

MAJ. EDNEY RIDGE, director of WBIG Greensboro, N.C., has been asked to address the class of Introduction to Radio Broadcasting at the U. of North Carolina. Major Ridge's experiences with WBIG.

JOHN PATTERSON, WILLS, vice president of WING Dayton and WIZE Springfield, Ohio, has been elected member of the Second District Stations Planning and Advisory Committee of ABC. He will represent ABC stations in Ohio, Michigan and parts of Indiana and West Virginia. Election was conducted by Erns & Ernst.

JOHN SHEPARD 3d, chairman of the board of directors of the Yankee Network and member of the MBM board, sailed last week for Europe where he will spend three weeks inspecting MBM facilities. He will return Oct. 21 on Queen Elizabeth as on maiden voyage as a reconstructed civilian passenger liner.

CARL J. BURKLAND, general manager of WTOP Washington, CBS Capital outlet, in Hollywood to observe M & O operations, proceeds to St. Louis for similar purpose.

New York Radio Club To Hear 4-Way Forum

FOUR-WAY forum on the responsibility of radio to the advertiser, the broadcaster, the public and Government will be presented Oct. 3 at the opening luncheon of the 1946-47 season of the Radio Executives Club of New York, to be held at Hotel Roosevelt. Arthur Pryor Jr., vice president of BBDO, will speak for the advertiser; Frank E. Mullen, vice president and general manager of NBC, for the broadcaster; Dean Mildred Thompson of Vassar for the public and James Lawrence Fly, former FCC chairman, for Government.

To bring the club's income into line with increased expenses, REC President Robert D. Sweeney polled the club's membership on a proposal to increase dues for active members to $10 a year, for associate members to $6. He received approval of the increase by a vote of 211 to 18.

Hit Tunes for October

BROADCASTING (On Transcriptions)

BEST MAN, THE
LANG-WORTH-D'Ariega
STANDARD-Don Swan
CAPITOL-Peggy Lee

BLUE CHAMPAGNE
ASSOCIATED-Jimmy James
THESARUS-Novatime Trio
WORLD-Marvin Rainwater

COFFEE SONG, THE
LANG-WORTH-Blue Barron
STANDARD-Dick Jurgens
CAPITOL-King Sisters

EVERYBODY LOVES MY BABY, MY BABY
WORLD-Charlie Spinks
CAPITOL-King Sisters

I GUESS I'LL GET THE PAPERS AND GO HOME
LANG-WORTH-Claude Thornhill
STANDARD-Dick Jurgens
CAPITOL-Peggy Lee

IT'S MY LAZY DAY
ASSOCIATED-Richard Himber
THESARUS-Novatime Trio
WORLD-Russ Morgan

MISSION OF THE ROSE, THE
LANG-WORTH-Frankie Carle
STANDARD-Dick Jurgens
CAPITOL-Mel Darnell

MOON OVER BROOKLYN
LANG-WORTH-D'Ariega
STANDARD-Dick Jurgens
THESARUS-Novatime Trio
CAPITOL-Mel Darnell

TOO MANY IRONS IN THE FIRE
ASSOCIATED-Richard Himber
THESARUS-Novatime Trio
STANDARD-Dick Jurgens

VEM VEN
LANG-WORTH-Tommy Tucker
STANDARD-Dick Jurgens
CAPITOL-Peggy Lee

WHACKA YA GONNA DO
THESARUS-Novatime Trio
ASSOCIATED-The Stardusters
LANG-WORTH-Blue Barron

WHO TOLD YOU THAT LIE?
ASSOCIATED-Gail Sisters
THESARUS-Novatime Trio
STANDARD-Dick Jurgens

WOULDN'T YOU
THESARUS-Novatime Trio
ASSOCIATED-The Stardusters
STANDARD-Dick Jurgens

WE'R'RE)
THESARUS-Novatime Trio
LANG-WORTH-Blue Barron
STANDARD-Dick Jurgens

WHEREVER THERE'S ME THERE'S YOU
THESARUS-Novatime Trio
ASSOCIATED-The Stardusters
STANDARD-Dick Jurgens

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

Delivers Coverage of North Carolina's No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSSJ-Winston-Salem

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York, Chicago, Hollywood

September 30, 1946 - Page 37
PHIL REILLY, former publicity director of WinX Washington, has been named commercial manager of WLB, new Lebanon Broadcasting Co., station at Lebanon, Pa. WLB is scheduled to go on the air around Nov. 1.

RICHARD GERKEN, released from the Navy as chief petty officer, joins the New York office of John Blair & Co., as account executive. He reports to RICHARD D. BUCKLEY, Blair vice president.

WILLIAM W. FIRMAN, formerly with WIND Chicago and other Midwest stations, has joined ABC Central Division as local network spot salesman.

THOMAS D. RISHWORTH, manager of NBC program package sales since January, has accepted the directorship of Radio House at the U. of Texas. Mr. Rishworth joined NBC in 1941 as assistant director of public service programs.

ELAYNE PETERSON has been made traffic manager of KBOE Oakland, Calif., replacing Gennie Nelson, resigned.

KMPC Hollywood has issued rate card 16 covering increase to 50,000 w effective Oct. 1, 1946. Changes are applicable only to new advertisers. Current advertisers remain on old rate card until Oct. 1, 1947.

ROLLY FORD has been appointed sales manager of CHLY Toronto. He first started in broadcasting in 1933, then director of public relations for CJOR. He was in the ROAF from 1939 to 1944, when he was loaned to the National Film Board as newsreel cameraman, covering many wartime assignments.

CHARLES E. MINGELLY Jr., CBS sales manager, Sept. 26 opened his seventh annual course on "The Business Side of Radio" at the New York U. Division of General Education. Classes are held at CBS headquarters once weekly.

LARRY BUSKETT, account executive of KMPC Hollywood, has been made secretary of San Fernando Golf Club, Woodland Hills, Calif.

GEORGE BALLOU, WGBS Miami, Fla., salesman is father of a boy, George, Jr. DAVE WILLIAMSON, San Francisco manager of Homer Griffith Co., has been transferred to firm's Hollywood office as general manager. He also continues in a supervisory capacity over firm's other offices. H. G. WELLS, account executive, has been promoted to San Francisco office manager of the firm.

HARRY C. FOLTS, former eastern manager of Packer-Central Outdoor Advertising Co., has been appointed account executive of the New York office of San Francisco office manager of the firm.

RICHARD HESS, supervisor of research of CBS M & O stations and Radio Sales, has joined in Hollywood last week.

ARTHUR POPPENBERG, formerly with NBC and INS as well as several stations and advertising agencies, has been appointed salesman in the Taylor-Howe-Snowden New York office.

CKVL, Verdun, Que., has appointed H. N. Slivno & Co., Toronto, as exclusive representative. Station expects to be on the air late in December with 1 kw on 990 kc.

ARD D. BUCKLEY, Blair vice president, has been appointed salesman in the Taylor-Howe-Snowden New York office.

J. H. (Johnny) JOHNSTON has resigned as Los Angeles manager of W. S. Grant Co.

KFWB Hollywood, is father of girl born Sept. 16.

CHARLES V. WOODWARD has returned to accounting department of KFVH Philadelphia after 3½ years in the Army. He was a first lieutenant.

PAN AMERICAN Broadcasting Co., New York has appointed exclusive representative of Radios La Cooperativa Viva of Panama, eight-station network.

WTYL Watervile, Me., has appointed Radio Advertising Co., New York, as exclusive representative.

HENRY GERSTENKORN, assistant sales manager, Don Lee Broadcasting System, Hollywood, in New York the past week contacting agencies, due to arrive in Chicago today (Sept. 30) on similar mission.

Allied Arts

ALBERT E. SINDLINGER, executive vice-president of National Association of Broadcasters, New York, has resigned. Executive director of the firm will be shared by James L. WOLCOTT, general manager, and Jack Sayers, presently West Coast representative.

CLAUDL McCUE, executive secretary of Los Angeles AFRA, arrived in New York Sept. 29 for national negotiations with networks and advertising agencies.

ARTHUR E. DURAM, former director of promotion and research for Hillman Periodicals, has been added to O'Brien & Dorrance, New York, as head of newly established radio department. Prior to three years of service with AAP in ETO, Mr. Duram has been with WHO WCBS.

FREDERICK W. ZIV Co., Cincinnati, has placed quarter-hour transcribed "Barry Wood Show" under local sponsorship for 52 weeks (one to five weekly) on WEOA.

TED COTT, program director of WNEW New York, has been signed by Tone Products Corp. of America to produce complete line of firm's "Merry-Go-Sound" children's records. He becomes vice president of disc firm, continues WNEW activities.

WILLIAM MEYER, after four years in armed forces and previous to that merchandising manager of Consolidated Mail Order, New York. Mr. Earl has been with the company since 1944 and has had charge of artist tour promotion, cooperative advertising and catalogs.

CARL H. FITTKAU has been appointed publicity representative for the Home Radio Division at Sunbury, Pa., and the Industrial Electronics and X-Ray Division of Werkspoor in Baltimore. Mr. Fittkau succeeds C. M. MEEHAN and will head office at Baltimore. Mr. Meehan is director of public relations for Westinghouse Radio Stations.

KEVIN SWEENEY, manager of Fletcher Wiley Productions, Hollywood, arrived in Boston last week to confer with New England group affiliates on "The Housewives Protective League" program. From there he proceeds to New York, Pittsburgh, Chicago and St. Louis in two weeks of conferences.

MARGARET ETTINGER & Co., Hollywood, has been appointed to handle national publicity and exploitation campaign for CBS "Edith Bracken Show." SAM CASCIO, administrator of veteran affairs for the Mailers' Co., Hollywood, has been appointed personnel director. In his new position, Mr. Oascio will have charge of all industrial relations and personnel functions in addition to his present duties.

JOHN F. McCrackin has joined San Francisco staff of Knight & Parker, market research firm.
LEADERSHIP

Since the “Beginning of Radio Time”!

EVERYTHING FOR RADIO BROADCASTING
from the PLANS to the COMPLETED STATION

For completeness, engineering, efficiency, reliability and simplicity, GATES broadcasting equipment is adequate for any need. GATES service is complete—from the plans for your dream station to the completed job. Only representative units are shown herein. Write for complete details of any type of equipment you may require.

5 & 10 KILOWATT TRANSMITTERS
MODEL BC-5—a new development, meeting all demands for a modern, versatile 5-Kilowatt Transmitter. Also made as a 10-Kilowatt Transmitter—MODEL BC-10.

LIMITING AMPLIFIER
MODEL 28-CO—The most modern equipment for securing high average modulation levels with low distortion and noise. Trouble-free performance.

LINE AMPLIFIER
MODEL 6C—a flexible Unit which may be used in recording, monitoring and line amplifier service. May be used throughout the station.

1-KILOWATT TRANSMITTER
MODEL 1-E—a new, modern, 1-Kilowatt Transmitter embodying improvements and features that will make your station outstanding in operation. Write for complete specifications.

PREAMPLIFIER
MODEL 60-A—designed to furnish ample gain for any transcription pickup to bring the level up sufficiently to feed line amplifier.

Speech Input Console
MODEL 30—DeLuxe designed for eye appeal as well as engineering efficiency in radio stations and recording studios of all sizes. Write for specifications.

GATES RADIO CO., Quincy, Ill.

NEW YORK OFFICE:
9th FLOOR 40 EXCHANGE PLACE

CANADIAN MARCONI CO., LTD., MONTREAL

Exclusive Manufacturers of Radio Transmitting Equipment Since 1922
With The
Right Men In the Field—

This play started in the field...and paid off where it counts most. It takes men out there who know the game, who have a way of being in the right place at the right time for a truly winning combination.

And that's why this company has been so successful during the past fourteen years. Our men in the field know where to be and when to be there. They are specialists in their positions. They've trained hard, have come up through the "minors" and are proud of their experience and ability.

The radio stations we represent recognize this winning combination. Their volume of spot sales is proof of it.
Time Shopping Early

LAST SUNDAY, daylight savings time terminated for those estimated 30,000,000 souls residing in DST areas. But for upwards of 100,000,000 people who live by “radio time,” it ended a Babel of confusion. Life, they feel, will be normal again. (This has no relation whatever to the private interests of station, advertisers and agency personnel, who for the next few weeks will be mumbling to themselves trying to unscramble schedules.)

But will things be normal? Realignment of schedules will remain only until next April, when DST again takes over unless remedial measures are invoked. New York sets the pace. When it goes EDST, all program schedules are forced to conform. The problem erupted this year because during the war, the nation was on daylight saving time by Act of Congress.

The chaos wrought by DST goes beyond the transportation systems—railroad, ship and plane—have had the problem from the beginning. They have found their solution in observance of local standard time everywhere. The DST areas are in the distinct minority population-wise. So the majority areas control—except in radio. In a Democracy everything is classified as “local.”

Uniform time is the answer. It should be either national DST or national standard time. The transportation systems—railroad, ship and plane—have had the problem from the beginning. They have found their solution in observance of local standard time everywhere. The DST areas are in the distinct minority population-wise. So the majority areas control—except in radio. In a Democracy everything is classified as “local.”

Let’s have the majority rule in radio, too. We’re for uniform standard time. We’re going to try to do something about it.

EMERSON Radio & Phonograph Corp. is undertaking its heaviest advertising campaign to include 5,000 insertions, aggregating 3 million lines, in 500 newspapers through the end of October.

Hasn’t Emerson ever heard of RADIO as an advertising medium?

Surface Observation

THE LETTER from Acting FCC Chairman Charles R. Denny Jr. to Robert Brown, INS executive news editor, interpreting the “wire news-local news” issue projected in the Blue Book is an interesting study in underwater swimming.

Mr. Denny, in his letter, actually grants the petition of Mr. Brown. Mr. Brown had asked that the Blue Book language be amended to include wire copy rewritten in radio station, and voice locally classified as “local” rather than as “wire.” Mr. Denny responded, in effect, that an amendment was unnecessary since what Mr. Brown asked was exactly what the Commission meant all the time.

We have reason to believe that there are some at the Commission who wish they had never heard of the Blue Book. Whether Mr. Denny is among these, we do not know. But he can’t keep swimming under water forever. Sometimes, in the face of pleas for modification, he will have to emerge for air—at which point he may have to say “yes” or “no” instead of spitting between his teeth.
You can talk turkey even if you don't know anything about the bird, itself, except how it tastes. When Bill Shomette and Walter Cardwell discuss turkeys, they do know their subject, because Mr. Shomette is WOAI's Farm and Ranch Director and Mr. Cardwell is Director of Luling Foundation Farms, a 1223 acre, non-profit project for the purpose of improving agricultural operations in the Southwest.

"Turkey raising is a risky business, especially when the birds are young," said Mr. Cardwell, "but WOAI makes it a lot safer for many turkey raisers.

"If it were not for advance warning on weather conditions, for instance, a turkey raiser could be ruined. He could lose a lot of money, too, if he didn't have the up-to-date market broadcasts because the newspapers are always a day or two old when they reach many farmers.

"I know from talking with them that the farmers actually consider WOAI a part of their business. And the importance of entertainment in these rural homes can't be overlooked. I really believe a lot of people wouldn't stay on the farm if they didn't have a radio—they'd feel too "out of things"."

The Luling Foundation Farm is in the great "turkey triangle" of Texas which includes thousands of square miles and from which hundreds of thousands of dollars worth of birds are shipped to every part of the United States each year.

WOAI is the only 50,000 watt, clear channel broadcasting station in eighty-eight counties of southwest Texas of which even the great "turkey triangle" is a small part. WOAI's coverage extends to 30% of the population of Texas and this 30% accounts for 28% of the retail sales of the state. It is the only station serving much of this area.

We feel that we have a great obligation toward these people—to give them markets, agricultural information, weather data and good entertainment—and we are proud of appreciative statements like Mr. Cardwell's which thousands of our listeners, including dairymen, cattlemen, oilmen and others, have made.

We know they depend on us and we'll continue to give them our best!
rousing menace, many Catholics feared adoption of a broadcast code that would restrict religious groups and personalities in their use of the medium.

Ted was consulted by those in charge of the code project. He studied the provisions and decided they were sound, logical and important. Quietly he found himself in the middle of the pro and con groups, but didn’t stay there long, coming out boldly in favor of the code. Ed Kirby, one of the code con-ceivers, observed the other day that the document never could have been adopted without Ted Heffron’s help.

Birthplace of NAB’s publicist— for protocol purposes the title is executive assistant for public relations under President Justin Miller and Executive Vice President A. D. Willard Jr.— was E. Dubuque, Ill., April 8, 1906. Ted attended E. Dubuque schools, then went to Loras College, Dubuque, where he received his A. B. in 1927.

Eager to become a lawyer, he selected the Nation’s Capital as the best spot to get a legal education and hold a job at the same time. He enrolled at Georgetown and went to work for the Merchant Fleet Corp. After a year he got a better job at the U. S. marshal’s office. In August 1929 he married Louise Howze, of Marion, Va., whom he had met at the home of a friend.

Passed Bar Exams

The next year, though still 12 months away from his LLB, he passed the District of Columbia bar exams, an achievement that eased the strain of attending school and supporting a family of three—though he went on to get his degree nevertheless. Ted soon veered away from a barrister’s career, but he satisfied his litigious yen by teaching commercial law at Strayer College of Art and Technology in Washington. 1940 he was awarded an honorary L.L.D. by Loras, delivering the commencement address.

In 1943 he was appointed by an interfaith committee to draft recommendations on religious broadcasting at the Ohio State Institute for Education by Radio.

Last spring when Mr. Kirby resigned the NAB public relations post, NAB started looking for a successor. It needed to look only a few blocks across Northwest Washington, recommendation after recommendation pointing toward Ted, one of the Capital’s active public relations counselors.

He has three children, who provide about all the hobby one man can handle. When there’s any time left, he indulges his gardening and golfing proclivities.

Crops Never Stop Growing in Magic Valley

It’s hard to believe, but it’s true. . . every day of the year, Valley folks are raising crops . . . citrus fruits . . . cotton . . . vegetables. The perfect year round climate, coupled with the fertile delta soil of the Rio Grande has made the Valley one of the richest farm areas in the country. The effective buying power is far above the national average . . . $650.00 per person or an annual total of 165 million dollars. This is only a start, for each year more and more land is placed under production. The logical advent of a station penetrates Magic Valley from end to end. It’s the proven way to effectively reach this Magic Market.
For the 6th consecutive year the Home Federal Savings and Loan Association of Tulsa, one of the southwest's largest, has renewed its sponsorship of the nighttime 10 o'clock newscast on KVOO. This is signal recognition of the effectiveness of this service. It is with pride that we acknowledge the letter above and extend our congratulations to Mr. L. W. Grant and the Home Federal organization on their proud achievements during the past years. We are pleased to have had a part in this successful growth.
MYRON CURRY, KMBC Kansas City, has resigned as the KBAL broadcasting center's continuity director. He assumes duties of ROBERT LIGGEET who was appointed program director of WCAR Pontiac, Mich.


JACK FULWILER, 1946 graduate of the U. of Georgia School of Journalism, has been named head of the J. Walter Thompson Co., Atlanta, media department.

CAPT. WILLIAM W. SMITH, on terminal leave from the Army, is to return to his job program and announcing staff of KTRH Houston, Tex. He last served with Philippine Scouts, 43d Infantry Regiment. He enlisted in the cavalry in 1941.

MILDRED BARTHEL, director of "Food Is Fun" on WCOP Boston, is to be speaker at the Hartford radio conference Oct. 18.

BROWNE of the Wellman Agency, Philadelphia, is the father of a boy.

Tom Hotchkiss, producer of the KYSK show, "Chalk It Up," on WDBO Orlando, Fla., is attending the NBC convention in Chicago.

JOHN BLAIR, junior to attend the University of Georgia School of Journalism, has joined the program department of WMGB.

FRANK McHUGH has succeeded STUERWIN in the production of "Forever Amber."

DOROTHY G. M. CURTIS, formerly the secretary to the executive secretary of the National Association of Women in Radio and Television, has been appointed assistant to the director of radio and television for the U. of Wisconsin. She was graduated from the U. of Wisconsin in 1942.

ALBERT COLEMAN, musical director of WBBM Chicago, has been appointed assistant to the program director of 980 KBAB Los Angeles, Calif.

ALAN HOBAN, radio writer-producer of "The Great Gildersleeve," has been appointed art director of the Neighborhood Playhouse, theatre group, and in addition will teach dramatics to Juto, adult education group.

HORACE DONOVAN, Hollywood writer-producer of the NBC "3110" Ed Monnell Show," is to be program director of KGLY in New York for three weeks. MAX HUTTO is handling the show during Mr. Donovan's absence.

LORRAINE JENKINSON, head of KGO San Francisco continuity department, has announced her engagement to Ward Duchene, former Navy lieutenant who is now a metallurgist at the Crucible Steel Co. Pittsburgh.

STAN WARACH, former Army announcer and disc announcer for WSBY Petterburg, Va., has resigned to attend college at the Richardson Professional Institute, Richmond, Va.

LARRY LUNKER, former free lance writer of Chicago, has joined the continuing staff of WPMJ Youngstown, Ohio.

JACK QUINN, former record me at WHEC Erie, Pa., and formerly with WWIN in Columbus, Ohio, has joined WMZB Miami, Fla. Mr. Quinn did special Army shows from Camp Millard, Bryan, Ohio, over WMZH while serving in the Army.

HARRY DORR, former script writer at NBC Washington, is now writing 22 half-hour radio plays for the series "Omnibus." The program is now in Frankston, Victoria, Australia.

NORMAN LUCAS, senior producer of the MBS "Open Forum," is to return to the autumn tournament of the Radio Broadcasters Association Oct. 18.

PAUL OLNYK, FRANK SIMON and RAYMOND RUBIN, heads of the music staffs of KCMF, Winnipeg, won team trophy at the West Highland Fall Festival.

DON BONHAM, former announcer at WNTL Washington, is to be announcer of WRC Washington and another NBC news commentator.

A. W. SWIFT, vice president at the agency's Washington office, was married in Washington, D.C., Oct. 12 to Miss Helen May, daughter of Mr. and Mrs. John D. May Jr., of Charlestown, W. Va.

R. W. G. THOMPSON, former WOR announcer and disc jockey, is attending the Inter-American Assembly of Women at South America.

MERTON L. SCOBIE, former WCAU announcer, has resigned from the agency to attend the University of Pennsylvania.

TOM CONWAY will direct the music of the Southeastern Radio Music Conference Oct. 19.

FREDERICK KARCH, KYW Philadelphia, has been named manager of the Neighborhood Playhouse, theatre group, and in addition will teach dramatics to Juto, adult education group.

DAVID A. SMITH, former WTRC Washington announcer, has been appointed assistant to the program director of WYWB Philadelphia and China reporter for the agency's war time show, "The Fighting AAF."

FRANK G. McDONALD, former CBS writer in New York, is now on the east coast staff of the agency.

BRYCE G. WYATT, former CBS writer in New York, is now on the west coast staff of the agency.

DOROTHY G. M. CURTIS, formerly the secretary to the executive secretary of the National Association of Women in Radio and Television, has been appointed assistant to the director of radio and television for the U. of Wisconsin. She was graduated from the U. of Wisconsin in 1942.
THE girl in this picture is a winner. On our very first day on the air — on the very first street quiz program sponsored by a Triple Cities furrier (name on request), she won $5.

SHE crossed the street, walked a half block to the sponsor's store and, within five minutes after the program had ended, put down the $5 (and a lot more) for the coat she wears.

TRIPLE CITIES WOMEN have money to spend. Every week, 20,013 of them take home $700,453.*

For QUICK Results Put Your Money on the WINR

*Source, N. Y. State Dept. of Commerce

This is the Actual Girl — and the Actual Coat

NBC in the Triple Cities — Endicott, Binghamton, Johnson City

At Binghamton
New York

DAVID CARPENTER
GENERAL MANAGER

HEADLEY-REED
National Representatives
Here’s a batch of glittering programs based on NBC “Spot’s” definite-success recipes. Definite-success recipes? Yes, indeed. For all combine the essential ingredients necessary to win a sit-up-and-listen audience—the most valuable audience that money can buy. For instance:

... these programs are featured on “Spot’s” Key Stations in 11 vital markets and day out to 57% of the radio families in the U.S.

... radio families with 34.2% greater buying power than the average for the whole country.

So if you really want to put your clients in the dough... call “Spot” this very minute... for “Spot’s” programs sell like hot cakes!

WEAF ..................... New York
“H. V. Kaltenborn Edits The News”—This distinguished news analyst—Dean of American Radio Commentators—heard regularly on the NBC network, is available for local sponsorship. 7:45-8:00 pm, Monday, Wednesday and Friday.

WBZ .......................... Boston
“Bump Hadley”—an authority on Sports, who speaks from experience as a great athlete, 6:15-6:30 pm, Mon. thru Fri., 6:30-6:45 pm, Sunday.

WOWO ..................... Fort Wayne
“Hoosier Hop”—national favorites, this mighty famous group is available right now for local sponsorship. 9:30-10:00 pm, Tuesday.

WMAQ ..................... Chicago
“Clifton Utley,” noted commentator, offers a brief, informative and fast-moving news summary, followed by his comments and analyses. 8:45-9:00 am, Monday thru Friday.

WGY ......................... Schenectady
“Olis and Eleanor”—popular with WGY listeners for over 6 years, this team offers cowboy and folk tunes and friendly chatter, 8:30-8:45 am, Monday thru Friday.

KYW ......................... Philadelphia
“Robert Heckert,” news analyst, interprets news highlights daily for a large mid-day audience in Philadelphia. 12:50-1:00 pm, Mon. thru Fri.

KDKA ......................... Pittsburgh
“Johnny Boyer Sportscast”—Most popular sports announcer in the tri-state area, Boyer presents a nightly resume of sports news highlights. 11:15-11:30 pm, Monday thru Saturday.

WRC ......................... Washington
“Stringtime”—light concert melodies, blended with smooth arrangements of popular show tunes by the ten-piece NBC String Orchestra and featured vocalists. 6:15-6:30 pm, Mon. and Wed.

WTAM ......................... Cleveland
“Tom Manning, Sportscaster,” known throughout the midwest, brings to the mike a constant procession of sporting events, interesting personalities, and unusual happenings, 6:00-6:10 pm, Monday, Wednesday and Friday.

KOA ......................... Denver
“Fred Nesbit Sings”—A great new singing find, baritone Nesbit is presented twice weekly in a delightful quarter-hour of music. 6:45-7:00 pm, Thursday and 1:45-2:00 pm, Sunday.

KPO ......................... San Francisco
“News of the World”—a network roundup of world news even available for local sponsorship. 4:15-4:30 pm, Tuesday and Thursday.

NBC SPOT SALES

New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Graystone 8700 Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Hollywood 6161 Denver, Main 6211 ... Boston, Hancock 4239
LIONEL PLACE has been appointed Hollywood representative of Russel M. Seeds & Co., Los Angeles, to devote more time to other accounts.

JACK SIMPSON, agency's radio director on West Coast shows. These include Red Skelton, "People Are Funny" and Carmen Cavallero. Seeds has severed connections with John Ouelde Radio Productions, previous Hollywood representative, because Ouelde desired to devote more time to other accounts.

CONLEY, BALTZER & STEWARD, new San Francisco advertising agency, has opened offices at 709 Mission St. Principals are ROBERT W. CONLEY and IRVIN H. BALTZER, former vice president and account executive respectively of The Conner Co., San Francisco, and WILLIAM A. STEWARD, art director. JOHN A. COLETTI, formerly in the art department of The Conner Co., and MAURICE E. BURKE, freelance illustrator-designer, also have joined agency.

DAVID DUNNIE BROWN, account executive on KXOK (Procter & Gamble), for nine years at Dancer-Fitzgerald-Sample-Chicago, has joined McCann-Erickson, New York, as a member of the first New York account-potential plan board. M. C. BORLAND, copy head of J. Walter Thompson Co., San Francisco, has resided to become vice president in Hannah Adv., that city, effective Oct. 1.

ALBERT W. HUMM, president of J. Smalley Jr., Chicago, has been elected a director of the agency.

COURTENAY J. MOON, released from the Army and before the War New York and San Francisco account executive of Young & Rubicam, Chicago, has joined the creative staff of McCann-Erickson, San Francisco.

KEITH STINCH has switched from agency's San Francisco office to Los Angeles and is assigned to recently accepted position with West Coast account. DON CRONIN, ex-service man, has rejoined McCann-Erickson's production department in San Francisco.

PAUL MONROE has resigned as radio production manager of the United World Pictures, New York, but will be retained on a freelance basis to continue directing the "FBI In Peace" and "Crime Doctor" shows for the agency, as well as "Tonight on Broadway" on CBS until its current contract is up the early part of November.

JERRY COLEMAN, former account executive of Davis & Beaven, Los Angeles, and DALE JONES, who has recently rejoined the agency as advertising manager of J. J. Sugarman interests, have formed their own agency in that city under name of Coleman-Jones Adv. Location is 804 W. 8th St.

G. WILLIAM ANDERSON Jr., released from AAP and formerly with CBS, has joined Foote, Cone & Belding, New York, as assistant to STEPHEN CZULF, vice president and American Tobacco account executive on Lucky Strike radio.

LAWRENCE A. ROCKLEIN Jr., formerly with OWI, has joined the Detroit creative staff of Brooks, Smith, French & Dorrance. With OWI he served as chief in the outpost at Brazzaville, French Equatorial Africa; methods and Leopoldville, Belgian Congo. He previously did radio writing for several national agencies.

ROBERT E. ZEH, group head with J. Walter Thompson Co., Chicago, has resigned to become vice president and account executive of Merci, Hurst & McDonald, Chicago, effective Oct. 1.

J. F. SMALLEY Jr., manager of the New York office of Smith, Bull & McCready, is recovering from a major operation.

DICK GARTEN, former announcer of KXOK, has joined associated events department of Smith, Bull & McCredy, Hollywood.

MONROE W. GREENTHAYL, Army veteran and former vice president and director of advertising and publicity for United World Pictures, New York, has formed his own advertising agency, The Advertising Co., with temporary headquarters at 1250 Avenue of the Americas, New York. Among accounts new agency is handling are Universal International Pictures Co., J. Arthur Rank Enterprise and Winter Garden Theater.


Miss LA8, 1- 12

MKS A8, 1- 12

1. Mississippi's oat crop last year amounted to 9,000,000 bushels. This was a record yield of 37 bushels per acre. Twenty percent more acres of oats were planted this year than the all-time record average of 1945. Alert advertisers will see the opportunity for increased sales when this extra twenty percent is added to the Mississippi farmers' gross income of $51,054,000 for 1945.

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

"YES, IN PERSON STARTING OCTOBER 7th"
KAY DAUMIT Inc., Chicago, has ap-
pointed Bill Blackett & Co., that
firm, to handle advertising for all
other Daumit products and lines in ad-
dition to Lustre-Creme Shampoo. Agen-
cy has handled account for 10 months.

HELLER BROS., New York (Juicy Gem
oranges), has appointed John A. Pin-
nern Co., New York, to handle adver-
tising. Company is using participations
on the WOR New York.

SAGE Labs, Chicago (air refresher),
has started participations on six sta-
tions throughout the country, all for
12 weeks. On Sept. 23 the firm started
three-weekly participations on the
Creighton Stewart program on WCAU
Philadelphia, on the "Woman's Radio
Bazaar" on WVTI Hartford, Conn., and
on the June Baker show on WGN Chi-
icago. Sept. 30, company started
three-weekly participations on "Norma
Young's Happy Homemakers" show on
KHL Hollywood, on Jane Lee program on
KPO San Francisco, and five-weekly on
Bessie Beatty program on WOR New
York. Agency is Farris & Pearl, New
York.

FEDERAL FILMS has appointed Buch-
man & Co., New York, to handle its
advertising campaign for new motion
picture, "Champagne Hall," now being
produced in New York. Radio will be
included with all other media in ad-
vancing campaign.

SUFFOLK FARMS PACKING Co., Bos-
ton (vegetable products), has signed
with Yankee Network for 26-week series
of variety shows, Fri., 2:45-3 p.m. star-
rating "Happy Herb" Lewis. Sponsor has
signed Mr. Lewis to three-year contract
calling for exclusive use of his radio
services. Agency is Hinsin-Garfend,
Boston.

TIDEWATER ASSOC. OIL Co., San Fran-
cisco, has signed full-time nine-game
U. of Utah football schedule over the
14-station Intermountain Network.

STANDARD OIL Co of Calif., will spon-
son half-hour variety series, titled "Let
George Do It," Fri. 9 p.m., over full
Intermountain Network.

KOPY KAT, Washington, D. C., wom-
en's specialty chain, has signed to sponsor the ABC "Charm School of the
City" on WMAL Washington, through
Fri. 2-4:30 p.m. Contract for 22 weeks
was placed by Robert J. En-

WILLIAM H. WISE & Co., (book pub-
lishers, 5th Ave., New York) has re-
named its sponsorship of the
"William Lang," a commentary on
ABC "Theatre," 11:45-12 noon. The contract,
effective Sept. 17 for 22 weeks, was
placed by Ruber Hoge & Sons, New
York.

SCHWARTZ & GRODIN, Oakland, Calif.
(men's wear retail shop), has appointed
Evers White Adv., Los Angeles, five sup-
pliers, to place advertising. Firm will continue to spon-
son Wednesday night fights on KKL
Oakland and contemplates other area radio.

O'Rourke of California, San Francisco
(Casino men's hats), after an eight
month interim, has re-appointed Gar-
field & Guild, San Francisco, to handle
national advertising. Campaign details
are to be ready in two weeks.

FARRAN-BURK, Los Angeles (California
carpeting,东部 and copper), has appointed Kem-
mercer Inc., Hollywood, to handle ad-
vancing and sales promotion.

CALIFORNIA PACKING Corp., San
Francisco (Del Monte fruit), in na-
tional campaign starting Oct. 14 will
release new spot announcement schedule on select list of stations. Agency is
McCam-Elkson, San Francisco.

WALTER LANTZ PRODUCTIONS, Hol-
lywood (cartoon characters), has ap-
pointed J. W., Eccleston Jr. Adv., Los
Angeles, to handle an extensive na-
tional advertising campaign.

RADNAY Inc., Los Angeles, (soapless wash-
ing powder), has added to regional cam-
paign with spot announcement sched-
ule on XELE Rosarita Beach, Mexico.
Contract is for 52 weeks. Dean Simons

RADNAY Inc., Philadelphia, is planning
expanded campaign to emphasize 10-day
trial of Radnay greaseless hand cream.
Spot radio is included. Agency is J. M.

L. K. LIGGETT Co., Toronto (chain drug
stores) has started five-hour weekly
transcribed program titled "Dr. Mary
Pharmacopeia." The program is a
weekly semi-commentary, starring Dr.
Albert L. Morgan,30 minutes long, start-
ing Sept. 16. Radio will be in-
cluded with all other media in the
advancing campaign.

SUNSET AVENUE APOTHECARY Co.,
Montreal, has started quarter-hour weekly
participation with the "Common Sense
House coffee." Starting Sept. 14, company
starts twice daily spot announcements on
the "Canada Goes to War" program on
CFHR, Ottawa, and CJBR to large list of stations for
three daily announcements of 15 or
20 minutes each. Agency handles
account.

GENERAL FOODS, Toronto (Grey-
castle sausage), has started daily spot
announcements, five days weekly on a
number of Canadian stations. Agency
is Baker Adv., Toronto.

RELAYTE CO., Chicago (toys and
plastics), Oct. 28-Dec. 21 is using three-
weekly spot announcements in all major
Canadian markets. Agency is Rundad Adv.,
Toronto.

FRED A. LALLEMAN Co., Montreal
(yeast) has started one-minute spot an-
nouncement campaign on a number of
Canadian stations and is expanding
to other markets. Agency is Harold F.
Stanfield Ltd., Montreal.

CONTINENTAL CASUALTY INSUR-
ANCE CO., Chicago, has started trans-
scribed program on CCKO Ottawa. Agency
is Tandy Adv., Toronto.

METROPOLITAN LIFE INSURANCE
CO., Ottawa, is starting five-minute tran-
scribed show on select list of Canadian
stations. Agency is Young & Rubicam,
New York.

Worthy of an Engineer's Careful Consideration

The 108 SERIES AMPLIFIERS

The 108 Series Amplifiers consist of
Types A, B, C and D. The "A" is de-
signed to be employed as a high-
power monitoring amplifier and has a
bridging and 600 ohm input. The
"B" is a high-gain amplifier designed
to operate from a source impedance of
30 or 250 ohms; the "C" is a combina-
tion of the "A" and the "B," and the
"D" supplies two high-gain input
stages as described for the 108-B.
The Sign of a Better Program for Your Station!

One of the most important men in our transcription studio is the sound technician. Upon his "know-how" depends the superior quality which World's subscribers take for granted. In his skilled hands the most modern transcription equipment—Western Electric Vertical Wide Range Recording equipment—becomes the means to a better program for your station. These pictures show one of our skilled technicians at work. Listen to a World transcription. Think of this man. Remember—World means craftsmanship in electrical transcriptions.

Quarterbacking the recording session, the sound technician arranges musicians around the World microphone in such a manner that no part of the melody will be lost...no unblended note will creep through. His untiring efforts assure your listeners of unexcelled clarity and brilliance—life-like reproduction.

This is it—the final cutting! Star—in this case Bob Eberly—director and sound man combine their skills to produce another World-famous transcription. Another program unit starts toward its place in your World Library. Another in over 4,000 selections which you can offer prospective sponsors...with which you can build better programs.

WORLD LIBRARY
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
STORY OF A CLUB ★ Every evening millions of Americans occupy reserved tables at the Chesterfield Supper Club. There are no charges of any kind, no tipping, and the only things sold are Chesterfield Cigarettes. The regular celebrities include singing stars Perry Como and Jo Stafford, the Satisfiers with Helen Carroll, Lloyd Shaffer’s Orchestra and Martin Block of the smoke-dreamy voice and Lord Chesterfield mike-manners.

In addition, each night brings guest stars—famed personalities from the Radio City Air-Rialto, comedians and entertainers from Broadway bistros and theaters, and babes who found their way in the Hollywoods. After all this had been on NBC for only two months—in February, 1945—the Chesterfield Supper Club was voted favorite fifteen-minute program by the nation’s radio editors and columnists in the 1945 Billboard Poll. This distinction was repeated in the 1946 Billboard Poll.

The winner of many honors and awards himself, and the seventh son of a seventh son, there has been nothing mystical about handsome Perry Como’s sensational rise to fame. He was a barber in small town Canonsburg, Pennsylvania, when
he was discovered by Ted Weems, and given a singing spot with the Weems orchestra. Night clubs, the movies, a singing engagement on the Fibber McGee and Molly show, best-selling records for RCA-Victor—all these came quickly, culminating in the role of singing master of ceremonies of the Chesterfield Supper Club. Como fan clubs flourish from Cape Cod to Cucamonga.

Feminine star of the Chesterfield Supper Club is lovely Jo Stafford, who made her radio debut at the age of 11 on an amateur show in California. Later Jo was a member of the Pied Pipers, vocal group. She made her solo bow on the Chesterfield Supper Club, and proceeded to win award after award and blossom into a leading night club and recording star.

How to operate a night club? Decorate with sparklers like Perry Como and Jo Stafford, invite the greatest audience in the world—the NBC audience—route it on the superlative NBC facilities, and bill it in the company of other great shows heard on NBC. The result: five nights each week millions of American homes take on the distinctive audible décor of the Chesterfield Supper Club.
Here's a network-caliber transcription show
in the interest of your sponsor's.

"Keeping up with the Wigglesworths"

Top talent . . . direction . . . music!

Produced by Laurence Hammond—original music by Lloyd Shaffer—an all-star cast including Jack Ayres, Floyd Buckley, Eunice Howard, Bill Adams, Anthony Rivers, Marilyn Erskine, Susan Douglas.

Now available for local and regional use on a sustaining or sponsorship basis—exclusive in each market.

78 fifteen minute open-end WORLD transcriptions, each a complete episode—providing ample time for announcements.

Cost is $3 to $10 per program (based on station power) because it is produced as a non-profit public service.* Same low price whether you sell sponsorship or use as sustain.

Currently scheduled on over 40 of America's leading stations, including:

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR New York</td>
<td>WHIT Mike Notes</td>
</tr>
<tr>
<td>WJW Cleveland</td>
<td>WHIT Mike Notes</td>
</tr>
<tr>
<td>WCI Cleveland</td>
<td>WHIT Mike Notes</td>
</tr>
<tr>
<td>WWL New Orleans, La.</td>
<td>WHIT Mike Notes</td>
</tr>
<tr>
<td>WMC Memphis, Tenn.</td>
<td>WHIT Mike Notes</td>
</tr>
</tbody>
</table>

* A non-profit organization for the promotion of economic education

Notes


Publicity Tie-In

NATIONAL SHOE STORES, New York, in a project with United States Information Service, Overseas Corp., New York, is using the theme "Hollywood Has Come to National Shoes" advertising copy for women's shoes. Commercials in firm's quarter-hour program on WMCA, WNEW and WOY New York are promoting the "Cleopatra Sandal," worn by Vivien Leigh, star of "A Streetcar Named Desire." Other promotions will be used by shoe companies in forthcoming films. Agency for National Shoes is Emil Mogul Co., New York.

Time Change Promotion

KFI Los Angeles has planned extensive car campaign to inform listeners of new program times which follow completion of Daylight Savings Time changes in the Eastern time zone starting Sept. 30. A 15-second radio spot, to be heard by 1.4 million drivers in the Los Angeles area, will use 150 billboards throughout Los Angeles area to promote programs.

WHIT House Organ

MONTHLY listener newspaper is being published by WBT Charlotte, with a unique "WHIT Mike Notes" postcard under title of WHIT Mike Notes. Vol. 1, No. 1 is dated September, contains eight photo of station as well as personalities identified with the station.

New Tools for Learning

Helen Gill, Manager

280 Madison Avenue, New York 16, N. Y., Tel. LEXington 2-8076

* A non-profit organization for the promotion of economic education
"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>Station</th>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WBSM</td>
<td>970</td>
<td>5,000</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>WLEZ</td>
<td>620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTCIC</td>
<td>1080</td>
<td>50,000</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’
THE PROGRAM schedule for the re-shuffle of CBS developed programs in the 5:30-6 p.m. period (BROAD-
CASTING, Sept. 23) were announced last week by Davidson Taylor, CBS vice
president and director of programs, as follows: Monday, "Oklahoma Round-
ups," Tuesday, temporarily filled by "The Chicagoans," to be replaced by a
new program; Wednesday, "Theatre of Romance"; Thursday, "Hawk Larabee;"
Friday, "That's Life" with Jay C. Flippen as m.c.

In addition to the afternoon strip, a musical half hour will be set aside from
11:30 to 12 p.m. Sunday through Thurs-

Thursday, starting Oct. 6, Sunday will feature "Music You'd Know;" Monday, "Eileen
Parrell;" Tuesday, series undecided; Wednes-
day, Bernard Hermann and CBS orchestra in "Invitation to Learning;" Thursday, new series to accent youth in
music and to be presented in coopera-
tion with Juilliard School of Music.

Concert Auditions

AUDITIONS for soloists 12-17 years are
being held in January and February 1947, with
semi-finalists appearing in a series of 10 broadcasts
on WQXR New York. Preliminary au-
ditions, which are open to pianists, violinists, viola-
stists and cellists, will be held in January and February 1947, with five soloists chosen from the semi-
finalists to appear with a symphony orchestra. Enrollments are being cur-
tently accepted and applications are
obtained from the New York Philhar-
monic-Symphony Society, Young Peo-
ple's Concert Auditions, Room 1609,
113 W. 57 St., New York 19, N. Y. Con-
test is open to young people in the area
covered by WQXR New York, includes
New York State, New Jersey, Pennsyl-
vania and New England.

Pre-Game Buildup

REPORTERS of WELO Tupelo, WCBI Columbus and WMMO Meridian,
Miss., have been busy past week prep-
aring series of five-minute programs of interviews with football stars and
coaches of Mississippi State and U. of
Mississippi. Programs will be used as
pre-game buildup for play-by-play ac-
counts of grid contests on Mid South
Network.

Job Help

All public service, "Jobs Incorporated."
weekly 30-minute program is conducted
on KJRRA Roseburg, Ore., by Marshall
Pengra, station announcer, and Al Fow-
don, staff announcer. Augmented by
live music and guest speakers, program is
divided into three segments. They in-
clude listings by people who are in job
hunting; help-wanted listings by local
business concerns; comprehensive week-
ly resume of labor picture by local U. S.
Employment Service manager; success
story department wherein accomplish-
ments of previous week's program are
listed; and a housing department list-
ing availables that are not listed with real estate offices.

Nego Auditions

FIRST AUDITIONS were held Sept. 21
by WBBM Chicago to select a list of
qualified Negro actors to augment those
already on call from Skyloft Players of
qualified Negro actors to augment those
already on call from Skyloft Players of

BH

Serving
The Rich
Bluegrass
Market
(Kentucky's 2nd!
Since
1933

ABC AFFILIATE

Nunn Stations:
WLAP, Lexington, Ky.; WMJ8, Mobile,
Ala.; KFDA, Amarillo, Tex.; WBT, Birm-
ington, N. Y.; WCMJ, Ashland, Ky.;
Huntington, W. Va.

ASK A JOHN E. PEARSON REPRESENTATIVE FOR THE FACTS

Page 56 • September 30, 1946
Things are happening in Cleveland and Northeastern Ohio... "the best location in the nation" for industry and for record-breaking sales during the coming year... Employment has soared beyond the half million mark... new retail businesses are blooming (68% more than in 1940)... More than one million convention visitors in Cleveland's Sesquicentennial Year have put fifty million more dollars into circulation... another one hundred twenty million is going into city-county face lifting, harbor improvements and new subways... And here, folks have a habit of tuning to WGAR, for the Friendly Station is the "favorite station" in "the best location in the nation."

Free Speech Mike Says:
"There always are plenty of the good things of life for people who stay free... free to live, to work, to worship, to speak as they please."

Edward Petry & Co., National Representatives
Here you see the four element Western Electric 54A FM broadcast antenna recently installed atop a 300 foot supporting tower at WINX-FM — the WINX Broadcasting Company's FM station which recently went on the air. Designed for simple installation, the new antenna went up without a hitch.

For full information — and a score of reasons why the Clover-Leaf is the best FM antenna for you — see your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
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; whither AM, with FM and television as co-arts; trend toward clock-time 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. Denby, Jr., Acting Chairman, FCC; Judge Justin Miller, President, NAB; Leo J. Fitzgerald, President, Broadcast Music, Inc.; Hon. E. K. Jett, Member, FCC; DeQuiney 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.
Page 60 • September 30, 1946
Co. for new station at Baltimore; further ordered that orders of Commission designating the Baltimore applications for hearing be amended to include Lor-

nal applications.

Petition

Homer Rodheaver, Fort Wayne, Ind.—Adopted Nader's opinion and order denying petition requesting reconsideration of order of Aug. 1, 1946, designating for hearing application of WBLX Co. to change frequency from 1240 kc to 590 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

SEPTMBEB 20

ACTION IN DOCKET CASES

The Commission announced adoption of a final decision granting the application of Star Bestg. Co. Inc. for a new station in Geneva, N.Y. to operate on 1240 kc, 250 w, unlimited time, and de-


The Commission directed that the following cases be scheduled for oral argument Wednesday, Oct. 2 at 10 A.M.:

- The Miami County Bestg. Co., Inc.
- The Toledo Blade Co., Toledo, Ohio
- Grantees to discuss without prejudice application for new television station.

SEPTEMBER 22

ACTION IN DOCKET CASES

Frank R. Gibson, Lake Charles, La.—Announced proposed decision toward grant of CP new standard station 1580 kc, 1 kw, unlimited time, conditioned as amended, to be considered by the Commission on the basis of existing record in Dockets 6715 and 6877.


WGBF Evansville On The Air Inc., Evansville, Ind.—On Commission's own motion, ordered that the special temporary authority for continued operation of WGBF be extended to Dec. 20, 1948.

The Commission approved request of National Bestg. Co. to change call letters of its standard broadcast station WRIP and its FM station WRIP-FM, both in New York City, to WNBC and WNBC-FM, respectively, effective Nov. 1, 1946.

WELL Inc., New Haven, Conn.—Granted construction permit to increase power from 500 w, 1 kw, to 1 kw unlimited time, and make changes in DA.

SEPTEMBER 23

ACTION IN DOCKET CASES

- Granted petition to dismiss without prejudice application for new television station.

(Continued on page 62)
Congratulations!

Yessir! Congratulations to you Mr. Station Manager, on the fact that spot radio representation is being lifted out of its flurient and flabby desuetude of paralytic doldrums into the realm of frenetic, unprecedented spontaneity of ebullient activity.

For example, we recently took a station that had been "rep-organized and learning how, and the amendment was accepted.

The Danbury News-Times Co., Danbury, Conn.—Granted petition to dis-...
Applications...

SEPTEMBER 30

AM - 1240 kc
William E. Brooks, Brewton, Ala.-License to change type of transmitter.

AM - 1400 kc
Ross and Co., Marshall, Tex.-Granted petition to dismiss without prejudice for failure to lodge applicable filing.

AM - 1220 kc
Marshall Bestc. Co., Marshall, Tex.-The Commission on its own motion, removed applications from the hearing docket application for CP.

AM - 1490 kc

Applications...

AM - 1240 kc
Andrew Jarema and Frank H. Alt-ducer, as The Birmingham Broadcasters—CP new standard broadcast station to be operated on 1220 kc, 250 w and daytime hours of operation.

AM - 1240 kc
Transfer of Control

AM - 1440 kc
Andrew Jarema and Frank H. Alt-ducer, as The Birmingham Broadcasters—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM - 1240 kc
West Virginia Radio Corp., Elkins, W. Va.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM - 1240 kc
West Virginia Radio Corp., Elkins, W. Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM - 1300 kc
KSDJ San Diego, Calif.—Consent to voluntary assignment of CP from licen-see to Clinton D. McKinnon.

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.

AM - 1340 kc
The Pittsburgh Publishing Co., Pitts- bury, Kan.-CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM - 1450 kc
KVMT Twin Falls, Idaho—License to cover CP which authorized installation of new antenna, to change type of transmitter, for approval of antenna and transmitter location and to specify studio location.

WWL

New Orleans shouts its shows on car cards throughout the year

Folks turn first to—

BROADCASTING • Telecasting

Hooper Station Listening Index—December, 1945 through April, 1946

The Greatest Selling Power in the South’s Greatest City

50,000 Watts • Clear Channel

CBS Affiliate

Represented Nationally by

The Katz Agency, Inc.

To WHN New York and Ted Husing, encee for WHN’s brand new “Husing’s Band-

To KFWB Los Angeles on Bill Anson’s more than 100,000 replies to a simple request on The Hollywood Bandstand. No giveaways, no prizes, and they bought their own stamps, 100,431 answers! Whew! That’s audience!

To The William G. Rambeau Company for two fine new stations — WHBC, Canton, Ohio and WPAY, Portsmouth, Ohio. Both famous for management and cooperation. Thank you, Gene Carr!

To our old friend, Bob Albury, of WHBQ Memphis for the Joe Manuel Show. A local hilly-billy and his geeter with a 5.8 rating against tough competition. Attraboy, Robert!

To WIL St. Louis for the "sell out" on “Housewives’ Treasure Chest.” One program completely sold out and just two openings left on the second “Treasure Chest” at 10:30 AM. Step lively, folks!

To H. J. Breen and WJAS Pittsburgh for having the foresight to inaugurate a new streamlined women’s program in Pittsburgh. It’s “Around the Town” with Anne Crisly. It’s 9:15-9:30 AM. It’s a partici-
pator! It’s easy to buy!
Upon receipt of the Broadcast Measurement Bureau's 1946 Radio Families Sheet, we immediately made some calculations to see how KFI has increased its sales potential in its Primary Area since 1940, when there were 1,126,781 radio families in the last census. In 1940, there were 7,205 or 54.6% gain. Of the five counties in Arizona in KFI's Primary Area, there is a 177.1% gain. Greatest numerical increase in KFI's Primary Area is found in Los Angeles County in Nevada in KFI's Primary Area, there is a 11,748 or 177.1% gain. Greatest numerical gain of any county in KFI's Primary Area is found in Los Angeles where the radio families increased 247,251 since 1940.

A REPORT ON PROMOTION

Through October, November and December of 1946, Station KFI has scheduled a showing of inside Car Cards to be carried by 1445 vehicles in the Los Angeles area. The poster (in 4 colors) gives a general audience promotion message but has the added feature of a take-one pocket which will contain KFI's complete program log. Estimated distribution of this log will exceed a million and a half monthly.

FCC Actions

(Continued from page 63)

FM—Unassigned

AM-1490 kc

KAGH Borger, Tex.—Modification of FM which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter and studio location.

AM-1350 kc

Model City Best Co., Inc., Anniston, Ala.—CP new standard broadcast station to be operated on 1260 kc, 1 kw, directional antenna and unlimited hours of operation.

FM

Dixie Best Co., Montgomery, Ala.—CP new FM broadcast station to be operated on 101.0 mc, 1 kw, directional antenna and unlimited hours of operation.

AM-760 kc

WTO Portland, Oreg.—CP to change type of transmitter, for approval of antenna and for approval of transmitter location.

AM-1450 kc

WGKL Hendersonville, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

Applications Tendered for Filing:

WINS New York—Voluntary assignment of license to Crosley Bestg. Corp.

AM-680 kc

Foundation Company of Washington, Philadelphia, Pa.—CP new standard broadcast station to be operated on 680 kc, 10 kw and unlimited hours of operation.

Assignment of License

WEOA Evansville, Ind.—Voluntary assignment of license to WFPM Inc.

SEPTEMBER 24

WKRC-FM Cincinnati—Modification of CP which authorized a new FM broadcast station to specify population as 1,406,000, install new transmitter and make changes in antenna system.

FM

WIP-FM Philadelphia, Pa.—CP to specify coverage as 11,170 sq. mi., install new transmitter and make changes in antenna system.

AM-1010 kc

WJNC Tarboro, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM-1450 kc

WGKL Hendersonville, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM-1350 kc

KCMN Tuscon, Ariz.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and change studio location.

Applications Tendered for Filing:

AM-1490 kc

Louis F. Leurig and F. F. McNaughton, partners, 503 W. 7th Street, Oklahoma City—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-1350 kc

Forest Capital Bestg. Co., Lufkin, Tex.—CP new standard broadcast station to be operated on 1350 kc, 1 kw, directional antenna and unlimited hours of operation.

AM-1230 kc

WAGF Dothan, Ala.—CP to change frequency from 1320 kc to 1350 kc, power from 250 w to 1 kw, install new transmitter and directional antenna night.

AM-1350 kc

Shasta Cascade Bestg. Corp., Mt. Shasta, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

SEPTEMBER 24

WHEL San Juan, P. R.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM-1350 kc

WKBW Buffalo, N. Y.—License to operate main transmitter of station on regular basis.

AM-1190 kc

WANN Annapolis, Md.—Modification of CP, which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM-910 kc

WABI Bangor, Me.—Modification of CP, as modified, which authorized increased power, employing directional antenna night and make changes in transmitting equipment, for extension of completion date.

AM-1350 kc

WPAG Ann Arbor, Mich.—Construction permit to increase power from 250 w to 1 kw and install new transmitter.

AM-800 kc

WCHA Chambersburg, Pa.—License to cover CP, as modified, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM-1350 kc

WBRL Baton Rouge, La.—CP to specify frequency from 1400 to 1320 kc, power from 250 w to 1 kw, install new transmitter and directional antenna night.

AM-1350 kc

WWNC Asheville, N. C.—CP, as modified, which authorized increased power, installation of new transmitter and change studio location.

AM-750 kc

WSB Atlanta, Ga.—CP to install new type of transmitter.

AM-1370 kc

WWDC Washington, D. C.—CP, as modified, which authorized to change type of transmitter, for approval of antenna, to change type of transmitter, for approval of transmitter and studio locations.

AM-750 kc

WPDP Jacksonville, Fla.—Modification of CP, which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and change studio location.

Sell More in Louisvile

with

Winn

Basic Station

American Broadcasting Company

Harry McGee
Manager

Page 64 • September 30, 1946
antenna for night use and new ground system, for extension of completion date.

James Roland Beattie, Jr., Tell City, Ind.—CP new standard broadcast station to be operated on 1200 kc, 250 w and unlimited hours of operation.

Modification of CP

WEQW Milford, N. H.—Modification of CP, which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—1290 kc

NEenah-Menasha Beattie, Co., Neenah, Wis.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

KMKH Mitchell, S. D.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna and transmitter and studio locations.

AM—1590 kc

KSBJ Jamestown, N. Y.—License to cover CP, as modified, which authorized a new standard broadcast station for approval of antenna and studio locations; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Raymond M. Becker and Melvin B. Williams, a partnership d/b a Royal George Broadcasting Co., North Adams, Mass.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

KREM Spokane, Wash.—Modification of CP, which authorized a new standard broadcast station; approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM—1240 kc

KKBU Eureka, Calif.—Modification of CP, which authorized a new standard broadcast station; broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

AM—1280 kc

KSLI Silver City, N. M.—License to cover CP, as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KSTR Great Falls, Mont.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter and studio locations.

Applications Tendered for Filing:

AM—1290 kc

Richard Field Lewis, Jr. and Winslow T. Porter, a partnership d/b a Berkshire Broadcasting, Inc., Shreveport, La.—CP new standard broadcast station to be operated on 1200 kc, 250 w and unlimited hours of operation.

Louise C. Carbon, New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

Bermac Radio Inc., La Crosse, Wis.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

KREM Spokane, Wash.—Modification of CP to cover 910 kc, 250 w and daytime hours of operation.

AM—910 kc

Richard H. Burch, Uteca, N. Y.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime hours of operation.

AM—1230 kc

Marshall Broadcasting Co., Marshall, Tex.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.—AMENDED: to change directiional antenna from night use only to day and night.

AM—1450 kc

Fred H. Whitley, Kannapolis, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—870 kc

Kinston Beattie, Co., Kinston, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

George Johnston & George Johnston, Jr., d/b a Johnston Beattie, Co., Birmingham, Ala.—CP new standard broadcast station to be operated on 850 kc, 1 kw night and 5 kw day, directional antenna and ground system.-AMENDED: to make changes in directional antenna pattern.

AM—850 kc

WHUF Gainesville, Fla.—Extension of special service authorization to operate unlimited time, with power of 100 w after sunset at Denver, Col.; for the period beginning 3 a.m., EST, Nov. 1, 1946 and ending 3 a.m., EST, Nov. 1, 1949.

AM—1600 kc

Coastal Beattie, Co., Lakeland, Fla.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

Middle West Beattie, Co., Inc., St. Paul, Minn.—CP new standard broadcast station to be operated on 580 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.—AMENDED: to change frequency from 580 to 780 kc, power from 1 kw night, 5 kw day to 1 kw, hours of operation from unlimited to daytime, change type transmitter, transmitter location, and directional antenna to vertical antenna.

AM—1290 kc

Eugene Beattie, Sr., Eugene, Ore.—CP new standard broadcast station to be operated on 1220 kc, directional antenna and unlimited hours of operation.-AMENDED: to change frequency from 1220 to 1280 kc, power from 1 kw to 5 kw, time hours of operation.

AM—1350 kc

Marchese Beattis, Inc., Phoenix, Ariz.—CP new standard broadcast station to be operated on 900 kc, 1 kw, hours of operation.

AM—900 kc

B. G. F. M. Co., Miami, Okla.—CP new standard broadcast station to be operated on 910 kc, 1 kw and unlimited hours of operation.

AM—910 kc

San Diego Beattie, Co., San Diego, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Walter A. Graham to Tifton Beattig. Corp.

AM—1340 kc

Fred H. White, Kannapolis, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—870 kc

Kinston Beattie, Co., Kinston, N. C.—CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

George Johnston & George Johnston, Jr., d/b a Johnston Beattie, Co., Birmingham, Ala.—CP new standard broadcast station to be operated on 850 kc, 1 kw night and 5 kw day, directional antenna and ground system.-AMENDED: to make changes in directional antenna pattern.

AM—850 kc

Almost Sold Out!

The Shoppers Special: WDRC has a new program—Saturday night through Saturday night, Monday through Saturday, 7 to 9 p.m. But there are only 2 two-minute available. Also, WDRC has a new show—accommodates many ads, Monday through Saturday, 7 to 9 p.m.

The San Jose Market Is Still Growing . . . Fast!!

Reach it Exclusively

"The Voice of San Jose"

KSJO/KSJO-FM

1000 Watts

Top O’ The Dial

W. S. Grant Company—National Representative

PROGRAM SERVICES AVAILABLE

Worship

Standard

Radio Research

United Press Bureau

EQUIPMENT

Half-Wave Antenna

W. E. A. M.

W. E. AM.

G. E. Console

W. B. Speech

Ask for Rate Card 3

September 30, 1946 • Page 65

BROADCASTING • Telecasting

KANSAS CITY IS A KOLY MARKET
ON THE AIR...

A High-flying Program

That Central New York

Looked at . . . . and

Listened, Too!

Audience-getting showmanship has always been part of WFBL's radio service to Syracuse and Central New York.

When "Dairyleisure Time," a live, local program, went on the air for the 2,000th time, WFBL sent its key performers up in the air. While the transport flew over a greater portion of WFBL's primary area, and listeners actually could see it, they heard Jim De Line, M.C., and Dick Workman, featured vocalist, sing from the plane while the accompanying orchestra played in the studio.

WFBL's switchboard was swamped with calls . . . and these were multiplied by mail comments.

This was another "first" for Syracuse's first radio station, which now pioneered in using and demonstrating the many advances in radio techniques.

It's this kind of showmanship that keeps Central New Yorkers listening to WFBL . . . and listeners make sales.

For case histories, write or wire any Free & Peters office, or

WFBL
Syracuse, N.Y.

FCC Controversy
(Continued from page 15)

cast station in Detroit." AM-FM duplication, it was pointed out, is a general practice in radio.

In dissenting from approval of the King-Trendle transfer, Commissioners Durr and Walker cited their views regarding "excessive prices" as outlined in their minority opinion in the Crosby-Avco case.

(Continued from page 15)

The minority contended that the $2,800,000 price of WXYZ is the "highest known price" (emphasis theirs), "although some of the past transfers have involved clear channel stations, operating with 50-kw power, as well as numerous regional stations with comparable or greater coverage than Station WXYZ." Both WXYZ and WOOD, it was pointed out, are regions operating with 5 kw.

Average net income of the two stations, officials testified at the hearing, was about 73% for WXYZ to 27% for WOOD in the two years ended last Dec. 31. Tangible net worth was estimated at approximately $620,000 for WXYZ and $75,000 for WOOD. Average earnings were capitalized about six times in determining the purchase price.

The network's projected stock issue, which would reduce Board Chairman Edward J. Noble's holdings from about 71 to 36% but leave him still the dominant stockholder, was approved without dissent. "The refinancing plan," FCC found, "will improve the company's financial position and will enable it to render a better broadcast service."

The King-Trendle transfer is from George W. Trendle and John H. King (40% each) and H. Allen Campbell and Howard O. Pierce (10% each). The company on March 30 this year had total assets of $1,508,180, counting good will as $906,000, and, as corrected by outside public accountants, a net worth of $770,000 exclusive of good will. Net income of WXYZ in 1945 was $341,139 before federal taxes and $97,581 after taxes; for WOOD, $132,251 and $37,789.

GUNNISON IS KILLED IN HONGKONG CRASH

ROYAL ARCH GUNNISON, wartime MBS correspondent in the Philippines, last week was killed in the crash of a Royal Air Force plane at Hong Kong, the British Air Ministry advised MBS. Mr. Gunnison was 37.

Mr. Gunnison, who covered General Douglas MacArthur's headquarters for the network during the Philippines operations, was on a trip through the Far East for The North American Newspaper Alliance at the time of his death. He had also made a few broadcasts recently for Mutual from several points in Asia and the Southwest Pacific.

The correspondent and his wife, Marjorie, were trapped in Manila when the Japanese invaded the Philippines in 1941. They were repatriated after spending 22 months in internment. The couple collaborated on a book, So Sorry, No Peace, after their return to the U. S. Mr. Gunnison then returned to the Pacific to cover the war for MBS and NANA.

UN Radio official

NEW CHIEF radio officer of the United Nations Dept. of Public Information is Carlos Garcia-Pala cis, formerly CBS assistant in charge of public relations for Latin America. He will administer liaison and programming of the radio division. He once served with the League of Nations and is a native of Chile.

Cleveland's Chief STATION

DELIVERS THE WAMPUM

WJW advertisers profit with the station that has a strong hold on Northern Ohio's daytime billionaires.

WJW delivers the wampum with programs specially planned for local audiences, gives you more daytime dialers in the Cleveland area than any other regional station.

WFBL
Syracuse, N.Y.
**Kobak Says Mutual Affiliates Will Reach 425 Station Total**

**MUTUAL's zealous aggrandizement of local outlets will result in a network of 425 stations.** Edgar Kobak, MBS president, announced last week at a press luncheon in New York. The Mutual president said that the network would embrace 400 affiliates by early next year and that its probable eventual size would involve 425 stations.

"It won't be long," he said, "before we'll be able to show a technical map of our coverage that will make people sit up and take notice."

**Expanding as Planned**

The network's expansion campaign, he said, was proceeding according to careful plan. Economics permitting, "we think it's as important to reach a sheepherder in New Mexico as a family in Brooklyn," he said.

Within the past 15 months, he reported, Mutual had added a total of 1,250,000 radio homes to its coverage. The expansion of facilities, he said, had brought about an impressive increase in the number of programs that were being sponsored on the full net. Two years ago a single account was broadcast to all Mutual stations. Now 60% of Mutual's business volume is carried on the full net.

MBS coincidentally announced the addition of six more affiliates, bringing the network's total number of stations to 355.

WWCO Waterbury, Conn., operating with 250 w on 1240 kc joins MBS on Oct. 1. The station is owned by Mitchell G. and Milton H. Meyers, and Ruben A. Aronheim.

Effective Nov. 1, KGFL Roswell, N. Mex., operating with 250 w on 1400 kc, and owned by W. E. Whitmore joins MBS and on the same date KWVW Hobbs, N. Mex., joins MBS operating with 100 w on 1490 kc, and also owned by Mr. Whitmore.

WLAR Athens, Tenn., owned by the Athens Post-Athenian and operating with 250 w on 1450 kc affiliates Nov. 15 and, effective Nov. 26, KHOZ Harrison, Ark., operating with 250 w on 1240 kc and owned by Dene O. Hester, Roy Millum and Robert S. Wheeler becomes an MBS affiliate.

WHKP Hendersonville, N. C., operating with 250 w on 1450 kc and owned by the Redge Broadcasting Co., joins MBS on Oct. 15.

**In NAB Fold**

IT IS likely that WGN Chicago will decide to join the National Assn. of Broadcasters, Edgar Kobak, president of Mutual, predicted last week. "We have a hunch they'll join reasonably soon," he said.

**KAVE to CBS**

CBS Sept. 29 added another affiliate, bringing the network's total number of stations to 160. KAVE Carlsbad, N. M., operating with 250 w on 1240 kc, owned by the Carlsbad Broadcasting Corp., and managed by Norman R. Loose, joined the network as a bonus station to KROD El Paso, Tex.

**Soon 5000 Watts**

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market ... a market with an annual income from tobacco alone of over $175,000,000.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market ... if you want to sell Eastern North Carolina, write us for details.

**Upcoming**

<table>
<thead>
<tr>
<th>Sept. 30 - Oct. 2</th>
<th>57th Annual Meeting of National Advertisers, Hotel Traymore, Atlantic City, N. J.</th>
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<tbody>
<tr>
<td>Sept. 30 - Oct. 6</td>
<td>Inter-American Broadcasting Conference, Mexico City.</td>
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<tr>
<td>Oct. 21 - 23</td>
<td>School Broadcast Conference, Hotel Continental, Chicago.</td>
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<td>Oct. 21 - 24</td>
<td>NAB Convention, Palmer House and Stevens Hotel, Chicago.</td>
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<tr>
<td>Oct. 31-Nov. 1</td>
<td>RMA Labor Seminar, Bismarck Hotel, Chicago.</td>
</tr>
<tr>
<td>Nov. 15 - 16</td>
<td>Kentucky Broadcasters Assn., general membership meeting, Laffayette Hotel, Lexington, Ky. (Postponed from Oct. 8 - 9).</td>
</tr>
<tr>
<td>Nov. 21 - 22</td>
<td>Georgia Assn, of Broadcasters Radio Institute, U. of Georgia, Athens.</td>
</tr>
<tr>
<td>Nov. 24 - 30</td>
<td>National Radio Week.</td>
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**Trimount Names**

TRIMOUNT CLOTHING Co., Boston (Clipper Craft clothes for men), has appointed William H. Weintraub & Co., New York, to handle advertising. Firm will sponsor on MBS a quarter-hour show featuring Lewis E. Lawes, former ward of Sing Sing Prison, in episodes based on actual case histories from the warden's files, starting Oct. 20, Sun. 1-1:15 p. m. Show has not been named. Clipper Craft clothes was handled by Emil Mogul Co. when it sponsored Tommy Harmon last year.

**Announcing**

**The Appointment of**

The William G. Rambeau Co. as

**National Sales Representatives**

for Radio Stations

**WHBC**

MUTUAL

CANTON, OHIO

**WPAY**

MUTUAL

PORTSMOUTH, OHIO

**Effective October 1, 1946**
Crosley KSTP
(Continued from page 15)
Trust Company of St. Paul, trustees for the Shields and Brown estates, to permit KSTP to enter into television and FM, regarded as “speculative ventures.” As a consequence, conversations have been in progress for several months looking toward sale of this stock. The late Messrs. Shields and Brown had been president and secretary, respectively, of the National Battery Co. and had financed Mr. Hubbard in the establishment of KSTP in 1925.
Mr. Hubbard held an option to purchase the Shields stock for the best bona fide outside offer.
A number of important entities in radio, it is understood, had entered preliminary negotiations for the Shields-Brown interests. A bid of approximately $1,100,000, it is understood, had been made by the Ridder interests, which publish the St. Paul Pioneer Press and other newspapers and which hold 50% interest in WTCN, Twin Cities station.
Fly Special Counsel
Mr. Hubbard completed the loan transaction on Sept. 21 with R. S. Pruitt, secretary and general counsel of both Aviation Corp. and Crosley, in St. Paul. Previously conversations with respect to the projected loan had been entered into in New York by James Lawrence Fly, former FCC chairman, as special counsel for Mr. Hubbard, and H. Preston Coursen, attorney for Avco-Crosley. Paul D. P. Spearman, Washington attorney and regular counsel for Mr. Hubbard, is filing transfer papers with the FCC.
Victor Emanuel, prominent New York industrialist and financier, is chairman of the board of Avco. He acquired Crosley Corp. (broadcasting as well as manufacturing) last year for approximately $22,000,000 and took over WINS New York from Hearst Radio Inc. last July for $1,700,000 plus a credit of $400,000 on transmitting equipment in fulfillment of a contract entered into by Crosley prior to Avco’s acquisition of that company.
Upon completion of the $850,000 Avco loan at 4% interest, Mr. Hubbard promptly entered into negotiations with the First Trust Co. on purchase of the Shields and Brown stock. He told Broadcasting last Wednesday that he had completed the purchase and that there would be no change in policy direction, personnel or overall operations of KSTP. Mr. Hubbard has been president and general manager of the station since 1925 and is responsible for its development into one of the premier stations of the Midwest.
Gross $1,200,000
KSTP roughly grosses about $1,200,000 annually. Its net operating revenue before taxes is in the neighborhood of $250,000. The company has approximately $325,000 in cash reserve.
Mr. Hubbard, it is understood, paid $550,000 for the Shields 50% block and $275,000 for the Brown block. This left an evaluation of $275,000 for Mr. Hubbard’s 25% interest.
If and when Avco-Crosley exercises its option, the stipend of approximately $1,200,000 would be for acquisition of 75% of the stock and would give the company operating capital with which to develop television and FM.
The only announcement forthcoming from Avco-Crosley was a statement Tuesday that Crosley officials had confirmed negotiations “for the purchase” of KSTP subject to approval of the FCC.

Dan Thompson Elected Chicago Publicity Head
DAN THOMPSON, radio director of the National Safety Council, Chicago, was elected president of the Chicago Publicity Club, succeeding Robert E. Borden, Commonwealth Edison Co., at annual election Monday, Sept. 23.
Other officers elected by the board of directors include Bruce Dennis, WGN public relations director, treasurer; Fred G. Heichlong, Chicago Park District, first vice president; Julian J. Jackson, Arnold & Jackson, second vice president; Ralph Johnson, Western Electric Co., third vice president, and Mary Rose Noel, American Airlines, Inc., secretary.

It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
PAC Book Charts Plan for Air Time

Locals Are Briefed
On ‘Protesting’ Refusals

THE CIO Political Action Committee’s campaign to buy or beg radio time to put across CIO-supported candidates in the forthcoming election and to perpetuate the OPA was given added impetus last week when the PAC issued its Radio Handbook of 1946—a sequel to the original Handbook of 1944.

Meanwhile investigators for two committees of Congress were studying the PAC announcements, instructions and Handbook. Robert B. Barker, chief investigator and assistant general counsel of the House Special Committee to Investigate Campaign Expenditures, said he would file a report with Chairman J. Percy Priest (D-Tenn.) after completing his investigation.

Investigators for the House Committee on Un-American Activities likewise were studying the transcriptions and Handbook, which, one member of the staff said, “closely follows the Communist Party line.”

Vigorous public protests against stations refusing to carry the CIO propaganda and formal protests to the FCC are urged in the new Handbook, which was published under a forward signed by Jack Kroll, director, CIO Political Action Committee.

Augmenting its own campaign for free time the CIO tells its locals to “make a list of all commentators and newscasters on your radio” and to send to all of them “items of importance from your radio” and to send to all of them.

Emphasis is placed on spot announcements, scheduled preferably before popular network programs or during participation shows.

“If You Get in Trouble” is the caption over instructions of what to do should a station refuse to give free time “or even sell you time for your campaign.”

“Do not let them bamboozle you,” says PAC. When a station manager refuses to give the CIO free time or to sell time “here is what you do:"

1. You ask the station manager to give you his refusal and his reason for refusing in writing.
2. Copy that letter and attach it to your explanation why you think his refusal is unfair.
3. Send copies of his and your letter to Charles Denny, Acting Chairman, FCC, Washington, D.C.
4. Send copies to the CIO Political Action Committee for our attention and action. (NOTE: Alan Reitman, PAC publicity director, told Broadcasting early this month that the PAC would not protest refusal to carry CIO programs, but “might object” if copy were “censored” [Broadcasting, Sept. 9]).
5. Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it.
6. If there are other radio stations in your community, approach them for time while your protest is publicized.

FM Ideas

There’s a section on FM and why labor unions should operate FM stations. FM can provide “ten thousand stations or more without interference and without static,” says the CIO and “that should mean: that labor unions, fraternal organizations, veterans’ groups, progressive groups of every kind, should be able to own FM stations and operate them on their own outlets...”

In his forward Mr. Kroll declared it to be “our responsibility to make certain that the people’s rights on the air should be maintained and the best use of the radio for the welfare of the people should be promoted.”

In a letter dated Sept. 24 to all CIO locals, Mr. Reitman gave instructions for handling the PAC’s transcribed announcements. In addition to a series calling on listeners to register and another to vote, the PAC has prepared open-end transcriptions on “public issues” such as OPA, housing, socialized medicine, etc. and space for the local CIO to urge support for certain candidates who go down the line for the PAC issues or for plugs opposing candidates who failed to vote for “strong price controls” or the “health of the people.”

Mr. Reitman told the CIO locals: “Get your time and use these spot announcements. If the radio station tries to censor them, tell the manager this is a paid political broadcast and must be treated as such. Remember, too, that repetition is the key to success in spot announcements. Try and purchase as many as you can.”

He urged that the CIO “get time in the morning or in the evening” and to “place your spots in between popular programs which have a large audience, or on local women’s, sports or popular music programs.”

Greenville is the buying spot for over 123,000 people living within 10 miles of downtown Greenville... trading center for a 50-mile area of 711,711 people... heart of Greenville County, the state’s leader in 1945 Retail Sales ($73,645,000*).
factor favoring the grant of the Lake Charles application."

They found that Mr. Gibson, a contractor in general drilling and water supply work, is "legally, technically and financially qualified," has lived in Lake Charles for 17 years and in Louisiana all his life, and has had "wide experience in the affairs of Southwest Louisiana."

It is FCC policy, they said, "to welcome newcomers to the field of radio and particularly those concerning whom there can be little doubt regarding their knowledge of the community because of long residence and active participation in the affairs of their society." They said they were "relying upon Mr. Gibson's commitments that he will completely familiarize himself with the responsibilities of a license of a radio broadcast station."

Challenges Basis

Commissioner Durr challenged the dependence placed by the majority in the equitable-distribution section of the Act. The choice, he contended, is not only between communities but between applicants, "one of whom has clearly demonstrated his qualifications, and the other of whom, on the record before us, has failed to demonstrate his qualifications or even his understanding of the problems and responsibilities of a broadcast licensee."

Mr. Gibson is a two-thirds partner in Layne-Louisiana Co., a general drilling and water supply contracting company and sales firm for water supply machinery and diesel and gasoline engines, which in 1945 grossed $500,000 worth of business. His daughter, Jane G. B. Garham, is a one-third partner in the company, one of 10 controlling Layne-Bowler Co., a manufacturing firm at Memphis. Mr. Gibson also has large agricultural holdings.

R&R Hollywood Change Puts Ballin in Charge

RUTHRAUFF & RYAN in a realignment of responsibility placed Robert Ballin, vice president in charge of Hollywood radio operations of Ruthrauff & Ryan Inc. Under new setup, in addition to his regular duties he takes over those of Nate Tufts, vice president and former head of agency's Hollywood radio division. Despite shift of American Tobacco Co. account to Foote, Cone & Belding under the arrangement, Mr. Ballin will continue as producer of NBC Jack Benny Show.

Sam Pierce has been made West Coast Supervisor of radio production for Ruthrauff & Ryan Inc. with Glenn (Doc) Middleton assigned to CBS Surprise Party. Mr. Tufts has been offered an account executive assignment in New York, but he is expected to resign from agency.

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New Call Letters

AM Station Licenses Pass 1,000 Mark

Denny Says Expansion Of Radio Follows FCC Policy

THE 1,000 mark in AM station licenses in the U. S. was reached and passed last week, while in all types of broadcasting 2,052 stations were operating or had been authorized and 1,218 new-station applications were pending. Besides the licensed AM stations, now numbering 1,005, there are 330 AM construction permits outstanding and 827 applications for new standard facilities before the FCC.

The Commission announced that the 1,000th AM license went to Indian River Broadcasting Co. for its WIRA Fort Pierce, Fla., a 250-w fulltime outlet on 1,000 kc. The station, headed by Douglas Silver, freelance writer and radio producer, was authorized last January and started program tests May 15.

"It is significant," a Commission press release declared, "that the license which brings the number of these regular program outlets into the four-figure category will serve a locality where there was no previous standard broadcast station."

FCC Need for More Funds Seen As Hearing on Budget is Held

A BID for increased funds for the next fiscal year to permit staff expansion and speedier handling of its record workload presumably was made by FCC last Thursday to the Bureau of the Budget.

Although the hearing was private and the law prohibits disclosure of the budget requests, it has been estimated that the Commission would need—and ask for—at least a $7,000,000 appropriation for the 12 months starting next July 1.

The Commission this year is on a budget of $5,560,000—and announced Monday that for lack of funds it was suspending its special investigation into Western Union Telegraph Co.

Headed by Acting Chairman Charles R. Denny Jr., the FCC delegation at the all-day hearing at the Budget Bureau included all Commissioners except Clifford J. Durr, who was off on a trip to Moscow for the five-power Telecommunications Conference. Top Commission staff men also were in the group. An indication of the extent of the backlog of applications before the Commission was given in a news release the day before the hearing conducted. (See story above.)

Industry circles concede the Commission must have more personnel if it hopes to catch up on pending and still-coming applications. There is need also for more space, even with the staff at its present size, it was pointed out.

Afer studying FCC's estimates, the Budget Bureau will make its recommendations to President Truman late this year. Subject to revision by the President, the requests will then be transmitted to Congress in the Presidential budget message in January.

The FCC group at the hearing was to include Chairman Comrs. Rosel H. Hyde, E. K. Jett, Paul A. Walker and Ray C. Wakefield; General Counsel Benedict P. Cottle; Chief Engineer George P. Adair; Personnel Director Gilbert H. Hatfield; Director William B. Robertson of the budget and planning division; Charles S. Hyneman, assistant to the chairman; Chief Accountant William J. Norfleet; James A. Barr, chief of AM division, engineering department; Vernon L. Wilkinson, assistant general counsel in charge of broadcast division; William N. Krebs, assistant chief engineer, safety and special services branch; Lester W. Spillane, assistant general counsel in charge of safety and special services division; Harold J. Cohen, assistant general counsel in charge of common carrier division; Ralph Jones, chief of a section, common carrier division, engineering department; John Russ, chief, international division, engineering department.

In dismissing its special investigation into Western Union services and operations, the Commission made plain it was temporary.
Need For World Air Network Is Again Urged by Sarnoff

A WORLDWIDE radio network of both international shortwave and domestic stations, to be operated by the United Nations in the interest of peace, was recommended last week by a round-table on mass communications at the first meeting in Washington of the National Commission on International Education, Scientific and Cultural Cooperation [Broadcasting, Sept. 23].

The recommendations, based on a report by a subcommittee of consultants headed by Edward W. Barrett, executive editor of Newsweek, were made after Brig. Gen. David Sarnoff, RCA president and NBC board chairman, appealed to the round-table to support a worldwide broadcasting system in the interest of peace.

General Sarnoff, in Washington Wednesday to report to President Truman on his trip abroad, unexpectedly attended the NCIECC round-table on mass communications.

"I personally think that radio—not excluding other media—is as great a potential force in world peace as atomic energy is a potential force in world war," said General Sarnoff, who served in the European Theatre during the war. He declared that if the United Nations are to accomplish peace they must "set their sights high."

"I think your recommendations must be bold," he said. "You must think of it in the future and not be afraid of the technical and financial problems." The success of international broadcasting depends "on (1) freedom to listen and (2) facilities, he said.

Recommendations

The round-table's recommendations included these points: (1) That the Division of Mass Communications employ techniques which have been developed by commercial media; (2) that commercial media have a large part in furthering objectives of UNESCO; (3) that UNESCO utilize the radio, press and motion pictures as "instruments of education, culture and scientific advancement," adding "UNESCO is no less concerned with the protection of the peoples of the world against misuse of these media."

(4) Alluding to an implication that financial support by UNESCO might lead to "forms of government control going beyond the clear intent of the report," the round-table recommended that when financial assistance is extended it should be on terms of emergency aid; (5) that the subcommittee's report is "warmly endorsed;" (6) that the United Nations and UNESCO should establish and operate as soon as possible a worldwide radio network; (7) that pending establishment of such a network, UN and UNESCO should use all present radio facilities, including, if necessary, exploration of the possibility of purchasing one or more existing radio stations.

At a news conference Tuesday William B. Benton, Assistant Secretary of State in charge of Public Affairs, said he agreed with the subcommittee's report but felt that the committee "understates the value of UNESCO broadcasting in contrast to other proposed activities." Mr. Benton pictured broadcasting as the "quickest means" of reaching the most people at minimum cost.

He referred to State Dept.'s operation of this country's 36 transmitters on 56 frequencies and said the "commercial broadcasters" want to continue the present set-up whereby the Government leases full time from the licensees. Asked about announced intentions of World Wide Broadcasting Foundation (WRUL WRUF Boston) of assuming program responsibilities for 25% of the time, under an Act of Congress passed earlier this year, Mr. Benton said "it would be unsound to give preference to any one licensee."

KANA Moves Dwelling To Go Into Operation

BY MOVING a town dwelling to the new station site and remodeling it to provide modern station facilities, KANA Anaconda, Mont., was able to overcome building restrictions and go on the air Sept. 20. The station uses 250 w on 1230 kHz. It is owned and operated by Mosby's Inc., owner of KGVO Missoula, Mont.

A. J. Mosby is president and Don Jones, manager. The construction permit was granted April 11. Raytheon equipment is used. A 180-foot Wincharger tower stands next to the largest smokestack in the world at the Anaconda Copper Co. smelter. KANA is represented by Weed and Co.

VIEWS on his two-month business trip in Europe were given at White House Wednesday by David Sarnoff, RCA president and NBC board chairman, at invitation of President Truman. He said his company has 95% of its operations in the U. S., and does not plan to acquire or build broadcast stations in Europe.

SIX MORE STATIIONS RECEIVE RENEWALS

SIX new license renewals for standard stations were granted by the FCC Sept. 19 and announced last Wednesday. All had been on temporary license for short periods of time. KHKX Hannibal, Mo., granted a renewal for the period ending Feb. 1, 1947, had been on temporary license since June 1, 1945. Comms. Clifford J. Durr and Rosel H. Hyde voted for hearing on two of the renewal applicants: WINK Fort Myers, Fla., and KVOD Denver. Commissioner Durr also voted for hearing on the application of KHBK Hilo, Hawaii.

Stations granted renewals were: WINK Fort Myers (for period ending Aug. 1, 1949); WIP Philadelphia (for period ending May 1, 1949); KBHC Hilo (for period ending Feb. 1, 1949); KYUM Yuma, Ariz. (for period ending Aug. 1, 1949); KHKX Hannibal (for period ending Feb. 1, 1947); KVOD Denver (for period ending May 1, 1949).
Surplus Broadcast Equipment Is Rare

House Hearing Shows One Transmitter Was Sold

BROADCASTING equipment has been one of the rare items in the billion dollar electronic stocks acquired by War Assets Administration, it was indicated last week as a special House committee started an inquiry into this phase of leftover war supplies. Chairman of the committee is Rep. Slaughter (D-Mo.)

Only one new broadcast transmitter for medium or high power had been sold by WAA by last spring, it was brought out in testimony by William L. Foss, member of the engineering consulting firm of Colton & Foss and for five months chief of the WAA Electronics Branch. This 50 kw RCA transmitter was bought by Louis Wasmuer, owner of KGA Spokane, for $72,500 on a veteran's priority at a public sale conducted by the WAA Richmond office (BROADCASTING, April 1). Mr. Foss testified that some months after he left the branch he was re-tapped by Mr. Wasmer to inspect this material, he commented that the surplus declarations from the electronics branch, with its hundreds of millions of dollars worth of equipment, from a half-dozen unorganized employees to an active organization with chain of authority.

Criticism because his branch did not have a complete inventory of this material, he commented that the Signal Corps alone needed 15,000 persons merely to catalog its own electronic inventory whereas the surplus problem was any times as complicated, with 50% of the surplus declarations from the military inaccurate, and only 60 people handled the job.

Mr. Schwarz told the committee that the Western Electric Co. had been permitted to look over surplus declarations in a search for material suitable for telephone purposes. List of the material uncovered was sent to all interested companies and sold at an advertised public sale, he said.

Electronics surplus was kicked around by a second committee last week, a Senate Military Affairs Subcommittee making public a report charging incompetent, lax and "sometimes dishonest" supervision of surplus sales. Like the House group, it criticized failure to process veterans' priority certificates. Mr. Foss, questioned on these certificates, said a large share of them did not specify exact types of equipment desired and could not be processed even if desired items had been available.

Both committees have been looking into charges that certain manufacturer agents received choice salable equipment while others received unwanted items and junk.

Moscow Delegates Enroute Last Week

FOURTEEN delegates, seven staff members and five industry representatives left Washington National Airport at 3 p.m. Tuesday for Moscow to attend a five-power telecommunication conference preliminary to a world plenipotentiary conference scheduled tentatively for April 15, 1947, in the U. S. [BROADCASTING, Sept. 23]. Slated to leave early Monday morning, the plane bearing the U. S. delegation was delayed until Tuesday afternoon because of weather conditions. Meanwhile State Dept. Wednesday was advised by the director, bureau of the International Telecommunication Union, Bern, Switzerland, that this country's invitation for a World Telecommunications Conference to begin April 15 next year was telegraphed Sept. 19 to all interested nations.

Definite plans for the world plenipotentiary conference are expected to be made at the Moscow sessions which were to open Sept. 28. In addition to the world conference delegates in Moscow are scheduled to discuss preparation for special meetings, including creation of a committee to prepare a new official international list on frequencies and a special conference on shortwave broadcasting.

The latter conference is expected to be held in Moscow or the U. S., following the five-power meeting. Delegates from the United Kingdom, France and China are meeting with the U. S. and U. S. R. at the five-power conference.

Adopts Revised Plan

ADOPTION of revised report for the allocation of frequencies below 25,000 kc [BROADCASTING, July 15] was announced by the FCC last Wednesday. The report was formally adopted Sept. 19. Statements concerning the effect of this service-allocation were received by the Commission from Lorain County Radio Corp., A.T.&T., National Federation of American Shipping Inc., Radiomarine Corp. of America and Mackay Radio and Telegraph Corp. The American Radio Relay League had suggested that FCC include amateur service in the service-allocation band 1750-2000 kc.
Classified Advertisements

**PAYABLE IN ADVANCE**-Checks and money orders only—Minimum $1.00.

Situation Wanted (Cont'd)

Looking for a good all-around announcer for small station work? Graduated with honors from the University of New York in 1950, will travel. Disc available. Box 993, BROADCASTING.

Wanted

Two first class operators for 250 watt AM and 3 kW FM station. Can use equipment and new technology. Must have experience but not necessary. Write Tom Barber, Chief Engineer, WMQG, Moultrie, Georiga.

Experienced commercial copywriter. As- sociated with large market stations. Box 995, BROADCASTING.

Key man position with large regional network, su- perb year-round climate, scenery, etc. Abilene, Texas. Will provide employment in town southwest. Engineer-announcer, first class ticket, 3 needed. Rush cans to Box 936, Abilene, Tex.

Chief engineer—radio station in small Southern city, age 45, $3600/mo., all expenses paid. Box 937, BROADCASTING.

Copywriter—Man or woman, by estab- lished agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, the opportunity you are looking for will come to you, write us, giving experience, age, salary you desire. Box 939, BROADCASTING. Include samples. Box 993, BROADCASTING.

Wanted

Experienced continuity writer who can handle a program. New opportunities. Write Box 958, BROADCASTING.

Time salesmen who can be affiliated, no nag competition, practically virgin field in pleasant prosperous city. Send photo, qualifications, salary wanted. Box 993, BROADCASTING.

Commercial, Radio's Reliable Resources, Box 894, BROADCASTING.

Available—Qualified—Sports men, engine- ers, Radio's Reliable Resources, Box 894, BROADCASTING.

Wanted

First class daily, $35 per week, plus expenses. Will remove. Box 961, BROADCASTING.

Operator-announcer for new station at Douglas Arizona, $85.00 per week con- tact cable or telephone. Box 963, BROADCASTING.

Openings—1st class operators—announcers, salesmen, girls. Fridays, RRB (Age- nt). Box 965, BROADCASTING.

Operator—First class, announcing experience, very good looking, crude appearance, salary, full details first to Box 967, BROADCASTING.

Wanted immediately—three men with first class phone tickets. Good pay. Please write full description. Box 969, BROADCASTING.

Newspaper operator-announcer. Three years min- imum experience required; able to edit and compile own newscasts and do some general announcing. Leading progressive station. Former program di- rector, KPFA, Helena, Montana. Box 971, BROADCASTING.

Situation Wanted

Transmitter operator, veteran, single, desire change, one year experience, State salary and hrs. per week. Box 971, BROADCASTING.

Promotion director with top-flight back- ground, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in pro- gram and sales promotion, research, art, accounting, layout, production—always replies in strict confidence. Box 984, BROADCASTING.

Program director-announcer, now work- ing at station wishes to make change. Thoroughly experienced in promotion, production, and announc- ing. Write Box 991, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west: Out- standing record, sales, public relations, executive. Personal interview my ex- perience. Box 992, BROADCASTING.

Announcer—Experience ranging from 250 watt to 50 KW NBF Platte Jockey- ing, with all kinds of advertising, news, special events. I want a perma- nent position without a great deal of work, but preferably one that offers a future, located in a good family tow. Box 993, BROADCASTING.

M.C.-announcer wishes position where he can get to establish himself with station having high standards of scholarship. 8 years age, located in local and network shows producing and announcing. As G.L., handled radio program th- roughout South. Department Excellent references. Box 994, BROADCASTING.

Help Wanted

Wanted—Manager of radio station to locate in midwest who would be inter- ested in a new station position. Box 940, BROADCASTING.

South eastern 5 kw station needs addi- tional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Write me confidential. Give full details, including salary requirements. Box 968, BROADCASTING.

Southern city needs three en- gineers-announcers. Box 983, BROADCASTING.

Key management personnel—New ma- jor network station under construction in New York City. Well established, position desirable. Key management personnel: references, family data, and anticipated date of availability. Box 913, BROADCASTING.

Announcers-position requiring knowl- edge, board, must develop own shows and handle newscasts, $50 for 40 hour week with midwest station. College graduate only, unless thoroughly expe- rienced. Box 940, BROADCASTING.

Copywriter—Man or woman, by estab- lished agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, the opportunity you are looking for will come to you, write us, giving experience, age, salary you desire. Box 993, BROADCASTING. Include samples. Box 993, BROADCASTING.

Wanted—Experienced continuity writer who can handle a program. New opportunities. Write Box 958, BROADCASTING.

Time salesmen who can be affiliated, no nag competition, practically virgin field in pleasant prosperous city. Send photo, qualifications, salary wanted. Box 993, BROADCASTING.
FCC Delays WBAL Renewal Hearing; Hearst Files Plea

EARLY HEARING on the application of newsmen Drew Pearson and Robert S. Allen for WBAL Baltimore's 50-kw, 1090 kc assignment apparently was precluded by FCC action last week.

The Commission postponed for 60 days WBAL's renewal hearing, which had been set for Oct. 1, and failed to act on the Pearson-Allen petition for consolidation of their application with the renewal case.

Issues in the WBAL renewal, awaited since the application was set for hearing last February, are expected to be announced within two weeks, interpreted as providing WBAL an opportunity to "meet the issues," by petition for reconsideration, in an effort to secure renewal without hearing.

WBAL Petition

In a last-minute petition opposing the Pearson-Allen request for consolidated hearing of the two cases, Hearst Radio Inc, licensee of WBAL, argued that consolidation would constitute "pre-judgment" of the petition for reconsideration and grant of renewal which WBAL has a right to file when the issues are announced.

The proposed Pearson-Allen station, if granted, would not get into operation before expiration of the WBAL renewal term on May 1, 1948, the petition contended. Therefore, Hearst claimed the two applications are not mutually exclusive, and consolidation "would inevitably delay disposition of the renewal application . . . ." Meanwhile, it was disclosed that Hearst Radio had retained the Washington firm of Dempsey & Koplovitz to serve in the case with WBAL's regular Washington counsel, Littlepage & Littlepage, under the direction of Hearst Attorney John J. Burns, former Federal judge.

Hearst's opposition to consolidation of the two applications, filed by Attorneys Thomas P. Littlepage Jr. and William J. Dempsey, maintained that a grant of the renewal application would not prejudice the rights of Messrs. Pearson and Allen, and that even in case of denial Hearst would still have a right to comparative consideration with the new applicants.

Hearst expressed "firm belief" that it can meet the issues of the renewal case when they are announced. Referring to FCC's Blue Book, which compared the extent of commercial programming of WBAL under Hearst ownership with plans outlined by a former owner, the petition said the Blue Book itself makes it clear that Hearst cannot be charged with any discrepancy between promise and performance in its operation of Station WBAL.

"The most important consideration of all, however, is the factual knowledge that Hearst's operation qualiatively considered has been one of solid merit from the standpoint of public interest," the petition added.

If a hearing on the Pearson-Allen application is held, it was noted, FCC "quite certainly" would want Hearst to file an application covering substantially the same period contemplated by the two newsmen's application, since the present WBAL application was filed in February 1945. But to ask for such a new application now "would be premature" since "several months" will be needed for the Commission to reach the Pearson-Allen application in its processing lines, the petition asserted.

Messrs. Pearson and Allen, who jointly wrote the daily Washington Merry-Go-Round and conducted a weekly commentary first on MBS and later NBC-Blue until Col. Allen went into the Army, filed their application for WBAL's facilities in the name of Public Service Radio Corp. [Broadcasting, Sept. 23]. Mr. Pearson, who now conducts the newspaper column alone, has a Sunday evening 15-minute news commentary on ABC, sponsored by Lee Hats. Col. Allen, still in the Army, would manage the proposed station.

Northwest Stations Set Regional Network Plans

FIRST two-State regional station group, to be sold as a whole or any one or more stations, has been formed by stations in Oregon and Washington, the NAB Small Market Stations Division, headed by J. Allen Brown, has been informed by Fred F. Chitty, general manager of KVAN Vancouver and KOOS Coos Bay, Ore. Homer H. Griffith is representative for the group, which will start promotion activity Oct. 1.

Member stations, operating as the Oregon-Washington Group, are: KWIL Albany; KORE Eugene; KRNR Roseburg; KAST Astoria; KFLW Klamath Falls; KSLM Salem; KVOS Bellingham; KWLK Longview; KBNR Bend; KOOS Coos Bay; KXRO Aberdeen; KRKO Everett; KPQ Wenatchee; KEA Centralia; KGY Olympia.

CBS Airs Service

A SPECIAL Yom Kippur program will be broadcast on CBS on Oct. 3, 5:30-6 p.m., with service conducted by Rabbi Solomon A. Fineberg, director of community service for the American Jewish Committee. Guest speaker will be Rear Admiral Lewis L. Strauss, president of the Temple Emanuel, New York, and special assistant to the Secretary of Navy during the war.

CBS Network
Rep. Clarence F. Lea to Retire

In 1948 Following 16th Term

REP. CLARENCE F. LEA (D-Calif.), chairman of the House Interstate & Foreign Commerce, would retire at the end of his next term, 1948. He will have served 32 consecutive years, 28 of them as the nominee of both Democratic and Republican parties from his district.

Strong proponent of amending the Communications Act to spell out the powers of the FCC, Congressman Lea helped to write the original Radio Act of 1927 and its successor, the Communications Act of 1934. Mr. Lea has contended that the law is good but that the courts and FCC both have attempted to place interpretations "not intended by Congress."

That Representative Lea hopes, as his final contribution to his country, to sponsor a new Communications Act which will set at ease the minds of broadcasters, now in turmoil over FCC policies and regulations, is no secret on Capitol Hill. He had planned to introduce such legislation during the 79th Congress, but the end of the war and other pressing legislation forestalled it.

While he was chairman of the Select Committee to Investigate NEBLETT CONTINUES PRESENT PROGRAMS NEBLETT RADIO Productions, Chicago, headed by the late Johnnie Neblett, who died in an airplane crash Sept. 15 [BROADCASTING, Sept. 28], will continue to package So the Story Goes, transcribed feature which starred Mr. Neblett as commentator. The company now has 260 transcribed episodes of the popular program which is currently carried by 9 stations.

The Neblett firm also will continue to produce and sell Louise Manning and the Westerners, under contract to Mr. Neblett as a transmitter. Mr. Neblett died intestate and the courts have yet to appoint an executor. It is understood that two-thirds of his estate will go to a son by a former marriage, Benjamin, 6, whose guardianship is shared by his mother, Mrs. Dorothy Neblett, and Mr. Neblett's brother, Thomas.

Before Mr. Neblett's death he was under contract to Russel M. Seeds, Chicago, to write a five-minute ABC program, Fact or Fiction, for Brown & Williamson Tobacco Co., effective Oct. 6, 12:55-1 p.m. CST. Jack Simpson, radio director of the Seeds agency, said no replacement had been selected but that the program would be aired.

the FCC during the 78th Congress, Mr. Lea learned much of the ways of the Commission, as well as the confusion of broadcasters. His report, at the conclusion of the session, strongly urged that Congress review the Communications Act and strengthen it.

Now 72, Congressman Lea said he wanted to retire while "still blessed with good health." He was author of the Lea Act, designed to curb the excessive practices of James Caesar Petrillo and to protect broadcasters from other "unreasonable" demands. He wrote the original Federal Airport Act, now a law.

Mr. Lea, whose service in the House is exceeded by only five other communications representatives, has served with a total of 1000 Congressmen since he took office in 1917.

He was renominated for his 16th term—the 15th time by both major parties—of the California primaries last spring.

WJZ to Celebrate 25th Year Oct. 1-7 LOOP ANTENNAS were entwined on the console, batteries were spilling their green chemicals onto the rug, and from headphones, or speakers looking like oversized ear trumpets, came noises like a thimble being rubbed on a tinfoil washboard. That was radio 25 years ago.

WJZ, New York, first radio broadcasting station now the ABC network outlet, will celebrate its 25 years of operation the week of Oct. 1-7. Station breaks and special announcements will call listeners' attention to WJZ's Silver Jubilee throughout the week.

Its First Program

Oct. 7, 1921, WJZ went on the air with its first program, a description of World Series baseball between the New York Giants and the New York Yankees. Announcer, master of ceremonies, and general utility man was Thomas Cowan.

When WJZ went on the air its studio was a reconverted ladies powder room with old rugs for the rug, and from headphones, or speakers looking like oversized ear trumpets, came noises like a thimble being rubbed on a tinfoil washboard. That was radio 25 years ago.

Swift Renews ABC SWIFT & Co., Chicago, has renewed sponsorship of the 9:15-9:30 a.m. segment of ABC's Breakfast Club, Monday through Friday. Contract for 52 weeks was placed through J. Walter Thompson Co., Chicago.
Huffington Is Appointed Head of Red Cross Radio

B. WALTER HUFFINGTON, former general manager of WSSV, Petersburg, Va., has been appointed head of the American Red Cross, in charge of domestic and foreign radio activities. He assumed his duties at Washington headquarters today (Sept. 30). Mr. Huffington, who succeeds Julie Dickinson who is now Washington representative for J. Walter Thompson Co. [broadcasting, Sept. 2].

Prior to going with WSSV, Mr. Huffington was general manager of WSSV in Virginia, North and South Carolina, with headquarters in Richmond. Previous radio experience included commercial positions with WPTF Raleigh and WTAR Norfolk.

Dies in Studio

AFTER TAKING part in an audience participation show on WEEI, Boston, Sept. 29, Mrs. Harriette French, 68, of Portsmouth, N. H., told the m.c., "I have just realized my life's ambition." Then she died. A friend who was with her, N. S. French, who had been under a doctor's care for a heart ailment for more than a year, said the program continued with neither listener nor audience aware of the death.

HEARING TO RESUME ON N. Y. NEWS FM

NEW YORK Daily News, whose right to operate FM station was challenged by American Jewish Congress [broadcasting, July 15], is slated to resume examination of its challenger when further hearings on New York FM applications open today (Sept. 30). Engineering data relating to several of the 17 applications received in a session last Monday, when it was indicated that News questioning of opposing witnesses, started during the earlier proceed- ings in New York, would be renewed today. The current session will be held in Washington. Five channels are now available, four others being reserved until July 1, 1947.

Counsel for AJC implied, in the New York sessions, that the News was anti-Semitic.

Universal Radio Sales Will Handle PST Discs

PUBLIC SERVICE TRANSCRIPTIONS Inc., Washington, whose series on questions of public interest is arranged with Universal Radio, New York, to handle the discs. Sealed Memereef, executive director, announced the following members of firm's advisory board:

L. Keith Tyler, director of Institute for Education by Radio, Ohio State U.; Kathleen N. Lardie, president, Assn. for Education by Radio; Mrs. Gertrude Broderick, executive secretary, Federal Radio Education Committee; Sen. Elbert D. Thomas (D-Utah); Dr. Helen Dwight Reid, American Association of University Women; Dr. Frank C. Rand, Jr., secretary-treasurer, Atomic Information; Dr. Harlow Shapley, Harvard U.; Albert Leitch, director of radio, U. S. Chamber of Commerce; Tony Tucker, vice president and general manager, ABC; Dr. Milton Menefee, executive treasurer, American Association of Broadcasters; Sen. Eliza Thomas; Dr. Charles Denny, Mr. Lasky's partner, has accepted the Henry Morgan show, for Philco, through Hutchinson Co. Mr. Lasky's partner, has accepted the Henry Morgan show, for Philco, through Hutch inson, which starts next week. The show is owned by E. N. Thwaites, will be an affiliate. The new station in Santa Fe is owned by Mr. Rand and will be operated by the New Mexico Publishing Co. The El Paso application is under the name of El Paso Broadcasting Co., which is owned by Mr. Rand, president; Mr. Buck, and Mr. Tucker.

ABC Moves To Dominate Wednesday Night Shows

IN A MOVE, obviously aimed at demonstration of Wednesday night audience, ABC last week announced that it would shift Pot O' Gold, the once hugely successful listener attraction, from its originally tendered Thursday spot to the Wednesday period immediately preceding Bing Crosby.

Pot O' Gold, under sponsorship of Tums, through Roche, Williams to be broadcast Wed., Oct. 30, p.m., beginning Oct. 2. Two weeks later, the transcribed Crosby show, for Philco, through Hutchinson, which starts next week. The show is owned by E. N. Thwaites, will be an affiliate. The new station in Santa Fe is owned by Mr. Rand and will be operated by the New Mexico Publishing Co. The El Paso application is under the name of El Paso Broadcasting Co., which is owned by Mr. Rand, president; Mr. Buck, and Mr. Tucker.

ZIA NETWORK, a five-station group with headquarters at KOAT Albuquerque, N. M., will soon begin service in the New Mexico area. The stations are: KFUN Las Vegas, N. M.; KGAK Gallup, N. M., and projected stations in Santa Fe, N. M., and El Paso, Tex.

KOAT is owned by A. E. Buch, president; Frank C. Rand Jr., secretary-treasurer, and Merle H. Tucker, vice president and general manager. Mr. Buch and Mr. Tucker are partners in KGAK, a station owned by E. N. Thwaites, will be an affiliate. The new station in Santa Fe is owned by Mr. Rand and will be operated by the New Mexico Publishing Co. The El Paso application is under the name of El Paso Broadcasting Co., which is owned by Mr. Rand, president; Mr. Buck, and Mr. Tucker. The name Zia is taken from the sun god of the southwestern Indians.

Elliott and Daly Agency Is Set Up in Oakland

FORMATION of Elliott and Daly, San Francisco-Oakland advertising agency, successor to the Lasky Co., was announced last week following resignation of Philip G. Lasky who has returned to Associated Broadcasters Inc. as vice president and general manager [broadcasting, Sept. 23]. Wallace F. Elliott, Mr. Lasky's partner, has acquired the latter's interest and has sold half interest to Jack Daly, who had been broadcasting manager of the San Francisco office.

Associated Broadcasters is licensed for KSFO San Francisco and of the international shortwave stations KXWI and KXW, properties of Wesley I. Dunn, president.
August set production 30% above July

Shipments of radio sets in August—1,700,000—were 30% above July’s figure of 1,300,000 and 55% above the average monthly production in 1940-41. Civilian Production Administration announced Friday. Radio Manufacturers Assn. members, representing over 90% of industry, produced 1,442,757 sets [Broadcasting, Sept. 23].

Of total production table models comprised 85%, consoles 7% and auto sets 8%, CPA found. Table model output was 91% above previous average, with consoles 22% below and auto sets 40% below previous. Supplies of several components, including tubes, gang condensers and wood cabinets continue short, says CPA.

July set production was 1,221,745, U. S. Census Bureau reported. This included 708,405 home radios (except battery); table (including compact), 691,009; console 17,386; battery operated, except auto, 174,777; auto 149,679; radio-phonograph combinations 188,884. No television sets listed. July production includes 15,311 AM-FM and other, table, console models. Total value of shipments for month was $37,712,973. CPA estimated July output 1,500,000 sets.

Government to defend

LEA ACT IN AFM BRIEF

IBA ACT abridges none of four Constitutional amendments alleged by James Caesar Petrillo; it actually repeals strike-injunction section of Norris-LaGuardia Act; courts never have upheld unlawful strikes, while Petrillo called unlawful strike, Government was to claim today (Monday) in brief to be filed in U. S. District Court, Chicago, answering brief of music czar, it was learned Friday.

Dept. of Justice remained silent on assignment to prosecute AFM chieftain on Lea Act violation charges in strike against WAAF Chicago, but J. Albert Woll, Chicago, district attorney who had been handling case, announced he had “withdrawn” following Washington conferences [Broadcasting, Sept. 23]. Government replied brief to Petrillo contentions due Sept. 19; Justice Dept. gave extra time to revise original Woll brief and permit district attorney—son of Matthew Woll, AFL second vice president, to step down. AFL is on record supporting Petrillo.

IBEW Loses at WSB

IBEW failed to obtain majority of votes in election among technical employees of WSB Atlanta. Election ordered fortnight ago by National Labor Relations Board, which Atlanta. Election ordered fortnight ago by National Labor Relations Board, which

threw of WJBW renewal jeopardizes engineering Friday. WJBW, licensed to Charles C. Carlson, for 1,230 kc, 250-w assignment of former husband's WJBW New Orleans [Broadcasting, Sept. 23] designated for hearing with WJBW license renewal Oct. 10. In New Orleans, FCC said Friday. WJBW, licensed to Charles C. Carlson, up for further renewal hearing on engineering complaints. Mrs. Carlson says threat of WJBW renewal denial jeopardizes share of station profits she gets under divorce decree.

Miller reserves NAB UNESCO policy

JUSTIN MILLER, NAB president, advised Assistant Secretary of State William Benton that NAB had not yet considered recommendations of National Commission on International Educational, Scientific & Cultural Cooperation, and reserved privilege of supporting whatever “public policy might be so adopted” by NAB (early story page 72).

Mr. Miller, who presided at roundtable on mass communications at Commission meetings, said he “went along” with recommendation of Btv. Gen. David Sarnoff for international network of UN or UNESCO “with great interest, but without comment.” While he didn’t anticipate adoption of “any other policy” by NAB, Mr. Miller said he must “necessarily reserve the privilege of representing the point of view of the NAB.”

BMB board approves second study in 1948

BMB Board of Directors, meeting Friday in New York, unanimously adopted resolution calling for second study of station and network audiences in March 1948.

Board also voted to devote 1947 to four major projects: Evaluation of 1946 study, experimental research, refinement of techniques; promulgation of full use of 1946 station and network audience information by advertisers, agencies and broadcasters; solicitation of subscriptions for participation in BMB’s activities, including 1948 survey; serving subscribers with respect to interpretation of reports and correct statistical presentation. BMB board meets again Oct. 22 in Chicago.

More than 1,000 attended BMB clinics in N. Y. and Chicago, July-September. N. Y. attendance about 600. Advertisers accounted for 15%, agencies 32%, stations 14%, networks 16%, station representatives 13%, independent researchers 6%, press 3%, others 1%.

NARBA delay asked

FCC FRIDAY requested State Dept. to ask for postponement of filing proposals for Third National Radio Broadcasting Conference from Oct. 1 [Broadcasting, Sept. 23]. Reason: Commission too busy on other matters to complete NARBA data. Under schedule adopted last Feb. 25 in NARBA Interim Agreement, all signatory nations were to submit to Inter-American Radio Office, Havana, 12 copies of conclusions following studies for new NARBA. Should Oct. 1 date be postponed, all subsequent dates, including Third Conference, may have to be revised. Senator of programs next year in Canada, would be deferred.


GIMME REWRITE! OVER

Fifth estate helps Fourth Estate in covering news stories at Philadelphia Record. Two-way radio communication now set up between city desk and reporter-photographer team in auto, first such press set-up in that city.

Ted Fisher, formerly with Rathrauff & Ryan, joined Pedlar & Ryan, N. Y., as media director.


Al DAVIDSON Jr., formerly with Kenny Delmar Productions, named director of newly-formed radio department, Wortman, Barton & Gould, N. Y.

Walter S. KLINE, formerly commercial manager, KVSO Ardmore, Okla., in charge of new Dallas branch office, Homer Griffith Co., 711 Construction Bldg.; phone, Riverside 2673.

Broza Leaves WCAU

STAN LEE BROZA, vice president in charge of programs, WCAU Philadelphia, radio pioneer resigning Jan. 1, Dr. Leon Levy, station president-general manager, announced. Mr. Broza to give full-time to personal artists management, concentrating on son, Elliot Lawrence, band leader. Succeeding Mr. Broza is Joseph T. Connelly, WCAU news editor and director of special features. Norris West named assistant.

Farm safety winners

WHO Des Moines won in 10 kw to 50 kw division and ABC in national network division of National Farm Safety radio contest, sponsored for second year by National Safety Council, Chicago. Other winners: 1 kw to 10 kw division—WGY Ohio, second; less than 1 kw—WMO Hamilton, Ohio; regional networks—Special Farm Network of Ohio State U. and WOSU Columbus. In 10 kw to 50 kw division, WTTI Hartford, WLS Chicago, WABX Boston, WPRT Raleigh received special praise. KLZ Des Moines, WMAK and W measurements of 10 kw to 50 kw division. Winners receive NBC’s “Award of Honor for Distinguished Service to Safety.”

Plunges to death

DOUGLAS W. BRASHEAR Jr., lately of Grant Ad., N. Y., son of Richmond, Va. American Tobacco Co. executive, Friday plunged to death from 76th floor offices of Grant agency, Empire State Bldg., N. Y. Former Marine pilot, he suffered from battle fatigue, said friend.

Files for Philadelphia

APPLICATION of Foundation Co. of Washington, D.C., for new 10 kw station at 680 kc, DA fulltime, reported Friday by FCC. Foundation Co., headed by Washington radio attorney, Elmer W. Pratt, to seek intervention in Oct. 7 hearing on Baltimore 680 kc applications of WCBM Baltimore and Tower Realty Co. Firm also seeks to upset 570 kc Washington daytime grant to Metropolitan Broadcasting Co. and comparative consideration with own 5,800 kc fulltime application for nation’s capital.

Hearing on Community and Ohio-Michigan companies’ Toledo FM applications, scheduled today (Sept. 30), postponed on FCC’s own motion until further order, after Toledo Blade withdrew, Commission said Friday.

BROADCASTING • Telecasting
IS WLW-LAND...

IN WHICH

12½ Million People Live... And Spend 3½ Billion Dollars Annually. 6½ Million Live in Large Cities... 3½ Million Live in Smaller Cities and Towns... 2½ Million Live on Farms.

WLW-LAND BECAUSE

17 of Every 20 Radio Families Listen Regularly to WLW... And They Listen a Total of 866 Million Minutes Per Week.*

* Listening Data From Nielsen Radio Index, Aug.-Sept., 1945

THE NATION'S MOST MERCHANDISE-ABLE STATION
CROSLEY BROADCASTING CORPORATION
QUICK FACTS

COVERAGE
WKY is heard regularly morning, afternoon and evening by more persons in Oklahoma than any other station, by 60% or more of the listeners (primary audience) in 41 counties in the morning, in 37 counties in the afternoon, and in 32 counties at night.

AUDIENCE
WKY has the largest habitual Oklahoma audience of any station. In 27 Oklahoma counties, WKY is the most listened-to station in the morning, during the afternoon, and at night, it is the station listened to most in 29 counties.

PROGRAMS
WKY is the dominant favorite of Oklahoma listeners for news, market reports, educational and farm programs. WKY's decisive audience preference around the clock is evidence of its over-all program superiority.

FARM FAVORITE
WKY is the station heard regularly and listened to most by Oklahoma farm families. One reason, no doubt, is that WKY carries most of the farm-slanted programs which farmers themselves like best.

SEND FOR COPY
These and hundreds of other interesting facts of interest to time buyers and radio people are contained in "The Oklahoma Radio Audience, Winter 1945-46", the second impartial statewide study of radio listening in Oklahoma conducted by Dr. F. L. Whan, University of Wichita. A copy will be sent at your request.