the man who shook hands with himself

The other day we met an old prospect. He was crying. "Well, old timer," we said, "what's that you've got in your hand?"

"My other hand," he replied, shaking it.

It just didn't make sense. But his reason did.

Now, the reason this old WOR prospect was shaking hands with himself—and crying, too—is simple. He once talked us out of selling him a half-hour evening show. He did such a good job of it, that from that day on he began shaking hands with himself. A week later, we went around the corner and sold the same idea to his competitor.

Using no promotion other than WOR, our old prospect's competitor jumped his product list from one to 36. He also showed a 100% sales increase for every year he was on WOR.*

After this, of course, our old prospect began crying. But would he stop shaking hands with himself? Not much. He even asked other people to shake hands with HIM. That is, people who hadn't used WOR. And he had one heck of a time finding those.

This, gentlemen, is a story you might well take to heart.

* This is an authentic WOR success story, from our file of more than 100 — perhaps the greatest collection of success stories ever gathered by any one station.
PROTECTING the INTERESTS OF OUR PEOPLE

WLS helps find a stolen truck...quickly

"I want to thank you from the depths of my heart for your promptness and cooperation," writes Mrs. Alex Kedas of Westville, Illinois.

The farm family truck had been stolen and they needed it. At 10 a.m., Mrs. Kedas called WLS. At noon, the stolen truck was described on WLS Dinnerbell Time.

Mrs. Kedas continues:

"Before your program went off the air, the whereabouts of this truck was reported to the sheriff of Kankakee County by one of your listeners."

Undamaged, the truck was located near Manteno, Illinois, 100 miles from Westville, and returned to its owners.

More dramatic than the day to day assistance and entertainment WLS gives its audience, this story of a stolen farm truck points up the long-established fact:

WLS SERVES THE PEOPLE OF MIDWEST AMERICA

A Clear Channel Station

WPEN Goes to College

... and in a good cause

In the Philadelphia area there are 4 major college radio stations. WPEN set up a network with these stations... and educated the students to professional broadcasting.

WPEN's modern studios are a laboratory, open to undergraduates at all times. WPEN's staff volunteered as instructors in engineering, programming, production and script writing.

This sort of progressive activity is typical of the many reasons why WPEN is daily welcomed into the homes of more and more Philadelphians. Both on and off the campus, WPEN's tailor-made shows fit precisely the interests and preferences of the people of Penn's town.

WPEN will be glad to introduce you to this audience which is America's third largest market. It's worth meeting.

*WBMC—Bryn Mawr WHAV—Haverford WXPN—Pennsylvania WSRM—Swarthmore

950 WPEN PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York Chicago Detroit Atlanta
San Francisco Los Angeles
THE EVENING BULLETIN STATION

WASHINGTON, enigma to many radio aspirants, also nemesis of commercial sports telecasters. Clark Griffith, owner of Washington American League franchise, club, is battling against televising big league baseball games, while George Marshall, proxy of Washington's football Redskins, doesn't care much about telecasting home games. Both resisted offers from prospective sponsors.

BROADCASTERS, long aware of FCC's Blue Book, due to get their first look at Blue Book hearing issues this week. Working carefully, Commission within few days expected to complete and announce issues for renewal hearing for WBAL Baltimore, cited in Blue Book for commercial programming and waiting hearing since February. With WBAL probably serving as "model," issues on six others up for renewal hearings on programming considerations expected to follow quickly.

PROBABLE resumption date for clear channel hearings continues to recede, with latest estimates putting it around first of year although participants report slim chance it may be earlier. Chief delaying factor: Preparation of technical exhibits by industry and FCC, which are taking more time than anticipated. Date for decision, originally expected in early fall, pushed back accordingly.

NOT ONLY Clear Channel Group (see story page 18) but many FCC members getting headache from question of daytime and limited-time assignments on clear channels. Up to this year, only 70 such stations. Since then, 130 others authorized. Though last week's grants included many daytime operations on clear, FCC understood to be studying all angles looking for solution, including possibility of "specified hours" for daytimers.

DESPITE thin trickle of FM receivers during last few months, production lines haven't stopped and thousands of FM-equipped sets should be available for Christmas trade, according to reliable reports. Scarcity of cabinets responsible for slowdown, but with more lumber available, and at least one big newcomer to cabinet field, large scale distribution should begin within month.


INITIAL step in postwar expansion of foreign operations is RCA action of Oct. 1 whereby two executives of subsidiaries became directors of RCA Photophone of London, English limited affiliation. Meade Brunet, managing (Continued on page 89)
**KCMO IS UP TO SOMETHING!**

**Mid-America’s First 50,000 Watt Radio Station**

It’s KCMO! ... with new towers and transmitter station now under construction to offer you ten times the power (daytime) of any other Mid-America radio station—50,000 Watts Day, 10,000 Watts Night at 810 kc. Located in the very center of this vast, industrial and agricultural area, KCMO will offer complete, economical coverage for this rapidly growing section.

Co-operating in the construction of the new KCMO towers and transmitters, are the firms listed—each one contributing their skill and know-how to the KCMO broadcasting facilities that will offer expanded coverage for expanding Mid-America.

Architects ....... Bloomgarten & Frohwerk, Kansas City, Mo.
General Contractor .......... F. E. Patterson, Kansas City, Mo.
Electrical .......... North Kansas City Electric Co., North Kansas City, Mo.
Heating and Ventilating U. S. Engineering Co., Kansas City, Mo.
Towers .......... Tower Sales and Erecting Co., Portland, Oregon
Transmitters and Phasing .......... Radio Corporation of America, Camden, N. J.
Substation Equipment .......... General Electric Co., Kansas City, Mo.
Ground Conditioning .......... Massman Construction Co., Kansas City, Mo.
Consultant Radio Engineer .......... Andrew D. Ring of Ring & Clark, Washington, D. C.

**KCMO**

Basic ABC
KANSAS CITY, MO.
Minnesota's Cash Farm Receipts
Last Year $901,183,100*

This near-billion dollar figure is one of the greatest in all the nation. Only four states out of 48 topped Minnesota in cash receipts from farming.

What more, for the first two months of 1946 (the only figures available), Minnesota's cash farm receipts increased 18 percent over the same two months of the previous year.

Reach this tremendous market through WDGY—the station that not only blankets the area, but has the friendly ear of Minnesota's farm population.

* U.S.D.A. statistics.

5000 Watts 1130 KC

MINNEAPOLIS SAINT PAUL

GORDON GRAY Vice President & Gen'l Mgr.
MELVIN DRAKE Vice President & Station Manager
LEWIS H. AVERY INC. National Representatives

WHY MINNESOTA FARMERS LISTEN TO WDGY
Farmers in Minnesota and bordering states make a habit of tuning to WDGY because it's the station that serves them best with good music, frequent market broadcasts, news and farm shows. From the early morning hours until night, WDGY is constantly on the job serving the farmer with the entertainment he likes, and the information he needs to operate more profitably. Minnesota farmers like these services. The buying power represented in WDGY's farm area offers a tremendous market for farm advertisers.
It looks complex but if you know the ropes it's simple. Weed and Company men know the ropes and know the people.
Walls of the auditorium bulged when the WTAM Orchestra came to town. Everybody and his forty-second cousin crowded into the building to see and hear these nationally famous musicians present a concert.

It happened again, and again; in Lorain, Warren, Mansfield ... everywhere the orchestra played, a hall was packed.

In 1945, when WTAM first arranged for its ensemble to make personal appearances in cities outside Cleveland, it was thought that response might be something less than overwhelming. The project of transporting a large troupe throughout Ohio to present concerts of serious music seemed highly ambitious. Even the fact that all gate receipts would be donated to the betterment of a cappella societies in local high schools was no guarantee of a sell-out.

But WTAM had reckoned without the pulling power of its stars—emcee Tom Manning, the WTAM String Quartet, violinist Ben Silverberg—names the audiences had heard on their favorite station and now had the opportunity to see in person.

Naturally S-R-O is in order at every performance, in the same way W-T-A-M is required listening in northern Ohio homes. No wonder sponsors rave about the loyalty of WTAM audiences—a loyalty reflected in the sales of every product and service advertised on Cleveland’s first station.
OUR LISTENERS COOK THEIR OWN MEALS

They're home folks. They buy their own groceries. They cook their own meals. They like their homes and they like to get home.

We think maybe that's why we've got peak ratings for listeners. When they get home, they turn their radios on to WWDC, the entertainment station.

If you've got something to sell, WWDC will move it at lower costs.

41,000 REFRIGERATORS NEEDED IN WASHINGTON

The demand for refrigerators was placed at 41,000, a jump of 130%, and for ranges, 11,000, an increase of 300%. These figures are from The Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C. represented nationally by WEED & COMPANY

Feature of the Week

A COMPLETE SELLOUT of tickets was South Bend's response to the two-day broadcasts offered to the public gratis by WSBT, pioneer station celebrating its 25th anniversary.

The silver anniversary broadcasts included Give and Take, Chef-Boy-Ar-Dee's question-and-answer package with John Reed King, m.c., and Hint Hunt, a new 15-minute five-a-week regional show for Chiffon Flakes (Armour & Co.). A specially produced birthday-day show starred Allan Jones and Johnny Long's orchestra.

WSBT's 25-year history goes back to 1921 when radio was in its infancy and members of South Bend Tribune's editorial staff carried on experiments with transmitting equipment. By the following spring they were ready to go on the air using the call letters WGAZ. In 1926 the call letters were changed to WSBT, which, incidentally, stand for South Bend Tribune, owner of the station. Six years later WRAF, then operating in Laporte, was purchased and its call letters changed to WFM to combine that station's time with that of WSBT. The operation of WFM was discontinued when WSBT was granted full time on 960 kc, in March 1941.

And even after 25 years of successful operation, WSBT is still growing. They are now at work on construction of a new transmitter and towers which will increase the station's power to 5000 w. A new transmitter is being installed for WSBT's FM station, WSBF, which will operate on 101.3 mc.

Sellers of Sales


Starting out in a plush, well-furnished office representing an initial investment of $10,000, The Tullis Co. was ready for its first client.

Formidable is word for Howard and now 19 months later his agency lists such as Bible Institute of Los Angeles, National Chiropractic Assn., Jean Ball School of Charm, and 50 local accounts, all of which represent more than $1,000,000 in radio billings alone.

Starting with lone office in Los Angeles, agency now also lists Hollywood, San Francisco, Chicago and New York. Personnel has grown from starting cast of two to present 16. No one in the organization is more than 35 and Howard Langdon Tullis is moving forward rapidly as the young "old man" of 29.

A native of Ottumwa, Iowa, where he was born Nov. 17, 1916, Howard first got the advertising bug in high school. He was advertising manager as well as editor of Ottumwa High School annual before graduating in 1935. He divided his college years equally between Grinnell College (Ia.) and Pomona College (Calif.).

Upon graduation in 1939, he went to work for KIEV Glendale as a salesman where he remained until spring of 1940, shifting to Charles Sieck Adv., Los Angeles, as account executive and staying at it until January 1941.

Then he left Los Angeles to take spot as sales manager of KDB Santa Barbara as well as doubling as announcer until late December 1941. From December 1941 through August 1943, he served KPAS Pasadena as time salesman, before taking over as vice president and general manager of K-V-K-W Pasadena. Leaving that in October 1944, Howard next joined Glasser-Gailey Adv., Inc., Los Angeles, as account executive until starting his own agency.

Marriage came on June 3, 1945 when Ruth Harrison became Mrs. H. L. Tullis. Hobbies include tennis, horseback riding, swimming.

Organizationally it's the Los Angeles Ad Club, Phi Delta Theta, Pomona College Alumni Assn., Los Angeles Kiwanis.
Where Showmanship Means Salesmanship

KGW has never been in favor of stunts purely for the sake of exhibitionism. An effort is always made to relate promotion projects to the sale of products and services advertised over this station.

For instance, our fall Parade of Stars promotion campaign gives the big play to commercial programs. Read the detailed list at the right and you'll admit that when KGW goes out to do a promotion job it really covers the field.

We think this is showmanship with the emphasis on salesmanship.

"A fine promotional stunt...I like it!"

says Eddie Cantor

In a personal note to KGW, Eddie Cantor indicated his enthusiastic approval of the KGW Junior Parade of Stars, October 12, 1946. Reaction from other leading NBC network artists was equally favorable.

In this unique event Portland school children, 16 or under, impersonated their favorite radio stars, competing for prizes.

...PARTIAL LIST OF KGW PARADE OF STARS PROMOTIONS

1. JUNIOR PARADE OF STARS
2. PARADE OF STARS TABLOID (see description at left)
3. NEWSPAPER ADVERTISING
   September 29 through October 13 KGW will use 13 ads in The Oregonian, a total of 80 inches, and 60 inches in the Oregon Journal.
4. HIGH SCHOOL PAPERS
   In the first two weeks of October KGW will use 320 inches of space in Portland's eight high school papers.
5. COMIC STRIPS
   Parade of Stars advertisements will be used in The Oregonian comic sections, October 6, 13 and 20.
6. CITY BRIEFS
   Oregonian City Briefs, two or three per day, for the duration of the Parade of Stars campaign.
7. OUTDOOR BOARDS
   KGW will use Parade of Stars 24-sheet outdoor boards throughout the city of Portland for the entire month of October.
8. STREETCAR CARDS
   Streetcars and busses in Portland will carry Parade of Stars cards the entire month of October.
9. RADIO ANNOUNCEMENTS
   Station KGW will carry a heavy schedule of Parade of Stars announcements. Announcements have also been scheduled on Station KXL, Portland.
10. NEWS RELEASES
    All Portland publications will be covered with Parade of Stars news releases.
11. WINDOW DISPLAYS
    Parade of Stars special window displays in retail stores.

REPRODUCED ABOVE is the cover of the eight-page KGW Parade of Stars tabloid. The original is in color, size 11-in. x 16-in. On Oct. 10, these tabloids — 100,000 of them, will be delivered to the door of EVERY DWELLING in the city of Portland.
The TALENT — For Superior Showmanship
The POWER — For Superior Coverage
The KNOW-HOW — For Superior Entertainment

Reese Bach. Director of Farming Activities. A former farmer, with college training and full backing of University of Kentucky Experimental Station and Central Kentucky County Agents. Will handle field shows daily in addition to numerous field trips.


Phil Sutterfield. Assistant Manager and Program Director. Nine years of Sports Announcing and Program Directing. Former WHAS sports director. Handles all University of Kentucky football and basketball games.

Forrest Wolverton. Captain of "1300 Club" from 6:00 A.M. to 9:00 A.M. daily. Former WHAS man who can sell any product when turned loose with a microphone.

Lacy Marshall Elliott. Contingent Head. Former WWDC as well as freelancing among the Agencies and script writer for many network shows.

Bill Moore. Zaniest Disc Jockey in radio. Conductor of "WKLX Sports Parade" every day from 1:00 P.M. to 5:00 P.M. Already established sports and disc man in South and Midwest.

Dr. Henry Noble Sherwood. Former president of Georgetown College, now chancellor of Transylvania University. Able commentator on foreign relations and domestic affairs for WKLX. Nationally recognized.

Lucy Marshall. Director of Women's Features. One of the smoothest and most persuasive voices in radio with plenty of commercial radio experience to back it up.

Sara Dean. Director of Women's Features. One of the smoothest and most persuasive voices in radio with plenty of commercial radio experience to back it up.

Here Are the "FOUR FREEDOMS" of WKLX

★ FARMING
★ NEWS
★ SPORTS
★ GOOD MUSIC

Most extensive farm coverage ever attempted in Central Kentucky. Portable recording units to be taken into field for first hand accounts of farm activities in addition to two half-hour shows daily. University of Kentucky Department of Agriculture and Experiment Station are enthusiastic backers. All County Agents have pledged 100% cooperation.

Whether it is International, National or Local in scope, WKLX will have it, every hour-on-the-hour from 5:00 A.M. to midnight with no exceptions. Full-time news staff of seven people will gather and prepare all newscasts with every eye toward perfect coverage of Local, International and National events.

Most revolutionary sports coverage known to industry. All race results, scores and complete sports coverage on "WKLX's Sports Parade" from 1:00 P.M. to 5:00 P.M. daily, including good music and answers to requests. All University of Kentucky football and basketball games will be broadcast by direct wire, no matter what the distance or cost. WKLX staff includes three full-time sports announcers.

And by good music, we have in mind everything from heavy classics through the jitterbug category with broadcasts in the best listening hours. Come what may there will be no "slicing off" of musical selections. At least, long-suffering listeners should be pleased.

A More Powerful Station — Giving Better Entertainment
8 of the first 10 top shows are heard over CFRB

Independent surveys prove CFRB broadcasts a larger number of popular evening programmes, than any other Toronto station.

20 top-rated shows are heard over CFRB

<table>
<thead>
<tr>
<th>CFRB</th>
<th>STATION X</th>
<th>STATION Y</th>
<th>STATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 watts</td>
<td>50,000 watts</td>
<td>5,000 watts</td>
<td>1,000 watts</td>
</tr>
<tr>
<td>80%</td>
<td>12%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)

and

Ontario, too!

14 top-rated shows are heard over CFRB

<table>
<thead>
<tr>
<th>CFRB</th>
<th>STATION X</th>
<th>STATION Y</th>
<th>STATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 watts</td>
<td>50,000 watts</td>
<td>5,000 watts</td>
<td>1,000 watts</td>
</tr>
<tr>
<td>56%</td>
<td>44%</td>
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<td>—</td>
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</tbody>
</table>

(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)

Ontario represents over 40% of Canada's richest market
It can be reached most effectively through CFRB . . .
this station delivers the largest share of the radio audience . . .
more of the people who listen and BUY!

860 kc. TORONTO

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Maybe we're boasting — but if you'll let us into the cage with some of your ferocious problems... well, maybe we can surprise you!

Seriously, have you ever tried letting F & P tackle your worries "from your side of the desk”? We're a nation-wide organization of proven, hard-working, intelligent radio veterans. We know spot-broadcasting, markets, competitive situations. We've got a lot to contribute, if you'll give us the chance to work with you. Let's see if our extra efforts can help you get your big results! Ready?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Nationwide Video Network by 1951 Seen

Sessions, Exhibits
At TBA Meet
Draw 900

By BRUCE ROBERTSON
A NATIONWIDE television network, utilizing coaxial cable and possibly radio relays, will be in service by 1951, L. G. Woodford, general manager, Long Lines Dept., AT&T, told delegates to the Second Television Conference and Exhibition of Television Broadcasters Assn., Friday.

The more than 900 individuals
registered at the conference at
New York's Waldorf-Astoria Hotel, were offered a liberal video education by the jam-packed schedule of the two-day meeting which opened Thursday.

From an account of the part played by television in the atom bomb tests at Bikini to a panel on what talent thinks of this new field, television features on pages 16, 18, 20, 27, 32, 68, 70, 76, 77, 78.

... ready for experimental use next spring. Two additional one-way video circuits between New York-Washington should be ready next year, he added. "In 1947 we will push westward toward Pittsburgh and hope to be able to connect such cities as Cleveland, Buffalo, Detroit, Chicago and St. Louis by the end of 1948 or shortly thereafter," the AT&T official said.

Ralph B. Austrian, general chairman of the TBA conference, last Thursday morning officially opened the meeting. First speaker was J. R. Poppele, TBA president and vice president of WOR New York. Using as his subject, "Television's Great Challenge," he declared: "Unquestionably, television's immediate challenge is not a technical one. Television's great challenge today—and always—is one of moral responsibility."

Without mentioning any names, Dr. Alfred N. Goldsmith, engineering consultant, urged CBS and the disciples of its "color or nothing" philosophy to rejoin the majority of the video industry in getting television started without further delay. He voiced "an earnest and
(Continued on page 16)
urgent plea to all groups interested in television—and that means all groups interested in present-day radio and its future—to support vigorously whatever program the majority may desire and to carry forward, without mental reservations, the great new task of bringing television to the people of the world.

An Informed Public

Contrasting television in 1926 with its status today, Dr. Goldsmith said that today the public is "thoroughly informed." Basic scientific knowledge needed for video development is largely available and "here seems no reason to doubt that any sort of television which the public may desire can be produced effectively by the engineer."

Reporting on television at Bikini, Arthur Van Dyck, assistant to the vice president in charge of RCA Labs, cited the Bikini test as an example of the "great opportunities waiting television outside the studio. ... The lesson of Bikini is that the best service of television, the one wherein it has no competition, is that of bringing to people sights which otherwise they could not see at all, rather than that of bringing them imitations of the theatre and motion pictures."

Merlin H. Aylesworth, business consultant, former president of NBC and RKO, speaking on "The Effect of Television on Newspapers," said, "Within two years after production is well under way, I can see 2,000,000 television sets in our homes."

‘Show Business’

Edgar Kobak, president of MBS, in his talk on "The Television Necessary," said that television (Continued on page 15)

TBA Awards Given to Nine
For Notable Achievements

AWARDS to nine men for outstanding achievements in television were presented Thursday evening by the TBA at a banquet highlighting the second television conference and exhibition.

Paul Raibourn, vice president of Paramount Pictures, president of Paramount's subsidiary, Television Productions, and chairman of the TBA Awards Committee, made the presentations to "the individuals whose contributions have furthered the progress of television as a science and as a commercial utility." The awards, divided into three groups are:

Awards in the first group, for the outstanding technical contribution to television, were presented jointly to Drs. Albert Rose, Harold Bell Law and Paul Kessler Weimer, all of RCA Labs., for "the development of the Image Orthicon camera tube, thereby freeing television from the limitations arising from the necessity for high intensity illumination." (Pictures on page 15.)

The second group of awards went to individuals responsible for the outstanding programs of the past year. John F. Royal, vice president of NBC, received the award for the best special events program for his "initiative in bringing the Louis Conn fight to the television audience through the Image Orthicon camera."

Donovan B. Stelter, advertising director of Standard Brands, received the award for the best en-

(Continued on page 15)

TBA Convention

(Continued from page 15)

College to Honor Miller With Degree

AN HONORARY degree of Doctor of Laws will be conferred upon NAB president Justin Miller by Franklin and Marshall College, Lancaster, Pa., on Nov. 1 at its Annual New York Day Homecoming celebration. Judge Miller also will make a principal address, to be broadcast statewide and possibly nationwide.

Others upon whom honorary degrees will be conferred are Dr. Paul M. Lindberg, president of Springfield College, Springfield, Mass., and Dr. Nevin C. Harner, president of Heidelberg College, Tiffin, Ohio.

Clair R. McLoughlin, general manager of Mason Dixon Radio Group, though not a graduate of Franklin and Marshall, is handling radio arrangements.

WARNER FIRM BUYS
THREE NET SHOWS

WILLIAM R. WARNER Co., New York, parent company of Richard Hudnut Cosmetics and Raymond Labs. (Rayve cream shampoo) has bought three network shows.

Starting Nov. 3 the Sammy Kaye Sunday Serenade, 1:30-2 p.m. on ABC, will be sponsored by the Richard Hudnut Geyzer perfumes and cosmetics. Show was formerly sponsored by Rayve cream shampoo. The latter account, effective Oct. 30, will switch to sponsorship of a new mystery program, The Affairs of Ann Scotland, 9-9:30 p.m. Wednesdays, on ABC. Both shows are handled by Roche, Williams & Clancy, New York.

Richard Hudnut lipstick and powder will be advertised on a quarter-hour program, Jean Sablon, Saturdays, 7:15-7:30 p.m. on CBS, effective Nov. 2 or Nov. 9. Kenyon & Eckhardt, New York, is the agency. All three shows have been signed for 52 weeks.
NAB To Highlight Free Expression

Packed Schedule Covers Entire Industry

By J. FRANK BEATTY

RIGHT of all Americans to communicate freely will provide the theme for a panel discussion arranged as a highlight of the NAB's 24th annual convention at the Palmer House, Chicago, Oct. 20-24.

Leaders of the three main mediums of expression—broadcasting, motion pictures, and printed media—will discuss the subject "Do We Have Freedom of Speech in the United States?" at a dinner meeting to be held Wednesday evening, Oct. 23.

Edgar Kobak, president of MBS, will serve as panel moderator. Under present plans each of the speakers will present a 10-minute outline of his medium's views on freedom of speech after which a roundtable discussion will take place, with no holds barred.

John S. Knight, president of the American Newspaper Publishers Association and head of the Knight radio and newspaper interests, will speak for the press; Byron Price, director of the Office of Censorship during the war and the vice president of the Motion Picture Assn. of America, will speak for the film industry; A. D. Willard Jr., NAB executive vice president, will present the broadcasting industry's position.

The dinner will be a "no host" affair, starting at 6 p.m. Wednesday at the Palmer House. Tickets will be on sale for $5 at the Palmer House registration booth.

Accommodations Ready

As opening day of the convention drew near C. E. Arney Jr., NAB secretary-treasurer, announced that the task of accommodating delegates officially and unofficially has been completed. It has been at the Palmer House for a fortnight, along with Arthur C. Stringer, NAB director of special services, who is in charge of the eighth and fourth floor exhibits. Several other members of the NAB staff went to Chicago over the weekend.

"Those who come to the convention without a confirmed reservation will do so at their own risk," Mr. Arney said Thursday. "They will be unable to secure rooms at the Palmer House or Stevens." He added that the NAB already has passed the allowed quota of 1,000 rooms for the two hotels. Of these 80% will be occupied by two or more persons. He predicted an attendance of 3,000 persons. The session on radio면 writing a facsimile panel discussion at 4 p.m. Monday, following an FM panel. Speakers and their subjects will be: Capt. W. G. H. Finch, president, Finch Telecommunications Inc., "Facsimile Broadcasting"; Philip G. Caldwell, sales manager for television and facsimile, General Electric Co., "Modern Facsimile Broadcast Equipment"; Elliott Crooks, director, Newspaper Publishers Facsimile Service, Radio Inventions Inc., "Preparing Your Facsimile Newspaper"; Vernon Hogan, president, Radio Inventions Inc., "Facsimile and the Broadcaster."
Advertisers Are Urged To ‘Get in Now’ In New Art

By R. M. GRAY
Manager, Advertising, Sales Promotion Dept., Standard Oil Co. of N. J.

THE STANDARD OIL Co. of New Jersey has been in television since the winter of 1939-40. Today we are confident that television is growing up into an important new medium. We are in television to sell more ESSO products. And we expect that by 1941 we will sell more ESSO products for more people in more places.

However, we have not let our desire to advertise in television lead us to overlook the worth of other advertising media. We have paid our share of the bill for outdoor advertisements, posters, newspaper advertisements, radio commercials, and television commercials.

We believe that television is an important medium, but we are not convinced that it will ever be the whole medium...in addition to the advertiser, himself.

The third reason... grows out of an obligation we believe all advertisers should feel towards the consumer. Development is a team work. It requires cooperation of advertiser and advertising medium to lead the medium out of experimental stages to the point where it can roll up its sleeves and go to work.

The fourth objective... is to gain knowledge of the best program times to suit our individual problem—and to be in the best possible position to establish priorities on those times.

Results

We have the results of immediate expectations from television...and...to see how ESSO has profited by experience in relation to the viewer and his interest in commercials.

Clears Ask FCC to Reconsider Day Grants on Their Channels

ARGUING that otherwise its bid for power above 50 kw for clear channel stations may be jeopardized, the Clear Channel Group petitioned FCC last week to reconsider its policy permitting assignment of daytime stations on clears (CLOSED CIRCUIT, Sept. 30).

The petition, filed Tuesday by Louis G. Caldwell, CCG counsel, noted that since the policy was announced June 21 [BROADCASTING, June 24] 11 daytime stations have been put on Class I-A clear channels, 14 have been authorized to use 1-B frequencies, and “numerous applications” have been granted for use of channels adjacent to 1-A’s and 1-B’s.

While not asking that these grants be set aside, CCG did protest that they may make it more difficult to grant increased power to clear channel stations, and asked that all such pending and future applications be kept pending until the clear channel issues are decided, or that they be designated for hearing.

The June 21 statement of policy allows the Commission to consider “on their individual merits” applications involving 1-A channels, daytime or limited time, if the proposed station is not more than 750 miles from the dominant station using a non-directional antenna, or is within the 500 microvolt per meter 50% skywave contour of the dominant station using directional antenna. Such applications, FCC said, “may be conditionally granted for daytime operation only.”

Some Applications Held

Applications for daytime or limited-time stations on 1-A channels are being put into the pending file until the clear channel decision is reached, if the proposed station is outside the 750-mile radius of the dominant station, using directional antenna, or outside the 50 microvolt per meter 50% skywave contour of the dominant station, using directional.

CCG said it intends to show in forthcoming clear channel sessions that “greatly increased power” should be permitted on “a large number of clear channels, including some channels now classified as 1-B.” Grants for daytime operation on clears, the petition argued, “run the danger of prejudicing petitioner’s case in this respect and of imposing upon the problems of all obstructions to service by the Commission in providing improved service to rural areas and the smaller cities and towns not

and that enough commercials must be on hand to keep from repeating them or “burning” them. We learned that the medium still has many growing pains...something—and do.

Information adds to the palatability of ESSO commercials. . . . A recent survey showed that most people viewing our program rated our commercials as more interesting than many of the newsreel pictures in the program itself. . . .

Good Judgment

How much have we shared in the development of television? From a layman’s view our sales management has emphasized the assurance that we are already doing our share. We hope that we have helped show other prospective television advertisers that good judgment is exercised good commercials can result.

Incidentally, I have just attended the ANA meeting in Atlantic City. When I asked Mr. Gray what his company learned as one of the available forms of advertising, I was told that the Standard Oil Co. of New Jersey was the only national advertiser to even raise the question of television. I can assure you that television will be on the agenda at the spring meeting of the ANA.

Finally, the matter of priority on television is anyone’s guess. We do think that we are getting some valuable experience on the answer to the question, “When should our program be on the air?” It is obvious that on this question too, experience is the only teacher.

TELEVISION, an important new advertising medium is seen by Standard Oil of New Jersey, which has been in it since 1939. Herewith R. M. Gray, manager of advertising and sales promotion for Standard Oil, told the Television Broadcasters Assn. how his company learned the “hard way” that commercials can be the most important part of a telecast, that people want television. A condensation of his speech is presented herewith.

and the most reliable estimates—and then increase it at least 50%. It might save you many a headache. The remaining four thousand dollars will be used to buy the airtime right now that influences repeti-

Clears Ask FCC to Reconsider Day Grants on Their Channels

ARGUING that otherwise its bid for power above 50 kw for clear channel stations may be jeopardized, the Clear Channel Group petitioned FCC last week to reconsider its policy permitting assignment of daytime stations on clears (CLOSED CIRCUIT, Sept. 30).

The petition, filed Tuesday by Louis G. Caldwell, CCG counsel, noted that since the policy was announced June 21 [BROADCASTING, June 24] 11 daytime stations have been put on Class I-A clear channels, 14 have been authorized to use 1-B frequencies, and “numerous applications” have been granted for use of channels adjacent to 1-A’s and 1-B’s.

While not asking that these grants be set aside, CCG did protest that they may make it more difficult to grant increased power to clear channel stations, and asked that all such pending and future applications be kept pending until the clear channel issues are decided, or that they be designated for hearing.

The June 21 statement of policy allows the Commission to consider “on their individual merits” applications involving 1-A channels, daytime or limited time, if the proposed station is not more than 750 miles from the dominant station using a non-directional antenna, or is within the 500 microvolt per meter 50% skywave contour of the dominant station using directional antenna. Such applications, FCC said, “may be conditionally granted for daytime operation only.”

Some Applications Held

Applications for daytime or limited-time stations on 1-A channels are being put into the pending file until the clear channel decision is reached, if the proposed station is outside the 750-mile radius of the dominant 1-A outlet, using non-directional antenna, or outside the 50 microvolt per meter 50% skywave contour of the dominant station, using directional.

CCG said it intends to show in forthcoming clear channel sessions that “greatly increased power” should be permitted on “a large number of clear channels, including some channels now classified as 1-B.” Grants for daytime operation on clears, the petition argued, “run the danger of prejudicing petitioner’s case in this respect and of imposing upon the problems of all obstructions to service by the Commission in providing improved service to rural areas and the smaller cities and towns not

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Finally, the matter of priority on television is anyone’s guess. We do think that we are getting some valuable experience on the answer to the question, “When should our program be on the air?” It is obvious that on this question too, experience is the only teacher.
Lightning does strike twice in Baltimore radio! A couple of weeks ago, Hooper showed that the successful independent, W-I-T-H, led this town in total rated time for July.

We said then, "Even if it never happens again, we're proud of that Hooper."

Now Hooper's August figures show that W-I-T-H was not just a lucky stiff station for one month... but did it twice in a row!

We've been saying right along: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

Boy, do we feel good right now... and we still don't care if it never happens again!

Can you imagine that? An independent beating 4 networks... in the country's 6th largest city twice in a row! We'll bet W-I-T-H could make sales for YOU!

W-I-T-H

with

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

October 14, 1946  •  Page 19
Television Blind to Facts, Says McDonald

Economics, Color Being Ignored, He Thinks

By E. F. McDonald Jr.
President, Zenith Radio Corp.

There is a certain irony in the old proverb, "None are so blind as those who will not see." Particularly is this true when the proverb is applied, as it may be, to those eager promoters who are energetically trying to bring to us the new extension of sight that television has been promising for many years.

Had these televisionaries been willing to see the plain facts as they lay before their eyes, it is highly probable that television would today be a reality in hundreds of thousands of homes. Instead, they have permitted the dazzling and utterly unique success of radio broadcasting to obscure the reality of their problem, and television is still an unfulfilled promise. Although the role of a prophet is dangerous, I predict that until television's entrepreneurs open their eyes to the full scope of their problem, the promise of nationwide television for the home will remain unfulfilled.

It is true, of course, that we have had for some years television in a very limited way, where a few thousand people in very few cities were "privileged" to see a few hours a week of inferior programming. This, or a simple multiplication of this audience, is not what anybody means by successful television. I assume that the industry will consider television a success only when it becomes a great national institution like radio, Sunday supplements, or the movies.

Two Errors

There are two glaring facts which the current crop of televisionaries fail to see.

First is the old economic stumbling block which has stymied television in the past and will continue to prevent its large scale development in the future until the industry joins hands and finds a solution.

Second is the new development of high definition color television, with its terrific impact on public taste.

No program could be better designed to insure the ultimate failure of television than the aggressive promotion of low definition black and white television in the 50 mc band. We all know, and even one of the Federal Communications Commissioners has admitted, that this band is only temporary. As it applies to this wave band will soon be obsolete. The public has been fooled so many times by false starts in the industry and by changes in standards which obsoleted the few receivers they had purchased in good faith, that one more stinging could very likely prove fatal to the art.

Public Likes Color

There is no question at all about public preference for color. This is shown in the sale of home movie film where color outsells black and white three to one, although it is more costly. About 25% of all feature pictures by major film producers are now done in color and the only reason that more is not the question of cost. Even so, many Grade "B" pictures are made into first class box office attractions by the simple expedient of using color. Moreover, a recent consumer survey shows that people, sight unseen, voted for color television versus black and white in the ratio of three to one. Had they actually seen the difference between the superb color television demonstrated by CBS and the best of the low definition black and white, the ratio, I believe, would have been more nearly ten to one.

In the face of this public preference, the sale of any considerable number of black and white receivers would have a disastrous effect on public confidence. We are told that people will buy black and white receivers now and be perfectly happy about exchanging them for color receivers in a year or so. History does not bear out this contention. Consider, for example, the electric light and power industry. In the early days generating and distributing systems were, for the most part, direct current. Then came more economical, more efficient AC distribution. But for many areas, such as the Chicago loop, direct current is still employed. The reason? The cost of switching from DC to AC appliances is so great that there has been no movement to that effect.

(Continued on page 88)

EUGENE F. MCDONALD JR.

FCC to Hear CBS Color Case Dec. 9

Order Implies Complete Probe of UHF Video To Be Held

A FULL-DRESS HEARING on the CBS petition for commercial color television in the 480-920 mc band was ordered by FCC last week to start Dec. 9, bringing the months-long dispute formally into the open for the first time.

Issues of the hearing forecast a comprehensive investigation of color methods, background, and prospects; comparison of color operation with both low- and high-band black-and-white, and a study of non-CBS systems of color transmission and reception.

Acting even more quickly than most observers had anticipated, the Commission made it plain, in the eyes of many industry authorities, that the speed with which color video can be made publicly available on a practical basis may be an important factor in the final decision.

The issues ask not only for descriptions of transmitting and receiving equipment used by CBS in its color experiments, but for their costs and for estimates of "the cost of such equipment for various stages of mass production"—1,000 units, 10,000 units, 100,000 units, 1,000,000 units, etc.

When Available

How soon transmitters and receivers would be available to the public "in a reasonable quantity," and the economic and technical practicability of constructing a single receiver for both low-band and high-band television are among the questions to be answered at the hearing.

Another is whether the CBS system (a) represents the most satisfactory standards which can be reduced to practice within the reasonably near future; (b) will provide a type of service of sufficiently high quality to satisfy the reasonable expectations of the viewing public.

The color question, cited along with the cost of television generally as one of the major reasons for the large number of withdrawals of low-band FCC applications in the spring and summer, was put to the Commission two weeks ago [Broadcasting, Sept. 30].

Both proponents and opponents will have a chance to argue their views in terms of facts and figures when the hearing opens at 10 a.m. on Dec. 9, before the Commission on banc.

FCC's order calling the hearing stipulated that "any person desiring to appear and present testimony" may do so by filing with the Commission an appearance in duplicate on or before Nov. 25. The appearance "shall show the name of the person or persons desiring to testify, the subject matter concerning which it is planned to offer testimony, and an estimate of the amount of time the presentation will require."

Exhibitors Must File

Those wishing to introduce exhibits must file 12 copies of their exhibits with the Commission on or before Dec. 2, and, within the same deadline, serve one copy on CBS and another on David Smith, chairman of Radio Technical Planning Board Panel No. 6 and the showman's Ultra-High Frequency Television Systems of the Radio Manufacturers Association.

Announcement of the hearing date and issues last Wednesday, Dec. 12, was followed by an announcement, confirmed early predictions (Continued on page 82)

Page 20 • October 14, 1946
help The Katz Agency
serve these stations

North and Midwest

WCOP  ABC  BOSTON
WMT  CBS  CEDAR RAPIDS-WATERLOO
WFL  ABC  CHICAGO
WKRC  CBS  CINCINNATI
KRNT  ABC  DES MOINES
WFBM  CBS  INDIANAPOLIS
WFIA  CBS  MANCHESTER
WSNN  CBS  MILWAUKEE
WHGM  CBS  NEW YORK
WEEK  NBC  PEORIA
WFIL  ABC  PHILADELPHIA
WCAE  ABC  PITTSBURGH
WFCI  ABC  PROVIDENCE-PAWTUCKET
WTAD  CBS  QUINCY, ILL.
WSPD  NBC  TOLEDO
WOL  CBS  WASHINGTON, D. C.
WNAX  ABC  YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

South

WGST  CBS  ATLANTA
WWNC  CBS  ASHEVILLE
WDPQ  ABC  JACKSONVILLE
KCLA  CBS  LITTLE ROCK
WMAZ  CBS  MACON
WREC  CBS  MEMPHIS
WGBS  ABC  MIAMI
WSIX  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
KQHL  NBC  BILLINGS, MONT.
KVOR  CBS  COLORADO SPRINGS
KGU  NBC  HONOLULU, T. H.

employees engaged in the staff work of management, sales direction, research, promotion, billing and collecting, increase the effectiveness of

25 Seasoned Salesmen

THE KATZ AGENCY, INC.
STATION REPRESENTATIVES

New York • Chicago • Detroit
Kansas City • Atlanta • San Francisco
Los Angeles • Dallas
ABC Chicago Relaxes as DST Ends

Universal Transcribed
At Dizzy Pace
All Summer

By FRED SAMPLE

ON SEPTEMBER 29, American Broadcasting Company's Central Division in Chicago observed 60 seconds of silence as the clock officially proclaimed the death of Central Daylight Savings Time and the end of a colossal headache to ABC's Engineering Department.

For 22 weeks, or ever since April 29, ABC had been shelling out the shellac to keep its affiliates in the two time zones on the air at their estimated duly appointed (Central Standard Time) hours. The bill by unofficial estimates (ours) should pass the $50,000 mark and set an equally unofficial record for continuous transcriptions.

For, from 7 a.m. CDST (you'll find this just as confusing as we do) until 12 midnight CDST, all of ABC's network programs were transcribed and played back one hour later, an operation that called for eight turntables, (four playing and four playbacks) so that listeners on the ABC CDST loop could listen to their favorite programs at their usual Central Standard Time.

Universal Busy

The company that took on this whopping job was Universal Recording Co., of Chicago, headed by Milton (Bill) Putnam. It was also the company's first major assignment in the transcription field. Formed less than a year ago by Putnam, a 26-year-old ex-GI, who had been an engineer at WDWS Springfield-Champaign, Ill., before he could vote, Universal now has more business than it can handle.

Both ABC and Universal are justly proud of the amazing record established during the Daylight Savings Time endurance contest. In 1,848 hours of continuous transcribing, Universal lost only 5 minutes of ABC programs, due to power failure. They transcribed under almost every conceivable obstacle, notably the dim-out during the recent coal shortage, and maintained a sound level of such quality that even to trained ears the transcribed programs could hardly be detected from the live.

During the 22 week period, Universal waxed 96 programs a day for a total of 14,684 quarter-hour platters. The stack, measuring a good 15 cubic feet, fills Universal's storage room from top to bottom.

Even in a profession noted for its fondness for complications, the operation tested the patience of Mr. Putnam, his studio supervisor Bernard Clapp, Ed Horstmann, ABC Central Division chief engineer, and Byron Speirs, ABC network supervisor, set up a system whereby each program was waxed on a master, while an emergency record was cut on a secondary line. Eighteen recording engineers were on a two shifts checked the turn-tables.

Time Troubles

ABC's time troubles were so complex that anyone outside of Charles E. Rynd, ABC vice-president and inventor of the Rynd plan, would willingly throw his watch in the river and tell time by the stars. In Chicago, where ABC shares its network affiliation among WENR, WLS, and WCFL, it was pure murder.

It worked something like this: Everything out of New York on EDST was carried live in Eastern Time zones, and recorded in Chicago for playback one hour later on CDST.

Everything originating out of Chicago (on CDST) was piped live to Eastern Time zone stations and recorded for playback one hour later in Central, Mountain and Coast Stations. (Do you follow us?)

But in Chicago itself, ABC found itself trying to serve two masters, WLS and WCFL, each in the same city but in different time zones. WLS, which refused the first 16 minutes of sustaining time for ABC Breakfast Club carried the 45 minute commercial portion at 8:15 a.m. Central Standard Time. WCFL, the American Federation of Labor station which subs for WENR when WENR is off the air, carried Breakfast Club at 8 a.m. Central Daylight Savings Time. In New York Breakfast Club was heard at 9 a.m. EDST. In Hollywood, Breakfast Club was heard at 8 a.m. PST, three hours after it had been aired live from Chicago.

The labor and money put into it by ABC have paid off for everybody concerned. The network provided service to their affiliates (assessing the latter only 25% of the cost) listeners were happy, and Universal, as of today, is planning to expand its transcription service in new and enlarged facilities in the Chicago Civic Opera Building. Despite the success of the venture and its profit to Universal, both the network and the recording company will suffer no pain if Chicago should agree to go along with the rest of the nation on Standard Time come next April 9.
Power
for the
Public Good
Time, Talent and 50,000 watts
Devoted to Programs . . .

of the People and the causes that concern them
by the People allowing them to talk to fellow-citizens
for the People and their progress

FOR BETTER FARMING
WWL spearheads the movement to modernize and diversify farming in the Deep South. Heading this department at WWL is Gordon Loudon, well known for his work in Federal and State agricultural departments and in extension work.

On the air at least 17 times a week, Gordon Loudon manages, however, to be on location whenever there’s an important event in the farm field. Above—he is presenting a purebred Angus bull to a 4-H Club winner in the WWL Annual Louisiana Herd Improvement Contest.

At left—another award in the WWL Louisiana Herd Improvement Contest—this one a purebred Jersey bull. Upon hearing that a 4-H boy from their own community had won this prize bull, public-spirited businessmen of Crowley, Louisiana, agreed to finance the purchase of registered Jersey heifers to be given 4-H Club members. That’s how farm folks look to WWL for cooperation and that shows how enthusiastically they receive WWL Farm Service.

Beef and dairy cattle are by no means the only subjects of interest in WWL’s Farm Service activities. Above—Mr. Loudon presents a Duroc boar at the recent Louisiana State Junior Livestock Show. In addition to the Louisiana Herd Improvement Contest, WWL fosters crop improvement and the betterment of farming generally.
TO SAVE LIVES

WWL climaxed its safety drive by a unique Fourth of July broadcast of reports direct from Charity Hospital. All day, accidents were reported—a dramatic warning to drivers on the road. (Fourth of July accidents dropped drastically.)

IN EVERY WORTH-WHILE DRIVE

WWL offers its full facilities to carry appeals to the public through speakers and station-produced dramatic shows. At right New York's ex-Mayor La Guardia, New Orleans' Mayor Morrison, and Bob Hope broadcast for Famine Relief. No other station in New Orleans offers facilities comparable with WWL.

FOR EDUCATIONAL ENTERTAINMENT

On “University Time,” WWL listeners hear about literature and the arts, natural phenomena, and other subjects—presented by Loyola University of the South, under the direction of Dr. Alfred J. Bonomo.

INTERPRETING INDUSTRY

Through its radio series, “New Orleans Reports,” WWL gives an inside view of industrial activities. Shown here is Henry Dupre, program director, interviewing Lewis L. Bourgeois, Director of Commerce of the New Orleans Dock Board—giving listeners an on-the-scene picture of the busy Port of New Orleans.

SPECIAL NEEDS

In response to requests from small fishing and shrimp fleets, WWL broadcasts weather news direct from the Chief Forecaster's Office of the U. S. Weather Bureau at New Orleans. These reports on the winds and tides are welcomed by fishermen and other folks from Florida to Texas.

INTRODUCING NOTABLES

WWL is on the scene of every important activity of public interest to bring listeners news, or a personal message, from world leaders. Naturally, it has become a habit for folks in this territory to turn FIRST to WWL for the best in broadcasts.

TOMORROW’S LEADERS

WWL presents varied Youth Programs, all directed towards better citizenship. Boy Scouts in WWL studios tell why listeners should contribute to their drive. WWL facilities are pledged to the cause of juvenile welfare.
How WWL advertises its advertisers

WWL IS THE ONLY NEW ORLEANS STATION USING ALL THESE MEANS TO MERCHANDISE ITS PROGRAMS AND BUILD LISTENERSHIP CONTINUOUSLY...

24-sheet Posters

Street Car Dash Signs

Newspaper Advertising

Point-of-Sale Displays

Folks turn first to...

The WWL PRIMARY DAYTIME listening area includes 94 counties with 454,500 radio homes and retail sales in 1944 of $927,478,000.

The WWL PRIMARY NIGHTTIME listening area includes 116 counties with 576,110 radio homes and retail sales in 1944 of $1,189,260,000.

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
New York Schools Learn Television

Developmental Show Is Nearly Two Years Old

By EDWARD STASHEFF
Head of Television Development, WNYE
AS THE second year of our par-
ticipation in television approached, our ex-
perimentation with it as an edu-
cational medium draws to a close, the members of the WNYE staff who have had the privilege of being in the unique and novel field of video for a breath and take stock of our catch. It has been a fabulous expedition, and one that we have been lucky to undertake. Its potential results we do not even try to estimate—we only antici-
pate and keep going.

Our work on television programs, produced in cooperation with the staffs of local television stations, actually got under way early in 1945, after several months of preliminary surveys and contacts. It was then proposed to inves-
tigate the possibilities of se-
curing the cooperation of the three New York television stations, with an eye toward providing television experience for gifted students (drawn from vocational and high-
cational high schools all over the city). It was also felt desirable to begin experimental broadcasts, developed with the help of the WNYE staff, over the facilities of the professional stations, since it was felt that the possibility of a city-owned television trans-
mitter was in the far distant future.

Accordingly, NBC's WNBT, CBS's WCBS and Du Mont's WABD were all approached and asked to consider setting up a joint experiment with WNYE, which would include the issuance in program planning, experimenta-
tion in classroom reception, studio visits for the pupils and teachers doing the special work, talks by personnel of the All-City Classes, and (ulti-
ately) appearance of gifted pu-
pils before the telecameras.

CBS took the lead in responding to these proposals by setting up the studio visits and guest lectur-
ers within a month's time. Feb-
uary, the opening of the new school term, found our students at the WCBS studio to watch, to listen, and to audition for a new Columbia television program, There Ought to Be a Law. This was a forum of 20 high school students in a setting suggesting a miniature Congress; the “law” debated at each broadcast was (and still is) proposed by one student, seconded by another, and then threshed out by the entire “Congress.”

The first broadcast took place in March 1945, and there have been twenty-four more by the time this appears. The series is continuing, with a minimum of four broadcasts during each school term. In addition, a WNYE staff writer assisted in the preparation of video scripts for The World We Live In, an educational series produced by CBS in collaboration with Encyclopaedia Britannica Films. In this latter series, ten students, as a rule, appeared in each broadcast, and several more have been engaged, from time to time, to play adolescent roles in other CBS productions. In all, some 26 were able to get profes-
sional experience in this manner during 1945-46.

An interesting sidelight on The World We Live In was its value in demonstrating the possibilities of educational television to groups of edu-
cators. At the request of Maurice Ames, Science Supervisor for the Board of Education, the students demonstrated a typical program, dealing with photosyn-
thesis, at a November meeting of the Society for the Experimental Study of Education in New York City. They repeated the program Dec. 1 at Atlantic City, before the annual meeting of the New Jersey Visual Education Association.

The suggestion that a series of educational broadcasts be evalu-
ated by specimen classes was taken up by NBC. A plan to conduct such an experiment with junior high school classes in general science was jointly announced in August 1945, by John F. Wade, Superintendent of Schools, and John F. Royal, vice president in charge of NBC's television department.

After half a year of preparation and consultation the series, Your

More Stations Stimulate Competition

Economic Factors Require Careful Analysis

By PAUL F. PETER
BROADCASTING's article on “Air Li-
ensing Policy” and the exchange of letters by W. E. Whitmore of WABD, Roswell, N. M., and A. D. Willard Jr. of NAB in your Sept. 9 issue is very interesting, but leaves a lot unsaid on the subject.

Mr. Whitmore says “Jess” Willard are well-known to the writer and respected for their in-
terests in broadcasting affairs. Mr. Whitmore's “one-man” campaign against the New Mexico tax on broadcasting certainly attests his broad view of radio matters. It is without malice, therefore, that the writer says of their letters:

“They're both right, but they're wrong.

“Whit” is concerned over his view of a wave of competition sweeping the country as a result of the increased licensing. We are all reluctant to see the “old order” change whether it be broadcasting or fishing. Arguments against a change are usually convincing, but resolve down to apprehensions based on guesses of what to expect in a new situation.

However, “Whit”'s situation in New Mexico has not been mate-
rially altered by the alleged change in FCC policy. There have always been more frequencies available in New Mexico than stations operat-
ing. It was relatively easy to find a regional or local channel for use in New Mexico in 1940 and it still is. The reason is one of economics.

The low population and vast area of New Mexico than stations operat-
ing.

The change that produces the worry in New Mexico and else-
where is not the FCC's, but rather the view of the investor. Ready cash is available to a greater degree now than at any time in the history of broadcasting. Returned servicemen and other citizens are casting about for investment possi-
ble. They see broadcasting as it exists right now and it looks like a paying proposition. So they want in. It applies not just to broadcasting, but to all varieties of business enterprises.

In broadcasting there is possibly lessened new enterprise interest because of the trials involved in setting up a business with the FCC applications, etc. But still, there is a sizable number of applications on file at the FCC and more coming.

Again, the FCC licensing policy

VETERAN research and management consultan
t Paul Peter has defined views when the matter of FCC's licensing policy is dis-
cussed. Exchange of letters on the rapid pace of new station agents, appearing in the Sept. 9 Broad-
casting, left him with the feeling that the subject hadn't been fully covered. This article attempts to fill the gaps. Mr. Peter is a member of the management consulting firm of Frazier & Peter.

Mr. PETER
October 14, 1946 • Page 27
RCA has been and will continue to be an active leader in the pioneering and development of FM.

Before the war, RCA engineers had designed and manufactured a complete line of FM transmitter equipment. A number of prewar, RCA-equipped, FM broadcast stations are in service today.

In the new RCA FM transmitters you will find many important forward advances in transmitter design and engineering—simplified circuits that insure better program quality and dependable operation. It was RCA that pioneered and perfected such important FM design features as Direct FM and Grounded-Grid Circuits.

Now in production, is a complete line of RCA FM transmitters in all power ranges from 250 watts to 50 kw. Shipments are scheduled; beginning with the 250-watt already delivered, 1-kw and 3-kw within the next few weeks, 10-kw and 50-kw next year.

Also developed by RCA for FM stations, is the Super Turnstile Antenna—and the new high-gain Pylon Antenna which most FM stations will want to use.

In addition, there’s RCA’s new line of studio equipment. Even before the war, RCA’s studio equipment (featuring low distortion and uniform frequency response from 30 to 15,000 cycles) offered “top quality” FM performance.
Producing FM Home Receivers—NOW

8 FM MODELS—SIZABLE PRODUCTION

On July 15, at the NAMM Convention, in Chicago, RCA Victor's first postwar instrument for receiving FM... the Victrola® 612V3 (above) was shown to an enthusiastic group of distributors.

This radio-phonograph is the forerunner of eight new models—all of which will incorporate RCA Victor's advanced FM circuit.

Initial instruments for demonstration to the public are expected to be on RCA Victor dealer floors during November.

Additional new RCA Victor FM receivers will reach full production early in 1947.

RCA HAS EVERYTHING FOR FM—From transmitters right through to home receivers, broadcast stations can profit from the benefits of RCA's vast experience and latest developments in FM. If you are planning to build a new FM station, we believe that "RCA all the way" will help you to make it a better station. For additional information write: Dept. 19-J, RCA, Camden, New Jersey.

Victrola®, Model 612V3...
- tunes in FM, AM, and short-wave
- separate Magic Loop antenna for each band
- push-button tuning for AM or FM reception
- FM receiver has tuned r-f amplifier ahead of first detector
- second detector... famous "Golden Throat" tone system
- automatic record changer
- A real sensation in beauty and performance.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Pale 3’

stations could be licensed as a re-
to the FCC outlook on the number
engineer, stated at the Ohio State
that some indication was given as
ational arrays had been installed,
years later, after numerous direc-
WPEN Philadelphia by Howard
the installation of the first three -
ter of engineering, basically.

In 1934 directive antennae were
hail, Columbia...

Early in the morning of January 1, 1947 a telephone company technician will pull a blue plug from a switchboard jack and replace it with a green one.

You won’t see him and neither will we. But beginning that day, the difference will be noticed by nearly 200,000 radio families who live within a wide listening radius of WTRY.

For on January 1, 1947, you see, WTRY joins the Columbia Broadcasting System as a basic affiliate.

It means a lot up here in the triple-city of Albany-Troy-Schenectady and throughout the eight high-income counties we talk to day and night. Before this, listeners around here have never been able to hear CBS programs with consistent clarity. Now it’ll all be different.

WTRY, mark us, will become more popular than ever—which is saying quite a bit. We pass this announcement along to national advertisers who (like our big following of local advertisers) can now count on WTRY and CBS to win them more than ever of the $400,000,000 that people in the WTRY area spend each year. Be sure you get your share.

WTRY
Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
History Book of Broadcasting
To Be Introduced Before NAB

TO BE formally introduced at the NAB Convention is The First Quarter Century of American Broadcasting, KMBC Kansas City's history compiled from the contributions of more than 300 stations and networks after nearly two years' work. Unlike The Hucksters and Radio's Second Chance, the new book tells the whole story of broadcasting and does not select exceptions. E. P. J. Shurick, director of advertising and promotion for KMBC, conceived the idea in January 1946, and since then he has been busy gathering, checking and unifying the vast amount of material which went into the book. The Kansas City station of Arthur B. Church sponsored a year-long campaign to advertise its advertisements in the trade press, saluting other broadcasters for their accomplishments as evidenced by material unearthed for the record.

Challenge Sheets
To authenticate its facts, KMBC submitted a series of challenge sheets, including listings of pioneering claims, to all broadcasters for their acceptances, challenges, revisions and additions.

"Only in this way could a complete story be told of broadcasting's beginnings," Mr. Shurick said, "for the story of the industry is a composite of all the stations." Reducing the several filing cabinets of data to one book was a difficult task. Because of conflicting claims, the station went to the extreme of submitting galley proofs of all material to broadcasters concerned for their final reading and revisions.

The book contains 384 pages with more than 1000 authenticated milestones as a permanent record of broadcasting, and in commemoration of its 25th anniversary. Each of the 16 chapters has its own chronology of facts for reference purposes.

Contributors to the book will receive special numbered copies, and leather bound volumes will be presented to President Justin Miller of the NAB and Acting Chairman Charles R. Denny Jr., of FCC. Other copies will be sold at $2 each to cover publication costs. Mr. Shurick will attempt to distribute as many copies as possible through stations.

Mr. Shurick, although in his mid-thirties, is somewhat of a radio pioneer. He was a sports announcer for Minneapolis and St. Paul stations while at the U. of Minnesota. He later became radio director of Addison Lewis and Assoc., a Minneapolis agency. At KLO Ogden, Utah, he advanced from salesman to general sales manager of the Intermountain Network. He joined KMBC in 1943.

Takes More Space
ADDITIONAL office space for North American Broadcasting System Inc. (.Broadcasting, Sept. 16) has been announced by Charles J. Husband, vice president and general manager. Firm will occupy second floor, 749 Market St., San Francisco, as well as present offices, 212 Stockton St. Simultaneously, appointment of Mark Parnall as public relations director was made known. In agency and public relations work on West Coast for over 15 years, he served with AAF during war.

W. P. Williamson Sr.
WARREN P. WILLIAMSON Sr., father of Warren P. Williamson Jr., president and general manager of WKBN Youngstown, died Oct. 7 at his Youngstown home. He was 88. Mr. Williamson Sr. was a minority stockholder in WKBN and served as treasurer of the corporation when it was founded in 1928 as a 7½-w outlet. The elder Williamson was in the banking and real estate business.

Mrs. Neblett Takes 'Story Goes' Spot
FUTURE transcriptions of So the Story Goes, produced by Nebbett Radio Productions, Chicago, will feature the voice of Angelene Orr Nebbett, widow of Johnnie Nebbett, killed in an airplane crash Sept. 15. Mrs. Nebbett will appear in 320 additional transcribed programs which will bring to a total of 500 the number available to stations, according to Mort Jacobson, senior partner of the firm. The arrangement whereby Mrs. Nebbett will succeed her late husband is believed unique in the broadcasting field.

Before her marriage to the late Mr. Nebbett last December, Mrs. Nebbett was a well known radio and film actress. She recently took the leading feminine role in Captain Midnight, and has played in many network programs. Mr. Jacobson said So the Story Goes will also be available as a live program for network sponsorship.

Mr. Jacobson also said Nebbett Radio Productions would present the world premiere of My Lucky Break featuring Josef Cherniavsky, a 40-piece orchestra and the Dining Sirens at a special audition before radio and advertising executives in the studios of WGN today (Oct. 14).

General Foods Renews
GENERAL FOODS Corp., New York, Oct. 4 for 52 weeks renewed the Baby Snooks and Adventures of the Thin Man programs on full CBS network. Baby Snooks is heard Fri. 8-8:30 p.m., on behalf of Jello and Jello Pudding, and the Thin Man is heard Fri. 8:30-8:55 p.m. for Sanka. Agency is Young & Rubicam, New York.

TRICK television effect attained for play The Jest of Ahalaba is shown in this series. In first, two men look at cloud of smoke as two cameras catch the action. In second, this picture of the devil is caught by the third television camera. In the third picture super-imposition was made by the technical director in the control room to give effect of the devil's head coming out of the smoke.

AMERICAN VETERANS of World War II (Amvets) has previously expressed recognition by Veterans Administration of the Thin Man programs of Jello and Jello Puddings, and CBS network.

The Kansas City station of Arthur B. Church sponsored a year-long campaign to advertise its advertisements in the trade press, saluting other broadcasters for their accomplishments as evidenced by material unearthed for the record.

Mr. Hall, who emphasized that Amvets has a "middle-of-the-road liberal" viewpoint, as distinguished from American Veterans Committee, which, he said, is further to the left. Amvets, which was the first World War II veterans organization recognized by Veterans Administration, has previously expressed an interest in radio activities, having adopted a resolution favoring the FCC's reservation of FM channels. Col. William A. Roberts, counsel for the Television Broadcasters Assn., is Chairman of the National Policy Committee of Amvets.

Jack W. Hardy, National Commander of Amvets, congratulated "this first post dedicated to the radio and press industry" and said, "It is hoped that this post will be the first of many throughout the radio and press fields. One of the Amvets' principles supports the honest and impartial dissemination of news and we believe the formation of a post of this character can most effectively aid in implementing this basic principle." Mr. Hardy emphatically stressed the importance of a "free and unhampered radio" to guide these principles.

Page 32 • October 14, 1946
There's a bountiful fall harvest of delightful radio fare on WGN these invigorating autumn days. An imposing array of new and returning commercial shows on WGN this fall insure real listening pleasure.

Included in the lineup are:

- Hollywood Theatre
- Berle Ives
- Hi-Time
- Old Time Music
- Nick Carter
- College Football
- Musical Scoreboard
- Spotlight Bands
- Joke Box
- Children's Activities
- Standby for Adventure
- Wayne King Show
- Exploring the Unknown
- Curfew Time
- Buck Rogers in the 25th Century
- It's Up to Youth
- Children's Activities
- Distinguished Guest Hour
- Dr. Preston Bradley
- Real Stories from Real Life
- Chicago Asks Dr. Eddy
- Philo Vance
- Cedric Foster
- The Shadow
- Crime Files of Flamond
- House of Mystery
- Baker's Spotlight
- Canary Pet Show
- Eddie Dooley
- Sing America Sing
- Pleasure Parade
- Meet the Stars

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

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
Your programs (or spots) keep company with the best over WMC

When you advertise over WMC, you have the satisfaction of knowing that your programs, or spot announcements, are surrounded by programs of proven appeal, big names and big shows that consistently show, for the most part, the highest Hoopers in town.

For over WMC, the Mid-South radio audience hears such names as

- Jack Benny
- Charlie McCarthy
- H. V. Kaltenborn
- Bob Hope
- Amos 'n Andy
- Eddie Cantor
- Fibber McGee and Molly
- The Aldrich Family
- Red Skelton
- Mr. District Attorney
- Fred Allen
- Abbott and Costello
- Quiz Kids
- The Great Gildersleeve
- Burns and Allen
- and many other stars in the air.

This is but one of the many reasons why WMC is clearly, unquestionably first in Memphis and the Mid-South.

— the station with the billion dollar market area

Two Radio Cases In Supreme Court

New Mexico Sales Tax, FCC Authority Will Be Tested

TWO CASES of vital interest to radio will be decided in the October term of the U. S. Supreme Court which formally opened last Monday. One involves a privilege, or franchise tax and a gross sales tax levied by the State of New Mexico. The other the authority of the FCC to deny a license renewal on sole grounds of hidden ownership of a minority interest.

In the New Mexico case, KGFL Roswell and KWEW Hobbs, owned by W. E. Whitmore, and KTNN Tucumcari, appealed direct to the Supreme Court from a three-judge Federal Court ruling in which the court held it lacked jurisdiction to decide applicability of the state tax [BROADCASTING, Sept. 23, Aug. 19]. The state had attempted to levy the 2% gross sales tax against broadcast income, as well as the privilege tax, alleging that radio operates intrastate.

The three New Mexico appeals are combined under Docket 212.

The U. S. Supreme Court, it is understood, has three alternatives in the New Mexico case. It may remand to the State Court for further hearing. It may send it back to the three-judge Federal Court to be decided on its merits, or it may keep the case and decide it on its merits.

In the second case pending before the Supreme Court, the high tribunal granted the FCC a writ of certiorari when the U. S. Court of Appeals for the District of Columbia reversed a Commission decision denying renewal of license to WOKO Albany, N. Y. [BROADCASTING, April 29]. The Court this week is expected to designate the WOKO case (Docket 65) for oral argument. William J. Dempsey of Dempsey & Koplovitz, who successfully handled the case before the appeals court, is expected to argue on behalf of WOKO before the Supreme Court.

PENDING the Supreme Court decision WOKO operates on special temporary authorization.

Premier Performance on CBS of the Hour of Charm is termed a success by Edward R. Dunning, vice president of N. W. Ayer & Son (1), agency servicing account, and J. H. Ferry, vice president and general manager of Potomac Electric Power Co., one of the 168 power companies sponsoring the program. The two attended a party celebrating show's CBS debut in Washington, Sept. 29.

Faust Heads CRMC

HOLMAN FAUST, vice president of Mitchell-Faust Adv., has been elected president of the Chicago Radio Management Club. Other new officers: Mack Smith, radio director of Presba, Fellers & Presba, vice president; Ray Kennelly, timebuyer for Arthur Meyerhoff, secretary; Ken Shepard, owner of K. E. Shepard Agency, treasurer. Out-going officers who will serve as trustees are: Harlow P. Roberts, vice president of Goodkind, Joyce & Morgan; Margaret Bylle, timebuyer, J. Walter Thompson Co.; Hilly Sanders, vice president, Mitchell-Faust Adv., John T. Carey, WIND commercial manager.

Cosmetic Firm Tests

SEVENTEEN COSMETICS, New York, has started a test spot campaign in several selected cities in New York State for four months. Agency is BBDO New York.

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NORTHERN CALIFORNIA ON-THE-SPOT NEWS COVERAGE

The full dramatic story of events in Northern California is presented nightly in Radio Newsreel in stark realism only possible through the use of transcriptions made at the scene by KYA radio reporters. No other special news program in the region matches Radio Newsreel in listener interest.

NEWSREEL EDITOR
Tom Franklin of the KYA Staff, edits and presents the novel show nightly.

ON-THE-SPOT—KYA’s mobile unit packs complete self-contained recording equipment—to record news as it happens. Radio Reporter on duty is Karl Barron.

TWELVE STORIES UP—Radio Reporter Barron drops line out of twelfth floor window of hotel to record interview with Henry Kaiser, West Coast industrialist.

FIRST-HAND ACCOUNT—Mayor Roger D. Lapham of San Francisco gives KYA’s mobile microphone the inside story at the City Hall for use in Radio Newsreel.

Represented by
Adam J. Young, Jr., Inc.
NEW YORK · CHICAGO
Benville Clarifies Views on Research; Urges Closer Coordination of Groups

EDITOR, BROADCASTING:

My article in the Aug. 19 issue of BROADCASTING which was published under the title of "NBC Researcher Urges New Study of Hooper's Method" has apparently been misinterpreted by some of its readers and I would appreciate it if you would publish this letter in order to clarify my position.

In the BROADCASTING article I pointed out that there was a great need for a research technique or combination of research techniques which would enable advertisers, agencies and broadcasters to estimate to some degree of accuracy the size of audiences to individual programs. It is my own belief that the size of audiences to individual programs. It is my own belief that the size of audiences to individual programs. It is my own belief that

kind of ratings figures, which would enable one to use them to formulate a formula that BMB should or should not get into the ratings business. I see no virtue in such a move unless it were found that the commercial ratings services were unable or unprepared to carry on. I attempted to point out in my article that a closer working coordination between BMB and the ratings services was highly desirable and would benefit all users of these services. The possibilities of such coordination would be strongly enhanced if BMB, representing all elements of the industry, were to conduct the evaluation study of ratings techniques which most radio research men seem to agree is essential to future progress in this field.

H. M. BEVILLE JR.
Director of Research, NBC
Oct. 1, 1946

C. CLARK STOVER Jr.
has resigned from ABC legal staff to rejoin New York law firm of Speir & Kerbeck as partner.

RICHARD A. MOORE, formerly with Cravath, Swaine & Moore, just out of Army, replaces Mr. Stover at ABC.

Grant Is Proposed For Daytona Beach

Decision by FCC Cites Local Ownership of Sperrys

ON GROUNDS of local ownership and diversification of control over communications media FCC in a proposed decision last week chose the Sperrys' Daytona Beach Broadcasting Co. over two other applicants for a new 250-w fulltime station on 1340 kc at Daytona Beach.

Winner in the proposed decision is owned by Wade R. Sperry of Daytona Beach, operator of Volusia Motor Co., who owns 50%; his brother, Edgar J. Sperry, general manager of WLAY Muscle Shoals, Ala., and Josephine T. (Mrs. Edgar J.) Sperry, WLAY program director, who own 25% each. Edgar Sperry would manage the proposed station.

FCC proposed to deny the conflicting applications of Roderick T. Peacock Sr. and Roderick T. Peacock Jr., who also applied as Daytona Beach Broadcasting Co., and of News Journal Corp., publisher of Daytona Beach's only newspapers, Morning-Journal, Evening News, and Sunday News-Journal.

The Commission preferred the Sperrys to the Peacocks because Wade R. Sperry now lives at Daytona Beach and the two other partners plan to move there, while neither of the Peacocks nor their proposed station manager (Alfred R. Robison, now general manager of WMGR Bainbridge, Ga.) is a resident of or acquainted with the Daytona Beach community. "In addition," FCC said, "the Sperrys have developed their program plans upon the basis of a study of the broadcast needs of the community and two of them have had prior broadcast experience."

Between the Sperrys and the News Journal Corp., the Commission concluded that a grant to the Sperrys "would generally tend towards a diversification of the mass of communication and particularly would provide to Daytona Beach a competitive facility for the dissemination of news and information . . . ."

John H. Palm of Palm Beach, who with two sons controls Western Newspaper Union, 40% owner of News Journal Corp., also owns, through holding companies, WJHP Jacksonville, WCOA Pensacola, WDLP Panama City, and WTMC Ocala, Fla. Remaining 60% interest in News Journal Corp. is held in equal shares by Julius Davidson, president, and his son Herbert M., both residents of Daytona Beach.

Young Chairman

THOMAS H. YOUNG, director of advertising, United States Rubber Co., was elected chairman of the Assn. of National Advertisers and not president, as erroneously reported [BROADCASTING, Oct. 7]. Paul B. West was reelected ANA president.

Once again, Dr. F. L. Whan of the University of Wichita surveyed over 10,000 Kansas homes to learn their radio habits, preferences and reactions. Here are a few facts of which we're pretty proud.

- **WIBW** is the "most listened to" station in Kansas
- **WIBW** is rated "best for news" and leads 3 to 1 over nearest competitor for best FARM news.
- **WIBW** is THE farm station, with over 90% of Kansas farm men and women listening to our farm programs.

Your copy of this survey is on its way to you. You'll find it cram-full of valuable, usable information on listening habits, economic status, program preference, hours of listening, etc., as well as some down-to-earth facts on the public's reaction to commercials . . . just another WIBW service in the interests of BETTER radio for both listener and advertiser.

WIBW in TOPEKA is "The Voice of Kansas"

WIBW, Topeka
COLUMBIA'S OUTLET FOR KANSAS
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

Page 36 • October 14, 1946

BROADCASTING • Telecasting
Your CBS Station for Western North Carolina

570 kc

Asheville’s Listening Habit!!!

In Asheville most dials are set at 570 kc. This survey reflects the listening habits of the City of Asheville only, but when WWNC’s total coverage area is considered, its lead over the other stations becomes even greater than that shown on this “Station Listening Index”.

We are very pleased that this C. E. Hooper Survey further substantiates the fact that WWNC predominates in Asheville and Western North Carolina as the most listened to station.

**HOOPER STATION LISTENING INDEX**

**City Zone**

<table>
<thead>
<tr>
<th>City Zone: Asheville, North Carolina</th>
<th>TOTAL COINCIDENTAL CALLS—THIS PERIOD 6,085</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Sets-in-Use</th>
<th>WWNC</th>
<th>B</th>
<th>C</th>
<th>Others</th>
<th>Homes Called</th>
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<tbody>
<tr>
<td>8:00 AM to 10:00 AM Monday thru Friday</td>
<td>16.1</td>
<td>51.8</td>
<td>19.0</td>
<td>29.2</td>
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<tr>
<td>10:00 AM to 12:00 NOON Monday thru Friday</td>
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<td>70.1</td>
<td>15.9</td>
<td>13.4</td>
<td>0.6</td>
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<td>8:00 AM to 12:00 NOON Monday thru Friday</td>
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<td>60.6</td>
<td>17.5</td>
<td>21.5</td>
<td>0.4</td>
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<tr>
<td>12:00 NOON to 3:00 PM Monday thru Friday</td>
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<td>49.2</td>
<td>28.7</td>
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<td>42.6</td>
<td>37.6</td>
<td>19.8</td>
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<td>6:00 PM to 9:00 PM Sunday thru Saturday</td>
<td>17.9</td>
<td>44.7</td>
<td>31.1</td>
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<td>1.5</td>
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<tr>
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<tr>
<td>6:00 PM to 10:00 PM Sunday thru Saturday</td>
<td>20.4</td>
<td>42.5</td>
<td>32.2</td>
<td>24.6</td>
<td>0.7</td>
</tr>
</tbody>
</table>

* Base: Total Homes Called

The HOOPER "STATION LISTENING INDEX" is computed from the "Total Station Mentions" secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. This is a measure of the distribution, not the size, of the audiences to the respective stations. Excluded from this base ("Total Station Mentions") are those who are "Not at Home," those who are "Not Listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.
CHARGES that Hallicrafters Co. had acted improperly in sale of a consignment of mobile radio trucks, made before the special House sub-committee investigating surplus war property, have been answered.

One charge that the company had sold trucks at $4,500 in violation of alleged orders to sell at $7,500 [Broadcasting, Sept. 30], brought this explanation: The orders covered new trucks whereas Hallicrafters had a consignment of used equipment; WAA was notified of orders that were considered new trucks whereas Hallcrafters had a consignment of used equipment; WAA was notified of this explanation: The orders involved in the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.

WAR CRIMES All Networks Broadcast

From Nuremberg

IT TOOK JUST a little more than three hours of air time last week to record the result of a trial that had been grinding ever so slowly for nearly a year. From Nuremberg, ABC, CBS, NBC and MBS brought the voices of their correspondents to the U. S. with the momentous news that the leading Nazi would pay with their lives for their crimes against humanity.

ABC brought its listeners the voice of Lord Geoffrey Keynes, Britain's prosecutor at the trials, as he pronounced the death sentence on Hermann Goering, at 8:15 a.m. Tuesday. All the other networks, from the moment they went on the air for the day on Tuesday, were interrupting commercial programs to give latest word.

MUSIC has power— WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

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Willenbucher Opening Offices in D. C., N. Y.

FRANZ O. WILLENBUCHER, retired as Navy captain July 31, has established a law office with association with the Washington, D. C., law firm of Kittelle, Sawyer & Lamb, engaged in general administrative practice. His offices are at 1044 Shoreham Bldg., Washington, and the Graybar Bldg., New York.

Mr. Willenbucher, a Naval Academy graduate, class of 1918, was Special Assistant to the Director of Naval Communications during World War II. He was identified with the Board of War Communications as the Navy member of coordinating and law committee. In 1930 he received his LL.B from New York Law School; in 1937 he was graduated from Georgetown U. Law School in Washington as Juris Doctor, and was given the Faculty Award for his thesis on price regulation. By 1941 he had completed all seminars leading to an SJD Degree from Georgetown Law School. He is a member of the New York and D. C. bars.

CALIFORNIA OWNERS SEEK 4th STATION

BROADCASTING Corp. of America, licensee of KPRO Riverside, KROP Brawly and KRBO Indio, Calif., sought its fourth standard station last week, filing an application for a new 250-w station on 1460 kc at Blythe, Calif., a town of 3,000.

W. L. Gleeson is president and general manager of BCA and holds 50.4% of common stock, E. L. Laisne (4%), is vice-president, and E. W. Laisne, who is not an officer, has 45.6%. The application stated that E. W. Laisne was removed as a director of the corporation Jan. 30, 1946 by Mr. Gleeson, controlling stockholder, and that "an effort is now being made to buy his stock."

The applicant estimated construction costs at $13,515; operating expenses, $3,900, and monthly revenues $2,500. BCA holds a construction permit for a Riverside FM station and has an application pending before FCC for a television station at Riverside.

Television Remote

BBC sent its mobile television unit nearly 30 miles from the Alexandra Palace studios Saturday (Oct. 12) to cover the first King George VI Stakes at Ascot racecourse. Plans were to install Emitron cameras near start and finish points and cover entire two-mile race with telephoto lenses. Mobile radio transmitter was to be used.

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THE NEW Gates CB-10 TRANSCRIPTION TURNTABLE...

Operating controls at your finger tips on the conveniently arranged CB-10 Front Panel.

...affords a Perfected Playback Technique

Because it's new—in engineering, in simplicity and in ease of operation, the CB-10 excels all others in playback technique—timing, clarity in reproduction plus adaptability—it need not be confined to the control room—you use it anywhere!

for Modern Professional Operation Meeting Present-Day Demands of "Tight" Schedules and Split-Second Timing...

Embodying integral gain control, self-contained, 3-stage preamplification, power supply, mixer attenuator and filter control, right on the Control Panel, the GATES CB-10 is a master Turntable—the answer to the demands of the modern broadcasting station. Affording five different frequency response curves selected by the filter switch, a high level performing Reproducer Unit, and compactness, the CB-10 will bring your station up-to-the-minute in efficiency and studio technique. The chassis also is superior throughout in construction and materials, and the whole unit adds distinction in appearance as well as in performance, to any station.

NEW YORK OFFICE:
9th Floor * 40 Exchange Place

RADIO CO.
QUINCY, ILLINOIS

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

CONDENSED SPECIFICATIONS

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than .3%.

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, by 26 in. deep by approximately 36 in. high. Packed for export, 25 cu. ft.


POWER REQUIREMENTS—Approximately 150 watts from 115 volts, 60 cycles source. Other voltages and frequencies available.

COLOR and FINISH—Cabinet is flat two-tone grey enamel. Turntable assembly finished in grey wrinkle enamel with green felt topping on platter.

MOTOR SPECIFICATIONS—1/75 HP. Continuous duty type. Very quiet and stable in operation.

WRITE FOR COMPLETE SPECIFICATIONS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922
CBS Tests Prove Feasibility Of UHF for TV, Says Lodge

SEVEN MONTHS of scientific exploration show that the ultra-high frequencies "provide a technically sound transmission medium for a television broadcasting service," William B. Lodge, CBS director of general engineering, told the National Electronics Conference in Chicago on Oct. 4. (Broadcasting, Oct. 7.)

His address followed a report by Dr. Peter C. Goldmark, CBS director of engineering research and development, that the potential brilliance of color television pictures has been increased 11 times over that in January by use of a new set of color filters and an increase in the number of frames per second.

Reporting on CBS field tests of UHF transmission and reception for color video, Mr. Lodge said it was found that 10-kw radiated power from an antenna in the Chrysler tower, New York, would provide satisfactory color television reception for more than 90% of the people living within 50 miles (almost 14,000,000); that ultra-high frequencies permit control of the ghost problem, and that the UHF band is virtually free of man-made interference and completely free of natural static.

Important Outgrowth

An important outgrowth of the field tests, he said, has been development and use of a new concept of representing broadcast coverage in the very-high and ultra-high frequencies. This, he said, may have significant application in services other than video.

Two series of field tests were conducted, starting early this year: One, on 490 mc, of UHF coverage in the New York area; the other, on 700 mc, in cooperation with FCC, of long-distance UHF propagation characteristics under seasonal conditions.

Existing methods of describing coverage of broadcast stations, Mr. Lodge noted, usually rely upon maps showing field intensity contours, with areas within a contour generally regarded as receiving satisfactory service and areas outside the contour as being unserved.

Such maps, he said, "do not reflect the wide statistical variations in signal which, on frequencies above 30 mc, occur within a relatively few feet. Equi-signal contours as a measure of coverage are reasonably valid, although not strictly accurate, on frequencies of the order of one megacycle because such signals are substantially constant over an appreciable area.

"An accurate description of the coverage of any radio station . . . would show the following trend: Close to the transmitter most receivers will obtain a satisfactory grade of service and few will receive an unsatisfactory grade; at moderate distances there will be more cases of unsatisfactory reception, and at considerable distances only a small percentage of homes will receive satisfactory service."

To reduce this simple and basic concept to practice, we developed and used for these field tests a new system of obtaining field data so as to provide a quantitative measure of service rendered."

Dr. Goldmark, discussing the increase in potential brilliance of color video pictures, said newly developed filters permit an increase of 1½ times, while increasing the color frame rate from 40 per second to 48 allows an increase of 4½ times in brilliance.

MUTUAL Billings Up

MUTUAL last week announced its total billings for the first nine months of 1946 had exceeded those of a similar period last year by 32.5%. For the last three quarters of 1946 billings were $19,033,606; in a similar period last year they were $14,361,551.

KLOK GOES ON AIR IN SAN JOSE, CALIF.

KLOK, new 5 kw San Jose, Calif., station on 1170 kc, went on the air Wednesday (Oct. 9), Ed Barker, president and general manager, announced. Formal opening was scheduled for yesterday (Oct. 13).

Owned and operated by Valley Broadcasting Co., the station's combined transmitter-studio building is situated at South King and Aborn Roads. New RCA transmitter equipment has been installed throughout.

Richard E. Ryan is commercial manager. Ruth Poindexter, formerly of NBC Hollywood news and special events department, has been made commercial program manager, and Deane Moore, formerly of KROW Oakland, Calif., program manager. John Roger Skelton is director of news broadcasts with Herchel McKenzie, announcer. Joseph T. Blindner is chief engineer. He served in similar capacity at KROW Oakland.

Mr. Barker and his wife, Claribel, are principal owners of KLOK. Other stockholders include: T. H. Canfield, Santa Barbara attorney, and Charles M. O'Brien Jr., San Jose candy manufacturer. Mr. Barker was for several years an account executive of NBC in San Francisco and Hollywood. Prior to that he was commercial manager of KQW San Jose.

Wanna buy or rent? You'll have a good chance to do either when Wichita's multi-million dollar housing projects are completed. Big homes, small homes, duplexes, apartments, all will fill a need in this fast-growing city.

These new homes will have everything from light bulbs to furnaces, from tooth paste to shoe polish...and if they are like most of the homes in the rich market, they'll have radios tuned to KFH, that selling station in the Southwest.
IT'S 8 A.M.  
IN SOUTHERN NEW ENGLAND...

IT'S a fact! According to a recent survey covering seven Connecticut counties where live 376,950 radio families, half the sets turned on at eight in the morning are tuned to WTIC! This represents a surprising number of listeners, for this early hour comes within 0.1% of being the peak daytime period. 40.8% sets are in use!

Here's the Average Daily picture... Monday through Saturday... 8:00 to 8:15 A.M.:

(FIGURES IN PERCENTAGE OF RADIO HOMES)

<table>
<thead>
<tr>
<th>STATION</th>
<th>SETS ON 40.6</th>
<th>STATION WTIC 20.2</th>
<th>STATION A 2.1</th>
<th>STATION B 3.1</th>
<th>STATION C 3.5</th>
<th>STATION D 3.6</th>
<th>STATION E 1.4</th>
<th>STATION F 1.0</th>
<th>STATION G 2.0</th>
<th>STATION H 2.9</th>
<th>ALL OTHER 2.9</th>
</tr>
</thead>
</table>

This extract from the Listener Diary Study by Audience Surveys, Inc. is not the exception... it's the rule, for by every measurement WLEC shows outstanding dominance in SOUTHERN NEW ENGLAND... leading its nearest competition by 3 to 1 for the week as a whole!

For the complete story... all the facts and figures, call your Weed and Company representative today.

...And half the radios on are tuned to WTIC!

DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

October 14, 1946 • Page 41
Decide where Advertising Dollars are spent

This was just one of the significant facts uncovered recently when every sixth manufacturing executive on the Sales Management subscription list was asked five questions about advertising plans.

The four company officials named as most active in media selection were: the sales manager, the advertising manager, the president and a vice president. In the entire survey a total of ten different titles were named as important in deciding where advertising dollars are spent.

The sales manager was listed as a key man in media selection by 60.3 per cent of the companies making consumer products, and the vice president in charge of sales was named in another 21.7 per cent of these replies. 84.3 per cent of the respondents in this survey said that the sales department is active in determining the list of media to be used in any campaign.

The results of the poll brought out one fact again and again: Effective media selling and promotion must reach the top sales executive—the man who has THE FIRST WORD ON MARKETS; THE LAST WORD ON MEDIA.

Your one sure path to the sales manager's desk is a consistent advertising campaign in Sales Management—the only publication specifically edited for the sales executives of national advertisers and the magazine with more sales officials among its subscribers than all other publications in the sales-advertising field combined.

Dealers Throughout Country Plan Participation in National Radio Week

Observance of National Radio Week Nov. 24-30 will be marked by participation of 30,000 dealers in all parts of the country. Specialty and department store officials will display posters as the climax of their new lines of receivers. These posters are being prepared by the Advertising Committee of Radio Manufacturers Assn. and will soon be in the hands of dealers.

Details are being worked out for a listeners' contest under direction of Dorothy Lewis, NAB coordinator of listener activity. Some 600 receiving sets will be offered as prizes.

The observance of National Radio Week follows the week-long series of events that climaxed radio's 25th anniversary last year. At that time dealer participation was retarded by lack of merchandise for sale, as well as lack of display models. This year, however, dealers' shelves are stocked with smaller models and console types are expected to become available in larger quantity. FM and television add interest to 1946 displays.

Actively participating with RMA in the week are NAB, National Retail Furniture Assn., National Retail Dry Goods Assn., National Music Merchants Assn. and National Electrical Retailers Assn. These associations are organizing participation by their member units, though NAB's part has been held up by concentration of activity toward the Oct. 20-24 convention in Chicago.

Individual stations are expected to cooperate with retailers in joint programs and promotion projects. Last year RMA, working with NAB and dealers, presented plaques to every station in recognition of 25 years of service.

Statement of The Ownership, Management, Circulation, etc. Required by the Acts of Congress of August 24, 1912, and March 3, 1933


Before me, a notary public in and for the District aforesaid, personally appeared Maurice Lane, who having been duly sworn according to law, deposeth and saith that he is the business manager of Broadcasting-Telecasting and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown above of the publication, as required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 587, Postal Laws and Regulations:


2. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities in said corporation are: None.

3. That the known holders of the stock, and the known names and addresses of the stockholders, and the known amount of stock owned by each, are: None.

4. That the two paragraphs next above, giving the names of the stockholders and security holders, if any, together with the list of stockholders and security holders as they appear upon the books of the company and the address where the stockholder or security holder appears upon the books of the company is as follows:

5. That the average number of copies of each issue of the publication sold or distributed, through the mails or otherwise, was 20,000 during the twelve preceding months preceding the date shown above is 11,011.

Maurice Lane
Sworn to and subscribed before me this 4th day of October, 1946.

Nathan Binnion
(Seal) Manager
(My commission expires October 15, 1946.)
How Wednesday came to be called "BINGSDAY"...

All sorts of things have been named after great people—cigars, candy bars, public parks and skyscrapers. Cities, too. And states. Even countries.

But the days of the week were named in honor of the Sun, the Moon and several ancient gods. Tuesday is Tyr's Day. Thursday is Thor's Day. And Wednesday, up until now, was Woden's Day.

But not any more.

Wednesday is Bingsday now.

"I guess you've had your day, Woden, old man," cracked Thor when the gods heard the news.

"But they can't DO this to me!" Woden roared.

"Not only that," said Saturn, "but his movies have played to millions of paying customers. And he's piling up more awards in movies and radio than you could in a month of Wednesdays—I mean, Bingsdays."

"But why did he have to pick on my day?" persisted Woden. "Why not Sun Day, or Thor's Day, or Tyr's Day?"

"Because everybody knows that Wednesday is the night. It's his night. On the air, you know."

"What air?"

"The American Broadcasting Company's air, of course! Sponsored by Philco, the world's largest radio manufacturer, Bing sings as only Bing can sing every Bingsday night from ten to ten-thirty in the East and from nine to nine-thirty every place else across the country."

"You know," Woden decided, "I'm beginning to like this. Nov, instead of working so hard at being Wednesday, I can stay home Bingsday night and hear Crosby sing!"

"Which," added Thor, "is what just about everybody else in creation will be doing!"

**Don't miss the new BING CROSBY SHOW**

**Wednesday Nights 10:00-10:30 EST—9:00-9:30 in all other time zones**

**American Broadcasting Company**

*A Network of 216 Radio Stations Serving America*
JAY WILLIAMS JOINS AGENCY IN CHICAGO

JAY C. WILLIAMS, one of Chicago's veteran advertising executives and founder of Trade Development Corp., which he was board chairman, has joined Goodkind, Joice & Morgan, Chicago in an executive capacity. It was announced Oct. 7. Mr. Williams' position with Goodkind, Joice & Morgan has not been decided, but it is anticipated he will be named to a vice presidency with a stock interest. Maurice (Lou) Goodkind, who succeeded July 21 of coronary thrombosis, was vice president and treasurer of the agency and it is possible that Mr. Williams may assume that title.

Mr. Williams resigned his position with Trade Development Corp. last January and no successor has been named. Maurice F. Swaney is president.

G. B. McLendon Buys 51% of Texas Station

SALE of 51% interest in KNKX Portland, Tex., to Gordon B. McLendon, 25-year-old former Army newscaster, for an undisclosed amount of money was revealed in an application filed with the FCC last week by Mr. McLendon and his father, Barton R. McLendon, for a new standard station in Oak Cliff, Tex. KNKX is on 1400 kc, with 1 kw fulltime.

Filled under name of Trinity Broadcasting Corp., Oak Cliff applicant requests 1-kw day operation on 1190 kc. Barton R. and Gordon B. McLendon will be president and vice president, respectively, and will control 90% of the new station. J. R. Euler, associated with the elder Mr. McLendon in the operation of several Texas motion picture theatres, will be secretary-treasurer and have 10%. Sellers of KNKX stock were not disclosed in the application.

Craddock Named Head Of McKeever's Outlet

JACK CRADDOCK, program director of WKPA New Kensington, Pa., has been named general manager of WMCK and its FM station, which were recently authorized by the FCC [Broadcasting, Sept. 16] for operation in McKeesport, Pa. WMCK, assigned 1360 kc with 1 kw fulltime, is owned by Mon-Yough Broadcasting Co.

Mr. Craddock has been associated with radio for more than 10 years and is particularly well-known for his broadcast of the Pittsburgh Pirate baseball games and coverage of the Pittsburgh Steelers pro-football contests over WWSW Pittsburgh. Roy Ferrer, former WKPA New Kensington, Pa., sales manager, has been appointed commercial manager of WMCK and Charles White, formerly with KQV Pittsburgh, has been named chief engineer. WMCK expects to go on the air about Dec. 1.

WELLS RUDOLPH CHAPIN, chief engineer and general manager of radio, St. Louis Globe-Democrat, has been in New York, Washington and Chicago, the past fortnight conferring with contract manufacturers, FCC and others preparatory to inauguration of the Globe-Democrat’s new FM station, scheduled to go on the air in the early fall of 1947.

CLYDE SCOTT, general manager of KBOA Hollywood, is in New York for conferences with agency executives. He will attend NAB Convention in Chicago, returning to West Coast Oct. 21.

ADNA KARNS and BOB TERRY, manager and program director respectively of WIZE Springfield, Ohio, have been presented awards by the local Army Recruiting Station for donating more than 41 hours of programs and annoucements to Army recruiting since first of year. According to report, WIZE ranked first in state among 250 w-clubs, third among all stations in state.

GEOGE R. HAHN, vice president of Siouxs Falls Broadcast Assn., has been appointed general manager of KSOO of Sioux Falls, S. D. A veteran of midwest radio, he first joined organization in 1936 and was active with the late JOSEPH HENKIN in the development of KSOO.

HAROLD C. O'DONNE, program di-rector of WLYI Lodi, Calif., has been appointed station manager.

Mr. Hahn

STEVE WILLIS, general manager of WNO West Palm Beach, Cali., has been unanimously elected president of the West Palm Beach Chamber of Commerce. He also has been named a member of the Advertising Committee of the resort city.

HARRY SEDGWICK, president of CFRB Toronto and chairman of the board of the Canadian Association of Broadcasters, is official CAB representative at the Inter-American Radio Congress in Mexico City.

A. LESLIE GARSIDE, general manager of CQGX Yorkton, Sask, and CJHL Kenora, Ont., has been elected president of Winnipeg Sales and Advertising Club for 1947-48.

BEN McGlashan, owner and THELMA KIRCHNER, general manager of KORF Hollywood, were in Washington last

IN THE AIR as well as on the air is Maj. Rex Howell, owner-manager of KFXD Grand Junction, Colo., about to take off in his fircoupe. He was a group commander and patrol pilot in the CAP during the war, uses his plane for business and pleasure.

WILLIAM BEATON, general manager of KWKW Pasadena, arrives in Chicago Oct. 21 for NAB Convention and proceeds to Coral Gables, Fla., for a week's vacation before returning to the Coast.

IT&T Reports Loss

CONSOLIDATED net loss of $1,230,611 was reported for the first six months of 1946 by the International Telephone and Telegraph Corp. In similar period last year the consolidated income was $4,231,278. Conversion of Federal Telephone and Radio Corp., manufacturing subsidiary of IT&T, from war to peacetime production was given as major reason for this year's loss.

When You're Looking Over

MEMPHIS

Don't Overlook

WHHN

The Mid-South's Only 24 Hour Station!
KEEPING AN EVEN KEE/POWERFUL LOCAL SHOWS KEEP KTSA PROGRAMMING BALANCED WITH OUTSTANDING CBS FEATURES

What keeps the million and a half loyal KTSA listeners tuning in EVERY DAY?
It's because they're following top-notch, locally produced shows...designed especially to please every medium...from farmer to housewife!

Chief Skipper of the program department is Merrill Myers, recently of the U. S. Navy, and veteran writer and producer of outstanding national shows.

Pat White, in addition to his "Man on the Street" show, serves as production director.

Bill Neithamier, local News Editor, covers San Antonio and the surrounding area with his five-day-a-week "Home Town Editor" show which has a tremendous following.

Bob Holleron, of KTSA's Special Events crew, makes the women "sit up and listen" with his "Meet Your Neighbors" program, featuring interviews with San Antonio folks in their homes during parties, teas, luncheons, picnics, and meetings. Bob enjoys a big following, too, on his 30-minute nightly "So You Think You Know Sports" show.

Ramsey Yelvington, our Farm and Ranch Editor, gives the farmer boiled-down observations on farm news, market reports, and current events on his "Creek Corner Journal" and "Time on My Hands" early morning shows.

Eston Pace, KTSA News Editor, combs all news sources for outstanding features and presents two newscasts daily.

KTSA's Woman's Editor, Betty Burns, reports current events, news about personalities, and oddities in the news of particular interest to women on her "Feminine Fancies" and "News Magazine" shows.

And so through the day with KTSA...smoothing the way for BIG RESULTS FOR YOU!
ANOTHER WCKY SUCCESS STORY

The Southern Farmer Magazine has used three 15-minute segments per week of "The Jamboree". During August, 1946, the magazine made two offers—a leather billfold and a year's subscription to Southern Farmer for $1.00, and a Bible and a year's subscription for $1.00. Mail totalled 4,522 for the month of August, and was received from 34 states. 91.2% was received from the 10 states and 21 counties in WCKY's intense listening area. Following is a breakdown of the mail.

<table>
<thead>
<tr>
<th>State</th>
<th>No. of Pieces</th>
<th>% of Total</th>
</tr>
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<tbody>
<tr>
<td>Ohio</td>
<td>542</td>
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<tr>
<td>Indiana</td>
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<td>455</td>
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<td>Alabama</td>
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4,120 91.2

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<th>State</th>
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<td>Maryland</td>
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<td>Other States</td>
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</tr>
</tbody>
</table>

402 8.8

4,522 100.00%

ASK FREE & PETERS FOR DETAILS!
Mr. Ken Church  
Radio Station WCKY  
Cincinnati, Ohio  

Dear Ken:  

One of the biggest thrills in this business of ours is seeing the results come through.

Frankly, we don't expect these thrills during the summer. Not in the mail-order business! Summer is a time when we're gearing for fall...planning the big-volume production...using radio merely to hold choice spots...figuring the coming season will balance the ledger and bring the necessary margin of profit.

That's why WCKY's performance has been such a source of amazement and satisfaction, both to us and to our client, Southern Farmer! You fellows just don't recognize summer as a "slump" season! The subscriptions you've produced for this publication through your Western Jamboree this past month have measured up favorably with normal winter-time production of most good mail-pull stations.

With fall and winter just ahead, we're looking for WCKY to break all mail-pull records for this advertiser. We do enjoy seeing those big mail counts -- doubly so because all of you connected with the station get such a big bang out of your performance, too. It's enthusiastic selling from start to finish!

Best regards,

P. K. Hornburg
FCC Unlucky Seven

THE FCC is in a class by itself when it comes to legalistic footwork. It has justified its ar- rogation of control over various facets of radio by adroit borderline interpretation of a law written nearly 20 years ago. By degrees it has invoked these new controls so that now it is on the very brink of program censorship.

But in their zeal to tighten the hold, the FCC's juridical speedsters may have attempted to steal second with the bases loaded! They may have overlooked a new statute which gov- erns all administrative agencies. It is the Administrative Procedure Act, signed by Presi- dent Truman last June.

We refer to the FCC's latest Blue Book move in this instance. It is based on an already excessive commercialism in their past operations [BROADCASTING, Sept. 23]. Pre- viously, the FCC had cited WBAL Baltimore for the same reason. But the FCC has not yet made public the issues on which these stations are to be heard. Until it makes the issues known, it cannot be ascertained whether the FCC proposes to invoke only the purported Blue Book violations, or whether the stations will be faced with all issues in purported transgression of the FCC's rules.

In whatever branch of government one goes, the FCC’s present policy will serve. These they serve have said, “You can make it better—and here’s how.”

Energy and honesty broadcasters have put into developing a great medium in 25 years are rewarded by the good will of those they serve. These they serve have said, “You can make it better—and here’s how.”

Every broadcaster, confident that he has the backing of his listeners, can do no less than undertake immediate improvement of his product in the direction those listeners indicate.

FCC Please Copy

DISCUSSING the provisions of the Lanham Act on trademarks and the preparations the Patent Office is making for enforcement before the Act goes into effect next July, Commis- sioner of Patents Casper W. Ooms told the convention of the Assn. of National Adver- tisers:

We are going to you, the business community, and the lawyers who have been most interested in this subject, to help us to shape the rules and regulations and in devising the forms that will be required for operations under this statute. We are not going to study this Act to see what best appeals to us as the simplest manner of discharging our duty under it. We are going to you to find out how the practical prob- lems which arise under the Act can be resolved with the least technicalities, the least expend- iture of labor, the greatest clarity and the most nearly perfect expression of the principle of the legislation.

We know that you as merchandisers have always gone to your customers to sense their needs and to be guided by those needs in your merchandising. We differ little from you there. You have goods to sell—we have only goods to sell. We believe, as you do, that the rules and regulations should be made and as- sumed that your business need and we are going to ask you to tell us what under this Act you do need.

We want you to make any suggestions that you believe pertinent for our rules and forms. We want you to help us to construct the rules we propose in order that nothing be left in them to irritate or confuse the situation after the law becomes effective. This is your obligation to the Patent Office.

We commend Mr. Ooms’ remarks as a guide to Acting FCC Chairman Denny in the preparation of his scheduled address to the NAB Convention in Chicago.

Our Respects To—

JOHN BATES

J O H N B A T E S, now radio director of J. M. Mathes Inc., arrived in New York on June 16, 1935, his 27th birthday. Mr. Bates was born in New York in June, cash in his pockets, and a great career ahead as soon as he found a job.

A Manhattan pickpocket, however, was unaware of this background and callously lifted the cash. Things suddenly looked tough. If his hotel hadn’t agreed to carry him until he could get a job, the union of Mr. Bates with success might have been indefinitely post- poned. As it was he got on as an announcer at WMCA.

Mr. Bates' radio career had begun years before during his college days at the U. of Minnesota. After class and during summer vacations he did announcing for WLAG, now WCCO Minneapolis, and during the four years did various jobs for practically every station in town including WDGY, WHRM, now WTCN, and KSTP. At the university he was a member of both dramatic clubs, the Garrick and the Masquers, and still found time to write and direct shows for the university station WLB.

After college in 1929, Mr. Bates joined the Bainbridge Players, a stock company at the Shubert Theatre in Minneapolis, where he was a juvenile and second man. He kept in radio, however, as an actor on a morning show on WCCO and as announcer on WHRM.

A year later the stock company folded and Mr. Bates went to work for KFJM Grand Forks, N. D., as studio manager. In 1932 he joined KSD St. Louis as production manager. At that time there were few local shows sold on the station. As production manager, however, Mr. Bates built and sold a number of local shows until 1934 when he moved to Chi- cago, where he freelanced as a writer, pro- ducer and actor. KSD asked him to come back and he did, but remained only three months before going to New York.

Soon after Mr. Bates started at WMCA he shifted to WOR New York as an announcer and producer, and six months later was named commercial program manager of the station. While at WOR, Mr. Bates was responsible for discovering such radio favorites as Kay Kyser, the Answer Man, and Bill Corum. In 1938 he formed his own package producing organiza-

In December of 1940 he joined Ruthrauff & Ryan as radio supervisor on the Noxuzema account handling the Quiz of Two Cities Pro- gram. In this capacity, he traveled from coast to coast, four or five times a year follow- ing the circuit of the show. Soon after-

(Continued on page 50)
WOV PROGRAMS ARE GEARED for BALANCED BROADCASTING

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

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Respects
(Continued from page 48)
ward, he became account executive for the American Cigarette & Cigar Co.'s Fall Mall account. Then he was made account executive on the Jack Benny Show for Lucky Strike.

On March 5, 1945, Mr. Bates resigned from Ruthrauff & Ryan to join J. M. Mathes Inc., New York, as director of radio. Under his supervision two network shows are now on the air. They are for Canada Dry, sponsoring the Meredith Willson show on CBS, and the Ludden's Cough Drops show, featuring Hoagy Carmichael on CBS.

Mr. Bates is a great advocate of "developing new radio talent." He says that he feels "very strongly the responsibility of the whole industry for developing fresh talent and new ideas."

The Bates—she is the former Ruth MacFarland, well-known deejay, and their two children, Judy, 11, and John, 9, and Melody, age 2—will soon celebrate their ninth wedding anniversary. They have three sons and a daughter, John W. 3rd, is 7 years old; Judy, 6; Alexander, 3, and Patricia, 6 months. The family lives in Redding Ridge, Conn., an hour and 40 minutes ride from J. M. Mathes' 13th-15th morning and every night, proving that Mr. Bates, now 38, still likes to travel.

Incidentally, the commuting trips are broken up frequently by coast to coast hops, hence both of his network shows emanate from the West Coast.

Mr. Bates' hobby is working a full day. And he hasn't had a vacation in the last eight years.

WHMM Memphis, Tenn., has appointed Porfus & Co. as national representative. New station is assigned 1340 kc, 250 w.

JANE BUSS, formerly with WKRC Oil City, Pa., has joined WKNM Charlotte, N. C., as traffic manager.

JOSEPH BADGER, Navy veteran and formerly with WCPO and WHDH Boston, has joined the sales staff of WKXL Concord, N. H.

GEORGE PAULSON, MBS sales service executive, Oct. 1 married HEDGWIG ADAMS, formerly in the MBS sales department, at Chateau Frontenac, Quebec.

JAMES MacNEAR, member of the news department of WPBL Syracuse, N. Y., has been transferred to station's sales department.

WNB Chambersburg, Pa., newly licensed station operating on 600 kc with 1500 w, has appointed Porfus & Co. as national representative.

DEAN WICKSTROM, technical engineer of WCCO Minneapolis, has resigned to devote full time to construction of KPMO Pomona, Calif. Operating with 500 w on 1600 kc and 3000 w on air in late December, station will be mutually owned and managed by Mr. Wickstrom and his partner, Myron Kluge, head of Kluge Electronics.

GENE RIDER, after 3½ years on temporary duty with the CBS news and special events department, has returned to the network's technical operation department as field technician handling special events pickups in connection with relay shortwave. Mr. Rider, who was overseas for the CBS news department in 1944 and broadcast from both European and Pacific theaters, returned in 1945 and became acting director of the news department, ining in for WILLIAM J. LOCUN, who received a leave of absence. Mr. Rider's news return to CBS after finishing book, "F. D. R.—My Boss," on which he collaborated with Grace Tully, the late President Roosevelt's secretary.

GEORGE BLANCHETTE has been appointed to the sales department of WIPX Alexandria, Va., is father of girl born Sept. 25. His wife, Kay, is former "Sister Kay" of WFMJ Youngstown, Ohio.
It's Christmas Early at KLAC!

"Christmas Early"
(CATHRYN CRAGEN).

KLAC Brings You
"Christmas Early"
AND HER RECORD SHOW

MON. THROUGH SAT. ● 11:10 P.M. - 1:00 A.M.

KLAC
LOS ANGELES


*by special permission of Chester Gould, creator of Dick Tracy.
Anne...
TO WHOM I MAY CONCERN

I'm Operations Manager of a radio station, so I've got a job—a good job, and it's mine as long as I want it.

But my boss knows I'm running this ad for a better one, as I've climbed to the last rung in this ladder.

Fifteen years in radio tell me that.

Five years ago I helped to start this station. I set up the Station's program department (our latest Hoopers are the talk of the trade). I built up one of the largest recording libraries in the country. I didn't buy a lot of useless duds. I hired the announcing staff as well as the rest of the station personnel.

In other words, I know radio.

As recently as July a year ago, my boss gave me the job of opening up another of his stations, from the blueprint stage to hiring the entire personnel.

I'm a 39-year old dependable business woman. My boss has called me "the best man I have around the station."

Somewhere there is a president of a radio station who needs an executive assistant accustomed to accepting responsibility and making the right decisions.

I'll be at the convention. If you think I can contribute to your station's operations, I'd like to talk with you. In the meantime, write or phone Headley-Reed at 180 North Michigan Avenue, Chicago, or call Franklin 4686. They'll tell you how to get in touch with me.
**Welcome to Bing Crosby and Philco in Your New Program on ABC**

**ABC Just as ABC will carry this TOP SHOW in Washington**

**WMAL broadcasts the TOP ATTRACTIONS**

**The Washington Redskins**

**Football Games are Broadcast Exclusively in Washington Over**

**WMAL**

**Play-by-Play by Harry Wismer**

**ABC Director of Sports**

**Color by Jim Gibbons**

**WMAL SPORTSCASTER and M. C.**

**WMAL 630 on Your Dial**

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**Welcome to Bing Crosby and Philco**

**IN YOUR NEW PROGRAM ON ABC**

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**ABC Director of Sports**

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**WMAL 630 on Your Dial**

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**Glenn E. Martin** has joined the copy department of Burton Browne Ad., Chicago. Mr. Martin will assist Burton Browne in the development of new consumer accounts. David O'Connor, new writer, also becomes a member of the copy staff. Mr. O'Connor will specialize in public relations and promotion of accounts.

**John Bennett** manages the Toronto office of Hutchins Adv., transfers to Chicago to become sales and advertising manager of Philco Corp., for midwest division. He is succeeded at Toronto by Walter Enger, former advertising manager of Auto-Lite Batteries of Canada Ltd., Toronto, and prior to that with McKim Adv. and Horace N. Stovin Co., station representative, both of Toronto.

**Al Paul Lefton Co.**, Philadelphia, has been named advertising agency for Philadelphia regional office of War Assets Administration under new advertising policy of WAA designed to localize placement of WAA national advertising.


**Dick Pettit** has been added to special service department of J. Walter Thompson Co., Hollywood.


**C. C. Fogarty Co.**, formerly Matteon-Fogarty-Jordan Co., marked its 27th year in advertising by moving to larger quarters at the Bell Bldg., 307 N. Michigan Blvd., Chicago.

**C. E. Staudinger**, former executive vice president of Laloche & Ellis, and for 13 years a stockholder and director of that company, has joined Warwick & Legler, New York, as vice president, member of the board of directors and stockholder, effective October 14.

**Alice Hausman**, formerly in the copy department of Young & Rubleam, New York, has joined Federal Adv., New York, in same capacity.

**Robert Rand**, secretary-treasurer of Spades Inc., New York, has been elected a vice president of the agency.

**James Patterson**, formerly on the publicity staff of Columbia Pictures Corp., Hollywood, has switched to J. Walter Thompson Co. as editorial assistant to Joe Leighton, publicity director.

**Charles Hogen**, N. W. Ayer & Son director, has joined Spadea Inc., New York, as vice president and merchandising manager.

**Stanley Talbott**, agency’s publicity manager of Columbia, has switched to Warner Bros. publicity office.

**Bob Orr**, vice president of Lennen & Mitchell, New York, has been in Hollywood conferring with Mann Holler. He is now in charge of radio.

**Charles H. Heppenstall**, prior to joining the Army advertising manager with Ralph C. Coxhead Corp., has joined Neidel Adv., New York, as account executive.


**Homer Morgan Snow**, former advertising and public relations director of Lear Inc., New York, has joined The Gravens Co., New York, as account executive.

**John P. Grady**, former advertising and sales promotion manager of the Chase Bag Co., Chicago, has joined the merchandising department of Young & Rubleam, Chicago.

**Watts, Payne Adv., Tulsa, Okla.,** has opened new offices in Wichita, Kan., and Dallas, Tex. Howard heads Wichita office and Dallas office will be managed by Hollis Gilliam, vice president of the agency here before he entered military service.

**Sanford Woolf**, former production director of EFSO Fresno, Calif., has joined the production staff of Arthur G. & Gresham Adv., Hollywood.

**J. Archer Kins**, author of several books in advertising and applied psychology field, is new member of the merchandising and copy staff of H. M. Gross Co., Chicago.


**Robert Brimley**, owner of the "Look n' Find Me" show on ABC and "Pot o’ Gold," also on ABC, is to marry Bernice Gains, copywriter with Kenyon & Boaltard, in New York on Nov. 1.

**Walter W. Holt**, formerly with Dancer-Fitzgerald-Sample, New York, as an account executive, has joined the Dusane Jones Co., New York, in the same capacity.

**152-162 mc Hearing**

**ORAL ARGUMENT will be held Oct. 16 on a slightly revised version of FCC’s July 12 proposal covering allocation of specific frequencies in the 152-162 mc band to non-government fixed and mobile services** [Broadcasting, July 15], the Commission announced last week. Briefs should be filed by Oct. 14. Participants will be limited to 30 minutes each; data requiring more time for presentation should be presented in writing for the record. **AS A SIGN of the “good neighbor” policy, the Standard Oil Co. of Puerto Rico hailed the inauguration of Jesus T. Pinero as Governor of the West Indies island by placing ads in Puerto Rican newspapers and featuring the news of the Governor’s inaugural on the four daily broadcasts of the Isma Reporter on WNEJ San Juan.**
Cotton has always been one of the most important commodities handled at the Port of Corpus Christi, and Corpus is rapidly resuming its pre-war position as one of the four leading cotton ports of the United States—over 5,500,000 bales have been received since 1926. A tenth of the Nation's cattle, calves, sheep, and lambs are produced in the State, and Corpus Christi is a market center flanked by the big range country upon which it can draw for supplies for the meat industry. Yes, Cotton and Cattle bring in money—but they're only TWO of the money-making industries down here. Reach this $460,000,000 market through KEYS—your CBS outlet, with local listening loyalty!

250 WATTS
1490 KC

Corpus Christi, Texas
When you buy CBS be sure you get KERN Bakersfield, California
Visit our display in Exhibition Hall—4th Floor and our Suite 852-854, Palmer House

THERE will be plenty to see and hear about new Western Electric equipment for Broadcasting... new FM Transmitters... new Clover-Leaf Antenna for FM... new high quality Loudspeakers... new Speech Input Consoles... new Turntable... new Reproducer Group.

If you just can't get to Chicago for the NAB Convention, get the story on new Western Electric equipment from your local Graybar Broadcast Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.
A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increases year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.
change pitch and direction almost instantaneously with the improved Presto 8-D Recorder

The Improved Presto 8-D Recorder is equipped with a reversing device for the feed screw. Result: Six feed pitches, inside-out and outside-in, using only one feed screw. This feed screw need never be removed from the recorder. Thus, changes in pitch and direction are accomplished within a matter of seconds.

The Presto 8-D Recorder is the easiest and most convenient machine to operate because of the arrangement of its controls and the cantilever overhead which saves lost motion in operation. Its unusually heavy construction assures high fidelity masters and instantaneous recordings.

For full specifications of the Presto 8-D please write Presto Recording Corporation, 242 West 55th Street, New York 19, N.Y.

To insure future delivery within a reasonable time, we suggest you place your order now for immediate listing.

World's Largest Manufacturer of Instantaneous Sound Recording Equipment

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Doetsch, Ltd., in Canada
The families your advertising reaches in Richmond have the income to translate their buying desires into cash register sales!

WRNL attracts the...

MARKET: $576,519,000 is spent annually in Richmond Trading Area's Wholesale Market.

PEOPLE: 959,711 people in Immediate Trade Area, 245,624 people in Metropolitan Area.

FAMILY INCOMES: $746,000,000 in Immediate Trade Area, $276,519,000 in Metropolitan Area.

WRNL holds the daytime listening ear...the high-powered buying ear...in Richmond!

WILLIS S. (Bill) GRAHAM, released from armed forces, has been appointed publicity director of WSM Nashville. During the war he was correspondent in India and China, writing for Hump Express, CBS Roundup, Yank and U.S. wire services, newspapers and magazines. Previously he had been in the promotion department of the Memphis Commercial Appeal and also freelance writer.

JOAN STANIT, former publicity director of Jay Thorpe Inc. and before that in the publicity department of Warner Bros., has been appointed magazine editor of MBS press department JOE G. HUDGENS, AAP veteran and former commercial manager of KORN Fremont, Neb., has joined the promotion staff of KINT Des Moines.

IRENE KRIEG, formerly with Free & Peters, New York, has joined the headquarters public relations staff of Westinghouse Radio Sales Inc., Philadelphia. JUNO BUZZELLI has rejoined the headquarters advertising staff with first assignment being work in connection with National Radio Week, Nov. 24-30.

HAROLD E. ROLL, director of promotion and publicity for KFAB Lincoln, Nebraska, is giving lectures on general advertising and publicity for KFAB Lincoln, Nebraska, in connection with National Radio Week, Nov. 24-30.

MARY MILLER has been appointed publicity director of CKY Pembroke, Ont.

JOHN KENNEY, graduate of the Marquette U. Journalism School, is new addition to the publicity, promotion and public relations department of WMJ and WTMJ-FM Milwaukee.

BEN Z. KAPLAN, released from the Army, has been named assistant director of the WRAF New York advertising and promotion department, replacing JACOB ROWE, who has been appointed by the War Dept. to be assistant to the director of public information in Korea.

ROBERT J. McANDREWS, NBC Western Division advertising and promotion manager, Oct. 9 discussed "Advertising and Merchandising Principles in Relation to the Individual Merchant" when guest speaker at Retailers Institute, Division of Vocational Education.

CBS Western Review

PROMOTION PIECE titled "Western Panoramas" has been prepared by CBS Western Division, presenting a four color map of Washington, Oregon and California, now on which Columbia's Pacific network stations are indicated. Principal areas of industry are illustrated. Eight-page booklet with introduction by Donald W. Thornburgh, CBS Western Division vice president, accompanies map. Growth of market and basic data are outlined.

Junior Sportscaster Search

KNAK Salt Lake City has started a state-wide contest to select the top junior sportscaster from among high school students. Candidates will be selected by school assemblies of speech.

RADIO'S PROMOTION PIECE

WRNL attracts the high-powered buying ear. Buying desires into cash register sales!

5000 WATTS FULL TIME

ONLY CBS

WELL ROUNDED BALANCE

OF STATE AND FEDERAL PAYROLLS, YEAR ROUND FARM INCOME AND MANY YOUNG AND HEALTHY INDUSTRIES

KTBC

THE PUBLIC SERVICE STATION IN AUSTIN, TEXAS

NOW OPERATING ON

5000 WATTS

590 ON YOUR DIAL

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN

Radio Sales CBS

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

5000 WATTS • FULL TIME

NIGHT & DAY

910 KG

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA

BURLINGTON

VERMONT'S ONLY CBS STATION

5000 WATTS • FULL TIME

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

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Junior Sportscaster Search

KNAK Salt Lake City has started a state-wide contest to select the top junior sportscaster from among high school students. Candidates will be selected by school assemblies of speech.
Feel Like Criticizing

In order to probe even more deeply into the radio listener’s attitudes, pollers asked this question: “Do you ever feel like criticizing when you listen to a radio?”

The response: Yes . . . 65%; No . . . 35%.

The editors, acknowledging that this is a general type of question designed to bring out a possible criticism from the respondent, sought yet a further distillation of opinion by measuring the responses against the “time-listened” factor of each person questioned. Results showed that those who listened most often responded “yes” to the question. Comment the editors “the more people listen, the more likely they are to be annoyed occasionally—to have ‘lover’s quarrels’ with radio, so to speak.”

Leading into a chapter on advertising—the area which found listeners most critical of American radio—the authors trace the development of commercial broadcasting. They maintain that the present system of radio is an outgrowth of the economic philosophy of the time in which it was born (the early 20’s).

Natural Evolution

They observe, too, that many early operators of broadcast stations employed the facilities to promote sale of commodities or services which they themselves offered the public, and that consequent commercial development came as a natural evolution.

Surveyors found that listeners appeared to have reflected seriously on the subject of radio advertising, as indicated in Table 6 in response to a question of listeners’ preference for advertising-suppressed programs.

This study was cross-analyzed by additional questioning pursuing two lines of inquiry: (1) A request for responses on whether listeners are in favor of advertising, don’t mind it, don’t like it but will put up with it or think it should be taken off the air; (2) A breakdown showing the relationship between the general attitude question (Table 6) and the question on whether respondents would prefer their radio programs without advertising.

The important point is, as stressed by the editors, that about one-third of the listeners are opponents of radio advertising. (The survey shows that about 10% of those interviewed feel that way about advertising in newspapers.)

Three main considerations make for “positive approval of radio advertising” on the part of those who do approve, say the pollers. These are: (1) its human interest value, (2) its usefulness and (3) the fact that in general most popular programs are sponsored.

Criticisms of Commercials

What’s wrong with these commercials which alienate the devotion of some radio listeners? The surveyors found these answers to that broad question:

(1) Volume and position. There are too many of them, they are too long and they interrupt the program.

(2) Uninteresting content. Commercials are minded less, survey shows, if they contain interesting information or humorous material.

(3) Overselling. Listeners object to strong superlatives, insistent voices, detailed “accumulations of advantages” of a given product.

(4) Violation of taboo. Offense to listener’s sense of propriety.

One other “violation” of good advertising tenets is revealed in the survey: this is the “attention-getting” device—sound effect or otherwise—which appeared to offend many of those who object to radio advertising.

Table 12 summarizes the findings on criticisms of radio advertising.

There have been many criticisms, principally from official governmental sources, that radio displays bias in handling news programs. This is gainsaid by the results of the survey. Only 15% of the respondents to the Denver poll complained of bias in the news, a far superior record than that established by any other medium.

Numerous tabular interpretations of the results of direct questions about all types of programs are contained in this chapter. They show, very generally, that listeners generally are satisfied with radio’s handling of all types of news; that 72% of listeners under 30 like popular music, with the percentage decreasing as the age bracket increases; that daily serials are most enthusiastically heard (41%) by individuals with grammar school educations, with the percentages decreasing as educational background increases; that 45% of the users of radio subscribed to this statement—“I may get the news from the radio, but otherwise I use it only for entertainment”; while 46% also subscribed to the interpretation “Besides the news and entertainment, I like to listen to some serious or education programs once in awhile.”

Conclusions

Thus, from the early analysis of the survey results, the book’s authors find that three major conclusions can be drawn:

(1) The American audience presents a complex variety of listener interests.

(2) Advertising is a necessary but nonetheless troublesome economic foundation of broadcasting.

(3) The industry has coped with the vexing net of problems with some success.

There is sufficient evidence to corroborate the statements made before by American broadcasters: that listeners like American radio, even if in some cases they are critical of it. This is established rather clearly in Table 27.

Who ARE the critics of radio? Dr. Lazarsfeld (he, by the way, is one of them) and his colleagues state: “They come from the people who are likely to be heard and to attract attention beyond the size of the group they represent.”

This question was asked as well: “Taking everything into consideration, which one of these do you think did the best job of serving the general public? Magazines, newspapers, movies, radio?”

The answers: radio, 67%; newspapers, 17%; movies, 4%; magazines, 3%.

There seems to be a considerable ignorance among listeners about the role of government in radio, but most of the listeners interviewed had specific ideas about government control of radio, as evidenced by Table 24.

Only 17% thought the government “should decide what kind of programs are to be broadcast.”

Sample for the survey included 5,243. Ninety-one per cent of those interviewed owned radios. Average daytime listening was 2.3 hours. Average evening listening, 2.6 hours.
(Continued from page 60)

traffic fatalities. The folder depicts the comedian on the air, on postcards, posters, in window displays and special programs broadcast in honor of the occasion. Twenty-five KOA advertisers donated considerable time to the project.

CIGAR Digest

A Digest of statements made by CBC executives before the Parliamentary Radio Committee at Ottawa has been released in booklet form by the CBC, listing evidence at the hearings before CBC policy, administration and program headquarters.

KGG Football

CARD simulating a football and bearing local game schedule, has been issued by KGG Stockton, Calif., as sports program promotion. Station is covering 13 local contests.

Resumes News Service

KMB Kansas City has resumed presentation of special newscasts directly to luncheon sessions of various clubs and organizations with return of club luncheon season.

WAM Blotter

NUMBER four issue, Vol. 1 of WAM Anderson, S. C., Flash, listener publication, is accompanied by microphone blotter WAM identification and WTOP Postcards.

WTOP Postcards

POSTCARDS are being mailed locally by WTOP Washington to clubs, business officials to remind them of important WTOP special interest programs.

WCP Displays

ILLUSTRATED current news board, topped by WCP logo single to oil and business officials to remind them of important WTOP special interest programs.

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ARE YOU GOING TO CHICAGO?

Be Sure To See—

THE FIRST SHOWING of the NEW REL 10 KW FM BROADCAST TRANSMITTER

ON DISPLAY DURING NAB CONVENTION

*4th Floor—Palmer House, Chicago—October 21st thru 23rd

The REL exhibit will also include a Frequency and Modulation Monitor, Speech Input Console, and various new REL items of rack-mounted accessories.

* REL headquarters during the convention—Room 821—Palmer House.

Broadcasters are welcome.

RELIABLE ENGINEERING LEADERSHIP

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

October 14, 1946 • Page 63
Peter

(Continued from page 30)

fate minute by minute and decides
with a twist of the dial. Naturally,
when network affiliations are at
stake buying in is the logical
course for obvious reasons.

What about John Doe?—Neither
"Whit" nor "Jess" took that pres-
ent station operator off the nervous
seat. What can he do to meet the
wave of competition welled up in
the Commission's back log?

Perhaps it's flippant to say—pre-
pare to compete—but that's the
answer. When you run alone the
incentive for speed is far less than
when your running ability is con-
tested. So John Doe should pay
some attention to his running.

Better take a look at the market
with a view of what additional sta-
tions may mean in overall revenue
possibilities; examine, critically,
the program schedule to be satis-
fied that the "balance" is right and
each program is worth its salt in
listener attention; look to the com-
mercial policy and practice to see
that advertisers are receiving full
value and not just putting up with
present conditions.

When John is satisfied on these
points, it will appear that he has
the legs or physique to run. But
what about stamina? A dash man
won't do if the contest is at ten
miles.

So John should put his finances
in order if he wants to have last-
ing ability. He will need an ade-
quate program expense budget to
do the job there and a careful re-
view of the whole expense setup
will be in order because the real
stamina required will be in cash
reserves. Even profits should be
subjected to the economy move.

Oddly enough, if John's house is
thus put in order, potential com-
petition will think twice before
entering the field against him. He
will be demonstrating that he can
run fast and show signs of ability
to hold the pace.

Survival or Failure

Finally, there is a little matter of
history. Recall the Sanders Broth-
ers case? And the issue—insuf-
ficient economic support for the
survival of two stations in the
market? Well the call letters of
the existing station in Dubuque
which contested the new grant were
WKBB and the grantee, over pro-
test, KDTH. WKBB showed a
struggle for existence in financial
statement submitted in the record.
KDTH showed substantial cash re-
serves to survive a development
period.

Now, look in your BROADCASTING
Yearbook under Dubuque, Ia., and
observe two stations. Yes—KDTH
and WKBB. They both survived.

Which brings up the question—
what is the border line of economic
support which makes for survival
or failure?

Flying Antenna Tower
COMPLET-275-foot tower of WMPT-W

Goodyear Will Sponsor
Nine Football Telecasts

Goodyear Tire & Rubber Co., Akron, will sponsor a nine-
game football television schedule on WNYB New York, NBC video
station. Seven of the games will also be carried on WXYZW Wash-
ington, D.C., and one will be car-
rried over a television network of
three stations, the two mentioned
plus WPTZ Philadelphia.

Series will include number of
"firsts": The first use of coaxial
cable to send a telecast two differ-
ent directions simultaneously and
the first sponsored television to be
sent over a three station network.
On Oct. 12, for Penn-Duke game, a
coaxial cable will be split to carry
the game north from Baltimore to
New York City and Washington,
D.C. Schedule was arranged by
N. W. Ayer & Son, New York.
NEW... BEST!

H-f power tube for FM with RING-SEAL CONTACTS

- Tube can be installed or replaced in a few seconds
- Greater area of ring-seal contacts increases h-f circuit efficiency
- Superior electrical characteristics include (a) minimum inductance (b) no neutralization required (c) extremely low driving power
- A pair of GL-7D21's easily will handle output for a 3-kw FM transmitter

TRANSMITTER designers will welcome the new GL-7D21, most modern, most practical of FM power tubes. Ring-seal contacts—an important General Electric development—mean fast tube installation or replacement (therefore less time off the air) while providing generous terminal-contact areas. . . . Electrically, Type GL-7D21 is equally advanced. There is complete internal shielding of the 4 electrodes, and provision for a r-f ground plane makes possible external shielding as well. . . . The tube is designed with minimum internal inductance. Low grid-to-plate capacitance eliminates need for neutralization. Plate ratings (see right) give the GL-7D21 an output sufficiently large so that a pair will more than meet the needs of a 3-kw FM transmitter—with only 120 w driving power (for 2 tubes) required! . . . G-E tube engineers will be glad to assist you in applying this modern, compact, highly efficient tube to your latest FM circuit. See your nearest G-E office, or write to the Electronics Department, General Electric Company, Schenectady 5, New York.

RATINGS OF TYPE GL-7D21

| Filament voltage | 6.3 v |
| Filament current | 30 amp |
| Frequency in megacycles at max ratings | 110 |
| Type of cooling | forced-air |
| Max plate ratings, Class C telegraphy: |
| voltage | 4,000 v |
| current | 1 amp |
| input | 3,000 w |
| dissipation | 1,200 w |
the fall when the series begins again.

A tremendous impetus to the utilization of educational television had been given the schools of New York City by a policy adopted by the Board of Education last spring. This was to provide outlets, conduits, and an antenna system for television reception in all school buildings to be constructed hereafter. The receivers themselves will be installed as the schools near completion. However, since construction on the new school building program will barely get under way this fall, and since demonstration receivers, promised to the Committee for testing in schools, cannot be delivered much before Christmas, students will continue to watch the broadcasts in Radio City viewing rooms. It is felt, however, that results of experimental classroom viewing will be more reliably estimated when in their own or similar classrooms, students can receive the programs without the excitement of a trip to Radio City.

Encouraged by the success of these two experiments, the enduring and overwhelming success of There Ought to Be a Law, and during and overwhelming success to Radio City.

these two experiments, students can receive the programs be more reliably estimated when ing demonstration receivers, promised hereafter. The receivers themselves will be installed as the schools near completion.

Western Electric
728B LOUDSPEAKER

No fooling, the first time you hear music and speech delivered by the new 728B you'll find it hard to believe you're listening to reproduced sound! New design features, developed by Bell Laboratories, make the 728B ideal for studios where high quality reproduction from a single unit speaker is a "must." For full details—Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
McDonald

(Continued from page 20)

been strong resistance on the part of the public toward making this change.

Frozen Standards

Another example of frozen standards is offered by the railroad industry. I know of several narrow gauge railroads which ran for many years and rendered inefficient service for the simple reason that the cost of changing to standard gauge was too great. Some engineers say that our railroads would today give faster, safer and more economical service by widening the present gauge. Even if this is true, it would be almost impossible to make a change because of the billions invested in rolling stock at the present standard gauge.

Similarly, if large numbers of low definition television receivers are purchased by the public, there will be a terrific clamor against any attempt to change and improve standards. In other words, the development of color will be stymied by large numbers of low definition black and white receivers in the hands of the public, and the public will bitterly resent any forced loss of investment in receivers geared for today's already obsolete standards.

It is my considered opinion that

now, when there are virtually no new television receivers in public hands, the industry should immediately concentrate on the development of full color equipment which will at last give the purchaser a run for his money. There may never again be a time in history when a change in standards can be made with so little confusion and expense.

The economic obstacle to television's progress is one which has been ridiculed, denied, and ignored by specious statements of televisioners, but it still remains. Nobody to date has come up with an answer to it, and the various attempts in the past to revivify television have all failed because of this factor. Facts are stubborn things and it is a fact that we cannot have large scale television in the home until somebody evolves a plan for financing continuous programs of sufficient quality to induce the public to buy television receivers in large quantities. This new art must be considered as something brand new under the sun, not as a variation of radio.

Economic Obstacle

Television is at once a science, an art form, and a business. As a science its development has been marked by brilliant achievement. Unfortunately, however, the economic or business side of television, and as a result the artistic

side as well, have been sadly neglected. Because it is possible to send pictures through the air by radio waves, there has been an overwhelming tendency to think of television as just another form of radio, and to assume that its problems are identical with those of radio.

This misconception of television's problems has caused the same confusion that would result if the airplane industry tried to run its business like the automobile industry because both vehicles are propelled by gasoline engines. As an art form and a business, television has no more similarity to radio than radio has to phonograph records or to the production of Broadway plays. Had the same type of misconception prevailed continuously in the motion picture business, we would still see movies only in nickelodeons.

Must Pay Its Way

Television faces the same problem of providing adequate entertainment and of finding some method of paying its way. Visionaries tell us it will be financed in the same manner as radio, and advertising agencies are already establishing elaborate television departments. Unfortunately, the people are forgetting not only the
lesson offered by the early years of motion pictures, but also
the prime, basic maxim that each new
industry, it will compete with
in the home, it will compete with
advertising, news, education and entre-
ment. Since television can provide
news, education and entertainment
in the home, it will compete with
business must look at its competi-
tion, for everything that goes out over
radio, television, newspapers and mag-
azines, motion pictures and the
early years
lesson offered by the early years
motion pictures, but also the
magazines, motion pictures and the

individuals in the audience as at least 100,000,000
who listen to radio every day, but
accurately the number of people

it seems conservative to estimate
the audience at about 48,000,000; Sunday
have a circulation of about 174,-
000,000,000, and account for about
$450,000,000 of the nation's annual
advertising. In addition, the
public pays $310,000,000 a year to

in order to operate as

advertisers of about $400,000,000
per year.

in their circulation revenue, newspapers and mag-
azines require income from their circulation in order to operate as
businesses. Radio is the only large-
scale purveyor of news and entre-
tainment that has been able to
exist solely from the sale of ad-
vertising. The advertiser pays
for everything that goes out over
the air, including Presidential
speeches, public service programs,
sustaining programs, etc., because
advertising is radio's only source of
income.

No Movie Advertising

On the other hand, some publi-
cations have prospered entirely or
largely from their circulation reve-
ue, with little or no income from advertising. The movies are doing
nicely without any advertising reve-
uue at all; their box-office income
is nearly four times what the ad-
vertisers spend for radio, although
their daily audience is only a frac-
tion of radio's.

Producing television entertain-
ment of the kind that will gain
and hold a mass audience is go-
ing to be very costly. We can dis-
count in advance the features about
which we hear the most, namely,
spot news, sports events, etc. All
will be helpful, but their mass ap-
peal for long hours each day will
be strictly limited. All of our mo-
tion picture companies combined,
with cameramen all over the world,
produce only about two hours of
newsreel a week, without sound,
and this is cut to one hour when
shown in special newsreel theatres.

A fight or two a week, with an
occasional wrestling match thrown
in, is about all that the average
person will care to watch. Foot-
ball, baseball and other sports lend
themselves only moderately well
to television, and even if avail-
able in sufficient quantity could not
hold an audience indefinitely.

Preference polls without end
have shown that people want drama
to come by television, that, they
would like to see new movies and
plays, that they expect to receive
entertainment at least comparable
to the movies in audience appeal.

That immediately throws television
into competition with movies, and
there is nothing to indicate that
good television production can be
done even as cheaply as good movie
production.

No Re-takes

Television is a one-shot proposi-
tion so far as the particular sta-
tion or network is concerned; re-
hearsals must be repeated until the
production is perfect. The actors
can't huddle in front of a mike and
read script as they do in radio, nor
can there be re-takes of bungled
scenes as with the movies. And,
to draw an audience remotely com-
parable to radio's, the entire pro-
duction must be so outstanding that
a majority of the public will forego
bridge, gossip, love-making, work
or reading to watch it. And this
pace must be maintained for many
hours each day.

Most Americans go to the movies
about once a week, sit through a
three-hour show, and spend on the
average a triffe more than 30
cents for each admission. At 10 or
11 cents an hour, movies pro-
vide very inexpensive entertain-
ment. However, the cost to the
movie industry of providing this
entertainment runs into box-car
figures. The average cost of pro-
ducing feature pictures is about
$870,000 per hour. The movies have
been severely criticized for extrava-
gance, but it is an established fact
that a sure way to make a picture

(Continued on page 70)
McDonald (Continued from page 69)

... flop is to trim its production costs. With few exceptions over the years, the most profitable and popular pictures have been those that cost the most to produce. Many stage productions show lower costs than do movies, and the public pays a higher admission fee to see them, but an average of four out of five stage plays fail. Including the productions that are produced very economically, the average cost of putting a play on the stage for opening night is about $50,000, which means that $290,000 is spent on production for every successful play that is launched. In the legitimate theatre, as in the movies, the producer must spend real money to be reasonably sure of success. It is no accident that many outstanding successes are elaborate productions with the necessary high cost calculated in advance to prevent failure.

Compete With Movies

Since television will be competing with the movies as a means of mass visual entertainment, there is no reason to believe that its production costs can be lower than movies. In fact, if there is a man or woman living who can provide such entertainment at a substantially lower price, he need not wait upon television’s development; Hollywood is looking for him eagerly.

And there is one more illuminating comparison between radio and the movies. The motion picture entertainment on which the public spends one and one-half billion dollars a year is ridiculously small in quantity when measured against radio’s insatiable appetite. The entire production of new motion pictures averages only about two hours of new film per day, enough to fill the hours from 7 to 9 p.m. on one television network. Radio’s four major networks alone produce sixty-four hours of new entertainment each day. The public pays five times as much for two hours of new movie entertainment as the advertiser pays for more than sixty-four hours of new radio entertainment.

Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with four hours of daily entertainment produced to motion picture standards would be two billion seven hundred million dollars per year. This is more than American business spends on every form of advertising combined, from direct mail and billboards to radio, newspapers and magazines.

Shackled by Friends

Television has been shackled too long by unwise friends and promoters who refuse to think their economic problem through. It could become a reality very soon if the industry would only realize that the advertiser can never pay for adequate television, that even if there were a television receiver in every home in the United States the enormous program production costs would make a duplication of radio’s commercial pattern economically impossible. On the other hand, the public will gladly pay for television programs, just as it pays for movies.

Suppose, for example, that it could enter the home over an ordinary telephone wire, and that at the end of the month, the subscriber were to be billed for the service he had received, much the same way as he now pays for his telephone. He could sit at home and see all of the low-cost events, such as fashion shows, that television now promises, and in addition would have all of the costly features like championship prize fights, new movies, etc.

New movies are not now available for television, but producers would have no hesitation in providing them if they were paid for. Similarly, major sporting events for which radio broadcasting rights already command a high premium could be available for television from the very first on terms that would be fair to the public, to the television producer, and to the producer of the sports event.

Should “wired television” require the use of special wiring, such as coaxial cable from transmitter to city, it would lend itself more economically to use in theaters than in homes. However, there are other methods, one of which has already been approved experimentally by FCC, for providing a box office for home users, even with ordinary radio transmission and reception. Transmitters can be equipped with a device that will...
Commercial Television
Minnesota Bestg. Corp., Minneapolis, Minn.—Granted CP for a new station (channel (No. 4), 65-72 mc; visual power 17.5 kw; audio 9.2 kw; antenna 960 feet.

Experimental Television
The St. Louis U., St. Louis, Mo.—Granted CP for a new experimental television station; frequencies to be assigned by the Commission's chief en-
gineer. To operate as an experimental television broadcast station in accordance with Secs. 4.101 to 4.104 of the rules; type of emission: A-3 with un-tial transmission transmitted by multiple horizontal pendulum interval.

FM CPMs
The following permits were granted regular CP. (Note: power given is eff-
itive radiated power; antenna height given is height above average terrain; Amarillo Bestg. Corp., Amarillo, Tex.—Class B, channel: 10.3 mc (No. 367), 3.2 kw, 420 feet; Darrell E. Yates, Laf-
kin, Tex.—Class B, channel: 20.9 mc (No. 223), 2.9 kw, 205 feet; T. Harl Bestg. System Inc., Washington, N. C.—Class B, channel: 101.5 mc (No. 270), 29 kw, 400 feet; Larsus & Bro. Co., Inc., Richmond, Va.—Class B, channel: 91.1 mc (No. 246), 21 kw, 510 feet; KJBS Broadcasters, a partnership, San Francisco, Calif.—Class B, channel: 98.5 mc, 32 kw, 600 feet; The Associated Broad-
casters Inc., San Francisco, Calif.—Class B, channel: 96.1 mc (No. 251), 14 kw. Conditional Grant
The following application, hereetofore designated for hearing, was removed from the docket and given a conditional grant subject to engineering conditions (Conn. Wakedah voting “No”): North Carolina Bestg. Corp., Greensboro, N. C.—Class B station. (Permission to lease of station WBIO Greensboro.)

(Continued on page 72)
FCC Actions (Continued from page 71)

Missouri


OCTOBER 4

ACTIONS IN DOCKET CASES

AM—1230 kc

Arkansas-Oklahoma Bstg. Corp., Fort Smith, Ark.—Order making final grant for new station on 1230 kc, 250 w, subject to reaffirmation by CAA of antenna site; denial of application of N. Pratt Smith seeking same facilities.

Valley Bstg. Assn. Inc., McAllen, Texas—Announced final decision granting CP for new station on 1340 kc, 250 w, subject to approval by CAA of antenna site; denial of application of N. Pratt Smith seeking same facilities.

Greensburg Bstg. Co. Inc., Greensboro, N. C.—Announcement of final decision granting CP new station on 910 kc, 1 kw, directional antenna, subject to CAA approval of antenna system and transmitter site, and subject to installation of appropriate monitoring equipment as required by Section 3.55(b) when such equipment is available. At same time Commission denied applications of KYAL Brownsville, Tex., to shift to 910 kc with 1 kw directional antenna and application of Howard W. Davis, seeking same facilities as Valley Bstg. Assn. Inc., McAllen, Texas.

Grand Canyon Bstg. Co., Flagstaff, Ariz.—Announced final decision granting

IT’S THE SIMPLE LIFE IN RUGLESS (Ky.)!

judging by the Spartan name of this Kentucky metropo-

lis, floor coverings aren’t the only things that folks do without in Rugless (Ky.). As in thousands of other tiny Kentucky towns, there’s not much market for “goods and services”. But it’s different around Louisville. This city’s trading area buys more rugs, and everything else, than all the rest of Kentucky, combined. WAVE gives you all the Louisville Trading Area without waste, at low rates and with intense listeneership. Shall we send you the facts?

October 7

BY COMMISSION EN BANC

Hearing Designated

Andree Jarema and Frank H. Alt- doerffer, Inc., Binghamton Bstg. Co., Binghamton, N. Y.—The Commission, on its own motion, ordered that the application ofKBAX and WARM, be amended to specify the frequency 1450 kc, 250 kw directional antenna, subject to CAA approval of antenna site; and that further hearing on these applications be continued to Nov. 5.

Woodward Bstg. Co., Woodward, Okla.—Granted designation for hearing application for a new station to operate on 1430 kc, 150 w, unlimited time, and ordered that the petition of Altus Bstg. Co. (KWRN) be allowed to intervene, and that KWWB and KGFF be made parties to this proceeding.

Southern Ill. Bstg. Co. Inc., Centralia, Ill.—Designated for hearing application for a new station to operate on 1430 kc, 1 kw, unlimited time, in a consolidated proceeding with applications of Metropolitan Bstg. Corp. and Belville News (KBBF), Belville, Ill., and further ordered that the orders of Sept. 19 designating these two applications for consolidated hearing be amended to include Southern Ill. Bstg. Co. Inc.

AM—890 kc

Foundation Bstg. Co., Philadelphia, Pa.—Designated for hearing application for a new station to operate on 1460 kc, with 10 kw, unlimited time, in a consolidated proceeding with applications of WCDM, Tower Realty Co., and Lomar Bstg. Co., ordered that the Commission’s orders of March 13, May 2 and Sept. 19 designating these three applications for hearing be amended to include the application of Foundation Co., and that the Commission’s order motion the Commission ordered that the hearing presently scheduled for Oct. 19, for WCDM, et al, be continued to Nov. 5.

October 7

ACTIONS OF COMMISSION

BY COMMISSIONER JETT

The Pacific Coast Bstg. Co. Inc., Pasadena, Calif.—Granted petition for waiver of Sec. 3.187(a) of the rules of the engineering reports submitted with this application for a new station to operate on the frequency 1420 kc, with 10 kw, daytime only, in a consolidated proceeding with applications of Metropolitan Bstg. Corp. and Belville News (KBBF), Belville, Ill., and further ordered that the orders of Sept. 19 designating these two applications for consolidated hearing be amended to include the application of Foundation Co., and that the hearing presently scheduled for Oct. 19, for WCDM, et al, be continued to Nov. 5.


The Northern Ohio Bstg. Co., Amherst, Ohio—Granted petition for waiver of Sec. 3.187 of the rules and accepted their application.

The Indianapolis News, Inc., Palo Alto, Calif.—Granted petition for admission of Adron A. Beene to practice pro hac vice before the Commission upon his application for a new station; ordered that the hearing thereon be continued to Nov. 30, and continued same to Nov. 1, 1946.

Herman Radner, Dearborn, Mich.—Denied petition requesting that the record heretofore made in the proceeding involving his application, et al, be reopened and made a part of the evidence in the hearing in re applications. Exception noted by counsel for petitioner.

Herman Radner, Dearborn, Mich.—Denied petition requesting that the record heretofore made in the proceeding involving his application, et al, be reopened and made a part of the evidence in the hearing in re applications. Exception noted by counsel for petitioner.

WLOF Orlando, Fla.—Granted petition for reconsideration of the Commission’s action designating its application for CP to a consolidated proceeding the Commission ordered that the hearing presently scheduled for Oct. 21, be continued without date until further order of the Commission.

Hanford Pub. Co., Hanford, Calif.; Fremont Pub. Co., Fremont, Calif.—The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Oct. 21 at Hanford upon application of Hanford Pub. Co., and Fremont Pub. Co., at Fremont upon application of Fremont Pub. Co., as consolidated with the application of Adron A. Beene to practice pro hac vice. The Commission directed that the hearing be held at a time and place to be announced.

Cherokee Bstg. Co., Morristown, Tenn.—Granted petition requesting that the hearing on its application for CP, presently scheduled for hearing on Nov. 25 and 26 at Middleboro, Ky., in consolidation with application of Middleboro Bstg. Co., Middleboro, Ky., be held at Morristown, Tenn., and the notice of hearing be amended to include the application of Middleboro Bstg. Co., held at Middleboro, Ky., as scheduled. The Commission ordered that the hearing on application of Middleboro Bstg. Co., application of Cherokee Bstg. Co., be scheduled for Nov. 26 at Morristown, Tenn.

Unity Corp. Inc., Mansfield, Ohio—Granted petition for leave to amend its application for a new station so as to specify the frequency 940 kc with 10 kw power, daytime only, instead of 760 kc, 10 kw, daytime only. The amendment was accepted and application as amended removed from hearing docket.

Democrat Printing Co., Durant, Okla.—The Commission, in its own motion, ordered that the application of Democrat Printing Co., which was designated for consolidated hearing with applications of Okla. A & M College be removed from the hearing docket.

WJAR Providence, R. I.—Denied petition for leave to intervene in the hearing on application of Radio Providence, Inc. for admission to practice pro hac vice, presently scheduled for hearing on Nov. 1.

Okla. A. & M. College, Stillwater, Okla.—Granted petition for leave to amend its application for CP so as to specify the frequency 840 kc with 10 kw power, daytime only, instead of 760 kc, 10 kw, daytime only. The amendment was accepted and application as amended removed from hearing docket.

The Patriot Co., Harrisburg, Pa.; Crescent Bstg. Co., Shenandoah, Pa.—Granted petition for leave to reopen the record in the consolidated hearing on these applications, and without further hearing the record is reopened for the purpose only of receiving information and evidence concerning the death of Vance C. McCormick.


WLOF Orlando, Fla.—Granted petition insofar as it requests reconsideration of the Commission’s action of April 26 dismissing petition for application for hearing, and removed said application from hearing docket. In re a petition, presently scheduled for hearing on Nov. 1.

The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Oct. 21 at Hanford upon application of Hanford Pub. Co., and Fremont Pub. Co., at Fremont upon application of Fremont Pub. Co., as consolidated with the application of Adron A. Beene to practice pro hac vice. The Commission directed that the hearing be held at a time and place to be announced.

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BROADCASTING • Telecasting

October 14, 1946 • Page 73

THE COMMISSION, on its own motion, ordered that the consolidated hearing on the application of WJBW requesting a continuance of hearing, to be held at Washington, D. C., be held in Hartford, Conn., in place of Washington, and said hearing is transferred from Washington to Hartford, Conn., to be held on Oct. 17, the date now scheduled for Oct. 16 at Washington.

Girardeau, Mo.—The Commission, on its own motion, ordered that the consolidated hearing on the application of WJBW requesting a continuance of hearing, to be held at Washington, D. C., be held in Hartford, Conn., in place of Washington, and said hearing is transferred from Washington to Hartford, Conn., to be held on Oct. 17, the date now scheduled for Oct. 16 at Washington.

BY COMMISSIONER JETT

WJBN New Orleans, La.—In re petition of WJBW requesting a continuance of hearing, to be held at New Orleans, La., on these applications, and continued said hearing to Oct. 14, in New Orleans, on these applications, and continued said hearing to Nov. 4 at New Orleans.

WILL Urbana, Ill.—Granted petition requesting Commission to determine its intervention in the proceeding upon application hearing. Consolidated hearing requested.

La Crosse Bestg. Co., La Crosse, Wis.—Granted petition requesting the Commission to strike issues 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 in New Orleans, on these applications, and continued said hearing to Nov. 4 at New Orleans.

BY COMMISSIONER JETT

Sandusky Bestg. Co., Sandusky, Ohio.—Granted petition to reopen proceeding for further hearings to be held at Columbus, Ohio, on Oct. 14, in re petitioner’s application and applications of Lake Erie Bestg. Co., and The Bay Bestg. Co.

BY COMMISSIONER JETT

Colin Bestg. Corp., New Britain, Conn.—Granted petition insofar as it requests that hearing upon its application and that of Hartford-Times Inc., be held in Hartford, Conn., instead of Washington, and said hearing is transferred from Washington to Hartford, Conn., to be held on Oct. 17, the date now scheduled.

KGB San Diego, Calif.—Dismissed petition requesting continued hearing on application for CP presently scheduled for Oct. 9 at Washington, D. C.

KGB San Diego, Calif.—Granted petition for leave to amend application for CP so as to specify a modified DA for a transmitter site to operate on the regional frequency 1600 kc, to the following applicants: James F. Hopkins, Inc., Ann Arbor, Mich., 1600 kc, 1 kw, unlimited time; United Bestg. Co., Inc., Montgomery, Ala., 1600 kc, 1 kw, unlimited time; United Bestg. Co., Inc., Cedar Rapids, Iowa, 1600 kc, 5 kw, unlimited time; and WJRE Bestg. Co., Reidsville, N. C., 1600 kc, 1 kw, unlimited time.

The application of WWRL Westwood, La.—Granted petition for leave to amend application for CP so as to specify a modified DA for a transmitter site to operate on 1600 kc, was granted.

The application of Charlotte Bestg. Co., Charlotte, N. C., to operate on 1600 kc, 1 kw, unlimited time and application of Four Lakes Broadcasters, Madison, Wis., to operate on 1600 kc, 1 kw, unlimited time, are denied.

AM-1400 kc

The Commission announced proposed decision towards grant of CP for a new standard broadcast station, subject to engineering approval.

AM-1220 kc

The Commission announced proposed decision towards grant of CP for a new standard broadcast station. Full CPs. (List and story on page 82.)

October 10

BY COMMISSION EN BANC

Video—60-66 mc

The Wm. H. Block Co., Indianapolis, Ind.—Granted CP new television station on 60-66 mc (channel 3). (See story page 78.)

Commercial FM

Conditional grants issued to 11 applicants for preliminary authorization of FM stations to operate on 60-66 mc. (See story on page 83.)

Miscellaneous

The Fort Hamilton Bestg. Co., Hamilton, Ohio.—Granted modification of CP changing authorized Class A to Class B station, subject to engineering approval.

Harold Thomas, Waterbury, Conn.—Granted CP for FM station in Waterbury, Conn., without prejudice application for conditional grant of a Class B station. (Continued on page 74)

Applications . . .

October 4

AM—1540 kc

Dale S. Crowrey, Washington, D. C.—CP for a new standard broadcast station to be operated on 1540 kc, 1 kw, daytime only.

AM—1498 kc

WHGF Haverhill, Mass.—Modification of CP which authorized a new standard broadcast station for approval of antenna and for approval of transmitter location.

AM—1498 kc

WHOB Gardner, Mass.—Modification of CP which authorized a new standard broadcast station for approval of antenna and for approval of transmitter location.

AM—1329 kc

WJOY Burlington, Vt.—License to cover CP (as modified) which authorized approved standard broadcast station, subject to engineering approval.

AM—1050 kc

WKTM Mayfield, Ky.—Modification of CP which authorized a new standard broadcast station to change type of transmitter.

WKTM Mayfield, Ky.—License to cover CP (as modified), which authorized approved standard broadcast station and for approval of studio location.

AM—920 kc

KECK Odessa, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter location.

WBBS Pensacola, Fla.—Authority to determine operating power by direct measurement of antenna power.

AM—800 kc

Biscayne Bestg. Co., Inc., Miami Beach, Fla.—CP for a new standard broadcast station to be operated on 800 kc, 1 kw, daytime only.

AM—1498 kc

WTNB Birmingham, Ala.—License to cover CP which authorized a new standard broadcast station.

WTNB Birmingham, Ala.—Authority to determine operating power by direct measurement of antenna power.

AM—1220 kc

WAGF Dothan, Ala.—CP to change frequency from 1460 to 1230 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use.

AM—1220 kc

WRFD West Point, Ga.—CP to make changes in transmitting equipment, install new vertical antenna and mount FM antenna on top of AM tower, move transmitter and change studio location.

The latest Conlan Survey in the rich Red River Valley proves that WDAY gets six listeners (plus) for every one listener to "Station B." See the figures below—then write for complete breakowns!
FCC Actions (Continued from page 73)

AM—1230 kc
WJOM Marquette, Mich.—License to cover CP (as modified) which authorized a new standard broadcast station.

AM—1450 kc
WJFN Jackson, Miss.—CP to change frequency from 1450 to 1445 kc. (Continuing upon the grant of WSSL.)

Alabama-Georgia Broadcasters Inc., Buford, Ala.—CP for a new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM—710 kc
WKRG Mobile, Ala.—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—1230 kc
Union-Carolina Broadcasting Co., Union, S. C.—CP for a new standard broadcast station to be operated on 1320 kc, 250 w and unlimited hours of operation.

AM—510 kc
Piedmont Broadcasting Co., Greenville, S. C.—CP for a new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

AM—1200 kc
WSA Spartanburg, S. C.—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—740 kc
Carteret Broadcasting Co., in or near Morehead City, N. C.—CP for a new standard broadcast station to be operated on 740 kc, 250 w, unlimited time.

AM—1150 kc
Burilton-Graham Broadcasting Co., Burilton, N. C.—CP for a new standard broadcast station to be operated on 1150 kc, 1 kw and daytime hours of operation.—AMENDED: to change frequency from 1200 to 1150 kc.

AM—1410 kc
WEGO Canton, N. C.—License to cover CP which authorized installation of new transmitter.

AM—760 kc
WTNC Tarboro, N. C.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and change of transmitter location.

AM—1100 kc
KXIL Graham, Tex.—Modification of CP which authorized a new standard broadcast station to be operated on 1100 kc, 250 w, unlimited time.

AM—1090 kc
Family Broadcasting Corp., Minneapolis, Minn.—CP for a new standard broadcast station to be operated on 1090 kc, 2 kw, daytime only.

AM—1020 kc
Western Broadcasting Assn., Modesto, Calif.—CP for a new standard broadcast station to be operated on 1020 kc, 1 kw, daytime only.

AM—1190 kc
Frank C. Christil, Mildred Christil and Joseph Garfield d/b as Huntington Park Broadcasting Co., Huntington Park, Calif.—CP new station to be operated on 1190 kc, 1 kw, daytime only.

AM—1210 kc
Northeast Radio Inc., Lawrence, Mass.—CP for a new standard broadcast station to be operated on 1210 kc, 1 kw, daytime only.

AM—1390 kc
Raymond M. Becker and Melvin B. Williams, a partnership d/b as Royal Gorge Broadcasters, Canyon City, Colo.—CP for a new standard broadcast station to be operated on 1390 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1390 to 1395 kc.

AM—1400 kc
KXIL Graham, Tex.—Modification of CP which authorized a new standard broadcast station to be operated on 1400 kc, 3 kw, directional antenna and change transmitter location.

AM—1400 kc
Raymond M. Becker and Melvin B. Williams, a partnership d/b as Royal Gorge Broadcasters, Canyon City, Colo.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.—AMENDED: to change hours of operation from unlimited to daytime only, make changes in antenna and ground system.

AM—310 kc
KLX Oakland, Calif.—CP to increase power from 1 kw to 5 kw, install new transmitter, re change of directional antenna and change transmitter and studio locations.

AM—1080 kc
H. M. Williamson and Roy D. Johnson, d/b as Modesto Broadcasting Co., Modesto, Calif.—CP for a new standard broadcast station to be operated on 1080 kc, 2 kw, daytime only and unlimited hours of operation.—AMENDED: to change frequency from 1080 to 1090 kc, change power from 100 to 250 w for daytime use only, change hours of operation from unlimited to daytime, change type of transmitter and make changes in antenna.

Applications Tended for Filing:

AM—1470 kc
WRJA Rome, Ga.—CP to change frequency from 1470 to 1490 kc, power from 250 w to 5 kw and daytime hours of operation.

AM—1470 kc
Broder Broadcasting Co., Ariz.—CP new standard broadcast station to be operated on 1470 kc, 1 kw and daytime hours of operation.

AM—1140 kc

AM—Unselected
Frank Andrews, Modesto, Calif.—CP new standard broadcast station to be operated on 1140 kc, 2 kw and daytime hours of operation.

AM—1390 kc
F. L. Barr, Elmer Rheingans, Jake Rheingans and E. H. Walton co-partners d/b under the name Radio Sanger Co., Sanger, Calif.—CP new standard broadcast station to be operated on 1390 kc, 1 kw and daytime hours of operation.

AM—1590 kc
WFIL Yorkville, N. Y.—Modification of CP to install auxiliary transmitter to be operated with power of 1 kw for auxiliary purposes.

AM—540 kc
Herbert L. Calhoun, representative of the State of Maryland—CP new developmental broadcasting station to be operated on 540 kc or as assigned, 10 w and A3 emission.

AM—1230 kc
WBZB Lock Haven, Pa.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and change studio location.

AM—1050 kc
KFMJ Tulsa, Okla.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location and change studio location.
FCC Grants Five Applications For 1600 kc; WWRL Power Up

FCC’s VIEWS on the use of 1600 kc, now assigned to only two U.S. stations, were reiterated last week in a decision giving finality to its proposal [BROADCASTING, Aug. 12] granting five applications for new 1600 kc stations and allowing WWRL Woodside, L. I., already on the frequency, to go from 250 w to 5 kc directionalized fulltime.

Engineering testimony, FCC said, “is definitely to the effect that it is impracticable to consider the channel upon the basis of an ideal allocation pattern whereby service might be provided to all sections of the U. S., because under such an arrangement there would result reservations for stations for which there likely would be no demand.”

The channel, classified as a reservation of completion date—AMENDED: to change completion date.

AM—1010 kc
LLOW Norfolk, Va.—Modification of CP which authorized a new station to change frequency from 1530 to 1010 kc, change transmitter and studio location—AMENDED to change power and hours of operation from 1 kw day and night to 5 kw unlimited, install DA for night use, change type transmitter and transmitter site.

AM—1276 kc
WBLR Lebanon, N. H.—Modification of CP which authorized a new station, for extension of completion date.

AM—1440 kc
WHPC Harrisburg, Pa.—Modification of CP which authorized a new FM station to specify coverage as 13,810 sq. ml., population as 1,600, change transmitter site and make changes in antenna system.

Experimental Video
WXCT Cincinnati, Ohio.—Modification of CP as modified which authorized a new experimental television station for extension of completion date only.

AM—1440 kc
KGNC Amarillo, Tex.—CP to make changes in vertical antenna and mount FM antenna on present AM tower.

AM—1530 kc
WGAC Augusta, Ga.—Modification which authorized to change frequency, increase power from 1 kw, directional day and night to 5 kw, unlimited, install DA for night use and to change transmitter location, for extension of completion date.

AM—1550 kc
KALB Alexandria, La.—CP to increase power from 1 kw day and night to 5 kw day and night, and install new transmitter.

AM—1600 kc
WUSA Washington, D. C.—Modification of CP which authorized installation of new transmitter for extension of commencement date.

AM—1600 kc
WSOT South Bend, Ind.—Modification of CP as modified which authorized increase in power, installation of new transmitter and changes in DA, to make changes in DA.

PM
KSD-FM St. Louis, Mo.—Modification of CP permit which authorized a new FM station to make changes in antenna system.

Video—66-7 mc
KOR-TV Albuquerque, N. M.—Modification of CP which authorized installation of new television station to change frequency from channel 2, 54-60 mc to channel 14, 56-62 mc to 54-60 mc, specify ERP as 238, make minor changes in transmitter site, change type of transmitter, studio location and make changes in antenna system.

Experimental Video
WXPC Pasadena, Calif.—Modification of CP which authorized a new experimental television station for extension of completion date.

AM—1250 kc
KGHI Little Rock, Ark.—CP to change frequency from 1230 to 1250 kc, power from 250 w to 500 w 1 kw day, install new transmitter, DA night.

.broadcast station, for approval of antenna, type of transmitter and to specify studio location—AMENDED: re changes in antenna, type of transmitter and studio location.

AM—1310
WDUK Durham, N. C.—Voluntary assignment of license from W. W. Couch, Jr., Sam H. Campbell, Jr. and W. Hanes Lancaster, Jr. to WDFK, Inc.

AM—800 kc
Northwestern Broadcasting and Bible School, Minneapolis, Minn.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1450 kc
WASK Lafayette, La.—Modification of CP which authorized installation of new vertical antenna and change transmitter location, to change completion date.

AM—1530 kc

AM—1600 kc
KERN Oxnard, Calif.—Modification of CP as modified which authorized a new standard broadcast station to be operated on 1490 kc, 1 Kw and daytime hours of operation.

AM—1400 kc
Steel City Bestg. Corp., Homestead, Pa.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1490 kc
Western Pennsylvania Bestg. Corp., Pittsburgh, Pa.—CP new standard broadcast station to be operated on 1400 kc, 50 w and unlimited hours of operation.

AM—1450 kc
J. G. Long, d/b/a Eagle Pass Bestg., Eagle Pass, Tex.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1520 kc
WFAA Dallas, Tex.—Modification of CP which authorized a new station to increase power from 1 kw day and night to unlimited, install DA for night use and to change transmitter location.

AM—1530 kc
Radio Bedford Corp., in or near Bedford, Ind.—CP new standard broadcast station to be operated on 1530 kc, 250 w and unlimited hours of operation.

AM—1540 kc
Bestg. Corp., affiliating with Blythe, Calif., —CP new standard broadcast station to be operated on 1540 kc, 250 w and unlimited hours of operation.

AM—1580 kc
KTRB Modesto, Calif.—CP to change power from 1 kw to 1 kw night, 5 kw day, and transmitter location, using directional antenna.

October 5
EXTENSION
WHSF Floral Park, N. Y.—Modification of CP which authorized new non-commercial educational station for ex-

An All-Time Favorite PEANUT VENDOR

Published by
EDWARD B. MARKS MUSIC CORP.

Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N. Y.

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October 5
EXTENSION
WHSF Floral Park, N. Y.—Modification of CP which authorized new non-commercial educational station for ex-
They hear ‘em advertised over WCHS!

STATION

Goin’ up! Yep they’re going way up!

5000 WATTS

POWER

Hon. Ed Wilhelm

MILWAUKEE

October 14, 1946

WCHS

BROADCASTING  Telecasting

Representativ

Yrs.

They just ers will know and bet going up figures folks start sat-

same period more than the ofulings in Char-

Southern West Virginia.

112th Market

Mr. Kobak declared: “Television is big business—the theatre, education, sports—all of which is show business. It needs new ideas, experienced showmen, and open minds. When preparing commercials remember that you’re visiting people in their homes.”

The Mutual president, said: “The convention starts a new era in television. Television is necessary; so let’s have vision by way of television.”

On Education

Education will make use of television to the extent that it conceives and develops “new educational procedures directed toward established educational outcomes,” Paul F. Douglass, president, American U., told the meeting. “As a medium,” he said, “it can reach the lowest level, and make the most vivid impression. It can be of undreamed-of importance in making democracy work if television broadcasters conceive its purpose as a social weapon, not alone as an advertising medium.”

Dr. Frank Kingdon, WOR-Mu-

talent moderator, closed the Thurs-

day morning program with his ideas on “Good Taste in Television Programming.”

As featured speaker at the Thursday luncheon, Benjamin Cohen, associate secretary-general in charge of public information for the United Nations, told the convention that television would provide an “invaluable means” of assisting in carrying out the objectives of the UN’s San Francisco charter.

Television Receivers

Four speakers on Thursday after-
noon addressed a panel meeting on “Television Receivers.”

Mr. Bingley—Greatest area of te-

telecasts are held detri-

documentary

problems; salient feature to remember is that what might be permissible for broadcast may not necessarily be in such a domain for telecasting; musical ma-

terial, and other published works un-

broadcasting—but with a 30-day cancella-

r. Allen Smith, humorist and au-

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A Totem Pole and Rhubarb,” spoke on “I Want A Television Receiver.”

Mr. Smith, a devotee of sports, had been looking at his neighbor’s teleset, that current pro-
games were of sufficient quality to arouse his buying instincts.

Frank Mansfield, director of sales research, Sylvia Electric Prod-
ucts Co., gave a slide presentation of a market study completed nearly a year ago by his company to as-

The new Signal Orthicon is ex-

pected to produce better studio results. The “ricer” is limited to “icon-dramatic” use. SESAC, associated with ASCAP, claims that its use, and other legal problems; salient feature to remember is that what might be permissible for broadcasting may not necessarily be in such a domain for telecasting; musical ma-

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the classroom. For instance, one motion picture print can be piped into thousands of television receiving sets, thus saving on print costs."

Lt. Col. Eric Tewb, U. S. Army Signal Corps, spoke on “Education Through How to Do It Programs.”

Educators are asking the video set manufacturers to give some thought to educational models, “either in cheap plywood or metal cabinets or sunk into receptacles in walls so that on that provide screens tuning dials are visible... and for an intraretal system, with one master receiver and three monitors,” according to Edward Stasheff, in charge of television development for WNYE, New York City Board of Education FM station.

“Of the broadcasters,” Mr. Stasheff stated, “we ask programs sufficiently valuable educationally and sufficiently well correlated with our curriculum to justify the expense of receiver installation.”

Program Panel

The fourth Thursday afternoon panel session, dealing with Programins and chairmanned by Bob Emery of WABD New York, covered a wide variety of topics. Selma Lee of the William Morris Agency spoke on package video programs, recommending their use to sponsors on the basis that a package show built by a professional showman is apt to be the most efficient, effective and economical way of putting over television sales messages.

Need for complete cooperation between station producer and guest producer to achieve a good video show was stressed by Clark Jones of WRGB Schenectady and Richard Goggins of ABC.

Jock McGregor, WOR New York director who, after 12 years in radio, last summer produced three television programs, complained that in television “too many people get between me and my program.” The solution, Mr. McGregor said, might be to put the program on film.

Walter Wade, executive producer of WNBT New York, cited two basic principles for successful video production: Have a good show; make sure that audience sees it.

The television salesman wants the producer to be commercially minded, Ken Farmsworth of ABC declared, to produce sustaining programs with commercial plans that make them easier to sell, to put as much effort into the commercials as on the entertainment part of the programs after they have been sold.

NBC’s television promotion begins with the public, including both present and future set owners, Charles P. Hammond, NBC director of advertising and promotion, stated, explaining, “The reason is basic enough—to build television audiences in mass for sponsors to buy.”

Advertising Helps

Attempting to capitalize on the primary public interest in programs, he said, “All NBC television promotion to the public talks in terms of NBC television programs on the air. I’ll wager there are thousands of people who might have been only lukewarm on the subject before who developed a terrific yen to own a receiver after reading NBC’s recent advertisement in local newspapers announcing our exclusive coverage of the Louis-Corn fight.

“Such advertising helps the cause generally. Of more direct benefit to NBC, as we see the purpose of our present audience promotion of outstanding NBC television shows, is that we are able to associate NBC and top television in the minds of those who already have sets as well as in the minds of those who will own them.

“In our trade advertising,” Mr. Hammond continued, “we attempt to sell our station against competition. Since at this time it is not possible to talk competitive circulation, we use as a talking point the fact that at WNBT the television advertiser has an opportunity to use the knowledge and experience of NBC production personnel in his own television efforts, and can save time and money by this means in getting his own program which will be stultus to him in the production of commercial television programs. We can talk this way to the trade because we can point to the consistent quality program and production efforts to substantiate our claim. Good shows have made it possible for us to do a promotion job.”

Actress’ Viewpoint

Answering the question, “What does an actress expect of the television producer?” actress Helen Chot declared, “She expects him to know his business... He should know his script, its possibilities and its weaknesses and how he is to overcome those weaknesses; his cast—their strength, their needs and how he can handle them to get the best results. A man like this is not guessing. When he gives us direction we will have confidence in it. And because we have confidence we will execute it with authority and assurance.”

Chief trouble with many of today’s video programs is that as an economy measure agency radio directors and producers are doubling in brass and handling television as well, according to Louis A. Sposa, program operations manager of WABD. “There is a limit to what one person can do and because radio is a paying proposition for the agency the director must devote most of his time to the radio show, resulting in a hastily planned and poorly produced television show,” he said.

A plea for industrywide cooperation in training the thousands of new people who will be entering television in the next few years and in exchanging program ideas and production techniques for the benefit of all television was advanced by Hoyland Bettinger, television consultant.

“We must set an objective for our industry to produce not less than 750,000 and if possible 1,000,000 television receivers in the calendar year 1947.”

F. H. Vogel, vice president in charge of sales, Farnsworth Television & Radio Corp., declared at the Friday morning general session, with Mr. Austrian, general manager, presiding, “I firmly believe that every receiver that can be produced will find a ready buyer,” he added.

No ‘Plug-Uglies’

Television cannot afford to tolerate the “plug-uglies” of radio, Leonard F. Cramer, executive vice president, Allen B. Du Mont Labs., stated in a talk that pointed out that after the manufacturer has set a good video program and the dealer installed it properly the job of keeping the public sold on television is up to the advertiser and broadcaster.

“Perhaps the ‘beat the drum’ type of commercial is necessary in radio if the advertiser is to sell enough of his product to pay for his broadcast,” Mr. Cramer said.

“Let me go on record here and now that such commercials in television will not be tolerated by the public and must not be permitted by the broadcaster.”

From an advertiser’s point of view, the best thing that could happen to television would be “a constantly growing audience created by the strong and intelligent promotion of the sale of good television receivers.” C. J. Durban, assistant advertising manager, U. S. Rubber Co., told the Friday morning panel session on television commercials presided over by Allen B. Du Mont, president, Allen B. Du Mont Labs.

Pointing out that today’s limited audience precludes the hope of any immediate return from the advertiser’s video budget and makes it (Continued on page 78)
impossible to justify large expendi-
tures in radio. During the war, it was
said that both have their advantages: live is cheaper for one-station use, has timeliness; film permits product demonstrations impossible in the studio, can be used during and customer showings as well as on the air.

Terry Ramsaye of Motion Pic-
ture Herald gave a showman's view of television and R. M. Gray, ad-
tertising manager, Standard Oil Co. of New Jersey, discussed his company's sponsorship of television news programs from prewar days to the present (see story page 18).

About Long Commercials

Television commercials running two to three minutes are "much too long to be used during an "action packed football game," Don McClure, television director, N. W. Ayer & Son, stated Friday afternoon during a panel on the preparation of video commercials.

Accordingly, commercials on the Atlantic Refining 7-Up Pennsylvania football telecasts this fall have been cut to run from one and a half to two minutes, while those for Goodyear Tire & Rubber Co. on the Army-Navy game telecasts are even shorter, mostly running a minute. Four Hooper coincidental surveys, two panel surveys and two personal interview studies will be used to check the effectiveness of the video commercials, Mr. Mc-
Clure said.

Reviewing six years experience with Atlantic video commercials, he reported on the television of his company started telecasting foot-
ball games in Philadelphia, WPTZ, in 1941. Mr. McClure continued, "Philco had a commercial license and a studio to boot. We had the whole world before us and no precedents to follow. We tried station-dealer interviews, puppets, dramatic play-
lets, quick sketch artists, blackouts and just straight 'sell.'" With more ambitious plans curtailed by war-time pressure, for the next three years live studio commercials were replaced with slides, live programs, superimposing film strips over them, such as a still of a refinery backing up a trainload of moving tank cars taking gas and oil to the troops. Oral commercials were used throughout in straight radio style.

But in 1945, Mr. McClure said, the agency recommended that a video trade-mark be established, suggested a puppet character representing all professions within the oil industry, tentatively named him "Sparky Atlantic." Four announcements were worked out for each game telecast—an opening, a commercial at half-time and an-
other at the game's close, and a visual sign-off with Sparky inviting the viewer to tune in again next Saturday. Oral commercials were used between quarters while the camera focused on the At-
lantic field clock and six oral quick-
lets were allotted for time-outs. For the 1946 season the Sparky com-
mercials have been cut to less than two minutes each.

At the same session John R. Allen, television head of Marschalk & Pratt, New York, agency for Standard Oil Co. of New Jersey, sponsor of the NBC Newscast on WNBT New York, described the preparation of filmed video com-
mercials for that company. Films are used, he said, because the im-
mediacy of live studio telecasts is less important to this sponsor than "the ability to show such scenes as moving automobiles, Esso dealers in action at their service stations and places to visit by car."

Six rules for the preparation of film commercials were given Mr. Allen as follows: "Keep each scene simple and its content large. Nar-
rate only what you show. Create picture continuity that by itself tells your story. Make sure that every picture contains motion. Use superimposed lettering and art work to sell your product. Make free use of wipes and dis-
solves."

Gimbels' Experience

David Aarons of Gimbel's, Phila-
delphia, reported on the television suc-
cess of his store with video com-
mercials that are straight and un-
dramatized, that feature items which can be demonstrated effec-
tively. "Shirt shrinks, he said, were tried but found "too unreal, too obscure for selling merchandise." Fashions, de-
pending on color, material and de-
tails, fall flat on television; so do furniture, accessories, housewares and other inanimate items; metal and other objects become too hot to handle under studio lights, but "a camera at the cleaner's is perfect for television."

K. A. L. Foster, William Esty & Co.; Edward Franklin, Newell-
Emmett Co., and A. D. Rodner Jr., Commonwealth Edison Co., also participated in this session which was moderated by Reynold R. Kraft, sales manager, NBC Tele-
vision Dept.

The Friday afternoon panel ses-
jons included a roundtable of video supervisors, managers reporting the current operating status of their stations, moderated by Dr. O. H. Caldwell, Caldwell-Clements Publish-
Continued from page 77

The Winning Time is the Time You Buy on

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

Mr. Bolling announced that the policy of his new firm would constitute a "distinct departure from the usual practices" of previous organizations, but he declined to describe his proposed operation in detail.

Joining Mr. Bolling in the new enterprise was Schuyler Ensell, formerly associated with the John Blair New York office.

Ernest Brooks has been appointed to handle the company's public relations.

Walgreen Adds

FOLLOWING an extended test on WGN Chicago, Walgreen Drug Stores has expanded its sponsorship of Week-End Reporter in 34 major markets, through Schwin-
ner & Scott, Chicago, effective Oct. 15. Agency will provide script and tele-
vision production instructions for each station with transcribed music and interviews with local Walgreen per-
sonnel handled locally. Fifty-two half-
hour variety programs include fol-
lowing stations: KVOA KLRA KGO KFEL WJAX WQAM WSAS WMDB WSBT WGRG KNOE WONE WNOO WPMX WJDE WKKY WJW WJZ WJW WJW WJW WJW WJW WJW WJW

Retained by KJAM

HOWARD D. JOHNSON and Richard F. Connor, both identified in ownership of KNAK Salt Lake City, have been retained by James A. Wallentine, owner of KJAM Vernal, Utah, to supervise construc-
tion and management of the new station. KJAM is to go on air between Nov 1 and 16. While supervising management of KJAM Mr. Connor will continue as gen-
eral manager of KNAK and likewise Mr. Johnson chief engineer of KNAK while supervising construc-
tion and maintenance of new out-
let. Lee Walker, Intermountain area radio personnel, has been named KJAM resident manager and Clem L. Rawlings Jr., commercial manager.

video receiver servicing conducted by Lewis Winner, Bryan Davis Publishing Co.
Two-Way U. S. Policy Urged To Equalize Labor Relations

SATISFACTORY compromise in labor relations are impossible under existing law when unyielding labor leaders refuse to consider sound economic issues and operate on the "right based upon might principle," Richard P. Doherty, director of the NAB Employe-Employer Relations Dept. told the North Carolina Assn. of Broadcasters Friday. The association convened at the Washington Duke Hotel, Durham, for a two-day session.

A. J. Willard Jr., NAB executive vice president, conducted a roundtable discussion Friday morning on problems facing broadcasters. He outlined steps taken by NAB in regulatory, legislative, music and other activities along with proposals to strengthen the industry's program structure.

Mr. Doherty said even the President of the United States has failed when labor leaders refused to yield to sound principles. Congress should recognize that collective bargaining is a two-way street by setting up rules applying to both labor and management, he proposed. Radio's employe-employer relations have not been maintained at a comparatively good level, he said, pointing out that its wages and working conditions stand high in American industry.

Since most stations are small employers they are able to maintain good employe relations, the essence of which is human relations, he said, showing how his department is now prepared to help broadcasters in developing better employe relations and in understanding labor trends. He reminded that employe relations should be cultivated in the same manner that sales and operational relations are cultivated.

New officers were to be elected at the two-day session. Old officers were J. Frank Jarman, WDNZ Durham, president; Richard A. Dunlea, WMFD Wilmington, vice president; Harold Essex, WSJS Winston-Salem, secretary-treasurer.

Red Skelton Leads In Pacific Hooper

RED SKELTON was first among the first 15 programs listed in the September Pacific program Hooper ratings report released last week, with Mr. District Attorney second and The Whistler in third place. The report showed an average evening audience rating of 6.6, an increase of 0.6 from the last report, and a decrease of 0.6 from the rating for the same period in 1945.

The average evening set-in-use reported were 27.3. This was 2.9 more than the last report and 6.6 less than a year ago. The average evening available homes was 72.8, up 0.6 from the last report and down 1.0 from a year ago.

The first 15 programs listed were: Red Skelton 15.8, Mr. District Attorney 15.1, The Whistler 12.9, Blonde on Blonde 12.8, Life of Riley 12.3, Mr. and Mrs. North 12.2, Truth or Consequences 11.4, Great Gildersleeve 11.4, Frank Morgan 11.3, Screen Guild Players 11.2, Burns and Allen 11.1, Fannie Brice 11.0, McGarry and His Mouse 11.0, Your Hit Parade 10.7, Inner Sanctum 10.5.

William C. Irwin

WILLIAM CARR IRWIN, 46, vice president of WSOC Charlotte, N. C., died unexpectedly at his home Oct. 10. He had been in declining health for two years. Mr. Irwin, well-known in Chicago, New York, as well as Charlotte radio circles, was born in Knoxville, Tenn. and graduated from U. of Tenn. He was one of WSOC's organizers.

Wm. Block Co. Receives Tele CP in Indianapolis

WILLIAM H. BLOCK Co., Indianapolis department store, received a commercial television grant from FCC last week. The authorization, issued Thursday, was for use of Channel 5 (60-66 me) with 14.44 kw visual and 7.6 kw audio power and antenna height of 331 feet.

The Block company told FCC it contemplated 26 hours' weekly operation with 40% of program time sustaining. Construction costs were estimated at $230,000, operating costs $49,900 a year and revenue $78,000. The firm also has an FM application pending.

WWDT 50% Sold

WHEN Detroit News Television Station WWDT takes to the air between Nov. 15 and Dec. 15, its time will be approximately 50% sold, at regular some $250 per hour rate. Accounts include some of best known national advertisers, including the several not now using sound broadcasting. J. L. Hudson, said to be the city's largest department store, has had order standing for two years sight unseen to be station's first TV sponsor. Sales staff, under direction of Harry Bannister, general manager of WWJ and associated radio operations, has been redoubling sales efforts now that WWDT is about to make debut.

Piggott to Grove

ROBERT J. PIGGOTT, formerly with Neendham, Louis & Brorby, broadcasters and H. J. Block Company, has been named advertising manager of Grove Labs., St. Louis.

WINK Ft. Myers Sought by McBride

FCC CONSENT to the sale of WINK Fort Myers, Fla., by Ronald B. Woodyard and Mary Martin to a Cleveland firm headed by Arthur B. McBride, wealthy Ohio cab company owner, was accepted in the application reported by the Commission last Thursday. WINK is on 1240 kc, 250 w full-time.

Mr. Woodyard, who owns 97% of the authorized stock of WINK, asserted in the application that he wished to sell his Fort Myers' holdings to devote his time and attention to his newspapers and FM stations in Dayton, Ohio.

In addition to his 22% interest in the Dayton applicant, Mr. Woodyard owns 45% of the stock of WIZE Springfield, Ohio, and has 64% and 58% interests, respectively, in Elyria-Lorain Broadcasting Co. and Skyway Broadcasting Co., applicants for both standard and FM stations in Elyria and Columbus. Mr. Woodyard also has newspaper and advertising interests in Orlando Newspapers Inc., which has a conditional FM grant and is applying for a standard station in Orlando, Fla.

WORKS Pro Grid Club

Mr. McBride and his son, Arthur B. McBride Jr., own 50% of the authorized stock of United Garage and Service Co., which operates WCK, the remaining 50% being held equally by Harry and Daniel Sherby. Mr. McBride Sr., who has interests in cab associations throughout Ohio, and is also owner of the Cleveland Browns professional football team, is president of the prospective purchaser. Harry Sherby, vice president of Zone Cab Co., one of Mr. McBride's Cleveland enterprises, is vice presi-
dent and Daniel Sherby is secretary-treasurer.

CRC Adds 57

COLUMBIA RECORDING Corp., Bridgeport, Conn., Oct. 18 adds 57 stations to its Columbia Record Shop transcribed program featuring Martin Block. Agency is McC-Erickson, New York.

Hastings on ABC

HASTINGS MFG. Co., Hastings, Mich., Oct. 12 started sponsorship of I Deal in Crime on ABC Sat. 8:30-9 p.m. Agency for Hastings is Keeling & Co., Indianapolis.

Claim Settled

CLAIM against The Biow Co., originally filed by Connie Boswell last July has been successfully settled and the singer will return to the Everesharp (Shick Razor Co.) show Tonight on Broadway on CBS starting Oct. 14. Miss Boswell had claimed that remaining $1,000 was owed her fees for appearances on six shows beyond the opening two broadcasts, it was said.
Armstrong Questions Cosgrove’s Reason For August Decline in FM Set Output

EDITOR, BROADCASTING:

In your issue of September 23, under the heading “Cosgrove Hits FM Preludice Chauvin,” Mr. Ray C. Cosgrove, president of the Radio Manufacturers Association, in comparing AM production with FM is quoted as saying that the production of FM sets had dropped from 19,699 in July to 13,692 in August. He is also reported as attributing the August drop in FM output to the change of the FM band from 42-50 megacycles to 88-108 megacycles.

It is unquestionably true that the change in the FM band facilitated the sale of AM receivers to the public and crippled FM production to a far greater extent than any of the past attacks on FM had ever been able to do. However, I believe Mr. Cosgrove is in error when he attributes the drop in the August figures below those of July to the change in the band. There is, I believe, a different explanation. So far as I can ascertain, the production of real FM sets has not declined. The lower figure reported for August was brought about by the withdrawal from the market of a type of poorly designed sort of FM set which had been furnished to the trade during July. The indications are that the trade recognized these sets for what they were and declined to pass them on to their customers.

While the figures show approximately 14,005 sets produced in August, practically all of which I believe to be genuine FM sets, production was in fact better than that. Production of chassis was on the upgrade and thousands of them are in storage awaiting only the arrival of cabinets to pass on to the public.

Without entering into the details of the present controversy, I would merely like to ask a question. Isn’t it now perfectly clear that there is something wrong in an industry which in 1935 had disclosed to it an invention that made the dream of all its history come true —radio without static—and has delayed its introduction for nearly ten years? This is so out of line with the history of the spirit of American enterprise that the question answers itself. Something has been wrong and some day it will be clear what it was.

MAJ. EDWIN H. ARMSTRONG.
Sept. 28, 1946.
EXPLAINING its 5-to-1 denial of Press Wireless' application to furnish a program transmission service to U. S. stations commercially [ CLO SER CIRCUIT, Sept. 23], FCC issued a memorandum requiring last Thursday finding the operation "is not technically feasible at this time."

The Commission contended that "the lack of quality and reliability (of the service) are such as not to justify the use of frequencies urgently needed by the other radio services using the 1.6-25 mc bands" which Press Wireless proposed to use.

"... it is most likely," the opinion said, "that at the forthcoming international conferences many nations will urge that issue minors in this range for domestic point-to-point communications not be used when wire lines are available." The Commission noted that it was considering whether to adopt a policy similar to that of the Board of War Communications and the Interdepartment Radio Advisory Committee, which maintain that frequencies from 1.6 to 25 mc should not be used for new domestic point-to-point services.

Both PW applications—for special temporary authority to furnish a domestic program transmission service on a commercial basis, and a supplementary request for permission to acquire and operate leased wire lines between Washington and New York in conjunction with the proposed service—were denied. Comm. C. J. Durr dissented.

Grant Made Final In Murfreesboro

FCC’s PROPOSED GRANT for a new Murfreesboro, Tenn., station on 1450 kc with 250 w fulltime, unopposed by other applicants is made final by the Commission at oral argument on the Murfreesboro-Nashville cases last Wednesday.

The grant is to Murfreesboro Broadcasting Service, a partnership of Cecil N. Elrod and Cecil N. Elrod Jr., ladies' clothing merchants, and S. D. Wooten Jr., chief engineer of WREC Memphis and 25% owner of WBLO, also in Memphis [ BROADCASTING, Aug. 12].

Equipment Sales Firm Started by Steve Cisler

BROADCAST equipment sales service will be provided by a new concern, Electronic Service Co. of Louisville, with Steve Cisler, former president of WGRC Louisville, as president. Temporary offices are at 555 Upland Road, Louisville.

Mr. Cisler

Howard A. Shuman, former owner of KWPC Hot Springs, is field representative out of Omaha.

The firm will buy and sell new and used broadcast equipment.

Merkle Named

RALPH S. MERKLE, with Sylvanica Electric Products Inc. since 1929, has been appointed manager of parts sales of the company’s radio tube division. He will direct sales of small metal and mica parts, wire, and welded wire products manufactured in the company’s plants at Emporium and Warren, Pa., and Jamestown, N. Y.

FCC Enters Brief In License Denial

Commission Asserts Authority To Reverse FRC

REGARDLESS of earlier actions by the Federal Radio Commission, the FCC has authority under the Communications Act to act, the Commission argued in a brief filed last week in the U. S. Court of Appeals for the District of Columbia.

It was a reply to an appeal filed last April 2 [ BROADCASTING, April 8] by the Church Tabernacle, Buffalo, N. Y., which protested a Commission decision denying license renewals to WKBW Buffalo because of a time commitment entered into in 1931 when the Tabernacle transferred control of WKBW to Buffalo Broadcasting Co.

The Commission reply, filed by Benedict P. Cottone, FCC general counsel; Harry M. Plotkin, assistant general counsel in charge of litigation, and Max R. Goldman, Paul Oshin and Dee W. Pincove, attorneys, contended it is the FCC’s duty to see that a licensee exercises "full and complete control" over its station, whereas the contract gave Church Tabernacle control over certain time segments.

WKBW did not intervene in the Church appeal. Oral argument is expected to be designated within a short time, with charges that the appellate court will hear the case during the October term. James Lawrence Fly, former FCC chairman who was with the Commission when the WKBW-WGR licenses were renewed prior to the present action, and Joseph H. Mowrey, Buffalo, are counsel for Church Tabernacle.

Station Winners Named In Longines Competition

The winners: WOWO Fort Wayne, Ind., 10 to 50 kw class; KEFL Denver, 5 kw class; KDAL Duluth, 1 kw class; WROK Rockford, Ill., 500 w or less class; and CRBM Redmond, Sask., Canadian stations. KRGB Weslaco, Texas, and KIDO Boise, Idaho, won honorable mention in 1 kw group. Watch of the winners is inscribed with signature of Eddie Reichenbacker, star of the show.

Stirton Named

JAMES L. STIRTON has been named television director for Central Division, CBS. He is also assistant to Ed Borroff, vice president and general manager of the division.
CBS Color
(Continued from page 28)
that the importance of the question would bring FCC action at the earliest possible moment [Broadcasting, Oct. 7].

CBS asked for (1) allocation of the 4800 mc band, now used for television experimentation, for commercial color video operation as an adjunct to present low-band black-and-white; (2) changes in Engineering Standards to cover color television operations, in the ultra-high frequencies; (3) a hearing.

The network contended that the basic technical stages of UHF color have been completed, and that further significant advances can be made only under conditions of commercial broadcasting with regularly scheduled program service. "So long as color television continues in an experimental status," CBS said, "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."

Issues
The Commission announced nine issues for the hearing. They are:

1. To obtain full information concerning the stages of ultra-high frequency color television development by petitioner, and in particular, with respect to the following experiments:
   (a) A full and detailed description of the method of transmitting pictures including; the color characteristics and color frame frequency employed.
   (b) A full and detailed description of the channel method of transmitting the aural portion of the program.
   (c) A full and detailed description of the field intensities necessary for rendering adequate service to city and rural areas, and the adjacent and co-channel ratios of interference which are required for rendering service.
2. To obtain full and detailed information on petitioner's experiments with respect to transmission of program by coaxial cable or radio relay.
3. To obtain full information concerning whether Class B stations are subject to uncertainty and the investment of the public and broadcasters in low-frequency black-and-white television may be in jeopardy.

CONDITIONAL GRANTS for 11 new FM stations and construction permits for 18 others, most of which had conditional authorizations, were issued by the FCC last Thursday.

At the same time the construction permit previously issued to Fort Hamilton Broadcasting Co. (WMOI), Hamilton, Ohio, was modified to authorize a Class B instead of Class A station, subject to engineering approval.

The Commission also granted regular permits to four applicants "in lieu of previous conditions specified" at the time their permits were authorized. These went to Cornell U. (WCHU), Ithaca, New York, North Shore Broadcasting Co., Evanston, Ill., Portsmouth (Va.) Radio Corp. (WSAP), and Richard Field Lewis Jr. (WINC), Winchester, Va.

All but two of the conditional grants were for Class B stations. The Class A grants went to Jay R. David, Tiffin, Ohio, and KWIN Ashland, Ore. All three of the regular permits were for Class B operation.

Six of the 11 conditional grantees and 12 of the 18 new permits are affiliated with AM stations, including either owners or licensees or permittees or through interests of individual stockholders.

Newcomers to station ownership among the conditional grantees include a firm in which Rep. Robert F. Jones (R-Ohio) is a minority stockholder. The firm, Northwestern Ohio Broadcasting Corp., Lima, Ohio (Class B authorization), is headed by George E. Hamilton (27.2%). Mr. Hamilton and William R. Rickman and Robert W. Mack, who also have 27.2%

Engineering Practice for Color Television," according to the petition, "in order that FCC may be enabled to render an informed judgment in respect to transmission of program by ultra-high frequencies; (3) a hearing concerning the practicability from a technical viewpoint of the color television operation in the 480-920 mc band, now used for Class B television."

To obtain full information concerning the standards proposed by petitioner concerning other systems of color transmission and reception.

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WKXL Formal Opening
FORMAL opening of WKXL Concord, N. H., is set for today (Oct. 14) with special programs planned and visitors invited to the studios throughout the week. Operating on 1450 kc with 250 w, WKXL has been on the air since June 15 as basic full-time affiliate of Mutual and Yankee networks. Gov. Charles M. Dale of New Hampshire owns and operates the station. Bert Georgs is general manager, and Robert A. Kelley, station manager.

TBA Awards
(Continued from page 16)
entertainment program for his conception of the program Hour-Glass which has been widely characterized as "having more entertainment than any other." Award for the outstanding artistic program was made to Paul Belanger, a television director of WCBs New York, for "his artistry in combining the previously used elements—music, ballet and setting—into an attractive and appealing ensemble for television."

Award for the best public service program went to Klaus Landsberg, manager WXTZ Los Angeles, for "educating the citizens of Los Angeles by means of television program Your Town as to the problems of their government, as well as informing them of the growth of the community in an interesting and highly entertaining manner."

The third and final group of awards went to individuals for outstanding contributions to the field of television. Dr. Oliver E. Buckley, president Bell Telephone Labs., received a medal for his "supervision of the application of television to military uses during the recent war and for his work in the application of his broad communication knowledge of the transmission of television programs."

Keith S. McHugh, vice president of AT&T, was awarded a medal for his "constant work in furthering a program of facilities to transmit nationwide television on a commercial basis."

Third Bidder Soon May Enter Complicated Indianapolis Case

FURTHER COMPLICATIONS in the already tangled case involving the proposed sale of WABW (FM). WBBW Indianapolis were foreseen last week with reports that a minority stockholder would himself seek FCC consent to bid for and acquire the stations. There already are two bidders. Evansville on the Air Inc., licensee of WGBF-WEOA-WMLL (FM) Evansville, offered stock in its parent company, Curtis Radio-casting, for the two outlets. While that projected sale was being advertised under the Avco Rule, Radio Indianapolis, a new firm, offered equivalent cash for the stations.

Evansville on the Air and five of the six WABW-WBBW stockholders responded with a petition asking the Commission to disregard the Radio Indianapolis bid, arguing that the new company necessarily can not offer stock in Curtis or a voice in the operation of Curtis stations and therefore can not qualify as a "competing applicant" under the Avco Rule [Broadcasting, Oct. 7].

Williams May Try
To that argument Radio Indianapolis replied last week that such a construction of the Avco Rule would "strip (the rule) of any efficacy."

Meanwhile, M. R. Williams, sixth WABW-WBBW stockholder, who owns an 8% interest and has filed a receivership suit against the company seeking $7,500 for back wages, was reported to have prepared an application to buy the outlets himself. Since the Avco Rule's 60-day limit for competing bids has expired, he was understood to be planning a petition requesting FCC to extend the time for filing rival offers.

Radio Indianapolis, in its reply to the Evansville petition, pointed out that the decision in the Crosley-Auco transfer [Broadcasting, Sept. 10, 1945], in which the Avco Rule had its inception, recognized "equivalents" when it suggested that cash might sometimes be required in lieu of credit in sales.

Radio Indianapolis opposed oral argument on the subject as being a "useless burden" on the Commission. The company urged, instead, that FCC proceed and acquire a consolidated hearing on both applications Nov. 14-15. It pointed out that Evansville on the Air had put a value of $20,60 a share on the 1,500 shares of Curtis stock offered for WABW-WBBW, and requested that this value be used.

The brief, prepared by the Washington firm of Miller & Schroeder, argued that the policy in agreement with the Evansville group's petition would permit an assignee to assign a license or construction permit "for a particular piece of real estate, or ... for similar consideration which a competing assignee would not be able to duplicate, and thus claim immunity under the rule." Such a construction, Radio Indianapolis contended, "even when not used as a subterfuge, would open the door to others desiring to avoid application of the Commission's rules."

WKY (Continued from page 17)
station "listened to most" morning, in 27 counties of Oklahoma. At night it is the station "listened to most" in 29 counties. The same report shows that WKY is "heard regularly" mornings, by 80 to 100% of listeners in 30 Oklahoma counties and at night in 24 counties. Meanwhile, M. R. Williams, sixth WABW-WBBW stockholder, who owns an 8% interest and has filed a receivership suit against the company seeking $7,500 for back wages, was reported to have prepared an application to buy the outlets himself. Since the Avco Rule's 60-day limit for competing bids has expired, he was understood to be planning a petition requesting the Commission to extend the time for filing rival offers.

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Help Wanted (Cont’d)

Two first class operators and 2 announcers—new network affiliate. WKAL, Rome, New York.

Openings: For 26 engineers, 8 time salesmen, 37 engineer-announcers (U.S. & Overseas), radio operators, and soundHAMmers. Local and interstate. Check resumes with two commercial managers, 4 copywriters. Sta 3, Surfside, Texas. Also check sources (Employment Agency), Box 413, BROADCASTING.

First class transmitter operator for 250 watt Mutual. New Baythen equipment. Attractive proposition with a good future. Box 21, BROADCASTING.

Program director must be experienced, give full information, send audion disc and photo to Radio Station WOSH, Oshkosh, Wisconsin.

Experience, capable announcer. Write in detail giving acquaintance, production experience and send recording which covers different type work. Reply with a self-addressed stamped envelope please. Box 44, BROADCASTING.

Florida's most beautiful city on the ocean wants an experienced announcer with first class ticket. Contact WFLA, Fort Lauderdale, Florida.

Time salesman wanted by well established Midwest Midsize market affiliate. Manager's position open for the right producer. WQMT Mutual in Mantowoc, Wisconsin.

Announcer-holding first class phone license wanted by intermountain 5 kw affiliate for permanent position. Rockwell Mountain West, KJUP, Durango, Colorado.

Announcers, writers, engineers, time salesmen, and program director. Wilson Employment Service, Columbus, Ohio.

Good announcer with first class phone license wanted by intermountain 5 kw affiliate. Opportunity for new, and to apply ability. Substantial salary, KOIZ, Butte, Montana.

Wanted immediately—Three men with four years experience in pleasant surroundings; 250 watt mutual and sales work. Full details and experience to WQSN, Huntsville, Alabama.

First class operators, first class operators, and two first class operators (not combination) for new local station. Good opportunities and salary. Send disc and complete resume to Manager, WFCN, Huntsville, Alabama.

First class announcer, announcing experience desirable. State experience in detail. First letter to KFPA, Helena, Montana.

Engineering-Anchorage, Alaska. Good pay, nice location, modern facilities. Apply to KFQX, Anchorage, Alaska.

Wanted two young men to handle sales in studio and transmitter work; 31, sober, and responsible. Woman preferred. Box 871, BROADCASTING.


Two full time teachers with college degree and experience in high school teaching. Wanted by radio station in the Sunbelt. Reply in confidence. WQSN, Huntsville, Alabama.

Wanted: Engineer to manage and operate new FM station in the Northwest. Excellent opportunity for the right man. P. O. Box 372, Vidalia, Georgia.


Help Wanted (Cont’d)

Help Wanted—Manager of radio station to locate in midwest district who will be ini-
tiated in the operation and development of a new station. Give experience and qualifications, Box 56, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance personnel with experience on high power equipment and servicing. Must have a good personality. Confidential. Full details, including qualifications and experience, Box 76, BROADCASTING.

Wanted—One continuity writer-announcer. Must be able to write in advance programs and write good sports copy. This is a part time position. Submit samples of work, past history, photo and salary desired to Box 978, BROADCASTING.

Salesman wanted for NBC affiliate in western market. Must be capable of building previous background of broadcast experience and have with it a splash of opportunity for advancement. Confidential. Give full details, including qualifications, Box 24, BROADCASTING.

One of the most progressive Mutual affiliate stations in the upper Central area has places for two first class operators who can present reference on engineering ability and experience. Two forty hour week, two hundred dollars per month, with the possibility of forty dollars a week, two hundred dollars in six months. Only commercial radio experience is required. Apply, please. Box 42, BROADCASTING.

Sporstcaster leading regional league basketball team. Must be sports broadcaster. Apply, please. Box 23, BROADCASTING.

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Situations Wanted (Cont’d)

Announcer, fully experienced in all phases of radio, particularly progressive station. Box 39, BROADCASTING.

One of America’s ace combination radio time salesman (and/or) disc jockey, 30 years in broadcasting. Must sacrifice wonderful sales position because living in Chicago area. Professional experience. Box 31, BROADCASTING.

Experienced, trained announcer wants job with station that knows how to utilize following qualifications: good voice for commercials, short copy, announcing, disc jockeying, dictating, scribbling, some production, directing, bringing available. Box 32, BROADCASTING.

Continuity writer—woman. Agency and station experience. Pro or semi pro hockey for coming season. Box 31, BROADCASTING.

Situations Wanted (Cont’d)

CBS producer current coast-to-coast show. Ten years production experience. College graduate; long experience in radio, TV, movies. Complete program direction, management, telecasting, etc., references. Box 55, BROADCASTING.

Announcer, experienced—commercials, disc jockeying, directing, voice-over talent, where. Pleasant voice. Young and capable. Live in Chicago. Box 31, BROADCASTING.

Attention Philadelphia area—Thoroughly experienced all-round announcer. Re- presentative. Will leave present position if you have vacancy. Box 59, BROADCASTING.

Engineers, first class, with extensive modern training for commercial broad- casting. Ten years in TV and radio. Formerly with Miami Radio. Variety of interests. Box 31, BROADCASTING.

Radio operator—Recently discharged Navy. Goes all over the country. Experienced FM. M. Kimer, 1328 Franklin Ave., Brooklyn, N.Y. Box 31, BROADCASTING.

Radio spots, commercials, skits, etc., written by free lance writer for advertising agencies, manufacturers, etc., all propositions considered. E. Eiler, 803 Curtis Street, Albany, 6, California. Box 31, BROADCASTING.

Naval Veteran, holding First Class Radio-telephone License, 15 years experience, Los Angeles, 15 years experience in operation, maintenance. Also 15 years in editing, installation, Metrics; 240 by 240 by 240 feet, Beltway, Denver, 803. Box 31, BROADCASTING.

Producers, talent for voice over, experienced, been engineer, WBTH combination, and Chief at WFVA. Good on repairs, construction and installation. Regular spot work. Box 31, BROADCASTING.


Veteran, 55, very experienced, been engineer, WBTH combination, and Chief at WFVA. Good on repairs, construction and installation. Regular spot work. Box 31, BROADCASTING.

Announcer. Experienced in Army radio work in both narration and announce- ment. Excellent speaking voice, permis- sion. Conscientious. Dick Taylor, 130 Admiral Ave., Brooklyn, N.Y. Box 31, BROADCASTING.


Available—Quallified—Announcers, copy- Writers, producers, Radio’s Reliable Re- sources, Box 413, Philadelphia.

Announcer—salesman, Hollywood, 28 years experience. Pro, prof. m.c. Veteran, 30. Want staff position. Main photo shows, Edward L. Rock, 2665 Mayfield Avenue, LaCrescenta, Calif. Box 31, BROADCASTING.

Announcer-producer with CBS station desires position doing sports, dramatics and commercials. Box 82, BROADCASTING.

Television executive position desired. 20 years experience in technical operations, production, direction and announcing. Ten years to date with major network plus training in major network. Disc on request. Box 67, BROADCASTING.

Announcer position wanted. Age 24, 200 watts, 5 years experience. Complete course in radio workshop. Veteran, 4 years directional, 10 years public speaking experience. Can do records, new-ad writing, copy. Box 54, BROADCASTING.

Veteran young woman, college gradu- ate, 7 years versatile radio experience, including spot work for NBC Radio department. Previously continuity editor, writer, composer, arranger. Complete program writer for net- work. Prefer Pacific coast locale. Box 71, BROADCASTING.

For Sale

For Sale—a complete FOC approved 255 watt transmitter, two sets tubes, two sets capacitors, 1500 watts and 1500 watts 15,000 blades equipment. Entire installation. Box 47, BROADCASTING.


Disc jockey’s extensive comedy material and complete commercial material. $50.00. Box 23, BROADCASTING.

250 watt transmitter, complete with self set thermobuses. First check for $800.00 will buy it. Al 920, Oakdale Connection, Oakdale, N.Y. Box 39, BROADCASTING.

250-16 inch PM speakers tapped 500- 1000 ohm to 10000 ohm. Box 47, Grid. 50-000 ohm to 10-500 secondaries. 100 WATT杰克. All new equipment. 23 Grid, Chicago, Ill. Box 31, BROADCASTING.

For Sale: One Presto 1XK recording machine. Disc and 20” x 20” cabin. Complete. No attached amplifier. Two feed screws. Angus & Son 142, N. 8th St. Pittsfield, 4. Box 39, BROADCASTING.

Input Price. $400.00 F.B. KPHO, Phoenix, Cont. Louis Halpern, Chief Engineer. Box 39, BROADCASTING.

Two 265 Towers Sales and Erection Co. Located at 4th and 3rd, Los Angeles. Towers are uniform triangular cross section, 31˝ wide on sides, and are strong enough to support 3 kW. 50-000 ohm to 10-500 secondaries. They have never been used and are in excellent condition and are complete with all lighting equipment. Conduct and wire, less only lighting choices, im- mediate delivery can be made. Priced at $4,000.00 each. P.O.B. Louisville. Write P. W. Teten, WGRC for details. Box 39, BROADCASTING.

Available immediately—150 foot tower, lights, and antenna—unlimited. Including beacon. Best offer. WKAL, Rochester, N.Y. Box 39, BROADCASTING.

Emergency power supply 50 KVA, 50 cycles, three phase 220 with 110 volt control panel. Driven by 50 horse power motor. Price, $7500.00. Box 27, BROADCASTING.

Complete with spare accessories. 100 hour total operating time. $1500 FO. Box 44, Memphis, WBBK, Box 39, BROADCASTING.

Some hard to get items for sale. Coastal equipment, all types, or find what you need. Box 44, BROADCASTING.

Looking for a New Manager

I’ve finally decided to make a change. My present position as General Man-ager of a Metropolitan Market Station is most secure, but I’d like a new connection where cer- tain conditions will be improved. I can show a station stepped up income balanced this past year; a management record openly acclaimed by our broadcasting opposition—and all recommended and endorsed at the right time by my present owner-employer. I have 21 years of practi- cal experiences known—top con- tact and recommendations all down the line of the important and network contacts. At present I’m serving on an important N.A.B. committee, I’d be delighted in discussing 1st any time or at the N.A.B. Convention. Box 14, BROADCASTING.

Wanted to buy

Tower—Cash for quick delivery. 219 feet or suitable for modifying to that height. Also extra antenna. 219 foot tower. Call antenna later. Please wire Box 19, BROADCASTING.

One or two RCA 41-B Preamplifiers. Write WSPR, Springfield, 5, Mass.

EQUIPMENT FOR SALE

I am offering the following list of equipment for sale for $3,250.00 cash. Please inspect and try new equipment, ready to ship in original cartons. It may be in- spected at Knoxville where it is in storage.

I Tempo 250 watt GSC Broadcast Transmitter.

2 Speaker Control Console made by a prominent recording com- pany. Frequency response suitable for either AM or FM. Contains few very low level input circuits of variable impedance and two low level transmission inputs of low or high impedance. The unit contains a high quality program amplifier and a high quality monitoring ampli- fier.

1 Ten watt monitoring amplifier made by the same people, Stand- ard rack mounting.

2 Re-K-Out Master Pro transcrip- tion turntables without cabinets but with lateral tone arms.

J. W. Birdell
1407 Kenesaw Ave., Knoxville, Tennessee
Phone 3-4434
In a moment of weakness, one of our competitors broke down and wanted to know how we could take a station on which their "best" efforts had produced only $14,000 and push it up to $48,000. He did not question the fact that it had happened. He was not offended at our writing it up in one of these ads. But what irked him was that it had happened and he did not know why. He even ribbed us a bit about being "Superman" which we blushingly denied.

Of course, the performance of that kind of a sales job is made up of many things: (a) know how (b) define liking for the sales job to be done (c) capacity for sustained effort, and (d) a hell of a lot of hard work.

Maybe this note from the manager of one of our live but tough-to-sell stations will at least partly answer our competitor and, at the same time, give you a cue to the solution of your own sales problem.

This was his comment on a Rambeau Sales Presentation, copy of which was mailed to the station:

"Gentlemen, we're proud of you! I don't know how anyone could have done a better job of telling our story and utilizing the amalgamated data which I sent you last week. Very nice going, Mr. Rambeau, very nice indeed."

No "Superman" stuff but definitely some "know how" and the capacity for that "very nice going" which, spelled forward or backward, still means...

FCC Comr. E. K. Jett will address the Tuesday luncheon on "Application of War Developments to Postwar Broadcasting." In the afternoon, R. D. Doherty, director of the NAB Employee-Employer Relations Dept., will lead a discussion at 2:05 on employment problems and how NAB's new setup can assist stations. His topic will be "The Program for Sound Industrial Relations."

BMB provides the theme for the rest of the Tuesday afternoon program, starting at 2:30. President Miller will introduce the BMB board, technical committee and staff, with Mr. Ryan, as BMB board chairman, acknowledging the introduction. Hugh M. Felts, BMB president, will discuss "Report on BMB Study No. 1" and Mr. Ryan will speak on "A Glance Into the Future of BMB."

Copyright Wednesday

Members of the BMB board and American Assn. of Advertising Agency spokesmen will comment on their remarks after which Fredric Gamble, AAAA president, will discuss "The Advertising Agency Looks at BMB" and Paul West, president of Assn. of National Advertisers, will follow with "The Advertiser Looks at BMB." President Miller will summarize the talks.

Wednesday's meeting opens at 10 a.m. with a half-hour general session on music copyright and Broadcast Music Inc. Speakers will be Sydney M. Kaye, vice president and general counsel of BMI, and Campbell Arnoux, president, WTAR Norfolk, and NAB director. At 10:30 a Small Market Stations meeting will be held with Mr. Pengra in charge.

Wayne Cribb, KROMO Hannibal, Mo., member of the Small Market Stations Executive Committee, will review results of the management study of all stations conducted by Mr. Stringer. Mr. Pengra, committee member, will speak on "FCC Regulation 91-D and Operators' Requirements." Hugh Higgins, NAB assistant director of broadcast advertising, will discuss "Sales Promotion Material and Sales Aids." Robert T. Mason, WMBN Marion, Ohio, also a member of the executive committee, will speak on "The Small Market Manager's Place in Community Leadership."

J. Allen Brown, NAB assistant director of broadcast advertising, will offer "A Ten Point Program to Increase Small Station Business." Mr. Doherty will speak on employer-employer relations and Edward J. Heffron, NAB executive assistant for public relations, will speak on "Public Relations at Work in Small Market Stations."

General luncheon will be held at 12:30 with Mr. Denny making his second appearance at the convention. Subject is unannounced.

Afternoon meeting will start at 2:05 p.m. with a general session to be addressed by President Mi-

WCSI serves a tasty "LISTENING MENU" to the Tri-State Audience

WCSI broadcasts a variety of CBS and local programs that gain family listenership in Huntington, West Virginia; Ashland, Kentucky; Ironton, Ohio and adjacencies. It takes good programs to secure listeners—WCSI has both. Ask a John E. Pearson representative for the facts—today.


JOSEPH B. MATTHEWS, Manager
Retail Sales Up

RETAIL sales in August reached a new high, $6,049,000,000 — more than 5% above July and 35% over August 1945, the Dept. of Commerce announced Friday. Major factor in the rise was higher prices rather than quantity of goods flowing to consumers, said the Office of Business Economics. August sales of nondurable goods rose 5% above July, food, apparel and general merchandise scoring biggest gains. Durable goods sales were 7% above July, 90% over August 1945.

Clears Ask

(Continued from page 18) now having adequate service.

The petition noted that Mr. Caldwell protested the policy of the daytime station channel 1-B and 1-A frequencies. Nor was there any explanation of what ‘individual market” means. The CCG found “no indication that the Commission’s policy announcement was intended to be a decision on any of the issues” in the clear channel proceeding. But, it contended, “actions adversely affecting the proper determination of such an important broad issue, through the granting of specific applications prior to a determination of all the evidence already presented and to be presented... are or may be ill-advised and contrary to the public interest, convenience or necessity.”

WHJB Expansion

WHJB Rock Island, Ill., has announced plans for an expansion program that would include $50,000 for the construction of a Class B FM station. Lee Johnson, general manager, said he expected the Rock Island Broadcasting Corp. FM station to get underway soon.

We like that expression “nice going” because it so aptly describes the everyday activities of some of our good stations. For example:

Take WNBH, New Bedford and WOCB, Cape Cod, Mass. — sister stations — delivering 57% of the daytime audience. Where will your advertising dollar do more for you? Except maybe in Jamestown, N. Y. where WJTN boasts of delivering 60% or more. Well, that’s Si Goldman for you!

Or Aldo De Dominick and Jimmie Milne at WNHC, New Haven, doing an outstanding job on local news and local pick-ups that cannot be duplicated in that great market. Nice going, boys!

WHJB, Greensburg, Pa. has something in its Farmers’ Exchange from 12:05 to 12:45 PM. They buy, sell, swap or trade most anything. Also country agents, market experts and market reports—all in one of the nation’s richest farm areas. Or 5,000 watt KTKC, Fresno, Calif. Presenting Dorothy Barnert and her “Women’s Journal of the Air.” A daily participant that is a credit to KTKC and the canny management of “Scotty” Scott. And don’t forget that Ted Husing starts on WHN, New York, October 28th, with the biggest build-up any disc jockey ever had. Select accounts only—no competitive products. Should be a sell-out! Nice going!

WILM COVERS THE WILMINGTON MARKET

Saturdays

COLLEGE GAMES

that’s why people

stay tuned
to

WILM

THE VOICE OF MUTUAL IN WILMINGTON, DELAWARE

Microsoft Word - Page 87

October 14, 1946
FCC Given Proposed 50-kw Grant

WGAR Given Proposed 50-kw Grant

FCC Bolts Precedent; Would Deny Two At Biloxi

IN TWO proposed decisions last week, FCC demonstrated anew that it regards overlapping service as one of the least attractive of so-called "duopoly" cases [CLOSE, Chicago, Oct. 7], and that its ordinary policy considerations are relative. 1. WGBS Cleveland’s bid for 50 kw directionalized on 1220 kc was given a tentative nod by the Commission over WADC Akron’s effort to get the same frequency, also with maximum power, despite increased overlap between WGBS’s service at 50 kw and that of its sister station, WJR Detroit. 2. WGCW Gulfport, Miss., received a proposed denial of its application for a new 250-w station on 1490 kc at Biloxi, on grounds that benefits of the projected operation would not justify a waiver of the duopoly rule.

Unique Decision

The Biloxi decision was unique in that for the first time in recent years, according to FCC authorities, the Commission proposed to resolve a consolidated proceeding by denying both applications. The competing applicant, WLOX Broadcasting Co., was found “unqualified to assume the responsibility of a licensee” because one of its principal officers “framed” in 1943 certain laws of the State of Mississippi for a conditional grant was withdrawn on petition of WADC. The proposal for WGAR ran counter to a favorite FCC rule of thumb—local ownership of stations. WADC is owned by a local resident; WGAR is not. The proposed decision explained: "... the advantage which local residents, generally speaking, derive from such a comparative consideration is negated by the evidence in this case which discloses a complete lack of concern by both applicants of the local needs of its service area."

WGAR on the other hand, FCC found, although controlled by non-residents, "has manifested a serious good faith ambition to operate its station in a manner affording its local listening audience programs of a local nature." The fact that WGAR’s sister station, WJR, is a clear-channel outlet also entered into FCC’s decision to disregard overlap between the two stations. The Commission noted that some overlap already exists but was found in a 1943 hearing to be not inconsistent with the duopoly rule. With WGAR at 5 kw, the decision added, the overlap will be extended. But, FCC said: "Although Station WJR covers a large portion of the WGBS service area now present and proposed, the overlap exists only as a consequence of the classification of WJR as a clear-channel station, a category which has been defined by the Commission for radio coverage to rural areas. The fact that Station WJR places a primary signal in portions of the city is of course an entirely immaterial effect arising from the necessity of its rendering service to rural populations in that area.

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Florida Stations Keep Hurricane Vigil

WHEN FLORIDA’S hurricane of last week approached its height intensity, WGBS Miami’s announcer George Gray boarded a storm-center plane to fly directly to the storm’s center as it was burning the plane around with 138-mile per hour intensity. Mr. Gray believed by the station to be the first announcer to fly through a hurricane center, relayed his story by shortwave for WGBS and an ABC pickup last Monday morning. Chief Announcer Jack Williams surveyed the evacuation of the Florida Keys with a wire recorder and fed the story to ABC Sunday night on News of Tomorrow. Program director Joseph Worthen of the Martin Agronomy sky network news program and the ABC Morning News Roundup, with other staff members surveying the citrus belt for possible pick-up, the station cleared off as that passed area.

WTSP St. Petersburg, after continuous bulletins on the progress of the storm, was informed at 1:15 a.m. that a hurricane was approaching. Upon a total of 112 bulletins and special broadcasts on the storm.

Union Dispute Prevents KSD Telecast

A JURISDICTIONAL dispute between two rival unions affiliated with the American Federation of Labor prevented the first television portrayal of the principal annual convention of the National Association of Theater Stage Employees and radio engineers of St. Louis Local 1217, International Brotherhood of Electrical Workers. KSD had planned to telecast the annual convention in part to interrupt the activities of the ball.
At Deadline...

WONS TRANSFER APPROVED; KYSM, WNCA CHANGES MADE

TRANSFER of WONS Hartford, Conn, from State Broadcasting Corp, to Yankee Network, 100% owner of State, and expansions of ownership of KYSM Mankato, Minn, and WNCA Asheville, N. C, approved by FCC and announced Friday, WONS (formerly WHHD) is on 1410 kc with 6 kw fulltime.

KYSM, 250 kw on 1100 kc, is still licensed to Southern Minnesota Supply Co, but firm now has six instead of three partners. Mr. and Mrs. F. B. Clements reduce interests to about 21% and 13%, respectively, to give son and two sons-in-law 15% each: Durand F. Clements, Charles R. Butler Jr., James F. Madden Jr. C. C. Clements retains 23%. No money involved.

WNCA assignment also leaves license in former firm name, Community Broadcasting Co, but company now corporation with WNCA General Manager C. F. Rabell new stockholder with original five equal partners: Richard M. Arnold, J. O. J. M. Earnest, A. F. Knight, J. A. Miller. WNCA on 1340 kc with 250 w fulltime.

MAINE NETWORK FORMED

NBC AFFILIATES in Maine formed Maine Broadcasting System, group sales and state network organization, William H. Rines, manager of system, announced rate card Saturday. Sixty-eight stations: WCSH, WLBZ Bangor, WRDO Augusta.

BOGALUSA PROPOSAL FINAL

FCC PROPOSAL to grant L. K. Corkern rather than John L. Plummer application for new Bogalusa, La, station on 1490 kc with 250 w fulltime [Broadcasting, Sept. 25] made final in decision Friday. Mr. Corkern, former farmer-teacher, trained students in radio production on WWL New Orleans. Grant based on Mr. Corkern's local knowledge, ability to devote fulltime to station from beginning. Mr. Plummer, formerly of Bogalusa, owns Plummer & Kershaw, optics manufacturing firm, Philadelphia.

TRADE ASSN. CAMPAIGNS

AMERICAN Trade Assn. Executives in Cleveland Friday heard six AAAA recommendations for bettering trade association advertising campaigns: Associations should (1) centralize advertising authority in small committee; (2) maintain continuous contact with agency; (3) plan advertising on long-range and continued basis; (4) assure stable financing; (5) be reasonable with agency's time; (6) let agency keep non-factional viewpoint.

MADE ITS POINT

PIQUED at having offer to demonstrate color television to TBA Convention delegates turned down by organization's board, CBS subtly got desired attention through full-page ad in official conference book. Copy was single line, in five colors saying simply: "Compliments of a Friend."

COMPETING BIDDER GIVEN WBRK PURCHASE APPROVAL

GRANTING application of competing bidder for first time since Aveo public-bid policy invoked year ago, FCC Friday announced approval of transfer of WBRK Pittsfield, Mass. (250 w, 1340 kc) and associated conditional FM grant to Leon Pokolassy, Pittsfield radio engineer, for $150,000.

Original bidder, Western Mass. Broadcasting Co. reported willingness to assign contract for WBRK if granted new station of similar size. Simultaneously with WBRK approval, Western Mass. given CP for new Pittsfield outlet on 1490 kc, 100 w, fulltime. Under Aveo rule, Monroe R. England, WBRK owner, may accept or reject sale to second bidder, but authorities said he had given Western Mass. right to assign contract.

NABET TECHNICIANS' STRIKE AT WESTINGHOUSE SETTLED

NABET strike against four Westinghouse stations settled Friday. Sixty-eight technicians returned to work over weekend at KYW Philadelphia, KDKA Pittsburgh and WBZ-WBZA Boston-Springfield.

Walker Evans, vice president of Westinghouse Radio Stations Inc, broadcast subsidiary of parent company, said wage settlement, basic issue in 18-day walkout, was at top rate of $60 for 40-hour week, same figure offered before strike was called. Straight $7 weekly increase provided, same as similar boost granted parent company workers in April.

Negotiations began in early June, operators walking off jobs Sept. 24 though service was interrupted only momentarily. NABET originally asked $127.50 a week, later saying this was negotiating figure and requested $109.

VIDEO SET PRICES TO HOLD

DR. LEE DE FORREST, inventor of radio equipment, predicted to Broadcasting Friday at TBA conference, "It will be at least three years before television sets go below the $200 level." Now research engineer in American Television Labs., Chicago, he's working on new television projecting tube and developing new manufacturing on mass production basis at "prices public can afford."

Dr. De Forrest concluded: "Next to radar, television is most wonderful thing radio has produced."

WAA CONTRACTS CANCELED

CONTRACTS of 32 manufacturer agents selling war surplus canceled by War Assets Administration in Electronics Division shake-up by George H. Moriarty, division chief. Thirty-two key employees eliminated in Washington office. WAA Friday submitted to Dept. of Justice proposed new contract by which agents will sell for fixed fee or 30% to 35% of sales price, instead of 10% plus allowances under present arrangement.

COMEDIAN SPONSORS SELF

COMEDIAN Al Bernie, appearing at Roxy Theatre, N. Y., today (Oct. 14), starts sponsorship of himself on WMCA N. Y., Mon., Wed. and Fri., 11-15-12 noon. Mr. Bernie to give serious commercials selling himself as comedian. Agency, Raymond Nelson, N. Y.

RETAILERS' FULL HOUR

FULL HOUR network show with big-name stars, titled The Big Show, to be sponsored by major department stores of country, announced Friday by Walt Schwimmer, Schwimmer & Scott, Chicago. Mr. Schwimmer, also president, Radio Features, which will produce, said show created as vehicle for department stores which, as group, spend 907 million advertising dollars annually in only 52 cities. Major stores organized America's Leading Department Stores for network venture. Commercials on participation basis, with local stores getting time on stations reaching respective customers. Network and time unselected, but show to start about Jan. 1.

FOUR NEW OUTLES TO BRING ABC TO 224

FOUR new outlets under construction will affiliate with ABC during November and December bringing total ABC stations to 224.

Effective Nov. 15 WGLN Grand Falls, N. Y., joins ABC supra-syndicate, operating fulltime 1000 w, 1230 kc. Station owned by Glens Falls Publicity Corp, will be managed by John R. McKenna.

WGAT Utica, N. Y., daytime only with 250 w on 1100 kc joins ABC basic supplementary Dec. 1. Station owned by Huntsville Times Co, will be managed by L. J. Smith.


WKXL Lexington, Ky., on air Fri. (Oct. 11), 1 kw fulltime, 1300 kc. Dewey H. Long, general manager.

Closed Circuit

(Continued from page 4)

director of RCA International in New York, and Merrill Mueller, manager NBC London office, replaced two weeks ago, replaced two weeks ago directing lobbying effort, move seen as phase in closer alignment of parent and manufacturing affiliates with NBC's systems' main overseas offices.

THAT standard broadcast band fast filling up evidenced by growing number of applications into hearings because they're mutually exclusive with other requests. This year some 52% of AM new and changed-facilities applications in consolidated proceedings. Next year figure expected to approximate 70%, meaning only 30 out of every 100 eligible for consideration on individual merits. Further evidence seen in estimates that many new cases now being set for hearing may not be heard before April unless conflict is with application already on hearing list.

OVERTURES by Britain's BBC and Soviet Russia's radio minister for membership in newly-organized Assn. of Inter-American Broadcasters (see story page 80) rejected when association voted not to accept organizations controlled by any government.

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WORLD TELECOMMUNICATIONS SITE STILL UNSETTLED

DESPITE U. S. plans to hold next World Telecommunications Conference here (with attendance by more than 20 other nations) site still unsettled. Word was expected today from Moscow, where five-power conference is on. Delegates agreed, however, that next world meeting starts July 1, 1947 with radio technical session May 1. Some European countries understood circulating others to hold conference in Europe.


RMA BOARD APPROVES $10,000 RADIO WEEK FUND

FUND of $10,000 for National Radio Week Nov. 24-30 approved by board of Radio Manufacturers Assn. at Oct. 10-11 meeting in Quebec. Board met jointly with Canadian RMA board. U. S. RMA voted to provide facilities for board's inquiry into petition for decontrol of sets, parts and tubes.

President Ray C. Cosgrove announced he will appoint special committee to maintain permanent liaison with NAB. Jurisdiction over citizens radio equipment shifted by board from RMA Amateur Activities Committee to Transmission Division on recommendation of Dr. W. R. G. Baker, General Electric Co. Board rejected proposal by Dept. of Commerce that RMA screen tons of German documents on electronic developments.

POLITICAL RULING ASKED

IN FIRST radio action under new Administrative Procedure Act, WNEW New York asked FCC for declaratory ruling on handling political broadcasts, explained it provides time sustaining same candidates in N. Y. State November elections, free backing same candidates for Governor and Senator. WNEW's problem: Should Democrat, American Labor and Liberal parties each be treated as a separate candidate and should opposition party get time equal to that given three?

WFVL STARTS OCT. 15


50 kWS FOR MANILA

TWO 50-kw transmitters—one operating shortwave, other mediumwave—shortly will be placed in operation in Manila. 50-kw shortwave, other mediumwave—shortly will be placed in operation in Manila. 50-kw shortwave, other mediumwave—shortly will be placed in operation in Manila.

PADWAY PATS PETRILLO

WRITING in International Musician, American Federation of Musicians' official organ, Joseph Padway, counsel for AFL, AFM, said James Caesar Petrillo's defiance of Lea Padway's restraining order, was "courageous and deliberate test" of its constitutionality. AFM has thrown its full support behind Mr. Petrillo and AFM, wrote Mr. Padway, who said such action served notice of determination to challenge any "one-sided law of this kind" which if upheld, he added, would "eventually crush the Freedoms of All American workers and destroy the American trade union movement."

HUNLEY HEADS NEWSMEN

CHET HUNTLTy, director of public affairs, CBS Western Division, elected president, Radio Newsman of Southern California. Others: Clete Roberts, freelance newscaster and former ABC foreign correspondent, vice president; Bill Burns, ABC Hollywood news editor, secretary-treasurer. Directors to be named Nov. 6.

TBA CAMRA SHOTS

PHILCO, with 18-year history of video research, announced plans for full-scale production of television receivers—table and console, direct view and projection—for early 1947 start. Sets to be introduced at midwinter convention.

DU MONT "Inputuner," complete television-FM input system embodying Mallory-Ware "Inductuner" and providing continuous tuning from 50 to 60 channels, appeared in Du Mont exhibit, now available to any receiver manufacturer.

TRAFFIC piled up at entrance of RCA exhibit. Spectators stopped when they saw themselves in receiver. The gag: Video camera focused on aisle.

GE featured "Pulsed Light" movie projector for television stations. It's a capillary lamp whose pulses timed and controlled by signals from stations synchronizing pulse generator; eliminates need for usual mechanical shutter, does away with vibration.

150 IN GOLF TOURNEY

OVER 150 entries received for postwar resumption of annual NAB convention tournament for Broadcasting from Monday through Thursday Oct. 18-21 at Acacia Country Club, LaGrange, Ill. 40 minutes out of downtown Chicago.

Peoria handicap system selected by Paul Schenmacher, Acacia pro, who will pick 18 handicap limits of 30 allowed on par 76 course, 6545 yards long. Cocktail party at club after tournament with Sol Taishoff, publisher of Broadcasting, host.

Club will have 20 sets of clubs available for those not bringing own. Chartered buses will leave Palmer House and Stevens at 9:30 and 10 Sunday morning.

Driving range at Highway 66 west to Wolfe Rd., and Manship Rd. south to Highway 66, then west to Wolfe Rd. Entry fee: $2.50.

19 NEW GRANTS

(Continued from page 4)

and WAVY-Cleveland; and Myrtlece Rhodes Smith, wife of J. Hamilton Smith, Toronto, Ontario, Calif.—Daily Report (has conditional FM grant, was granted daytime only. Principals (partnership): Jerene Appleby Hornung, publisher, 75% interest; Walter Axley, newspaper plant superintendent, 3 2/3% interest; Anna M. Potter, bookkeeper, 2% interest; Carlton R. Appleby, publisher, 10% interest. Granted Oct. 10.

Florida.—Rollins College Broadcasting Inc. 1340 kc, 250 w fulltime. Principals: J. Wylie Driscoll, publisher and business manager of College Daily, president, 69 1/3%; James J. Driscoll II, Army veteran, vice president, 6 2/3%; Paul V. Driscoll, secretary-treasurer, 10%. Granted Oct. 10. 


Tennessee.—McMinnville Broadcasting Co. 1220 kc, 350 w fulltime. Principals (each have 1 share of common stock): Sam J. Albritton, dentist and director, 1/3%; James E. Driscoll, 1/3%; Henry Morgan, ABC executive, 1/3%. Granted Oct. 10.


Oklahoma.—Benson, Okla.—State Broadcasting Co. 1450 kc, 250 w fulltime. Principals: Edwin O. Grubb, attorney, 1 share common; Glenn H. Hammerschleg, consulting radio engineer, and 33 2/3% owner KWBU Corpus Christi, 1/3%; James J. Driscoll, consulting radio engineer, 1/3%. Granted Oct. 10.

Texas.—Cleveland, Tex.—Cleveland Broadcasting Co. 1120 kc, 250 w fulltime. Principals (each have 6 shares of common stock): Dr. J. H. Grubb, attorney, 1 share common; Glenn H. Hammerschleg, consulting radio engineer, 1/3%; James J. Driscoll, consulting radio engineer, 1/3%. Granted Oct. 10.


West Virginia.—Charleston, W. Va.—Television and planning consultant, Waco, sole owner. Granted Oct. 10.


People

DON SEARLE, vice president in charge ABC Western Division, in Regent Hospital, N. Y., recuperating from heart attack while on business trip.

LAWRENCE TRELKER, former news editor, WCPO Cincinnati, program directors-news chief, WMPS Memphis, joins WINX Washington, D. C., as newscaster after discharge from Army as lieutenant.

ROBERT T. MARTINEAU appointed assistant manager, WKBR Manchester, N. H., formerly news director in Kansas City, Miss., a descendant of Latin Travers, executive vice president, Yankee Network.

THOMAS H. COMPERE, Chicago attorney, named NBC legal representative, Chicago and Cleveland, 1950-51 syndicator, Armed Forces Radio.

HENRY MORGAN, ABC comedian, and BILL STERN, NBC sportscaster, subjects of picture stories in current life.

BROADCASTING • Telecasting
The Early Bird Gets the...

News! That's Bill Griffith in the Heart of America!
When the roosters start crowing at the break of dawn, it's only second nature for farm families (49% of the population in KMBC's service area, you know)—and later, metropolitan getter-uppers—to keep in touch with Bill Griffith for what's going on in the world of news since the night before.

Bill came to KMBC with a background rich in newspaper work. His experience included city editorship of a metropolitan daily—after years of editorial efforts into all phases of newspaper reporting.

Few radio stations in the business can boast a news set-up comparable to that of KMBC. Each man is thoroughly qualified, both in experience and in educational training—as well as voice. To this can be added four-wire services of both Associated and United Press Associations!

KMBC
OF KANSAS CITY

Since 1928—Basic CBS Station for Missouri and Kansas
One of the many facts revealed by the 1945-46 study of the Oklahoma radio audience conducted by Dr. F. L. Whon, University of Wichita.

LISTENED TO MOST

In Oklahoma farm homes