Write now for your new 1946 Iowa Radio Audience Survey

The presses are rolling now on the 1946 edition of radio's most valuable audience survey — Dr. Forest L. Whan's annual study of listening habits in Iowa.

Write for your copy today. It gives the complete story of Iowans' station preferences, program preferences, listener-reaction to commercial announcements, and many other important facts. It is a MUST for everybody interested in advertising in Iowa.

READ FURTHER DETAILS ON PAGE 21 — THEN WRITE!

WHO

for Iowa PLUS

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager

Free & Peters, Inc., National Representatives

THE PROGRAM PROBLEM: FIRST "BROADCASTING TRENDS" SURVEY — Page 16
Dinner Bell rings — and the rural Midwest listens to its own program!

In farm family homes all across the grain-growing prairies, there are two dinner bells: the one they use in harvest or plowing time to call the men from the fields, and the one they tune in at 12 o'clock noon each day from their radio station—WLS-Dinner Bell, America's pioneer farm service program.

Mother's special interest is apt to be the blushing young newlyweds (192 pairs visited Dinner Bell last year) who ring the opening bell at the WLS studio—or perhaps Dr. Holland's brief words of inspiration at program end. Dad and the boys listen for down-to-earth farm experts, introduced by the neighbor-across-the-road voice of Art Page. The whole family is alert for the frequent remote broadcasts direct from Midwest farm events — 4-H, Future Farmer, Fire Prevention meetings, Soil Conservation groups.

We know they listen because they write to us—a sizeable share of our million letters a year are inquiries, thank-yous and comments directed to Dinner Bell. We know they listen because they visit our shows at State Fairs and other events—they come to our studio noon after noon to meet their "personal friends" of Dinner Bell Time.

Like Morning Devotions or School Time, like Quizdown or Farm News and Service or Feature Foods or the news, Dinner Bell is planned for people—given family appeal for the Midwest folks who have become neighbors of ours through more than two decades. We give them what they want and need—genuine friendliness, sincere service, family-style entertainment. WLS Programs For People.
Dinner for two in a smart hotel—or the family’s night out at the neighborhood cafe—both help to swell total restaurant sales in this area. . . . During the last prewar year, people in the Nashville market area spent more than 11 million dollars in eating places alone. . . . This is just an indication of the buying market that you can count on for year in, year out sales. . . . Expand your sales in this territory by selling 190,000 radio families first. . . . They have the most money to spend—and a large part of them listen to the many popular shows broadcast over WSIX.
WHEN NAB President Justin Miller lunches with FCC acting Chairman Denny today (Monday) under “new era” plan evolved at NAB convention, main topic is expected to be modification of proposed transmission rules identification of records. Judge Miller expected to have in tow T. M. Craven and Clair McCollough, as board member observers.

CONVINCED that BMM can be salvaged if certain procedural alterations are made, NAB board at its post-NAB Convention session considered desirability of drafting a plan during which reins could be tightened. Feeling was that 1946 information should suffice for next couple of years anyway and that such changes as may be justified could be incorporated in study to be undertaken perhaps in 1949.

REMOVAL of price controls from radios last week was hardly necessary, if OPA quick inventions mean anything. Dealers generally found themselves overstocked in small table models, notably AM. Market ahead is largely for FM, with television demand in those areas now providing video service.

AMBITION proposal for setting up of regular awards for radio following Hollywood “Oscar” scheme now practically one dead duck. Both old NAB board and new one which took office in Chicago after convention ignored it.

THOUGH NAB has doubled headquarters staff in year further expansion is in works to meet demands for service. Besides creation of Program Dept. and appointment of public relations director, headquarters now has a one-year plan for new Television Dept., to follow lines of FM Dept. by serving new medium without plan for new Television Dept., to follow lines of FM Dept., to follow lines of FM Dept.

WHEN NAB board meets in early January in San Francisco, plan of main orders of business will be proposed increase in annual dues approximately 29%. Income from dues aggregated nearly $700,000 in fiscal year which ended Aug. 1, 1946.

NAB MEMBERSHIP in Inter-American Radio Congress, formed in Mexico City month ago, was approved “in principle” at post-NAB Convention board meeting Oct. 25 but with payment of dues and initiation fee to hold over until next board meeting scheduled in January at which 1947 budget of association will be considered. Both Campbell Arnoux, WTAB Norfolk, and Hugh A. L. Half, WOAI San Antonio, observers at Mexico City session, recommended membership [Closed Circuit, Oct. 21].

SECOND Chicago-originated program Vaudeville Hotel, auditioned Tuesday by ABC executives, may be sponsored by first of year by nationally-known Chicago radio manufacturer. Packaged by MKN Radio Productions, program is on “must” list by ABC Central Division as part of policy to encourage Chicago originations.
CHML

5000 WATTS
HAMILTON-ONTARIO

Tops in Canada’s Major Test Market!

Market Data
Within our primary coverage area are:
- 19.35% of the Total Population of Canada
- 25.28% of the Total Retail Sales in Canada
- 23.55% of the Total Food Sales in Canada
- 32.57% of the Total Drug Sales in Canada

Based on the latest Dominion Bureau of Statistics figures.
Coverage according to preliminary measurements of R.C.A.

Represented By
Metropolitan Broadcasting Service, Toronto, Ont.
Horace Stovin Co., Montreal, Winnipeg.
Fulton Lewis, jr.

available now

in Detroit

Cover the big Detroit market with station CKLW and Fulton Lewis, jr., who happens to be available* for sponsorship in this important area.

On 213 stations throughout the United States, local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale
WFIL wins ABC award
"For Outstanding Audience Promotion"

Three out of three is the WFIL score for this annual ABC award. For the THIRD successive year, the American Broadcasting Company's poll of advertising agency account executives has placed the accolade on WFIL "For Outstanding Audience Promotion on American Broadcasting Company Programs."

To the advertising agencies and ABC, our sincere thanks for this recognition of our planned program of promotion— one of the reasons for WFIL's potent appeal to advertisers.

Nationally Represented by The Katz Agency
Not since the gold rush in 1849 has there been such world-wide interest in Northern California as today. During the war the entire state grew tremendously, and what's important... the upward trend continues. On the basis of the latest population estimates, California is now the second largest state in the Union.

For nearly 100 years the earth of Northern California has yielded vast quantities of gold ore. Today, mining continues to be an important activity, but the richest gold being taken from the earth is in the form of agricultural products. The vast output of fruits, field crops, truck crops, poultry and livestock has made California the leading state in cash farm income. Of the nation's 10 wealthiest farm counties, five are in the KPO primary listening area.

Because of the important role of agriculture in the economy of Northern California, KPO has always put service to the farmer high on its list of program activities. In 1943 KPO originated

**THE FARMER'S DIGEST**

... a program specifically designed to serve the farmers, fruit growers and ranchers of this great productive area. Directed by Henry Schacht, national authority on farm problems, and sponsored by Standard of California, *The Farmer's Digest* provides a program of agricultural news and information of practical value to the rural listeners of Northern California.

**KPO CULTIVATES LISTENERS**

For over 24 years KPO has been raising a crop of its own... a tremendous crop of loyal and responsive listeners. This careful cultivation of KPO's listeners has resulted in increasingly larger, more attentive audiences for sponsors' sales messages. Why not for yours?
A "CAPITAL" IDEA

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

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

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

Represented by
EDWARD PETRY CO., INC.

Feature of the Week

ST. LOUIS had not enjoyed, prior to 1946, the rewards of daylight saving time.

A majority of the citizenry of course the broadcast stations approved the summer change, but KKOK decided to conduct a complete survey to sample public opinion. The station mailed 1400 post card questionnaires, 60 going to each of the 28 wards in St. Louis.

The poll revealed that 53% desire continuance of daylight saving time in 1947. The cards were mailed Sept. 30. A fortnight later KKOK devoted its public discussion forum, Wake Up, St. Louis, to the poll.

Of the 1400 cards mailed, 312 were returned, with 165 in favor of daylight time and 147 opposed. In the sixth ward 100% of the cards opposed daylight time. Explanation offered is that the ward centers around Union Station, with many of the residents working for railroads.

Question asked by KKOK on its questionnaire follows: "Did you like daylight saving time this year? I am asking a number of representative people that question to determine the desires of St. Louisans about daylight saving time. I will be grateful if you would complete and mail the attached stamped card as quickly as is convenient.

No signature is necessary and the number on the card only identifies the ward in which you live. Thank you very much. Bruce Barrington, news editor, Radio Station KKOK."

The alderman who introduced the daylight time ordinance originally has changed his mind and now is pressing for its repeal.

"The subject of daylight time has always been of major importance to our industry," according to C. L. (Chet) Thomas, KKOK manager. "There must be some way we can convince Congress that uniform time across the nation is the answer to this problem. Perhaps surveys of this type made in every major city would be of some value."

Sellers of Sales

ONLY firm resolve brought him face to face with his first sales prospect, he recalls. That was preceded by a walk around the block calculated to delay the inevitable.

Others advised him that he was never cut out for sales. Yet today Sydney Gaynor is general sales manager of Don Lee Broadcasting System with offices in Hollywood.

The answer is simple, according to Syd. Aggressiveness may help some salesmen, he says, but careful preparation for a sales career is an equally valuable approach, bolstered by continuing study of the profession.

That's a long speech from a quiet, mannered gentleman whose sales organization does an annual business of close to $3,000,000. He overseas an aggregate staff of 30 salesmen.

He was born Sydney Ballachey Gaynor, Oct. 25, 1905, at Coon Rapids, Iowa. His family moved to Des Moines when he was five. He was raised there, graduating from North High School in 1921.

Later he attended Drake U. for 18 months before hay fever brought him to Seattle for the summer of '23.

Liking it so well, he remained and enrolled at U. of Washington for two and a half years. Summers he worked at lumber mills. Following college he took permanent employment with a lumber mill until he came to Los Angeles in spring of 1927.

For the next two years Syd wrote original stories for various movie studios. Then in September 1929, he became assistant publicity and advertising manager of Southern Counties Gas Co., remaining in that capacity until spring of 1933.

At that time he formed a partnership and entered wholesale and retail sale of divers gas equipment. As such he remained until September 1935, dissolving partnership to join Don Lee Broadcasting System as an account executive.

In June 1937, he was named assistant commercial manager of KHJ Hollywood. Exactly one year later he was advanced to commercial manager. In September 1942 he attained his present position.

When his boss at Southern Counties Gas Co. hired a new secretary in fall of 1931 Syd first met Lucille Frances Codori. On September 2, 1933, she became Mrs. Gaynor. Now they are five, including Jeffrey Kenneth, 5; Pamela, 3; Christopher, 22 months.

Organization rosters carrying his daylight Los Angeles Ad Club, Hollywood Rotary, Salesmanics of Southern California and Psi Upsilon.
These comparisons are based on the average hourly percentage of audience according to C. E. Hooper morning, afternoon and evening indexes of June-July 1941, and June-July 1946.

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER, REPRESENTATIVE
Radio stations the world over topped newscasts this week with another historic United Press exclusive story—Hugh Baillie’s world-important interview with Premier Stalin.

From London the U. P. president wired Stalin 31 forthright questions, based on conversations with diplomatic, military, political, publishing and other leaders in Europe and Britain.

Stalin answered all 31. His statements to the United Press, besides their global public interest, were subjects of immediate study and comment in top national and international circles everywhere.

As timely and newsworthy as his interviews with MacArthur, Hirohito and Chiang Kai-Shek in 1945, Baillie’s Stalin dispatch is a news highlight of 1946—another dramatic example of “the world’s best coverage of the world’s biggest news.”

United Press
In radio as in everything else, nobody gets results by settling down on his nest-egg. It takes extra effort to hatch big achievements, and F & P knows it.

That's why Free & Peters has secured the best men we know in this business — why we devote so much time and money to market and media research — why each of our six offices is ideally staffed and equipped so that each of our “Colonels” can spend the maximum time in constructive work.

Long on effort, short on ballyhoo, F & P is the kind of outfit most people like to have serve them. Else why should we be running so many points ahead of spot-broadcasting in general?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
BALTIMORE    WCBM
BEAUMONT     KPDH
BROWNSVILLE  KVAL
BUFFALO      WGR-WKBW
CHARLESTON, S. C. WCSC
CINCINNATI   WCKY
COLUMBIA, S. C. WIB
CORPUS CHRISTI KRRS
DAVENPORT   WOC
DES MOINES WHQ
DULUTH-SUPERIOR WDSM
FARGO       WDAY
HOUSTON      KXYZ
INDIANAPOLIS WISN
KANSAS CITY WABC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK     WMCA
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA WMBD-WDZ
RALEIGH      WPTF
ROANOKE      WDBJ
SAN DIEGO    KSDK
ST. LOUIS    KSD
SEATTLE      KIRO
SYRACUSE     WFBL
TULSA        KTUL

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

Franklin 6573  Plaza 5-4130  Cadillac 4255  Sutter 4353  Hollywood 2151  Main 5667

Page 14 • November 4, 1946
FCC Sets Record for Volume of Actions

Handles 150 Items In Week After NAB Meet
By RUFUS CRATER
FCC OUTDID ITSELF last week, establishing an all-time record for volume of actions turned out.

In the week's grind:
Grants for 26 new AM stations—a record within a record.
Conditional grants for 26 FM stations including 13 for Los Angeles, and construction permits for 18.
Approval of eight transfers aggregating $1,220,000 and designation of two transfer applications for hearing.
Proposed decisions affecting 36 AM applications which had been in pending status for hearing.
Final decisions dealing with four others, order approving conditional grants for 26 new AM stations and temporary extensions for hearing.

The Commission was reported to have fixed the issues on which will be heard at least some of the seven “Blue Book renewal cases,” the filing of oppositions, the reconsideration of FCC found fault [BROADCASTING, Sept. 23]. They were expected to be available Friday afternoon or this week.

Not among them yet, however, according to reports, are the issues for the renewal hearing of WBAL Baltimore, first of the seven to be held.

The long session was an all-day job for the Commission, started at 9 a.m. and run until 6 p.m. or later.

Eighty-two grants for new AM stations and 32 for new FM stations were approved in the week. The Commission also approved 448 new AM and 511 new FM station applications.

The record turnout came just a year after the Commission resumed normal licensing operations in October 1945, when lifting of the wartime “freeze” policy found FCC facing more than 1,100 new-station applications in addition to all the others.

The past week’s pace, while fast, nevertheless was in keeping with the Commission's maintenance of the year. Months ago all previous years’ records had been surpassed.

 Acting Chairman Charles R. Denny Jr., in his speech at the NAB Convention in Chicago the week before, gave an indication of the size of the job FCC has done [BROADCASTING, Oct. 28].

“To the applicants who say we move too slowly,” Mr. Denny declared, “I answer that in the last 12 months we have done almost 11 years' work.”

“In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations and... in the 12 months between October 1945 and October 1946 we authorized 448 new stations, only three short of equaling the total actions of the preceding 12 years.”

Those 448 were standard stations only. Not counted are the FM grants—weil over 500—or the television construction permits, numbering more than 30.

Nor do these figures indicate the multitude of other matters requiring the Commission’s attention: Changes in facilities, modifications of permits, renewals, transfers and assignments, experimental operations, etc. in the broadcast field alone.

Holdover Is Heavy

A part of last week’s volume was attributed to holdover matters which ordinarily would have been passed upon the week before, while those who went to the convention and many of their top staff executives attended the NAB Convention.

But FCC authorities did not count the convention week as a week lost from FCC work. Most of the Commission’s 900 Washington employees were at their desks carrying on the normal FCC routines. Those who went to the convention went prepared to work, too. Some carried application forms, copies of policy statements, and releases of general information and distributed them to broadcasters in countless conferences.

Chairman Denny told the conventioners: “We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can.”

Although the past week’s and the past year’s output of Commission actions were both record-breakers, the workload still on hand is also unprecedentedly large. The Commission came through September still facing 1,218 applications for new stations of all types [BROADCASTING, Sept. 30].

The number of applications awaiting action has increased steadily since October 1945, but, it was pointed out, the increase has slowed in recent months. In AM, the Commission almost kept pace with in-coming applications from mid-August to mid-October. Even so, the number increased from 859 to 871 in that period [BROADCASTING, Oct. 26]. There are also approximately 300 FM applications pending, and about 35 for television.

LaRoche, Greig in New Firm Seeking to Buy WHUM, WPOR

Plans for acquisition of WPOR Portland, Me., and WHUM Reading, Pa., by a new company including Chester J. LaRoche of LaRoche & Ellis, advertising agency, former ABC directing head, Humboldt J. Greig, ABC sales executive, and some of the minority stockholders of both stations, were revealed in an application reported by FCC last week.

The application requested FCC consent to the sale of Centennial Development Co.’s 98.8% interest in WPOR to Oliver Broadcasting Corp., for $96,250 and reported that the Commission also will be asked to approve Oliver’s purchase of WHUM for approximately $1,820,000. WHUM owners include Mr. Greig and his wife, who have approximately 40% interest, and Murray Carpenter, former media director of Compton Adv., now WPOR manager and Oliver vice president, about 9%.

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Mr. LaRoche Other stockholders include Walter J. Brown, former special assistant to the Secretary of State, now WSFA vice president and general manager, 10.5%; Cassie Connor, Washington, D. C., 8.3%.

Mr. Greig Oliver Full Owner

Since less than a controlling interest is being sold, even though Mr. Taylor would attain control, FCC’s Aove public-bidding ruling presumably would not apply. WSFA is on 950 ke with 5 kw fulltime.

In the WPOR application it was pointed out that William S. Newell already has transferred his 4.2% interest to Oliver Broadcast-

(Continued on page 91)

LaRoche, Greig in New Firm

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(Continued on page 91)
Who Does Most to Improve Radio?

LISTENERS GIVE MORE AID THAN AGENCIES
FIRST MANAGERS' POLL SHOWS

THE MAN WHO listens to American radio has done more to improve it than the man who pays for it.

This is an outstanding conclusion to be drawn from a comprehensive survey among broadcasting station managers conducted for BROADCASTING by Audience Surveys, Inc.

Station managers generally credit the networks, local station activities and rating services with contributing strongly to program improvement—and they rate sponsors, with agencies, at the bottom of the scale.

The FCC is credited with greater effectiveness toward improvement than is the NAB—but, perhaps reflecting the industry's uncertain reaction toward regulation, an equal number of panel respondents condemned the FCC as having exerted a strong influence toward retarding improvement.

Generally speaking, small-station managers feel NAB should bear more responsibility toward improving programs than the FCC. Larger station managers fail to see much help in the future from NAB or FCC.

Full text of the report starts in the left column.

Which of the following do you feel have been most instrumental in stimulating good programming in the radio industry as a whole?....

- Local Stations
- Listeners
- Columbia Broadcasting System
- National Broadcasting Company
- Rating Services
- Federal Communications Commission
- National Association of Broadcasters
- American Broadcasting Company
- All National Networks
- Mutual Broadcasting System
- Transcription Services
- Advertising Agencies
- Sponsors
- Other
- Regional Networks

Percentages total more than 100 because respondents were asked to make more than one choice.

Audience Surveys, Inc.

...work rated the program improvement efforts of the four networks in this order: CBS 18%; NBC 18%; ABC 9%; MBS 8%. Appreciation of the rating services was highest among NBC stations (30%) and lowest among those associated with Mutual (13%).

The FCC, on the other hand, was most appreciated by non-network and ABC stations, each of whom out-voted NBC stations by 3 to 1, and CBS stations by 2 to 1 in crediting it with an important role in program improvement.

In order to determine the effect of station dollar volume upon the attitudes of respondents, the sample was divided into 3 rate groups: Those with Class A hour rates of over $200, $100 to $199, and under $100.

The smaller-volume stations, as one would expect, placed more emphasis on the importance of the local station and less on the networks than the larger stations. Appreciation of NBC increases with station volume; appreciation of MBS decreases as station volume increases. Approval of the sponsors' role in program improvement is highest among small-volume stations, lowest among large-volume stations—presumably because small stations more often deal directly with the sponsor. Conversely, approval of the advertising agency contribution to programming was greatest among large-volume stations and lowest among small-volume stations—perhaps because large stations more frequently deal with agencies.

Smaller-volume stations expressed a higher regard (21%) for the NAB's effort to improve programming than medium (19%) or large stations (5%). To be seen in proper perspective, however, these figures must be considered in the context of the relative prominence of the networks.

AUDIENCE SURVEYS Inc., 347 Madison Ave., New York, has been commissioned by BROADCASTING Magazine to conduct continuing surveys among station managers, advertising agencies and sponsors on important questions facing broadcasting. The initial survey is reported in part hereafter.

...and lowest among those associated with Mutual (13%).

...the FCC a factor in program improvement compared with 25% of the larger stations. Small stations also have a higher regard for the program contributions of ABC and MBS than do larger stations.

Each network received a heavier vote of approbation from its own affiliates, of course, than from the rest of the sample. However, more than twice as many CBS (74%) and NBC (70%) stations voted for their networks as ABC (33%) and MBS (33%) affiliates. Stations not affiliated with any network rated the program improvement efforts of the four networks in this order: CBS 18%; NBC 18%; ABC 9%; MBS 8%.
Which of the following do you feel have the greatest responsibility for improving radio programming? 

<table>
<thead>
<tr>
<th>Per cent</th>
<th>Local Stations</th>
<th>National Networks</th>
<th>Sponsors</th>
<th>Advertising Agencies</th>
<th>Listeners</th>
<th>National Association of Broadcasters</th>
<th>Regional Networks</th>
<th>Federal Communications Commission</th>
<th>Transcription Services</th>
<th>Rating Services</th>
<th>$\text{Other}$</th>
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<td>10</td>
<td>20</td>
<td>30</td>
<td>19</td>
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<td>8</td>
<td>9</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

1st Choice: Local Stations 73% 2nd Choice: National Networks 63% 3rd Choice: Sponsors 31%

Percentages total more than 100 because respondents were asked to make more than one choice.

<table>
<thead>
<tr>
<th>Per cent</th>
<th>Advertising Agencies</th>
<th>Sponsors</th>
<th>Federal Communications Commission</th>
<th>Local Stations</th>
<th>Rating Services</th>
<th>National Broadcasting Company</th>
<th>Transcription Services</th>
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<td>15</td>
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<td>30</td>
<td>35</td>
<td>40</td>
<td>45</td>
<td>50</td>
</tr>
</tbody>
</table>


Percentages total more than 100 because respondents were asked to make more than one choice.

Agencies, Sponsors Credited With Retarding Improvement

Station managers overwhelmingly believe that advertising agencies and sponsors have done most to retard improvement in programming (see Chart II). Responses to the question “Which of the following do you feel have done most to retard improvement in programming?” placed agencies in first place and sponsors in second—without close competition for third place. Analysis of the answers to this question revealed no disagreement in choice of first and second place resulting from differences in station size, dollar volume, network affiliation or geographical area. Managers of every variety of station in every region concurred in the opinion that agencies were the most and sponsors the next most retarding influence on radio programming.

The FCC was designated by 23%, the rating services by 21%, individual stations by 21% and listeners by 10% as having done most to arrest program improvement. Since the FCC and the ratings services both scored about the same in the first as in the second question, they seem to have approximately as many detractors among broadcasters as they have boosters. This indicates that industry opinion about these two elements in the program problem is sharply divided.

Balancing all the answers to these two questions (Charts I and II) produces the rough score card of relative praise and blame shown in the following table. This table was obtained by subtracting the “done most to retard” votes from the “done most to improve” votes for improving radio programming and summing the result.

NET SCORE (“Done Most to Improve” Votes Minus “Done Most to Retard” Votes.)

<table>
<thead>
<tr>
<th>Listeners</th>
<th>CBS</th>
<th>NBC</th>
<th>Local Stations</th>
<th>NAB</th>
<th>ABC</th>
<th>National Nets</th>
<th>MBS</th>
<th>Ratings</th>
<th>Transcriptions</th>
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<td>+1</td>
<td>+1</td>
<td>-1</td>
<td>-1</td>
<td>-40</td>
<td>-37</td>
</tr>
</tbody>
</table>

Low power and small dollar volume stations considered the FCC a retarding influence more often than larger stations—36% of 250-watters compared with 13% of stations of regional power or better; 8% of over-$200 per-hour stations compared with 29% of under-$100 per-hour stations. FCC program regulations, apparently, affect the little fellow most.

The frequency of criticism of the FCC among smaller stations runs counter to the frequency of praise of the FCC observed among them in the discussion of question I. These two conditions are not mutually exclusive. Perhaps this is a partial explanation: Compliance has put more of a strain on their funds and personnel, and they have, for the most part, no network to share their programming burden. 8% of low power stations and 13% of small volume stations have been saddled with responsibility for program improvement more in their thinking than in the thinking of large station managers. This emphasis has crystallized into more pronounced opinions about the FCC—some of it approving the FCC’s role in radio programming, some of it disapproving, with the result that stations with small dollar volume are more exercised over the FCC, both positively and negatively, than large volume stations. As will be seen below in the discussion of Question III, they also shoulder the FCC with greater responsibility for program improvement than do large volume stations.

Industry self-criticism was almost as general as criticism of the FCC or the rating services, and twice as frequent as censure of listeners. “Local stations,” designated by 21% of the entire panel as having done most to retard programming, were more frequently blamed by network affiliates than by managers of independent stations. None of the four national networks was censured by many panel members: ABC 3%, MBS 7%, CBS 7%, NBC 7%.

Final Responsibility Rests With Stations

The third question which station managers were asked to answer was: “Which of the following do you feel have the greatest responsibility for improving radio programming?” Their replies (see Chart III) indicate the firmness of their opinion that final responsibility for improvement rests first with themselves and second with the networks. This was the overwhelming opinion of managers of stations of every size, network affiliation and geographical area.

Advertising agencies and sponsors were each saddled with responsibility for program improvement by 21% of the respondents, followed by listeners (19%), NAB (16%), and FCC (9%); the greater number placing responsibility on the NAB than upon the FCC under scores broadcasters’ belief that program improvement must come from within the industry.

The distribution of replies placing responsibility for program improvement on the NAB indicates that the smaller stations look for more help or activity from the industry’s trade organization than do (Continued on page 77)
**RCA Shows Electronic Color Television**

**Holds to 1950 Date For Earliest Home Use**

By BRUCE ROBERTSON

COLOR TELEVISION pictures produced by an all-electronic system devoid of rotating discs or other moving parts were given their first public demonstration last Wednesday by RCA in the company's laboratories at Princeton, N. J. Some 40 radio writers witnessed the reproduction of televised pictures in full color on projection model receivers with viewing screens 15 by 20 inches.

Describing the demonstration as evidence of the greatest advance in television since the elimination of the scanning disc and its replacement by the cathode-ray tube, Brig. Gen. David Sarnoff, RCA president, declared that as that made commercial television possible, so does this all-electronic color process make commercial color television possible.

"Comparing electronic color with mechanical color," he stated, "the demonstration proved that the basic process is like comparing a Stratoliner with a horse and buggy."

Although the demonstration proved that the basic process is right, Gen. Sarnoff said, there is still much to be done before color television becomes a practical operating service. "We still take the same position that we did last December, that it will take until five years from now to bring any system of color to the point of public service that the black-and-white system renders now," he said, adding that this estimate may be a few months off but that it is approximately correct.

Even to move black-and-white television up into the higher frequencies would be a "difficult, time-consuming job," he said. He pointed out that before color television can begin a full commercial service, transmitters and receivers must be designed, built and tested, standards must be set, stations must be erected, field tests must be made.

Gen. Sarnoff warned the radio writers to pay no attention to anyone who says that color television is here now. "That's the bunk," he declared. "There is no color available today."

Most of the demonstration consisted of still pictures of flowers, girls in brilliant costumes, scenery and the like. These pictures, on 35 mm Kodachrome slides, were televised by a new camera developed by RCA in which a light beam from a kinescope is focussed through the slide and separated into component colors by a system of mirrors and photo-electric cells.

Three images are transmitted—red, blue and green—and each is made up of 525 lines and scanned to produce 30 pictures a second just as in black-and-white video.

Each color transmitted occupies a band roughly as wide as that used for black-and-white transmission, the green signal taking up 6 mc, the others slightly less, so that in actual broadcasting the three colors would require an over-all band width of 16 to 18 mc. Adoption of this system would, therefore, require that television be moved to the higher frequencies where enough space is available to provide such wide bands for an adequate number of video stations.

Each receiving set is equipped with three 3-inch kinescopes which separately receive red, green and blue signals and project them on the screen.

**Dry Leaders Sue CBS for $33,063,048**

Mandatory Enforcement Of FCC Opinion, Order Asked

MANDATORY ENFORCEMENT as law of an FCC Memorandum Opinion and Order is asked by Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, in a suit for $33,063,048 filed Wednesday in U. S. District Court, Western District of Kentucky, against CBS, five of its stockholders, Schenley Distilleries Corp. and Schenley Distilleries Inc., sponsors of CBS programs.

Filing on behalf of the National Television and Prohibition Council, "hundreds of thousands of citizens" and "on behalf of the boys and girls" of the nation, Messrs. Morris and Johnson seek:

1. Dissolution of CBS; appointment of a receiver and liquidation of all CBS-owned station licenses; impounding of more than $15,000,000 of earned and built-up surplus; and a 20-year judgment totaling $15,063,048; to enjoin CBS from "over commercialization"; to "enjoin defendants from other illegal acts"; mandatory sale of "choice time" to plaintiffs to prevent "non-drinking messages."

Stanton Statement

In a statement to owner stations and affiliates, Dr. Frank Stanton, CBS president, said "Morris and Johnson have been threatening suit for nearly two years because we declined to sell them time and thereby break down CBS' long-established policy of making free time available for controversial discussion and for religious programs."

Dr. Stanton's statement that "within the past 10 days Morris has turned down offer of four broadcasts over the Columbia networks" was corroborated by Mr. Johnson who told BROADCASTING over long-distance from Louisville, "We don't want free time. We want to pay for it." He said CBS had offered four programs in a proposed series on alcohol and its evils, but that Mr. Morris had rejected the offer.

In some legal circles the suit was seen as something far deeper than a damage action, based on Mr. Morris' contention that he and his forces had been "threatened" because CBS had "consistently refused to sell" them time. It could presage, some thought, possible court determination of the Commission's power to legislate by administrative procedure.

The suit follows failure of Mr. Morris to have the license of KRLD Dallas revoked last spring because the station refused to sell him "choice time" for prohibition talks. In its Memorandum Opinion and Order of March 28 (BROADCASTING, April 1), the FCC denied the Morris petition and subsequently renewed the KRLD license, but in its opinion and order said: "It is the Commission's view that the problem raised by the petition is of industrywide proportions and is not restricted solely to KRLD." Mr. Morris in his petition against KRLD, criticized CBS for failure to sell him time and the network was permitted to intervene.

"In considering the problem of (Continued on page 78)
A sale at radio speed

D____ C____, recently back from military service, is an independent agent for a large insurance company. His company sponsors the 8:00—8:05 morning news on WLEE in Richmond.

His first program was on Friday, April 19. Five minutes after the program, at 8:10 A.M., a WLEE listener telephoned C____ at his home. An appointment was made for 10:00 A.M. At 11:00 A.M., C____ had sold this listener a policy. The premium is enough to cover C____’s advertising costs on WLEE for TWO MONTHS.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director
IRVIN G. ABELLOFF, Gen. Mgr.

Represented by Headley-Reed

November 4, 1946 • Page 19
EDITOR, BROADCASTING:
Radio statistical research has shown a tiresome tendency to childish controversy but BMB is setting a new pace. Brought into being by a last minute maneuver at the close of a skeleton wartime convention, its technique formulated without the aid of counsel of many who have devoted their lives to the development of radio sales data because they were absent in the service, sold to radio stations by strong-arm district meetings with ill-conceived implications of agency and advertiser boycott, and finally forced to cope with most of its projected claims in a last minute retreat, there is little, at first sight, to encourage an effort to resurrect the BMB fiasco, the third and no doubt the last joint industry effort at station area claim validation.

The attempt by agency and advertiser association employees to reassure broadcasters that a form of doctored BMB report could be accepted as valid listener area claims will deceive no one. Felts now says that BMB finding has no significance in how much the listener area was often overtaxed. Therefore hardly seems likely that any arbitrary figure chosen by the broadcaster himself to replace the discredited 10 per cent BMB figure for his county claim will carry any more weight than the original BMB maps.

But it is unfair to BMB to blame its failure on a $250,000 fiasco. The BMB survey result is precisely what the participating stations ordered when they signed their contracts. The management must have known and recognized features of the familiar CBS listening area technique just as every experienced and competent time buyer did. But, instead of urging a more conservative and reasonable approach, many station management asked for inclusion of all counties in their maps in which they obtained as little as five per cent response. The CBS listening area procedure by Paul Kesten in the early thirties, long before the full force of the able engineering and allocation developments cemented an enormous original disparity between CBS and NBC coverage. It provided CBS with a selling claim for most of the area then claimed by NBC. The questioning approach was an inspired and brilliant capitalization of the listener's willingness to declare himself a patron of any station whose call letters he can distinguish, despite interference, fading and background noise. The rural listener of today, encouraged by preferred premiums and the thought of possibly still more prizes, is no less ready than in 1930 or 1935 to claim regular listenerhip under the most tenous circumstances. Only in congested and high-level station area after another role in as the listener turns his dial, does his overtaxed memory fail to recall all the minor and rarely used services.

Perhaps the first proposition made by the BMB questionnaire: "List below: The Call Letters of All Radio Stations which you or someone in your family listen to at home AT ANY TIME" encouraged listener participation. (Continued on page 82)

Field Strength Expert Decrees Claims Of Distant Market Coverage

DIRECTOR of Radio Coverage Reports since he founded it in 1935 Edgar H. Felix has long been a believer in tests of field strength as an important part of audience research. He has been interested in field strength tests since his service as an Army Signal Corps officer in World War II. In 1942 he returned to this branch of the service and became a major before being released last spring. Former promotion and public relations manager of WEAF New York, he is author of several books and once worked for N. W. Ayer & Son.

Manager Flay BMB

WWJ Manager Says NAB Session on BMB Was 'Mutual Admiration Society'

MR. HUGH FELTIS, President, Broadcast Measurement Bureau.

On my return from the NAB convention, I found on my desk the BMB bulletin issued under date of October 18, 1946. With all the good will in the world, and more in my testability, I am wondering if you will tell me that this bulletin is to me just another chapter of a study in futility.

When I received the BMB audience report a few weeks ago, I had the overwhelming impression that the mountain had labored and brought forth a mouse, and I waited for the NAB meeting to see if I was alone in this feeling. A preliminary check with other station men quickly showed that I was far from being alone, but rather that there was almost complete unanimity among broadcasters that we had wasted our money and our hopes on BMB, and the further I checked, the more this conviction was confirmed.

On Tuesday afternoon I sat through the session on BMB in the Red Lacquer Room of the Palmer House and was totally bewildered at what I heard and saw. You put on a great show, a mutual admiration society in a honeymoon atmosphere, while outside in the rooms and corridors of this same Palmer House there was resentment, disillusionment and utter disapproval by those who had paid the major portion of the bills.

If you were unaware of this contrast then you and those responsible for running BMB are sadly out of touch with the rank and file. I say this because we were cognizant of the unfortunate reactions, then in my humble opinion it would have been much wiser to discard entirely the elaborate program planned for the session on BMB and to throw open the full session to a frank and honest discussion of what had been attempted and of what might be done in the future; as it is, I doubt if the future holds anything worthwhile.

As far as my station is concerned, I would like to state that ever since its inception, WWJ has steadily built and re-sold its coverage area; your report considerably infatuates our own conceptions. I am told by others that this factor of inflation is present in many other BMB station findings.

I also want to state that for at least 15 years, my station has based its sales and program policies on professional surveys. We have bought Roselow, Hooper-Holmes surveys back in the days when most stations furnished coverage data originated by station employees, working usually after business hours by telephone. I tell you this merely to establish the fact that at WWJ we are highly statistically-minded.

I further feel that the broadcast industry has established the technique of program ratings as the basis of its circulation calculations. I went into BMB because I was led to believe that anything you did at the beginning would merely be a testing and proving ground for the eventual development of a continuing measurement.

Agency Research Head Finds BMB Exact Parallel To ABC

"BMB has provided for the radio industry the exact parallel to the ABC circulation figures of printed media," Dr. Hanz Zeisel, manager of WEAF New York, he is author of several books and once worked for N. W. Ayer & Son.

Radiologist, Station Manager Flay BMB

We need to discard entirely the elaborate program planned for the session on BMB and to throw open the full session to a frank and honest discussion of what had been attempted and of what might be done in the future; as it is, I doubt if the future holds anything worthwhile.

As far as my station is concerned, I would like to state that ever since its inception, WWJ has steadily built and re-sold its coverage area; your report considerably infatuates our own conceptions. I am told by others that this factor of inflation is present in many other BMB station findings.

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I further feel that the broadcast industry has established the technique of program ratings as the basis of its circulation calculations. I went into BMB because I was led to believe that anything you did at the beginning would merely be a testing and proving ground for the eventual development of a continuing measurement.
DO YOU KNOW which radio stations are “listened-to-most” in Iowa—day and night? The percentage of the total audience that prefers each station—how these figures break down by age, sex, place of residence (urban, village, farm)?

Do you know which stations are preferred for newscasts—for farm programs?

Do you know what proportion of the total audience actually listens at each half-hour period during the day and evening? The same for urban people, village people, farm people? Effect of sex on these figures? Effect of age?

Do you know the answer to practically every question that time-buyers, account executives and advertising managers ask about the Iowa radio audience, and its reactions to radio in Iowa?

If not, mail the coupon for your free copy, now. The supply is limited. Requests will be filled in order of receipt.

WHO for IOWA PLUS!+

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

THE 1946 IOWA RADIO AUDIENCE SURVEY

is the ninth annual study of the Iowa radio audience. It was compiled from interviews with families, in every county of Iowa, and represents one interview for every 80 radio families in the State.

It was conducted by a recognized authority, Dr. Forest L. Whan of the University of Wichita, following accepted “sampling” procedures.

In addition to bringing you completely up-to-date information on Iowa listening habits, the 1946 Survey gives you several vital break-downs of the same material over a five-year period, so that you can study the trends and more intelligently evaluate your present and future plans.

Its statistical data is profusely “visualized” with detailed maps and pictographs. It is the most authoritative and helpful study available; it is a MUST for every thoughtful advertising or merchandising man doing business in Iowa.

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1946 Iowa Radio Audience Survey.

Name ____________________________________________
Company __________________________________________
Street _____________________________________________
City __________________________________ State ________
JULIAN PRICE, 73, chairman of the board of Jefferson Standard Life Insurance Co., Greensboro, died Oct. 29 in an automobile accident on U.S. 321 near Watertown, N. C. Mr. Price's car, driven by a chauffeur, went off the highway and struck an embankment. The insurance executive received a blow on the forehead and was pronounced dead on arrival at a nearby hospital. Injuries of the other occupants were not considered serious.

Mr. Price was born near Richmond, Va., and grew up amid the discouragement of reconstruction days in the South. One of his first jobs was cutting and selling wood to the Southern Railway for wood-burning locomotives. He later worked as a clerk, ticket agent and chief dispatcher for the railroad, and from 1903 to 1905 was a traveling representative for the American Tobacco Co. In the latter capacity he joined Greensboro Life Insurance Co., which consolidated with Jefferson Standard in 1912.

At that time Mr. Price was made president and agency manager of the new company, succeeding to the presidency in 1919, when the firm had assets of $97,083,525 and insurance in force of $81,944,994.

Today Jefferson Standard has assets of $174,600,000, insurance in force of $655,000,000 and ranks 30th among insurance companies.

Mr. Price was a member of the Greensboro City Council for a number of years, and served as president of the North Carolina Salary and Wage Commission, 1924-28. He owned a majority interest in the Greensboro Record for nine years, and was president of the Atlantic and Yadkin Railway until his death. At one time Mr. Price was president of the Federal Home Loan Bank of Winston-Salem, N. C. Last spring he received an honorary Doctor of Laws degree from the U. of North Carolina.

A member of numerous clubs and organizations, and recipient of honors from many of them, Mr. Price was also known as a philanthropist. When his wife, the former Ethel Clay, whom he married in 1897, died three years ago, Mr. Price, a Catholic, gave $400,000 for a Catholic Church and rectory in her memory.

WBIG on its ‘South the Southern Moon’ Oct. 26, paid a special tribute to Mr. Price, eulogizing his life and playing a number of his favorite pieces of music.

Surviving are a son, Ralph C. Price, president of Jefferson Standard since his father’s accession to the presidency of the company, a daughter, Mrs. J. M. Bryan, both of Greensboro; a sister, Mrs. T. S. Neal of Orlando, Fla., and six grandchildren.

Funeral services were held Oct. 27 at the First Presbyterian Church in Greensboro with burial in a cemetery there.

Mr. PRICE

RMA and NAB Plan Participation In Event

HIGH-PRESSURE campaign to organize the combined broadcasting and radio manufacturing industries for celebration of National Radio Week Nov. 24-30 got under way last week. Spearheading the drive is the Radio Manufacturers Assn., with NAB joining the movement now that its convention is out of the way.

Representatives of the two associations went into joint action Wednesday, with RMA outlining, at a Washington luncheon, its nationwide dealer campaign by which 30,000 stores and distributors will promote the medium now that its convention is out of the way.

Under direction of W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., and member of the RMA Advertising Committee, posters, display pieces and streamers have been prepared for dealers and distributors. A broadcast contains brief instructions on their use along with suggestions for advertising in printed and other media. It presents in terse form the entire RMA program. The display kit will go to broadcast stations as well as stores. It will be ready in a few days.

AWD Contest

A feature of the week will be a letter contest under auspices of the Assn. of Women Directors, of which Alma Kitchell, WJZ, New York, is president. The contest is being directed by Dorothy Lewis, NAB director of listener activity.

All women directors belonging to AWD will promote the letter contest on their programs. Twelve radio receivers will be given away as prizes in each of the 17 NAB districts, a total of 204 sets.

NAB is completing plans for nationwide participation of networks and stations in the week. By this means the entire nation is to be made aware of the part radio plays in the national life and in preservation of the democratic way of living.

The AWD Contest is designed “to encourage listeners to be more articulate; to learn more about program preferences; to build closer listener-broadcaster relationship; to stimulate appreciation of the American system of broadcasting.”

Letters are to be not over 200 words and must be postmarked not later than Dec. 6. They must be addressed directly to the woman broadcaster over whose program the contest is announced, and call letters may be included.

Each woman broadcaster will screen letters, which will be titled “What I Think About Radio.” The five best letters will be sent to a national board of judges. All listeners may participate except employees of the radio industry. Winners will be announced about Feb. 1.

Board of Judges

National judges will be: Bond Geeddes, RMA executive vice president; Mrs. Gadson Harston, radio chairman, National Council of YMCA’s; Bruce Robertson, senior associate editor, Broadcasting; Gertrude Broderick, Federal Radio Education Commission; Mrs. George Fielding Elliot, radio chairman, Women’s Action Council; Mrs. Harper Sibley, president, National Council of Church Women; Mrs. Louella Lentin, director, National Council of Women; Max Wyle, Young & Rubicam; Jean Rindlaub, BBDO; George Rosen, Variety; Fred S. Burke, editor, Radio Daily.
Perhaps no station in America has three more remarkable people than those presented on the following pages. Weekday after weekday, hundreds of thousands of WOR listeners follow them faithfully and, just as faithfully, buy the products and services they so deftly recommend. One, or all, of this high-powered trio can be bought at a very low price by getting in touch with WOR—that power-full station, at 1440 Broadway, in New York.
seller

He calls himself a “reporter”, but that’s one of the most modest claims made East of the Mississippi in a year. He’s Fulton Lewis, Jr.; crack WOR commentator on the national scene; weather-vane of the storms that sputter from Capitol Hill; fearless scoop-digger; influencer of public opinion and public action. Every Monday through Friday at 7:00 P.M. on WOR, he is heard in a weekly total of 1,798,600 homes. (He’s also the nation’s #1 co-op; sells everything from insurance to hot rolls and beer on 193 Mutual stations.) On WOR in New York, however, Lewis hits top selling speed. Proof...Plough, Inc., sponsor of Fulton Lewis, Jr. for three solid years on WOR, says: “Using Lewis as our only advertising in the area, we upped the sale of our product Mexsana 169% in two years!” Fulton Lewis, Jr., slotted between WOR’s Stan Lomax and The Answer Man, is one of the most unique, low-priced, audience-laden buys in New York now. Reach for your phone and call Pe-6-8600.
Every morning at 6:35, George Monaghan greets thousands of WOR yawners with one of the most novel combinations of records and chit chat that's ever been aired. The show's a simple one and the technique's, actually, rather old hat. But George is neither. He's, to put it unoriginally, a "personality". With a voice and sense of humor as Irish as the Shannon, his charm is as disarming and effective as seasonal Spring fever. Discharged from the Army in 1946, as a Sergeant, he was immediately nabbed by WOR. The station sort of banked on the fact that any man who had entertained more than 9-million Allied troops, who pulled more than 1,000 letters a day, who was voted "the most popular announcer on the BBC" by "The Melody Maker", which is England's "Variety", could make things stir in one of the greatest station territories on the Eastern Seaboard. George did, and still does. There couldn't be a greater confirmation of this than his string of discerning sponsors. People like, Simon Ackerman; Tidewater Corp.; Emerson Drugs; Rem & Rel, and the BC Drug Co. Added proof is his standout rating. WOR will be glad to tell you how effectively and economically George Monaghan can do a job for you. The address is—WOR, that power-full station, at 1440 Broadway, in New York.
door-opener

THIS SMILING LADY opens doors in more ways than here pictured. As one of the most literate saleswomen on the air today, she is known to approximately 167,000 WOR listeners every weekday afternoon as Martha Deane. Privately, she is a New York housewife, mother of twins, ex-NEA woman’s feature editor-writer, beauty and fashion adviser; not to mention that she’s consistently Hooper-rated among the highest-ranking woman personalities in New York radio today.

Her present WOR sponsors include such astute promoters as Abraham & Straus, Pure Food Co., N. Y. Herald Tribune, Burlington Mills, etc. What they think of her couldn’t be more accurately mirrored than in the unsolicited comment of an executive of the O’Cedar Corp.: “Miss Deane has a large and loyal following. She successfully — and in an amazingly short time — established our product in Greater-New York.” She shrugs this off. But her record brilliantly contradicts such modesty.

Now entering her sixth year of WOR popularity, she has to her credit such kudos as — First award, 1945, from Ohio State University for “The most stimulating presentation of ideas and information.” She was chosen best woman commentator in 1942 by hundreds of radio editors in the United States and Canada in a poll conducted by Motion Picture Daily. Locally, says the N. Y. Daily News, “...her material packs plenty of interest ... copy is splendid.” Says the N. Y. Times, “This show has really advanced the art of the woman’s program.”

A few openings are immediately available on WOR’s Martha Deane program for those advertisers, or their agencies, who are interested in the tactful, but always powerful, selling of Martha Deane. The address is— WOR, at 1440 Broadway, in New York.
Behind the Wall of Wartime Censorship

Koop Book Describes Radio in Its First War


HOW the Office of Censorship piloted the tortuous channel between the Scylla of leaking valuable information to the enemy and the Charybdis of destroying free radio and the press, radio from its inception is related in the new book of Theodore F. Koop.

Mr. Koop, chief of the news bulletin service of the National Geographic Society, served as special assistant to Byron Price, Director of Censorship, and later as his assistant director and deputy director. He is thus intimately acquainted with the problems, methods, and conclusions of the public service and what is more important, is able to see their significance as delicate balance points between free institutions and the authoritarian demands of war.

While the book is replete with interesting yarns of the ingenious tricks of enemy agents and the more ingenious means by which they were forestalled, Mr. Koop's chapter on "Broadcasting's First War" is perhaps the most completely documented and discerning account yet published on the public service contributions of radio, which had come into being as a mass communications medium since World War I and was, because of its speed and flexibility, potentially a much more dangerous medium than the press.

Severe Test

"Now," Mr. Koop writes, "radio was to undergo a severe test on which its very survival as an independent enterprise might depend. Always in the background was the threat of complete government regulation. In contrast to the press, radio's independence had been under federal licence. One slip in time of war, and the supervision might easily shift from the paternal to the autocratic. Even before the broadcasting industry had a chance to prove its wartime competence, there were persons high in the administration who earnestly wished that radio stations be controlled physically by the government for the duration. Only in that way, they contended, could the government be sure that its interests were being served. Theirs was no proposal that could be lightly brushed aside; they were in a position to prevent this call to duty for President Roosevelt."

Since the case for complete government control of radio as the most direct and immediate form of communication had considerable merit as well as high support, it was up to the friends of free speech to make every effort to prevent it. Fortunately, as Mr. Koop points out, Byron Price was one of those friends.

But the news was, of course, only the smallest part of radio censorship. "Security," Mr. Koop points out, "might be endangered by various types of programs—re-creation of the deli-cate nature of radio and the need of going further. Mr. Koop quotes from the original Broadcasters' Code: "Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for echolocations; Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly.""

Alarm Incident

When the Pennsylvania State Defense Council proposed an air raid in which stations would sound the alarm—although in an actual air raid they would go off the air—the Office of Censorship cited this comment, and the council dropped its scheme.

Although the news section of the Broadcasters' Code was virtually the same as the Press Code, and few difficulties arose, one commentator, who frequently had come close to the danger line, received an informal call from the censors. When he objected that his broadcast might be interpreted as a threat to the enemy but for American women, the censors seized advantage and arranged for a woman employee of the station to edit his scripts.

Technique Of Radio's Power Analyzed

Professor's Book Studies Psychology of Kate Smith Appeal


THE WARM voice, hoarse now from hours of repeated begging, cajoling, almost demanding, was of undeniable appeal.

(The mother of a bombardier later recalled: "I remember she say, 'If you buy a bond, you buy a ticket for your son to come home.' . . . The way she speaks to mothers, it would break your heart. . . . I wouldn't NOT have the money to help my son. I wouldn't be able to rest.)"

It was a September morning, back in 1943, and Kate Smith was well into an 18-hour marathon of war bond selling on CBS. The marathon, before the day was done, was to sell $11 million worth of bonds.

(The Brooklyn housewife whose son was overseas remembered: "The way she was talking, I had all I could do to get to the phone quickly. She was telling the story of a young fellow—I remem-bered his name was Orrill—I didn't have any legs or arms. . . . It got me so. I ran from the phone right over to his (her son's) picture and started to cry. And I said: 'Sonny, if this will save one hair of your head, I thank God.'"

What tricks of human consciousness make millions susceptible to such appeals? Last week, in a scholarly book of 210 pages, a Columbia U. professor sought to de-scribe them.

Broadcasters Should Read Mass Persuasion, as written by Columbia Prof. Robert K. Merton, is just what its title implies, a study of the use of persuasion over the radio in swaying great numbers of people. Broadcasters might well read this remarkable volume to perceive more intimately the fantastic power they control.

Throughout the entire book, Mr. Merton seeks to answer just one question: Just how and by what special techniques of persuasion was a radio star able to sell $39 million worth of war bonds during the course of one day's broadcasts?

The finished product, looking much like the final thesis of a Ph.D. candidate, is the direct result of three inter-related sets of exhaustive, comprehensive studies: (1) content analysis of the Smith radio broadcasts; (2) intensive "focused" interviews with 100 persons who listened to her broadcasts during the day in which she sold the bonds; (3) polling inter-views, restricted to several specific questions, with a cross section of almost 1000 people.

Discussing the research value of Kate Smith's marathon bond selling campaign, Mr. Merton writes: "The Smith bond drive satisfied many requirements of a study in social psychology. It was, first of all, a real-life situation rather than a synthetically arranged event. Secondly, the bond purchases provided an index, however crude and tentative, of effective persuasion. Thirdly, the situation was emo-
Area ‘Flea Circus’ Opens in January

Meeting of NAB Board In San Francisco
Slated Jan. 5-7

CONDEd. version of the NAB “flea circus,” clipped in itinerary but replete with an extra heavy program of BMB, BMT, AFM and kindred problems, is tentatively slated to open in San Francisco after the scheduled Jan. 5-7 meeting of the board of directors.

At that time the new “area” plan by which the 17 district meetings would be boiled down to eight combined meetings, followed by separate district sessions is slated to go into operation [BROADCASTING, Oct. 28]. The new NAB board adopted the area plan at its Oct. 25 meeting immediately after close of the Chicago convention.

C. E. Arney Jr., NAB secretary-treasurer, who last week took a week’s rest at French Lick Springs, Ind., after organizing what industry spokesmen describe as the smoothest convention in history, was instructed by the new board at its Oct. 25 meeting to go into operation

Eases Load on Officers

Purpose of this plan is to cut in half the load on the NAB headquarters executives. Under the district meeting setup key executives must attend all 17 of the annual district meetings, a trying assignment that seriously interferes with operations at headquarters and taxes those who make the trips.

By reducing the number of meetings through the area plan district autonomy would be retained but all member stations would have a chance to take part in meetings addressed by headquarters personnel.

The board adopted a recommendation by a subcommittee consisting of Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver, and William B. Smulinn, KIEM Eureka, Calif. The recommendation specifically provided that the autonomy of the district setup is in no way affected and that district meetings will be held in conjunction with each area meeting. Responsibilities of district directors would not be affected.

The areas would be set up as follows under the subcommittee’s plan:

A—District 15 (No. Calif., Nev., Hawaii); 16 (Ariz., So. Calif., N. M.); 17 (Alaska, Ore., Wash.)

B—District 14 (Idaho, Utah, Wyo., Mont. western) 13 (Idaho, Mont. eastern)

C—District 10 (Is., Mo., Neb.); 12 (Mo., Minn., Iowa, Ohioa)

D—District 8 (Ind., Mich. except 2 counties); 9 (II., Wis., in part); 11 (Mich., N. D., Mich. part, eastern S. D.)

E—District 13 (Texas)

F—District 5 (Ala., Fla., Ga., P. B.); 6 (S.C., La., Miss., Ark., Okla.)

G—District 4 (D. C., N. C., S. C., Va., W. Va.); 7 (Ky., Ohio)

H—District 1 (Conn., Me., Mass., N. H., R. I. Vt.); 2 (N. Y., N. J.); 3 (Del., Pa., Md.)

Another convention development was a plan to expand participation of small market stations in district meetings. Active in this movement are A. E. Spokes, WJOY Burlington, Vt.; Paul Wagner, WPAT Portsmouth, Ohio; John Alexander, KODY N. Platte, Neb.; and Allan Curnutt, WOSH Oshkosh, Wis. They contended at the meeting of Small Market Station District chairman that their plan would permit better control over problems of such stations; provide an interchange of business practices and labor relations experiences, and stimulate national, regional and local sales projects.

By-Laws Need Change

Modernizing of the NAB by-laws and refinement of NAB’s geographical districts will be considered by the association’s headquarters’ staff prior to the San Francisco board meeting.

Present by-laws were adopted at the time of the NAB reorganization in 1938. They have been amended numerous times, leading to need for rewriting of the text to eliminate technical flaws. Amendments were adopted at the NAB convention in Chicago. They provided for referendum ballots by which the board can submit changes in charter or by-laws to the membership; and vested authority in the board to promulgate standards of practice or codes, along with provisions for their enforcement.

Several changes in districting have been proposed informally by member stations. One plan would transfer part of the Texas Panhandle, now in the 13th District (Texas) to District 14 (Mountain States). Some New Mexico stations have suggested transfer from District 13 (N. Calif., Ariz. and N. M.) to District 14 on the ground that their interests are closer to those of other Mountain States. They also contend that transportation of principal cities in District 14 is less difficult.

Suggestion has been made that South Dakota and Wisconsin should be districted along State lines instead of being split. South Dakota is divided among Districts 11 and 14, with Wisconsin divided among Districts 9 and 11. A small portion of Michigan lies in District 11 but the bulk of the State is in District 8.

FCC Oral Argument

ORAL ARGUMENT is scheduled Wednesday before FCC en banc, starting at 10 a.m., on three proposed decisions of the Commission: (1) Denial, without prejudice, of license renewal application of WJOL Joliet, Ill., because of a free-time agreement with a former owner; (2) grant of Cleveland Broadcasting Co.’s application for a new Cleveland station on 1300 ke with 5 kw directional fulltime, and denial of Scripps-Howard Radio’s application for the same facilities, and (3) grant of Fetzer Broadcasting Co.’s request for 1250 kc with 250 w fulltime for a new Grand Rapids station and denial of Ashbaker Radio Corp’s application for the same assignment.

ATTENDING annual meeting of promotion managers of CBS owned stations Oct. 7-10 at Hotel Pierre, N. Y., were (1 to r standing): Grant Theis, assistant to director of radio sales promotion for CBS; John P. Cowden, director of promotion service for owned stations; Thomas D. Connally, director of program promotion; Louis Hausman, manager of presentation division; Howard S. Meighan, vice president and director of station administration; David Frederick, director of sales promotion and advertising; Carl Ward, WCCO Minneapolis-St. Paul; Ralph Taylor, KNX Hollywood and CBS Pacific network; Jules Dundes, WCBS N. Y.; Howard Stanley, director of promotion for radio sales; John Fox, manager of production for sales promotion and advertising; Irving Miller, art director for owned stations, and William Hylan, assistant to director of station administration. Seated (1 to r) : Jeanne Rogers, copywriter in owned stations promotion service; Guy Cunningham, WEEI Boston; Spokes, WJOY Scranton; Hylan, assistant to director of station administration. An interchange of business practices and labor relations experiences, and stimulate national, regional and local sales projects.

Ring Recovered

THROUGH an NBC broadcast from Tokyo last week a Marine Corps officer will be able to recover a good luck ring taken from him by the Japanese following capture of Wake Island. An acquaintance of the officer after hearing the news cast over WRC Washington phoned the network’s Capital key to affirmation of the ring as possibly belonging to Lt. Col. Herbert C. Freuler at Quantico, Va. NBC Washington contacted Col one l Freuler who appeared on World News Roundup the following night to relate his experiences with the Japs. The ring, bearing his name, had been made by his wife before their marriage.

Video Indoctrination

WFIL Philadelphia will start a series of weekly television indoctrination classes for its staff members to familiarize the employees with the television field. Thomas Hutchinson, station’s television consultant, will supervise. At the same time WFIL continues its course in television receiver maintenance and repair for nearly 100 radio service men.

Margaret Coleman

For the second consecutive year, the National Safety Council has honored WKY with a top award for what it recognizes as distinguished service in promoting safety on the farm.

This twice-won recognition has come to what actually is only a routine phase of the total service program of WKY's Farm Reporter, but it is indicative of the quality of service rendered by this program in all phases of special farmer interest. Few farm programs anywhere, in fact, equal it either in scope or practical usefulness.

Longtime, self-starting enterprise in sensing and serving the needs and interests of Oklahoma listeners combined with a program menu appealing to most of the people most of the time explains why WKY attracts and holds the largest habitual audience in the state, a fact again substantiated in the recently published statewide study of radio listening conducted by Dr. F. L. Whan.

ADDITIONAL WKY AWARDS IN 1946

BILLBOARD—15th Annual Radio Editors' Poll names WKY's "Save the Soil" tops in local public service.

CITY COLLEGE OF NEW YORK—Award of Merit for the most effective promotion by a regional station of a sponsored radio program.

BILLBOARD—Second among regional channel stations in over-all promotion. Ninth Annual Radio Promotion Exhibit and Competition.
New Fort Worth, Pittsburgh
Stations, WGOV Regional Seen

NEW 1 kw stations for Fort Worth (fulltime) and Pittsburgh
daytime and a regional assignment for former Georgia Gover-
sor E. D. Rivers’ WGOV Valdosta
were anticipated in proposed deci-
sions announced by FCC last Wednesday.

In the Pittsburgh case the Commission invoked its multiple
ownership rule to deny Liberty Broadcasting Co.’s FM application
but approved its AM request for 750 kc with 1 kw, di-
rectional antenna at night, to Fort Worth Broadcasting Co., with
a proposed denial for Luck-McDonald Co., which sought the same
assignment.

Mr. Rivers’ WGOV request for a
change from 1450 kc with 250 w
to 950 kc with 5 kw day and 1 kw
night, directionalized fulltime, won
a proposed grant over Valdosta
Broadcasting Co.’s application for
a new station on the same assign-
ment despite FCC’s frequent dis-
position in such cases to grant the
new-station application.

The Commission found both
WGOV and Valdosta Broadcasting
Co. qualified. But, the proposed
decision declared:

“Taken alone, the consideration of the
establishment of an additional and
competitive broadcast service would be
preclusive of a grant to the Valdosta
Broadcasting Co. However, we cannot ac-
cept this factor as controlling. Other-
wise, an existing station seeking to im-
prove its coverage by a change in fre-
quency and increase in power would
always be barred by a proposed appli-
cant proposing to construct a new sta-
tion on the operating assignment re-
quanted by the existing station.

We are of the opinion that in this
case consideration should also be given
to the past performance of WGOV and
to its efforts to improve its facilities
and also to the fact that the fre-
quency now being used by WGOV
would be available for assignment to a
qualified applicant proposing to estab-
lish an additional station in Valdosta
or proposing to establish a station in
nearby community having a greater
need than Valdosta for the use of this
operating assignment.”

Rivers Pioneering

FCC noted that Mr. Rivers “pioneered
radio broadcasting in Val-
dosta” and that his efforts to ex-
pand WGOV coverage dates back to
1941. The station’s service since
it was founded in 1940 was de-
scribed as “commendable.”

The competing applicant, FCC
added, also “is composed of local
residents, and the programs pro-
posed by this applicant are found
to be as meritorious as those propo-
sed by Mr. Rivers.”

Valdosta Broadcasting is owned
by George H. Cook, Valdosta, and
33% owner, who is in the insur-
ance business; A. Julian Strick-
land Jr., textile manufacturer,
33%; L. O. Smith, in the automo-
obile business, 33% and Tom B.
Smith, retail druggist, 1%.

The Fort Worth grant was based
on the fact that the three owners
of Fort Worth Broadcast-
ing are Fort Worth residents and
would take part in station opera-
tion, while only one of two part-
ners in Luck-McDonald lives in
Fort Worth and that one would
not participate in operation of the
station.

Owners of the proposed grantee
are Frank M. Skinner, owner of
a retail clothing store at Austin,
Tex., and supervisor of all its
radio advertising activities, who
owns 97.6%; Russ M. Lamb, pro-
gram director and production
manager of a Fort Worth station,
who owns 2% and would be man-
ger, and John R. Crouse, Fort
Worth station engineer, who has
0.4% and would be chief engineer.

Luck-McDonald Owners

Luck-McDonald is owned by Dr.
Leskie Halton Luck, optometrist,
who conducts a radio program ad-
vertising his business, and Myron
Birdsell (Pat) McDonald of San
Antonio, formerly with several
Texas stations. Their ultimate in-
terests would be 51% for Dr. Luck
and 49% for Mr. McDonald. Mr.
McDonald would be manager.

In the Pittsburgh case FCC
found that some overlap would
develop between Liberty’s proposed
FM station and that of the FM
station of WSTV Steubenville,
Ohio, in which the seven major Liberty
stockholders own 37.7% interest.
The overlap would in-
crease, FCC added, if WSTV-FM
requested normal maximum power.
On that basis the Commission pro-
sed to deny the FM application,

But the overlap between Lib-
erty’s proposed AM station and
WSTV, the Commission concluded,
would be “negligible”—not enough
to require denial of the application
under the duploidy rule.

Liberty is a partnership com-
posed of John J. Laux (WSTV
manager), Jack N. Berkmann,
Charles C. Swearingen, Alex Teitle-
baum, Myer Wiesenthal, Lois
Berkman, and Rich Teitelbaum
(13% each) and Joseph M. Trosch
and John L. Meridian (4.5% each).
All nine are interested in WJPA
Washington, Pa., 26 miles from
Pittsburgh, but have agreed to give
up these interests within 30 days
after the Pittsburgh grant becomes
final.

A Magic Market in
Magic Valley

It’s almost like magic the way the crops keep roll-
ing out of the Valley the year ’round, and the
money keeps rolling in! To Valley folks, there
is no slack season. Here is a PERMANENT
market that has a steady effective buying power ... income per capita is over $650.00, totalling 165
million dollars. Look to KRGV, the station that
dominaes Magic Valley from one end to the other.

1290 ON THE DIAL
KRGV
WESLACO, TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE
1000 WATTS
SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

Page 30 • November 4, 1946
How to start the day right in Indiana

At 8:15 a.m., Monday through Friday, something approaching a mass migration takes place here in Indiana. Out on the farm, in town and in the cavalcade of work-bound cars there’s a swirling and a twirling of radio dials as Hoosier listeners turn to 1070 for “The WIBC Coffee Shop.”

Here’s a spirited half-hour session of top tunes, sprightly banter, dramatic interludes and last-minute flashes concerning news and the weather. Emcee of this sparkling wake-up show is versatile, popular Sydney Mason—WIBC’s “man of many voices”—supported by an all-star cast of Indiana radio favorites including Mike Dunn, announcer; “The Percolators,” instrumental trio; “The Dixie Four,” vocal quartet; Binnie Krafton and Dave Hamilton, vocalists.

No unrehearsed, ad lib production, “The WIBC Coffee Shop” is a highly polished, carefully planned product of the WIBC live talent staff. And for the morning-minded sponsor with an eye on Indiana sales, time now available on “The WIBC Coffee Shop” represents one of the best buys at Indiana’s favorite radio station. So speak to your John Blair man now about starting your Indiana sales right with a 15 or 30 minute sponsorship on this program that starts each week day right for the residents of Central Indiana. Your JBM can give you full details, too, on other WIBC live talent shows, expressly tailored to your commercial objective. See him today!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News
a great, leading all states in cash farm income last year that contains A. of all the nation's grade A farm area—WMTland embraces Iowa's richest farmland—Iowa economically & AT 600 KC's—IOWA'S

November 4, 1946
BROADCASTING  Telecasting
Eastern Iowa's

...VS'

"BEST BUY" to

7.`1. .

creoswag"ofr.i......

financetol

to reach

your "BEST BUY" to reach

Eastern Iowa's buyers economically & completely

AT 600 KC's—IOWA'S FINEST FREQUENCY

JAMES CAESAR PETRILLO and his American Federation of Musicians would "do everything within their power within the law" to defeat Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Lea Act, the House Special Committee to Investigate Campaign Expenditures was told last week by Joseph A. Padway, AFM general counsel.

Appearing on behalf of four unions affiliated with the American Federation of Labor, Mr. Padway said the AFM "might ask each member to make a house-to-house campaign" in Mr. Lea's district, "to solicit votes against him."

Harry J. Steeper, first assistant to President Petrillo, told a slightly different version. Said Mr. Steeper, in substance: The AFM has not discussed the Lea Act nor Congressman Lea; has "not urged any of our members to vote one way or the other"; takes no part in politics at all, other than to apprise its members through the International Musician of the records of Congressmen.

Purchase of Time

Mr. Padway appeared before the committee Monday after advising the AFM, International Brotherhood of Teamsters, United Garment Workers and the Laundry Workers International Union to ignore questionnaires sent out by the committee to more than 300 organizations. The questions asked are "invasion of private rights," the union attorney contended. He identified himself as general counsel of the AFM and the four unions which had refused to answer the questionnaires.

Rep. Frank Fellows (R-Me.), who sat with Chairman J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), referred to the Corrupt Practices Act and asked Mr. Padway if he thought "the purchase of radio time and the preparation of script in behalf of a candidate or against some other candidate" would be considered a "contribution of value" under the law. Mr. Padway said, "In general, sir, yes. For instance, the purchase of radio time by the AFM to explain to the public or at least to the citizens in the district of Congressman Lea, his attitude on the Lea bill and that it has been against the interests of the AFM and will have a detrimental effect upon them, and they want the people to know that Lea had not been a friend of the AFM, I do not think that could be construed as prohibited as a political contribution."

Mr. Steeper told the Committee that the International Musician published an article "excoriating Congressman Lea for the infamous—toward us—bill that was passed under his name, but there was no intimidation, nor any instructions contained in that article as to how the members should vote."

Reference was made to Mr. Petrillo's violent denunciation of Representative Lea at the AFM June convention in Florida. "It was said in the heat of an oratorical display," explained Mr. Steeper. "But it was an expression of the true sentiments felt by President Petrillo," interjected Counsel Padway.

"You said it; you can repeat that," exclaimed Mr. Steeper. He denied, under cross-examination, that the AFM had taken any "political action" against Representative Lea and said he knew of no plans for such action.

Chairman Priest said the committee would adjourn further hearings until after the election. It was understood that some committee members favored subpoenaing certain radio commentators who have supported Administration candidates, but Chairman Priest reportedly turned down any such move on the grounds that the committee might be intruding on the right of free speech and free press.
Two for One Price
KFJZ - Fort Worth    ★    WRR - Dallas

One ax — two whacks . . . and these birds are on their way to becoming a first-class Thanksgiving Dinner . . .

Radio coverage of the billion dollar Fort Worth-Dallas markets can be garnered in much the same way: KFJZ and WRR . . . two 5000 watt stations for one price . . . and you have the Best Radio Buy in Texas.

Yes Sir, this double helping of KFJZ and WRR is available at simultaneous or separate hours . . . for one price. Check the coverage and listener loyalty of the KFJZ-WRR audience, and serve yourself a double portion of real sales power.

Two Stations for One Price

NATIONAL REPRESENTATIVE
WEED & COMPANY

THE BEST RADIO BUY IN TEXAS

BROADCASTING • Telecasting
DON'T GIVE THE AX TO YOUR OUTSIDE AUDIENCE

on the Pacific Coast, too!

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

PACIFIC COAST outsiders have a keen interest in your radio show— but if it isn’t on Don Lee, this big audience (around 6 million people) can’t hear it.

All of the four Pacific Coast radio networks cover the inside, or seven major metropolitan county areas. Don Lee, however, is the only network with enough stations to deliver the outside audience also. (The outside audience, incidentally, represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year!)

Don Lee gives exclusive coverage of the rich plum which is the outside market because of its great number of stations. Don Lee, with 40, has more stations than all other Pacific Coast networks combined. And it takes many stations to do a complete coverage job on the Pacific Coast. Most markets of the region are surrounded by mountains 5,000 to 15,000 feet high, and the long-range broadcasting of other networks can’t reach them. Only Don Lee has a station located within every important mountain-surrounded market.

Give the big, money-spending outside audience a break on the Pacific Coast. Put your radio show on Don Lee and there will be thanks-giving from these folks all year long. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 7: EVERETT, WASHINGTON

An exclusive Don Lee outside market

TOTAL RETAIL SALES $44,520,000
Sales Management, 1946, Survey of Buying Power

The Nation’s Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
October Listening Jumps 8% On Pulse
Rating Service Places Hope First on List With 19.7
INCREASE OF 8% in the October average-quarter-hour sets-in-use in New York over the September rating was reported last week by The Pulse, New York. Listening rose from 20.2 in September to 24.5 in October, an increase of 1.9 over October 1945.


Philadelphia Increase
Radio listening in Philadelphia showed an increase of approximately 8% in the September-October average quarter-hour sets-in-use over the July-August Pulse ratings. Listening rose from the low for 1946 of 19.1 in July-August to 20.6 in September-October, and above the 20.4 attained in the same period in 1945.

The top 10 evening and daytime shows in Philadelphia as listed by the Pulse were: Evening: Dr. Christian, 20.0, Luz Theatre, 19.8, Charlie McCarthy, 17.8, Suspense, 17.3, Your Hit Parade, 17.0, Mr. District Attorney, 15.8, Mr. Keen, 14.0, Screen Guild, 13.8, Big Town, 13.5, Dick Haymes Show, 13.3, Walter Winchell, 13.3, Daytime: Breakfast Club, 15.8, Big Sister, 14.8, Kate Smith Speaks, 8.9, Breakfast in Hollywood, 8.6, Aunt Jenny, 8.6, Helen Trent, 8.6, Our Gal Sunday, 7.9, Road of Life, 8.3, Young Dr. Malone, 8.2, Saturday and Sunday Daytime: Children's Hour, 15.3, Grand Central Station, 8.8, Armstrong Theatrical Corporation, 7.8, Ranger Joe, 7.5, Sheenover Parade, 7.5, RCA Victor Show, 7.5, Stars Over Hollywood, 7.0, One Man's Family, 6.5, Quick as a Flash, 6.3, Harvest of Stars, 6.3.

More Decontrols
OPA has released from price control articles of electronic equipment sold to consumers as kits for assembly into microphones, record players, amplifiers, loud speakers and other devices using batteries or electricity.

INDEPENDENT INDIA WILL ADD BUSINESS
PETER DE PETERSON, manager of the Calcutta office and a director of J. Walter Thompson Co., is on the top of the company's United States offices, last week predicted the eventual development of a strong, independent jute business and further extension of foreign business interests in the new independent India.

In mentioning advertising in India, he pointed out that one of the great problems is the wide diversity of languages. Radio advertising presents a real problem because of the language situation. The development of an all-India radio network will be a real problem. It was the present BBC system he said, has been hampered by the fact that radio owners are widely scattered throughout the continent in widely separated language areas.

More Listeners Write; Urge Mature Programs
"IF PEOPLE don't write as a contestant to win a prize, they're writing to find out how to get on the show," Rodney Erickson, WOR New York director of programs, said last week in a report on the station's mail count. In the past year the number of letters received from listeners at WOR has more than doubled and has been the biggest mail in the almost quarter of a century the station has been on the air.

Mr. Erickson feels that it is part of an important trend now that the war is over and people have more time to listen to the radio and write in their opinions on the various shows. The 'give away shows' offering hard-to-get items to listeners have been even a greater incentive to write radio stations," Mr. Erickson pointed out. "Invariably, the writer makes some comment on the show and these off-hand criticisms are invaluable in planning future shows. It means that American people are at last taking an active interest in radio and the demand is definitely for more mature shows. It's one of the best things that has ever happened to radio," he concluded.

Aviation Channels
ALLOCATION OF frequencies between 108-132 mc to the aviation service was announced by FCC last week, effective upon adoption (Oct. 25). Licensees affected by the plan have "at least" until Jan. 1 to make necessary operating adjustments. The Commission also made public a letter asking Aeronautical Radio Inc., Washington, to continue present experiments with an eye to recommendations for an assignment plan probably based on a system of geographic or route assignments rather than assignments to companies.

Canada Proposal
LEGISLATION to stop the CBC from "the power it has to publish newspapers and periodicals" is to be brought before Parliament at Ottawa at the next session, according to a statement made by John G. Deifenbaker (Progressive-Conservative member for Lake Center, Sask.) at Regina. He is reported to have told the Saskatchewan Progressive -Conservative Association that the CBC "might conceivably come to exercise that power" with the extra $2,000,000 granted to it by Parliament at the session this past summer. (Grant was earmarked by CBC for three new 50 kw and one 10 kw transmitters.) Mr. Diefenbaker stated that the P-G party believed the CBC "should not dominate the private stations" of Canada.

Fraenckel Honored
VICTOR H. FRAENCKEL, General Electric Research Lab. scientist, has been presented the Medal of Freedom, a special civilian award of the War Dept., by Lt. Col. William L. Purrell, chief of the Rochester, N. Y., AAF Procurement Field Office. Award was presented to Mr. Fraenckel for "meritorious service in Europe as expert consultant, office of the Secretary of War, from March 1944 to March 1945 and from March 1945 to May 1946. As special adviser on radio and radar counter-measures to the Commanding General, U. S. Strategic Air Forces in Europe, he served before distinction, formulating many of the operational policies and techniques which greatly contributed to the effectiveness of the Radio Counter-measures program in our strategic air effort."

WELCOMING KPOA, new 5 kw Honolulu station on 930 kc, were members of Edward Petry & Co., station representatives, at the Chicago NAB Convention. Seated (l to r): Earle H. Smith, Petry San Francisco manager; Irvin Gross; Hanque Ringgold; Jack Keating and Elroy McCaw, of KPOA; Turk Righter, and Louis Smith. Standing: Buell Herman; James G. Sandison; Charles Grisham; Bill Cartwright, Detroit manager of Petry; Jim Parsons; Edward Petry; Henry I. Christal, New York manager; Ed Vaynow, Chicago manager; Jack Harrington; Jim Thompson; Chet Matson, Los Angeles manager; Mike McGuire; George Kercher, St. Louis manager, and John Ashenhurst.
BENJAMIN FRANKLIN said...
"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

ELBERT HUBBARD said...
"There is no freedom on earth... for those who deny freedom to others."

ABRAHAM LINCOLN said...
"I want every man to have the chance... in which he can better his condition... And freedom of the press will maintain it."

PRESIDENT TRUMAN said...
... Radio "must be maintained as free as the press."

THOMAS JEFFERSON said...
"Equal and exact justice to all men—freedom of religion, freedom of the press, freedom of the person... These principles form the bright constellation of democracy."
RADIO EXECUTIVES discuss plans for the Radio Executives Club of New York for the 1946-47 year, with the first of a series of semi-monthly luncheon meetings. (Left to right) Arthur Pryor Jr., BBDO vice president and member of the REC program committee; Robert D. Swezey, Mutual vice president and general manager, REC president; Frank Stanton, CBS president and member of the REC advisory council; Justin Miller, NAB president, also member of the club's advisory council.

Pioneer Dr. DeForest Charges Radio Has Been 'Debased' by Broadcasters

DR. LEE DEFOREST, industry pioneer, today protested his role of unwanted step-child at the NAB convention in Chicago, where, he charged, he was not "even invited to attend as a guest."

Dr. DeForest, whose invention of the vacuum tube first gave radio a voice, himself voiced his objection at what he termed had made radio a "laughing-stock" with its over-commercialization.

To vent his ire on the industry which sprang from one of America's most creative geniuses in 1907, Dr. DeForest was forced to resort to another, and older media—the "Letters To The Editor" column of The Chicago Tribune.

In answer to his own question, "What have you done to my child?" Dr. DeForest said, "He was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You (the broadcaster) have debased this child, you have sent him out in the streets in rags of ragtime, tatters of jive and boogie-woogie to collect money from all and sundry for hubba-hubba and audio jitterbug. You have made of him a laughing-stock to intelligence, surely a stench in the nose, a man, 'I have to use their alkaliz- ing of 13 years."

het for culture, fine music, the uplifting of America's mass intelligence. You (the broadcaster) have debased this child, you have sent him out in the streets in rags of ragtime, tatters of jive and boogie-woogie to collect money from all and sundry for hubba-hubba and audio jitterbug. You have made of him a laughing-stock to intelligence, surely a stench in the nose, a man, 'I have to use their alkalizer.' "

Assails Daytime Serials

"The nation has no soap, but soap opera without end or sense floods each household daily. Said a man, 'I have to use their alkalizer;' their commercials upset my stomach.'"

"Murder mysteries rule the waves by night and children are rendered psychopathic by your bedtime stories. This child of mine, now 30 years of age, has been rea-

Pioneer Dr. DeForest Charges Radio Has Been 'Debased' by Broadcasters

Dr. DeForest said British radio has had a different upbringing in the United States. "Here and there from every station come brief flashes worth the hearing, some symphony, some intelligent debate, some playlet worth the wattage. The average mind is broadening, and despite all the debasement of most of radio's offerings, our music tastes are slowly advancing. Some day the program directors will attain the intelligent skill of the engineer who erected his towers and built the marvel which he now so ineptly uses," said Dr. De-

Denies Report

Dr. DeForest also denied, in an interview with Broadcasting, any knowledge of a previously reported project which would utilize one of his most recent inventions to put television on the nation's billboards.

The invention is a new projection tube using an arc-lamp sys-

Navy BAT Training

THE NAVY has started a program of training fleet aircraft personnel in technical and operational use of the BAT, radar-guided anti-aircraft gun. The BAT was used during the last year of the war in the Pacific as the first fully automatic guided missile to be successfully used in combat by any nation.

Training will be centered at Naval Aviation Ordinance Test Station, Chincoteague, Va.
Marksmanship and Markets

The bullseye has long been the accepted symbol of accurate fire, concentrated on a single target. From the earliest turkey shoot or Indian raid, American marksmanship has continued as a valued and important national asset.

For the radio time-buyer, WCBM is the symbol for targeting sales efforts directly on the Baltimore market. To achieve the maximum in results with economy and certainty, you'll want to find out how the concentrated selling power of WCBM can help you market your product in this rich and densely populated area. Investigate this asset now for profits later.

John Elmer, President

George H. Roeder, General Manager
WHEN Bell Telephone scientists designed and Western Electric manufactured the first vacuum tube repeater amplifier back in 1914, they opened a vast new frontier of communications and sound distribution. Up to that time, telephone communications—both by wire and radio—could cover only limited distances and produce relatively low volumes.

For more than 30 years, this team has produced ever better amplifiers for almost every use—long distance wire and radio telephony, radio broadcasting, sound distribution systems, mobile radio, sound motion pictures, disc recording, acoustic instruments and radar.

Equipped with unexcelled tools of research, experience, skill and manufacturing facilities, the Bell Laboratories-Western Electric team will continue to design and build amplifiers outstanding in quality, efficiency and dependable performance.

— QUALITY COUNTS —

BELL TELEPHONE LABORATORIES
World’s largest organization, devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation’s largest producer of communications equipment.
for Quality in Amplifiers

1922. The Western Electric 8A was the first commercial broadcasting amplifier. Today, 24 years later, some of these 8A's are still in use. This long life speaks volumes for the quality built into them.

1928. This ac operated amplifier, one of the first made, reduced maintenance costs and did away with cumbersome batteries and charging equipment. It was used to record some of the earliest sound motion pictures.

1934. Western Electric was an early leader in making compression type amplifiers to enable higher speech intensity between noise level and overload point. This equipment was used in overseas radiotelephony.

1942. This compact and powerful unit for battle announce systems is typical of Western Electric amplifiers designed during the war. It operated dependably when mounted a few feet from the largest guns.

1938. Negative feedback is another of Bell Laboratories' many contributions to amplifier design—now in general use. This amplifier for disc recording was able to supply as much as 50 db of feedback.

1946. The brand new 124H and J amplifiers for wired music and public address systems are small and lightweight, yet deliver 20 watts. They are setting new standards of quality for music reproduction.

1946. The 1126C is the latest design of Western Electric's popular level governing amplifiers. In operation it acts as a program-operated gain control to prevent overmodulation in AM or FM broadcasting. It immediately reduces gain when an instantaneous peak exceeds a predetermined level, slowly restores it when the peak is passed.

Distributed by Graybar
OFFICES IN 95 PRINCIPAL CITIES
I'm Tommy's Dad"

Like two or three other people we can think of, Tommy's dad is a hard-working guy. And when he comes home, he usually wants to listen to the radio and relax. He finds he gets a lot more relaxing done when he leaves the dial set at WTCN, instead of jumping around.

We haven't figured out if it's a compliment, but Tommy's dad says WTCN carries less stuff you have to turn off!

WPTZ Signs First Network Television Contract With NBC

WHAT IS BELIEVED to be the first regular network affiliation contract in television has been negotiated between NBC and WPTZ, Philco video station in Philadelphia. According to Noran E. Kersta, manager of NBC's television department, the video contract, which is a very short version of NBC's regular affiliation contract with its AM outlets, provides for certain hours to be chosen to carry NBC in accordance with FCC regulations, for WPTZ to carry NBC commercial programs and to rotate a certain percentage of its card rate to the network, and for the networking of programs of WPTZ origin to WNBT, NBC's video station in New York, and other future NBC television affiliates.

Much of the contract is necessarily nebulous at present, Mr. Kersta said, with the purpose of leaving the document as flexible as possible so that it may be changed as the development of network television indicates without the necessity for continuously drafting new contracts. He declined to reveal the financial details of the contract, explaining that they are tentative and subject to change as experience, of which there is little as yet, may dictate.

Football Games First

Among the first programs to be broadcast under the new agreement are three football games—the New York Giants' professional game with the Philadelphia Eagles yesterday, Army-Pennsylvania contest Nov. 16 and the traditional Thanksgiving Day Penn-Cornell game Nov. 28. All three telecasts will originate at WPTZ and be sent to New York via the AT&T coaxial cable between the two cities.

The two Penn games will provide the first video co-op programs, being sponsored by Atlantic Refining Co. on WPTZ and by Goodyear Tire & Rubber Co. on NBC. Arrangements were made somewhat in advance inasmuch as both advertisers have the same agency, N. W. Ayer & Son. The pro game was broadcast as a sustaining program.

WPTZ has for some years picked up WNBT programs for broadcast under an informal agreement, utilizing the direct signal of WNBT which was picked up by a relay station at Mt. Hope, N. J., and re-transmitted to the WPTZ transmitter for rebroadcast in Philadelphia. WRGB, General Electric video station in Schenectady, also broadcasts WNBT programs. Both WPTZ and WRGB also broadcast programs produced by ABC, but these are local presentations and not networked.

Radios Found on 87.7% of Farms In Colorado

Of Farms In Colorado

Radio receivers were found on 87.7% of occupied farms in Colorado (39,956 out of 45,582 farms) as of Jan. 1, 1945, according to the Census of Agriculture conducted by the U. S. Census Bureau. Of the district offices is coordinated under the regional manager and is subject to regular inspection by him.

Discussion at the conference, first to be held since FCC set up the North Atlantic region, was centered around topics directly connected with work performed by the FCC offices under jurisdiction of the engineers present at the session.

Representing the enforcement offices were: Walter Butterworth, Boston; Arthur Batcheller, New York; Forest F. Redfern, Philadelphia; Hymen A. Cohen, Baltimore; Edward Bennett, Norfolk. Primary monitoring stations were represented by Charles T. Manning of the Mills, Mass. station, and A. Anderson of the station at Laurel, Md. Present at the sessions from the secondary monitoring stations, which are less elaborately equipped than primary stations, were Vernon K. Wilson of the Searsport, Me., station, and T. B. Cave of the FCC base at Scituate.

REGION MEN MEET IN FCC CONFERENCE

REPRESENTATIVES from five FCC enforcement offices and four monitoring stations, all located in the North Atlantic region, met last week for a three-day conference in New York with Charles C. Kolster, regional manager of field engineering and monitoring division.

The North Atlantic region, which Mr. Kolster has headed since July 1, covers all territory from the Canadian border to the South of the Mason-Dixon line. Work of the district offices is coordinated under the regional manager and is subject to regular inspection by him.

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AND TROPHY for first annual city golf tournament was donated by WKMO Kokomo, Ind., as Joe Jordan, WKMO sports editor, looks it over.

HOX, New Panama City Station, Goes on Air

PRESIDENT don Enrique A. Jiminez, of the Republic of Panama, dedicated HOX Panama City when the station went on the air at noon Oct. 12, it was reported last week in New York.

HOX, which operates with 1000 w on 940 kc, features international and domestic news and frequent dramatizations of Panama's history in its program structure, according to Joseph Tilley, general manager. HOX is owned by Radio Centro Americana whose other officers are Arturo Mueller, president; don Paul Jiminez, brother of the Panamanian president, vice president, and don Camilo Queloujeu, secretary. Coincidentally with HOX, short wave stations HOXA and HOXB went on the air, carrying the same programs.

KFTS Takes Air Nov. 6; Staff Erects Own Tower

KFTS Texarkana, Tex., MBZe affiliate and new outlet on 1400 kc with 250 w, is scheduled to begin operations Nov. 6 with formal opening planned for Nov. 10. Station was to begin broadcasting two weeks earlier, but has been delayed by equipment. Staff members lessened delay by erecting and painting antenna themselves. KFTS is owned and operated by David M. Segal, general manager, who formerly was manager of WROX Clarksdale, Miss., and Henry N. Fones, chief engineer, who also is part owner of WDSG Dyersburg, Tenn.

Station has employed an all-veteran staff. Lee Eugene, formerly with WROX, is program director. Announcer is Don Anderson and Bob Lawrence. Station equipment includes Collins transmitter and Raytheon console. Winchager tower is employed.
PORTLAND'S
"One-man Chamber of Commerce"

His name, Ken Mason. His program, "News Dramas." His station, KEX. And his 3-times-a-week audience embraces untold thousands of Oregon boosters. Ever hear of an Oregonian who WASN'T a booster?

How does he do it? Ken knows that NAMES MAKE NEWS. With a technique combining showmanship and intense regional pride, he brings to his microphone the Northwest's most news-worthy names. A 100-year-old Oregon pioneer, for example. The nation's youngest newspaper columnist. An eminent atomic scientist. A world-famous athlete.

Selling Portland is duck soup to Ken Mason, who also can become a slightly terrific performer on YOUR sales staff. As this magazine goes to press, "News Dramas" is available. Better ask the KEX Sales Department if that's still true.

Help Celebrate National Radio Week
Nov. 24-30

PORTLAND, OREGON
5,000 WATTS

KEX

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA WBZ WBZA WOWO KEX
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Paul H. Raymer Co.
TWO VIDEO MODELS DISPLAYED BY RCA

TWO TYPES OF RCA Victor home television receivers, to be available early this month, were displayed last week at the Parkway Hotel, Chicago. Several other manufacturers agreed to make their first public showings next March.

Models available soon, according to H. C. Chapman, in charge of RCA Chicago distribution, are a table-type receiver with 82-square inch picture on 10-inch direct view tube, retailing at $350, and a 23-inch picture on 10-inch direct view table-type receiver with 52-square inch picture on 7-inch tube, retailing at $325. Cost does not include tax, antenna or installation.

Early in 1947 RCA Victor will introduce two more models, he said. One will have television, Victor and AM-FM-shortwave receiver, with 10-inch tube. The other will have large-screen television, with AM-FM-shortwave.

Dan H. Halpin, RCA Victor television receiver sales manager, said the new sets would produce brighter, cleaner and steadier pictures. A special circuit holds the picture steady and keeps out interference. Sets will receive all 13 channels and have automatic station selector.

Promotion Slated In Radio Teaching

14-Point Program Adopted At Chicago Meeting

A 14-POINT program for radio councils and other lay groups to follow in assisting radio education was issued at the "Radio Councils Spark Plug Radio Education" session of the School Broadcast Conference, Oct. 21-23 in Chicago.

Panel, chairmanned by Dorothy Lewis, NAB Coordinator of Listener Activity, made the following recommendations for councils and other community radio organizations:

1. Devote one meeting a year to radio education.
2. Encourage a group study of children's listening habits.
3. Invite students to be come members of council evaluation committees.
4. Promote school and other educational broadcasts.
5. Maintain standing radio education committees.
6. Encourage Assn. for Education by Radio chapters in their areas.
7. Develop more local programs by students.
8. Support PTA and library activity.
9. Arrange shelves of books on radio in school and city libraries.
10. Arrange for articles on radio in appropriate journals and house organs.
11. Encourage superintendents of schools to keep items about radio in inter-office bulletins.
12. Promote the appointment of a radio coordinator in every school to serve on over-all radio committee.
13. Help to develop radio workshops in all high schools and colleges.
14. Make a study of ways and means to assemble a local library of transcriptions and scripts.

The group further recommended that stations and networks be urged to supply each council with advance information about educational programs so they can be more adequately promoted.

In addition to Mrs. Lewis, panel members were: Mrs. Margaret Stoddard, Cedar Rapids, Iowa; Mrs. Arch Trawick, Nashville, Tenn.; Mrs. Charles Geyer, St. Paul; Dr. L. H. Hightower, Kalamazoo, Mich.; Mrs. Clella Darby, Des Moines; Uberto Neely, Cincinnati; Mrs. Pearl Broxam, Cedar Rapids; Mrs. Norma Stiegelmeier, Normal, Ill.; Miss Olive McGugh, Toledo; Mrs. W. F. Ottmann, Omaha.

Dismissal Granted

THE HUGHES TOOL Co. petition to dismiss without prejudice applications for FM and television stations in Los Angeles was granted last week by FCC. Still pending is their request to delete a conditional FM grant for San Mateo, Calif. [Broadcasting, Oct. 28] It was reported that L. Hughes would also drop his San Francisco video application but no such request has yet been made.
New industries, oil, cattle, wheat, wholesale facilities, and other factors combine to make the Amarillo market one of the most progressive in the country.

In addition to being one of the nation's greatest beef producing centers, it is also one of the great oil and gas areas of the nation.

Three-fourths of the world's supply of carbon black, used in making tires, ink, and other products, are Panhandle products.

It is not only an immense wholesale distributing center for West Texas (wholesale volume over $15,000,000) but for the entire Southwest.

You can't overlook Texas—and that means—Amarillo?

KFDA programming Keyed to Suit Local Tastes

That's why ABC programs and locally produced features have gained a large and receptive KFDA audience in the densely populated areas of the Amarillo market. Ask a John E. Pearson representative for the real facts or write Howard Roberson, Manager.

One of the 5 Major Texas Markets


ABC OUTLET FOR THE AMARILLO MARKET

A NUNN STATION IS A PART OF THE AREA IT SERVES
New York Stations to Cancel Regular Schedules for Election Tuesday Night

NEW YORK stations have planned extensive coverage of the Nov. 5 elections. Mutual’s WOR, NBC’s WNBC, ABC’s WJZ, and CBS’s WCBS will augment regular network returns of regional and sectional election results with local election news throughout the evening.

Most independent stations will devote much of Tuesday evening to analyses of results. Some will do remotes from local party headquarters.

WQXR will air returns compiled from police headquarters, Republican headquarters and from Tammany Hall. WINS will give bulletins from the two political party headquarters and will present national results as reported over news wires. WMCA has cancelled all scheduled programs after 8:30 p.m. to provide listeners with election news.

From Headquarters

WOR will give complete coverage beginning at 9 p.m. after polls have closed. It will continue broadcasting results until majorities are obtained in gubernatorial and congressional races throughout New York and New Jersey.

OIR Broadcasting Meet Is Postponed

I should like to congratulate you on your Convention Number which contains highly interesting information on American broadcasting. I appreciate the great effort you contributed toward this publication which, in my opinion, is a valuable contribution to radio literature.

I am awfully sorry that I should ask you for some corrections, but the titles given to my article on...
WSM

Announces the formation of WSM, Incorporated, effective November 1, 1946.

This change effects a separation of the broadcasting operation from the insurance business of the National Life and Accident Insurance Company, the former licensee of this station. The policies of WSM and its managerial and operating personnel will be unchanged. We will continue to furnish our listeners and advertisers the same type of broadcasting service which has been our privilege to provide for the past 21 years.

EDWIN W. CRAIG
President

ELDON B. STEVENSON
Vice President

HARRY STONE
Vice President and General Manager

JESSE WILLS
Secretary-Treasurer

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

"The Best in Broadcasting"

WSM
NASHVILLE
finding local shows that “have everything”
like the RUSH HUGHES SHOWS

...is like finding a ...in a —

RUSH HUGHES
St. Louis' No. 1 Radio Personality
PRESENTED THREE TIMES DAILY
12:00 Noon • 1:00 p.m. • 6:00 p.m.
in person on...

KXOK

SAINT LOUIS 1, MISSOURI
OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
630 K.C. • 5,000 WATTS • FULL TIME • Affiliate AMERICAN BROADCASTING COMPANY

AFFILIATED WITH KFRU, COLUMBIA, MO. — Represented by JOHN BLAIR & CO.
Offices in New York • Chicago • St. Louis • Detroit • Los Angeles • San Francisco
buy-wise sponsors are currently
‘MAKING HAY’ on KXOK
with the RUSH HUGHES shows

Top national names, including Super Suds, Vel, Milani Products, Colgate Hand Cream, United Fruit Company, and representative local advertisers are set to harvest results from these new KXOK shows... and no wonder! Rush Hughes, coast-to-coast success on transcriptions (check the Hoopers!), is St. Louis’ No. 1 radio personality — in person!... this area’s leading exponent of popular music, newest records... and featuring personal appearances by top stars such as Benny Goodman, the Andrews Sisters, Woody Herman, and Perry Como. Keep an eye on the Hooper ratings. Watch Rush Hughes climb the platters to new Hooper records!
BROADCASTING TRENDS: I

WE PUBLISH in this issue (pages 16 and 17) results of our first survey of station management opinion. The survey is concerned with a lively issue of the day—programs. It was completed by Audience Surveys Inc. and the language of the report was written by that organization’s executives, not by a BROADCASTING staff member.

Note that the report is a factual delineation of the results, virtually devoid of comment or interpretation. A book could be written if one undertook a thorough job of analysis.

A few evident conclusions can be drawn, however, without analytical study. Station managers have not forgotten that their obligation is to the listeners. They report overwhelmingly that the listeners, more than any other group, have done most to improve programs.

In this category, the FCC—which has designated as its principal motive in issuing the Blue Book a desire to improve programs by Government influence or intimidation, to call it by its right name—ranks far down the scale. However—and this seems significant—the FCC does score higher in this bracket than does the NAB.

This can lead to one or two deductions: The FCC exercises too much influence, or the NAB exercises too little. Hundreds of station managers—many of whom voted in this poll—pay membership fees in the NAB. If, as their opinions here would indicate, they feel the NAB exercises relatively little influence toward better programming, something’s wrong with the NAB. It emphasizes more than ever the need for a strong program department at national association headquarters.

Or, let’s take the positive viewpoint: If the NAB more aggressively backs the effort to improve programs, the FCC’s influence in this direction—which should not be permitted because it is contrary to law and free radio—would decline.

One finds support of this simple logic in the replies to the question concerning management opinion on which category should exercise influence toward better programming. In this case, the NAB scored above the FCC. But topping the NAB were the listeners themselves. The survey proves, beyond doubt, that the managers feel greater responsibility develops upon them in this regard than upon anyone else. The manager considers himself the custodian of the people’s welfare in radio. This appears to conflict with the FCC’s theory.

Station managers look upon advertising agencies and sponsors as an influence for ill insofar as programming is concerned.

Above all, this survey proves that station managers are thinking in terms of better programming. They think they will be guided toward it by the listeners. They believe they will not be propelled into it by the Government or any other vested interest. But they have permitted themselves, by evidence of their own replies, to be driven toward bad programming by others.

That this unhappy situation will not exist in perpetuity is proven by the managers’ forceful assertions that they themselves are responsible for improvement.

Conscious of this responsibility, we can foresee that they will take the initiative in resisting unusual and destructive demands from advertisers and agencies alike.

The steps they took in the past, with quotations from respondents, will be published in our Nov. 11 issue. What they intend to do in the future will be the subject of another survey. And, of course, future surveys on this and related subjects will seek the opinions of agency executives and advertisers.

The purpose of BROADCASTING TRENDS is to clarify day-to-day issues facing those who work in radio. Our hope is that we can bring constructive thinking out of the cloakroom.

Radio’s Silent War

BROADCASTERS will read with satisfaction Weapon of Silence by Theodore F. Koop, who served as assistant to Byron Price, wartime Director of Censorship. (Reviewed on page 27.)

In it Mr. Koop tells how American radio met successfully what may have been the greatest threat of government control it ever faced.

The war began there were many persons high in the administration who believed that radio should be ruled physically by the government for the duration. They argued that only in that way could the nation be sure its interests were being served, an argument that parallels present advocates of government programming control for the “benefit” of the listener.

The war story is an object lesson in the self-sufficiency of American broadcasting. As Mr. Koop points out in concluding his radio chapter “the system’s efficiency and the uninsured restraint of broadcasters were an unanswerable reply not only to those who sought arbitrary wartime controls but also to those who would impose fresh restrictions after the cessation of hostilities.”

On the Record(s)

SOMEWHERE along the line business could take a lesson from organized labor. In New York last week the nation’s commercial transcription makers adjourned before the demands of James Caesar Petrillo for a 50% wage increase with fringe requirements.

Mr. Petrillo hinted broadly at Chicago that he’d settle for 37 1/2% of the amount agreed to earlier by record manufacturers. Transcription makers huddled. They countered with a lower figure. Individual transcribers wanted to make separate deals. Petrillo saw the united front crumble. He held a lower figure. In the final analysis, however, they let themselves down when they failed to work together.

When the present “unemployment fund” kicker to the AFM expires on Dec. 31, 1947, featherbedding will be unlawful under the Lever Act (providing the Supreme Court upholds its constitutionality). There’s a loophole in the Act, however. Such practices are not illegal if the employer voluntarily enters the deal with his employes or an organization (such as the AFM).

Will the record and transcription manufacturers stand on their rights or will they “voluntarily” agree to kick in to Petrillo’s private social security fund? Unless they acquire more stamina than they displayed in negotiations the past fortnight, Petrillo will continue to collect his bounty—probably at an increased figure—and he’ll be within the law.

Our Respects To—

ALBERT MacNAUGHTON CAIRNS

YOUNGEST PRESIDENT of any Canadian broadcasting industry association is Albert MacNaughton (Bert) Cairns, dynamic 35-year-old manager of CFAC Calgary. On August 6 the Western Association of Broadcasters elected him president of their group. A few months earlier, in May, he had been elected a director of the Canadian Association of Broadcasters.

Mr. Cairns was born in Edmonton, Alberta, April 4, 1911. He traces his radio activities back to 1929 when he did play-by-play broadcasts of the football and hockey games of the University of Alberta on CKUA Edmonton, station owned and operated by the university. That was his first appearance before a microphone, and he liked it so well that throughout his student days at the U. of Alberta, he did programming on CKUA and arranged special student features on the station.

He graduated from the U. of Alberta in the midst of the depression. Getting a job in those days was a major operation, and especially on a radio station. But Bert Cairns wanted to get into commercial radio, and he kept after his goal till he landed as a salesman on CFTP, a station long since forgotten. That was in 1934. CFTP was a small station with a small staff, and when Mr. Cairns was not out selling, he was an announcer, or busy writing program and advertising copy.

He was fortunate in getting on CFTP, for the station was the start of a big radio business for the owners, Taylor and Pearson, who were in automobile supplies and sold radio receivers. With Harold Carson, who was in a similar line of business in Lethbridge and Calgary, owned CJCQ Lethbridge, and had stock in CFAC Calgary, Mr. Taylor and Mr. Pearson formed an operating company, All-Canada Radio Facilities, and started operating stations on a management fee basis.

The firm took over operations of CJCA Edmonton, owned by the Edmonton Journal, in 1934 and shortly after Mr. Cairns joined CFTP he moved to CJCA, where he was copy editor and later production manager.

In 1937 All-Canada Radio Facilities decided that since most of the national advertising in Canada originated in Toronto, it would establish an office there to sell the stations it operated in western Canada. Mr. Cairns went along with the group of young men who opened offices in Toronto under the firm name of United Broadcasts Sales. They brought new life to eastern Canadian broadcasting. Mr. Cairns was one of the aggressive salesmen who went the (Continued on page 54)

Page 50 • November 4, 1946

BROADCASTING • Telecasting
Mount Hood... in Oregon

... was visited last winter by more than twice as many winter sports lovers as any other national forest or national park in the country!

It is unquestionably the most heavily used winter sports area in America!

WINTER OR SUMMER...
Oregon is the Recreational Paradise!

KOIN is interested in all phases of western development

A Marshall Field Station

KOIN PORTLAND OREGON

LEWIS H. AVERY, Inc., National Representative
Mrs. Vecchio was desperate. The doctor had left two hours before. His advice, given so casually at the time, now seemed a horrible mockery. "Bananas," he'd said... a banana diet for her baby, so deathly sick he had been unable to retain food for three days.

Few food stores were open. Those that were had no bananas. As precious time rolled by, Mrs. Vecchio's sister spoke up. "The radio station..." she said, "maybe WMBD can help."

The call came in during the popular 10 P.M. newscast. WMBD's night staff got the story on the air during the local news portion of the program.

Results were instantaneous. Several Peorians by-passed the station and called the Vecchio's home directly. WMBD's switchboard was swamped with over 150 calls in less than an hour from grocers and householders with bananas. One mother with three bananas for her own baby offered to give up two.

The sick baby thrived on the banana diet... the crisis quickly passed... and Mrs. Vecchio is thankful that WMBD is first in Peoriarea and that the HEART of Peoriarea is BIG.
PROMOTION of the Young & Rubicam programs returning to the networks this fall is inspected proudly by Harry Rauch (right), overall director of publicity and promotion of the agency's radio division, and Gerry Murray, head of promotion for Y & R radio. Autograph-covered center of attraction is Archie's apron, from Bristol-Myer's Duffy's Tavern. Additional displays are from Baby Snooks Show, Adventures of Ozzie and Harriet, Aldrich Family, Vox Pop, among others, which were sent to station managers and radio editors.

Canada Meeting
MANAGERS of stations operated by Northern Broadcasting & Publishing Co., Timmins, Ont., held a two-day convention at Toronto in latter October to discuss mutual problems. At convention dinner A. D. Dunton, chairman of the board of governors of CBC, was guest, with Roy Thomson, president of Northern Broadcasting, as host. Attending convention and dinner were J. M. Davidson, supervisor of Northern stations, Toronto; R. C. Freeman, manager of CKGB Timmins; B. G. Shellon, manager of CJKL Kirkland Lake; C. W. Pickrem, manager CFCH North Bay; R. Hoff, manager CKWS Kingston; H. G. Burley, manager CHEX Peterborough; Geo. Young, CBC station relations supervisor, Toronto; Norm Brown, Bud Munro, Paul Mulvihill and Cliff Wingrove of National Broadcast Sales, station representative, Toronto; Sid Chapman, secretary-treasurer of N.B.&P. Co.; R. F. McGuire of National Programs Ltd., Toronto.

Donley Injured
HAROLD B. DONLEY, manager of the Home Radio Division, Westinghouse Electric Corp., is convalescing in a Mansfield, Ohio, hospital from multiple fractures suffered in an automobile accident. The car in which Mr. Donley was riding sideswiped a trailer truck, Westinghouse officials said.

Mutual, Too, Gives Time to GOP Reply
REVERSING its earlier position, Mutual joined the other three major networks in giving the Republican National Committee equal time to answer President Truman's meat decontrol broadcast of Oct. 14. Rep. Joseph W. Martin (R-Mass.), House Minority Leader, slated to be elected Speaker should the Republicans win the House, was heard on MBS Oct. 24 at 10 p.m. NBC presented Rep. Clarence J. Brown (R-Ohio), campaign director of the GOP National Committee and chairman of its executive committee, on Nov. 1. Mr. Brown will be interviewed by Richard Harkness, 11:15-11:30 p.m. EST. The night of President Truman's speech, in which he blamed Senators Taft and Wherry for the "unworkable" OPA bill, CBS called Republican headquarters, offering the 10-10:15 p.m. spot Oct. 15. Carroll Reece, GOP chairman, accepted.

Congressman Brown spoke on ABC Oct. 24. NBC offered time. Robert D. Sweezy, MBS vice president and general manager, said Mutual did not consider the President's talk as "political." Several Mutual affiliates are understood to have protested the rejection. MBS subsequently reversed its position and offered the 10-10:15 p.m. spot Oct. 24.

GREENVILLE, S.C.
Greenville is the trading center for a rich 50 mile area of 711,711 people... heart of South Carolina's top county in 1945 Retail Sales ($73,645,000*). Greenville Retail Sales are higher than many cities of 100,000 — it's your top market in South Carolina.

When you buy NBC be sure you get KOH
Reno, Nevada
Serving Wealthy Western Nevada
Paul H. Roymer Co., National Representatives, 630 Kilocycles
November 4, 1946 • Page 53
CBC DEFICIT CALLS FOR PROGRAM CUTS

WITH A DEFICIT of $78,000 faced by the Canadian Broadcasting Corp., this year, a drastic economy drive has started on the entire CBC system, according to A. D. Dunton, CBC board chairman. CBC operates on a basis of keeping current operating expenses in line with revenue, and as listener license fees have fallen off in the past few years due to lack of new receivers and old receivers being discarded, CBC has had an operating deficit the past two years. This year receipts are set at $6,132,263 and expenses $6,210,869.

Savings are to be made in the program department and wherever else possible. Program expenses are highest on the CBC list, since it supplies 16 hours daily on Trans-Canada Network in five time zones, four hours daily on Dominion Network, and 16 hours daily on French Network in one time zone.

While operating expenses have to be cut, there is no intention of reducing the CBC expansion program. Three new 50 kw stations and one 15 kw station, to be in operation by next June. For this Parliament has voted CBC $2,000,000, and this is capital for new receivers and old receivers. CBC will, however, be much greater than expected if Ontario courts rule in CBC's favor on the $28,000 cost CBC must pay Gooderham & Worts Ltd., Toronto, distillers, for the U. S. from Greece and may be reached through Day, Duke & Tarleton, New York.

COL. FLOREMOND DUKE, director of foreign operations for Greek War Relief Assn. of the U. S., has returned to the U. S. from Greece and may be reached through Day, Duke & Tarleton, New York.

A. D. Dunton, CBC board chairman: CBC operates on a basis of keeping current operating expenses in line with revenue, and as listener license fees have fallen off in the past few years due to lack of new receivers and old receivers being discarded, CBC has had an operating deficit the past two years. This year receipts are set at $6,132,263 and expenses $6,210,869.

Savings are to be made in the program department and wherever else possible. Program expenses are highest on the CBC list, since it supplies 16 hours daily on Trans-Canada Network in five time zones, four hours daily on Dominion Network, and 16 hours daily on French Network in one time zone.

While operating expenses have to be cut, there is no intention of reducing the CBC expansion program. Three new 50 kw stations and one 15 kw station, to be in operation by next June. For this Parliament has voted CBC $2,000,000, and this is capital expense [Broadcasting, Sept. 9].

Budget difficulties are constantly referred to at CBC headquarters in all departments. CBC deficit will, however, be much greater than expected if Ontario courts rule on costs CBC must pay Gooderham & Worts Ltd., Toronto, distillers, for rent of former CKGW, ruling on which from London, Eng., has been announced.

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The question and the plea were discussed repeatedly at the NAB Convention. PROGRAMS are the heart of the broadcast business.

We offer you a proven program analysis system.

Four reasons—good management, stewardship reporting, public relations, and promotion render program accounting as advisable as financial accounting.

This service includes installation in your station, training of your employees, periodic inspection and certified program audits.

Let's talk it over.

Telephone, wire, write or better, stop in at OUR NEW address.
FIRST in net weekly audience...

Twice as many families listen to the average WTIC strip sometime during the week as listen on an average day. The size of these unduplicated audiences averages three times those achieved by the "next best" station!

The WTIC net weekly average for all 56 strips is 17.7. The second station's average is 6.2; the third is 5.1.

Because these figures are based on a comprehensive Diary Study recently made by Audiences Surveys Inc., in seven Connecticut counties... home of 376,950 radio families, they are convincing proof of WTIC's outstanding dominance in the prosperous SOUTHERN NEW ENGLAND MARKET! Your personal examination of this study is invited. A call to Weed and Company will bring it to your desk.
RUPERT LUCAS, member of the Hol-lywood production staff of NBC, & Rubicam, has been named to supervise the newly-created radio de-partment in the agency's Chicago office. GEORGE H. MACUT, vice president, has been appointed general manager and director of media of the San Francisco office of Beretford, Constantine & Gardner. RODERICK H. MACDONALD has been transferred to the account execu-tive staff, and EDWARD S. DENHAM, formerly of Patts, Turnball & Hendin, Kansas City, has joined the copy staff.

S. J. GANS, formerly with Universal Pictures Co., New York, has joined Levy Adv., Newark, N. J., as copywriter.

MAGDALENE LEHRER, formerly on sales promotion staff, Amos Parrish, New York, has joined Grey Adv., New York to head retailers sales promotion planning service.

JOE MORAN, associate director of radio for Young & Rubicam, New York, is to be speaker at Pacific Council of AAA's Radio Convention Nov. 6. He will speak on radio commercials.

HOWARD CARRAWAY, freelance an-nouncer-writer-producer in New York, has returned to Fort Worth as partner in Wilson-Carraway Adv. He is former con-tinuity writer at WBAF Fort Worth.

BERNARD BAROL and JACK I. ISRAEL, account executives formerly with Abner J. Gelula & Assoc., have formed their own advertising and public relations firm, Barol & Israel Adv., at 1507 Finance Bldg., 1428 S. Penn Sq., Phila-delphia.

GEORGIA DUKES, previously with Len-ten & Mitchell, New York, in plans and copy divisions, and W. H. J. KOLB, formerly copy chief of Gourfain-Cobb Adv., Chicago, have joined the Chicago office of Paul Lebow Co.


DORIS O'HALLORAN, former copy chief for the Harry Serwer Adv., has joined Hailey, Hicks & Montgomery, New York, as head of women's copy group.

ROBERT K. EDMONDS, executive in the Chicago office of Young & Rubicam for five years, has been appointed a vice president.

J. J. DICKELLY, for-mer member of the creative staff of Ted Bates Inc., New York, has joined Peck Adv., New York, in same ca-pacity.

WALTON R. GARD-NER, formerly with the Ruben H. Donnelly Corp., has joined Decora Inc., Chicago, as account executive and con-sultant on merchandising and distribution.

EDWARD P. NIELSEN, formerly with Evans Assoc., Chicago, before entering the AAF, has been appointed assistant to the president of Howard Swink Adv., Marion, Ohio.

C. R. RHODES, formerly of the Blumenthal & Services, New York, has joined Halpern Adv., San Francisco, to engage in account work.

BERNICE BUSSELL, formerly in the di-play department, Lerner Shops, New York; MARILYN GASPARINE, formerly with the father of a girl.

Mr. Edmonds

SOMETHING'S HAPPENING AT KCMO!

There's more to a station than power—and the new KCMO-built programs are keeping right up, in audience response, as KCMO towers build toward their 50,000 Watt goal! Programming to catch the ear of Expanding Mid-America will continue "to happen" at KCMO!

In the afternoon.

KCMO's slogan is "The Selling Power in the Buying Market." In the Ark-La-Tex area, KWWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and Selling Power in this prosperous market.

The Branham Co.

Knollin Adv., San Francisco, to engage in media work and copy writing.

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Unity for India?

Moslems Say They'll Join the Coalition Regime

By the Associated Press

NEW DELHI, India, Oct. 12—A Moslem League source said today the working committee had accepted a new offer by Vicerev Lord Wavell for the league to enter into a more national government and participative in drafting a new constitution for India.

However, the same sources said the offer, which touched off bloody communal riots in the 14-man interim government. The League, would allot the League five seats in the 14-man interim government. The League, which had been moved by Sir Muhammad Ali Jinnah, president of the League, infomred the Viceroy that it had signed the 21-point proposal. In addition to the 21-point proposals, the Viceroy had announced a new proposal, and a scatter of the League, which had been moved by Sir Muhammad Ali Jinnah, president of the League, infomred the Viceroy that it had signed the 21-point proposal.

China Fighting

Armed Battle to Control Vital Kalgan Area

By the Associated Press

PEIPING, Oct. 13—A series of fierce battles were reported in the northwestern area of Kalgan, the scene of recent fighting, and an armistice was called today by the Chinese Communists. The armistice, which was signed by the Chinese and the United States, was to end the fighting that had lasted for several days.

First in News

Because the Chinese have the foremost independent radio news bureau in America, bolstered by the local editorial staff of the San Francisco Chronicle and the services of all major news wire—United Press, Associated Press and International News Service.

CONSISTENTLY RISING

IN HOOPER RATINGS

KYA TIME-CLOCKED NEWS*. . .month after month continues to score more national beats than any other station in Northern California. Because each newscast is sparkling fresh, brilliantly edited and voiced by outstanding newscasters, Northern California turns to KYA for the news nineteen times a day . . .on the hour every hour.


Global Flight By B-29s

Army Will Refer Plans to Byrnes Within Ten Days

By JOHN M. HIGHTOWER

AND EDWARD E. ROMAN

WASHINGTON, Oct. 13—The Army's detailed plan to lead a fleet of Superfortresses around the world, and to control the United States, will be laid before the War Department this week. The Army's official presentation of the proposal will complete the State Department with a newly declared American foreign policy that would make the flight feasible from a political point of view.

FINAL DECISION

On the basis of secret and unacknowledged information, it was revealed today that the final decision will be made by President Truman and Secretary of State Byrnes. The Army's President Truman and Secretary of State Byrnes will be forwarded to Byrnes in Paris, and it is possible that the final decision will be made by Byrnes. The Air Force and the Army have been involved in the flight since the Army's President Truman and Secretary of State Byrnes will be forwarded to Byrnes in Paris, and it is possible that the final decision will be made by Byrnes. The Air Force and the Army have been involved in the flight since the Army's President Truman and Secretary of State Byrnes will be forwarded to Byrnes in Paris, and it is possible that the final decision will be made by Byrnes.

Communist Plot Charged

Ex-Leftist Budenz Says Russia Plans To Destroy U. S.

By the United Press

DRESDEN, Oct. 12—Louis Budenz, former editor of the Communist Daily Worker, charged today that Russia was preparing for a third World War to destroy the United States and establish a "world socialist" society.

Budenz ended a year of silence, and added that when a Communist leader was to be hanged, the Communist party and the Catholic Church, would hang over with "the destruction of the United States is the goal of Russian Russia." Budenz said, "The American Communists are as much a factor now for Russia as the Stalins were for the Soviet Government." The studio says he is a former broadcast of the Communist International, and "the man never shows his face," Budenz said, "His maiden name is "I'll resume right to go anywhere troops were present."

In the hope that the Russian Army has the American Army, he had the right to move any troops, and he was "disillusioned."

"I learned, at first very reluctantly," Budenz said, "that Russia intends to destroy British of the United States." Budenz claimed, "I have a new character in the United States." This, Budenz said, was a former broadcast of the Communist International, and "the man never shows his face," Budenz said, "His maiden name is "I'll resume right to go anywhere troops were present."

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This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attest Bermuda's interest in your product. Write for results.

Canton banks report an all-time high in savings. Deposits have increased from $47,651,389 to $50,980,879 for the first nine months of this year. These are signs of the Times and time to sign your campaign with WHBC for results.

4,000 MORE—That's Watt! AND WHAT'S MORE?

467,810 MORE RADIO FAMILIES will listen when WHBC goes 5,000 soon.

There's a backlog of purchasing power in this market as Canton banks report an all-time high in savings. Deposits have increased from $47,651,389 to $50,980,879 for the first nine months of this year. These are signs of the Times and time to sign your campaign with WHBC for results.

1,500,000 Radio Units Listed for September

Radio set shipments totaled 1,500,000 units in September, according to the monthly report by John D. Small, Civilian Production Administrator. The figure compares with production of 1,323,291 by member companies of the Radio Manufacturers Assn., comprising 90% of the industry [Broadcasting, Oct. 28].

CPA said the September shipments were 12% under August's figure of 1,700,000 but 36% above the 1,100,000 sets produced monthly in the 1940-41 period. Of the September shipments 83% were table models 9% consoles and 8% auto radios.

Frank Vincent

FRANK VINCENT, 64, head of Hollywood talent service bearing his name, died Oct. 27 at St. John's hospital there. He founded his talent agency in 1932 and previously had served as vice president of RKO vaudeville circuit. Surviving is Mrs. Lorraine Goodrich, a daughter.
A clear, new Voice for the sales-rich San Antonio Area.

On the AIR
SAN ANTONIO'S
First fm STATION
101.5 MEGACYCLES
FM CHANNEL 268
Operating on Temporary Low Power

Owned and Operated by
San Antonio Express
SAN ANTONIO EVENING NEWS
Promotion

**ABC**

**Broadcasting Company**

**Broadcast Sales Company**

**November 4, 1946**

BROADCASTING TELECASTING

**10th S Chicago.**

**So.; 4reancisco 4**

"To get its latest juvenile program, "The Sky King," off to a flying start, ABC's Central Division promotion department has printed 10,000 four-page folders for distribution in Chicago public schools. "Sky King," sponsored by Swift Packing Co. (Peter Pan Peanut Butter) which made its debut over ABC Oct. 28, is following the Bing Crosby precedent by being transcribed daily for broadcast at 5-10 p.m. in all time zones. Three repeat broadcasts are necessary for this type of operation. The program also offers 25 Huffman bicycles, 25 Green wrist watches, 25 Philco radios, 25 Don Budge tennis rackets, 25 Unives candid cameras and 100 Warren pen and pencil sets in a special letter-writing contest which will continue for four weeks. Needham, Louis & Brorby, Chicago, is Swift agency.

**KECA House Organ**

DISTRIBUTED to 3,000 Los Angeles area retail druggists and grocers is a new monthly house organ, The KECA Con- densed, outlining news of radio cam- paigns on all networks. Prepared by ABC Hollywood promotion department, paper also contains picture of local re- tailer in each issue, as well as list of companies using KECA Hollywood facili- ties.

**Technical News**

KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Trans- mission, KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Trans- mission, KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Trans- mission, KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Trans- mission, KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Trans- mission, KVOA Tuscon, Ariz., has started pub- lishing a house organ, KVOA Transmission will begin publication this December, and will be distributed to all stations in the KECA area. The new organ will have a circulation of 10,000, and will be published monthly.

**Sends Rate Card**

A GOLD envelope with a key ring at- tached and holding "ABC's Seven Keys to America's Great Markets" has been

**Promotion Personnel**

**MARTIN BURKE**, former news manager of ABC Hollywood, has been named ABC's Central Division promotion manager of WLL, New Orleans. He succeeds **TONY HOLBROOK** who is conducting the "Sports Star" program and other shows for ABC's Central Division promotion department. Replaces **ROBERT KOTTWITZ**, Jr., formerly ABC's Central Division promotion manager for ABC Hollywood.

**CARL DUNBAR**, former classified advertising manager of the New Orleans Times-Star, has been appointed national advertising manager of The Southwest Network. Affiliates are KROD KSL, KAVE and new station under construction in Odessa, Tex. 

**BETTE CHAPMAN BALCH**, formerly with the Kigore (Tex.) News Herald, has joined publicity staff of WPAA Dallas.

**JOHN LUCAS**, formerly of Gilmore Oil Co., Los Angeles, has joined ABC Holly- wood sales promotion department as copy writer. He replaces **JOAN SHELLY** who has resigned to be married to **ROBERT LILLIENSTEIN**.

**SUMNER FELLMAN**, director of public- ity and promotion, WXXL Concord, N. H., Nov. 24 is to marry Shirley Cohen.

**HARRY FEENEY**, member of CBS press department, is the father of a boy born Oct. 28.

**Books Rate Card**

sent by the network to time buyers throughout the country, Enclosures con- tain current rate cards for ABC's seven key stations, WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los An- geles, KGO San Francisco, WMAL Wash- ington and the American Pacific net- work. Cover names station, operating power and frequency, while the inside pages list rates. Back cover is given to participating programs and general in- formation. Rate cards are designed ac- cording to plans formulated by the NAB Rate Card Committee.

**Veterans Contest**

VETERANS script-writing contest is be- ing sponsored by WENR New York in cooperation with the American The- atre Wing. Prizes of $300, $150 and $50 will go to the veterans writing the three best 15-minute radio scripts inspired by the title of the new Samuel Goldwyn film, "The Best Years of Our Lives." Scripts are to be submitted on or before Dec. 4 and the winning script will be dramatized on WENR on a special pro- gram Dec. 16 with all veteran talent participating.

**Gourd Exhibit**

WMTJ Milwaukee, whose morning m.c. Gordon Thomas last spring offered a gourd growing contest, and promoted gourd growing and craft-work on his program, has started a gourd harvest exhi- bition. Using studies for exhibit, event featured some 677 entries in various divisions. Prizes were awarded for largest gourd and for best articles made from gourds. Display was open to public.

**WEEK Blotter**

MODIFICATION of usual calendar-blot- ter last was employed last by WEEK, new Peoria, Ill., station. Showing Oc- tober-November calendar, current (last) week was enlivened in red crayon. Copy read: "Make this WEEK memorable. Don't let it pass without learning how a planned radio campaign on WEEK can increase your business profitably..." Station is under construction.

**WHIG Book Matches**

BOOK MATCHES are being distributed to the trade by WHIG Greenahoro, N. C. Copy slant: "Though modest in size, We're Big in service." Station's repre- sentative, George P. Hollingbery Co., also is identified.

**WGL Before Clubs**

TO BETTER acquaint people of Fort Wayne with radio operations, several department heads of WGL that city have been making appearances before local, fraternal and religious groups. The club "Radio Nights" are in program form.

**AI Bland Show Boosted**

MULTI-COLORED, catalogue - styled booklet has been mailed by KMOX St. Louis to advertise only remaining avail- ability on "The Bland Show," variety feature aired daily. Employing record format, program is conducted by Al Bland.
INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION

250 Watt FM Transmitter, also standard exciter unit for all higher power.

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.

2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. Conservatively operated circuits prolong tube life—prevent program interruptions.

6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

RAYTHEON
Excellence in Electronics

BROADCASTING • Telecasting

November 4, 1946 • Page 61
A RIFLE Did This Job

In WICHITA you can do a Real Selling Job with

KANS

aimed like a rifle at the Purchasing Power of KANSAS’ No.1 Market

Represented by

New York • Chicago
Dallas • Amarillo • Seattle
San Francisco • Los Angeles

A NEW network show called You and Alcohol Nov. 12 starts a 15 week series on CBS, Tues. 6:15-6:30 p.m. Show will feature talks on the subject delivered by prominent speakers.

BADGE signifying honorary status as game warden for State of Illinois is pinned upon France Laux (1), KXOK St. Louis sportscaster, by Milford M. Pittman, supervisor of education and public relations of Illinois Conservation Commission. Mr. Laux has started new KXOK program, The Ill-Mo Hunting and Fishing Club, in conjunction with the conservation divisions of Illinois and Missouri.

CBS Talk Series

Du Pont Stock

E. I. DU PONT de Nemours & Co., Inc., Wilmington, Delaware, as of Sept. 30, 1946, was owned by 87,825 holders of common and preferred stock, the company has reported. Including 73,428 holders of common stock and 18,360 holders of preferred, the total eliminates duplications of stockholders holding both classes of security. The third quarter figures compare with 87,832 for the second quarter of 1946, and 87,770 for the third quarter of last year.

An All-Time Favorite

YOUR'S (Quireme Mucho)
Since the days of crystal sets, W, E, A and F have been call letters of the station which now becomes WNBC.

WNBC has had a distinguished career since it went on the air, August 16, 1922. Its power then was 500 watts—and a modest number of fans listened with earphones clamped on their heads. Now its power is a full 50,000 watts—and literally millions hear the greatest shows in radio.

"This is NBC... The National Broadcasting Company"

In 1926 WEAF was purchased by the Radio Corporation of America, and incorporated by its parent company under the name of the National Broadcasting Company, Inc. It became the first station of America's Number One Network—Number One in length of service, and Number One in listener popularity through all the twenty years since its founding.

"...to provide the best programs"

In announcing the operation of WEAF by NBC, promises were made:

"... the purpose will be... to provide the best programs available for broadcasting in the United States."

"... the new broadcasting company will be an instrument of great public service."

For two decades, the American radio audience has associated the fulfillment of these ideals with NBC programs.

Now it is fitting that the first station of NBC is made standard-bearer in name as in performance.

"You are tuned to 660 . . . ."

Today, circumstances have made it possible more surely to identify a great station with a great network. Now, after the famous three chimes that are the signal for NBC programs, listeners will hear the obviously right name for the first of 152 stations broadcasting them: "You are tuned to 660 . . . WNBC... the National Broadcasting Company in New York."

---

WEAF becomes WNBC

November 2, 1946, marks a new identification for a great station.

For more than 24 years, the name of that station has been WEAF.

Now WEAF becomes WNBC... to help the radio audience identify more easily, more quickly the source of great NBC programs.

It's WNBC for the greatest shows in radio . . .

and where they're heard—at 660 on the listener's dial.

WNBC FORMERLY WEAF • NEW YORK

REPRESENTED BY NBC SPOT SALES 50,000 W.
CONTROL!

Only MOTION PICTURES give you Control—Showmanship Control—vital on TELEVISION programs

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

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

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

In TELEVISION...FILM removes the question mark!

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

Write for details and arrange for private screening.

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

A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U.S. Pat. Off.

RKO TELEVISION CORPORATION

Dept. BG10, 1270 Avenue of the Americas, N. Y. 20, N. Y.
"Broadcasting Magazine has always played an important role in the radio industry. Its news stories are always thorough and most reliable."

A. Craig Smith, Vice President Sales and Advertising Gillette Safety Razor Company

Broadcasting's growth has been synonymous with radio development itself during the last fifteen years. Pioneer broadcasting business journal, it has consistently excelled in news volume covering mass radio media—AM, FM, television and facsimile—as the reliable, authentic, complete weekly newsmagazine. Nine independent surveys in nine years have voted Broadcasting the overwhelming favorite news medium of men in the business of broadcasting.

"For those of us in the time-buying and producing side of radio, Broadcasting over the years has proven itself as a dependable, newsy, factual journal."

Ed Wilhelm, Time Buyer Maxon, Incorporated
With fanfare, horn tootin' and all the trimmings, the National Safety Council Traffic Award was presented to Wichita. That means Wichita is the safest metropolis in which you can drive, walk or ride.

Wichita has always been known as a "safe" place to invest your advertising dollar, especially when you use KFH, that Selling Station for the Southwest.

AT RECEPTION following debut of James Melton on International Harvester Co.'s Harvest of Stars, handled by McCann-Erickson over NBC are (1 to r): Larry Evans, Columbia Concerts; Gail Heisch, McCann-Erickson director of show; Mr. Melton; Walter Krause, McCann-Erickson Chicago vice president and account executive on International Harvester; Russ Johnston, McCann-Erickson vice president in charge of radio production; Lloyd Coulter, McCann-Erickson, vice president in charge of radio; Carl Robbins, McCann-Erickson executive vice president, and James Martin, NBC network sales.

RADIO IS PRAISED FOR AID TO ARMY
"THE RADIO industry deserves a pat on the back for its fine public spirit and magnificent cooperation in the campaign to recruit the postwar Army," Col. William M. Wright Jr., told BROADCASTING last week, Colonel Wright is chief of the publicity bureau for Army recruiting, in charge of all advertising.

"Although it is not possible directly to attribute results to any one medium," he said, "the fluid, far-reaching medium of radio has greatly aided in our reaching the goal of a million men."

Of the $5,000,000 advertising budget approved by Congress for Army recruiting, radio's share is 20%.

"The million men we have, though," Colonel Wright said, "is just the beginning. We need an average of 40,000 a month. For the whole year we have averaged 20,000 recruits a week, due in large measure to our advertising."

Army recruiting is now sponsoring the Army football games on ABC Saturday on Eastern time, with Harry Wismer, and the game of the week on Mutual, Central Time, with Ted Husing. Regular live weekly Army programs on the networks include: Sound Off, with Mark Warnow's Orchestra, Lynne Murray Chorus and guest star on Mutual, Thursday, 8:30 p.m.; Warriors of Peace, a dramatic program, on ABC, Sunday, 2-2:30 p.m.

The Army is also presenting the transcribed Proudly We Hail, featuring Hollywood movie stars. The show is now heard on some 700 stations. Through The Advertising Council, public service spot announcements are allocated to the network programs on behalf of Army recruiting.

Mrs. Lewis to Speak
MRS. DOROTHY LEWIS, NAB Coordinator of Listener Activities, will serve as chairman and keynote speaker of a forum on "Women's Role in American Radio" to be held Nov. 8 at the U. of Texas Radio House in Austin. Thomas Rishworth, director of Radio House; Violet Short of KTSA San Antonio and Frances Helm of KGKO Fort Worth will participate in a panel discussion, to be followed by a demonstration broadcast by Radio House students.
AAA Members Reach Top Total
Affiliated Agencies Now 185
Gamble Tells Board

AT A NEWS conference last week fol-
lowing the regular meeting of the 
board of directors of the Amer-
can Assn. of Advertising Agen-
cies, President Fred Gamble said 
that “the present membership of 185 
agencies is the largest in the 
history of the Association.”

Discussing action taken by the 
board during its recent session, Mr. 
Gamble stated that the pro-
posed new contract for spot broad-
casting was presented to the AAAA 
board and approved. The con-
tract will be submitted to NAB 
for approval. However, Mr. Gam-
bable declined to release newly ap-
proved provisions of the contract 
because “the NAB may turn it 
down.”

The Association president said 
that the board had also voted to 
continue the $36,000 subsidy to 
the National Advertising Council 
for another year.

The 1946 eastern annual confer-
ence of the AAAA will be held 
under sponsorship of the New 
York Council on Nov. 18 at the 
Waldorf-Astoria. Panels will be 
held throughout the day, and an 
evening banquet will feature 
Time-Life-Fortune Editor Henry 
Luce in an address on U. S. 
foreign policy. CBS will furnish en-
tertainment for the meeting, pre-
senting Hildegard and the Paul 
Baron Orchestra, Phil Spitalny and 
his 52-girl Hour of Charm Or-
chestra, and Arthur Godfrey as 
m. c.

The board of directors will hold 
its 1947 annual meeting at the 
Waldorf-Astoria, April 16-17. The 
operations committee of the board 
will be in charge of the program 
for the 1947 conference.

KEYY to Be Idaho Key Of Intermountain Net

KEYY Pocatello, Ida., which will 
be on the air by Jan. 1, will key 
Intermountain Network operations 
in Idaho, George C. Hatch, general 
manager of the network, an-
nounced in Salt Lake City last week.

KEYY will broadcast on 1440 kc 
with 250 w power. Calvin Hale is 
head of the new station, licensed 
to the Pocatello Broadcasting Co. 
With headquarters in Salt Lake 
City, the 15-station Intermountain 
Network now includes five stations 
in Utah, four in Idaho, four in 
Wyoming and two in Montana. 
Lynn L. Meyer is national sales 
manager, and the network is re-
presented in New York, Chicago and 
Los Angeles by Avery-Knodel Inc.

ABC Sustainer 
MONDAY-through-Friday comedy pro-
gram, "The Dennis The Menace Show," starts as an ABC sustainer Nov. 11, Mon. 4 
p.m. Judy Stevens will be vocalist of 
the half-hour show and Page Cava-
naugh’s trio will furnish music. Pro-
gram will originate in Hollywood.

Chicago Set Manufacturers, Agencies 
Launch Program to Speed Television

CHICAGO television receiver 
manufacturers Wednesday came 
to grips with the problem of reach-
ing their goal of 1,000,000 sets in 
1947, and insisted that Mutual, 
NBC and ABC push their Chicago 
video applications and speed con-
struction of stations.

At the meeting sponsored by the 
Electric Assn. of Chicago and 
chairmaned by Ernest Vogel, vice 
president of Farnsworth Ra-
dio and Television Corp., the ex-
secutives said the industry was for 
the first time able to meet public 
demands for home receivers and 
that at least 20% of production 
was earmarked for the Chicago 
area.

H. A. Renholm, Chicago re-
gional manager of RCA Victor, 
said training present AM and FM 
service men in installation of televi-
sion equipment has already be-
gun. Mr. Vogel appointed A. B. 
Rodner, Commonwealth Edison; 
W. E. Cress, Chicago sales man-
ger of Philco Radio Corp., and 
E. J. Hendrickson, Chicago man-
ger of Farnsworth Television 
and Radio Corp., to set up a pro-
gram similar to RCA’s for the 
training of dealer service person-
nel.

At a meeting of agency repre-
sentatives Tuesday the Electric 
Association heard R. K. MacDou-
gall of N. W. Ayer & Son, Chi-
cago, and Holman Faust of Mitch-
ell Faust Advertising point out 
the need for agencies to train ac-
count executives in the latest tech-
niques in video before attempting 
to sell clients. The Agency Com-
mittee headed by Fran Harris of 
Ruthrauff and Ryan will hold a 
meeting of account executives Dec. 
10 and a later meeting of Chicago 
advertisers prior to the Chicago 
Television Exposition tentatively 
set for March or April.

Building Better...

WHEN better football broad-
casting boards are built, it’s 
quite possible that Wayne 
Poucher, WSCS Charleston, 
S. C. sportscaster, will build 
‘em. When the entire sta-
tion’s personnel scour the 
town unsuccessfully for clips 
to hold down the board’s 
player cards, Mr. Poucher 
bought 25 small mousetraps, 
removed the spring traps and 
attached them to the score-
board. They say it works.

Truscon service can fill 
your radio tower needs!

Again available — Truscon Radio 
Towers in guyed or self-support-
ing types, either tapered or uni-
form cross section!

Truscon Radio Towers are tri-
gular in cross section and are 
built entirely of heavy steel mem-
bers with all shop assembled 
connections made by means of electric 
arc-welding.

There is no limit in height to a 
Truscon tower other than the prac-
tical height limitation. The tallest 
towers in the United States today 
are Truscon built; i.e., WNX at 

TRUSCON STEEL COMPANY  •  YOUNGSTOWN, OHIO 
Subsidiary of Republic Steel Corporation

ABC

\[\text{ABC Sustainer}\]

Monday-through-Friday comedy program, "The Dennis the Menace Show," starts as an ABC sustainer Nov. 11, Mon. 4 p.m. Judy Stevens will be vocalist of the half-hour show and Page Cava
naugh’s trio will furnish music. Program will originate in Hollywood.

\[\text{TRUSCON TOWERS} \quad \text{Self-Supporting and Uniform Cross Section Guyed} \]

November 4, 1946 • Page 67
October 25 to October 31

**Decisions**

**OCTOBER 25 ACTIONS ON MOTIONS**

**BY COMMISSIONER WALKER**

Regents of the Univ. System of Ga. for and on behalf of Ga. School of Tech., Atlanta, Ga.—Granted petition for leave to amend its application for an FM station so as to supply additional engineering information.

American Bestg. Co. Inc., Los Angeles, Calif.—Granted petition for leave to amend its application so as to supply additional engineering data.

James R. Doss Jr., Tuscaloosa, Ala.—Granted petition to dismiss without prejudice application for CP.

Rochester Bestg. Corp., Rochester, N. Y.—Granted petition for leave to amend its application so as to show addition of Richard C. Lilly to the Board of Directors of applicant.

Rochester Bestg. Corp., Rochester, N. Y.— Granted petition for leave to amend its application so as to specify a revised directional antenna pattern, etc.

WPKI Alexandria, Va.—Granted petition for leave to intervene in the hearing on application of Key Bestg. Corp., for a new station at Baltimore, Md.

WMIB Fort Lauderdale, Fla.—Granted petition for leave to amend its application for CP so as to specify a modified directional antenna system, etc.

J. B. Fuqua, Greenville, S. C.—Granted petition for leave to amend its application for CP so as to make answer to Par. 10 (a) relative to the applicant being a representative of an alien or foreign government read "No."

Frank M. Heim, Modesto, Calif.— Granted petition for leave to amend its application so as to show addition of Edward A. Bean, now of United States of America, to the Board of Directors of applicant.

S. H. Patterson, Topeka, Kan.—Granted petition for leave to amend its application for CP so as to specify a revised EA system, etc.

Furlan Broadcast Service Inc., Lynn, Mass.—Granted petition for leave to amend its application for CP so as to specify the frequency 1390 kc with 250 w, daytime only, instead of 900 kc, 250 w, daytime only. The amendment was accepted and application as amended removed from hearing docket.

WGCM Bestg. Co., Biltmore, Minn.— Granted petition requesting a 30-day extension of time within which written exceptions may be filed in the proceeding upon its application for CP to which the CP application in the proceeding may be extended.

Brookhaven Co., Brookhaven, Miss.—Granted petition for leave to amend its application so as to show increase in coverage of consolidated hearing upon its application for CP, and the hearing in re the same was continued from Oct. 12 to Dec. 9, at Brookhaven, Miss.

[...]

The Yankee Network, Inc., Bridgeport, Conn.—Granted petition for leave to amend its application for CP so as to provide complete engineering plan: log wit above application.

Northern Wy. Bestg. Co., Laramie, Wyo.—Granted petition for leave to amend its application for CP so as to specify the frequency 1360 kc with 250 w, night only, instead of 900 kc, 250 kw, nighttime only. The amendment was accepted and application as amended removed from hearing docket.

AM—1490 kc

Nathaniel C. Cooper, Tuscaloosa, Ala.—Made final proposal to grant CP for new station at 1490 kc, 250 w, daytime only, instead of 900 kc. The proposal was accepted and application for CP as amended was dismissed.

KANS.-1031 N. ALVARADO LOS ANGELES 26, CAL.

Radio Engineering Co., Inc., Los Angeles, Calif.—Denied petition for leave to amend its application for CP to be extended.

Hughes Tool Co., Spring, Ariz.—Granted petition to dismiss without prejudice its application for CP for a television station.

Springfield Bestg. Co., Springfield, Mass.—Granted petition for leave to amend its application so as to specify a transmitter site "to be determined" in consolidated proceeding with another application.

Buren St., Phoenix.

Hughes Tool Co., Los Angeles, Calif.—Granted petition to dismiss without prejudice its application for CP.

Eagle Printing Co., Butler, Pa.—Granted petition for extension of time for filing in re application.


APRIL 29

THE SUNDAY'S BESTG. CO., Lake Erie Bestg. Co., Sandusky, Ohio.—The Commission, on its own motion, continued the consolidated hearing on these applications from Oct. 28 to Nov. 7.

TOWING & ERECTING CO.

Installation

Field & Antenna Measurements

Transmission Installation

Radio Towerer Services

Radio Engineering Co.

Radio Engineering Co.

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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING</td>
<td></td>
<td>National Press Bldg., Wash., D.C.</td>
</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>WASHINGTON, D.C.</td>
</tr>
<tr>
<td>LOHINES &amp; CULVER</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>Munsey Bldg. District 8315 Washington 4, D.C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>EARLE BLDG., WASHINGTON, D.C.</td>
</tr>
<tr>
<td>GARO W. RAY</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td>991 Broad St., Suite 9-11 Lab Phone: 7-2465 Instruments and Measurements</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>363 E. 75th St. CHICAGO 19 Triangle 400</td>
</tr>
<tr>
<td>H. V. Anderson</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>927 15th Street NW, Republic 3883</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td>1469 Church St., N.W., Washington 5, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1018 Vermont Ave., N.W. NA.716 Washington 5, D.C.</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1703 K St. N.W. Republic 1951</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1519 Connecticut Avenue WASHINGTON 6, D.C.</td>
</tr>
<tr>
<td>COLTON &amp; FASS, INC.</td>
<td>Electronic Consultants</td>
<td></td>
<td>901 15th Street NW</td>
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<tr>
<td>JOHN CRETZ</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td>319 Bond Bldg. Republic 2151</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td>830 Gregg Street Columbia, South Carolina Phone 7342</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1100 W. ABBRAM STREET ARLINGTON, TEXAS PHONE—1218</td>
</tr>
<tr>
<td>SINGLETON AND BARNARD</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>2438 S.W. 4th Ave., ATRwater 4594</td>
</tr>
<tr>
<td>GRETHER RADIO ELECTRONICS CORP.</td>
<td>Julius L. Grether — William P. Grether</td>
<td></td>
<td>118 BROOKE AVENUE NORTFOLK 10, VIRGINIA Pho Norfolk 26511—Nights 24408</td>
</tr>
<tr>
<td>GEORGE H. JASPERT</td>
<td>Consultant</td>
<td></td>
<td>Little Building Hancock 4948</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>710 14th St. N.W. ME. 4477 Washington, D.C.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1499 Church St., N.W., Washington 5, D.C.</td>
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<tr>
<td>M. D. G. GILLOT &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>927 15th Street NW, Republic 3883</td>
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<tr>
<td>ROBERT C. MCKEY</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1730 Connecticut Ave., N. W. Washington, D.C.</td>
</tr>
<tr>
<td>LENT and POAST</td>
<td>Consulting Engineers</td>
<td></td>
<td>1319 F St., N. W. DISTRICT 4127</td>
</tr>
<tr>
<td>DIXIE B. MCKEY ROBERT C. SHAW</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td>1499 Church St., N.W., Washington 5, D.C.</td>
</tr>
<tr>
<td>Universal Research Laboratories</td>
<td>A Division of Universal Broadcasting Company</td>
<td></td>
<td>991 14th St. W. ABBRAM STREET ARLINGTON, TEXAS PHONE—1218</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocated &amp; Field Engineering Research</td>
<td></td>
<td>20 Algodna Blvd. Oshkosh, Wis.</td>
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</tbody>
</table>
Dick Oran, former program director of WMAN Mansfield, Ohio, and more recently with WIBE Indianapolis, has joined WRRN Warren, Ohio, as program manager. The new position is additional to WRRN's current chairman of the sister Kenny Foundation Drive for 1966.

George Price, new to radio, has joined announcing staff of KOMR Tulsa, Okla., as the station's new director of WARK, Akron, Ohio, are new WBBM announcing staff members.

John Duffey, formerly of KUTA Salt Lake City, has joined KFRC San Francisco as its new announcer.

Eddie Cantor has been named chairman of annual March of Dimes of the San Francisco Symphony.

Bud Rogers, early morning announcer at CEKW New Westminster, B.C., is father of a boy, Ronald Lorne.

Finally, our congratulations to KICD station, Iowa, has joined an announcer from WSKY Cedar Rapids.

Dorothy Ingling, onetime with NMB and W. W. Ayer & Son, New York, and recently with Air Transport Command's Pacific Division headquarters where she wrote and produced two programs for service's public relations office, has been added to writing staff KPOA Honolulu.

Les Spencer, program director of WDAY, New York, has been awarded special Army commendation for aiding the Army recruiting program.

Robert Cormier has joined WTAG Worcester, Mass. He had been with advertising department of Channel Fitchburg Sentinel.

Harvey Olson, program manager of WDBK Hartford, Conn., Oct. 25 took part in panel discussion on "Oral English" at annual convention of Connecticut State Teachers Assn. at Hartford.

Kenneth Grant, manager of radio KXAI, has joined announcing staff of WWJF Herrin, Ill.

Radio’s Power

(Continued from page 27)

Radio, one of America’s youngest recognized conductors. As a boy he began his studies with his father, who was an excellent violin player. At 17 years of age, he attended MacPhail School in the Summer of 1931, the American Government presented him with a scholarship to the School of the Mozarteum in Salzburg. Here Sample lived the honor of working with Pierre Monteux—present conductor of the San Francisco Symphony. Mr. Sample, incidentally, is Assistant Conductor of the San Francisco Symphony—an assignment he carries simultaneously with that of Music Director for the "Auditions" at KFI.

New ABC Service

ABC IS MAKING AVAILABLE to its affiliates for use on their FM outlets certain of the network’s regularly scheduled broadcasts previously provided that the program is broadcast simultaneously by the station on both AM and FM transmitters. Developed from the increased number of requests from affiliated stations concerned with FM programming, the new service will make available 107 programs throughout the week for simultaneous AM-FM transmission by the affiliates. Among the programs available for this plan are the Sunday broadcasts of Drew Pearson, Walter Winchell and Jimmie Fidler and during the week Headline Edition, Elmer Davis, etc.

WING on 24 Hours

WING Dayton, Ohio, now is on 24-hour daily schedule. Station announced new service through full-page newspaper ad Oct. 18 and deducational program that evening.

PUBLIC SERVICE

The book is not a study of Kate Smith as an entertainer, whereas 60% said she was sincere. When polled (without being told that the interviewer was interested in Miss Smith), 9% of her nearest competitor was 26% to the sacrifices of civilians and servicemen; almost 5% to the sacrifices of the public in particular, namely, Kate Smith herself.

Themes Used

Other common themes which Miss Smith used were: participation, which propounded the theory that the bond drive was a common enterprise in which all should take part; national, which spoke of war bonds as a means of getting the boys back home; competition theme, which urged one community to outdo another and Miss Smith to break her previous record of war bond sales; facilitation theme, which told the radio audience of the ease with which bond pledges could be telephoned; and the personal theme, in which Miss Smith referred to her own feelings and hopes.

Images that the public projected upon Miss Smith as a result of her marathon war bond drive were such adjectives as sincere, philanthropic, patriotic, motherly and virtuous. Only 7% classed her as an entertainer, whereas 60% said she was sincere. When polled (without being told that the interviewer was interested in Miss Smith), 9% of her nearest competitor was 26% to the sacrifices of civilians and servicemen; almost 5% to the sacrifices of the public in particular, namely, Kate Smith herself.

Mr. Merton has done an admirable job in compiling his research material into seven chapters of informative reading. It is a book about a unique radio drive which should be read by radio men, as well as psychologists, to gain a keen insight into the powers which can be called persuasion holds as an instrumental force in moving Americans to act through radio.
SPONSORS OF CHOICE
Visitor Tells How Australian Broadcasters
Investigate Advertiser's Product First

"WOMEN in U. S. radio have no choice as far as sponsors are concerned," stated Louise Homfrey, the Australian Mary Margaret McBride, last week at a luncheon meeting of the Export Advertising Assn., in New York.

When approached by a potential sponsor, Miss Homfrey related, the Australian secretary starts a complete investigation of the product, from using it herself, to visiting the factory where it is made. If, over a period from six weeks to three months, the product is found unsatisfactory by the broadcaster, the sponsor is politely informed he may look elsewhere for talent.

A veteran in Australian radio, with a background of 20 years of broadcasting, Miss Homfrey has been touring the U. S. since July, learning about American radio. She has been heard on her own woman's program on 3DB Melbourne, the Herald broadcasting station, which is part of the Major Network.

Although Miss Homfrey classed "soap operas as tripe," she had to admit that they are very popular in Australia, where American scripts which are bought here are used, recast with Australian talent. She also reported that the Australian stations devote a large amount of air time to public service projects and cited an example of a polio epidemic which closed most of the schools for 10 months. During this entire time the stations rescheduled all daytime programing and broadcast, excluding all advertising, regular school-room class work for students unable to continue their studies.

When asked if Australian radio was plagued with singing commercials, jingles and other forms of spot announcements, Miss Homfrey reported that from 5:45 p.m. until 10:30 p.m., air time was booked solid and no spot announcements were allowed.

Miss Homfrey brought a few transcribed programs from Australia featuring prominent Australian artists, and shows about life in that country which are available for broadcast on U. S. stations. These shows were recorded mainly for the interest of American ex-GI's who spent considerable time during the war in the down under country, and who still might be interested in the activities there.

EYELIDS were heavy and tongues tired toward end of 14-hour vigil as Bob Shipley (left), newsmen, and Bob Hollar, special events, covered San Antonio's flash flood. They waded through waist-high water, directed rescue crews and toured stricken area with wire recorders for KTSA.

Service to Moscow
DIRECT radiotelephone service between the United States and Moscow was made available to the public last week by the American Telephone and Telegraph Co. The 4,700-mile circuit has been in use for three years, but only for government officials and press attaches. Calls may be placed to Moscow between 8 a.m. and 12:15 p.m. and 3:45 p.m. to 8:30 p.m. The cost of a three-minute call to the Russian capital is $12 on week days and $9 on Sundays. Overtime, accordingly, is $4 per minute throughout the week as compared to $3 on Sundays. All calls are on a person-to-person basis and charges will not be reversed.

Taylor to Prosecute
BRIG. GEN. TELFORD TAYLOR, former FCC general counsel, has been named by Gen. Joseph T. McNarney, American commander in Germany, to succeed Supreme Court Justice Robert Jackson as chief counsel for war crimes and chief prosecutor for the U. S. General Taylor, who left the FCC in 1942 for an Army commission, has served as first assistant to Justice Jackson in the Nuremberg trials. First to be prosecuted by General Taylor are 23 German doctors charged with crimes against humanity.

N. Y. Parent Group Seeks Air Cleanup
Say Some Shows Contribute To Juvenile Delinquency
THE UNITED Parents Assn., a New York organization of parents whose children attend the city schools, will inaugurate a campaign next month to rid the air of "programs which contribute to juvenile delinquency."

Mrs. Rose Robert, radio director of the organization, told BROADCASTING last week, "I don't think enough time is being given to children's programs. One hour a day is not enough. That's why they listen to programs designed for adults, programs which are not intended for juvenile consumption."

Mrs. Robert said that the United Parents Assn. has various committee members who listen to children's programs for purposes of constructive criticism. She stated that "program sponsors would do well to consider that children compose one-third of all American consumers. Not enough efforts are expended by the networks, sponsors and/or the stations to put on programs which will give children the correct ideas about American life."

The campaign to "clean up radio" will actually get under way on Dec. 10 when the United Parents Assn. will sponsor a symposium at Hunter High School. Subject of the symposium will be "Radio Meeting the Needs of Our Children?" Ira Hirschmann, owner of WABF New York, will be chairman of the meeting. Other persons who will lead discussion are: Dorothy Gordon, moderator of The Times youth program of WQXR; Dr. Ernest L. Dichter, formerly a psychologist consultant for CBS; Mrs. Nathan Strauss, of WNYC New York, and James S. McAndrew, co-ordinator of broadcasting for the New York City Board of Education.

Prizes to Vets
SAMUEL GOLDWYN Productions is offering cash prizes to veterans of the professional retraining program of the American Theatre Wing who are presenting their original scripts on WNEW's New York radio workshop on Wednesdays, 9-15-9:30 p.m. The contest will begin Nov. 6 with prizes of $300, $150 and $50 offered for the three best original 15-minute scripts from the radio writing classes of the school.

The competition is open to veterans who have taken, are taking, or will take the writing courses at the Wing's school. Judges will be Robert Sherwood, McKinlay Kantor and a representative of the Wing yet to be chosen. On Dec. 18 a special program will be broadcast on WNEW with the first prize-winning script produced, directed and acted by an all-veteran cast from the Wing's radio workshop.
MARTIN BLOCK, disc m.c. of WRNW New York, is expected in Hollywood first week of December to line up accounts for his projected record program on the West Coast.

LONDON GRAMAPHONE Corp., has been displaying its post-war English phonograph to New York radio executives and press representatives. Designed to take advantage of full-frequency recording, the new London reproducer enables production of extreme sections of musical scale.

JAMES L. (Bill) BERRY morning record m.c. at WRBP Sarasota, Fla., is the father of a girl, Alice Ann.


KFI LOS ANGELES to eliminate over-taking station facilities discontinued commercial recording department Nov. 1. Station will no longer accommodate outside business. LYMAN SMITH, KFI recording division manager, shifts to 6000 Sunis new group, headed by Dr. Douglas Ewing, former assistant director of MIT's radiation laboratory, who will work in cooperation with the new Teleran group at RCA laboratories conducting a comprehensive development program. Plans for the general development of Teleran are being co-ordinated by Louis B. Jones, manager of research and development projects and proposer of the original idea of this system of aerial navigation.

New Teleran Group

LARGE engineering group formed to develop Teleran, the new air navigation system which combines television with radio, was announced last week by W. W. Watts, vice president in charge of the RCA Engineering Products Div. This group was headed by Dr. Douglas Ewing, former assistant director of MIT's radiation laboratory, who will work in cooperation with the new Teleran group at RCA laboratories conducting a comprehensive development program. Plans for the general development of Teleran are being co-ordinated by Louis B. Jones, manager of research and development projects and proposer of the original idea of this system of aerial navigation.

Argument Dec. 16 On 30-40 Mc Plan

Non-Government Services May Use 20-Kc Channels

FCC PROPOSAL for frequency service allocations to non-Government services in the 30-40 mc band, anticipating ultimate use of a 20 kc instead of 40 kc channel width, will be given oral argument before the FCC this week. Briefs were filed last week. Briefs should be filed by Nov. 15.

The plan, perhaps with modification, may become effective Jan. 1, according to FCC adviser. FCC is unable to shift frequency next July may, "in general," be allowed to continue on present assignments until July 1, 1953, if any unfair interference results.

Purpose in announcing 20-ke separation now, FCC said, "is to encourage the design and manufacture of receivers which will have pass bands with selectivity characteristics such that the effective pass band is substantially less than 20 kc." The Commission advised licensees and prospective licensees to "be certain that any new transmitters which are pur chased occupy something less than 20 kc of spectrum space with voice modulation and the use of audio frequencies up to 3000 cycles with full allowance for transmitter frequency tolerance."

After July 1, FCC said, it will not "in general" license new systems unless they meet this requirement.

With 10 additional channels now available in the 30-40 mc band, FCC said, "a technically sound service allocation plan based on the block system" is possible for the first time. Urban transit shares blocks of 10 channels between 30.64 and 30.82 mc and 12 from 30.84 to 31.06 mc. General Hill Air Force Viewtone factory in Brooklyn last Thursday. Albert Nadel, chief engineer of Viewtone, is in charge of the sessions.

Viewtone is currently turning out some 250 sets a week, hopes to increase that to 300 in the near future, is concentrating on the low-price market. "We are not interested in selling fine furniture," Irving Kane, Viewtone president, told Broadcasting. "We are interested in giving the buyer of one of our sets a good picture. That's the important thing."

Disclaiming any interest in the high price field, Mr. Kane declared, "We are not interested in the guy who makes $5 a week. That's the market that the advertisers want from television."

School Brochures

WCAE Pittsburgh, to boost its enrollment, is distributing 7000 folders explaining broadcasting to public, private and parochial, elementary and high schools, libraries, parent-teacher groups, safety council groups and educators. Because of success of such programs, WCAE this year has started third program, "Stories of Nature." Recorded in the classroom, programs are piped by WCAE directly to more than 100 Pittsburgh public school classrooms.

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FCC Actions

(Continued from page 68)

install new transmitter and make changes in antenna systems.

WRTM Mayfield, Ky.—Granted license to cover CP which authorized in power of 1 kw, 250 w, day, as for approval of antenna system. Changes in antenna system. Install with power of 1 kw, DA night.

KSWJ Joplin, Mo.—Granted license to cover CP which authorized in power of 1 kw, 250 w, day, and night use, as for approval of antenna system. Changes in antenna system. Install effective radiated power 20 kw.

WBEB Burlington, N. C.—Granted license to cover CP which authorized in power of 1 kw, 250 w, 250 w, unlim. time, conditions.

KSD-FM St. Louis, Mo.—Granted modification of CP to change type of transmitter and make changes in antenna system of FM station.

WDW Visalia, Calif.—Granted modification of CP to change type of transmitter to (Composite), change transmitter location to approx. 1/12 mi. NW of Visalia, (McWilliams St.), and for approval of antenna at 645 E. Main St., Visalia, and for complete and completion, dates to 60 days after grant and 180 days thereafter, respectively.

KCLB Tucson, Ariz.—Granted modification of CP for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations at N. Drachman St. and Stone Ave., Tucson.

WCJU Columbus, Mo.—Granted modification of CP to specify power as 250 w, effective radiated power 20 kw, for approval of transmitter, for approval of antenna, approval of transmitter modification of CP to change from 1450 kc, 250 w, to 20 kw effective radiated power.

KFWB-WKBW Los Angeles, Calif.—Same. Conditions.

KCLA Pine Bluff, Ark.—Granted modification of CP for approval of antenna, to change transmitter and change transmitter and studio locations at corner 5th and Aultman St., Ely, to Ely, Nev. Effective radiated power 20 kw.

WMBN Bear Creek Twp., Mich.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at Pleasant Ave., and Walthall Ave., WMBN, respectively.

WBBB Nashville, Tenn.—Granted CP for an existing FM station to specify frequency 98.5 mc, change transmitter, for approval of transmitter and antenna, for approval of antenna and for approval of antenna and transmitter and studio locations at Pleasant Ave., and Walthall Ave., WMBN, respectively.

KQCS Oklahoma City—Granted modification of CP for approval of an antenna, for approval of transmitter and studio locations at Liberty Baptist Church, Okla., 1000 ft. above average terrain. Effective radiated power 20 kw.

WATTS Nashville, Ga.—Proposed grant CP for new remote pickup station to WJAS, Nashville, 1 kw daytime, effective radiated power, antenna height above average terrain 500 ft.

WJHP Jacksonville, Florida—Proposed grant CP for an existing FM station to specify frequency 98.5 mc, change transmitter, for approval of transmitter and antenna, for approval of antenna and transmitter and studio locations at Pleasant Ave., and Walthall Ave., WMBN, respectively.

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ACTION IN DOCKET CASES

WGOY Valdosta, Ga.—Proposed grant CP to change from 1450 kc, 250 w, to 950 kc, 1 kw, night; 3 kw, day. Also to deny applications for Sky Vo Radio Co., for new station seeking same facilities.

For Worth, Bcstg. Co., Inc. —95.5 mc (No. 223), 20 kw effective radiated power, antenna height above average terrain 500 ft.;所在地广播台，有效辐射功率20 kw.

KBOL Boulder, Colo.—Granted modification of CP for approval of antenna, to change frequency 97.3 mc, change transmitter and studio locations at 28th and Pearl St., Boulder. Conditions.

KRBW-WBEC Chicago, Ill.—Granted modification of CP for approval of antenna, to change frequency 94.9 mc. Effective radiated power 20 kw, day, and night use, and change in transmitting equipment. Effective radiated power 20 kw.

KGIN-Ely, Nev.—Granted modification of CP to change type of transmitter, for approval of antenna, to change transmitting equipment, and DA for effective radiated power; antenna height above average terrain 500 ft. above average terrain; and, to Ely, Nev. Effective radiated power 20 kw.

WJHP-PM Pittsburgh, Pa.—Proposed grant CP for an existing FM station to change from 94.9 mc, 250 w, day, 1 kw, night, to 950 kc, 1 kw, night; 3 kw, day. Also to deny applications for Allegheny Bcstg. Co., Inc. —94.9 mc (No. 223), 20 kw effective radiated power, antenna height above average terrain 500 ft.; and, to WJHP, respectively.

WJHP-PM Pittsburgh, Pa.—Proposed grant CP for an existing FM station to change from 94.9 mc, 250 w, day, 1 kw, night, to 950 kc, 1 kw, night; 3 kw, day. Also to deny applications for Allegheny Bcstg. Co., Inc. —94.9 mc (No. 223), 20 kw effective radiated power, antenna height above average terrain 500 ft.; and, to WJHP, respectively.

KCLB Tucson, Ariz.—Granted modification of CP for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations at N. Drachman St. and Stone Ave., Tucson.

WJIS Jacksonville, Fla.—Proposed grant CP for an existing FM station to change from 95.0 mc, 1 kw, night; 5 kw, day, to 950 kc, 1 kw, night, 3 kw, day. Also to deny applications for Allegheny Bcstg. Co., Inc. —95.0 mc (No. 226), 20 kw effective radiated power, antenna height above average terrain 500 ft.; and, to WJHP, respectively.

WSIX Nashville, which hasn't gone into the business of awarding degrees, academic or otherwise, was a little puzzled by an item in the Nashville Tennessean. In an article on a football game between Tennessee Tech and Eastern Kentucky Teachers, the officials were listed as Archie Grant, Referee, Archie Grant (Milligan); umpire, Dutch Uhlan (MTSC); headlinesman, Nico Duncan (Peabody); and Judge, Perry Spencer (WSIX). No one at WSIX could remember Mr. Spencer or when it was that he was graduated from the station.

Collegiate

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Harley and Tom both thanked me for coming over to hear them play. City Hall was still standing, the public service was going strong, and the folks down there are still talking about the good old days. But I reckon it ain’t nothin’ out of the ordinary today. The WCHS does everything down here in Southern West Virginia! Algo.

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Northwestern Indiana Restraints, Inc., Michigan City, Ind.—CP—new standard broadcast station to be operated on 1490 kc and unlimited hours of operation.

FM—93.5 mc

Central Nebraska Bestg. Corp., Kearney, Neb.—License to cover CP which authorized change in frequency, in power of 5 kw, in power of 250 w, and in change of directional antenna to cover station to be operated on frequency to 2,000 mc, power to be 5 kw day and night, power to be 250 w, hours of operation from 6 a.m. to 12 midnight, and change in type of transmitter.

Northern Illinois Bestg. Corp., Waco, Tex.—License to cover CP which authorized change in frequency, in change of from 900 to 1290 mc and change from 900 to 1290 mc.

KBUN Bemidji, Minn.—Modification of CP which authorized change in frequency, in power of 1 kw, for change in directional antenna and unlimited hours of operation.

MRHP Tallmadge, Ohio.—License to cover CP (as modified) which authorized change in frequency, in power of 1 kw, for change in directional antenna and unlimited hours of operation.

WACO Waco, Tex.—License to cover CP which authorized change in frequency, in power of 5 kw, for change in directional antenna for night use and change transmitter location, and authority to determine operating power by direct measurement of antenna power.

AM—1420 kc

Western Bestg. Corp., Rochester, N. Y.—License to cover CP which authorized new standard broadcast station to be operated on 1360 kc, 5 kw, directional antenna for day and night use and unlimited hours of operation.—AMENDED: re change in directional antenna.

AM—1390 kc

Rochester Bestg. Corp., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1360 kc, 5 kw, directional antenna for day and night use and unlimited hours of operation.—AMENDED: re change in directional antenna.

AM—1400 kc

KWMU Portland, Me.—License to cover CP which authorized installation of new transmitter.

AM—1490 kc

KWMU Portland, Me.—Authority to determine operating power by direct measurement of antenna power.

AM—950 kc

WPMF Fredericksburg, Va.—License to determine operating power by direct measurement of antenna power.

AM—680 kc

WLAW Lawrence, Mass.—Modification of CP which authorized increased in power, installation of new transmitter, changes in directional antenna for day and night use and change transmitter location, for extension of completion date.

AM—1620 kc

Northern Illinois Bestg. Corp., Covington, Ky.—CP new standard broadcast station to be operated on 1620 kc, 5 kw and unlimited hours of operation.—AMENDED: re change in directional antenna.

AM—1230 kc

KWMU Portland, Me.—Authority to determine operating power by direct measurement of antenna power.

AM—1390 kc

KWMU Portland, Me.—License to cover CP as modified, which authorized new standard broadcast station to change type of transmitter.

AM—1360 kc

Tillamook Bestg. Co., Inc., Tillamook, Ore.—CP new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation.

AM—1390 kc

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

Applications Tendered for Filing:

KPNN Bremerton, Wash.—Modification of CP (as modified), which authorized a new standard broadcast station to change transmitter and directional antenna for day and night instead of night only.

KFVQ Eugene, Ore.—Modification of CP which authorized change in frequency, in power of 5 kw, for change in directional antenna and unlimited hours of operation.

KWSA Spartansburg, S. C.—Consent to transfer of control of 350 shares of common capital stock of applicant from Donald H. Russell in licensee corporation to A. B. Taylor.

KAPD Portland, Me.—License to cover CP (as modified) which authorized a new standard broadcast station to be operated on 590 kc, power of 1 kw, directional antenna and unlimited hours of operation.

AM—890 kc

WGAT Utica, N. Y.—Modification of CP which authorized change in frequency, in power of 250 w and unlimited hours of operation, change in type of transmitter, and approval of transmitter location.

KOSA Odessa, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

WBBM-FM Chicago, Ill.—CP to change type of transmitter and make changes in antenna system.—AMENDED: to make changes in antenna system.

AM—1360 kc

Milburn H. Westbrook, Wayne, N. J.—License to cover CP which authorized installation of new antenna and ground system and for approval of antenna location.-AMENDED: re change in transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

WFMD Frederick, Md.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WMBD Peoria, Ill.—CP to install directional antenna to be used day and night and change transmitter location for approval of transmitter location.

AM—1370 kc

WJTN Jamestown, N. Y.—License to cover CP which authorized installation of new transmitter.

AM—1360 kc

Central Georgia Bestg. Corp., Macon, Ga.—Modification of CP which authorized change in frequency, in power of 5 kw, for change in directional antenna and unlimited hours of operation.

GM—1525 mc

Curtis Feature Services, Inc., New York, N. Y.—License to cover CP as modified, which authorized a new standard broadcast station to be operated on day and night, install new transmitter, changes in directional antenna and unlimited hours of operation.—AMENDED: to change transmitter location.

AM—1400 kc

KBUN Bemidji, Minn.—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna, approval of transmitter location and to specify studio location.—AMENDED: to change transmitter location.

AM—1390 kc

KBUN Bemidji, Minn.—Modification of CP which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1440 kc

KIDO Boise, Idaho.—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—910 kc

Paul F. Braden, Middletown, Ohio.—New standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.—AMENDED: re change in type of transmitter.

AM—760 kc

Dr. J. Kelley Robinson, S. J., Robinson and Hugh H. Webb d/b/a as Southeastern Bestg. Co., Clinton, Ala.—CP new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change frequency to 1460 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type of transmitter and change transmitter site.

AM—1330 kc

Joseph Gardberg & Sam J. Ripp, d/b/a as Mid-City Bestg. Co., Mobile, Ala.—CP for a new standard broadcast station to be operated on 1330 kc, 5 kw day and night, directional antenna and unlimited hours of operation.—AMENDED: to change power from 5 kw day and night to 1 kw night and 5 kw day.

AM—1400 kc

WLCS Baton Rouge, La.—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—1070 kc

WHPE High Point, N. C.—Modification of CP which authorized installation of new standard broadcast station for approval of antenna and approval of transmitter location.

AM—1060 kc

WSPA Spartanburg, S. C.—Consent to change frequency from 1450 to 760 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change transmitter from 760 kc, power of 250 w and unlimited hours of operation, to 1450 kc, power of 250 w and unlimited hours of operation, and to specify studio location.

AM—1400 kc

KGEM Boise, Ida.—License to cover CP (as modified) which authorized new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

WLAW Lawrence, Mass.—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna for day and night use, install new transmitter location, and to specify studio location.—AMENDED: re change in studio location.

KOSA Odessa, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

WMID Peoria, Ill.—CP to install directional antenna for night use and increase power from 1 kw, 5 kw-day to 1 kw day and night and make changes in vertical antenna.—AMENDED: re changes in directional antenna.

AM—1400 kc

WIRL Peoria, Ill.—Modification of CP which authorized a new standard broadcast station to cover CP, which authorized installation of new antenna and ground system and for approval of antenna location.-AMENDED: re change in transmitter location.

AM—1400 kc

WBBM-FM Chicago, Ill.—CP to change type of transmitter and make changes in antenna system.—AMENDED: to make changes in antenna system.

AM—1400 kc

Milburn H. Westbrook, Wayne, N. J.—CP new standard broadcast station to be operated on 1460 kc, 5 kw, directional antenna and unlimited hours of operation.—AMENDED: re change in transmitter.

AM—1360 kc

WFMD Frederick, Md.—Authority to determine operating power by direct measurement of antenna power.

AM—1360 kc

WMBD Peoria, Ill.—CP new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change frequency to 1460 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type of transmitter and change transmitter site.

AM—1100 kc

WMBD Peoria, Ill.—CP new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change frequency to 1460 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type of transmitter and change transmitter site.

AM—1220 kc

New Orleans shouts its shows on card cars throughout the year

AM—1230 kc

WDBM Springfield, Ill.—Voluntary assignment of license from WDBM Inc. to Ridson Inc.

AM—1340 kc

KGBM Boise, Idaho.—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—1370 kc

KIDO Boise, Idaho.—CP to increase power from 1 kw, 2 kw-LW to 5 kw day and night, install new transmitter and directional antenna for day and night.

(Continued on page 76)
Attention!

MUTUAL STATION PROMOTION MANAGERS

$1565 IN VALUABLE PRIZES

FOR BEST STATION PROMOTION OF

THE "Michael Shayne" SHOW

★ THREE $322 ZENITH RADIOS
★ THREE $135 PLATT LUGGAGE SETS
★ THREE $85 UNIVERSAL CAMERAS
★ SIX $35 ROD AND REEL OUTFITS

START NOW!

Applications are invited for the promotion of the "Michael Shayne" Show by stations affiliated with Mutual Stations. The prize will be presented to the station that best utilizes the "Michael Shayne" Show thru promotion during the period of Oct. 1 to Dec. 31, 1946, inclusive.

MEXICAN CHANGES

MEXICO has notified signatory nations to the North American Reciprocal Broadcasting Agreement of the following changes:

- 500 kc, a new station at Tecate, B. C. (change in location; previously Mexico, B. C.), and on 1010 kc a new station at Nogales, Sonora, with 250 w fulltime, Class II (change in class).

Staff Members Named For WFRP in Savannah

PERSONNEL for the new WFRP Savannah, Ga., which opened Oct. 30, has been announced by James Wilder, general manager. Roy F. Zeman, recently program director of WCFI, Chicago, has been named assistant manager and program director. Al H. Evans, of southern stations, is commercial manager, with Tommy Lou Burns, of WTVI, Troy and WATN Watertown, N. Y., as women's director.

FCC Actions

(Continued from page 75)

use and change transmitter location.-American Broadcasting Co., of New York, has an application to be operated on 1390 kc, 250 w and unlimited hours of operation, (Incomplete).

Applications Tendered for Filing:

- AM-1490 kc
- AM-1230 kc
- Southern Broadcasting Co., New Orleans, La.-CP new standard broadcast station to be operated on 1330 kc, 250 w and unlimited hours of operation.

AM-850 kc

Houston Printing Corp., Houston, Tex.—Consent to assignment of license of KPBC and CP of KPBC-FM to Houston Post Co.

AM-950 kc

Houston Post Co., Houston, Tex.—Consent to assignment of license of KPBC and CP of KPBC-FM to The Houston Post Co.

AM-1490 kc

Tom C. Carrell, d/b as San Fernando Valley Bcstg. Co., and Ken Förster, d/b as KFHF-FM, have a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-740 kc

Missoula Radio Assn., Missoula, Mont.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-92-108 mc

The Western Continental Bcstg. Co., Stanford, Conn.—CP new FM broadcast station to be operated on 92-108 mc, as assigned by FCC and CP of 1069 sq. mi.—AMENDED: to change call of station from WBCB to WBNY, change transmitting power to 100 w and unlimited hours of operation.

AM-91-94 mc

WLB Inc., Brooklyn, N. Y.—CP new FM broadcast station to be operated on 91-94 mc, and coverage of 8340 sq. mi.—AMENDED: to change coverage from 8340 to 10,850 sq. mi., population from 12,270,590 to 12,425,156, type of transmitter, studio location from New York to New York, WMAQ, make changes in corporate structure and antenna system.

AM-1310 kc

WIKG Iron Mountain, Mich.—License to WIKG, as modified, which authorized a new standard broadcast station to be operated on 1310 kc, 250 w and unlimited hours of operation.

AM-790 kc

Federated Publications Inc., Lansing, Mich.—CP new standard broadcast station to be operated on 790 kc, 1 kw, and unlimited hours of operation.

AM-1340 kc

Ashebarker Radio Corp., Manitowoc, Mich.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change coverage from 1340 to 1320 kc and make changes in program system.

AM-1490 kc

Dewey J. Bailey, Boulevard P., P. Hunnicutt, and Frank G. McKenzie, a partnership under the name of Boulevard Broadcasting, Inc., have a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM-910 kc

KROI McAllen, Tex.—Modification of CP which authorized a new standard broadcast station to be operated on 910 kc, unlimited hours of operation, and unlimited power by direct measurement of antenna power.

AM-1340 kc

Monahans Bcstg., Monahans, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Monahans Bcstg. to Monahans Bcstg. Inc.

AM-1010 kc

WSUB Bloomington, Ind.—License to cover CP (as modified) which authorized a new standard broadcast station to be operated on 1010 kc, unlimited hours of operation and unlimited power by direct measurement of antenna power.

AM-570 kc

WNX Yankton, S. D.—Voluntary assignment of license from WNAX for FM operation.

AM-1350 kc

American Broadcasting Co., Chicago, Ill.—CP new standard broadcast station to be operated on 1350 kc, unlimited hours of operation and unlimited power by direct measurement of antenna power.

AM-903 mc

American Broadcasting Co., Inc., Los Angeles, Calif.—CP new FM broadcast station to be operated on 903 mc, coverage of 21,004 sq. mi.—AMENDED: to change frequency from 41.1 mc to channel 257, 93.9 mc, population from 3,320,125 to 3,320,125, change in geographic coordinates and make changes in antenna system, change type of transmitter and specify station as class "B".

FM—Unassigned

The Voice of the Orange Empire Inc., Santa Ana, Calif.—CP for a new FM (metropolitan) broadcast station to be operated on frequency to be assigned by the FCC, CP of 1128 sq. mi.—AMENDED: to change call of station, transmitter and antenna locations, specify type of transmitter and make changes in antenna system.

AM-1490 kc

KKNR Roswell, N. Mex.—License to cover CP which authorized installation of a new antenna and installation of a new transmitter respectively; authority to determine operating power and to direct measurement of antenna power.

Application Dismissed:

FM—104.3 mc

Tribune Printing Co., Beaver Falls, Pa.—CP for new FM broadcast station to be operated on frequency channel 104.9 mc, coverage to be determined. (Dismissed at request of applicant.)

Applications Tendered for Filing:

AM-1550 kc

Rafael Fuentes, Guayama, P. R.—CP new standard broadcast station to be operated on 1550 kc, 1 kw and unlimited hours of operation.

AM-1290 kc

KIOA Silsiam Springs, Ark.—CP to change hours of operation from daytime to unlimited, change power from 5 kw to 500 w in daytime and 500 w in nighttime and install directional antenna for night use.

Applications Amended:

AM-1500 kc

Furniture of the Orange Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1500 kc, 1 kw and unlimited hours of operation.

AM-1570 kc

Continental Bcstg. Co., Atlantic, Iowa—CP to change hours of operation from unlimited to unlimited, change power from 1 kw to 10 kw in daytime and unlimited in nighttime.

AM-1190 kc

Continental Bcstg. Co., Atlantic, Iowa—CP new standard broadcast station to be operated on 1190 kc, 250 w and daytime hours of operation.

AM-1230 kc

Oral J. Wilkinson, Murray, Utah—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM-1190 kc

Continental Bcstg. Co., Atlantic, Iowa—CP new standard broadcast station to be operated on 1190 kc, 250 w and daytime hours of operation.

AM-1230 kc

Oral J. Wilkinson, Murray, Utah—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

WEED & COMPANY

NATIONAL REPRESENTATIVES

AMERICAN BROADCASTING COMPANY

JACKSON MISSISSIPPI

GRANTED

5000 Watts 9930 kc

Soon, complete day and night coverage of Mississippi's entire market area...WSLI — the "Double-Return" station.

BROADCASTING • Telecasting

WINWOOD & COMPANY

CEREAL INDUSTRY MAGAZINE
Late Actions of FCC

AM-1410 kc

WING Dayton, Ohio.—License to cover CP (as modified as reinstated) which authorized change in directional antenna for night use and addition of antenna system; to authorize to determine operating power by direct measurement of antenna power; to license to cover CP which authorized installation of auxiliary transmitter, to be operated on 1410 kc and 1 kw power; to authorize to determine operating power by direct measurement of antenna power.

WHAR Clarksburg, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location and to specify studio location.

WENK Union City, Tenn.—License to cover CP which authorized a new standard broadcast station and studio to be constructed, to be operated on 1410 kc and 1 kw power, to authorize to determine operating power by direct measurement of antenna power.

Kelly Bell Nacodoches, Tex.—CP with new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation; application for renewal.

AM-1320 kc

KKXL Clayton, N. Mex.—Modification of CP which authorized a new standard broadcast station and studio to be constructed, to be operated on 1320 kc and 1 kw power, to authorize to determine operating power by direct measurement of antenna power.

WKRF LaCrosse, Wis.—License to cover CP which authorized a new standard broadcast station to be operated on 1320 kc, 250 w and unlimited hours of operation; license to cover CP and application for renewal.

Application Tendered for Filing:

AM-700 kc

R. A. Dowling Jr. and Owens Fitzgerald-Dowling, Dothan, Ala.—CP new standard broadcast station to be operated on 700 kc, 1 kw and daytime transmission.

Trends

(Continued from page 17)

larger stations—21% of 250-watters designated “NAB” as compared with 15% of stations of greater power. Analysis of the volume of respondents designating “NAB” confirms the greater feeling of dependency upon NAB among smaller stations. Eleven percent of stations in the $50-$200-per-hour class placed responsibility on NAB; 17% in the $100-$199 class and 19% in the under-$100 class.

What does this inquiry reveal concerning station managers’ opinions of radio listeners? Pointed to by only 10% of the panel as a retarding influence, listeners were regarded by 95% as having done most to stimulate good programming. Station managers’ confidence in the public is further indicated by the fact that each element in the radio industry (stations, networks, sponsors and agencies) were regarded more responsible for program improvement than listeners. In the “praise-blame” ratio shown in the table above listeners came out on top; agencies and sponsors were at the bottom. On the basis of their answers to these questions, station managers do NOT seem to feel that their audience imposes serious limitations upon the development of better radio programs.

Four Join ABC

FOUR New Mexico stations, to be known as the New Mexico Group, will affiliate with ABC Dec. 5 as mountain supplementary stations bringing the network’s total number of stations to 233. New affiliates are KOAT Albuquerque, operating with 250 w on 1450 kc and managed by Karl L. con; KTRC Santa Fe, managed by Ed mond L. Souder and operating with 250 w on 1400 kc.; KGAK Gallup, operating with 250 w on 1230 kc and managed by Stanley K. Cohen; and KFUN Las Vegas, operating with 250 w on 1230 kc and managed by E. N. Thwaites.

WOKO Albany, N. Y.—The Commission, on its own motion, ordered that the Special Temporary Authorization for the continued operation of WOKO be extended until Feb. 1, 1947.

KFI Los Angeles, Calif.—Present license for main and auxiliary was extended on a temporary basis for a period of 60 days.

KHUB Watsonville, Calif.—Granted renewal of license for the period ending Feb. 1, 1947.

KSRO Santa Rosa, Calif.—Granted renewal of license for the period ending Nov. 1, 1948.

KOMA Oklahoma City, Okla.—The Commission, on its own motion, ordered the Special Temporary Authorization for continued operation of KOMA to be extended for a period of 60 days.

The following stations were granted renewals for the period ending Nov. 1, 1947: WJZ, WHCS, KTKC, KKSK, KCO, KOHO, WKQ, WBOJ, KPO, WWBS, KCCR, KJJO, KBOJ, WAF, WFAK, KKIC, KDKD, KXKE, WAFX.

Licenses for the following stations were extended upon a temporary basis for a period of 60 days from Jan. 1, 1947: KIRO, KXX, WRCB, WREU, WEEU, WHDH, and WAF, WJAG, WSM, WSOO, WHNC, WATF, KPUE, KTMB, KADB, WMOY, WAF, WFAK, WIC, WDJS, KLED, WAFF.

Western Electric

23C SPEECH INPUT EQUIPMENT for AM and FM

The 23C is a complete high quality ac operated amplifier and control assembly in a compact table-top console less than three feet long.

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

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

The 23C is particularly suited to the needs of the smaller AM or FM station for single studio operation. For details, see your Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
Once upon a time, way back in 1945, there was an independent tough-to-sell radio station whose representative sent in nothing but P. I. and yack-yack deals until the station manager felt that maybe, like Archie in Duffy’s Tavern, he “shouda stood in bed.” And then he appointed Rambeau to represent the station and now lookut!

“It pleases us to note from the figures so far this year, that we have received approximately $26,000 more national business than we did during the same months in 1945. Even more important to us than the amount of business is the class and type of advertiser you have interested in our station. Our sincere thanks and let’s hope that we will be working together for many years to come.”

Now there is a station manager after our own hearts. He not only works like heck to help us get business but he congratulates us, both on the quantity and the quality of the business we get. Definitely our type of station manager, and maybe a reminder to you that while we cannot do the same for just any station, we can do as much for any station that has a live wire manager on the job.

Maybe all the rest of those station managers should go on with their gin games and you live wire managers come on over and be

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**CBS Sued**

*Continued from page 18*

what the application of the criterion of the public interest requires in resolving this controversy, the Commission cannot acquiesce in the view of KRLD Radio Corp. and of CBS that the advertising of commercial goods or services may not be controversial,” the FCC held.

Without at this time passing on such factual issues as whether broadcast time has been unfairly denied or whether petitioner is an appropriate representative to press its complaint in the exercise of its powers, it can at least be said that the advertising of alcoholic beverages over the radio can raise substantial issues of public importance,” the opinion and order continued.

The Commission pointed out that non-consumption of alcoholic beverages was a “deeply-held conviction with many persons as reflected in the consistent effort to secure legislation in Congress wholly forbidding the advertising of alcoholic beverages over the radio.”

However, whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance,” the Commission concluded. “The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue.”

**Continued to Refuse**

Citing the Memorandum Opinion and Order in Full, Messrs. Morris and Johnson said the FCC “rendered a decision, ruling and order in the case which ruled and decided said that the counter argument to grounds of Columbia’s said refusal, which decision, ruling and order was regularly made and duly served on Columbus” but despite this fact, “continuing to refuse to follow the decision and ruling” by continuing to refuse to sell time to the plaintiffs.

Messrs. Morris and Johnson ask the court “to enforce, by mandatory injunction and otherwise, the said ruling, decree and order of the Commission in the exercise of the power vested in the court” under Sec. 48 (c) of the Communications Act.

Plaintiffs also cited what they termed the “Great Pronouncement” of the old Federal Radio Commission on Feb. 9, 1934, which said the Commission would “designate for hearing the renewal application of all stations unmindful” of their obligations “insofar as liquor advertising is concerned.” It is well known,” wrote the FCC, “that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users have part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.”

**STANTON ANSWER**

CBS President Gives His—

**Views to Affiliates**

SHORTLY after announcement last Wednesday that Sam Morris and Henry M. Johnson had filed suit for $33,063,048 against CBS, five of its stockholders, Schenley Distillers Inc. and Schenley Distillers Corp., Dr. Frank Stanton, CBS president, issued the following statement to network owned stations and affiliates:

“As you may have seen, wire services today carried the story of suit filed against CBS in Louis- ville by prohibitionist Rev. Sam Morris and Henry Johnson, Morris and Johnson have been threatening this suit for nearly two years because we declined to sell them time and thereby break down Colum- bia’s long-established policy for controversial discussion and for religious programs.

“Although we have not yet seen the complaint, our counsel have advised that there is absolutely no legal basis for their claims in view of the fact that we have repeatedly offered free sustaining time for the presentation of their cause. They have consistently refused the offers in order to maintain their alleged aggrieved position.

“The past 10 days Morris has turned down offers of four broadcasts over the Columbia networks.

“Desirable free network time has been welcomed by broadcasters over fields throughout the country for discussion of controversial issues.

“In view of the fact that they prefer to settle the matter in court we see no reason to settle the matter in court we are turning it over to counsel for legal disposition.”

In a brief written statement, Morris and Johnson contended that “in spite of the above warning, the commercialized liquor interests continued in their plan to enlist the youth and womanhood of the nation in their cause, and to force the station to sell time.

“They have consistently refused to sell time to the plaintiffs. The Supreme Court, by refusing to rule on the three-judge decision of the Circuit Court maintaining the duopoly rule, Mr. Morris filed motions to intervene and enlarge the issues, but the Commission rejected his plea.

When he filed the protest for Mor- ris against KRLD in May 1945, Mr. Johnson announced, “We will take this to the Supreme Court of the United States if necessary.”

Last week’s action in Louisville was in keeping with that “promise,” said Mr. Johnson.

The Supreme Court, by refusing to rule on the three-court decision that a station is free to make its own choice of programs, to sell time as it sees fit and to allow free time on the same basis. That was in the suit brought in early 1945 by eight Fundamentalist church groups against WPEN Philadel- phia to force the station to sell time.

By unanimous decision the three-judge Third U. S. Circuit Court of Appeals sustained a District court and held: “A broadcasting station is not a public utility in the sense that it must permit broadcasting by whomever comes to its microphone.”

“We are using CBS as a test suit,” Mr. Johnson told BROADCASTING. "They have been in the worst offenders.” He said his group had not asked the network to “take off the liquor people” but merely to afford the prohibitionists equal op- portunity to purchase “choice time.”

He called attention to a survey in December 1946 by Benson & Benson for WHAS, which the peti- tion says shows in the Louisville metropolitan area Mr. Morris had “150% greater” listening audience than the Schenley Creata Blanca wine program and 30% greater audience than the Schenley Roma wine broadcast. Mr. Morris had been on WHAS every morning for three years.

Mr. Morris in 1944 lost an at- tempt to protest the license re- newals of WBAP Fort Worth, WFAA Dallas and KGKO Fort Worth-Dallas. When the FCC desig- nated the three for hearing under the duopoly rule, Mr. Morris filed motions to intervene and enlarge the issues, but the Commission re- jected his plea.

**Class**

Once upon a time, way back in 1945, there was an independent tough-to-sell radio station whose representative sent in nothing but P. I. and yack-yack deals until the station manager felt that maybe, like Archie in Duffy’s Tavern, he “shouda stood in bed.” And then he appointed Rambeau to represent the station and now lookut!

“It pleases us to note from the figures so far this year, that we have received approximately $26,000 more national business than we did during the same months in 1945. Even more important to us than the amount of business is the class and type of advertiser you have interested in our station. Our sincere thanks and let’s hope that we will be working together for many years to come.”

Now there is a station manager after our own hearts. He not only works like heck to help us get business but he congratulates us, both on the quantity and the quality of the business we get. Definitely our type of station manager, and maybe a reminder to you that while we cannot do the same for just any station, we can do as much for any station that has a live wire manager on the job.

Maybe all the rest of those station managers should go on with their gin games and you live wire managers come on over and be

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**REPRESENTED BY RAMBEAU**

**RADIO’S FIRST SPECIAL REPRESENTATIVES**
Decontrol Not to Lift Prices, Says Cosgrove, Head of RMA

WITH SUPPLY of radios equal to consumer demand, OPA last month removed price control from radios, electric phonographs, components and tubes.

"OPA has removed radios from price control," the order stated, "on the basis that the supply of models that make up the bulk of production (table radios, table model radio-phonograph combinations and radio consoles) exceeds, or is in approximate balance with demand. (The models that are in short supply are the expensive combination radio - phonograph models)."

Thus, the Radio Manufacturers Assn., representing about 90% of set production, won a long campaign to convince the OPA that the quantity of sets being produced justified decontrol.

More Sets Expected R. C. Cosgrove, RMA president, said elimination of OPA controls is beneficial to the public as well as to the industry and more radio sets will now be available."

"The public can be assured," he continued, "that the lifting of price controls from radio sets will not result in any general increase of prices to the consumer. Instead, the industry can now resume its normal, highly competitive price war practices under which radio prices steadily were reduced, with quality improved."

Although dealers and distributors, queried as to the effect of decontrol, are planning no price increases on present stock, consensus was that when new shipments arrive, manufacturers' prices will be up. The expected mark-ups, with no OPA price control left on such matters, will pass on directly to the consumer, according to the middlemen. Increases are not expected for two or three months.

One of the main reasons given for the expected price increase was difficulty in securing components, cabinets and tubes.

Another reason for future higher prices, dealers and distributors said, was a possible coordinated effort on the part of established manufacturers to produce higher quality sets than war-born "fly-by-night" plants.

"At first," a dealers' spokesman stated, "the superior quality of the receivers would necessitate a raise in price. But when the major companies get into quantity production on the higher quality sets, competition as well as consumer demand will probably bring the prices down again."

Most dealers and distributors are well stocked with AM table models. All are noticing an increased consumer demand for sets with FM as well as AM. Console radio-phonograph combinations are in short supply. Because of public insistence, no more consoles are being made without phonograph attachments. Television sets are extremely rare.

The trucking strike in New York has held up shipments out of New York, it was reported.

BMB Parallel (Continued from page 20) plotted against share-of-audience figures there was again a fairly close relationship which, in tabular form, works out like this:

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This table, he said, "is a rough approximation and should soon be replaced by more refined computations; the translation factor is not a perfect code."

He urged BMB to "concentrate on refining this translation formula so that we may soon expect circulation coverage figures and share-of-audience data for any station and county."

Taking station X in county A, he charted the pertinent data as follows:

| Number of radio families | 200,000 |
| BMB coverage            | 100,000 |
| Station share-of-audience| 24%     |
| Average percent set-in-use| 25%    |
| Average station rating  | 90      |
| Average number of families listening to this station at any time (No. X No. 1) | 12,000  |

Dr. Zeisel concluded by repeating his earlier statement: "Present BMB data are a first approximation, station share-of-audience is the second approximation to the ultimate goal of perfect ratings."

WMEX, Boston—The classiest all-round sports reporting in the Hub City is done by WMEX. Hockey, horse-racing, boxing, wrestling, basketball plus 'Sports Highlights' by Frank Fallon. Card rate plus a little grocery money for Frank. The sports fans tell us he's good!

WAGC, Chattanooga—"Talent Parade"—an unusual amateur show—Friday night—7:30 to 8:00 o'clock. In cooperation with the music teachers in Chattanooga. No talent charge—only cash prize money and $20.00 for special announcers.

KFBC, Cheyenne—"Hour of Music"—there's a lot of class to KFBC's "Hour of Music" at 5:30 to 6:30 P.M. That's the time to catch the housewife between meals and chores with plenty of time to listen. Bill Grove says it's good and Bill knows a lot of radio.

KMYR, Denver—Alan Courtney's "Campus Club" is certainly in a class by itself to reach those high-school and college youngsters. They must be listening 'cause they write a lot of letters. It's participating. Easy to buy!

WHN, New York—"Hus- ing's Bandstand" on WHN is the biggest thing in the Big Town! It's big time! It's Husing! And there's still a strip left for the right account. Ask us!

KSAN, San Francisco—A new audience study in San Francisco shows KSAN as still the best listeners-per-dollar buy in the Bay Area. That's gold in them there hills, pod- ner!
RCA Color
(Continued from page 18)
representing red, blue and green. From this “trinoscope” the three
colored images are optically projected into a composite, natural
color picture filling a screen 15 by
20 inches. The system is a simul-
taneous one, in contrast to the se-
quential system of transmission,
color by color, utilized in mechanici-
alan color television transmission.
Details of the way in which live
programs will be televised with the
e-all-electronic system were not di-
vulgled. RCA engineers saying
merely that there are a number of
methods which might be used. The
same technique as for slides or film
might be used for studio pro-
grams, they said, with kinoscopes
replacing the usual studio lights.
It is believed more likely, however,
that when RCA demonstrates live
pickups in color the method em-
ployed will be a lens-mirror sys-
tem similar to the Thomascolor
process [Broadcasting, Oct. 28].
An additional advantage claimed
for the RCA system is that its
adoption will not immediately
make all black-and-white receiv-
ers obsolete. Since the electrical
characteristics and all standards
of the green image, including the
synchronizing pulses, are identical
to those of the present black-and-
white standards, any broadcasts of
this simultaneous color system can
be received on black-and-white re-
ceivers through the addition of an
inexpensive radio frequency con-
verter, with no modifications re-
quired inside the set.
Dr. E. W. Engstrom, RCA vice
president in charge of research,
who conducted the demonstration,
said that there is no known system
of mechanical color that will per-
mit reception of color broadcasts
in monochrome on a black-and-
white set such as can be done with
the RCA system. He estimated
that the cost of the converter will
be $25 or $35.
“Improved tubes are the secret
of the system,” Dr. Engstrom de-
clared, adding, “we didn’t have
them a year ago.” It was explained
that the RCA process which in
essence is a return to the “flying
spot” technique used in the early
days of television, requires
cathode-ray tubes of intense brilli-
ance and with a minimum of re-
tentiveness. Earlier tubes, which
held each spot for a longer period,
would cause a blurring in color
transmission, engineers said.
Three receivers were used in the
demonstration, the central one re-
producing all pictures in black-
and-white, those on either side re-
producing them in full color. Color
quality was very good and the
images on one color receiver were
completely flickerless. There was
a slight flicker on the other model,
which Dr. Engstrom explained as
due to a hum in the set which had
been recently built and was not
completely adjusted.
Movies Not So Good
Following the slide demonstra-
tion, 16 mm motion picture of live
models and a Disney cartoon were
shown. Color quality of these was
not so good as for the still pic-
tures, but Dr. Engstrom said
that the engineering schedule does not
call for a demonstration of motion
pictures for another three months
and that last week’s showing was
to be considered as a look at work
in progress and not as a finished
job.
Dr. C. B. Jolliffe, executive vice
president in charge of the RCA
Laboratories Division, declared
that this all-electronic color system
of television is so superior to any
mechanical system as to take the
issue of color completely out of the
range of controversy.
“The problem is no longer how
to transmit and receive color pic-
tures by an all-electronic method,
because the basic principles have
now been solved,” he said. “The
problem that still challenges is
how to operate television broadcast-
ing as a steady and regular service
to the public on the higher fre-
cuencies, whether in black-and-
white or in color. To open the high-frequency spectrum and to make it commercially useful will require propagation studies under broadcasting conditions, development of new circuits, new tubes and new cameras, all of which must be field-tested before commercial standards can be recommended by the industry for approval by the FCC.

"Although we have solved the all-electronic color television problem, it will require a number of years to establish color television as a service to the public," said Dr. Jolliffe. "What we have done today is to demonstrate the realization of the principle of simultaneous electronic color television. The apparatus used in the demonstration is purely experimental as developed in the laboratories. It is not commercial equipment, but it reveals that the American people will be assured of the finest color television instruments in the future as they now have in all-electronic black-and-white television.

**UHF Tests Needed**

"Let me emphasize that the most important fact to remember in regard to color television is that any commercial system, whether it be mechanical or electronic, depends upon the ultra-high frequency spectrum in which the necessary band width for color exists. No matter how far the development of the principle and the apparatus has gone forward, there must yet be complete exploration and tests in the field of the behavior and limitations of ultra-high frequencies. We expect to complete our development of electronic color television apparatus before the ultra-high frequency spectrum is made ready for its use in a commercial way."

"This demonstration, therefore, does not change the time period estimated by us in December, 1945, that it would require five years to bring a color system to the present position of black-and-white television."

RCA’s timetable for demonstrations of color television is divided into five stages, Dr. Jolliffe revealed. The first was last week’s demonstration of still pictures from color slides. Next within three months will come a demonstration of motion picture film. Live action scenes will be shown by the middle of 1947 and outdoor action scenes by the latter part of that year. In 1948 RCA will demonstrate large-screen theatre-size color television.

"He's trying to devise combination color and black and white television."

Rachel Monheim, BROADCASTING, Oct. 7, 1946, page 91. "We are mindful," he said, "that the new apparatus must be built and field-tested before color television can be brought to the home in a state of practicability to serve the public. In this task our engineers with their practical knowledge of broadcasting, will cooperate in every way with the scientists. We will include the new RCA electronic system in our plans to establish nationwide television, for this practical color system can be fitted into an expanding service."

CBS, advocate of the immediate adoption of its mechanical system of video color, made no immediate comment on the RCA demonstration which no CBS representative has yet seen. RCA has, however, shown its electronic color process to its licensees and to representatives of the FCC and General Sarnoff said that it will be shown to the Industry Planning Board. Asked if that would include Dr. Peter Goldmark, in charge of the development of the CBS color technique, General Sarnoff laughed and answered that Dr. Goldmark would, of course, be included.

Showdown on the relative merits of the all-electronic and the color systems of producing video color is expected to come during the hearing on standards for color television which the FCC has set for Dec. 9 on the application of CBS [BROADCASTING, Oct. 14].

Scholastic Series

WIBG Philadelphia has started a program featuring extra-curricular activities of high schools and colleges in the station’s listening area. Programs feature glee clubs, dramatic groups, debating, and other scholastic units. Nineteen colleges and several hundred schools are taking part.
heights of exaggeration than the more conservative CBS questions but I do not believe a mere quibble over questionnaire wording will materially improve the validity of this technique. Like the fisherman, there is no truth in the listener; he can’t even tell you what he listened to fifteen minutes ago, as Hooper’s earlier statistical victories over the CAB recall technique quite effectively proved.

Ever since I first published a proposal for the Bureau of Commercial Service in 1927, suggesting a combination of listener and field strength study, there has been ample evidence that radio management wants a reasonable, valid and uniform area claim. Their support of BMB clearly supports this view. But stations will not again support anything remotely resembling BMB in technique. The time buyer wants to know the area in which a specific station is an effective selling tool, where it has a normal and regular reliance and where it can be influential in promoting the interests of his sponsors. All that Georgia response from New York stations and that Oregon claim by Los Angeles stations is just a lot of LSMFT to the competent time buyer and to the intelligent station newsman. All the beautiful network maps showing coverage of 3071 out of 3072 U. S. counties are nice for hanging in the office and for the edification of big shots and stuffed shirts. But time buyers know that the real business is done by stations only in those areas where they are among the top-notch physical deliveries; the area beyond is mere bonus, receiving only sporadic, irregular and advertisingly valueless accidental service.

BMB claims to have explored the possibilities of combining physical and listener investigation. In spite of its self-styled expertise, it considered only the equal field strength contour map, discarded in 1935, as having no listening significance or correlation. In that year, a group of leading agencies financed an extensive field survey which I carried out to investigate the disparity between fixed millivolt contours and listener response in the hope of defining new and significant contours. But my finding was that there is no fixed millivolt standard to area of significant utilization because the prevailing available service varies in all areas. The listener chooses his programs from among the best physical deliveries available to him and no commercially significant physical total audience is ever earned anywhere by a station which is not also among the best available physical deliveries.

The prevailing service standard is the line at which a station begins to be materially outranked by six or more competitors. The actual field strength varies at each point along the contour in accordance with the prevailing available services there. A prevailing service area map, made of a leading 50 kw station in the New York area, showed a surprising range of field strength values indicative of the prevailing service area along the contour. The measured field strength ranged all the way from 3.0 mmv down to values as low as 0.200 mmv in directions which had little or no nearby service sources. The value of 0.200 mmv will be recognized as being far below any technical limit. In areas having less congestion of stations, it is quite conceivable that the prevailing service standards may full even below this 0.200 mmv value.

Subsequent to the 1935 investigation, more than half the agencies billing over a million in radio and all the leading networks subscribed to a service which, at a cost of over $1000 a year, provided them with information as to the stations meeting the prevailing service standard in all population centers of the U. S. The technique involved and the methods underlying the prevailing service area map were described in the July 1944 issue of the Proceedings of the Institute of Radio Engineers.

Let’s get down to business in radio area claims and sell only that area where delivery is sufficiently effective to be both competitive in quality and normally sampled; within that area, there will be a reasonable number of competitors and not the considerable number erroneously indicated through the listener claim method. Establish your commercial effectiveness within that conservatively claimed area by spot listener checks in limited geographical units (areas much smaller than counties in most instances) with sufficient sample to command respect. Continue, if you wish, to range all over the map on the BMB basis to define your maximum sporadic coverage, but present that finding only for what it is worth to show bonus and accumulated peak performance. What excuse is there for more than ten or fifteen stations to a network if, as listeners claim, that is all it takes to reach all the U. S.?

I know there is nothing new about this dual listener and coverage survey doctrine because I have been selling it to time buyers since 1935. There is too much at stake to permit BMB to wither because it has gotten off to a bad start. Its paid staff did a bang-up job and set up a competent working organization. There isn’t a whole lot that can be done to repair the 1944 survey; let’s concentrate on developing a BMB technique for 1948 that combines physical and listening research, shows the optimistic maximum by listener research and the normally useful area by reliable and valid physical research. Establish extent of station use within that guaranteed area by accurate spot listener surveys. About the only stations that won’t stand behind that approach are those having neither useful coverage nor program following. BMB could do that job effectively at a cost comparable to present methods because of the substantially reduced cost of selected spot surveys over the attempt to appraise what everybody does in every county of the U. S.}

EDGAR H. FELIX. Jackson Heights, N. Y.

AFRA Local Elects CARLTON KADELL, announcer, has been re-elected president of Hollywood local of AFRA. Others elected were: George Backus, first vice president; Ken Carpenter, national AFRA president, second vice president; William Gould, third vice president; John Heilstand, fourth vice president; Eric Snowdon, recording secretary; Stanley Farrar, treasurer. Board members include John Brown, Gale Gordon, Elliott Lewis, Frank Nel- son, Earle Ross, Laurene Tuttle, Frank Norton, Arthur Carpenter, Arthur Gilmore, Carlton KaDell, Raymond Clark, Ray Linn and Roy Erwin.
Agree to Pay 50% Wage Increase for Music; No Contracts

RADIO TRANSCRIPTION manufacturers last week bowed to James Caesar Petrillo’s demands and gave the American Federation of Musicians’ president “gentlemen’s agreements” that they’d pay his 50% wage increase. Just before the expiration of a Petrillo ultimatum to meet the demand for “or the bat,” the companies agreed to the general 50% salary increase. A fortnight before the music czar had issued his fiat to 20 representatives of transcription companies at negotiation meetings in Chicago (Broadcasting, Oct. 23).

He wanted the companies to let his New York office know by 2 p. m. Oct. 26 whether they would accept his “rock-bottom” terms of 50% wage increase for musical performances in all kinds of transcriptions—open-end, spot, custom-built and library. Just before the deadline Mr. Petrillo himself announced in Chicago that “all” of the transcription companies had agreed to his demands and that the agreement would be signed “Monday in New York.”

“Whipping Boy”
The companies had pleaded that Mr. Petrillo was using them as a whipping boy to exceed his rate at radio in general. A week before, they reminded him, he had settled with the record industry for 37 1/2% increase and that the record firms would be contributing to the AFM proportionately less than the transcription companies. But Mr. Petrillo stuck by his 50% increase, although earlier he had hinted he would agree to the general 50% salary increase and that the record firms would pay proportionately less than the transcription companies.

Among the companies named by Mr. Petrillo as having “accepted” his terms were NBC Radio-Recording Division, Empire Broadcasting Corp., Long-Worth Feature Programs and Central Transcription & Recording Co.

At his New York headquarters, spokesmen refused to name the companies which had acceded to the demands, although transcription representatives said that all major firms had complied. The wage agreements were said to be of an informal kind—no written contracts or signatures.

A Petrillo spokesman said that if any written confirmation of the verbal agreements become necessary, it probably would be in the form of an exchange of “routine” letters between the transcription companies and the AFM. The wage agreement is retroactive to Oct. 20, 1946, when the old pact expired, and remains in force through Dec. 31, 1947, when Petrillo’s contract for “unemployment relief” fees expires.

Terms of the new pact are understood to be these:

For each 15 minutes or less of recorded music to be on one side of a 12" disc, without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour, per man, the rate was increased from $18 to $27. For overtime in rehearsal for each 15 minutes or less per man the rate was increased from $3 to $4.50. If 15 minutes of recording is finished and an additional recording is made the rate for each five minutes or less of recorded music per man is an extra $9; this rate formerly was $6. For each such extra five minutes of recorded music 20 minutes may be used for recording and rehearsing. The leader of the orchestra in all cases receives double the amount.

City College Gives Rules For 1946 National Awards

RULES and procedure were outlined last week by City College of New York by which broadcasters may compete for the National Radio Awards of 1946, to be presented in conjunction with the college’s Third Annual Radio and Business Conference. Plaques and certificates of merit will be given for outstanding skill and craftsmanship in the creation of radio programs and promotion campaigns.

A Committee on National Radio Awards, composed of trade press representatives, will judge entries from the two fields according to class and category divisions. In each category entries will be identified in judging according to respective classes: A—sponsors, advertising agencies and program producers; B—100-250 w stations; C—500-1,000 w stations; D—1,000-10,000 w stations; E—stations of more than 10,000 w; F—regional or intrastate networks; G—national networks.

Categories

The categories, grouped under creation of radio programs and promotion campaigns, are: I—creation of a direct-selling, sponsored program; II—creation of an institutional, sponsored program; III—creation of a public service program; IV—creation of sponsored spot announcements of one minute or less; V—promotion by a sponsor, advertising agency, program producer of a sponsored, national program; VI—promotion by a sponsor, advertising agency or program producer of a sponsored, regional or intrastate program; VII—all-over station or network promotion; VIII—station-created or network-created promotion of a program which is either sponsored from outside or independent; IX—station-created or network-created promotion of a program which is either independent or created for sharing. Both live and transcribed programs are eligible.

A certificate of merit will be awarded to the entry of outstanding accomplishment in each of the classes established for the nine categories. The entry or entries of a firm judged superior to all others in a class, regardless of category, will be awarded a plaque.

Chairman of the judging committee is Dr. John Gray Peatman, CCNY associate dean. Judges are: Paul Ackerman, radio editor, Billboard; Reginaid Clough, editor, Tabe; Victor Dallaire, radio editor, Printers’ Ink; E. W. Davidson, director of consumer relations, Sales Management; Joe Koehler, editor, Sponsor; Lawrence M. Hughes, executive editor, Advertising Age; Bruce Roberson, senior associate editor, Broadcasting; George Rosen, radio editor, Variety; M. H. Shapiro, managing editor, Radio Orfeo.

Entries must include a statement of purpose or objectivity of the program or promotion campaign; summary of pertinent data and any other evidence indicative of the entry’s success in accomplishing its objective or purpose; if programs, a transcription of one or more broadcasts; if promotion campaign, an exhibit explaining activities and examples. Deadline is Jan. 5, 1947. Entries (prepaid $5 each) should be addressed to Dr. John Gray Peatman, Chairman, Committee on National Radio Awards, Third Annual Radio and Business Conference, City College School of Business and Civic Administration, 17 Lexington Ave., New York 10.
Georgia Institute Will Hear Reinsch
Willard and Other Speakers Are Named for Meet
J. LEONARD REINSCH, general manager of Cox stations, and radio adviser to President Truman, and A. D. Willard Jr., executive vice president of NAB, will be among featured speakers at the first Georgia Broadcast Institute of the Georgia Assn. of Broadcaster, Nov. 21, at the U. of Georgia, Athens.

Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, which is co-sponsor of the gathering, announced the complete program last week. "Legal Aspect of Radio" will be discussed by Horace Lohnes, Washington attorney, and Sol Taishoff, editor and publisher of Broadcasting, will talk on "Radio's Past." Following Mr. Taishoff at the morning session, Nov. 22, Mr. Willard's subject will be "Radio's Future."

Mr. Reinach, who will be luncheon speaker, Nov. 22, will take as his subject, "Radio in Public Service." The afternoon session, devoted to "The Business of Broadcasting," has been organized around a number of 15-minute talks on production, sales and promotion, each to be followed by a short discussion period.

The institute will open the afternoon of Nov. 21 with a GAB sponsored session which is to be followed by welcome addresses, a "Get Acquainted" reception, and general discussion of educational radio. As the final event of the meeting Nov. 22, Dean Drewry will make a summation address.

Speakers and their subjects:

**FRIDAY, NOV. 22**


--- Luncheon — Leonard Reinsch, general manager, Cox stations, "Radio in Public Service.

--- 3:30 p.m.—John Outter, general manager of WSB Atlanta, "Presiding."

**PRODUCTION**


Irvin Abellot, general manager, WLBX Richmond, "On the Air."

**SALES**

Frank Pellegrin, director of broadcast advertising, WABC. "Sales and Promotion, NAB.

Banque Ringgold, Edward Petry & Co. station representative.

**PROMOTION**

Tom Connally, promotion director, CBS. "E. P. J. Shurick, promotion manager, KMBC Kansas City."

Dr. LeGear Places

**S & W on 41**

S & W FINE FOODS, San Francisco. Nov. 4 starts Mel Venter's "Pictorial" on 41 Pacific Coast Don Lee stations three times weekly 9:15-9:30 p.m. PST for 52 weeks. Program is broadcast from KFRC San Francisco. Mr. Venter is producer of the station.

The agency is Brachers, Van Norden & Staff, San Francisco.

**A Word to The Wise is Sufficient**

ALBERT L. WARNER, head of MBS' news bureau in Washington, speaking Oct. 29 over WOL, the network's Capital outlet, declared:

"A debate of historical consequence opened in the House of Commons in London today—a debate on freedom of the press."

A Labor member of Parliament, Hayden Davies, who is also a reporter for the liberal tabloid newspaper, the London Star, introduced a resolution for a governmental investigation of the press. His resolution was sponsored by other Laborite MPs in the House of Commons.

Mr. Davies claimed that small independent newspapers were being squeezed to extinction and financial monopolies were gaining control of the press.

There is no doubt that newspapers in Britain and also in this country will watch this agitation in the House of Commons with a good deal of trepidation. When a government begins to regulate financial set-up and ownership of newspapers, it is not likely to stop short of having an effect also on editorial policy. In the pre-war press of France and the current press in Russia, we see what evil a government can foster.

In the days of the late President Roosevelt, there were mild jitters here in newspaper circles over the spokes which the Presi- dent occasionally took at the press. I remember he would absolve some of those who were reporting the White House news, but the headline writers, the editorial writers and the owners would fre- quently come in for his criticism.

In this country, as well as in England, in the last fifteen years, there has been a consolidation of newspapers which has reduced their numbers and hence the number of their owners in cities of every size. This is the result of an economic trend. A tight con- centration of ownership with a few publishers owning great chains of papers, is not in the public interest. Publishers no doubt see that themselves.

But a prime test of the present system as far as news is con- cerned is whether the American public in general is getting all the facts without suppression and without influence by financial and advertising interests.

The bulk of our news comes from press associations, the AP, the UP, and the INS, which are the best news gathering organiza- tion in the world. I have never seen there any deliberate distortion or suppression by any newspaper. They are not a lot of the public interest. Publishers no doubt see that themselves.

But regardless of the press the American people have less to worry about than the English people over monopoly in the presen- tation of the news. For every newspaper in this country which has gone out of business in the last 15 years, one, two, three or more radio stations have taken its place, all of them devoted to present- ing news as part of their programs.

In England there is but one owner of the radio—the government. Here we have six radio stations with six different ownerships, four of them separate from Washington newspaper ownership. [Editor's Note: WQQW; seventh Washington standard station, is now under construction as a separate corpo- ration. Mr. Warner's statement also does not include the nine FM and five TV granted in California.]

The days of competition and diversification of ownership in organizations presenting news are still with us. The blight of governmental interference is happily no threat at present in the United States as it seems to be in England.

---

**KOVC KWAT KMBU KTRH**

**KCBS KVOP KOAL WSYY**

**WSSR WRVA WMGA. Stations**

using spots include: KMA WHAM

**WLW WDEF WSM WKFT**

**WAON KBTB KBWD KGVL**

KTTF KPLT KABC KTEM

**WACO WCHS KGKV WBRW**

**WSSR WRVA WMGA. Stations**

using spots include: KMA WHAM

**WLW WDEF WSM WKFT**

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KTTF KPLT KABC KTEM

**WACO WCHS KGKV WBRW**
FCC Jurisdiction Over WADC Defied

Authority on Program Plans Challenged

By Stavros

WADC Akron told FCC last week that the station's program plans were beyond the Commission's jurisdiction in considering an application for a new frequency and increased power.

Referring to the Commission's proposal to grant WGAR Cleveland application for 50 kw on 1220 kc and deny WADC's mutually exclusive request for the same area, the station contended.

"No subsequent exception," WADC added, "is intended as a waiver of this one."

May Test Blue Book

The WADC-WGAR decision, if made final, has been regarded as a possible basis for a court test of FCC's Blue Book. FCC's decision declared that the "attitude of the station towards local programs is tantamount to an abdication to the network. [CBS], and the duty and responsibility of a broadcast station licensee to determine the nature and character of a program service which will meet the needs of the listeners in the area."

Another of the 25 exceptions noted by WADC was directed against FCC's "failure to give any consideration whatsoever to the fact that the [proposal of Simmons -Allen T. Simmons, WADC licensee]-is not a proposal to render a program service which will comprehend matters of purely local interest, but is in fact a proposal to render a special service as provided for and invited by the Commission's applicable regulations and standards, as set out in its statement of policy entitled 'Public Service Responsibility of Broadcast Licensees [Blue Book].'

Mr. Simmons "took the Blue Book seriously" when he proposed to have WADC carry all CBS sustaining as well as CBS commercial programs, the station contended.

"This, it was argued, 'is contrary to, and less profitable than, the too-common practice of building an audience with expensive network productions so as to sell national, regional and local advertising at high rates of which the station receives a much higher proportion than it does of the network price."

WADC also contended that FCC headed in opposite directions at the same time in its interpretation of the multiple ownership rule.

Referring to (1) the proposed decision to grant WGAR's application despite substantial overlap between WGAR and its sister station, WJR Detroit, and (2) a simultaneously announced proposal to deny WADC's application for a new Biloxi station because of overlap which would result, WADC declared in a brief accompanying its exceptions:

"This joint publication of two opposite decisions is a syndrome of the commencing exfoliation of Sec. 3.33 -symptom that the dupopoly rule is beginning to scale off. "Unless a firm enforcement can be had," the brief continued, "the rule will go the way of the old quota provisions under the Davis amendment, the old one-millivolt protection for regional stations, the present 2.5-millivolt protection, and other similar rules, all instances of regulations for which there have been so many exceptions and constructions that they are actually or effectively repealed."

Shortly after the WGAR-WADC proposal decision was issued, WADC petitioned FCC to amend the dupopoly rule so as to eliminate waiver of its requirements under any circumstances [BROADCASTING, Oct. 28]. That petition and last week's exceptions and brief were filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, WADC counsel.

The brief argued that "there are two basic reasons why the Simmons applications should be granted and the WGAR application denied." Aside from proposing "a direct violation" of the dupopoly rule, WADC contended, the WGAR request "is contrary to the intent of the Communications Act."

"The Commission by rules forbids WJR more than 50 kw but now proposes to give the owner of the station the coverage of vastly greater power by another method," the brief asserted. WADC said other factors cited by FCC—the fact that WGAR and WJR are in different states and different trade areas, have separate network contracts and separate advertising representatives—do not duplicate local programs, that WJR is a clear channel station and that it has few Cleveland listeners, etc.—do not warrant the Commission's decision to overlap the duplication of the service areas.

Second reason, WADC maintained, is that the Simmons applications will afford the Cleveland area an overall service far superior to that held out by WGAR."

The Akron station said that if WGAR gets 50 kw, WADC loses its CBS affiliation and WGAR then "reduces its Columbia commercial coverage by 12.1% and reduces its Columbia sustaining coverage by 30.2% . . ." If WADC gets 50 kw, the brief reasoned, WGAR loses its CBS affiliation and "then WADC increases its Columbia coverage by continuing the usual full commercial coverage and in addition guaranteeing full sustaining coverage not now available anywhere. This leaves WGAR (at a new site to be bought for it by Mr. Simmons), with adequate regional coverage of the area, fully to take care of the local-originations needs of the area."

WJSB's FREQUENCY

The principal owners of WJSB McComb, Miss.—Robert L. Sanders and George Blumenstock—applied to FCC last week for a new station at New Orleans on 1230 kc with 5 kw fulltime, now assigned to WJBW New Orleans.

WJSB is awaiting renewal hearing on alleged violations of FCC rules.

Louise C. Carlson, former wife of Charles C. Carlson, WJWB licensee, also has applied for the facilities [BROADCASTING, Sept. 23]. Her application and WJSB's for renewal are scheduled for hearing in New Orleans starting today.

Meurs. Sanders and Blumenstock, filing as Southern Broadcasting Corp., also petitioned FCC to postpone the hearing and designate their application for consideration in open hearing.

Frand Stollenwerk, Washington attorney for Southern Broadcasting, said the application, incomplete in some details, was being considered. WADC's Miltifly Applications and Blumenstock each owning 50% of the voting stock, with some preferred stock also owned by J. Studebaker Lucas, New Orleans attorney. Mr. Sanders, president and technical director of WJSB, is president of Southern Broadcasting. Mr. Blumenstock, WJSB treasurer and general manager, is treasurer.

IN OPEN defiance of FCC procedure, WADC Akron last week told the Commission it has no business considering the "nature, character or content of the present or proposed programs of either applicant."

Other applicant is WJSR Cleveland whose proposed grant for 50 kw on 1220 kc is being opposed by the Akron station which is requesting the same assignment.

WJSB is on 1350 kc with 5 kw. Its application for 1220 kc with 50 kw proposed that WGAR, now on 1220 with 5 kw, be shifted to 1350 kc. Both stations proposed direction-inalized operation on 1220 kc. WJSR and WJR are owned by G. A. (Dick) Richards.

Cleveland's Chief Station Says . . .

When Cleveland's CHIEF Station carries the ball for you . . . every program packs a triple threat—WJW gives you three way service as master entertainer, super salesman, potent advertising medium! When WJW calls your sales-signals you gain an enviable position—an enviable listener acceptance in a great market . . . Cleveland.

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Grants Proposed for Four Stations

Frequency Change, More Power Are Given Hannibal, Mo.

PROPOSED GRANTS for four new stations—at Orlando, Fla.; Camden, N. J.; Rockford, Ill.; and Augusta, Ga.—and a change in frequency and higher power for KHMO Hannibal, Mo., were announced by FCC last Thursday (other proposed grants, page 30).

The proposed changes:—Orlando Daily Newspapers Inc., 900 kc with 10 kw day and 5 kw night, directional antenna fulltime. (Proposed denial: Frederick W. Mizer’s application for 900 kc with 1 kw fulltime at Orlando.)

Cammed—Radio WKDN, 800 kc with 1 kw, daytime only. (Proposed denials: Camden Broadcasting Co.’s application for 800 kc with 1 kw daytime at Camden; and WHAT Philadelphia, seeking change from share-time arrangement with WTEL Philadelphia on 1340 to 1070 kc and increase power at Camden, claiming Benedetto ground.)

KHMO Hannibal—Change from 1540 to 1070 kc and increase power from 250 w fulltime, contingent on KHMO grant, but disallowed due to monopoly grounds since 69.2% of stock is held by KHMO owners or staff executives; Monona Broadcasting Co., seeking 1230 kc with 250 w at Augusta.)

Augusta—Georgia—Carolina Broadcasting Co., 1230 kc with 250 w fulltime. (Proposed denials: Voice of Augusta Inc. and Augusta Oriental Broadcasting Co., also requesting 1230 kc with 250 w at Augusta.)

KHMO Hannibal—Change from 1540 to 1070 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night, directional antenna fulltime. (Proposed denials: Audrain Broadcasting Co.’s application for a Mexico, Mo., station on 1540 kc with 250 w fulltime; contingent on KHMO grant, but disallowed due to monopoly grounds since 69.2% of stock is held by KHMO owners or staff members; Monona Broadcasting Co., seeking 1070 kc with 10 kw fulltime at Madison, Wis.)

Rockford Grant

Rockford—Edwin S. Mead, Miami Beach businessman, 1480 kc with 1 kw, directional antenna fulltime. (Proposed denial: Radio Wisconsin Inc. application for same assignment for a new station at Madison, Wis.)

Georgia—Carolina Broadcasting Co., grantee for Augusta’s fourth station, is controlled by Walter J. Brown, WSPA Spartanburg general manager and former special assistant to Secretary of State Byrnes, whose home is in Thomson, Ga., near Augusta, and his nephew, Naval Comdr. Edgar W. Teasley, a native of Georgia who would be general manager. They have 30% and 21%, respectively.

Other stockholders: P. S. Knox of Thomson, businessman and controlling stockholder of Lombard Hotel in Thomson and Knox Metal Products, who is president and has 25%; John T. Cash, associated with Mr. Knox’ interests, 24%; Program director would be A. Lee Parsons, formerly with WFBC Greenville; chief engineer, Charles M. Sparks, formerly with WSPA.

Grants Proposed for Four Stations

The paper’s application, previously sought 1340 kc, but lost a proposed decision to Savannah Valley Broadcasting Co. [Broadcasting, Aug. 12]. They then changed their requests to 1250 kc. The proposed grant to Georgia—Carolina was based on greater integration of ownership in the station’s operation, and addition of a fourth measure of geographic separation in the community (Augusta Chronicle Broadcasting is affiliated with a daily newspaper).

The proposed grant to Orlando Daily Newspapers was made on the grounds that Mr. Mizer, who controls all voting stock, is a local resident and better acquainted with Orlando needs than Mr. Mizer, a non-resident (with WQAM Miami the last 23 years) and also on grounds that the Orlando applicant planned “a more effective service”—power of 10 kw day and 5 kw night, compared to Mr. Mizer’s proposal for 1 kw fulltime.

Less Financing

“Mr. Mizer does not appear to have the financial resources to construct a station using the power proposed by the Orlando Daily Newspapers,” which conclusion is based on a financial inability at this time to construct an FM station even though his AM proposal has an estimated construction cost of only $25,000,” the decision declared.

The Commission conceded that its proposal to grant a newspaper’s application rather than that of a non-newspaper applicant differs from the policy it frequently followed. But newspaper ownership, FCC explained, is only one factor and “does not disqualify an applicant.” Another factor, it added, is that there are already “a number of other stations” in the city—three in Orlando’s case—so that the broadcast medium of mass communication is diverse.

Orlando Daily Newspapers is owned by the families of Mr. Anderson (39.2%) and Charles E. Marsh of Macon (60.8%), but voting control is in the hands of Mr. Anderson under a March 1945 contract. The firm has a conditional FM grant.

Ronald B. Woodyard, principal owner of WINK Fort Myers, which he has sold to a firm headed by Arthur B. McGee, Ohio cab company owner, for $100,000 subject to FCC consent, would be Mr. Anderson’s radio adviser. He would receive a 25% interest in the AM and FM stations.

In the Camden-Philadelphia applications for 800 and 820 kc, FCC concluded that Camden, with only one existing outlet (WCAM, operating one-third time), needed additional facilities more than Philadelphia. Radio WKDN was preferred over the other Camden applicant, Camden Broadcasting Co., on grounds that its sole owner and proposed manager, Ranulf Compton, one-time commentator on stations in New England and former congressman from Connecticut, is better qualified than Camden Broadcasting’s sole owner, Aaron Heine.

Mr. Heine is owner of Mack Radio Sales Co., whose contract for 26 of WCAM’s 29 hours a week (for re-sale to advertisers) has been found objectionable by the Commission. “On the record,” the proposed decision declared, “we are of the opinion that Mr. Heine has not demonstrated any comprehension of the duties and responsibilities that under the Communications Act ... must be assumed by a broadcast licensee.”

If his proposed grant is final, Mr. Compton plans to transfer the permit to a corporation in which he will retain 90% interest, with 10% to Mortimer Hendrickson, KYW Philadelphia news editor, and another war veteran whose name was not disclosed.

In proposing a grant of KHMO’s request to change facilities, FCC anticipated denial of Audrain Broadcasting Co.’s request for a new station at Mexico on the assignment vacated by KHMO. The decision noted that 69.2% of Audrain stock is held by KHMO stockholders or staff executives, and that daytime service areas of the proposed operations would overlap to an extent inconsistent with the multiple ownership rule.

Although Monona Broadcasting’s proposed operation at Madison, Wis., would not involve objectionable conflict with KHMO’s proposed assignment, FCC found it must be denied because it would not provide CBA Sackville, N. B., Canada, the protection required by NARBA.

The grant to Mr. Mead for Rockford rather than Radio Wisconsin for Madison was based on the relative needs of the two cities for additional stations. For Rockford, it was pointed out, now has one station, compared to Madison’s two.

Country-wide Reaction

IMPLEMENTING the drive for the Washington, D. C., plebiscite on Nov. 5, WTOP Washington, CBS station, has requested CBS newsmen and announcers across the country to record spot interviews on suffrage in D. C. with citizens of either sex. WTOP is scheduling all the transcribed interviews received and is airing all reactions, whether they are pro or con District suffrage.
SUN VALLEY, headquarters for next June's convention of Advertising Assn. of the West, is regarded by Walter E. Wagstaff, general manager, KIDO Boise, Idaho, and newly-appointed general chairman of the convention. Appointment was made at meeting of Boise Ad Club, attended by Vernon Churchill of Portland, Ore., AAW president, and Charles Collier, San Francisco, secretary.

Four Pittsburgh, Three Fort Wayne FM Grants Authorized by Commission

FOUR FM GRANTS for Pittsburgh and three for Fort Wayne, Ind., were authorized by FCC in orders adopted last Monday.

The grants, all for Class B stations, followed hearings conducted in the spring and summer. Only one applicant in the two proceedings, Liberty Broadcasting Co., for Pittsburgh, failed to receive an authorization.

In a separate decision, FCC proposed to grant Liberty's Pittsburgh AM application but deny its FM request on dupoply grounds linking Liberty ownership with that of WSTV-FM Steubenville, Ohio. The Commission concluded the overlap between Liberty's FM outlet and WSTV-FM would be too great when and if WSTV-FM applies for normal maximum operating power.

Six New in Pittsburgh

The four grants for Fort Wayne, bringing FM assignments there to six and leaving one Class B channel now available (one is being withheld for one year under the reservation plan), went to WCAE QV and WJAS, Pittsburgh AM stations, and to WAJR Morgan-town, W. Va., which also has a conditional FM grant for Morgantown and is seeking a new daytime AM station in Pittsburgh. KDKA-FM and WMOT (WWSW) have been on the air in Pittsburgh for several years.

The three Fort Wayne grants filled the last channels currently allocated there. They went to WGL AM station of Farnsworth Television & Radio Corp., and to WAPZ Fort Wayne Broadcasting Inc. The fourth Fort Wayne channel is assigned to WWO-FM, which went on the air in 1942.

Robert H. Hinckley, ABC vice president, owns 15% interest in Northeastern Indiana Broadcasting Co., which is headed by William A. Kinkel Jr. (17%), president of the Fort Wayne Journal-Gazette. Frank E. McKinney and Frank M. Mc Hale, who with Mr. Hinckley and others have interests in WTHI, new station at Terre Haute, own 17% each, and Samuel D. Jackson, attorney, has a similar interest. Ed ris A. Glassman, wife of A. L. Glassman, principal owner of KLO Ogden and also interested in WTHI, owns 15%. The firm has an AM application pending.

Controlling interest in Fort Wayne Broadcasting, also an AM applicant, owned by Edward and Walter Thomas, brothers, of Indianapolis, who have about 30% each. Edward Thomas is associated with American Telephone & Telegraph Co., and Walter Thomas is a retail druggist; they are brothers of Harold Thomas, president of WISE Asheville, N. C., permittee of a new AM station at Durham and interested in WAYS Charlotte, N. C., and WIXK Columbia, S. C. Other stockholders include Earl Groth, department store owner; H. Leslie Popp, bakery owner; Clarence Schust, who has a metalworking plant, and John Toothill, president of Burn-Smith Co., station representative.

The grants, with AM affiliations of grantee firms shown in parentheses, were as follows:

WCAE Inc. (WCAR), Pittsburgh--92.5 mc (Channel 223); 30 kw effective radiated power, antenna height 453 feet above average terrain.

Allegheny Broadcasting Corp. (KQV), Pittsburgh--89.3 mc (Channel 227); 20 kw; 300 feet. Subject to filing application for modification of construction permit specifying antenna structure location and height meeting CAA and FCC approval, and for approval of technical features. (WJAS, Pittsburgh--94.9 mc (Channel 229); subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power and antenna height 500 feet above average terrain.

West Virginia Radio Corp. (WJAI), Pittsburgh--93.7 mc (Channel 220); 20 kw; 300 feet. Subject to condition that on or before September 1, 1947, the station will begin with a report on the automotive industry, stressing the reasons why new cars are so slow in reaching the dealers' showrooms.

Harvey Marlowe, ABC executive producer, John Pival, ABC video coordinator of special events in Detroit, and a camera crew are going to the big automotive plants of Detroit, Pontiac and Flint to film this program, which is being made with the cooperation of the Automobile Manufacturers Assn. Executives of the association expressed pleasure that ABC has undertaken to tell the public through television why the production of cars has been delayed.

Announcing the series, Paul Mowrey, ABC national director of television, described it as an outgrowth of ABC's filming of special events for television use. When we have used film to cover a special event we have always tried to come up with a complete, well-rounded story and not a simple spot-news-type of show," he said. "ABC has had more experience than any other telecasting or documentary film coverage and we feel we are well equipped to undertake a series such as Video Reports to America."

Series, to be made on 35 mm sound film and telecast on video stations in New York, Schenectady, Washington, Philadelphia and Chicago, will cover such subjects as housing, Merchant Marine, labor and management, public health, and politics and politicians.

Add CBS Serial

MANHATTAN SOAP Co., New York (Sweetheart soap), Nov. 25 will sponsor a new daytime serial five days a week on CBS 2:45-3 p.m. Advertiser will continue sponsorship of Evelyn Thors, weekdays 10:30-10:45 a.m. on CBS but did drop Barry Cameron Show on NBC Oct. 11. New show in 2:45-3 p.m. period on CBS is unnamed but will be signed for 59 weeks. Duane Jones Co., New York, is agency.

Farnsworth Television & Radio Corp. (WGL), Fort Wayne--95.1 mc (Channel 256); 20 kw; 300 feet. Subject to condition that on or before September 1, 1947, the station will begin with a report on the automotive industry, stressing the reasons why new cars are so slow in reaching the dealers' showrooms.

Reports a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD -- 121 West 46th Street, New York, N. Y.

MEDICAL

ABC IN PRODUCTION ON TV FILM SERIES

ABC last week started production of a new television series, Video Reports to America, which will bring to the television audience a pictorial review of important social and economic problems currently in the public eye. Done on film, this new documentary series will begin with a report on the automotive industry, stressing the reasons why new cars are so slow in reaching the dealers' showrooms.

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FOLEY ESTABLISHES OWN LAW PRACTICE
JAMES F. FOLEY has announced opening of law offices in Stoneleigh Court, 1025 Connecticut Ave., N. W., Washington, D. C., to specialize in all forms of radio and communications law. Telephone is Executive 4547.

Mr. Foley at one time was connected with the offices of Dow, Alworthon and Lohmes and also served as special assistant to the Chief of the Soil Conservation Service. More recently he was chief counsel of the automotive branch of the OPA. Since leaving OPA and pending establishment of his own offices, he had been associated with Thomas Farrell, Washington lawyer.

A graduate of Holy Cross and Georgetown, Mr. Foley was an associate editor of the Federal Communications Bar Association Journal. He resides in Washington with his wife and three children.

Paley Prescription
DULLING of audience enthusiasm through shortsighted programming might lead to Government censorship or operation of radio, according to the Portsmouth (Va.) Star, in an editorial commenting on the NAB convention speech by William S. Paley, CBS board chairman. The editorial called on broadcasters to take active steps to improve their programming.

EDUCATORS ADVISE HIGHER STANDARDS
COOPERATIVE effort by educators and the radio industry to raise program standards was proposed last week at the Stephens College Conference on Radio. Though highly praising the “excellent job” of broadcasting under “terrible pressure,” representatives of education said much remained to be done in the program field.

Radio and education jointly can successfully bridge the gap between human relations and scientific advance, it was agreed. Industry spokesmen challenged educators to develop discriminating listeners; to provide better trained teaching personnel with a knowledge of professional radio; to keep abreast of the industry; to utilize better the trained teaching personnel having a knowledge of professional radio.

Educators were advised to keep abreast of industry developments and make better use of broadcast time provided by stations. Efficiently operated college-owned stations can provide valuable training, it was pointed out, and this

NAB Members Get New Rate Card, Standard Spot Forms
TWO STEPS toward improvement of broadcast advertising practices will be taken by NAB following action by the Chicago convention and the board of directors of the AAAA, according to Frank E. Pellegrin, NAB director of broadcast advertising.

The first step consists of distribution of new standard spot contract forms to stations in mat form. Final approval was given the contracts Oct. 29 by the AAAA board (separate story on page 67).

The second consists of mailing of new standard rate card forms to member station. These forms were approved at the Chicago convention.

Action in both cases follows more than a year of careful study. In the case of the spot contract forms, a joint committee of NAB and AAAA held a series of meetings and went into all angles of the complicated problem. The rate card problem was given careful study, with advice of agency and advertising groups sought from time to time.

The spot contract revision replaces the form in use since 1942. It includes numerous changes sought by both radio and advertising industries.

AAA Will Adopt
Walter Johnson, WTIC Hartford, chairman of the NAB’s contract subcommittee, said Thursday he hoped the contract would be universally adopted by stations. All should be carried out on a sound liberal arts foundation.

Frequently mentioned was the NAB convention address by William A. Pelly, CBS president, for higher industry standards [Broadcasting, Oct. 28]. The conference approved the Federal Radio Education Committee standards for college radio instruction.

KTYL Mesa, Arizona
Names Mickel Manager
A. E. (Bill) MICKEL, Army veteran formerly with KSAL Salina, Kan., has been named general manager of KTYL Mesa, Ariz., new outlet. In radio since 1922, he has been with a number of stations, including KFJB Marshalltown, 1a., and KWNO Winona, Minn., both of which he managed. Mel Standage, formerly with KALL Salt Lake City, is program director of KTYL utilizing and Ernest Burgi, of Provo, Utah, heads the continuity department.

KTYL expects to go on the air early in 1947 on 1490 kc with 250 w. Station will be housed in a brick building one mile south of Mesa. Using Western Electric equipment, KTYL will have Standard and Associated transcription libraries and UP news service.

AAA members will adopt the form, though AAAA officials said complete use might not be attained until the following year.

Important changes in the new contract follow:

1(a) - Station is permitted use of either certificate of performance or affidavit, to be furnished at time of billing; unless required, prior to billing this proof shall not act as condition precedent to payment. Former clause permitted only affidavit.

1(c) - Clause permits station to change contract rate at the request of a client if station believes reasonably that agency’s credit has been impaired. This provides for payments of liquidated damages if contract is canceled at material breach.

2(a) and (b) - Old contract provided termination on 14 days notice; now provides for 28 days notice on programs, 14 on announcements; renewals require uninterrupted service and failure to exercise renewal option voids all rights.

3(a) - New expanded and clarified; no liability for talent charges in new clause.

4(a) - Old contract permitted cancellation of a program to broadcast a sustaining program of public importance; new clause permits broadcast of any program which is in absolute discretion is deemed to be of public importance or in the public interest. This gives stations complete control over program content, a required under the licensing clause of the Communications Act. Clause (e) puts a limit on station’s liability for noncancellable live talent charges—not to exceed the net time charges.

5(c) - Provides for continuation of the contract up to 90 days, providing broadcasting is continuous. Clause (4) is an improved automatic rate protection to agencies.

6(a) - Makes more explicit by including rules and regulations of the FCC; (d) is new and states that the station shall be required to broadcast for any product or those named in the contract without violating any approval; (f) is new and provides deduction of 30 seconds for the purpose of calling any program.

The rate card standardization project reduces the number of types of discounts from well over 100 to only five. According to Mr. Pellegrin this enables spot buyers to eliminate much of the work and confusion in the past, making it easier to buy radio.

The five were unanimously approved by the NAB Convention and have the endorsement of the AAAA Timebuyers Committee and other advertising interests. They provide uniform presentation of essential information required by timebuyers.
CROSLEY ANNOUNCES PROMOTION OF TWO

Mr. Park - Mr. Martin

DWIGHT MARTIN, Cincinnati attorney, and Eldon Park, program director of WLW Cincinnati, have been named vice presidents of the Crosley Broadcasting Corp., it was announced last week by James D. Shouse, president. Mr. Martin is to have duties attendant upon the corporation's expansion in New York radio, its possible acquisition of KSTP St. Paul-Minneapolis, and forthcoming FM and TV activity in Cincinnati, Dayton and Columbus. For nearly 10 years Mr. Martin has been legal consultant for WLW as a partner in the law firm of Dinmore, Shole, Sawyer and Dinmore. He is resigning the latter firm for his new position.

Mr. Park's new title will be vice president in charge of programs. Roosevelt Hotel and WWL starred last week by James D. Shouse.
Help Wanted (Cont'd)

Help Wanted (Cont'd)

Copy writer, new eastern station has as yet no copy writer, but is really write continuity. Send details, immediately! Box 193, BROADCASTING.

Situations Wanted

Promotion director with top-flight back-ground and experience programmed station in small or medium size city desired. Will write and produce programs, auditions, and sales promotion, research, new copy, layout, production, techniques. Good salary and benefits. Box 192, BROADCASTING.

We need women announcers—Need a well organized newsroom? Two Washington newswomen—newscaster now assigned as President of station. Wants to make a career of it. Has pretty good voice, can work in studio, can type, can write. Has experience desired, but please no floaters. Must be able to write, work, and install and maintain equipment and write. Good salary and benefits. Box 191, BROADCASTING.

(2) Two experienced operator-announcers—.operator-announcer and sales manager who can write copy. We can pay. (3) Excellent working conditions with opportunity to grow with us as we expand to more stations. (4) Life in friendly western town, close to outdoor activities. Write us about yourself, giving complete details, pictures, etc. We want good men who are willing to become part of good community and good station and who want to work in management positions. Box 69, BROADCASTING.

Engineer, capable of installing new 1 kw FM station in Montana. Has stayed on as chief. Write qualifications, salary wanted, etc., Box 83, BROADCASTING.

Are you an experienced engineer who appreciates the challenges and making of all types of studio and remote equipment, (b) no doubting in your mind, but not dream stuff salary, (d) top-notch programmen wanted? Box 84, local and special event shows on network, (1) beautiful city of 125,000 pop, (2) good channel, with your history and availability, several reliable references, confidential. Box 178, BROADCASTING.

Composer and arranger for Mountain West station. Has had experience for 250 watt southern station. Must have first class experiences, is available directly. Address Box 122, BROADCASTING.

Announcer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for the right man. Send complete information including snapshots with reply. Box 193, BROADCASTING.

5000 watt station in large southern city wants talented writer to head copy department. Send vital statistics, c.v., experience. Box 136, BROADCASTING.

Wanted: First class commercial manager and sales executive experienced with past record for 250 local MIB's and Torpedo's. Call or write ex- in first letter. Box 169, BROADCASTING.

Announcers—position requiring knowledge of board must develop own shows. Send complete c.v. with letter. College graduate or thoroughly experienced. Box 172, BROADCASTING.

Good opportunity for topnotch pro gram and sales manager for new one kw station in Colorado midwest. Box 172, BROADCASTING.

Wanted—Combination announcer-engineer. Must have experience in participating in developing and operating new FM station. Desire better than average voice and some experience in direction of advertising. Box 172, BROADCASTING.

Complete staff for 250 watt local sta tion. Box 192, Washington, Montana. Applications accepted November 23rd. Need 4 combinations of different announcers who are capable handling sports. Girl to act as receptionist, handle from office, write 200 words per minute. Include all necessary qualifications. Box 145, Philadelphia.

Immediate openings—8 program direc tors, 4 newscasters, 4 engineer-an nouncers (12) hours, $250 to $350 weekly. RR1 employment only. Box 413, Philadelphia.

Back-door-to-network-announcing opportunity. Opportunity for local station—chain-qualy announcers of intelligence, experience desired. Must have experience desired, but please no floaters. Must be able to write, work, and install and maintain equipment and write. Good salary and benefits. Box 191, BROADCASTING.
AFRA-Network Negotiations Delayed Pending Local Meet

WITH NEGOTIATIONS at stalemate, the New York Chapter, American Federation of Radio Artists, has called a general membership meeting for Nov. 8 to discuss new contract bargaining with the major networks.

At that meeting the AFRA Negotiating Committee will report on its three weeks of conversation with the networks, and will indicate the points sought for further instructions. In some quarters there was talk of a possible strike, although other sources pointed out that several avenues are still open for further bargaining.

Negotiations ended temporarily last week after three weeks when the AFRA delegation asked to be excused until it could be instructed by its licenses. FCC, AFRA stood by its demands for a 35% wage increase; the networks were equally firm in their 10% raise counter-proposal.

AFRA wanted to include an “unfair stations’ clause in the contract. The networks described that proposal as one which inferred “secondary boycott” and refused to agree.

AFRA demanded that the networks withhold service from stations which refused to negotiate with the artists’ union. The network owners disagreed.

Should AFRA’s membership insist at the Nov. 8 meeting that networks should be prevented from feeding shows to stations which would not bargain with the union, a strike vote appeared to be the only course for the union, according to observers. Informed network executives expressed the belief, however, that AFRA’s New York membership would not be inclined to vote for a prolonged labor war merely to protect bargaining conditions of AFRA members in smaller cities outside of New York.

Licenses for 63 AMs Renewed

LICENSE RENEWALS for 63 standard stations and temporary licenses for 18 others, 17 of which already were on the air, were approved this week in a two-day action closing out FCC’s renewal year.

AN INVESTIGATION of complaints regarding possible violation of FCC rules on identification of sponsors, the Commission, is delaying its decision on the renewal application of one of the 18—WJAG Norfolk, Va.

WASHINGTON—Pending decision in Nov. 1947, was put on temporary basis to Jan. 1, 1948, and that of KOMA Oklahoma City for 60 days.

Licenses for three facsimile and two transcontinental radio stations have been extended on temporary basis to Jan. 1, 1947, and that of KOMA Oklahoma City for 60 days.

Licenses for 63 AMs Renewed

For sale—New Presto model N-O. Order: Box 189, BROADCASTING.

WANTED TO BUY

WANTED: New or used — WII 250 watt transmitter, limiting amplifier, Y-4 Presto recorder. WE console and modulation power supply, Freeland & Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

New Orleans 13, Louisiana.

Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

CASTING.

Motorists need overhauling. One set of parts to put in operation. Most important components still in good condition. Mr. F. J. Deweck, 25-31-T Kleinman, 25-31-T 42nd Ave., Astoria, N. Y.

PROFESSIONAL ENGINEER.

With progressive organization. Box 413, Philadelphia.

DR. W. J. G. Brown, 460 Tenth Ave., San Francisco, Calif.

5 kw control board and starting battery. Price $297.50. Waukesha Radio, Waukesha, Wis.

New York City in 1940. Will require considerable study to plan and develop station. Mrs. Dorothy B. Woodall.

In addition to the 57,500 shares of stock, the estate of the late Mr. Carpenter, Blaxter, D. L. Frawley and Henry Greig and Carpenter and Henry Wilmore Landon, Gardner F. Lanham, Mrs. Dorothy B. Woodall.

The application said, Oliver Rea Jr., all of Pittsburgh, Mr. Carpenter, include Patricia Bacon, Max O'Rell Truitt, and Mrs. Dorothy B. Woodall.

West 60th St., Pittsburgh, Pa.

The networks described that proposal as one which inferred “secondary boycott” and refused to agree.

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Court to Hear Motion In Suit Against NBC

MOTION to dismiss a $100,000 suit against NBC, the Russel M. Seeds Co., Chicago, and Brown & Williamson Tobacco Corp., filed by dealers contending that they were injured in Illinois Circuit Court, with hearing date to be set at the court's convenience.

John G. Hunter and his wife, Jean, on Sept. 19, filed the $100,000 suit, alleging violation of the rights of privacy because of a broadcast more than five years ago. Counsel for defense in its motion contended that under Illinois laws right of privacy does not exist and further that the statute of limitations for slander or libel expired two years after the incident.

Mr. and Mrs. Hunter seek redress, charging that a dramatization on Wings of Destiny, then sponsored by Brown & Williamson, referred to television packages which they assisted the Army Air Corps in dropping to marooned Indians as "bundles from Heaven." That reference and the then recent marriage of Mr. and Mrs. Hunter caused them "emotional embarrassment," their suit charged.

Mr. and Mrs. Hunter were employed on an Indian reservation in 1941 and helped the AAC locate various Navajo tribes marooned in a blizzard. The Army dropped food to the Indians.

Coca-Cola Drops

COCA-COLA Co., New York, after Nov. 22 broadcast, will discontinue sponsorship of Spotlight Bands on MBS, Mon.-Wed.-Fri. 9:30-10 p.m. Program features three name bands, Guy Lombardo on Monday, Xavier Cugat on Wednesday and Harry James on Friday. Dropping of program at end of firm's 26 week contract is attributed to current sugar shortage and spokesman from D'Arcy, New York, Coca-Cola agency, said company hopes to be back on the air in the near future as Coca-Cola sponsorship of the MBS Morton Downey program will continue.

PIECIONS DEFILE JINGLES

WHY, it was as indecent as if someone had jazzed up "The Star Spangled Banner"—those pickets out there, hollering singing commercials with lyrics of social significance.

In their New York Radio City offices, NBC and ABC executives shook their heads. No telling what those CIO people would do next. Hear what they're singing to the tune of that fine, old Pepsi-Cola jingle! glamour doesn't hit the spot. When thirty bucks is all you've got.

To pay the landlord and butcher too
We need higher pay to see us through.

And besides, they say they're members of the CBS local. What are they doing over this way? And look at the sign that one is carrying.

Among the folks who know networks best it's union . . . ten to one.

It was true; 200 members (and sympathizers) of the CBS local of the United Office & Professional Workers (CIO) were staging a noon-hour demonstration in front of the RCA Bldg., where NBC and ABC are housed. The union members were protesting what they termed "interference" by those two networks with the negotiations now in progress between the union and CBS.

The CBS white collar workers

Moored to KGW

GEORGE MOORAD, former foreign correspondent and CBS war reporter, has joined KGW Portland as news analyst. For five years, starting in 1932, China was his beat as reporter, city editor of Shanghai Times and later as Time and Life correspondent there. August 1937, he returned to the U. S. and editorship of Santa Cruz (Calif.) Sentinel. As public relations director of American Red Cross he went to Australia in 1941. He covered Guadalcanal and Battle of Bismarck Sea for Saturday Evening Post. Next he joined CBS, reporting New Guinea campaigns and London's Blitz, Italian campaigns, invasion of Southern France, Moscowa and Teheran. Returning to U. S. to cover UNO in San Francisco, his next foreign post was Far East until return to U. S. in May 1946. Bikini atom test was his last foreign assignment. He is author of the current Behind the Iron Curtain.

Video for Windsor

WINDSOR, Ont., will be serviced by American television with an announcement of adaptation of DuMont receivers to Canada's 25-cycle power supply, W. J. Scripps, director of radio for the Detroit Newspaper Association, told at the Broadcast Convention, WWDT, stated last week service will be made available to Canadian communities within 32 miles of Detroit's Penobscot Bldg., WWDT site.

George C. Smith Named Sales Manager of KSDJ

GEORGE C. SMITH, formerly in the advertising department of the San Diego Daily Journal, has been appointed sales manager of KSDJ San Diego, Calif., new 50,000 watt station at 1170 kc. Parrell (Mike) Gould, general manager, also announced that Janet Martin, publicity director of the San Diego county school system, has been made traffic manager of the station.

Mr. Smith

Mr. Smith was an account executive with KBNO (now WTSV) Washington (now WTOP). He also operated his own advertising agency in Cleveland and served as commercial manager of WKBO Harrisburg. A former newspaper woman, Mr. Martin was later script writer, then news director, and later as announcer of WSUI Iowa City. She was also on the script staff of WHO Des Moines and with Canadian stations.

Gimbel Video Success

ON COMPLETION of the first of Gimbel Bros., Philadelphia, series of television programs on WPTZ, the store proclaimed their success last week. It will mean much for future television series, the store believes, and adds "it should serve as an example to all potential sponsors of the importance of television as an entertainment and advertising medium."

All Eyes on Gimbeals was the practical application of ideas gained from the Gimbel-RCA intra-store demonstration. Although the response showed that more than 1% of set owners called or visited the store as a result of the show. There are over 700 television set owners in the area.

WMCA Plans

JOSEPH GOTTLIEB, WMCA New York staff producer, has been appointed director of commercial production for the station. In his new capacity Mr. Gottlieb will supervise all production and will be responsible for improving and expanding the station’s commercial programming. Creation of this new post, made necessary because of the departure of Michael Stark, WMCA vice president and general manager, is in direct line with station’s drive on national advertising market which began last week with the addition of Free & Peters, New York, as national sales representatives and Herman Bess as WMCA director of sales. Started Nov. 1, the campaign is designed to increase WMCA’s proportion of national advertisers and will concentrate on the selling of the station’s public service rated programs.

Nov.-Dec.

Nov. 4-6: Ninth Annual Western States Convention, AAAA, Los Angeles, Calif.
Nov. 4-8: National Women’s Conference (NAB-AWD), Denver, Colo.
Nov. 8-11: Steering Committee and subcommittees, new FM promotion group, meeting, Washington, D.C., to perfect organization.
Nov. 9-11: NAB-AWD District 13 Meeting, San Antonio, Tex.
Nov. 9-11: Women in Radio Conference (NAB-AWD), Denver U., Denver, Colo.
Nov. 16-17: National Women’s Conference (NAB-AWD), Denver, Colo.
Nov. 19-21: Georgia Ann, of Broadcasters Assn., general membership meeting, Lafayette Hotel, Atlanta, Ga. (postponed from Oct. 8-9).
Nov. 22-26: Georgia Ann, of Broadcasters Assn., general membership meeting, Lafayette Hotel, Atlanta, Ga. (postponed from Oct. 8-9).
Nov. 23-28: Georgia Ann, of Broadcasters Assn., State, national, general membership meeting, Lafayette Hotel, Atlanta, Ga.
Nov. 24-28: National Radio Week.
NEW KMBC OUTLET

WIDER RURAL coverage for KMBC Kansas City farm programs assured Friday when FCC announced grant of new 5-kw daytime station on 550 kc to Midland Broadcasting Co., KMBC licensee. Transmitter to be located at Concordia, Kan., geographical center of U.S. 175 miles west of Kansas City.

New station will not duplicate CBS programs from KMBC but will carry station's farm programs designed to reach rural areas throughout Kansas, Missouri and contiguous area, said Arthur B. Church, Midland president. KMBC operates on 980 kc with 5 kw.

RADIO ADVERTISING STANDARDS

TOP ALL MEDIA, SAYS MILLER

BROADCAST advertising standards on higher level than other media, NAB President Justin Miller told Founder's Day audience Friday at Franklin & Marshall College, where he received Doctor of Laws degree. NAB now has standards of practice, is devising means to enforce them, he said.

Speaking at college founded by Benjamin Franklin, he compared uprising of colonies against growing British tyranny to increasing resentment of public against present overreach of Government, partial to its administrative officers. Greater danger, he said, exists where freedom of speech is endangered.

NAB president cited Franklin statements on constitutional rights, said many who criticize Government are Government operation, with low pay, discouragement of artists and deadly effect on professional spirit of all connected with it. He spoke earlier in week on constitutional rights at convention of Atlantic City Junior Bar Assn.

WHN, AFRA SIGN

CONTRACT to guarantee wage rises signed by AFRA and WHN N. Y. as AFRA negotiations for new contract with networks temporarily broke down (see page 91). Neither AFRA nor WHN officials would disclose terms, Herbert L. Pettry, executive director, who reopened talks, explaining he did not regard them as matter of public record. Understood announcers, under new contract, would get $70 per week minimum. Negotiations between major networks and AFRA New York local scheduled for resumption today (Monday) with employers understood ready to submit new counter-proposals.

MOORE RENOMINATED


DORING & SCHMITT FORMED

HAROLD H. DORING, former art director of Schuyler Hopper, N. Y. and E. Schmitt Jr., former account executive with same firm, have formed own agency, Doring & Schmitt, 19 West 31 St., N. Y., to deal in industrial advertising.

DR. REMSEN duBOIS BIRD, president, Occidental College, Los Angeles, appointed consultant of Decca Records Educational Div.

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At Deadline...

TWO GRANTS, TWO INCREASES PROPOSED BY FCC

TWO NEW AM stations and regional assignments for four existing locals anticipated by FCC in proposed decisions Friday.

For new stations:


Winter Haven, Fla.—Citrus Belt Bestg., controlled by Frederick L. Allman who with his wife owns WBSV Harrisburg, Va., 1490 kc 5 kw, fulltime. (Proposed denial: Carl Connie Floyd trading as Winter Haven Bestg. Co.)

For changes in facilities:

WMBC Columbus, Ga., from 1220 kc 250 w to 1420 kc 5 kw directionalized at night; WMBR Jacksonvillle, Fla., from 1400 kc 250 w to 1460 kc 5 kw DA night, on condition distance signal from WMBF Ormond Beach, Fla. dropped from 60 to 40 miles; WMCH Atlanta, Ga., from 1430 kc 1 kw to 1490 kc 1 kw fulltime; WBOC Salisbury, Md., from 1230 kc 250 w to 960 kc 1 kw DA night.

In same cases, denials proposed for conflicting applications of:

A. Frank Katzentine (WKAT Miami Beach), for new Columbus, Ga. stations; WWPG Palm Beach for change of assignment, and City of Chattanooga.

PROPOSED SALES IN HEARING

TWO PROPOSED station sales set for hearing, FCC announced Friday: (1) WBKL Clarksville, W. Va., by Mr. and Mrs. John A. Kennedy for $177,500 to News Publishing Co., Wheeling, to be heard in consolidation with proposed $800,000 sale of WPAR Parkersburg to same interest; (2) Mrs. Blanché Virgin’s proposed sale of KMED Medford, Ore., to Luther E. Gibson (KHUB Watsonville, Calif.) for $250,000. WBKL and WPAR 150 w on 1400, and 1450 kc respectively; KMED 1 kw on 1440 kc.

ARGUMENT ON TV ALLOCATION

FCC NOTIFIED television broadcasters’ convention that it would act on arguments presented to FCC for the first time (see page 91) 50 more than 250 rates that were to be made public in three weeks.

Favors U. S. Ownership

R. J. Thomas, official of United Auto Workers (UAW) and publisher of radio, testified in effect at Detroit hearings on UAW application for 250,000, 680 kc. Hearings, under Abe Stein, FCC examiner, ended late Thursday.

Still Missing

Jess Willard, NAB executive vice president, still checking all possible sources Friday for solid gold Eversharp pencil, lost on flight during Chicago convention. Pencil donated by staff of WBT Charlotte where he was station manager. It can be identified by engraved legend “WBT ‘44 ADW.”

BROADCASTING  •  Telecasting
VOUTH FOR FELDMANS

EIGHT STATION TRANSFERS giving FCC approval

EIGHT TRANSFERS aggregating $1,820,000 announced by FCC Friday as approved. The list:

KJR Seattle (950 kc, 5 kw) from Birt F. Fisher to Totem Broadcasters, subsidiary of (Marshall) Field Enterprises Inc., for $700,000 [BROADCASTING, July 8]. Mr. Field already owns WJJD Chicago, WSAI Cincinnati and FM CP, KOIN Portland, in addition to Chicago Sun and other publishing interests.

WHOM Jersey City (1480 kc, 1 kw, day, 500 w night) by Central Broadcasting Co. to II Progresso Italo-Americano Publishing Co., publisher New York Italian language Il Progresso, for $450,000 [BROADCASTING, July 1].

Generoso Pope and family own II Progresso and plan to expand WHOM foreign language programming.

WEUV Reading, Pa. (850 kc, 1 kw, daytime) by George J. Feinberg (75%), New York textile manufacturer, and associates to Haavly Broadcasting Co., owned by publishers of Reading Eagle and Times, for $300,000 [BROADCASTING, May 27]. Conditional CP for FM included. Hawley Quier heads newspapers. Mr. Feinberg owns WHHS Reading, Pa.; his brother, J. Hinklein (12%), owner KDRO Sedalia, Mo., and Joseph M. Nassau (12%), manager. They bought station in January 1945 for $205,000.

WAZI Hazleton, Pa. (1490 kc, 250 w) by J. Hale and John F. Steinman, principals of Mason-Dixon Radio Group, to local businessmen for $270,000 [BROADCASTING, July 29]. Sale complies with FCC rules, since Steinmans now own WRAI Reading, Pa. WAZI buyers include Station Manager Victor C. Diehm; E. H. Whitney, contractor and anthracite coal manager; George M. Chisnell, coal company executive; and Mrs. I. Deinolt, wife of department store owner.

Half-interest in KALL Salt Lake City (910 kc, 1 kw) by present owners to Telegram Publishing Co. (Salt Lake Telegram) for $100,000 [BROADCASTING, Aug. 6]. Present owners, each selling half of interest shown: General Manager George C. Hatch, 25%; Mrs. Wilda Gene Hatch, 25%; Mrs. Abrelia S. Hinckley, wife of ABC Vice President Roberson; and Roberto C. Hinklein, 50%. FCC approval conditioned on J. F. Fitzpatrick, Telegram publisher, divesting himself of 19% interest in KSL Salt Lake City.

KCMC Texarkana, Tex. (1230 kc, 250 w) transferred from Texarkana Newspapers Inc. to KCMK Inc. in realignment of corporate structure. Stockholders remain same, but President C. E. Palmer, 57.5% owner Texarkan Newspapers, owns 21.83% of new firm and Treasurer W. E. Hussman, 8.875% owner Texarkan Newspapers, has 45% in KCMK Inc.

WGBG Greensboro, N. C. (980 kc, 1 kw, daytime) and WMFR High Point, N. C. (1230 kc, 250 w) ownership rearranged with Ralph M. Lambeth withdrawing from WMFR and taking full ownership WGBG. James E. Kelton, M. C. Robinson and Fran Lambeth withdrawing from WGBG and with other members of family will continue to control WMFR. High Point station also has conditional FM grant. No money involved.

RMA LABOR SEMINAR


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VOUCH FOR FELDMANS

TWO NETWORK vice presidents and State Dept. official character witnesses for Mr. and Mrs. Arthur Feldman, applicants for 1450 kc, 250 w, Fort Wayne, Ind., in FCC hearing last week: Edward R. (Ed) McLucas, charge of TV engineering, NBC; and A. A. Schechter, MBS v.p. in charge news-special events; Kenneth Fry, chief, International Broadcast Division, State Dept. OIC. Mr. Feldman formerly A.B. London’s chief, NBC contributing editor and earlier NBC special events director; Mrs. Feldman formerly of BBC. Other applicants for same facilities: Homer Rodeheaver, one-time aide to late Billy Sunday; Leonard Wayne to whom went headed by Merlin H. Smith (one-third owner), brother of George S. Smith of Segal, Smith & Hennessey, Washington law firm.

FCC Issues 26 Conditional, 24 FM CPs

TWENTY-SIX conditional grants and 24 CPs for FM stations authorized Friday by FCC. Full CPs issued for KFRC Arcadia, Calif.; WBT Apex, N. C.; WLO Hillsboro, Ore.; and KQPR Oklahoma City, Okla. Original 15 applicants had filed for 14 available Los Angeles channels but Hughes Tool Co. withdrew and hearing on Hollywood Community Radio Group application was continued to unspecified date.

Of 26 conditionals, 16 were authorized to AM station operators, with 8 of 13 Los Angeles conditionals going to AM operators. Several CPs for FM stations authorized Friday to go AM station operators.

Piedmont Publishing Co., (WSJ) Winston-Salem, N. C., granted CP for FM subject to modification by Gordon Gray principal owner of WBT Wake Forest, N. C. RCMP Consultant Co. withdrew and hearing on Hollywood Commonwealth Radio Group application was continued to unspecified date.

FM CONDITIONAL GRANTS

The Hartford Times, Inc. (WWTI) Hartford, Conn. —Class B, subject to further review and approval of engineering details; Capital City Broadcasting Corp. (WCTA) Washington, D. C. —Class A; Carter C. Peterson (WCPP) Savannah, Ga. —Same except Class B; Capital City Broadcasting Co., Jefferson City, Mo. —Same; Radio Ashevile, N. C. (WIBC) Asheville, N. C. —Class B; The WFMJ Broadcast Co., Burkeville, Pa. —Class B, subject to further review and approval of engineering details.

KFXD Nampa, Ida. —Class B; subject to further review and approval of engineering details; The SRO Broadcasting Co., Canton, Ohio —Class B; Belden Inc., Chicago —Class B.

Los Angeles Grants

Adopted order removing from the hearing docket all applications for additional channels in the Los Angeles area, as follows, subject to further review of engineering details:

Earle C. Anthony Inc. (KFI) —Class A; further condition upon the grant of pending application for renewal of license to KFI Los Angeles —Class B; Telephone Broadcasting Co. (KPYD);奥林匹a Broadcasting Co. (KMXT), Philadelphia, Pa. —Class A; KGER; Long Beach, Calif. —Class A; KGBT, San Bernardino, Calif. —Class A; KMPC, The Station of The Stars, Inglewood —Class A; KFAC, Los Angeles area, WCG and KFMR, Los Angeles area, as follows, subject to further review of engineering details:

Money involved.

People

EDWARD HURT, 30, son of Frank Hurt, president-share owner KFXD Nampa, Ida., in serious condition Nampa hospital from injuries received when tractor he operated at new KFXD transmitter site between Nampa-Boise rolled down eight-foot embankment.

JUSTIN MILLER, NAB president, named radio chairman, 1947 March of Dimes campaign, by Basil O'Connor, president.

GEORGE E. STRONG, Washington attorney specializing in radio and administrative practice, Friday appointed by Secretary of Labor Schwennbach as impartial arbitrator in Pittsburgh station WQRX dispute between Queenie Light Co. and Independent Assn. of Employees, serving with company and union arbitrators.

CHARLES W. BROOKE, partner, Brooke, Smith, French & Dorrance, Detroit, retired because of ill health, after approximately 30 years with agency.

EDWARD H. BENEDICT, former MBS account executive and Grant Adv. media director, joined ABC in same capacity.

ROBERT M. O'DONELL, formerly Hill Adv., joined Fuller & Smith & Ross, N. Y., as account executive.

BROADCASTING • Telecasting
THE MANAGEMENT of WINS acknowledges the vote of confidence in our future which has been expressed in the tangible form of contracts for time and programs by the following advertisers and their agencies. We assure both present and prospective clients that we will do everything in our power to merit and maintain this faith.

NATIONAL

Allenru
Arrid
Balpine Bath Oil
Benrus Watches
Bromo-Seltzer
Charcoal Gum
Chiclets
Columbian Insurance
Diamond Crystal Salt
Ex-Lax
4-Way Cold Tablets
Griffin Shoe Polish
Groves Cold Tablets
Ipana Tooth Paste
La Bohème Wines
Lummis Peanuts
Nature’s Remedy
Meadow Gold Ice Cream
Metropolitan Life Insurance
Mission Bell Wines
Mounds My-T-Fine
Paiste Beer
Pepsi-Cola
Poligrip
Poligrip
Rayve Shampoo
Raz-Mah

REL
Rem
Rit
Simoniz
Stanback
Tums
T. R. C.
Willard Tablets
Woodbury Dry Skin Cream

LOCAL

Baltimore Gospel Tabernacle
Bellerose Church
Empire Diamond & Gold Buying Service
Gospel Broadcasting Company
Keensight Lens
Lutheran Laymen’s League
Madison Loan Company
New York Daily Mirror
New York Technical Institute
New York Telephone Company
People’s Church
Peil’s Beer
Sherman Bow Ties
Tucker Furs
Williams Used Cars

It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

CROSLEY BROADCASTING CORPORATION
Teleran—"radio eyes" for blind flying!

It's a television "information please" between airplane and airport—with all the pilot's questions given split-second answers on a "newsreel" television screen mounted right in the cockpit.

Teleran (a contraction of TELEvision—Radar Air Navigation) collects all of the necessary information on the ground by radar, and then instantly transmits a television picture of the assembled data to the pilot aloft in the airplane.

On his receiver the pilot sees a picture showing the position of his airplane and the position of all other aircraft near his altitude, superimposed upon a terrain map complete with route markings, weather conditions and unmistakable visual instructions. The complex problem of air traffic is well handled by Teleran.

Teleran—another achievement of RCA—is being developed with Army Air Forces co-operation by RCA Laboratories and RCA Victor, endless sources of history-making developments in radio and electronics. They are also your assurance that when you buy any product bearing the RCA or RCA Victor monogram, you get one of the finest instruments of its kind science has yet achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.

Instrument Panel of the Future. The Teleran indicator, mounted in a cockpit, greatly simplifies the pilot's job with its quickly understood picture showing his position relative to the airport and to other planes in the vicinity. It promises to become one of the most useful developments in the history of aviation.