WLS programs for people

They use "School Time"

Oak Lawn teacher and pupils demonstrate WLS program's value

Letters and studio visits from pupils and teachers keep us posted on the way WLS "School Time" is doing its job. But now and then, we receive extra evidence, as happened at the recent tenth annual School Broadcast Conference in Chicago.

Conference officials, learning that Miss Virginia Dempsey had done an outstanding job in school use of radio music programs, asked her to bring her class in from Edward J. Tobin School in Oak Lawn, Illinois.

Prefacing her demonstration, Miss Dempsey told the conference that her classroom work was based on the WLS "School Time" programs. Then her pupils displayed their very complete scrapbooks on the Magic Harp, one of the five weekly "School Time" features.

WLS "School Time" is in its eleventh year. Like Dinner Bell, America's pioneer farm service program—like our News broadcasts, Rounding Up the World, Morning Devotions—WLS "School Time" is carefully planned for the people it is to serve...the Midwest America families who have depended on WLS service and entertainment for more than twenty-two years.
## Hooper Station Listening Index

**Des Moines City Zone Compared with**

**April-May, 1945 • Aug.-Sept., 1946**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>KRNT</th>
<th>Station A</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekday Morning</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday, 8 a.m.-12 noon</td>
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</tr>
<tr>
<td>KRNT</td>
<td>23.8</td>
<td>42.1</td>
<td>28.7</td>
</tr>
<tr>
<td>Station A</td>
<td>24.1</td>
<td>24.9</td>
<td>27.1</td>
</tr>
<tr>
<td>Station B</td>
<td>28.7</td>
<td>28.7</td>
<td>27.1</td>
</tr>
<tr>
<td><strong>Weekday Afternoon</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Monday-Friday, 12 noon-6 p.m.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>KRNT</td>
<td>22.5</td>
<td>34.1</td>
<td>20.5</td>
</tr>
<tr>
<td>Station A</td>
<td>24.4</td>
<td>20.5</td>
<td>39.9</td>
</tr>
<tr>
<td>Station B</td>
<td>48.9</td>
<td>48.9</td>
<td>39.9</td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Sunday thru Saturday, 6 p.m.-10 p.m.</td>
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<tr>
<td>KRNT</td>
<td>31.4</td>
<td>30.6</td>
<td>25.9</td>
</tr>
<tr>
<td>Station A</td>
<td>20.3</td>
<td>25.9</td>
<td>25.9</td>
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<tr>
<td>Station B</td>
<td>47.5</td>
<td>41.8</td>
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<table>
<thead>
<tr>
<th><strong>Total Rated Time Period</strong></th>
<th>KRNT</th>
<th>Station A</th>
<th>Station B</th>
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<tbody>
<tr>
<td><em>KRNT JOINED THE <em>&quot;American&quot;</em> NETWORK JUNE 15, 1945</em></td>
<td></td>
<td></td>
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<tr>
<td>KRNT</td>
<td>28.3</td>
<td>34.5</td>
<td>34.5</td>
</tr>
<tr>
<td>Station A</td>
<td>25.8</td>
<td>24.5</td>
<td>24.5</td>
</tr>
<tr>
<td>Station B</td>
<td>43.3</td>
<td>37.8</td>
<td>37.8</td>
</tr>
</tbody>
</table>
The Yankee Network announces the addition of these Maine stations as full-time Mutual-Yankee affiliates:

**WMTW - Portland**  **WFAU - Augusta**  **WJOR - Bangor**

Yankee brings to Maine Mutual coast-to-coast and Yankee programs, the complete day and night schedule of music, drama, sports, mysteries, quiz programs and news.

The addition of these stations is a further extension of Yankee Network’s home-town coverage — the direct, local impact which gives listenership in city, town and neighborhood shopping centers throughout the state.

Through these stations and its other affiliate, WCOU, Lewiston, The Yankee Network delivers Maine’s key cities and suburban trading zones on a full-time basis. It’s the Yankee home-town pattern for effective selling.

*Acceptance is THE YANKEE NETWORK’S Foundation*

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
BROADCASTING... at deadline

Upcoming

Nov. 21-22: Georgia Assm. of Broadcasters First Annual Institute, U. of Georgia, Athens.
Nov. 24-30: National Radio Week. (Other Upcomings page 95)

Bulletins

FINANCIAL support of AFRA's drive for higher network scales (see page 15) voted Friday by International Board of Associated Actors and Artists of America. Eleven branches of AAAA include Equity, Equity Chorus and American Guild of Musical Artists.

20 KW TRANSMITTER APPROVED

FCC Friday waived six-month requirement for production of FM transmitter with rating not included in FM engineering standards, permitting Federal Telephone & Radio Corp. to make 20 kw FM model (109-A). Federal told FCC it needed another year to develop new tubes required for 25 kw standard rating whereas it can start this month on 20 kw model. FCC held it desirable that FM transmitters in each of power ranges become available at early date. Approval of Federal model tentative, pending receipt of performance data.

THAT FCC INTENDS to continue considering applications for daytime only stations on clear channels under June 21 statement of policy [BROADCASTING, June 24] shown in Friday announcement of denial of Clear Channel Group petition to reconsider June 21 action. Yet to come is written opinion reviewing Commission reasons behind denial, authorized at executive session Wednesday.

June 21 policy provides FCC will give on-merits consideration to daytime or limited-time 1-A clear channel applications if proposed station is more than 750 miles from dominant station using non-directional antenna, or within 500 microvolt per meter 50% skywave contour of dominant using DA. Such applications, FCC said, may be conditionally granted on daytime-only basis. Clear Channel Group's petition argued policy jeopardizes bids which clear channel stations will make for power above 50 kw if such power is made possible in clear channel decision [BROADCASTING, Oct. 14].

Business Briefly

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Eight AMs Granted; WPNA Quits Field

EIGHT NEW AM stations granted, finnally given earlier proposed grant, FCC announced Friday. One past grantee withdrew.
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There is no better way to make your product an integral part of the lives of a community than through the sponsorship of local shows. And good local shows are available to you.

Shows that have produced enough proof of purchase letters to swamp the mailman; shows that get the enthusiastic merchandising support of the best dealers in the territory; and shows with sales records that you, yourself, could very well envy.

Good stations know how to develop effective programs for you... and here is a list of just such stations.

**SPOT RADIO LIST**

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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
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<td>WICCC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
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<td>NBC</td>
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<tr>
<td>WGRAR</td>
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<td>CBS</td>
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<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>WBP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKCO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
<tr>
<td>KARM</td>
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<td>WONS</td>
<td>Hartford</td>
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</tr>
<tr>
<td>KPOA</td>
<td>Honolulu</td>
<td>T.H.</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
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<td>KARK</td>
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<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
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<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
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<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
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<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
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<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
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<td>WTRAR</td>
<td>Norfolk</td>
<td>NBC</td>
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<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
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<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
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<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOAI</td>
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<td>NBC</td>
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<tr>
<td>KGW</td>
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<td>CBS</td>
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<tr>
<td>KMOO</td>
<td>Seattle</td>
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<tr>
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<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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</tbody>
</table>

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

**THE YANKEE AND TEXAS QUALITY NETWORKS**
WMT is in the heart of Iowa's great industrial area—Iowa, whose industrial income equals that of her tremendous farm income—a great, accessible balanced market for you.

your "BEST BUY" to reach Eastern Iowa's buyers economically & completely

WMT is a 'buy-way' to the rich Iowa industrial market.

Represented by

KATZ Agency

Member MID-STATES Group

AT 600 KC's—IOWA'S FINEST FREQUENCY

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At Washington Headquarters

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Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director

Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Rufus Crater, Associate Editors; Fred Fitzgerald, Asst. To the Managing Editor. STAFF: Lawrence Christopher, Paul Fulcombe, Irving Kipnes, Kathryn Swanson, Mary Earhart; EDI-
TORIAL ASSISTANTS: Margaret Elliott, Elizabeth Jo Bailey, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, Secretary to the Publisher.

Home is the place to sell your prospects . . . For almost every product is designed for use in or around the house . . . In the Nashville area, the heart of the market is in its 335 thousand homes . . . Families here spend almost 10 million dollars each year just to furnish these homes . . . Start your sales campaign now for a share of this rich market . . . And the way to reach your best prospects is via WSIX—when they are at home tuned in to our popular and varied programs.

AMERICAN · MUTUAL
5,000 WATTS 980 KC

WSIX gives you all three: Market, Coverage, Economy
STORY OF A ROYAL FAMILY * The doings of the Barbour clan are as familiar to American families as their own domestic histories. Birth, death, marriage, romance, comedy, tragedy—these are the raw materials of family life everywhere, and they are the threads with which the story of One Man's Family is woven.

The bewildering offspring of Fanny and Henry Barbour now have equally bewildering offspring of their own. Listeners who were parents when they first heard One Man’s Family have now become grandparents. Listeners who were in their teens when they first became Barbour fans, have gone through the war listening to One Man’s Family from Iceland to Iwo Jima—and now have come home to establish families of their own. Youngsters who were not yet born when the Barbours came to NBC are now close friends of Pinky, Hank, Joan, Penny and Margaret—today’s younger set of One Man’s Family. And while Father Barbour’s “Yes, yes” may be a little more weary, it is balanced by little Margaret’s charm, and adolescent Pinky’s struggles to interpret the working of the adult mind.

AMERICA’S NO. 1 NETWORK
Back in 1932, Carleton E. Morse envisioned a radio program which would reflect the American way of life in millions of listening homes. In March of that year he introduced One Man's Family over a San Francisco station. One month later, the new series moved to the NBC Pacific Coast Network. In May 1933 it went coast to coast. Today it is broadcast over 144 stations of the NBC Network every Sunday afternoon at 3:30 Eastern Time.

During its fourteen years on NBC, One Man's Family has received at least fifteen national awards as radio's outstanding dramatic serial. Under the sponsorship of Standard Brands, it has helped make Royal Desserts and Fleischmann's Yeast household words throughout the country.

How to grow a family tree? Plant it with the skill and craftsmanship of a distinguished author and a fine cast of characters. Give it roots in the powerful facilities of the NBC Network. Let it thrive with other great shows heard on NBC. The result: a program which for more than fourteen years has been pleasing millions of families, who in its story see a reflection of their own way of life.

...the National Broadcasting Company
Feature of the Week

MAYBE it's that grin that's helping Mel Vickland through his siege of infantile paralysis. The former announcer of KFJ Los Angeles is recovering, but his legs are still not operating and the illness has temporarily affected his throat muscles.

It was a tough break for the ex-announcer, now a freelance producer, especially as it came at a time when his idea for a new radio show was just getting under way. He was starting production on his Steeplechase at Ciro's when he was stricken.

Immediately on learning of his trouble, a group of friends in radio got to work. Ralph Edwards, m.c. of NBC's Truth or Consequences, took over production supervision, Stuart Phelps assisting. With Wendell Niles as m.c. and Matty Malneck leading the orchestra, the show was transcribed for audition. Now that audition platter is being pushed in advertising agencies by all Mr. Vickland's radio friends.

Steeplechase at Ciro's combines quiz twist with steeplechase type contest in which participants advance around the dance floor with each correct answer.

The Vicklands have three small daughters, Haila, Deidra and Saibra. Mrs. Vickland has just recently gotten out of the hospital where she was confined for some time. Mr. Vickland is being treated at the Orthopaedic Hospital in Los Angeles.

All his medical and hospital expenses are being paid for by the National Foundation for Infantile Paralysis, which is supported by the annual March of Dimes drive, to be held this year Jan. 15-30.

Sellers of Sales

THIRTY-TWO YEAR OLD William (Bill) Douglas Byles is one of Canada's most prolific timebuyers as radio director of Spitzer & Mills Ltd., Toronto, successors to Lord & Thomas of Canada.

Bill thoroughly believes in radio as a selling medium and his roster of accounts bears out the fact that he hasn't much time to spare.

Bill not only buys time on Canadian networks and individual stations for his clients, he also supervises the programs, searches for and buys talent, looks after station relations, promotion and market research for broadcasting activities of Spitzer & Mills. Currently he has under his direction five English and two French language live shows for Colgate-Palmolive-Peet, a French show for British-American Oil, a new comedy for RCA-Victor, four English shows and one French for Quaker Oats. With two exceptions these are all live programs on networks. They include such well-known Canadian shows as Happy Gang, Share the Wealth, Wayne & Shuster Show, and Singing Sweethearts.

Bill began life in Owen Sound, Ont., on Sept. 4, 1914, and at 16 years of age started with Marketing Magazine, Toronto, an advertising trade weekly. The next year he joined his first agency, moved to MacLaren Advertising Co., Toronto in 1934, where he was associated with the Imperial Oil Hockey broadcasts, Alan Young Show, and the Canadian end of a number of well-known American network shows including Bob Hope.

Bill is well-known in Canadian broadcasting not only as a radio time buyer but also as a thorough market researcher and program builder. Working with a small staff, he writes much of the top commercial copy for the programs he handles.

When he has a little spare time, and Bill says it is little enough, he likes to play a game of golf or go fishing. He married Irene Williams of Toronto and they have one daughter, Carol Ann, who will soon be six years old.
TO THE ADVERTISER

who wants

AUDIENCE

at low cost!

OVER 3,000,000 FAMILIES PER WEEK

WAAT offers "The News" every hour on the hour—24 hours a day for less than $1 per family.

Another Reason Why...

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

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

Source: Pulse of North Jersey

WAAT

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”
Yes, we'll readily admit that the pace of spot-broadcasting is somewhat more than dizzying, sometimes. We know that it often requires more work of both agency and advertiser, and we can readily understand the temptation to switch off to some of the more sedate and (harumph!) dignified media. But, boy, the dividends that smart spot-broadcasting pays the advertiser . . . !

And mark our words. As production catches up with demand, and so advertising effectiveness becomes more essential, you're going to see more spot-broadcasting than ever before in your life. Then as now, F&P will be in there pitching—putting out extra effort, and getting extra results! Want some of them now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Program Adequate, Poll Shows

But Four Out of Five Managers Feel
Own Operations Need Improvement

Southern Democrats to Join
GOP in FCC Investigation

By BILL BAILEY

SEVERAL SOUTHERN Demo-
crats who long ago broke with
the New Deal last week pledged
their support to Republicans who
promised a "thorough investiga-
tion" of the FCC, it was learned on re-
liable authority on Capitol Hill.

Although they asked that their
identity not be disclosed at the
moment, the Democrats were pre-
paring to turn over to the Repub-
lican committee designated in
the new Congress to probe the Com-
mission, "documentary evidence
that this Commission has not only
heded to pressure from some
groups but has favored the left-
wing elements" said one high-
ranking Democrat.

Reports were circulated in Wash-
ington last week that there would be
no FCC investigation in view of
acting Chairman Charles R. Denny’s bid for "cooperation" with
the industry, but Congressmen in
Republican circles said one of
the first tasks of the new Congress
will be a thorough probe—not a
"witch-hunt but one on a sound
legislative basis"—looking towards
remedial radio legislation.

Meanwhile with their sights
aimed at rigid economy in Gov-
ernment, the victorious Republic-
cans fired the opening salvo in
their pledged campaign to cut vari-
ous Government bureaus to the
bone and reduce personal taxes
by 20%.

Subcommittees Named

Meeting in Washington Thurs-
day, the Senate and House Repub-
lican Steering Committee named
subcommittees to investigate vari-
ous phases of Government. These
committees will report to the new
standing committees of Congress
when they are named after the
80th Congress opens Jan. 3.

Rep. Joseph W. Martin Jr. of
Massachusetts, House Minority
Leader who is slated to become
Speaker next January, announced
that the House Republicans will
effect "substantial savings" in ap-
propriations for all agencies (pre-

(Continued on page 96)
Mr. Deutsch, founder (in 1929) of World Broadcasting System, last week retired as president and director of the transcription service. His resignation was effective Nov. 15. No successor has been named.

No reason for his resignation was announced by either Mr. Deutsch or with executives of Decca Records Inc., of which World has been a subsidiary since July 1943.

World, one of the first to enter radio syndication, was a veritable transcription empire, producing and distributing transcriptions, maintaining an extensive library service, and acting as a representative for radio stations. It dropped station representation, however, and since its acquisition by Decca has emphasized the recording side.

It was thought possible that Decca's slow, but apparently steady, absorption of World's properties and identity may have encouraged Mr. Deutsch to quit.

Mr. Deutsch described his resignation as simply an "amicable cancellation of contract." His contract as president and operating head of World was drawn at the time that Decca acquired all of World's outstanding stock and, at the time of its cancellation last week, still had a year and 10 months to run.

He denied reports that his departure from the company which he organized 17 years ago was dictated by differences between him and the Decca management. "That doesn't mean the same thing as differences in business," he said.

Mr. Deutsch has not announced his future plans, but he admitted that they would probably be associated in some way with the kind of business with which he has been so prominently connected in the past 17 years.
Porter Shows Interest in BMI Post

Conferences Are Held With Miller and Hedges

CONVERSATIONS looking toward assumption of the presidency of Broadcast Music Inc. by Paul A. Porter got under way last week with an expression of strong support for the OPA Administrator who would assume that post upon completion of his governmental activities.

Mr. Porter and Justin Miller, NAB president and incumbent president of BMI, conferred last Tuesday at lunch in Washington. While no formal comment was forthcoming, it was learned authoritatively that Mr. Porter evinced an interest and that the conversations would be resumed. As NAB president, Judge Miller has automatically held the BMI presidency but would relinquish the post upon the selection of a new fulltime active executive head.

Mr. Porter, who is expected to wind up his direct ties with the AFRA struggle but the guild may strike after that date. The network representatives will have refused to agree with AFRA the strike clause is not being used as a club over broadcasters, and other working conditions.

Robert Harold Scott, Palo Alto, Calif., retired World War I pensioner, has won his fight to carry his message of atheism to radio listeners. He was scheduled to go on the air Sunday, Nov. 17, to carry his message of atheism to radio listeners. He was scheduled to go on the air Sunday, Nov. 17, over KQW San Francisco. It took five years and an appeal to the FCC for Mr. Scott to win the argument with San Francisco stations. Repeatedly the stations had refused air time to the atheist preacher, whose efforts made no impression on the broadcasters until the FCC stepped in. Its judgment was in effect that since established religions are allowed radio time, atheists also should have some.

Mr. Scott had asked FCC to revoke the licenses of KQW, KPO and KFRC unless they gave or sold him time. FCC denied his petition July 19 on the grounds that it was unfair to penalize only three of the country's hundreds of stations, but in a discussion of the subject said "freedom of speech must be extended as readily to ideas which we disagree or abhor as to ideas which we approve."

In filing its original reply to Mr. Scott's petition KQW declared: "...If a public controversial question was tendered it was not of sufficient public moment and did not present a question so uppermost or important in the minds of the public to justify its broadcast in the public interest with subsequent replacement of an existing program."

KQW released its regularly scheduled Salt Lake City Tabor-tastic program and replaced it with Mr. Scott's talk, carried without cost. The station committed itself to broadcast the talk to determine whether there is a market for it, in order to justify time being devoted to future broadcasts on the subject. It said its future course in scheduling atheistic broadcasts will be guided by public reaction to the program.

AFRA and Nets Ready to Resume Talks

Strike Notice is Filed With Labor Dept. By Union

BEARING an authorization from the AFRA membership to call a strike if deemed necessary to gain their demands, officials of the radio talent union were scheduled today (Nov. 18) to reenter negotiations with representatives of the major networks in New York.

Meanwhile it was learned that AFRA had filed with the Dept. of Labor last week a notification of Oct. 23, 16 days before the membership voted to authorize the strike during a special meeting Nov. 8.

The union filed notice under provisions of the Smith-Connelly Act, although some observers doubted that the Act, primarily designed to govern labor actions within war industries, applied to the radio industry. AFRA had decided to file under the terms of the Act as a security measure if it were held applicable.

AFRA's strike notification expires Nov. 24. According to provisions of the Act that is the extent of the "cooling off" period and the union may strike after that date.

"Unfair Stations Clause" The issue involved in the negotiation stalemate for the past two weeks was the AFRA's "unfair stations clause." AFRA has demanded that the networks withhold service from stations which refuse to negotiate with the artists union. The networks referred to the clause as a "secondary boycott" pointing out that if they should refuse to feed a show to their affiliates, they would be violating their contracts with them. Although the networks have refused to agree with AFRA on the clause, the network representatives will meet this morning to plan strategy prior to the meeting with AFRA at 2:30 p.m.

Other radio unions were meanwhile marshalling forces to decide their position should AFRA call a strike. The Radio Directors Guild will hold a membership meeting tonight and will no doubt take a vote on the situation. A Radio Writers Guild special meeting said the union is in great sympathy with the AFRA struggle but the guild has not yet adopted an official position should AFRA members strike.

Since AFRA is a branch of the Associated Actors & Artists of America (AFL) its fellow unions such as Actors Equity Assn., Screen Actors Guild and American Guild of Variety Artists, have notified its members not to take the place of AFRA members on broadcasts if the strike is called.

Equity Actors Council met last Tuesday and voted also to give AFRA full financial as well as moral support. Thus it is evident that besides full financial support the union has received moral support of stage and movie entertainers.

AFRA negotiations with the transcription companies, suspended shortly after AFRA threatened to strike, are scheduled to be reopened sometime after the network meeting. AFRA members continue to work on the networks and on transcription under the provisions of the old contract which expired on Oct. 31.

Commissioner of Labor J. R. Mandelbaum has been appointed by the U. S. Conciliation Service to try to mediate the differences should negotiations bog down.

In Chicago Ray Jones, executive secretary of the local and national AFRA, said that the strike clause is not being used as a club over broadcasters, and other working conditions. He said AFRA members had demanded that networks refuse shows to non-AFRA stations.

"It seems obvious that no union member, whether AFRA or not, would accept work that would force other members to lose their bargaining rights with management," he said. AFRA has been fair and willing to negotiate in all previous contracts, he added, but suggested broadcasters felt they were entitled to privileges only enjoyed by any other employer. The open dislike of a few for unions in any form have spoiled the harmony between AFRA and broadcasters as a whole, he said.

Chicago AFRA members pledged over $6,000 to a strike at their meeting. The local is one of the largest in the union with 630 members.

For the benefit of the national board's discussion of a strike, the new consignment contracts they approved a 35% pay increase, two weeks' vacation with pay for members employed 52 weeks a year, and other working conditions.

High-salaried members such as

(Continued on page 93)

BROADCASTING • Telecasting

November 18, 1946 • Page 15
Million-Dollar NAB Is in Prospect

Operation More Than Doubled In Year

DEVELOPMENT of a trade association geared to service all the facets of the fastest-growing and fastest-changing industry in the nation's economy will require a million dollar NAB much sooner than is generally thought possible in the next two or three years.

Having completed the first steps in its postwar renaissance, NAB already is looking forward to the day when the broadcasting industry will be providing the public with complete AM and FM aural service, as well as nationwide television and facsimile programming.

As now set up, the industry's trade future looks far more than doubled its operation in the year since Justin Miller and A. D. Willard Jr. became president and executive vice president respectively. They assure that the NAB, which in one sense as broadcasting started to resume its war-arrested expansion.

TV, Facsimile Next

Yet this enlarged NAB is not organized to provide a complete service to the potential FM, television and facsimile industry segments which entry into the economic life of the nation was delayed by World War II. Technical progress of these segments was speeded in many ways, of course, by the intensified wartime research which resulted in development last summer of standards for educational electronic equipment, referring to electronics but they now stand as infants in the overall broadcasting industry.

Right now NAB is operating on a budget of something over $600,000 in the Class A and $3,000 in the Class B, or $5 a month for million dollar stations and $3,000 for networks with annual income above $20,000,000.

Among the new enterprises coming into the industry are hundreds sorely in need of professional advice, organized informational facilities and day-to-day trade association service. No association could act as engineer, lawyer and wet-nurse to the eager and untrained hundreds who gather together a group of financial pledges and take a train to Washington to pick up a license at the FCC, a building permit at the CPA and a set of equipment on the way home. But NAB is acquainting these embryo entrepreneurs with the facts of electronic existence and guiding them along sound business lines.

This is only one phase of NAB activity but it is a phase that has been missing since the war. Several new departments have been organized within the year and others are in the works.

With merging of FM Broadcasters Inc. into NAB a year ago an FM Dept. was added. Robert T. Bartley, director of government relations, also was placed in charge of a new department. Since FM was a young industry, a small department was able to provide basic service.

More Work to Do

As the FM segment of the industry grows, greatly increased work will be expected of the department and the FM stations operate a separate promotional organization, NAB will be impelled to provide service because of the threat of a separate FM trade association.

An important unit in NAB is the Employee-Employer Relations Dept. formed a year ago. This department is trying to settle a labor picture with both feet on the ground.

(Continued on page 101)

Studebaker Lauds Radio Advances

Statements Are Keynote For Celebration Of Radio Week

OBSERVANCE of Thanksgiving Day during National Radio Week, Nov. 24-30, provides appropriate opportunity for the nation to give thanks for its system of free broadcasting operated by democratic processes, Dr. John W. Studebaker, U. S. Commissioner of Education, declared in two statements inviting participation in the 26th anniversary of broadcasting.

Dr. Studebaker states are to be made to NAB and Radio Manufacturers Association that those associations wind up plans for nationwide activities involving networks, stations, distributors and dealers as well as other trade associations.

Praises Programs

He found cause for thanks in the system of free radio that provides access to all reasonable opinions and fine program services. He lauded NAB for its role in improving programming and paid tribute to the beneficial effects on the educational system.

The Commissioner's letter to RMA found cause for thanks in the contributions of such inventors as Edison, DeForest and Armstrong, along with the industrial and commercial genius that brought receivers into nearly every home.

He emphasized the benefits of cooperation between the manufacturing industry and educators that resulted in development last summer of standards for educational electronic equipment, referring to it as the beginning of a new era in producer-consumer relationship.

The nationwide celebration of National Radio Week will find 30,000 dealers working hand-in-hand with stations and networks in making the public radio conscious. NAB and RMA have mailed packets of promotional material to their members.

In a letter addressed to all station managers NAB President Justin Miller voiced the hope they would assign their best minds to the task of devoting "a comprehensive, all-out weeklong celebration."

"You and your associates will be able to do this better, in consideration of local factors, than anyone else," he wrote. "However, in order to assist busy station people NAB and RMA have prepared a kit of suggestive promotional materials."

We hope you will announce National Radio Week every day and as many times a day as you can, over your station, from Nov. 24 through the 30th. And if you can place members of your staff as speakers at luncheons of service clubs, and at meetings of other organizations, during the week, so much the better. Everything you can do to promote this celebration will help the nation and the whole industry. Last year some of the station owners and managers got the Governors of their respective States and the mayors of their respective cities to issue proclamations in connection with National Radio Week."
WOULD you like to know Iowa listening habits so well that you could tell—instantly—what stations are preferred in each county as well as in the State as a whole?

Would you like to know what percentages of Iowa people prefer each station heard in Iowa? How many hours are spent with “listened-to-most” stations as compared with “heard-regularly” stations? Would you like to know what stations are preferred for Newscasts, for Farm Programs? The facts comparing preferences for radio, versus newspapers? The Iowa public’s attitude toward the length and placement of commercials?

These and many other vital facts are fully covered in the 1946 Iowa Radio Audience Survey, by Dr. F. L. Whan of the University of Wichita. This invaluable work is based on interviews representing one of every 80 radio homes in Iowa. It is a MUST for every executive interested in Iowa advertising and merchandising.

A copy is yours for the asking. Use the coupon today, or ask Free & Peters.

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 COVERS:

Station Preferences in Iowa
News Preferences
Farm Program Preferences
Newspapers vs. Radio for News
Listening Hours
Public Attitude Toward Commercials
Program Preferences
Preferred Program Material

This amazing Study contains dozens of maps and charts—breakdowns by age, sex, place of residence—comparisons of trends over the past five years. It will probably be the most valuable book in your file. Write for your copy NOW!

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
Networks Await Moscow Ban Ruling

NO FURTHER clarification had come last week from Moscow concerning the underlying factors behind the Russian Government's decision on Oct. 7 to suspend all broadcasting by U.S. and American network correspondents to their home offices apparently were held up, and no calls came through. On that same day the American radio men wrote a letter to ranking Foreign Office official M. Dekanozov, asking for an appointment.

Message No. 4

"The last message we received was on Nov. 4 saying that M. Dekanozov was ill and that representatives of American radio had been unable to see him as yet.

Mr. Brooks said that NBC had made no direct protests to Premier Stalin because "we believe that to be a matter for the State Department to handle with the head of a foreign government. We have received no word as to any permanent discontinuance of facilities. We trust the present confusion will be cleared swiftly."

State Dept. officials in Washington said the U.S. Embassy in Moscow was "following developments closely."
Radio sales success story

On April 21, a local jeweler ran a newspaper ad on automatic lighters. In the following ten selling days, he sold 44% of his stock. On May 2, this jeweler used his nighttime show on WLEE to advertise the same lighters. In the following three selling days, based on that one plug on WLEE, the balance of the stock was sold out. When you want sales in Richmond ... stick to WLEE!

W-L-E-E
Mutual ... in Richmond

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

Represented by Headley-Reed
November 18, 1946  Page 19
Are We Being Over-Anxious About BMB?

Value to Industry To Be Decided By Tests

By EDGAR KOBAK
President, NBS

I THINK we ought to be careful not to lose our sense of proportion while we are looking at the first reports coming out of BMB. There have been numerous criticisms but so far I notice that none have come from the ultimate users of the material—the advertisers and the advertising agencies. Undoubtedly, this is because the material has not yet reached many of the users, although it is already in the hands of a great many radio stations and networks. But I also notice that there has been no criticism so far from recognized research experts, and I strongly suspect this is partly due to the fact that these people know that you have to study figures like this before you sound off in any way about them.

It seems to me that most of the criticism so far has been off-the-shoulder remarks and ideas based upon a relatively slight acquaintance with the material or at best a cursory examination of it. They are criticisms of impression rather than of study.

Too Soon to Jump

In saying this I do not mean in any sense to brush away the criticisms which have been made but merely to point out that it is a little too soon to jump at conclusions and all of us ought to take stock a little more carefully before saying anything one way or another in a positive negative way which might do more harm than good.

Naturally, everybody is quite anxious about how they come out in the BMB results. All stations and networks are overlooking the fact that the BMB will become established as an industry standard and nobody wants to be put on the spot—especially if he’s not quite sure what the BMB figures mean and not quite sure how they will be received by his customers and by his competitors.

Perhaps all of us have had a little too much anxiety in our hearts about the BMB figures. Maybe we have the jitters and every time that we receive a report we are overlooking the fact that the ultimate judgment of the value of BMB will be in the hands of the users rather than of the radio stations and networks.

In that regard, I think it is significant to note that from the beginning BMB has seen to it that all of its actions have been directed by a three-part group, with important representation from both the buyers and the agencies as well as from the broadcasters.

Looking over the roster of those who have been active in BMB affairs, it is very clear that every effort has been made from the first to get people of reputation, standing, people of knowledge and background in the subject of the measurement of radio "coverage," "circulation," "audience," or whatever one chooses to call it. They are people who have looked at this for many years past from both sides of the desk as buyers and as sellers. They include people who are both researchers and management executives. They include representatives of independent stations as well as of networks.

Does it seem likely that the result of this three-way effort can be as lacking in validity as some of the critics seem to feel?

I have kept my ears open for comments from the experts, and up to now, all I have noted have been constructive ones rather than critical. They are interested in the BMB findings, and (what is more) they are interested in their application and development.

Our own engineers have made some interesting comparisons between their studies of "signal strength to noise level" and the BMB findings. Summarizing this work so far, they report: "Up to now, while all of the stations in the BMB program have reached people enough to reach people to the extent shown. Conversely, where BMB shows less than 10% daytime listening, even where there may be sufficient signal strength, it is easy to see reasons for this lack of listening—stations they can hear better or whose programs are better suited to local tastes and interests.

Chicago Timebuyers Studying Best Methods of Using BMB

EDITORS, BROADCASTING:

The industry is beset with problems, the least of which is NOT BMB. The pages of BROADCASTING have been filled with discussion (and disgust) on this one problem, but piecing it together, bit by bit, there seems to be one logical thread of thought.

First: Stations and agencies, having been oversold perhaps on the attributes of BMB, have been disappointed in the results.

Second: This disappointment is either (at the stations) in too poor a BMB showing to be used in selling, or (too good a BMB showing to be substantiated in selling, or (at the agencies) in no practical application of BMB that retains comparability for purposes of buying.

Trouble Ahead

Third: The Committees that established the work BMB has done have dropped the reins, for the time being at least, and the cots has been turned loose to roam the streets where, like any youngster, it’s bound to get into trouble.

Fourth: The stations, each claiming or disclaiming the piece of pie on its platter, depending on the size, are wending their weary way between their own offices, their representatives and BMB... some looking for guidance, some demanding explanations. Nearly all, however, maintaining that in the final analysis, since they paid the money to have the job done, they are going to decide on the value and use of the BMB report.

Let’s acknowledge that the first point exists but is better forgotten. Points two and three are really part of the same basic problem... "what practical valid use may be made of the BMB information?" Since BMB itself doesn’t seem to know, one cannot expect the stations or agencies to know... and BMB places itself in a position of broad levels of primary, being the only authority capable of passing on the validity of any use of the material. However, I think it will take more than that handicap to prevent agencies and stations from searching for salvage amidst the wreckage and, finding it, make practical use of it.

On Oct. 16, the Chicago Radio Management Club authorized the formation, within its own ranks, of a Timebuyers Committee. This committee’s function at the outset will be to delve into this problem of BMB. We have too great a regard for the wholehearted cooperation of the radio stations who paid for BMB, as well as a long-standing promise of being the only authority capable of passing on the validity of any use of the material. However, I think it will take more than that handicap to prevent agencies and stations from searching for salvage amidst the wreckage and, finding it, make practical use of it.

There are many questions to be considered. A couple on the validity of the results of the surveys are: 1. Will comparisons between BMB areas of listening and FCC areas of licensed signal strength (Continued on page 94)

CRITICISM of BMB methods, surprisingly withheld at October’s NAB Convention in Chicago, nevertheless is a strong feeling with certain industry factions. Here, Mr. Kobak reminds that sponsors, agencies and recognized research experts are refraining from premature judgment until the actual application of the findings prove their worthiness. A remarkable degree of correlation.

In every case so far studied, the daytime BMB’s make sense when compared with contemporary engineering—after proper allowance is made for known influencing factors such as competing stations, strong regional interests or peculiarities, etc. These studies further confirm the wisdom of establishing 10% as the minimum for consideration in BMB audience measurement.

To put it another way, in the areas where BMB reports 10% (or better) once-a-week daytime listening, engineering calculations always show enough people to reach people to the extent shown. Conversely, where BMB shows less than 10% daytime listening, even where there may be sufficient signal strength, it is easy to see reasons for this lack of listening—stations they can hear better or whose programs are better suited to local tastes and interests.

"Levels of Coverage"

I notice that some people have talked about establishing "levels of coverage," and would remind everybody that BMB actually offers 90 levels of coverage, since BMB reports measurements of listening families (on a once-a-week basis) in each county by percentages ranging from 10 to 100. The superimposition of broad levels of primary, secondary, etc. may be covered in the same way it is if it is to be done at all—should be undertaken only after very careful study. Certainly, such gradations do not add anything whatever to the validity of the BMB figures. They simply apply what must at first be an arbitrary pattern or yardstick.

Who knows whether 50% coverage according to BMB statistics is the right level to establish as primary? Perhaps it is—and undoubtedly there will be many to offer reasons why it should be accepted as the standard—but I think we should take time to make sure.

And, anyway, can somebody tell me exactly what "primary" means?

When BMB was in its formative state, and even further, it was decided with the agreement of all parties concerned—advertisers, agencies, and broadcasters—not to establish such levels of coverage, nor to present the results of the studies had been made. I am very glad that the BMB did not rush (Continued on page 95)
AN OPEN LETTER:

In 1926, CFRB started operation in Toronto. Those were the pioneering days of radio!

And now, twenty years later, the same call-letters "CFRB" are familiar in almost every city and hamlet and farm throughout Ontario.

During these years, the history of the station has been the history of radio itself. We are pleased to look back on a record which shows CFRB as an independent, unsubsidized station in the lead at every stage of broadcasting development... in quality and power of signal, in programming policy, in service to the whole community!

Knowledge of this influence gives us a strong sense of our responsibility to the advertisers we serve as well as to the people of this community. It has prompted even greater vigilance in standards of programming. It has fostered our recognition of the varied interests among the different groups we serve.

We look forward with confidence to the next twenty years. We renew our pledge to carry on towards the greatest good of the community as a whole. We have plans which will protect our share of audience and increase our contributions to the public service. We will keep "CFRB Ontario's favourite radio station"... first for information, first for entertainment, first for inspiration!

Harry Sedgwick
President

FACTS FOR ADVERTISERS:

CFRB consistently broadcasts the biggest share of top-rated programmes to the largest audience of Ontario listeners over the widest coverage area, of any station operating in Toronto.

CFRB offers a weekly circulation of 79% of the radio homes in Ontario... BBM survey.

Popularity plus coverage has kept CFRB the Number One advertising buy in Canada's Number One market!

CFRB where your favourites are!
MOTION PICTURES Can Give You TELEVISION Market CONTROL!

New television stations are springing up all over the map. But only film can develop new television markets for you... instantly... effectively... economically.

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

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

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

In TELEVISION...

... FILM removes the question mark.

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

Write for details and arrange for private screening.

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

RKO TELEVISION CORPORATION

DEPT. BG-11, 1270 Avenue of the Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U. S. Pat. Off.

COMBINATION studio-transmitter building to house WEAW-FM Evans- ton, Ill., now under construction, is expected to be completed for Dec. 15 opening, following CPA approval. Campus studios at Northwestern U. have been finished. Bassett Moss, former NBC Chicago news editor, has been named news and special events director of the new FM outlet, which will operate with 250 w power, using a 250-ft. Idec antenna, on 104.3 mc Channell 282 [BROADCASTING, July 15]. Edward A. Wheeler is president of licensee corporation, North Shore Broadcasting Co.

BRAZILIANS LIKE COMMERCIALS

Advertising in 'Carload Lots' on 126 of 127 Stations Makes Impressions

Radio's Critics who exult at the discovery of excessive commercialism on the U. S. air could have a gleeful field day by monitoring the 126 privately owned stations in Brazil.

According to Charles D. Dulley, manager of the Sao Paulo office of J. Walter Thompson Co., Brazilians like their radio commercials in carload lots. It is not uncommon, Mr. Dulley said while in New York, for a station to broadcast as many as 20 spot commercials hand running.

One Government-Owned

The leading Brazilian radio station, Radio Nacional, is government owned. The other 125 are owned privately. In addition to Brazil's 127 licensed radio stations, 150 smaller cities have amplifiers located in the heart of each village. These loudspeakers play records and give announcements throughout the day to passersby.

Most of these 150 local setups are located in remote sections where radios are unable to make clear station pick-ups. Because of inadequate telephone lines there are no networks in Brazil.

Mr. Dulley stated that Brazil is second only to Argentina among South American countries in number of radio sets. Citizens of Brazil have 1,200,000 receiving sets as compared with Argentina's 1,500,000 sets.

Nine of J. Walter Thompson's U. S. clients are at present using radio advertising in Brazil. They are: Coty, Johnson & Johnson, Parker Pen, RCA, Ponds, Reader's Digest, Singer Sewing Machine Co., Standard Brands, and Swift & Co.

REMOTE PLOWS

Radio Controls by Operator—Reach Six Machines

Radio-controlled tractors, enabling one man sheltered from the weather, to direct operations of six plows, are being tried out in the furrows of Hertfordshire, England.

An article in This Week, Sunday newspaper supplement of Oct. 20, describes the new device as an adaptation of the radio-controlled airplane. The tractors are worked by servomotors powered by compressed air and controlled by sensitive electric relays in the receiving circuit.

First tryout of the radio plow was made at the Knifton Farm, Potters Bar, Hertfordshire, by Tractors Ltd., who reported successful straight furrows plowed. Most British plowing is done with horses, and no advantages were claimed for the new device over gasoline-driven tractors used in the United States.

Brown Switched

WALTER BROWN, former member of the production staff of the ABC advertising and promotion department, has joined the writing staff of the network's advertising and promotion department.
WSB-JOURNAL FIGHT INTOLERANCE

'Drama of Modern Racial Prejudice' Reveals Threat of Race-Hating Columbians

USING THE POWERFUL instruments of the airways and bold-face banner headlines, WSB Atlanta and its parent newspaper, The Atlanta Journal, are boldly shouting the truth to the people on the "juvenile delinquents of the Klan," the race-hating Columbians of Atlanta.

In a campaign that only a taciturn station and paper would attempt, WSB and the Journal are throwing a blinding spotlight on the group, reporting names of the members, their activities, aims, methods of spreading their propaganda.

Supporting the Journal's almost daily front-page stories of the Columbians, WSB Nov. 10 featured an original script by Brad Cran dall, termed "a drama of modern racial prejudice." The script was Episode No. 1 of a religious series, The Harbor We Seek. The programs are designed to appeal to the teen age group, and dramatize religious stories in modern settings.

Episode No. 7 is based on the biblical lesson of the Good Samaritan. It is written simply, but with a powerful impact in its indictment of groups like the Columbians—and the "parent Klan."

The story is that of a young man in school, David Lerner, a friend, Mike, and a liberal minded doctor, Thomas Franklin. David is held, then unquestionably absolved by the police, in connection with an attack on a young girl in the town. As he leaves the police headquarters, he is forced into an arm—the people with truth, they are reporting in detail the activities of this organization while it is still young, still local, but with national aims. If other stations wish to join in the crusade, they may obtain further information by writing WSB, Atlanta, Ga.

WBS and its parent newspaper, the Atlanta Journal have opened fire on the hatred-mongering Columbians of Atlanta, and by inference on all such undemocratic, fascist-like groups. Upholding in its highest sense the duties of a station and paper to inform—and arm—the people with truth, they are reporting in detail the activities of this organization while it is still young, still local, but with national aims. If other stations wish to join in the crusade, they may obtain further information by writing WSB, Atlanta, Ga.

Sure, there are other radio stations in Memphis!

They're good stations, too. But, of course, in every city there is always the outstanding radio station—the station that has the best shows, the most listeners (according to disinterested surveys).

WMC, the NBC outlet for the Memphis market, is your best radio buy for the Mid-South area.

Sterling Net Up

A NET PROFIT of $11,111,080 has been reported by Sterling Drug Inc. and subsidiary companies for the nine months ended Sept. 30, after all charges and payment of preferred dividends and after provision for federal and foreign income taxes. This is equivalent to $2.36 per share on 3,747,667 common shares outstanding. For the comparable period of 1945, net profit was $7,923,658, or $2.11 per share on 3,749,456 shares outstanding. Sales for the first nine months of 1946 were $90,850,993, an increase of 16.6% over the corresponding period a year ago.

For third quarter of 1946 net earnings were $3,809,170, or $1.02 per share, as compared with $2,399,937, or 63 cents per share, for corresponding period a year ago.
S, the 19th letter of the alphabet, begins more words than any other. Among these words: Stations.

Westinghouse Stations, symbols of broadcasting stability in six major markets, are giving service to the public and satisfaction to advertisers...a satisfaction based on sales.

Suggestion: When planning a 1947 campaign in the busy areas of Boston and Springfield, Mass.; Philadelphia and Pittsburgh, Pa.; Fort Wayne, Indiana; and Portland, Oregon...for positive results, include Westinghouse stations on your schedule!

HELP CELEBRATE NATIONAL RADIO WEEK
NOV. 24-30

WESTINGHOUSE
RADIO STATIONS, INC.
WBZ, WBZA, KDKA, KYW, WOWO, KEX
National Representatives, NBC Spot Sales. Except for KEX, For KEX, Paul H. Kaymer Company.
Advantages, 'If Any,' Are Characterized As 'Negligible'

By PAUL A. de MARS

Consulting Engineer
Raymond M. Wilmotte Inc.,
Washington, D. C.

THERE APPEARED in the October 21 issue of this magazine an article by Carl E. Smith, vice president in charge of engineering of United Broadcasting Co., Cleveland, Ohio, under the title, "Any Antenna Receives Circular Waves," and with the further sub-title "Horizontal-Vertical Dilemma Is Solved by Polarizing Circularly." The writer believes that the title and contents of this article are misleading and present misconceptions and conclusions from the facts purporting to support them. In view of the interest that has been aroused in this subject, the following discussion is presented.

The substance of this article is that the use of circularly polarized emissions from the FM and television transmitting antenna will serve the receiving set better no matter how it is oriented and associated with the tiny set may be. The importance of this claim merits critical examination and analysis since, if the above is true, serious consideration of the FM and television standards is mandatory.

Advantages Claimed

The article states categorically that "To the public the most important feature of circular polarization is that it will serve many more simple receiving antennas located at random. For example, the housewife will want to place the FM radio set with its built-in or power-cord antenna where it will blend in gracefully with the furniture. Circular polarization should materially increase the chance of improving the signal received by this set. Our experience has shown that horizontal dipoles favor horizontal polarization while the power-cord antennas seem to favor vertical polarization."

The author then devotes considerable space to the discussion of automobile reception, predicted advantage in the case of television from the use of circularly polarized emission, cost considerations, and concludes as follows:

"The question that you as a broadcaster must face is, 'Would you rather serve the public with only a horizontally polarized wave when your competitor has equal coverage with a circularly polarized wave?' The answer is obvious. The broadcaster with the circular polarized wave will serve best the greatest number of receiving antennas; while the broadcaster with horizontal polarization will serve best only those receiving antennas which are horizontally polarized and which are oriented to pick up a signal from this station."

Mr. Smith in his article does not specifically present any experiment or test which gives him the basis to support the unqualified conclusions and recommendations for the use of circularly polarized emission for FM broadcasting. The writer should state clearly in Mr. Smith's article, the statement that, "For a year Carl E. Smith, vice president in charge of engineering of United Broadcasting Co., Cleveland, Ohio, has directed a research program on WHK's FM developmental station WXU, investigating the propagation characteristics of circularly polarized waves. On the basis of this experience he recommends circular polarization as standard for FM and television."

Report to FCC

Further light on the basis for the facts, conclusions and recommendations contained in the article is found in an editorial preceding the article which states, "Reports on circular polarization tests hereunder described by Mr. Smith are in the hands of the Federal Communications Commission, and it is understood reaction there has been favorable. Increased coverage for the operator and better reception conditions for the listener are two of the principal benefits cited for the method."

The writer has been able to obtain a copy of the report entitled, "Circular Polarization Tests Submitted to Federal Communications Commission, October 8, 1946," and further identified as "Report No. 1 on Developmental Station WXU, prepared by Engineering Staff, United Broadcasting Company, Cleveland, Ohio," which is understood to be the basis for Mr. Smith's article.

Rivals Cooperate

ALL FOUR Omaha network stations have joined in a cooperative advertising campaign to increase the dollar sums in use. Stations pooling their money are WOW, KFAB, KOIL and KBON. Initiated by Bill Wiseman, promotion manager of WOW, the campaign centers on an eight-page newspaper tabloid which was distributed to 62,000 Omaha homes along with a shopping guide. The paper includes a complete fall and winter schedule of all the stations. The World-Herald, Omaha's only daily newspaper, devoted a series of full-page saddle ads, so seven 6-column ads are being carried in Lincoln, Neb., newspapers, WOW said.

Careful examination of the tests that were reported and the data obtained therefrom fails to disclose any support for the sweeping conclusions and recommendations presented by Mr. Smith in the article under discussion. Since the circular polarization tests have not been presented for study in this magazine, it is not possible to judge their value, it is impossible to discuss the tests specifically at this time.

Unfortunately, indeed, that this matter has been so presented and categorical statements regarding the use of circularly polarized emissions have been made which are entirely without support of any tests or measurements whatsoever. The subject is extremely complex and those not thoroughly familiar with the theory of propagation and the practical problems of reception in the listener's home are easily misled by plausible explanations of the operation of a special transmission system.

It must be pointed out, however, that the facts presented in the tests of circularly polarized waves by Mr. Smith do not permit the conclusions that he has drawn therefrom. Furthermore, the statements in the article being discussed are not supported by sound detailed technical analysis.

Discussed at NAB Meet

Mr. Smith originated the following question for the FM Panel following the Monday, October 21, luncheon at the NAB Convention in Chicago:

"Will you please discuss the merits of transmitting horizontally polarized waves (the FCC Standard) versus elliptically polarized waves? To be more specific, do circularly polarized waves from the viewpoint of serving more FM radio receivers and serving them better. This FM broadcasting service should also include automatic receivers within the service area of the stations. Interference problems with other FM stations can also be considered."

This question was submitted to the writer by the Chairman of the panel, Mr. Walter Damm, to which the following reply was given:

"I think this is a very important and a very timely question. As the proposal for elliptically polarized waves has been presented in the simplified form, it appears very plausible that advantages may result. However, it is my opinion that such a question which involves so many complexities, involves great detailed study, properly supported by large scale experiments before the practical advantages can be determined."

"Consideration of the use of elliptically polarized waves is not a new. It was considered 10 years ago in connection with FM broadcasting. At that time it was studied and experiments were conducted on the considerations that are involved in the practical receiving antenna in the home it was decided that the complications involved did not warrant further consideration. I do not mean that the early decision indicates that it should be considered as final, but, in my opinion, it is doubtful that significant results will prove that the use of elliptically polarized waves has any advantages."

Mr. Smith's tests have not been conducted on a large scale under practical receiving conditions, nor is there presented a detailed analysis of the effect of wave polarization on the reception of FM signals in the home. There is therefore no sound basis for the article presented in this magazine.

Properly, a subject as technically complex and containing such far-reaching engineering and economic implications as the one in question should be presented with supporting data before the whole scientific world in order to permit the careful consideration and discussion of all who are qualified and skilled in the art before any such categorical statements and sweeping conclusions are made as appear in Mr. Smith's article.
According to the Listener Diary Study covering 30 Oklahoma counties in the immediate coverage area of WKY conducted by Industrial Surveys Company early this year, WKY dominates all competition in every day-part with top station audience ratings during 466 out of the week's 500 quarter-hours and tying for top during an additional quarter-hour.
New 50-kw Outlets Listed by Mexico

NARBA Notification Gives Recent Changes

TWO 50-kw Class I-B stations to begin operations immediately and one 50-kw Class II outlet to commence operation about Jan. 1 were among the recent notices from the Narba. The new outlets and frequency shifts announced by Mexico under the North American Regional Broadcasting Agreement, Mexican notices for Jan. 1:

630 kc—XHES Tapachula, Chiapas, 250 w, night, Class IV, to begin Jan. 1.
660 kc—XHEX Mexico, D. F., 500 w, DA night, Class II, to begin Jan. 1.
790 kc—XEPS Tampico, Tam., increase power from 5 kw to 50 kw, DA night, Class II, to begin Jan. 1.
890 kc—XETM Mexico, D. F., 50 kw, DA night, Class II, to begin Jan. 1.
1460 kc—XEQW Tijuana, B. C., 2.5 kw, DA night, Class I-B, to begin Jan. 1.
1300 kc—XEREQ Mexico, D. F., 50 kw, DA night, Class II, starting immediately.
1490 kc—XEXD Mexico, D. F., 50 kw, DA night, Class II, to begin Jan. 1.
1650 kc—XERB Rosarito, B. C., 50 kw, DA night, Class I-B, starting immediately.
1350 kc—XETR Torecon, Coahuila, 500 w, DA night, Class III-B, to begin March 1, 1947.
1430 kc—XEWG Ciudad Juarez, Chih., 250 kw, w, Class IV, to begin Jan. 1, 1947.
1490 kc—XEXJ Chihuahua, Chih., 250 kw, w, Class IV, to begin Jan. 1, 1947.
1500 kc—XEBW Saltillo, Coahuila, 250 kw, w, Class III-B, to begin April 1, 1947.
1350 kc—XEXU Chihuahua, Chih., 3 kw, Class III-B, to begin April 1, 1947.
720 kc—XEXQ Chihuahua, Chih., 50 kw, w, Class III-B, to begin April 1, 1947.
920 kc—XELA Mexico, D. F., 1 kw, DA night, Class IV, to begin Jan. 1, 1947.
1460 kc—XEWG Ciudad Juarez, Chi., 250 kw, Class III-B, to start April 1, 1947.
1350 kc—XETB Torreon, Coahuila, 500 w, Class III-B, to begin March 1, 1947.
1460 kc—XEWG Ciudad Juarez, Chi., 250 kw, w, Class III-B, to begin April 1, 1947.
1340 kc—XETC Ciudad Juarez, Chih., 3 kw, Class III-B, to begin April 1, 1947.
1460 kc—XETJ Saltillo, Coahuila, 50 kw, Class III-B, to begin April 1, 1947.
2100 kc—XETR Acapulco, Guerrero, 500 w, Class III-B (change in Class).

New San Juan Regional Plans Start Next Month

WAPA San Juan, P. R., new outlet on 680 kc with 10 kw fulltime will go on the air about Dec. 15, Jose Ramon Quinones, owner, announced last week. The station was authorized by FCC in the Code earlier this year.

Mr. Quinones, attorney and former chairman of the Public Utilities Commission of Puerto Rico, now chairman of the Puerto Rico Farm Bureau, said WAPA will emphasize broadcasts of information on agriculture, government, economic and other matters of special interest to farm people. Also will seek to promote good will between North and South America in its programming.

GB Video Goal

PRODUCTION goal of 100,000 television sets will be achieved by British television industry, the Dept. of Commerce has been informed. According to reports received by its Office of International Trade, the British Government is putting up the short-ages of parts, particularly cathode ray tubes. Retail prices range from $161 to $645 including tax. Present range of transmission from London is 119 stations. Reports programs reported to be clear. Listeners pay $8 for combined broadcast-television license.

Value to FM Cited by FCC

In Polarization Plan Adopted

(See related story page 25)

POST-BROADCAST discussion of eerie things was held following Mutual’s Can We Communicate With The Dead? Nov. 3 on the network’s Exploring the Unknown series Sundays, 9-9:30 p.m. EST: (1 to r) Sherman H. Dryer, producer; Mauert St. Georges, president of St. Georges & Keyes, agency for Berliant Copper; Basil Rathbone, guest star, and Stanley J. Keyes, vice president of the agency.

Amendments to FCC FM Engineering Standards to cover FCC approval of circular or elliptical polarization for optional supplementary use by FM stations [BROADCASTING, Nov. 6, 1946, p. 9].

The new type of polarization may be secured, FCC explained, by the addition of vertically polarized radiation, displaced 90 degrees in electrical phase, as a supplement to standard horizontally polarized radiation. The latter remains the standard, required form for all FM stations.

Stations choosing to employ the supplementary form will be granted additional transmitter operating power but, FCC said, “the supplemental power may not exceed the horizontally polarized component used for allocation purposes; thus service contours remain unchanged.” The modification does not permit vertical polarization except as a component of circular or elliptical polarization.

Circular or elliptical polarization, FCC reported, is expected to “materially increase the probability that a receiving antenna located at random will provide entirely satisfactory FM reception.” In recent experimental operations it has proved “highly satisfactory,” the Commission asserted.

Carl E. Smith, vice president in charge of engineering of United Broadcasting Co. (WHK WHHK WHKC), one of the leaders in development of circular polarization, described its methods and advantages in a special article in the Oct. 21 issue of BROADCASTING.

Text of FCC’s order and amendments to the Standards is as follows:

ORDER
At a session of the Federal Communications Commission held at its Washington, D. C. on the 7th day of November, 1946.

WHEREAS, The Commission finds that an improvement in FM broadcasting may be achieved by permitting, on an optional basis, licensees of FM stations to utilize circular or elliptical polarization, without in any way chang-

ing the present requirement that all FM licensees (including those who avail themselves of special permission to utilize circular or elliptical polarization) utilize horizontal polarization.

IT IS ORDERED, That the Standards of Good Engineering Practice concerning the employment of circular or elliptical polarization are amended as set forth in the attached appendix.

Sec. 4. EFFECTIVE RADIATED POWER. The term “effective radiated power” means the product of the transmitted power (transmitter output power less transmission line loss) times (1) the antenna power gain, or (2) the antenna field gain squared. Where circular or elliptical polarization is employed the term effective radiated power is amplified separately to the horizontal and vertical components of radiation. For all circular or elliptical polarized components of radiation, power authorized is the horizontally polarized component of radiation only.

Sec. 7. ANTIHORIZONTAL Monsanto. The term “antenna height above average terrain” means the height of the radiation center of the antenna above average terrain. The latter remains the standard, required form for all FM stations.

Section 3—paragraph 6—amended to read: “In the case of circular or elliptical polarization is employed the antenna height above average terrain will be based on the height of the radiation center of the antenna. The average of these various heights is considered as the antenna height above average terrain for Class B stations.”

The measuring equipment must be suitable for measuring field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorded chart can be calibrated directly to field intensity in order to facilitate analysis of the chart. The receiving antenna shall be non-directional and nearly insensitive to directionally sensitive to the horizontal electric field component only.

Section 7. It shall be standard to employ horizontal polarization; however, circular or elliptical polarization may be employed if desired. Clockwise or counter clockwise rotation may be used. Suitable equipment and a continuous method of determining effective radiated power required for circular or elliptical polarization shall be used to obtain the result of the same accuracy as that obtained in the horizontal polarization.

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Berliant Offers New Construction Service

ED BERLIANT, radio amateur and construction expert, has opened offices in the Chamber of Commerce Bldg., Atlanta, and is offering a complete service in building, equipping and maintaining radio stations. Mr. Berliant announces that the new service includes preparation (except for mechanical engineering section) of the application that must be submitted to the FCC, making surveys to determine the best location for the transmitting station and constructing the station, including studios and tower, furnishing equipment and even giving advice on obtaining station personnel.

Known to radio amateurs as W2JEH when he was in New York before the war and now operating as W4IPF from his home in Atlanta, Mr. Berliant also is continuing his interest in the amateur field. In addition to helping amateurs locate good equipment, Mr. Berliant also devotes his time and advice by mail on technical problems.

Radar Officer Now with Gillett Firm

PAUL BERQUIST, former West Coast radio engineer who Tuesday was released from active duty as lieutenant, Navy, is now associated with Glenn D. Gillett & Assoc., Washington consulting engineers, Mr. Gillett announced.

Former engineer with KFIIO Spokane and KWSU Pullman, Wash., Mr. Berquist was graduated in 1942 from Washington State U. with a degree in Electrical Engineering. He entered the Navy as radio officer shortly after his graduation and in 1944 served with a carrier in the Pacific. He saw considerable combat. Lt. Berquist was awarded the Bronze Star.

He later was transferred as radar training officer on the staff of the Navy Personnel Training, Jacksonville, Fla, a post he held until his retirement.

The measuring equipment must be calibrated against recognized standards of field intensity and so constructed the receiver head to provide equipment of reasonable accuracy of measurement while in motion or when stationary. The equipment should be so operated that the recorded chart can be calibrated directly to field intensity in order to facilitate analysis of the chart. The receiving antenna shall be non-directional and nearly insensitive to the horizontal electric field component only.
ET Concession to Petrillo Is Defended

Threat to Recording Firms Is Cited; Plan Offered

By GERALD KING

Standard Radio Transcription Services, Inc.

I CAN'T let your editorial in the Nov. 4 issue of Broadcasting go by without some comment. You state that the transcription people by failing to stand together fell prey to Petrillo's demands. This is not a concise statement of the facts. What actually happened is that Petrillo's threat to renege simultaneously sign the transcription agreement forced the RCA-NBC group, the Decca-World group and the Capitol Co. to sign. Once they had capitulated, the independent companies who had no record affiliations were left without even a sack to hold.

The point you should have made is that so long as the record companies are in the transcription business they are going to do what is good for the record business and to hell with broadcasting. You can never expect a $3,000,000 tail to wag a $100,000,000 dog.

No Long Range Policy

I am chagrined at the shortsightedness of broadcasters when it comes to dealing with their No. 1 item in trade—music. They have no long range overall policy with respect to musicians. They constantly and continually give millions of dollars worth of free advertising to an industry—the phonograph record industry—whose history and intent shows an eventual aim is to control the broadcasting of such records and be paid for their use, and they do little or nothing constructive to build up the one source of music which is manufactured for them exclusively—the transcription.

Broadcasters should never tell themselves about the AFM. When we are loaded with a 50% increase in rate (and we took a 116% increase in 1937 to say nothing of that 3% bite of our gross in 1943), it eventually has to be paid by the broadcaster or we go out of business. If we go out of business, the industry is then at the mercy of the phonograph record manufacturer. And don't fool yourself for one minute that if there ever comes around a network that will not be some. workable scheme dreamed up where the broadcaster would pay a fee for such use that would put avaricious ASCAP to shame.

I believe these things should be done in the self-interest of broadcasting and to perpetuate the source of high quality recorded music at a fair price.

1. No transcription company should be owned by a phonograph record company. NBC should divest itself of its recording division, except as a manufacturer. Decca should sell their recording division, Capitol should get rid of its transcription subsidiary.

I don't mean these should go out of business—far from it—industrially operated they will do a better job for the industry than they now do. If this is not done then do not expect the transcription business to ever be able to deal with the AFM on an independent basis. It's impossible and no one knows it better than Mr. Petrillo.

I believe these things should be done independently operated they will do a better job for the industry than they now do. If this is not done then do not expect the transcription business to ever be able to deal with the AFM on an independent basis. It's impossible and no one knows it better than Mr. Petrillo.

2. Tie all industry music problems in one bundle. So long as the musician can deal separately with networks, independent stations and the recorded source of his music, then just that long will the AFM divide and conquer, play one against another, and increase the cost of music.

3. Accept an intelligent and unbiased attitude on the musician's problem as it appears from the union standpoint, even if this means getting outside and uninterested advice. Then adopt a long range policy and stick to it. This can be done.

4. Work toward legislation which will make for true collective bargaining instead of dictatorial rule on the part of unions. Unless this happens we can expect a commodity.
Just a little over a year after affiliation with ABC, WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over half a million population).

These awards are based on an ABC poll of advertisers and advertising agencies. To those whose vote brought this honor to WCOP, we say, “Thanks! We’ve been working our heads off to earn it — and we’ll continue to work for advertisers through smart, heads-up audience promotion!”

This award is the climax of an intense development program which has made WCOP, under Cowles management, the most progressive station in New England. Here are the milestones in this program:

- New power — now 5000 watts
- New, ultra-modern transmitter
- New studios, in Boston’s most modern building
- New merchandising techniques
- New and all-out audience promotion

WCOP is now the radio pace-setter in Greater Boston, America’s third richest market. Your advertising dollar on WCOP buys extensive coverage, vigorous merchandising and outstanding audience promotion.

Rates and availabilities from any Katz office.

WCOP
Boston
A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
Bid Withdrawal Removes Complication From Already Complex WGAP Sale Plan

ONE COMPLICATION apparently was removed from the tangled case involving the proposed $2,500 sale of half interest in the grantee firm for WGAP Maryville, Tenn., last week after the company headed by Knoxville Mayor Cas Walker withdrew the competing bid it had filed under the Avco Rule.

The withdrawal leaves only one purchase application remaining—that of George R. Dempster, president of Dempster Bros., construction engineers and former city manager of Knoxville. But George Burne Smith, former WNOX Knoxville engineer and owner of the half interest involved, has asked FCC not to approve the application for transfer to Mr. Dempster [Broadcasting, Sept. 16].

The competing bidder was Public Service Broadcasting Corp., formerly an applicant for a station at Knoxville on 550 kc. Mr. Walker is president-treasurer and owns 80% interest. Max Friedman, a Knoxville radio announcer, owns the remaining 20%. In a public statement to explain the withdrawal, Norman B. Morrell, secretary, was quoted as saying: "When Mr. Dempster filed his application with the Commission to become a transferee . . . the Commission advised the public that on a certain date there would be an 'auction' of the Maryville building permit. Mr. Walker's company qualified to become a bidder.

"It was subsequently learned that the Commission's definition of the word 'auction' is that you were offered an opportunity to be little the other fellow's application and to magnify your own application.

"Mr. Walker declined to participate in this kind of 'auction' and authorized the following telegram to our Washington attorneys:

"We may have misunderstood the meaning of your word "auction." If our application to bid on the Maryville permit is in any manner adverse to interests of George R. Dempster or his associates we wish to withdraw same. Mr. Dempster is our friend and we don't want to antagonize his interests."

Everett L. Bono, Washington attorney for Public Service, said he had requested withdrawal of the bid. FCC approval ordinarily is a formality in such matters.

Mayor Walker said the company's plans for a station would be held in abeyance "for a time." The application for fulltime use of 550 kc was one of 13 for that frequency, use of which was restricted to power of 1 kw during the war because of possible interference with Naval communications on adjacent channels. There has been no decision on the $500 hearing, one of the issues of which was to determine the best use of the frequency. Public Service once amended its application to request daytime-only operation, but subsequently secured dismissal without prejudice [Broadcasting, May 6].

Mr. Walker said if developments justified the application might be re-filed.

The WGAP permit, for 1400 kc with 250 w fulltime, is held by Gateway Broadcasting Co., a partnership owned in equal shares by V. H. McLean and Mr. Smith. The application for transfer of Mr. Smith's interest to Mr. Dempster was filed last spring, with Mr. Smith's withdrawal attributed to ill health [Broadcasting, April 15].

Five months later Mr. Smith petitioned FCC to disregard the application, claiming that Mr. McLean "exercised the superior forces of coercion . . . to get full control" of the company [Broadcasting, Sept. 16]. The Public Service application, matching Mr. Dempster's $2,500 offer, was filed on the last day for competing bids under the 60-day open bidding provision of the Avco Rule [Broadcasting, Oct. 28].

ET Concession

(Continued from page 28) Complete discontinuance of contracts on the part of the AFM and presumably AFRA. They will merely deliver ultimatums as to rates and work provisions, changeable at will and without notice, as soon as all war controls are legally over. It is well to remember that the present recording contract is the ONLY contract ever signed by the AFM in 43 years of existence.

The music problem of the broadcasting business is unique in labor relations. Every other union has a single objective—to keep its men working for as much money as possible, but to keep them working. The AFM, so far as recording is concerned, does not want the men to work, regardless of the rate. Petrillo has stated publicly time and time again he does not want to make any recordings of any kind, but that particular nothing would suit him better than to have his men never make another transcription because they are used for one particular purpose only—broadcasting. He can accomplish that purpose subtly by raising the rates to a point where the transcription business ceases to exist and save himself the onus of having actually killed it.

The problem is strictly radio's, but I fear the industry does not see it quite in that light, but the sooner they do the quicker will we arrive at some solution to a problem which is not going to be solved otherwise.
PUGET PEOPLE:
They FISH in Winter, Too

The Puget Sound country is a year round area for recreation, business and industry. The more than a million people who live here in the KOMO salespool are year round in their buying habits, too. Their wants are many... and they have the money to buy what they want.

Sales Management surveys show the State of Washington has the highest per capita spendable income of any state; that Seattle and Tacoma lead United States cities, with almost double the national average effective buying income.

Puget People are responsive to advertising, and particularly to KOMO, the accepted, EXCLUSIVE voice of NBC in the Puget Sound region.

KOMO

for SEATTLE
AND THE PUGET SOUND COUNTRY

National Representative: EDWARD PETRY & CO., Inc.
New York Chicago San Francisco Los Angeles Detroit St. Louis Atlanta Boston
Jack Benny Leads In Pacific Hooper
October Ratings List Hope And Fibber McGee Next

JACK BENNY was first among the first 15 programs in the October Pacific Network Hooperatings report released last week, with Bob Hope second and Fibber McGee and Molly third.

The report showed an average evening audience rating of 8.7, an increase of 2.1 from the last report, and an increase of 0.5 from the rating for the same period in 1945.

Average evening sets-in-use reported were 32.5, 5.2 more than the last report and 2.0 more than a year ago. Average evening available homes were 76.0, up 2.2 from the last report, and up 1.2 from last year.

The average daytime audience rating was 3.7, up 0.3 from the last report and up 0.1 from a year ago. The average daytime sets-in-use reported were 15.0, which represented an increase of 0.6 from the last report, and an increase of 0.5 from the same period last year.

The average daytime available homes were 65.8, up 0.2 from the last report, and down 1.1 from a year ago.

The first fifteen programs listed on the report were: Jack Benny 33.4, Bob Hope 26.2, Fibber McGee and Molly 25.3, Bing Crosby 25.0, Fred Allen 24.2, Walter Winchell 23.4, Eddie Cantor 23.1, Red Skelton 22.4, Charlie McCarthy 21.7, Screen Guild Players 17.6, Radio Theatre 17.5, The Whistler 17.4, Great Gildersleeve 16.4, Can You Top This 15.8, Abbott and Costello 15.8, Take It Or Leave It 15.8.

Canadian Ratings
American evening network programs, heard on Canadian networks, led in popularity with listeners for October, according to national rating release issued Nov. 10 by Elliott-Haynes Ltd., Toronto.

Ten leading programs were Fibber McGee and Molly, with rating 35.1, Radio Theatre 33.9, Charlie McCarthy 33.2, Adventures of Ozzie & Harriet 23.1, Waltz Time 19.9, Album of Favorites 18.8, Bob Hope 15.8, Jack Carson 15.8, Music Hall 15.5, and Big Town, 15.1.

Daytime shows in October were led by Happy Gang (Canadian program) with rating 20.3, followed by Big Sister 17.3, Ma Perkins 17.3, Pepper Young's Family 17.1, and Lucy Linton 16.4.

First five French-language evening programs for October were Le Ralliement du Rire 46.3, Le Journal de la Province 30.1, Home et son Poche 35.7, Radio Caribea 33.6, and Metropole 30.4.

First five French-language daytime shows in October were Jeunesse 32.4, Rue Principale 32.5, Les Joyeux Troubadours 18.4, Vie de Famille, 18.2, and L'ami du consommateur 17.1.


FCC Conduct of WOKO Case Assailed in SCOTUS Brief

FCC LICENSE renewal procedure in the WOKO Albany, N. Y., case was conducted along the "lines of a criminal prosecution" and the attitude of Commission counsel was "that of a prosecutor throughout," Dempsey & Koplovitz counsel for WOKO Inc., charged in a brief filed last week in Supreme Court.

Oral argument may be heard late this week, although court attaches to the argument is not heard will go over until December or January.

William J. Dempsey of the law firm, who successfully argued the case before the U. S. Court of Appeals for the District of Columbia, will appear before the Supreme Court.

FCC Brief

The WOKO brief was in reply to a supporting brief filed last month by the Government [Broadcasting, Oct. 28], after the FCC was granted certiorari in its appeal from the District Court of Appeals, which, in a 2-1 decision, reversed the Commission's denial of license renewal to WOKO.

FCC denied the renewal on grounds that Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, owned a 24% beneficial interest which was not disclosed to the Commission. The appeals court held that the FCC could not revoke a license merely on the sole issue of one owner's ownership, although the Government contended that it could.

Dempsey & Koplovitz attacked the Commission decision as contrary to precedents established by the FCC and cited several cases wherein the Commission found hidden ownership but renewed licenses because of "public service" provided by the stations in question. The attorneys contended that the Commission ignored WOKO's 15 years of service to its community.

"The licensing experience of the Commission has demonstrated that licensees who have made misrepresentations (and licensees who have failed to disclose material matters and have made fraudulent misrepresentation in an effort to conceal material matters) have nevertheless been found qualified to operate radio stations in the public interest," said the brief.

Contrary to usual procedure "in vogue at the Commission" on license renewal hearings, the WOKO brief alleged "witnesses were excluded from the hearing room so as to prevent any witness hearing the testimony of any other witness on the question of Pickard's stock interest....Questions by the Commission rendered there indicated that they were not concerned with the qualifications of the licensee to operate in the future after the severance of the Pickard interests, but the only question of apparent concern was whether or not the plan would result in any monetary award to Pickard."

Brief charged that whether Mr. Pickard realized a profit "in no wise could be of any concern to the Commission." Denial by the FCC of petition for rehearing indicated, the brief charged, that "the Commission considered the proceeding to be one calling for the imposition of sanctions rather than one relating to the qualifications of respondent to continue to operate a radio broadcast station in the public interest."

WOKO is operating on special temporary authorization pending outcome of the Supreme Court case.
IT WAS A GREAT CONVENTION . . .

Everyone seems agreed that the NAB convention in Chicago last month was a great one.

The NAB again proved its capacity for industry leadership and the FCC, through its generous participation in our deliberations, won new respect and a more friendly understanding among broadcasters. There was a good feeling of fellowship and mutual regard between those who represent the people and those who serve them.

The future of our system of broadcasting is more assured as a result.

Let us conserve and strengthen our ability to plan and work together, so that tomorrow's new and broader horizons in broadcasting will remain free for continuing development under the proved and desirable American system of free enterprise.

Vice President & General Manager

RADIO STATION KVOO
Tulsa, Oklahoma
Open House Breaks Sears Record

Featured Merchandise Moved by Carload In Twin Cities

BRONKO DANOVIC, merchandising manager for the Twin City Sears Roebuck & Co. store, has a reason for sleeping well. The baby department sold more than 2,000 Dr. Denovic’s two to four. For bargains like this, only $1.29 for size one, and $1.65 for pajamas for infants and children. The effectiveness of the radio announcement was emphasized because newspaper advertising placed the same weekend by Sears featured a sleeper at $1.10, yet the higher-priced, radio-featured article far outsold the $1.10 sleeper. Mr. Danovic said the store received a large volume of clippings of the newspaper ad for the $1.10 sleeper, but with the notation “please send the sleeper featured on Open House if it is still available.”

Mr. DANOVIC

On this same program, Sears’ baby department had been featured, and the department did the biggest day’s business in the history of the local Sears store. Mr. Danovic said this was particularly impressive in view of the fact it was a warm, sunny day when purchases in the baby department were practically all small items with practically no sales of larger items such as snow-suits which would have built up the dollar volume rapidly.

Impressive Record

The sales record of the program is even more impressive in view of the fact that merchandising support, planned for use throughout the store in the immediate future, was not available for any of the first four broadcasts. The feature was promoted through announcements on the air, and through WCCO’s regular newspaper advertisements. A wide variety of merchandise gifts presented to studio visitors also helps attract a large visual audience, as well as offering an opportunity to describe additional items available at Sears.

On the air in its present form since 1944, WCCO’s Open House was sponsored for six months by Butternut Coffee Co., and for 18 months by Griggs-Cooper Wholesale Grocers Co. It returned to the air on Oct. 5 after a summer hiatus. Cooperaing for the show for the May-July, 1946, period was 7.0 with 12.3 sets in use, with a January-April rating of 11.4, with 21.6 sets in use.

Executive ‘Cool’ To Plan of Bergen

Had Suggested Less Tiring Schedules for Comics

EDGAR BERGEN’S recent suggestion that radio comedy might be improved if radio’s comedians works less exhausting schedules has attracted little support from broadcasters or sponsors, the ventriloquist said last week.

In New York for his first appearance with WNBC, he told executives ‘cool’ to them.

A fortnight ago Mr. Bergen had suggested that radio’s most popular comedians might well work out schedules of alternate weeks of performances, thus giving them more time than they enjoy at present between shows. The added time, he thought, might well freshen the comedy viewpoint which now suffer from the pressure of preparing scripts each week.

Commenting on the future of television, an art in which he is more than casually interested, Mr. Bergen said he thought that until television networks were perfected, travelling dramatic groups, like theatrical stock companies, ought to be employed. The groups could perform in the theatre and a network could be established from there.
In every market there are many locally-produced Spot Programs—perhaps a five-minute newscast, a half-hour musical or a hillbilly show—that are better than others! One advantage of flexible Spot Broadcasting is that you can buy just these pre-tested programs... assuring maximum effectiveness at minimum cost in every market selected by you.

That's why today—as sales, marketing and production problems complicate advertising plans—more advertisers, both old and new, are using Spot Programs. They have learned that broadcasts can be arranged easily to start quickly... in one market or many... on budgets of any size. And they know they can get the best shows on the best stations—that their messages will be delivered to ready-built audiences.

Your John Blair man can tell you about the best Spot Programs... in markets that interest you. If you're preparing to introduce new products—or bolster old ones—call him today.

For leading Blair-represented Spot Programs see the following pages!
Groundwork Laid for FM Association

Steering Committee Projects Plans

At D. C. Meet

BY MID-1947 every man, woman and child in the U. S. will have learned about the qualities of FM, if plans projected last week in Washington by a new organization tentatively known as FM Assn. are carried out.

Under the plans adopted by a Steering Committee of 12, named during the convention, Jansky & Bailey, Washington consulting engineers and pioneer FM broadcasters, the Steering Committee adopted the following proposed objectives, which will be submitted to a general membership meeting to be called for December or January:

1. To encourage the development of FM broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the association (FMA) regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the FCC and other agencies and organizations concerned in the continuing overall problems affecting FM broadcasting.

These aims and objectives were drawn up at a meeting Nov. 9 by the Objectives Committee, named in Chicago by Mr. Hofheinz, owner of KTHT and KOPY (FM) Houston. Attending the Nov. 9 meeting, also in Washington, were these Objectives Committee members: Everett L. Dillard, Commercial Radio Equipment Co., Kansas City, WSCD Washington (chairman); Wayne Coy, WINX WINX-FM Washington; E. J. Hodel, WCFC Beckley, W. Va.; Ira Hirschlzman, WABF New York; C. M. Jansky, Jansky & Bailey; W. R. Davis, General Electric Co., Schenectady; Leonard Asch, WBCA Schenectady.

Membership Meeting

Messrs. Hofheinz, Dillard and Asch were named Monday by the Steering Committee to determine the time and place of the first general meeting (which may be held in Chicago or New York). Early inquiries indicate that 500 will attend, according to those in charge.

The meeting will be prepared for the nationwide advertising and promotion campaign still is unsettled. The majority of the Steering Committee discussed figures of around $50,000, although some felt that $100,000 would be needed. FMA was given a financial start when each of the Steering Committee members attending Monday's meeting paid $100 in advance.
Over half a million KXOK Radio Families**—day and night—according to the Broadcast Measurement Bureau. Over 40 advertisers, regional and local, have renewed their use of KXOK from 2 to 7 years.

* BMB definition: “Counties in which 10% or more of the Radio Families listen to KXOK at least once a week.”

** BMB definition: “Radio Families who listen to KXOK one or more times each week.”

WEB.

STEP

TEAR ALONG DOTTED LINE . . . FILE UNDER KXOK COVERAGE FACTS

KXOK

BMB

night-and-day coverage

KXOK

630 KILOCYCLES

5,000 WATTS

FULL TIME

ST. LOUIS, MO.

 Owned and Operated by The St. Louis Star-Times
 An affiliate of the AMERICAN BROADCASTING COMPANY

For complete details, call a JOHN BLAIR representative

BROADCASTING • Telecasting

November 18, 1946 • Page 37
Dear Mr. Time-Buyer:

Here's WOW's new BMB circulation map (daytime *) with ALL BMB density figures imprinted on it.

IF YOU PREFER: 1944 NBC All-County Map; WOW Mail Maps; Current Hooper and Conlan surveys — for both quantitative and qualitative coverage data — available on request.

BMB DAYTIME CIRCULATION: 445,010 FAMILIES

- 31 Counties in 90% or more level **
- 63 Counties in 80% or more level
- 83 Counties in 70% or more level
- 97 Counties in 60% or more level
- 119 Counties in 50% or more level
- 228 COUNTIES IN 10% OR MORE LEVEL

* WOW's Nighttime BMB Map and Circulation Figures, available on request, are about the same.

** Detailed breakdowns by counties at any or all of NINE levels immediately available on request.
Television Division Added by Navy As Part of Present Radio Section

IN RECOGNITION of television's growing importance as an information and entertainment medium, the Navy Dept. has incorporated a television division in its Radio Section. The name has been changed to Radio-Television Section of the Navy Office of Public Information.

The Section is headed by Comdr. Harry Holton, USN, with Warrant Electrician 2nd Class V. Claybourn, USN, in charge of television activities. Mr. Claybourn has been working closely with General Electric's WRGB Schenectady television experts in the production of several Navy video shows, the first of which was the V-J Day anniversary program. A special hour and a quarter Navy program was presented over WRGB last Monday, 9 p.m., commemorating Armistice Day.

News Film
Foremost of the services obtainable is film of current news events, taken by Navy cameramen, then sent to the network and newsreel pool in New York. Special Navy activities, such as ceremonies aboard ships, decorations, Navy flights similar to that of the Torpedo Turtle are being filmed for use by television stations. In many instances commercial cameramen are not available for coverage of the events at which Navy cameramen will be present.

The Radio Television Section is making available to all television stations Navy historical and training films on request. The training films have been turned over to the U. S. Dept. of Education, but may be obtained by contacting the Navy. The Section is also servicing stations with Navy personnel desired for special appearances on television programs. Script drafts and props from Navy museums may also be obtained through the new office.

“We are eager to get in on the ground floor of television,” Commander Holton said last week, “and we want to cooperate in every way possible with television stations. The technicians and producers of WRGB have given us wonderful cooperation and the Navy is grateful for their help.”

Armistice Program
The Navy Armistice Day program over WRGB was produced by GE’s Patrick H. Crafton, in cooperation with Mr. Claybourn, who assembled the dramatized show. Both film and live talent were used in addition to over $32,000 worth of props secured from the Naval Academy and other Navy museums. Among the valuables was the Order of St. Anne Medal presented to John Paul Jones by Catherine the Great for his services to the Russian Navy.

Adm. Richmond Kelly Turner, Rear Adm. J. J. Clark and other outstanding Navy and Marine Corps personnel appeared on the program.

Tying in with the Navy’s plans for television, Commander Holton also announced that there will be Navy Public Relations seminars starting today (Nov. 18) in which television will be included. There will be 50 high ranking officers of the Navy and Marine Corps taking each of the indoctrination courses at the Navy Dept. starting Nov. 18, Dec. 2 and Dec. 9. The first night of each course the officers will go to NBC’s studios at WRC to see a telecast. Commander Holton and Mr. Claybourn will also address the group on radio and television.

Mr. Claybourn, one of the Navy’s outstanding heroes, is a veteran of Bataan and Corregidor, where he was captured by the Japanese. He spent two and half years in Japanese prison camps and during that time made five attempts to escape. In a Japanese freighter transporting American prisoners of war from the Philippines, Mr. Claybourn was one of 84 survivors of the shipload of 750 when the ship was torpedoed. He was rewarded the Distinguished Service Cross by the War Dept. for “extraordinary heroism in action” for aiding the survivors and finally getting them ashore to the Philippine guerrilla forces.

VIDEO PRODUCTION
MOVIE RIGHTS SOLD

THE first sale of motion picture rights to a television production occurred last week when Radio Cinema Theatres Corp. of California bought Mr. Mergenthaler's Lobbies after the company's president, S. Sylvan Simon, had seen the show as televised by WNBT New York (NBC) last September.

Play, written by Nelson Bond and David Kent, was the first presentation of the "Broadway Preview" project, conceived by Richard Rodgers, president of the Dramatists Guild, and John P. Royal, NBC vice president in charge of television, as a means of interesting producers in new theatrical works. "The quick response of a leading Hollywood firm in purchasing the play gives added assurance that the 'Broadway Preview' project is achieving its aim," Mr. Rodgers said.

Written in the early 1930's and produced several times as a radio program on NBC, Mr. Mergenthaler's Lobbies had been submitted for movie production before its television showing, but the sale did not materialize until Mr. Simon saw the Dramatists Guild-NBC video adaptation.

OUT IN IDAHO there’s an all-request program featuring a caustic cuss, Cousin Joe Maggio, His specialty is “panting” listeners and their requests, but—though they hate Cousin Joe—they still deluge KIDO with requests for...

"MUSICAL MERRY-GO-ROUND"

And, incidentally, they buy amazing quantities from the sponsors for Cousin Joe LOVES his sponsors and SELLS their wares. Musical Merry-Go-Round, aired from 3:00 to 3:45 Monday through Friday with a gala show on Saturday, is another evidence of KIDO’s unusual sales-producing ability.*

*According to latest ratings KIDO delivers 81 1/4 to 95 3/4 of the tune-in at any hour

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
PAGE TO LEAVE MBS ENGINEERING POST

ESTERLY CHASE PAGE, MBS engineering vice president, will resign from that position on Jan. 1, to return to private engineering practice in Washington, D. C., and will become consulting engineer for MBS [CLOSED CIRCUIT, Nov. 11].

Earl Miner Johnson, assistant to Mr. Page, will assume the post of engineering director of the network.

Mr. Page joined MBS in August 1945 in the newly created post of engineering director, subsequently being elected a vice president of the network. Before joining MBS he served with the U. S. Army as a lieutenant colonel, and was in charge of invasion radio planning for the North African, Sicilian, Italian and Southern France campaigns.

Prior to joining MBS one year ago, Mr. Johnson served with the operational research staff of the Office of the Chief Signal Officer of the War Department as expert consultant on matters of wave propagation. He has also been associated with the Crosley Corp. and the FCC in engineering capacities.

BROADCASTS BOOST ATTENDANCE

Play-by-Play Accounts Bring 100,000 More
Fans to Hockey Games, Owner Says

QUESTION of whether broadcasts of sporting events do or do not increase attendance is settled so far as the management of KCKN Kansas City and the owner of the Kansas City Pla-Mors Ice Hockey team are concerned. Ellis Atteberry, KCKN manager, reports that W. J. (Bill) Tobin, Pla-Mors owner, gives full credit to KCKN Sportcaster Larry Ray for increasing paid admissions to the team’s home games last year, 100,000, over the preceding year. Ray broadcast play-by-play the final period of all Pla-Mors home games last season.

Mr. Tobin was so much sold on the value of the broadcasts, in fact, that he declined to have a commercial sponsor but insisted on buying all of the commercial time on the broadcasts to sell ice hockey. “Although we pointed out to Mr. Tobin,” Mr. Atteberry said, “that he would still be getting the value of the broadcasts in selling ice hockey, even though the commercial time was devoted to another sponsor, he insisted that he did not want to share the valuable commercial with any other sponsor.”

Mr. Atteberry commented that “this is the first time we have ever had the owner of a sports event insisting on paying full card rates so that he could retain all the commercial time for himself.”

In addition to being owner of the Pla-Mors, Mr. Tobin also is owner and president of the Chicago Blackhawks Ice Hockey club. Writing to Sportscaster Ray concerning the effectiveness of his play-by-play descriptions, Mr. Tobin said: “I picked up your broadcast on three different occasions, and I must say that you not only gave a very fine description of the play, but also dramatized to an extent that it would be most appealing to those who had never seen a game. You in no small way were responsible for the increase of over 100,000 more paid admissions than the last year we operated.”

KCKN Manager Atteberry also sees in Mr. Tobin’s attitude toward broadcasts of sporting events an indication of the tremendous value of sponsor enthusiasm. He commented that “if other radio sponsors had the faith in their product that Mr. Tobin has in his ice hockey commercial broadcasts would produce much more effective results.”

MBS Reshuffle

CARTER PRODUCTS, New York, Dec. 30, starts sponsorship of Gabriel Heather on MBS, Mon.-Wed.-Fri. 9-11:15 p.m. and Serutan Co., Jersey City, which formerly sponsored the MBS commentator, on Friday, will carry him Tuesday and Thursday. At same time firms concurrently sponsoring Mr. Heather will discontinue. They are Barbasol Co., R. B. Sealer Inc., and Zonite Products Co. Dec. 27 Carter Products will discontinue sponsorship of John J. Anthony, heard Mon. through Fri. 1:45-2 p.m. MBS plans to build half-hour show for Mr. Anthony, available for sponsorship. Agency for Carter is Ted Bates Inc., New York, while Roy S. Dursine Inc., that city, handles Serutan account.
There is no better spot buy in Hawaii than "ANSWER ME THIS"—a program as well known to the people of Hawaii as the Kamaainas* who make up the panel of LOCAL experts!

* Old timers in Hawaii.

A KGMB production successfully sponsored for over forty weeks

HAWAIIAN BROADCASTING SYSTEM

KHBC 250 Watts
HILO, HAWAII

KGMB 5000 Watts
HONOLULU, OAHU

KTOH 250 Watts
LIHUE, KAUAI
Basis for Radio Market Evaluations Includes Many Factors, Says Analyst

EDITOR, CURRENTLY:
The article by Dr. Victor J. Andrew, "How Many Stations Will Make a Successful Purchase?" in your Oct. 1 issue, created apprehension on the part of several broadcasters with whom I have talked. They fear and share the view, that prospective broadcasters will use these tables as a sole basis for the evaluation of radio markets without due consideration to the many other factors involved.

Other Factors

The author is on very safe ground when he says, "Great increases in the number of broadcast stations now occurring will have a profound effect on the economics of the industry." With that statement there can be no quarrel.

We are in agreement that retail sales represent the key to the evaluation of a given market. This practice is followed by our firm in economic studies. However, it is of the utmost importance that marketing other factors entering into the evaluation of radio markets which are of equal or greater importance be given due weight. For example, the Andrew tables do not take into consideration the adjacency of other cities or metropolitan areas or the service received in the area under study from distant stations. I cannot agree with the Andrew assumption, "Now nearby smaller cities and immediate suburbs of large cities will function as independent units in the operation of radio stations where in former years they could best be considered functionally part of the larger city." From an economic standpoint, in most instances, they must still be considered part of the larger metropolitan area.

We have found in our economic studies that the 1944 radio sales of metropolitan areas have a direct relationship to 1939 U. S. Census Retail Trade Figures. In all areas of the country this ratio falls somewhere between 3% and 2.7%. It should be noted that the lower percentage and the highest percentage found vary by a ratio of 1 to 9. Quite a sizeable potential error if one is going to invest hard-earned dollars upon appraisal of a market using only retail sales as a guide.

Here are some of the factors which account for this wide range in market fertility:
1. The number of stations serving an area.
2. The aggressiveness and sales policies of the stations.
3. Advertising habits of local business people.
5. Progressiveness of local merchants.
6. Competition with other media.
7. Extent of radio service from outside stations.
8. Coverage area and population served by the station under study.

It is dangerously misleading to group AM, FM and TV together for market appraisals. All industry statistical economic data are based on AM operations. Neither FM nor TV has developed commercially to the point where economic predictions can be made. Even when economic experience data does become available for FM and TV, combination of this data with AM statistics will require expert and careful handling.

The experience of this firm points conclusively to the need for careful local studies in addition to statistical analysis in the evaluation of proposed radio stations.

HARRIS S. FRAZIER
Frazier & Peter

Television Value To Retailers Told

Clients of New York Agency Urged to Get Into Video


"We're encouraging our clients to get into television because most of their products have to be sold visually. We believe that it will be one of the prime consumer-media," Mr. Garfield continued.

Mr. Garfield explained that the agency was expanding because of television and was planning to open a California office after the first of the year. The New York office's television department is under the supervision of William Green.

The agency has bought from ABC a seven-week series of half-hour shows beginning Nov. 14 with option to renew for an additional seven weeks. The shows will be telecast on WABD, Du Mont station.

Weekly Cost $500

The cost of the program will be $500 weekly. The agency plans to have its many clients help sponsor the show. The first program will be sponsored by Natura Yarn Fabrics, Thursday evening, 8:30-9:30 p.m. The show will be "Badminton by Video" featuring Carl Loveday, top-ranking amateur badminton player in the country.

As part of the commercial, Nature will present a short preview of its over-all advertising campaign in newspapers and magazines in coming months.

Some of the future shows will feature a program outlining the history of the advertising agency, and the behind-scenes of the advertising business.

Mr. Garfield predicted that in time there might be film jockeys in television just as there are now platter jockeys in radio.

Federal Reports 18 FM Transmitters Shipped

EIGHTEEN FM transmitters, built and recently shipped by Federal Telephone & Radio Corp., Newark, N. J., are now on the air or will be within the next 30 days. Norman E. Wunderlich, PTR executive sales director, announced last week. Most of the installations are 3 kw, he said, but some are 10 kw. "We expect to have at least 25 FM transmitters on the air by Jan. 1," he added.

Stations now using or about to use the FM transmitters are: KWK WWL WSAP WBEN WINC WMBH WBBS WJLS WOAI WPRI WMCN WTCN WSVA WPAD KOWH WELD WHLD.

It's KOPY Now

KHTF-FM Houston last Thursday formally became KOPY, operating with 1 kw power on 98.5 mc. Adjunct of KHTF and owned by Roy Hofheinz, former Houston county judge, KOPY is being programmed independent of KHTF and is on the air fulltime. KOPY already has sold six hours daily, which is good going for a new FM.

DOING A PEACH OF A JOB

KFXJ GRAND JUNCTION 920 KC 1000 WATTS

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO
“SOMETHING FOR THE LADIES”--a typical KDYL showmanship production--proves its drawing power by the way Salt Lake women clamor for tickets to the broadcasts from the KDYL Radio Playhouse. It’s a half-hour show, 10:30 to 11:00 every morning, Monday through Friday, climaxed with an audience show from the Playhouse each Saturday.

“TIME ON MY HANDS”--another popular daytime feature invites listeners to enjoy a restful interlude with Jerry Burns every afternoon at 4:00, Monday through Friday...and DO they like it! It’s a good example of the versatility of KDYL’s production staff.

ALSO ASK JOHN BLAIR about “Music in the Continental Manner” featuring the violin of Eugene Jelesnik, conductor...and other “hot” spots that ring the bell.

National Representative: John Blair & Co.
New Weather Service To Aid Business Men

NEW aid to business and industry through creation of a division to provide long-range weather probabilities has been set up in the Dept. of Commerce by the U. S. Weather Bureau. The division will apply war-developed techniques to business by stating the odds for a kind of weather or combination of weather conditions.

Timing of advertising to long-range weather analysis will make use of media more effective, according to Dr. W. G. Jacobs, Weather Bureau climatologist. Knowing the odds for a certain type of weather, the business man can play them to his advantage, Dr. Jacobs said.

Red Cross Lauds Radio Aid in 1946 Campaign

"RADIO set a new record," proclaims the booklet on "How the Red Cross Story Was Told" for the 1946 fund campaign. Radio's contribution reached an all-time peak with 846 network broadcasts, the piece says, and 3,381,000,000 listener impressions between Feb. 24 and March 31. "Each radio listener in the United States heard a Red Cross message an average of 35 times," according to the booklet.

Also cited are special appeals, such as the President's on all networks, the contributions of radio talent, local stations' activities, etc. The booklet is illustrated with pictures of talent and shows.

Goldmark Outlines Proposals for TV Cites Interchangeability of CBS Color Standards

A PREVIEW of the CBS-proposed television standards which the FCC will review on Dec. 9 was given members of the New York Electrical Society last week in an address by Dr. Peter C. Goldmark, director of engineering research and development for CBS.

Dr. Goldmark said that simultaneous standards of color television transmission (such as those proposed by RCA) do not provide the same flexibility as the mechanical method (devised by CBS) and that these simultaneous standards "virtually preclude network operation in color and offer no assurance of color receivers within economic reach of the vast majority of the population."

"It is not commonly known," he said, "that the sequential transmission standards which CBS has proposed can be used for all basic forms of color television equipment now developed or likely to be developed in the next 10 years or more."

Describes CBS Color

Dr. Goldmark described the CBS sequential color method as "a universal one which functions not only with the single-tube pickup and single-tube production methods in operation today, but will also function interchangeably with three-tube methods, either pickup or reproduction, in the event future developments should prove them to be workable and economically desirable."

This he interpreted as indicating that "sequential standards give maximum flexibility to the future development of color television art, and at the same time, facilitate nationwide color television standards and low-cost color receivers."

The CBS television expert illustrated his talk with slides throughout the evening and conducted an informal question and answer period at the close of his talk.
HIGH on the long list of things that has made WFBR Baltimore outstanding in Baltimore as the one complete radio station is its ability to produce radio programs that appeal to Baltimore listeners.

Started two years ago as a public service for teen-agers the Scholastic Scrapbook has built a wide audience with scholastic listeners. This audience is yours for the buying. By the same token a host of Baltimore men is waiting for you on WFBR's Quiz 'N Tell.

Ask the Blair man about these openings.

MEMBER—AMERICAN BROADCASTING CO. NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
Excise Tax on TV Sets Is Attacked

Sonora Head Says Growth Of Industry Retarded

THE 10% Federal excise tax on television sets is a “definite deterrent to production and sales,” Joseph Gerl, president of Sonora Radio, said Thursday in an address before the Washington, D. C., Kiwanis Club. He urged that this tax be set aside for a period of five years or “until the industry gets on its feet and television stations and receivers become common.”

Denying that the receiver manufacturers have any objection to excise taxes on luxury items, Mr. Gerl pointed out that what is asked for is protection for an infant industry, which produced only about 10,000 video sets in 1946.

In addition to what television offers the public in entertainment and education, he said, its growth “should add considerable to the nation’s enjoyment. Without the handicap of a Federal excise tax, the television industry should sell about 25,000,000 new television receivers in the next decade. The industry calculates that about 2,500,000 new jobs will be created for television retailers, distributors’ service and repairmen, for employees in television set factories, for television engineers, and for a host of actors and actresses who will produce the hundreds of thousands of television shows annually.

“But,” he concluded, “this growth is predicated on the hope that the television industry—both manufacturers and broadcasters—will have some early relief from the Federal excise tax so that television receivers will be more readily available to the American public at more reasonable prices. After the initial period of five years the industry sees no harm in the excise tax, but during that early stage the tax is a definite deterrent to production and sales.”

General Mills Video

GENERAL MILLS, Minneapolis (Wheaties), will sponsor telecasts of ABC’s Wednesday Night Hawks hockey games from the Chicago Stadium, and seven telecasts of wrestling matches from the Rainbo Arena in Chicago on Wednesday evenings when the Blackhawks play out-of-town games. Joe Wilson, ABC sports commentator, will announce both the hockey and wrestling matches which will go on the air at 8:30 p.m., using facilities of WKBK Chicago. In addition to the Wednesday games, ABC has arranged with the Blackhawks to televise the team’s Sunday home games starting last week and continuing through March 16. Agency for General Mills is Knox Reeves, Minneapolis.

HUSTED AND KELLEY
GET GM PROMOTIONS

Mrs. HUSTED
THE ORIGINAL Betty Crocker of radio, Mrs. Marjorie Husted, director of General Mills Home Service Dept., for 20 years, last week was advanced to the newly-created post of consultant to the officers and executives of General Mills and its agencies in the field of contacts and relations with women.

The announcement made by Harry A. Bullis, president of General Mills, one of radio’s oldest and heaviest radio users, also reported the promotion of Miss Janette Kelley, Mrs. Husted’s assistant, as her successor.

Advancement of Mrs. Husted, Mr. Bullis said, will enable her to devote full time to studying and planning new home service and methods of contact with housewives. As director of the home service department Miss Kelley will have full charge of all administrative responsibilities. Both Mrs. Husted and Miss Kelley will be directly responsible to S. C. Gale, vice president in charge of advertising and public services.

Mrs. Husted was placed in charge of the Betty Crocker radio programs a year after joining the Washburn-Crosby Co., predecessor to General Mills, in 1924. Her original staff of five persons has expanded to 48 at the present time. Miss Kelley was director of Lever Bros. home service activities for 15 years prior to her appointment.

New Tower Going Up

CONSTRUCTION has been started atop Pauhine Mountain, seven miles from Reno, Nev., on a transmitter house for FM station KWRN, owned by Reno Newspapers Inc., publishers of Reno Evening Gazette and Nevada State Journal. The antenna will be 2,774 feet above average terrain. The station will operate with 9.7 kw radiated power. A relay transmitter and receiver for the Nevada State Police network and relay equipment for the Washoe County sheriff’s office will be located in the KWRN transmitter house.

Stuart Potter Launches
New Agency in Chicago

NEW agency, Stuart Potter Inc., with offices at 840 N. Michigan Ave., opened in Chicago last week with Stuart Potter, former Campbell-Mithun account executive, as president and treasurer. Temporary phone is Superior 4561. Mr. Potter had been with Campbell-Mithun seven months and previously had been at Boley & Jacobs, Omaha, and Caples Co. and Frank M. Comrie Co., Chicago.

First account of the new agency, Roberts Dairy Co., Omaha, has appropriated 50% of its budget to radio, Mr. Potter said.

CKBI Switch

CHANGE OF CORPORATE name of CKBI Prince Albert, Sask., from Central Broadcasting System Ltd. to Central Broadcasting Company Ltd. brought change of ownership. Lloyd Moffatt, former president and sole shareholder, has sold station to Prince Albert business man H. M. Sibbald, former mayor of Prince Albert, is president of new owning company, and E. A. Rawlinson is managing director. CKBI started as 100 w, commercial station in 1934, increased to 1 kw in 1941, to 5 kw in July 1946. Station is on 900 kc.

Pennsylvania’s 9th Largest Market
is served by WARD CBS in Johnstown

1490 Kc • 250 W

BROADCASTING • Telecasting
No one sells a Hoosier—like a Hoosier. And nowhere in the good state of Indiana will you find the equal of a WIBC pre-tested, live talent show when it comes to selling Hoosiers—Hoosier-style.

Here at "The Friendly Voice of The Indianapolis News," you'll find the largest live talent staff of any local station...a versatile staff rich in experience and creative ability and fully capable of writing, playing and producing the program that best meets your specifications.

So to reach your Indiana market with maximum effectiveness and at minimum cost, rely on flexible spot broadcasting via WIBC. The right spot for you may be "WIBC Coffee Shop," "P. M. Party" or one of the many other pre-tested programs already on the air...or it may call for a new live talent show cut to your own particular pattern. Your John Blair man will help you decide. He has all the information right at his fingertips.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis
HOW HIGH?

The world's tallest antenna tower—over 1000 ft.—was designed, fabricated and erected by Blaw-Knox. Blaw-Knox has constructed some 12,000 other Vertical Radiators and towers of lesser heights for all types of electronic transmission. Experience that dates back to the birth of commercial radio adds nothing to the cost of Blaw-Knox towers today. Our engineers are available for discussion.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.

HUDDSON ADDRESSES PHILADELPHIA MEET

IN a Philadelphia address last week to mayors and other city officials assembled for the National Conference on Government, CBS Director of Education Robert B. Hudson said that municipal authorities throughout the U. S. should “awake to the potentialities of radio as an instrument of civic education” and that personnel should be trained “to use the medium effectively.”

Mr. Hudson, discussing the mass media of communication (print, radio, and films) stated that democracy is impossible without their effectiveness. “These three media,” he stated, “along with modern transportation make possible such democracy as we have in America. Together they are responsible for the shrinking globe; without them the ‘one world’ concept is unthink-

able.”

Pointing to such local broadcasts as KMOX’s St. Louis Speaks, WTAG’s Worcester and the World, and WTOP Washington’s Youth Takes a Stand, the CBS education director told his audience of municipal leaders that “municipal officials and municipal govern-

ments per se have seldom availed themselves of radio as an instrument of civic education except at the behest of a radio station or of some other citizens group in the community. In other words, munici-

pal officials have to be dragged out of their offices by persuasion and main force to get them before a microphone.”

Seek Philadelphia AM
FORMATION of a partnership, known as 69th Street Broadcasters, comprising Hal Seville, former station manager in Pennsylvania and Maryland; Fred Dienert, ex-WPEN Philadelphia salesman, and John W. Davis, furniture manufacturer of Haddonfield, N. J., was announced last week coincident with plans for filing for an AM station in Philadelphia seeking 1 kw day-
time on a clear channel. Mr. Se-

ville last month resigned as gen-

eral manager of Rahall Broadcast-

ing Corp., which operates the new WNAR Norristown, Pa., and holds other radio authorizations.

Canada Placements
CANADIAN ADVERTISING agencies placed $42,000,000 of advertising in 1945, according to a report of the Dominion Bureau of Statistics, Ottawa. Of this amount 20%, $8,400,000, was spent on radio advertising. Twelve agencies with billings of over $1,000,000 each placed $35,500,000 of advertising, of which approximately $5,400,000 was spent in radio advertising. Eleven agencies placed between $300,000 and $999,999, seventeen agencies between $100,000 and $999,999, and seven agen-
cies below $100,000. Latter agencies placed least radio advertising.

COIN-IN-THE-SLOT video receiver developed by Tradio Inc., which plans to install sets in homes without charge, collecting on a pay-as-

used basis of 50 cents a half-hour. Initial sets will be made with 5" and 7" tubes, possibly larger ones in later models.

PUBLIC CONFIDENCE IS DISCUSSED AT ACA
IN A TORONTO address last week to the Assn. of Canadian Adver-

tisers, Henry E. Abt, managing di-

rector of the Brand Names Foundation, said that public confidence in advertising has tended to be undermined by the dissemination of economic fallacies during the past decade.

Mr. Abt, announcing the results of a public opinion survey of the extent to which people believed advertising, said the poll revealed that more than 90% of those whose faith and acceptance had been les-

sened came to that point of view through influences separate from the advertising itself.

Results of the poll, which the Brand Names Foundation commis-

sioned Fact Finders Assoc. to make, showed:

“45 1/4% of those polled said they discounted advertising only slight-

ly; 28.1% discounted it consider-

ably; 16.5% discounted advertis-

ing greatly, and 9.8% discounted it totally.

“30 3/4% discounted advertising more than they did 10 years ago; 49.4% discounted it about the same then as they do now, and 20% discounted it less today.”

Explaining that the survey indi-

cates the advertising dollar to be down 10 or 15 cents from its value a decade ago, Mr. Abt called upon the advertising profession to pro-
tect its practices from discredit within its own ranks or by unfa-
vorable and distorted outside propa-
ganda. “Advertising’s answer to false ideas and fallacious propa-
ganda,” he said, “is to tell the truth.”
Thank YOU for Telling Us...

"We are in receipt of your recent material promoting Cavalcade of America through your station. Thanks very much for your continued co-operation."

Batten, Burton, Durstine & Osborn, Inc.

"We indeed appreciate your interest and efforts... and in behalf of ourselves and our client, Procter & Gamble, we would like to extend to you our sincere thanks."

Pedlar & Ryan, Inc.

"This is to say thanks for KSD's fine promotion in behalf of our NBC show. The advertising...is greatly appreciated by us and will be equally appreciated by the client, General Foods Corporation."

Benton & Bowles, Inc.

"Needless to say, your continued support of this program is excellent, and we hope you realize how sincerely both the client and agency appreciate your efforts."

Compton Advertising, Inc.

"We want you to know that we very much appreciate your effort to gain for the Colgate "Sports Newsreel" an ever-increasing audience."

Sherman & Marquette, Inc.

"I wish to express my gratitude to you for the promotional material you have forwarded us on behalf of 'The Life of Riley' program."

The Biow Company

"We appreciate your promotional activities and have called this latest effort to the attention of Allis-Chalmers officials."

Bert S. Gittins, Advertising

"Thanks for the tear-sheet...featuring our Jack Haley Sealtest Program. This co-operation is very much appreciated."

McKee & Albright, Inc.

(The Above Excerpts Are Typical of Many Expressions Which KSD Is Receiving in Acknowledgement of KSD's Promotion Activities)

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

KSD ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

November 18, 1946 • Page 49
Tommy's uncle is working at his first civilian job, and he's found out that plenty of civilians get up before 10 in the morning! Right now he's behind schedule. John Ford's morning news program is on, and Eddie should be eating breakfast. John Ford's morning news program is almost as important as a cup of coffee (nothing could be just as important) to Minneapolis and St. Paul people. Eddie better hurry.

You better hurry, too, and get your message on.

St. Paul people.

In The Public Interest

Snowbound Voters Get Help

MANY SNOWBOUND residents of Colorado who otherwise would have been unable to cast their ballots in the November 5 election were able to vote as a result of assistance given by KGHF Pueblo. The Colorado blizzard prevented delivery of election supplies to some of the state's polling places, but under Colorado law voters are permitted to make their own ballots and select their own election judges when an emergency prevents delivery of the usual supplies. KGHF first made several spot announcements telling its listeners that at a designated time the complete list of candidates would be read slowly so that listeners could copy them and prepare their own ballots. Then at the specified time Cliff Hendrix, KGHF program director, who originated the idea, read the candidates' names from a sample ballot. "Many voters took advantage of the service," Mr. Hendrix reports.

All-Night Duty During Storm

KMYR Denver news announcers stationed at the station all night to give KMYR listeners important information on weather and transportation conditions when, after 70 hours of continuous snow, Denver on Monday, Nov. 4, found itself digging out from Colorado's worst snowstorm in 33 years. Detailed information was presented hourly as to which tranway lines were in operation. Highway conditions were described. The station also broadcast cancellations of school and club functions.

Accident Victim Kin Found

WOAI San Antonio was able to locate the family of an accident victim Nov. 1 within 15 minutes after receiving an emergency call from Houston telling of the victim's death. Newscaster Austin Williams was asked to make an announcement on his broadcast that efforts were being made to locate the victim's brother, Murphy McDonald, who had moved to San Antonio and whose address was unknown. The announcement was made and was heard by Mr. McDonald, who telephoned the newscaster.

Help Launch Fund Drive

BOSTON RADIO stations went all out to help in launching Greater Boston's 1947 Community Fund campaign. Opening day events included an on-the-spot broadcast by Chick Morris, WBZ special events director, from campaign headquarters and the appearance of the campaign chairman, John F. Lawrence, on Dick Doty's Boston Air Journal over WCOP. Adventures of the Red Feather Man, a 15-minute transcription series depicting real life stories of people helped by Red Feather services, is being aired thrice weekly at 7:15 p.m. over WHDH. WNAC's Quiz of Two Cities Nov. 1 from 8-8:30 p.m. and Quiz Time Over Wines Nov. 8 from 10-10:15 a.m. both featured Community Fund contestants. When Gene Autry, CBS star, serenaded campaign workers at Fund headquarters the event was aired by WEEL. WEEL was also the outlet for a religious broadcast of interest to persons of all creeds on Red Feather Nov. 10.

Help in Disaster

RADIO LISTENERS quickly came to the aid of a Toronto family whose home was totally destroyed by fire while the parents were at work and the children at school. In a morning broadcast on CFRB Toronto, Michael Fitzgerald, m.c. of Top O' The Morning program, told the story. That evening the family had enough furniture and clothing donated, as well as cash, to start housekeeping again in the one room of their uninsured house which had not been completely destroyed.

WARL Goes to School

WARL Arlington, Va., new daytime outlet, in conjunction with Arlington County Superintendent of Schools Fletcher Kemp has worked out a schedule of public school broadcasts ranging from current events series for sociology and civics classes to football game programs. Plans already are underway for a WARL studio in the Washington-Lee High School from which music programs by various junior and high school orchestras and glee clubs will be broadcast. Major sporting events will be aired from the field and dramatic programs from school auditorium. Special news program, written for pupils and prepared with the assistance of teachers in relative courses, will be sent direct to classrooms via the various school public address systems. School Bulletin Board is being aired daily 7:30 a.m. Also scheduled are programs from the classroom.
WSM's 50,000 watt Clear Channel coverage beamed into our vast coverage area has introduced this station's talent to literally millions of people all over the country.

Proof of this is the box office appeal of our stars. Last year alone, WSM talent made 1,660 personal appearances in 25 states. To see these performances, more than a half-million people paid more than $250,000.

(And this figure does not include the quarter-million people who came to Nashville from all 48 states to witness the Grand Ole Opry — nor the thousands of visitors who comprise daily audiences for WSM shows in our own studios.)

These statistics give a graphic picture—

But, there are no figures which can represent the enormous amount of good will these personal appearances create. Good will that is transmitted to the advertisers who sponsor this WSM live talent.

The final result is worth thousands of dollars. But the cost to the advertisers? — Not one red cent.

Smart sponsors look to WSM for the maximum return on their every advertising dollar.

"The Best in Broadcasting"
NEW FM RATE CARD

Time on WGHF New York City

To Cost $100 an Hour—

WGHF, New York City FM station, has issued its first rate card. Included, in addition to rates for general broadcasting and announcements, is an announcement concerning facsimile advertising, as well as general information about the station and brief data concerning agency commission, weather reports, contract and other requirements, closing time, length of commercials, service facilities, remote control, transcriptions, news and mechanical program equipment.

WGHF’s general broadcasting rates for a full hour’s time will be $100 after 6 p.m. and $50 before 6 p.m., for a half-hour $60 after 6 and $30 before 6, for a quarter-hour $40 after 6 and $20 before 6. One-minute announcements will cost $10 after 6 p.m. and $5 before 6, with the stipulation that they must be made at least three weeks. Minimum contract for one-minute announcements will be eight weeks.

WGHF is licensed to operate full time. Its present schedule is 2-9 p.m.

HAWAII BOUND was this trio to oversee management and technical operations of KVPQ Honolulu’s 10,000 w station scheduled for operation shortly after start of new year. Departing (1 to r) are: Frank Webb, newly appointed general manager, Mrs. Webb-and Homer R. Johnson, station’s supervising engineer.

Lanham Act Explained
To Chicago Radio Group

CHICAGO Attorney John B. Moser, who has specialized in legal cases concerning radio, told a group of Chicago Radio Management Club members Wednesday that present slogan sound effects and other means used to identify products can be protected by law, effective July 5, 1946 [BROADCASTING, July 22].

Mr. Moser referred to the Lanham Act, public law 489, which became law July 5, 1946 as a result of litigation between Coca Cola Co. and other beverage firms seeking to make use of the words coca or cola to identify their products.

One of the most important features of the Lanham Act, Mr. Moser said, was that it opens the door to registration of service marks. He cited as examples such famous slogans as “Ask the Man Who Owns One,” “They Satisfy” and such effects as NBC chimes, Cresta Blanca’s musical theme and such effects as NBC chimes, Cresta Blanca’s musical theme and the Philip Morris theme. Even public domain music may be registered and used to identify products.

Effective July 5, 1946 [BROADCASTING, July 22].

Mr. Moser said advertising agencies should investigate the legal provisions of the act to protect their interests in advertising slogans or special effects which they have created.

LESLIE W. JOY, general manager of WOJD Miami, Fla., and president of the Florida Association of Broadcasters, Nov. 7-8 attended the Radio and Press and Highway Safety Conference called by Gov. Millard Caldwell of Florida at Orlando.

ROBERT T. MASON, owner of WMRN Marion, Ohio, has been elected president of the Marion Chamber of Commerce.

EDGAR KOHAK, president of MBS, was guest speaker last week at a luncheon meeting of the New York Sales Executives Club. In an extemporaneous speech titled, “Stuffed Shirts Are in Style Again,” the Mutual president said that “at least 50% of the men and women in any group—including my own organization—aren’t shirts. Don’t be a leader; be a leader.”
GETS ACE
SPORTSCASTERS!
BIG AUDIENCE BUILDERS

With two big name sportscasters bringing them play by play descriptions of every OCU football game... KTOK sports fans are staying glued to their radios!
France Laux and Bob Ingham, nationally known sport commentators, have added their talents to KTOK's programming... building up an audience ... and a loyal one ... an audience that'll follow them through the 1946 football season.

With seventeen years of experience, Laux has broadcast everything from Davis Cup Tennis Matches to Bowling, and has aired approximately two hundred football games up to this season. Ingham, too, is a seasoned veteran in sportscasting. The combined talents of the two mean BIG AUDIENCE BUILDERS!

Hooper Station Listening Index - City Zone
Oklahoma City - August-September, 1946

<table>
<thead>
<tr>
<th>TIME BLOCK</th>
<th>MONDAY THRU FRIDAY</th>
<th>SATURDAY DAYTIME</th>
<th>SATURDAY AFTERNOON</th>
<th>SUNDAY THRU SATURDAY</th>
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<tr>
<td>8:00 A.M. - 12:00 NOON</td>
<td>12.8</td>
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<td>12:00 NOON - 6:00 P.M.</td>
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<td>58.9</td>
<td>58.5</td>
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<td>TOTAL RATED TIME PERIOD</td>
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<td>20.0</td>
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OKLAHOMA CITY AFFILIATED WITH AMERICAN BROADCASTING COMPANY, INC. KEY STATION OF THE OKLAHOMA NETWORK TAYLOR HOWES-SNOWDEN Radio Sales

250 WATTS 1400 KC.

YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

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<table>
<thead>
<tr>
<th>TYPE OF PRODUCT</th>
<th>Consumer Preference</th>
<th>Distribution</th>
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<tbody>
<tr>
<td>BREAD &quot;A&quot;</td>
<td>60%</td>
<td>96%</td>
</tr>
<tr>
<td>BREAD &quot;B&quot;</td>
<td>27%</td>
<td>95%</td>
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<tr>
<td>BREAD &quot;C&quot;</td>
<td>7%</td>
<td>64%</td>
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<td>BREAD—OTHERS</td>
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<td>72%</td>
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<td>68%</td>
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<td>1%</td>
<td>19%</td>
</tr>
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<td>CANNED SOUP—OTHERS</td>
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</table>

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

—This is just a partial list of the products surveyed. For complete list see coupon at right.
We've just completed a thorough survey of sales of leading products sold in food stores in the Baltimore area. We know the score!

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

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

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested and a copy of the survey will be sent to you pronto. In some cases, a comparison with a similar survey made 6 months ago is included.

MAIL THIS COUPON

STATION WBAL, BALTIMORE, MD.

Please send me the survey I have checked:

☐ Apple Juice  ☐ Frosted Foods  ☐ Soft Drinks (lg.)
☐ Baking Powder  ☐ Macaroni  ☐ Soup (Canned)
☐ Bread  ☐ Milk (Fresh)  ☐ Soup (Dehydrated Mix)
☐ Catsup  ☐ Mustard  ☐ Sparkling Sodas
☐ Cheese Spreads  ☐ Peanut Butter  ☐ Table Salt
☐ Cleansers  ☐ Prune Juice  ☐ Toilet Soap
☐ Coffee  ☐ Pudding  ☐ Wax (Liquid)
☐ Coffee (Instant)  ☐ Saltine Crackers  ☐ Wax (Cake)
☐ Dog Food  ☐ Soft Drinks (lg.)

Name
Address
AFRA's Effrontery

AND NOW AFRA moves into the slot as the union to threaten radio with a nationwide strike. The only change from other such ultimatums is in identity, for the AFRA demands are an exact contractual replica of those of the American Federation of Musicians. AFM, however, has but one star performer in the redoubtable James Caesar Petrillo, whereas AFRA is surfeited with them—the big name talent in the AFRA stronghold.

No research or claim-waiving is needed to ascertain that AFRA is emulating Jimmy P. It is equally evident that AFRA is racing against a legislative deadline, for it, along with labor generally, knows that the new Republican Congress overwhelmingly elected Nov. 5, will follow the people's mandate and put the brakes on union excesses.

AFRA demands an "unfair stations clause" from the networks. It insists the networks withhold service from stations which have not negotiated local AFRA contracts. The networks have rejected this as a "secondary boycott" and as violative of their contracts with affiliated stations, also violates the Lea Act. So AFRA threatens.

It is equally obvious that, with such a bludgeon, AFRA could force every network affiliated station to knuckle under, or deprive them of the networks' service. AFRA could force NBC, CBS, ABC and MBS to become the AFRA national organizing vehicle.

Jimmy's AFM tried the same thing. Jimmy's AFM and Jimmy himself now are in court for violating the so-called Anti-Petrillo Act of last Congress. It will be recalled that AFRA, goaded largely by its pinko Hollywood local, led the futile opposition to the Lea Bill. It did 10 times the lobbying AFM undertook to defeat the bill, for it knew that passage would control of both houses of Congress demonstrated the nonkey-station markets.

AFRA is a comparatively new union, as AFL unions go. Heretofore it has moved with caution, following in the well-worn paths of the older, more experienced unions. Its latest foray, however, AFRA has brought to bear all the power of the public is clear; Republican control of both houses of Congress demonstrated that the vote was a protest against strikes and labor excesses and the lynchag of Congress in curtailing union activity.

Would an AFRA strike be a strike against networks, or stations, or advertisers or would it be a strike against the public? And how long would those big names remain big if they went off the air? AFRA might ask ASCAP about that. Also the same names.

It is clear that Congress is of a mind to enact legislation that will hold unions equally responsible with management under the Wagner Act; that it will extend racketeering; ban secondary boycotts; regulate union welfare funds; make unions subject to suit for violation of contracts; guarantee the right to work free of union interference and make strikes subject to the internal revenue statutes. Irresponsible leadership has brought this about, leadership that would rather strike than work.

Certainly AFRA, as a new union, would be well-advised to withhold action pending an exaration from the new powerful AFM. Talon has a way of springing forth when needed. AFRA doesn't yet have a stranglehold on all of it—even in the key markets.

Fusion or Confusion?

RADIO's first post-war convention season is over. Television Broadcasters Assn. had its second annual convention in October. Since the NAB has a first annual conference in early October, there was held in conjunction with the NAB Convention the final meeting of FM Broadcasters Inc. That organization adjourned sine die, to join NAB, recognizing that FM is part and parcel of broadcasting.

FMIB's action does not preclude FM broadcasters from undertaking a unified effort to exploit sale of FM receivers to hasten full-dress introduction of this medium. Steps already have been taken. They should be encouraged.

On the other hand, the regulatory, legislative, social and most of the business problems of those engaged in FM continue. Indeed, the medium simply starts at that point. For once visual radio becomes entrenched it will be confronted with the myriad operating, labor, review, distribution and private licensing clearance of the companion motion-picture field.

TBA, therefore, following the lead of FMIB and of the numerous earlier "independents," should become a part of NAB at the earliest expedient time. The organization, of course, can afford to continue insofar as set sales and exploitation are concerned.

Unless all of the radio media unite in the fundamental task of keeping radio free, there will be duplication and loss motion. Most important, it will completely commit the medium to the "divide and conquer" pressure groups who preach the authoritarian gospel of Government ownership.

For Good Law & Order

THESE ARE momentous days in the nation's welfare. Politically, the Government is a house divided, with Congress now Republican while the executive branch continues Democratic.

The impulse on Capitol Hill, after 14 years of second-fiddling, will be to probe, probe and probe and to cut, cut and cut. Radio has been a favorite topic in the Congressional forum ever since it became evident that politician elections are won and lost over the microphone.

When a Congressional probe of radio is ordered, we hope it will be along strict legislative lines, looking toward the writing of a new radio law, not a witch-hunt. We should like to see a new law spelling out the specific functions of the FCC or its successor as a licensing authority; one that will safeguard beyond doubt radio's charter as a free speech medium and as a competitive enterprise.

And since Congress has seen fit to increase its own salaries, why should it increase the stipends of those holding Federal office? A $10,000 salary, which scales down to something around $6,000 after average deductions, certainly isn't adequate to induce top men to public service. It certainly does not provide an agency like the FCC, or to keep them. We think it would be good economy, even for an economy-minded Congress, to raise such salaries to at least a $15,000 level so that able, qualified men could be induced to accept such assignments and stick with them as a "career."

Our Respects To—

ISAAC RHODES LOUNSBERRY III

WHEN WGB Buffalo is officially transferred to the new WGR Broadcasting Corp. later this month, Isaac Rhodes Lounsberry III will be at once entering a new phase and continuing what amounts almost to a tradition in Buffalo radio.

It will be a new phase for him as president and manager of WGR under its new ownership, in which he has a 30% stock interest. But "Ike" Lounsberry's radio career in Buffalo dates back 21 years, long enough to establish himself as a tradition in the minds of both the industry and the public; and for 15 years he has been executive vice president and general manager of Buffalo Broadcasting Corp., which operated both WGR and WKBW, and, formerly, WKEN and its original WMAK, too.

Even when he disposed of his minority interest in Buffalo Broadcasting Co. and resigned the executive vice presidency and general managership last Aug. 2, Ike Lounsberry remained a formidable part of Buffalo radio. He wasn't "out" at all, even for the interim period, but stayed on as manager of WGR-WKBW pending FCC approval of the sale that would separate the stations.

That approval came Nov. 7 [Broadcasting, Nov. 11], and under the terms of the $750,000 sale WGR Broadcasting Corp. takes over the ownership and operation of the station within 20 days. Leo J. Fitzpatrick, another veteran broadcaster, former vice president and general manager of WJR Detroit and identified with Detroit radio for more than 20 years, is associated with him as majority stockholder (70%) and chairman of the board.

Mr. Lounsberry, now 47, was born at Osining, N. Y. True to the early American Hudson River tradition, he was chosen to carry on the family in a manner that will best protect radio in the monkey-station market.

WGR, is a comparatively new union, as AFL unions go. Heretofore it has moved with caution, following in the well-worn paths of the older, more experienced unions. Its latest foray, however, AFRA has brought to bear all the power of the public is clear; Republican control of both houses of Congress demonstrated that the vote was a protest against strikes and labor excesses and the lynchag of Congress in curtailing union activity.

Would an AFRA strike be a strike against networks, or stations, or advertisers or would it be a strike against the public? And how long would those big names remain big if they went off the air? AFRA might ask ASCAP about that. Also the same names.

It is clear that Congress is of a mind to enact legislation that will hold unions equally responsible with management under the Wagner Act; that it will end racketeering; ban secondary boycotts; regulate union welfare funds; make unions subject to suit for violation of contracts; guarantee the right to work free of union interference and make strikes subject to the internal revenue statutes. Irresponsible leadership has brought this about, leadership that would rather strike than work.

Certainly AFRA, as a new union, would be well-advised to withhold action pending an exaration from the new powerful AFM. Talon has a way of springing forth when needed. AFRA doesn't yet have a stranglehold on all of it—even in the key markets.
Good Music Leads A City

Half a million families... leaders of thought... people of taste... listeners to WQXR... are pace-setters in New York. This vast audience—a city within a city—finds WQXR a source of entertainment, news and relaxation. It tunes to WQXR for 62% of its radio listening time; 36,000 families pay $1 a year each for WQXR's Monthly Program Guide.

These families are selective in the programs they prefer, in the products they buy. Over 70 sponsors now sell this important above-average income market. To improve New York sales, spearhead your advertising with WQXR... "New York's Most Beloved Radio Station"...famed for good music and the news bulletins of The New York Times.

WQXR
AND FM STATION WQXQ
Radio Stations of The New York Times
Respects

(Continued from page 56)

1922 when he tried freelance consulting engineering. During a good part of this time he acted as personal assistant to Dr. DeForest. In 1922 he constructed and installed a radio broadcasting station for the Johnsville-Manville Co. at Lockport, N. Y., near Buffalo, and acted as consulting engineer for the station until 1925.

That year Ike Lounsberry formed his own radio company, purchased the station, moved station and himself to Buffalo. Coincidental with this transaction he discontinued engineering practice and became president and general manager of WMAK. In 1928 WMAK merged with the Buffalo Broadcasting Corp. and from then to 1931 he was vice president and sales manager of the Buffalo Broadcasting Corp. (WKBW WGR WMAK WKEN). From May 8, 1931 to Aug. 2, 1946, he was executive vice president and general manager of the corporation. WMAK and WKEN have been discontinued.

Until recently he was the second largest stockholder of the Buffalo Broadcasting Corp. He has participated in broadcast industry trade activities for several years. Mr. Lounsberry was one of the charter members of the NAB, has been a director of NAB and has served on many of its committees.

When the Independent Radio Network Affiliates organization was created to handle AFM and ASCAP problems, Ike Lounsberry was elected to the board of directors. He continued in that capacity until IRNA was dissolved, having served its purpose.

For about two years he was a member of the board of directors of the Mutual Broadcasting System. Then when Columbia established the Columbia Affiliates Advisory Board, he was elected to represent the Second District (New York, part of Ontario, part of Pennsylvania). Mr. Lounsberry was recently elected to the board for the fourth successive term and is now serving as chairman of the board for the second term.

He was recently appointed by Justin Miller to serve as a member of the Industry-wide Music Committee and also the Program Executive Committee of the NAB.

During 20 years of residence in Buffalo he has taken great interest in civic activities. Currently he is a director of the American Red Cross, Buffalo Better Business Bureau, Main Street Assn. and has been active in many patriotic drives during the war and at present.

Add to these affiliations membership in the Greater Buffalo Advertising Club, Chamber of Commerce, Automobile Club of Buffalo, Athletic Club, Buffalo Club and the Country Club of Buffalo. In 1956-57 he was director and president of the Buffalo Athletic Club—"the largest in the City of Buffalo, one of the finest in the United States, corresponding to the New York and Detroit Athletic Clubs," Mr. Lounsberry tells. All in all, he comes close to being a walking Chamber of Commerce for Buffalo.

Incidentally, he is also an officer and director of the Grub Club.

He's interested in all kinds of sports—and though married for 23 years—he loves to work around home. The Lounsberrys have a 21-year-old son who is in the Army.

General Mills Switches Program Line-up on NBC

GENERAL MILLS, Minneapolis, Dec. 2 will return Light of the World on NBC, Mon. through Fri. 2:45-3 p.m., and switches Masquerade, formerly heard at that time, to the 2:25-3:40 p.m. spot. The firm, at the same time, will discontinue The Guiding Light heard Mon. through Fri. 2:215 p.m.

New time line-up on NBC for the General Mills Monday through Friday programs are as follows: Today's Children, 2:215 p.m.; Women in White, 2:15-2:28 p.m.; Masquerade, 2:25-3:40 p.m. Betty Crocker remains in same period, 2:40-2:45 p.m. Agency for General Mills is Knox-Reeves, Minneapolis.

UK Set Total

RADIO receiving sets licensed in Great Britain and Northern Ireland for the year ending Aug. 31, 1946, totaled 10,680,000 according to a report from J. Walter Thompson Co.'s London office.

$50,000 Question

OUT of a fan letter received by the Quiz Kids office in Chicago fell a check for $50,000. It seems a man in Pittsburgh was changing his account to another bank, and sent his question for the Quiz Kids to the bank and his check to the Quiz Kids. The bank didn’t answer his question.

A WORD OF APPRECIATION

CJOR’s smartly-turned out Fall & Winter schedule—our finest in 20 years of operation—leads us to express our deep appreciation to all who made this possible: our hard-working reps, the Dominion Network, the enterprising local salesmen, and of course the clients and agencies, who have in each case made the final choice. Because of your work and your decisions, CJOR has more first rate programs than any other station in this area.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)
OUR 20TH YEAR
5000 Watts, 600 K.C.
"One of the most constructive single efforts since the end of the war... towards the making of an intelligent and durable peace."

NORMAN COUSINS,
Editor, The Saturday Review of Literature

The KGW public interest project which Mr. Cousins found praiseworthy was the presentation to the American Delegation of the UN of a workable plan for peace formulated by representatives of 41,000 students in 31 Pacific Northwest colleges. The project was undertaken by KGW in cooperation with the Portland League of Women Voters, sponsors of the Pacific Northwest College Congress. The two students, Mr. Strong and Mrs. Putnam, selected to present the report, were sent in October with expenses paid by KGW to the United Nations Assembly in New York City. Other comments, in a similar vein to that made by Mr. Cousins, are quoted below.

"...I want to say what an admirable activity this seems to be."

J. B. ORRICK
Voluntary Organizations, Chief, Section for Voluntary Organizations

"You people have done a splendid job with this Congress and are to be congratulated on such a constructive program."

JENNINGS PIERCE
Manager, Public Service Dept., NBC
While engineers await actual performance data before going on an FM lim, indication of what's to come in the 88-108 mc band is shown by preliminary equipment tests of a new FM station in Winchester, Va., according to Mr. L. Dillard, owner of FM stations KOZY Kansas City and WSDC Washington and head of Commercial Radio Equipment Co. of Washington. The new station, WINX Winchester "crashed into Washington like a local" last week, Mr. Dillard said, after picking up the station at night on a table model receiver at his suburban Washington home and then getting it again at daytime on a Scott console in his downtown Washington office.

The Winchester station is conducting equipment tests at its FM transmitter located atop the highest point in the nearby Blue Ridge mountains. The transmitter is 20 miles east of Winchester and 48 miles west of Washington. Elevation is 2300 feet above sea level.

The 3 kw Federal transmitter radiates 14 kw power on 92.5 mc from an eight-bay Western Electric antenna system. Ricochet station to merchandising.

The transmission link between Washington and Winchester has been ordered to relay program material from Winx-FM Washington to WINX Winchester on a regular 3-9 p.m. schedule.

**Corporate Change**

TO PERMIT stock participation in the Corporation, Campbell-Ewald Co., Eastern Division, has become Campbell-Ewald, Inc., a subsidiary. Articles of incorporation for this change were filed at Albany Oct. 5 with the Secretary of State. Mr. H. H. Ewald is chairman of the board of directors, Mr. W. C. (Bill) Lydon, former account executive on Procter & Gamble account, has been transferred to Procter & Gamble account.

**Select, Then Listen**

Too few people apply to their radio program listening even a fraction of the selective effort given to their reading, Gertrude Gardner, advertising editor for the New York Times, addressed the weekly luncheon meeting of the Advertising Club of Boston, held at Hotel Statler, on the importance of the radio spot to merchandising.

**Plan Power Boost**

FCC approval of the application of KMBC-FM Kansas City for 3 kw rated antenna output has been granted, and the station plans to operate on 1 kw during November and December, and then go to 12 kw, probably by Christmas, Arthur B. Church, president of Midland Broadcasting Co., and licensee of both KMBC and KMBC-FM announced. The station is now on the air on a commercial basis since June 1944, and is now installing an RCA 3 kw transmitter.

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The Saturday theatre shows are sold in quarter and half hour units, broadcast direct from the stage. A regional advertiser buys a half-hour for a nine-station network.

Monday Thru Friday
The studio show, Monday through Friday, 3:00-4:00 p.m., is sold in five-minute participating units. The cost per unit is the regular one-minute announcement rate: $21.50 plus $5.00 talent fee. The theatre box-office pays for your radio show! On each participation you are allowed a single announcement: a one-minute ET or 150 words of live copy.

Coupon provides Free Spot
The coupon is good for one free participation unit . . . actual value $26.50. Nothing to buy. Nothing to pay. Only one free unit to any one advertiser. Only one product to be advertised in any one unit. Service will be scheduled in the order in which Copy is subject to usual station acceptance rules. Send copy and coupon direct to WRVA.

TO: Barron Howard
Business Manager,
Radio Station WRVA
Richmond 12, Virginia.

I’ll accept your offer of one free participation on the Old Dominion Barn Dance, value $26.50. There are no obligations on my part, other than the usual client or agency responsibility as specified in the A.A.A.A.—N.A.B. standard contract form.

Client:                      Address:  
Product:                    City:    
Advertising Manager:       Agency:    
Address:                    
Account Executive:         City:      

Signed:                     

Copy is being forwarded. It is ET . . . live . . . (check one).

Offer expires December 22, 1946. WRVA reserves the right to refuse service on coupons received after a limit of $10,000 in time and talent has been scheduled.

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$1,744,512,000 EFFECTIVE BUYING INCOME

In the great Pacific Northwest you'll find the highest Per Capita Effective Buying Income in the nation... And, the people who make this healthy income in this vast area are surrounded by 12,000 foot mountain ranges. How can you reach these prosperous people with radio? Stop just a moment... look at the map... think what such rugged topography does to radio reception!

Broadcasts originating in the “metropolitan” centers of this enormously rich country fail to penetrate a great part of this area. Reason: those mountain ranges are a practically impenetrable barrier to radio. So, your message is lost to thousands of prosperous homes... homes with a Per Capita Effective Buying Income of $2,688.00... highest in the nation.

There's Only One Effective Way to Reach These Prosperous People with Radio...

That one way is through their own local radio stations. The Oregon-Washington Radio Group comprises fifteen of the “most-listened-to” stations in this rich region. Each station holds an enviable position in listenership surveys and home town acceptance.* Here, and here alone, is the key to tapping this thriving market with radio.

OREGON
KWIL (MDL)  KORE (MDL)
Albany                       Eugene
KAST (MDL)  KFLL (ABC)
Astoria                     Klamath Falls
KBND (MDL)  KRQR (MDL)
Bend                        Roseburg
KOOS (MDL)  KSLM (MDL)
Coos Bay                    Salem

WASHINGTON
KXRO (MDL)  KBNO (MDL)
KXRO-S (MDL)  KXRO (MDL)
KXRO (ABC)  KFLL (ABC)
KXRO (AM)  KRQR (MDL)
KXRO (ABC)  KRQR (MDL)
KXRO (AM)  KRQR (MDL)
KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)
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KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)
KXRO (AM)  KBNO (MDL)

*For detailed information write or wire THE HOMER GRIFFITH COMPANY, New York, Chicago, Hollywood, San Francisco

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ASSORTED sizes in guests featured St. Louis luncheon of Joe G. Wick, general sales and advertising manager of David G. Evans Coffee Co., given to announce appointment of Glee R. Stocker & Assoc. as agency for Old Judge coffee account. Ed Wilson (1) is a personality on KWK St. Louis, while KFIL 980 Recording is handled by Bunard & Co., that city, and manager of KDRG Sedalia.

List of 13 Radio Shows Passed by School Group THE American Schools and Colleges Assn. last week recommended 13 radio programs in five different categories to its member educational systems throughout the country for "required listening" by all students. The programs which the School Advisory Committee of the association recommended to the more than 800 private schools and colleges of the ASCA are:

- Educational programs: It's Up to Youth, CBS School of the Air, NBC University of the Air
- Musical programs: NBC Symphony, RCA Victor Show, Highways in Melody, Children's programs: Superman, Let's Pretend
- Comedy programs: Alan Young Show, Alvin Family, Date With Judy.

Quizz programs: Quiz Kids, Twenty Questions.

Recording Device IMPROVEMENT in wire recorders is claimed by J. F. Novy, FM and television technical advisor of WBBM Chicago, with replacement of the "magic eye" on the BK-401 recorder by a volume indicator and output circuit so recorded programs can be played directly to the line without redundancy. The BK-401 uses paper tape wound on reels similar to 8 mm film.
New Business

FRENCH KETTLE FOOD PRODUCTS, New York (French Kettle Onion soup), Nov. 13 starts for 12 weeks "Meet the Makers" on 11 CBS Pacific stations, Wed., 1:45-2 p.m. (PST). Agency: Emil Moqui, N. Y.


PURITY FLOUR MILLS, Montreal (Soup and cereal), Oct. 8 started "Soiree au Dieux Moulin" on 10 CBC Pacific network stations, Mon. through Fri. 10-10:30 p.m. Agency: McMinn Adv., Montreal.

WILDBOOT Co., Buffalo, N. Y. (Ibrin- to), Nov. 9 started for one year "King Cole Trio Time" on 28 Dominion network stations, Sat. 5:45-6 p.m. Agency: BBDO N. Y.

RENEWAL ACCOUNTS
ECONOMON, N. Y. (MILK), New York, Nov. 19 renews Upson Close on MBS for 13 weeks, Tues. 10:35-10:30 p.m. Agency: John Seely Co., N. Y.

CAMPBELL SOUP Co., New Toronto, Nov. 15 renewed "Jack Carson Show" for 52 weeks on 25 CBC Dominion network stations, Wed. 6-6:30 p.m. with Public repeat 10-10:30 a.m. Agency: Cookfield, Brown & Co., Toronto.

SWIFT CANADIAN Ltd., Toronto (ham and bacon), Oct. 28 renewed for one year "Breakfast Club" on 27 Trans-Canada network stations, Mon. through Fri. 9:15-9:30 a.m. with repeat for Pacific coast 11:15-11:45 a.m. Agency: J. Walter Thompson Co., Toronto.

DOMINION OF CANADA, Maritime Prices and Trade Board, Ottawa, Oct. 23 renewed to March 28 "Household Counsellor" on 24 CBC Trans-Canada network stations, Mon. through Fri. 11:15-11:45 a.m. with repeat to Pacific 2:40-2:45 p.m. and for Atlantic region 11:15-11:45 a.m. Agency: Maclaren Adv., Toronto.

SOUTHERN PACIFIC Co., San Francisco (train transportation), Nov. 6 renewed for 52 weeks "The Main Liner" on 13 Trans-Pacific stations Wed. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, San Francisco.

Net Changes
CONTI PRODUCTS Corp., Brooklyn, Nov. 21 to 52 weeks resumes "Treasure House of Songs" on MBS, Thurs. 9:30-10 p.m. dropping "By Popular Demand." Agency: Birmingham, Castlemain & Pierce, N. Y.

EVERSHARP SCHICK INJECTOR RAZORS, New York, Nov. 4 dropped "Top Night on Broadway" on CBS, Mon. 10:30-11 p.m. Agency: The Blow Co., N. Y.

Radio to Get Award
THE National Conference of Christians and Jews will award a citation to the radio industry on Nov. 24 in recognition of its "superb effort" to promote American brotherhood.

A. D. (Jess) Willard Jr., executive vice president of the NAB, will receive the award on behalf of the radio industry from Dr. Everett R. Clincy, president of the Conference, at a banquet in the main ballroom of the Waldorf Astoria, Oct. 24.

A special broadcast, "Thanks for Thanksgiving," will be given at the banquet and will be carried over ABC and its affiliated stations.

CONTROLS ON RADIO CONSTRUCTION STAY
FEDERAL restrictions on radio and other construction projects along with orders channeling building materials into homes must continue, according to John D. Small, CPA Administrator. He termed "ridiculous" reports that CPA might be abolished in a few days.

Specific terms of curtailed activity are being prepared under the decontrol policy for CPA but they will not ease the rules governing construction projects since they are designed to prevent nonessential building materials and expedite the veterans’ housing program.

Even if CPA is consolidated into another Federal agency, Mr. Small said, its functions will remain. Controls over building materials and inventories may be transferred eventually to National Housing Agency.

Discussing the decontrol policy, Mr. Small said: “By next week we should have a pretty clear picture of the decontrol setup. What the implications of the decontrol policy are as regards the housing program I do not know, but we will have to continue channeling building materials for some time to come.” A bedrock of perhaps 30 CPA control orders will be necessary, he added. These will include tin, lead, zinc, rubber and other scarce products along with export controls.

Disagreement over housing controls reached the White House last week when Wilson W. Wyatt, housing expediter, and George Allen, RFC director, could not agree on loans for prefabricated houses.

WMAC to IBS
WMAC MacMurray College radio station in Jacksonville will be added to the college radio stations in the Intercollegiate Broadcasting System. Entering full-scale operations last week, the new station is staffed and managed by students and broadcasts to the college community on a daily schedule which includes popular and symphonic music, drama, news, dis- cussions and public service features.

WMAC will exchange programs by script and transcription with the other 21 stations of IBS, and will be included in one of the IBS regional networks.
The Only San Antonio Station Maintaining a Full Time Merchandising Department...

Every month, KTSA uses an average of 8,500 agate lines of PAID NEWSPAPER ADVERTISING in the San Antonio Express and San Antonio Evening News, with a readership of 580,000 daily and 468,000 Sunday, to promote KTSA programs.

KTSA's Merchandising Department regularly builds WINDOW DISPLAYS in leading grocery, drug, beverage, appliance stores, etc., to promote KTSA shows.

STORE DISPLAYS are regularly maintained by our Merchandising Department.

We maintain a DISPLAY BOARD in the lobby of the Gunter Hotel... 5' x 8', neon lighted and attractively colored to catch the eyes of the estimated 2,000 people who pass the display daily.

KTSA's Merchandising Department schedules COURTESY SPOT ANNOUNCEMENTS promoting our shows.

Our Merchandising Department writes LETTERS AND CARDS to the retail trade on shows and on special campaigns conducted by our advertisers. We assist in SURVEYS AND RESEARCH DATA desired by our clients.

Merchandising at KTSA is truly a YEAR 'ROUND JOB. That's why we say, "OUR JOB JUST BEGINS WHEN THE CONTRACT IS SIGNED."

550 ON THE DIAL
CBS
LSC
5000 WATTS
BUFFALO BROADCASTING
CORPORATION

Two New ABC Outlets
To Raise Total to 235

ABC, effective Jan. 1, will add two more affiliates, bringing the network's total number of stations to 235.

WAPX Montgomery, Ala., now under construction, will operate fulltime with 1000 w on 1600 kc under the ownership of the United Broadcasting Co. The station will become a member of the network's South-Central group.

WBRZ Clinton, N. C., will operate daytime only with 1000 w on 880 kc and is owned by the Tar Heel Broadcasting System Inc., and managed by W. R. Roberson Jr.

BUFFALO BROADCASTING
CORPORATION

Rand Building, Buffalo, N. Y.
Publicist Representatives: Free & Peters, Inc.

Broadcasting • Teletasting
First Down!

To get those vital yards, perfect timing and teamwork are necessary, and a hard-charging line has to open holes for the ball-carrier.

With 5000 watts on 590 kilocycles... with aggressive audience-building promotion and programs of modern appeal, WAGA is opening maximum response holes for advertisers in the South’s number-one market—Atlanta.

WAGA
ATLANTA
To begin the big gain—to give more weight to your sales—choose the station that carries plenty of weight in the nation's fifth greatest market... WJW in Cleveland. Long term advertisers have found that better local programming planned for top interest has made steady gains in listener acceptance... has made sturdy gains in sales for advertisers.

To begin the big gain—to give more weight to your sales—choose the station that carries plenty of weight in the nation's fifth greatest market... WJW in Cleveland. Long term advertisers have found that better local programming planned for top interest has made steady gains in listener acceptance... has made sturdy gains in sales for advertisers.

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"If you like to make sure a show is good before you buy, you ought to . . .

Listen to ABC"

Many smart advertisers have saved themselves a lot of money—and headaches—by investing in tried-and-proven radio shows on ABC. Shows that ABC developed, put on the air, built an audience for, and then sold on the strength of their popularity.

Such a show, for example, is Here’s Morgan, which Eversharp bought for Schick just three weeks after it made its debut on the network. (Eversharp must have read those critics’ raves!) On his first sponsored broadcast, Henry turned in a Hooper rating of 11.1 with 40.3% share of the audience.

Another alert advertiser, Sterling Drug, bought Bride and Groom, one week after it started on ABC. Recently, too, the Hastings Manufacturing Co. snapped up I Deal in Crime, starring William Gargan, as soon as they saw what the show was doing audience-wise. (First sponsored rating 6.8.) Counterspy, a topflight mystery show, now scores an 8.4 Hooper for Schutter Candy. The Johnny Thompson Show, Sunday afternoon, 15 minutes—now earning a 5.5—proved to be just what was wanted by the Harvel Watch Co. And Policewoman—another ABC-developed show—was barely on the air before Carter Products decided it was what they were looking for.

What ABC offers right now

Here is a list of top-drawer sustaining shows on ABC today—successful shows that smart advertisers can put to work selling their products without risk:

WILLIE PIPER. A delightful, warm-hearted new comedy-drama, written by Samuel Taylor (The Aldrich Family, Maisie). Ben Gross of the Daily News calls it a “homey and wholesome comedy...deftly written and well acted.” And listen to Variety! “A completely charming half-hour . . . pace, production and narration were all on a par with the script . . . strong material here.” A winner if there ever was one! Sundays, 6:30 to 7:00 P.M., EST.

FAT MAN. This Dashiell Hammett detective-mystery show...builoin a bigger and bigger audience of regular fans as the weeks go by...has just hit a 9.0 Hooper! That’s a higher rating than 76% of all the commercial shows on all networks. Mondays, 8:30-9:00 P.M., EST.

PAUL WHITEMAN SHOW. Paul Whiteman with the full Whiteman orchestra and chorus and soloists Johnny Thompson and Eugenie Baird, in a program of well-loved melodies. Building a steady, loyal audience that will mean steady, loyal customers for some alert sponsor. On ABC Sundays 8:00-8:30 P.M., EST.

FAMOUS JURY TRIALS. Years of uninterrupted broadcasting have made this one of the best-known programs on the air. Week in, week out, it earns a good, solid rating—has reached 7.8 with 25.2 share of audience. A great buy for an advertiser who wants a big audience at low cost without risk. Hear it Saturdays, 8:00-8:30 P.M., EST.

SO YOU WANT TO LEAD A BAND. Sammy Kaye’s new show combines audience participation, prizes, swing music, humor and showmanship into sure-fire entertainment for the entire family. A great variety show a sponsor can have on the road night after night—working to sell his product in scores of cities through big-time tie-ups with local dealers and distributors. Now on the air Thursdays 9:30-10:00 P.M., EST.

All these shows are building up audiences for advertisers who want to make sure they’ll get their money’s worth before they buy. They’re bound to be bought before long—if you want to pick the show that can do the best selling job for you, you’d better get the full story from ABC without delay!
HAL THOMPSON, for 19 years member of the announcing and special events department of WPFA Dallas and KOKO Fort Worth, has been appointed program supervisor of the stations. BILL SHAPARD, former night supervisor of WPFA-RGEO, is now production supervisor of the stations. He started with WPFA, spent 10 years at WHN New York and returned to Dallas outlet last year.

PRICE BURLINGAME, producer and traffic manager, has been named full time producer for LORRAINE RUSSELL, former music librarian, assistant, now on the program staff.

PAUL FRANKLIN has replaced ALBERT VAN ANTWERT as writer of Don Lew Broadcasting System "Red Ryder" following death of latter.

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WE DON'T BELIEVE IN WASTE... On the contrary, we're firm believers in treating your budget gently, and coaxing all of the worthwhile coverage we can out of it. If THE DETROIT AREA is your market, our 5,000 watts at 800 kc. gives you its largest concentrated coverage. Results for advertisers, plus our time-sales record, proves that plenty of radiowise advertisers think we're a great station. Actual case-histories of what we mean are yours for the asking.

J. E. Campeau
Managing Director

Adam J. Young, Jr., Inc.,
Natl. Representative

5000 Watts
Day and Night
800 kc

MUTUAL BROADCASTING SYSTEM

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5000 Watts
Day and Night
800 kc

MUTUAL BROADCASTING SYSTEM
For sixteen years, the name of Ruth Thompson has been the open sesame for sponsors offering products and services to women.

Her morning broadcasts under the title of "The Melting Pot" continue to sway the feminine audience in the west's richest market. That is why leading accounts renew their participations in her program season after season.

For further details, call Adam J. Young Jr., Inc., national representatives, New York and Chicago.
Although the football season is in full swing, WIND, Chicago, has announced completion of its spring baseball coverage. WIND again will broadcast exclusively all home and out of town games of the Chicago Cubs with Bert Wilson doing play by play commentary. Mr. Wilson was signed recently to a two year radio-television contract. Sponsor of the Club games in 1947 will be P. Lorillard Co. (Old Golds) and Walgreen Drug Co.

City Salute

WNBC New York will carry its new call letters inside 13 locosomes of its area in a series of all-day salutes to the cities and communities primarily covered by the station. The first city to be honored will be Bayonne, N. J., which will be in the spotlight Nov. 19. Other salutes will be held at the appropriate intervals and will include four boroughs in New York City, Long Island, New Jersey, Westchester and Connecticut. In the all-day broadcast, on-the-spot presentations of business, civic, industrial and social life in the honored city will be aired over WNBC facilities.

ABC Video Up

ABC video schedule reached 9½ hours last week in the network's television history, according to Paul Mowery, ABC national director of television. Network, which as yet operates no video station of its own, produces programs on other stations by special arrangement. Last week's ABC telecasts included three-hour video programs on WABD New York, one on WBFL Philadelphia and one on WKBK Chicago. The program included a homey game pickup from Philadelphia and Chicago making up the other 7½ hours.

North Pole Toyland

THE DU MONT-John Wanamaker television studio in New York will be transformed for a North Pole toyland for children for five days, Nov. 24-29, and Jackson F. West, current president of the Du Mont station, will host the program. Programs during the week will be televised on WABD New York, Du Mont station. The broadcast will be seen live with the children taking part playing in the toy land, taking exercises,猜对字谜, competing in games and choosing presents.

Program Honored

MBS “Twenty Questions” quiz program, produced by Rosenberg Art Music Works, Nov. 10 was presented the “Radio Pro gram of the Month” award of Dramatics magazine. Program was chosen by the magazine because of its “unique record of achievement as a novel quiz program, and because it meets the highest standards for both entertainment and education.”

Series on Books

TO STIMULATE teen-age interest in libraries, KGW Portland, Ore., is carrying “Reading Is Fun” in cooperation with Portland Public Library. As a further stimulation to set a new lead for dramatizations of “Alice in Wonderland.” Some 111 entries tried for four-week contract.

Student Debates

WEEKLY half-hour program started by WKXL Concord, N. H., is “Debating Club of the Air,” featuring students from 2 of the 12 participating high schools and academies in that area. Delegates from a third school act as judges. Subjects of current importance are picked by the students for discussion.

New KDYI Quiz

CASH awards and merchandise prizes are given on new quiz show of KDYI Salt Lake City, sponsored by Purity Biscuit Co., Salt Lake. Titled “Purity Cracker Barrel Quiz,” program is aired Thursday-Friday, 11:15 a.m. Questions are submitted to both air and studio audiences.

Show to Full Network

THE WNBC New York program, “Serenade to America,” returned to the NBC network Friday, Nov. 11 and is being heard the same time, Mon. through Fri. 6:15-6:30 p.m. Music is directed by Milton Kamins and Willard W. Leland. Spyland and Nance interview each evening two of NBC’s contract singers.

WINX Crusade

“DEDICATED to the death of ignorance,” a new 26 week public service series started Nov. 12 on WINX and WINX-FM Washington. Titled “Bright Tomorrow,” half-hour program is heard Tues. 7:30 p.m. Original scripts are aimed toward furtherance of the crusade against juvenile delinquency and is directed of public service programs, is producing series.

Scholastic Participation

WIR Philadelphia has started new scholastic program series heard daily Monday through Friday. One of the Philadelphia area colleges or high school group puts on their own program each day in half hour period, set for the series are seven colleges and over 30 New Jersey and Pennsylvania high schools.

Question Promotion

PROGRAM format boosting NBC Parade of Stars has been started by KTVI Salt Lake City on post-midnight record show, “Life Begins at Midnight.” Questions concerning personalities, programs and sponsors are posed before each record with correct answer first telephoned in 10 stations receiving the disc. Program is aired Mon. through Sat. 12-1 a.m.

Sustainer Resumed

ABC Video Up

Sustainer Resumed

ABC Video Up

Sustainer Resumed

WBSC Foreign Shows Are Recorded Overseas

WBSC Chicago, foreign language station, is now broadcasting what it believes is the first foreign language program originating overseas since before the war. WBSC’s program director, Julius Miller, arranged for transcription to be made in Europe and sent air express to the station. Spot recordings from Czechoslovakia are now being aired on American Bohemian Hour 8:30 p.m. Monday through Thursday. First one included a reception for General Eisenhower in Prague Castle. Another series is originated in Italy and Paris with Luigi Antonini, A.F.I. delegate to the Paris Peace Conference interviewed Italian.
You're the winner!

When You Take to The Air Over KNOW

When your goal is successful sales-promotion in the Austin area, your best strategy is to let KNOW carry your messages.

With KNOW in your lineup, your campaign is sure to be a success. For KNOW always has plenty of receivers. In fact, more Austin people listen regularly to KNOW than to any other Central Texas radio station.

KNOW's loyal listening audience means effective, low-cost sales results for you. KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.

Be sure to include KNOW in your next campaign.
THE QUAKER OATS Co., Chicago, sponsor of "Ladies Be Seated," and ABC, network over which the program is heard, are cooperating with Universal Pictures in a radio audience contest for the identification of a "magnificent doll." Contest is in conjunction with world premiere of new film, "Magnificent Doll." Which opens in Chicago Nov. 21 when "Ladies Be Seated" originating from Palace Theatre stage there. During three weeks following premiere performance, the "magnificent doll," to be identified through the ABC show, will be in a designated city and the first radio listener who identifies the doll, from details of her costuming, will be winner for that city. Contest is also centered in 14 key cities with winner in each city brought to New York for special ceremonies.

WJZ Photo Contest

PRIZES totaling $1,000 will be awarded by WJZ New York to amateur photographers submitting best pictures of farm activities and rural scenes in a contest conducted by the "WJZ Farm News" program heard Mon. through Sat. 5-43-5 a.m. in the contest which opened Nov. 15 and closes Jan. 22, 1947. Prizes of $50, $25, and $10 will be paid in each of five classes plus $25 honorable mention awards of $5 each. Grand prize is $500 for best photo.

Coast Luncheon Club

RADIO-PRESS Luncheon Club, composed of clients and by Plota Consultants are outlined in promotion folder issued by that firm. Also given is partial list of clients and members of staff.

Research Firm Folder

MARKET research operations and services offered by Plota Consultants are outlined in promotion folder issued by that firm. Also given is partial list of clients and members of staff.

Staff Introductions

PICTURES of writing staff of KDYL Salt Lake City are presented in first of a series of mail pieces to be prepared by station to acquaint advertisers with KDYL staff. Series is titled "A Specialized Art," explaining various departments that have been created to serve clients.

WAVE IS CANNY, ABOUT NANNIE (Ky.)!

We ain't sure whether Nannie (Ky.) was named after a lady goat, or maybe somebody's grandmother. All we know is that we don't try very hard to reach Nannie—or Cut Skin, or Paw Paw, or Loony (Ky.), either. WAVE is dedicated to covering the Louisville Trading Area. WAVE's area gives you 51.9% as much in retail sales as Kentucky's total. Why don't you use WAVE, and thereby separate the sheep from the Nannies?

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place
New York 4, N. Y.

Plant at Allentown, Penna. Offices in Principal Cities

LEHIGH UNIVERSITY, 1946
The Collins 21A is a thoroughly modern AM broadcast transmitter, engineered in all respects to give you complete satisfaction. Here are some of its advantages:

- High fidelity: 30 to 10,000 cps ±1.5 db.
- Low distortion: less than 3% rms at 95% modulation.
- Low noise level: more than 60 db below 100% modulation level.
- Simple operation: centralized meters and controls with motor driven tuning.
- Instantaneous power reduction: from 5 kw to 1 kw output by lowering the plate voltages.
- Air cooled: forced ventilation with filtered air.
- Overload protection: magnetic a-c circuit breakers; recycling relays for d-c overloads.
- Reliability: only highest quality components, to give high safety factors.
- Accessibility: vertical chassis construction and roomy cabinets greatly simplify maintenance. Front and rear doors are full length.

These are but a few of the many excellent features offered in the 5000 watt 21A. Let us send you an illustrated bulletin with further details.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
The Great Henry
BILL HENRY, CBS top newsmen, has now joined the ranks of "Great Americans." A history teacher in California was quizzing the class on America's great men and asked who said, "Give me liberty or give me death." One bright-teen-ager eagerly answered: I was Bill Henry," and added authoritatively, "Mr. Henry now lives in Washington, D. C."

Canadian Exchange
CANADIAN LISTENERS will get a good view of radio broadcasting from a series of talks now being aired each Wednesday evening by British, American and Canadian authorities. Included among Americans to be heard on Radio 1946 on the CBC Trans-Canada network are former RWB studio engineer, on "Freedom of the Air"; Elmer Davis, on "Radio and International Understanding"; Charles Siepmann on "The Essential Civility of Radio". Jack Gould, radio editor New York Times on "Radio as Entertainment"; Deems Taylor on "Music on the Air"; Dr. I. Keith Tyler, executive director of University of Saskatchewan "Education by Radio". Columbus, Ohio, on "Broadcasting in the United States." The series was opened by A. D. Dunton, CBC board chairman, who was followed by Sir Ernest Barker, member of the British Broadcasting Corp.'s advisory committee. Canadians on the series include Merrill Denison, playwright, New York, on "Radio Drama"; A. W. Trueman, U. of Manitoba proctor and former CBC board member on "The Listening Reader"; Dr. J. S. Thompson, U. of Saskatchewan proctor and former CBC general manager on "The Listening Worshippers"; Arthur Phelps, CBC International Service program supervisor on "Radio and National Consciousness."

To Study Cuban Assn.
R. H. OTTO, vice president of export advertising, New York, has been selected to head a study of the Cuban Assn. of Advertising Agencies to determine whether the agency's recent network agreements might tend to exclude American agencies [Broadcasting, Sept. 23]. The agreements reported by Joshua Powers, president of the Executive Advertising Association, at the association's Oct. 30 executive board meeting, held in New York City, was made by the Cuban Assn. of Advertising Agencies, to Cuban publishers, magazines, newspapers and broadcasters, that they recognize as agencies only members of their association. Among the qualifications for membership an advertising agency must have a minimum of 10 clients and a $60,000 annual business volume.

THE RADIO EXECUTIVES CLUB OF NEW YORK ANNOUNCES
H.V. Kaltenborn as Key Speaker Nov. 21
Mr. H. V. Kaltenborn, NBC Commentator, will address members of the Radio Executives Club of New York, Nov. 21 at 12:30 at the Roosevelt Hotel. Founder and former president of the Association of Radio News Analysts, Mr. Kaltenborn's topic will be "I Have Running Radio."
That's Kansas City!

The tremendous public clamor over food is testimony to the fundamental character of Kansas City's principal industry — food production.

In 1945 Kansas City, working might and main, slaughtered 4,443,061 head of livestock, handled 211,810,950 bushels of grain, milled 8,164,270 barrels of flour and produced 15,541,240 hundredweight of mixed feed.

The area served by Kansas City marketed farm products to the tune of $6,963,097,000.00.

Removal of price controls means increased production and added spending power for America's standout market.

Radio • Responsive to WDAF

The Kansas City Star Station

610 Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-millivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.
STRIKES IN CANADA HURT ADVERTISING

Canadians strike conditions are having an effect on all business on Canadian radio stations, a Broadcasting survey at Toronto reveals.

A number of advertisers who would ordinarily have taken up advertising for early winter advertising have now dropped their time options, it is learned, primarily on account of shortages of glass and other materials, and lack of certain commodities tied up by strikes and shortages.

It is learned there will be practically no anti-fishing advertising this season by Canadian stations.

AFRA Hollywood has announced start of second 10-week refresher course beginning Jan. 11 under J. W. YOUNG, Robert Light, Those completing the course and passing examinations may continue as approved by producers and directors who have supervised weekly shows presented by group. Prerequisites to the course in course is two years of commercial experience or one year of military service, applying only to veterans.

MAX FLEISCHER, creator of "Poppyeye the Sailor," "Betty Boop," and other popular cartoon characters, will show the motion picture techniques to be applied to television programs and commercials in a ten-week course in picture showmanship to be given at the Television Workshop, New York, starting Dec. 2. Mr. Fleischer's course will be part of the workshop's over-all instruction program, including classes in the various aspects of writing, directing, and producing video programs.

HUGH FEILSTEIN, president of BMB, Nov. 13, announced the results of a survey of station and network audience before filmed advertising. Cleveland Chapter, American Marketing Assn. He showed new BMB sound movie.

DON GODDARD, former news commentator of WMCA, New York, has joined Physio & Merkle, New York, public relations firm, as director of radio department.

ETHEL W. MACLEAN, vice president in charge of Muzak operations for the New York, and CHARLES C. COWLEY, vice president in charge of company's radio division, have been elected to the firm's board of directors. Other Muzak directors include HERBERT C. FRENCH, president; MONROE RUBICAM, A. M. DAVIS and Dr. MILLER McCLOUTCH.

THE 1946-1947 Advertising and Selling Course class of the Advertising Club of New York elected its officers: RONALD C. BRADLEY, Doherty, Clifford & Shenfield, president; JOHN PETER FLYNN, freelance, public relations firm, vice president; EVELYN BENNETT, Doherty, Clifford & Shenfield, secretary-treasurer.

WILLIAM J. MILLER, BEN JONES and OWAN HUSSEY have been added to the advertising staff of the RCA Victor Home Instrument Division, Mr. Jones previously had been with McKee & Albright. Mr. Hussey rejoined RCA Victor last December after nearly four years in armed forces. Mr. Hussey also is service representative for RCA Victor.

CHARLES FRIEDMAN, former assistant sales manager of the communications division of Radio Receptor Co., New York, has been appointed sales manager of the firm.

GEORGE I. REID, former manager of the spot radio department of Radio Reports, New York, has joined the Office of Research, New York, THOMAS W. SMITH, formerly manager of Radio Reports' service department, has been appointed manager of the spot radio department.

ALFRED T. JOHNS, formerly with WSB, Atlanta, appointed production manager, Home and Radio Division, Lear Inc., Grand Rapids.

MARY LITTLE, radio columnist for the Des Moines Register and Tribune, was recovering from a Nov. 5 operation at Mercy Hospital, Des Moines.

Students Visit WRGB

GROUP of students enrolled in a television course at Ithaca College, Ithaca, N. Y., last week visited the General Electric video studios in Schenectady to see television in operation. Group, one-third of class enrolled in the television course at Ithaca, went to visit all parts of the group and the studios at a similar time. Students spent the morning in the studio at the transmitter and the afternoon at the WRGB studios where a rehearsal was in progress for the night's show.

A radio station's "show windows" is to the trade can only reflect the station's showmanship and service to its audience. For example, KFWB's notable and continuing public service to the citizens of Southern California! And remember Harry Maizlish conducts one of the most effective and intelligent advertising promotions in the history of radio. WJBW of New Orleans is the dark horse and radio's best buy in that charmin' sultan city. Ask Mr. Hooper! The best "waker-upper" in the Bay Area is Vic Paulson who puts "Poor Paul's Almanac" on KSAN, San Francisco, from 6:00 to 7:45 A.M. Yessir, they say getting up early isn't so tough since Vic is back from the wars. It's a participator! It's one of our best buys!

Look! A one station market with an increased weekly payroll running from $100,000 to $200,000 per week ahead of corresponding weeks in 1944 and 1945! That's WNBH, New Bedford, Mass.—Best for a test! Ted Husing's "Bandstand" went on the air October 28th on 50 kw WHN, New York, with the biggest build-up ever given a new program. That's "window-box" dressing! That's showmanship! Maybe there's still a quarter-hour strip left. Ask us! Another great disc jockey is now ridin' 'em western style. That's Alan Courtney of New York fame doing his stuff on Bill Meyer's community station in Denver—KMYR.

Of course they are all . . .

Have you ever noticed those Saks Fifth Avenue windows? Class, eh? They may sell the same merchandise at Saks—34th Street, but those Fifth Avenue windows are a kind of whisper "Come in sister, and throw some cash around."

But a radio station doesn't have any show windows. The customers can't even see the stuff you sell. So your representative's sales presentations (if any) must serve as your show windows and we seem to have the knack of dressing up "radio station show windows" better than average, or a lot of smart agency people are being fooled. Here's a word from one of them:

"We have received presentations from many stations throughout the country, but the one the Rambeau Company sent us was one of the finest and most complete we have ever received."

Also a line from the advertising director of a company that buys hundreds of thousands of dollars of spot radio:

"I've convinced it took you twenty-five years to develop that presentation because it has all the earmarks of having been developed by a man who understands all the problems facing advertisers, which only a man of wide experience could understand."

Any boast we might add would be anti-climax but it is significant that this organization is made up of men of wide experience in advertising and merchandising—which brings up the question . . .

Is your window trimming Fifth Avenue or 34th Street—or should you be . . .

Page 78 • November 18, 1946

BROADCASTING • Telecasting
"Electronic Tubes, Transmitting Types" comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent to you regularly as issued. ORDER TODAY, enclosing payment, or giving authority on your company letterhead to invoice you.

NEW AND AUTHORITATIVE, G. E.'s transmitting tube manual contains photographs, outline drawings, ratings, performance curves, and application data on 94 different tube types, covering the full scope of AM-Television-FM broadcasting and communications. It is a modern and complete reference work.

PHASITRON AND LIGHTHOUSE TUBES are included, along with other new developments in the high and ultra-high-frequency fields. Throughout the range of tube types, exhaustive application data is given in the form of definitions, classes of operation, examples of tube operating conditions, and typical circuits.

DESIGNERS OF EQUIPMENT for broadcasting and communications, and owners and engineers of broadcast stations, need General Electric's comprehensive new manual so they can be fully posted on transmitting tubes and their electrical and other characteristics.

TABBED DIVIDERS AND INDEXED PAGE CORNERS make it easy to locate information. The loose-leaf format and new sheets mailed to you whenever changes occur, mean that G. E.'s transmitting tube manual is kept constantly up-to-date. Order direct from Electronics Department, General Electric Company, Schenectady 5, N. Y.

OVER 600 LARGE PAGES $2

COMPLETE - UP-TO-THE-MINUTE - packed with application data!
Listening
isn’t a matter of POWER

50,000 or 250 Watts, NBC Western Network
Stations Deliver Most of the Audience Most of the Time

Except for the size of potential audiences, there’s no great difference among NBC’s 30 Western Network affiliates. They’re all No. 1 stations in rich markets . . . they provide listeners with the best in national, regional and local programs . . . they give advertisers maximum returns per dollar spent. Look at just two:

* * *

KOB, Albuquerque (50,000 watts, days; 25,000 watts, nights) is heard regularly by 93% of all New Mexico listeners. In its home town, in Santa Fe, Clovis and Roswell, KOB overwhelms competition, averaging 88% of nighttime tune-in despite the presence of local network affiliates. In the daytime over 70% of Albuquerque and Santa Fe “listen most” to KOB, according to the NBC All-County Survey. New Mexico 1945 income was 80% higher than the 1941 figure; number of radio families was 41% higher. Soon huge federal dams will pour more water and more wealth into the vast farm lands of the state KOB covers.

KSEI’s 250 watts in Pocatello cover rich farming-commercial-vacation areas of Eastern Idaho. The All-County Survey reports an average 91% of regular listening in Bannock, Power and Bingham counties, plus additional circulation in 12 others. 88% of Pocatello listens most to KSEI day and night—a close correlation of the All-County findings with the R.S.Conlan 7000-call 1946 Coincidental, which showed KSEI with 81% of the day and night tune-in, and the R. D. Leach 1943 Coincidental which gave it 83%.

* * *

They’re two states apart, these stations, serving entirely different peoples, areas, and economies. Yet they’re the same in two vitally important respects: they’re both NBC, and they’re both the No. 1 stations in thriving markets. Add to their success story 28 stations of similar attributes and the total is NBC Western Network: the quickest, cheapest, most convenient method of wrapping the wealthy West into a neat advertising package.

NBC WESTERN NETWORK
HOLLYWOOD SAN FRANCISCO
THE NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America
**STATION WJBJ**

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

**BROADCASTING**

(3) board composed of Acting Chairman Denny and Commissioners Jetty and Hyde.

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**AM—1406 kc**


**AM—1350 kc**

Radio Bedford Inc., Bedford, Ind., and Sarkes Tarzian, Bloomington, Ind.—Designated for consolidated hearing application for new station to operate on 1350 kc, 250 w, unlimited time, at Stanford, Ind., and Sarkes Tarzian for new station at Bloomington, Ind., seeking the same facilities.

**AM—850 kc**

WTNB Bakersfield, Calif.—Designated for consolidated hearing applications of John S. Bean, for new station at Birmingham, Ala., to operate on 850 kc, 1 kw, daytime, and Thomas N. Branch for CP for change facilities of WBNM, 850 kc, 2 kw, unlimited, to 850 kc, 1 kw, night, 5 kw, LS, DA, night.

**AM—600 kc**

Capital Radio Inc., Columbus, Ohio, and Heart of Ohio Inc., Columbus, Ohio—Designated for consolidated hearing applications of Capital Radio Inc. and Heart of Ohio Inc. for new stations at Columbus, Ohio, to operate on 600 kc 1 kw, daytime only.

**AM—910 kc**

WARC Inc., Rochester, N. Y.—Designated for hearing application for new station to operate on 910 kc, 5 kw, unlimited time, DA, night.

**AM—1240 kc**

W. J. Marshall, Cleveland, Ohio—Designated for hearing application for new station to operate on 1240 kc, 5 kw, unlimited, night time.

**AM—690 kc**

KGKB Tyler, Tex., and KGGF Coe-Foyle, Kans.—Designated application of East Texas Bestg. Co., for new facilities of KGKB from 690 kc, 250 w, unlimited, to 690 kc, 5 kw, unlimited, to KGGF, 690 kc, 5 kw, unlimited.

**AM—1600 kc**

KGLB, Los Angeles, Calif.—Designated application of new station to operate on 1600 kc, 5 kw, unlimited time, 250 w, and Rickenbacker, Mich., be party to proceeding.

**AM—1450 kc**

Holland Bestg. Co., Holland, Mich.—Designated for consolidated hearing application for new station to operate on 1450 kc, 250 w, unlimited time, to be consolidated with applications of Abshucker Radio Corp. and KTVK Company seeking new stations at Holland, Mich., under a frequency with 10 kw and 250 w power respectively.

**AM—1240 kc**


**AM—710 kc**

KANS Wichita, Kans.—Designated for hearing application to change facilities of KANS, 710 kc, 1 kw, unlimited time, to 1420 kc, 5 kw, day, 1 night, unlimited time, DA, night.

**AM—1420 kc**

Andrew College Bestg. Co., Ga., and Alabama-Georgia Bestg. Co., Eufaula, Ala.—Designated for consolidated hearing application for new station at Cuthbert, Ga., and Alabama-Georgia Bostra, Inc. for new station at Eufaula, Ala., each seeking 1420 kc, 250 w, unlimited time.

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**FM AND TELEVISION ACTIONS**

(By a board composed of Acting Chairman Denny and Commissioners Jetty and Hyde)

**FM Conditional Grants**

Luther N. Salsal, Calif.—Conditional grant for Class B station authorized, subject to further review and approval of engineering details.

**United Garbage & Service Corp., Lake-wood, Calif.—Consolidated grant for Class B and A station authorized, subject to further review and approval of engineering details.

**Hughes Tool Co., San Francisco, Calif.—**

Adopted an order vacating conditional grant of a Class B station and ordered said application dismissed with prejudice.

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**FM Conditional Grants**

The following were authorized CPs in lieu of previous conditions specified:

(Continued on page 81)
The jewelled point, with 87° included angle, correct radius and fine polish, cuts a silent shiny groove for many hours. When dulled or chipped, these points may be resharpened several times. Each resharpened Audiopoint is disc-tested to insure perfect performance. For this service return points through your dealer.

Professional Recordists Recommend...

Sapphire Recording

audiopoints

Designed for the professional. Guaranteed to do a professional job

With These Three Outstanding Features

- INDIVIDUALLY DISC-TESTED ON A RECORDING MACHINE.
- EXPERTLY DESIGNED TO INSURE PROPER THREAD THROW.
- A PRODUCT OF THE MANUFACTURER OF AUDIODISCS — AMERICA'S LEADING PROFESSIONAL RECORDING BLANKS.

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording stylus. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellophane covered cards—cards that are ideally suited for returning points to be resharpened.

OTHER POPULAR AUDIOPOINTS, that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints (Straight Shank and Bent Shank), the most practical playback points for general use. One hundred per cent shadowgraphed.

For further information, see your Audiodiscs and Audiopoints distributor, or write

AUDIO DEVICES, INC.
444 Madison Ave.,
New York 22, N.Y.
Plenty of room now for your Air Express shipments!

More and Bigger Planes in the service of the Airlines mean even faster delivery for your Air Express shipments. Speeds up to five miles a minute now make overnight coast-to-coast deliveries routine.

Greatly Lowered Costs! Air Express is a better value than ever. Included in the cost is special pick-up and delivery in all major U. S. towns and cities. Rapid air-rail schedules to 23,000 off-U. S. towns and cities. Same-day delivery between many destinations.

Included in the cost is special pick-up and delivery in all major cities. Plenty of its best service, in the world's

Rapid air -rail schedules to 23,000 off-U. S. towns and cities. Same-day delivery between many destinations.

Representing the AIRLINES of the United States

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

FCC Actions
(Continued from page 82)


Telairic Co., Akron, Ohio—Granted petition to dismiss without prejudice its application for an FM station.

Edward L. Schacht, Oneonta, N. Y.—Granted petition to dismiss without prejudice its application for an FM station.

WJYM Grand Rapids, Mich.—Granted petition for leave to amend its application so as to specify a new transmitter site.

WMJ Cordele, Ga.—Granted petition for leave to intervene in the hearing upon application of Enterprise Pub. Co.

Champion City Bestg. Co., Springfield, Ohio—Granted petition for leave to amend its application so as to specify the frequency 1570 kc with 1 kw, daytime only. Instead of 940 kc, 250 w, daytime only. The amendment was accepted and application as amended removed from the docket.

Radio Springfield Inc., Springfield, Mass.—Granted petition for leave to amend its application, removed from the hearing docket, application for CP.

Miami County Bestg. Co. Inc., Piqua, Ohio—Granted petition for leave to amend its application so as to specify the frequency 1570 kc instead of 850. The amendment was accepted and application as amended removed from the hearing docket. In connection with the request for the grant of the application as amended, it is disapproved.

Seaman and Collins, El Paso, Tex.—Granted petition for leave to amend its application for CP so as to substitute a revised partnership agreement.

Cheapaspeke Bestg. Co. Inc., Washington, D. C.—Granted petition for leave to amend its application for CP so as to change location of proposed station from one service Washington, D. C. to one serving Bradfordsville, Prince Georges County, Md. The amendment was accepted; exceptions noted by counsel for Theodore Granik.

A. S. Abell Co., Baltimore, Md.—WEEU Reading, Pa.—Granted joint petition for leave to amend its application so as to specify the frequency 1580 kc instead of 850. The amendment was accepted and application as amended removed from the hearing docket. In connection with the request for the grant of the application as amended, it is disapproved.

KGU Philadelphia, Pa.—Granted petition insofar as it requests leave to amend its application so as to specify a new transmitter site. The amendment was accepted and application as amended removed from the hearing docket. In connection with the request for the grant of the application as amended, it is disapproved.

KGU Philadelphia, Pa.—Granted petition insofar as it requests leave to amend its application so as to specify a new transmitter site. The amendment was accepted and application as amended removed from the hearing docket. In connection with the request for the grant of the application as amended, it is disapproved.

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FCC Actions
(Continued from page 84)

Vast Market for TV Sets Seen by Greene
SALE OP 6,000 television receiving sets by New York City retail stores early in November; only three days after the sets were made available to the public has been cited by John M. Greene, acting executive in the television sales department, NBC, as an indication of the anticipated rapid growth in the video audience as more of the postwar receiving sets are put on the market.

Mr. Greene, speaking at a clinic conducted by the Aiktin-Kynett Advertising Agency, Philadelphia, on the commercial and promotional aspects of television, pointed out that before Nov. 1 New York radio listeners owned about 6,000 video sets and that this number had rapidly doubled as soon as the additional sets were offered.

Considerable part of the clinic, conducted with the cooperation of NBC and attended by all department heads and staff members of Aiktin-Kynett's agency, copy, radio, production, art and research departments, was devoted to discussion of technical details of program, political and the relative desirability and potential use of "live" shows and commercials as compared to film techniques. The clinic was the first in a series planned by the agency on new developments in advertising practice, H. H. Kynett, managing partner, announced.

Development of Cathode Ray Tube Is Published
WARTIME cathode ray tube with long-persistence dark-screen faceplate will improve efficiency of search radar and sonar direction finding equipment, according to Edwin Y. Webb Jr., Office of Technical Services, Dept. of Commerce. Process for manufacture is described in a report issued by the office. It formerly was a military secret.

The tube's faceplate introduces and holds a dark-trace image almost indefinitely when swept by an electron beam, Mr. Webb said. This permits more careful study as well as quick erasure of the image by a heating unit near the screen. The screen material is purified potassium chlor Sidney, and is apparent to the American developer. The American process is described in a report titled Cathode Ray Tube Development, PB-32760, photostat $3 and microfilm $1. It was prepared by A. Steadman, S. Koch and P. S. Christalid, of Allen B. DuMont Labs.

CBC Board Meet
NOVEMBER MEETING of the CBC board of governors is to be held at Ottawa Nov. 18-20. No announcement has been made of the board's agenda for the meeting, but it will likely include budget problems and new schedules of Conference of Authors, Publishers Assn. of Canada (CAPAC), the Canadian ASCAP.
CITY, IOWA
QUINCY, ILLINOIS
ROW FARM AREAS

kglo WTAD
MASON CITY, IOWA QUINCY, ILLINOIS

dominant stations covering...

RICH FARM AREAS

Lee STATIONS

SEE OTHER SIDE
Farm listeners to KGLO and WTAD are more than "just taken for
granted." Program schedules are carefully balanced to attract and
hold farm listeners. Daily farm features include Farm Service
6:00 a.m.; Farm Reporter at 6:30 a.m.; National and Local Farm
News 6:45 a.m.; Markets at a Glance—Farmer Participation Show
12:00 to 12:15 p.m.; Hometown News on all news broadcasts is
provided by 125 rural correspondents. Special farm events are
covered by direct wire or portable unit. Many farm events such as
Livestock Judging Contests, 4-H and Future Farmer Club Days,
etc. are sponsored by Lee Stations.

Recent Conlan survey proves the listeners are ready and waiting.
For sales action in these two rich farm-town areas use Lee Stations!
**FCC Actions**

(Continued from page 86)

- **AM-620 kc**
  - Commercial Associates, Inc., Sioux City, Iowa—CP to change directional antenna pattern. New standard broadcast station to be operated on 1560 kc, 1 kw, directional antenna and unlimited hours of operation.
- **AM-6500 kc**
  - WTOD Toledo, Ohio—CP to change directional antenna pattern. New standard broadcast station to be operated on 1560 kc, 1 kw, directional antenna and unlimited hours of operation. **AMENDED to modify directional antenna pattern.**
- **AM-1580 kc**
  - Gila Best, Catalina, Ariz.—CP for a new standard broadcast station to be operated on 1580 kc, 1 kw, directional antenna and unlimited hours of operation.
- **AM-1230 kc**
  - KPRF Paso Robles, Calif.—License to cover CP which authorized a new standard broadcast station; to change type of transmitter, and to specify studio location.
- **AM-790 kc**
  - San River Bstn, Inc., Great Falls, Mont.—CP for a new standard broadcast station to be operated on 790 kc, 3 kw, directional antenna night and unlimited hours of operation. **AMENDED to change directors and stockholders.**
- **AM-1230 kc**
  - Oral J. Wilkinson, Murray, Utah—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. **AMENDED to change type of transmitter and approval of transmitter location at 3 mi. north of Minot.**
- **AM-590 kc**
  - KXXO Aberdeen, Wash.—CP to change frequency from 1340 to 1320 kc, 250 w to 1 kw, installation of a new transmitter and directional antenna for night use.

**Nov. 13 Decisions**

**BROADCAST ACTIONS**

WRRF Washington, N. C.—Granted modification of CP for extension of completion date to 12-7-46.

KBRO Breckenridge, Wash.—Granted modification of CP which authorized a new station at 1150 kc, for change in type of transmitter and approval of transmitter location at 5 mi. north of Breckenridge.

WWPA Allenton, Pa.—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter and approval of transmitter location at 3 mi. north of Allentown.

WWBA Bristol, Pa.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter and for approval of transmitter location at approximately 3 mi. west of intersection of Jordan Parkway north and Route 339, Allentown, and to specify studio location as American Hotel, 6th and Hamilton Sts., Allenton.

WGAP Maryville, Tenn.—Granted modification of CP which authorized a new station, for extension of commencement and completion dates to 1-6-47 and 5-6-47, respectively; conditions.

Southwestern Bstg. Corp., Odessa, Tex.—Granted modification of CP which authorized a new station, for extension of commencement and completion dates to 1-6-47 and 5-6-47, respectively; conditions.

WLAN Lawrence, Mass.—Granted modification of CP which authorized a new station, for extension of completion date to 5-20-47; condition.

WFDR N. Worthington, Ohio—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, and approval of transmitter location at south of city, outside of city limits on west side of Old Crane Highway, Odemus, and to specify studio location at Bristmore conditions.

WLAW Lawrence, Mass.—Granted modification of CP which authorized a new station, for extension of completion date to 5-20-47; condition.

WBWA N. Worthington, Ohio—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, and approval of transmitter location at east side of S. High St., approximately 15 mi. north of center of Columbus.

KVLY Twin Falls, Idaho—Granted license to cover CP which authorized a new station, for extension of completion date to 10-4-46.

KVLY Twin Falls, Idaho—Granted license to cover CP which authorized a new station on 1450 kc, 250 w, U.; conditions.

WLP Lexington, Ky.—Granted CP to make changes in vertical antenna and change FM antenna on top of tower.

KTPP Porterville, Calif.—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, and for approval of transmitter and studio location at Grand Ave. at Newcombe Drive, Porterville; conditions.

WBDR Lebanon, Pa.—Granted modification of CP which authorized a new station, for change of type of transmitter.

KBOV Burley, Idaho—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time; conditions.

KBRA Lufkin, Tex.—Granted CP to install new vertical antenna with FM antenna mounted on top and make changes in ground system.

WPPD Benton Harbor, Mich.—Granted modification of CP which authorized a new station, for change of type of transmitter.

KYOR San Diego, Calif.—Granted modification of CP which authorized a new station, to change type of transmitter.

WBHI Reno, Ga.—Granted modification of CP which authorized a new station, for change of type of transmitter.

KBUN Bemidji, Minn.—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, approval of transmitter location at Cantrell St., and to specify studio location at 300 Broad St., Rome, Ga.

WTDO Toledo, Ohio—CP to change type of transmitter, and for approval of studio location at Cleveland.

WNNU Columbus, Ohio—CP to change type of transmitter, and for approval of transmitter location at 15 mi. north of center of Columbus.

WNRD Nr. Worthington, Ohio—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, and for approval of studio location at 205 Broad St., Rome, Ga.

WCTC New Brunswick, N. J.—Granted modification of CP which authorized a new station, for approval of antenna, change in type of transmitter, approval of transmitter location at, on the north bank of Harlau River, within city limits Highland Park, N. J., and to specify studio location as Peabody Natl. Bank Bldg., 335 George St., New Brunswick.

KVEC San Luis Obispo, Calif.—Granted license to cover CP which authorized a new station, in frequency to 920 kc, increase in power to 500 w 1 kw, and installation of new vertical and horizontal radiator; conditions.

KWPC Muscatine, Iowa—Granted modification of CP which authorized a new station, to change transmitter location to 3-1-47 and 6-1-47 respectively.

WCNT Centralia, Ill.—Granted license to cover CP for a new station to operate on 1210 kc, 250 w, unlimited hours of operation.

WKQA Henderson, Tex.—Granted modification of CP which authorized a new station, for approval of antenna, and approval of transmitter and studio location at 7-7 mi. southeast of center of Henderson.

WCHA Champaign, Ill.—Granted license to cover CP which authorized a new station on 800 kc, 1 kw, daytime.

KEBE Jacksonville, Tex.—Granted modification of CP which authorized a new station, for approval of antenna, and changes in transmission line, approval of transmitter and studio location at corner Lake St. and Pierces Lane, Jacksonville; conditions.

KCHS Hot Springs, N. M.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w U.; conditions.

WEBO McKeenup, Pa.—Granted license to cover CP which authorized a new station on 810 kc, 1 kw, daytime; conditions.

WAPA Rome, Ga.—Granted modification of CP which authorized a new station, for extension of completion date to 26 Ponce de Leon Ave., San Juan.

WLAS Paris, Texas.—Adopted a memo opinion and order granting petition of Paris Bstg. Co. insofar you can't charge grandstand prices for a knothole view

**Plush chairs and pink carpets won't help.**

Even if you talk the show up from the sidelines, you can't superdoperize a performance if your reproducing equipment makes hash of brilliant dialogue or whips up a fog over clean high tones.

That's the reason engineers and station managers are going Altec Lansing all the way — on speakers and amplifiers for monitoring equipment.

High fidelity speakers of motion picture studio calibre — and amplifiers of matching quality — will play back your transcriptions with living presence.

Discuss the advantages of Altec Lansing equipment with your own engineers.

**GO ALTEC LANSING ALL THE WAY**

**SPEAKERS AND AMPLIFIERS FOR MONITORING EQUIPMENT**

Leading broadcasting stations and recording studios are rapidly adopting Altec Lansing monitoring equipment. They recognize the necessity for monitoring their broadcasts and recordings with the same quality speakers and amplifiers that are going into an increasing number of fine home phone-combinations. See your dealer or write for details.

**ALTEC LANSING CORPORATION**

1161 N. Vine St., Hollywood 38, Calif.

250 W. 57th St., N. Y. 17, N. Y.
When you want components, remember:

Western Electric QUALITY COUNTS

For the broadcasting engineer who wants to assemble his own audio and control equipment, Western Electric has a line of transformers, plugs, jacks, cords, switches, knobs, relays, headphone cabinets and many other component parts to meet almost every need. Bell Laboratories engineers designed these little parts with the same skill and care that assure quality in complete Western Electric units.

For information, talk with your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.
CINCINNATI
WSAI AUDIENCE

UP 25%* Mornings
UP 71%* Afternoons
UP 38%* Evenings

*September, 1946 compared to September, 1945, Hooper ratings. WSAI is the only Cincinnati station showing gains in all three classifications.

WSAI

A Marshall Field Station
Represented by Lewis H. Avery, Inc.
AMERICAN BROADCASTING COMPANY
KQV PITTSBURGH CONDUCTS POLL
Station Samples Public Opinion by Phone, Other Methods in New Service

Opinion-Aire accurately forecast the Guffey-Martin election results four days before the election.

Born during the heat of the strike in Pittsburgh, the KQV Listeners’ Poll has emerged as a new idea in service to the radio audience. The program idea came to G. S. (Pete) Wasser, KQV’s general manager, when the station received appeals from listeners for KQV to “do something” about the strike, remembering KQV’s aid in settling the February power strike.

Poll, called Opinion-Aire, combines broadcast and telephone facilities to give a sample of public opinion within 75 minutes. Briefly it is the listeners’ response by telephone to a broadcast program.

KQV sends three newsmen into the street to conduct sidewalk interviews and poll opinion on a public question. Listeners are urged to express their opinion by phoning in votes on the question. Street poll lasts a half-hour, with listeners given an additional half-hour to vote. Results are tabulated quickly, the whole process requiring only 75 minutes. A market research firm handles the polling.

AM ACTIONS
Union Bcstg. Co., Monroe, N. C.—Granted CP for a new station to operate on 1450 kc, 250 w, daytime only.


FCC Actions (Continued from page 89)

Assignments of Licenses
WJOH Hammond, Ind.—Granted consent to assignment of license of station WJBO from O. B. Richardson, Fred L. Adair and Robert C. Adair, d/b as Radio Station South Shore Bcstg. Corp., for a consideration of $150,000. Assignee is a newly formed corporation (Comm. Durr voting for hearing).


Transfer of Control
KOKO La Junta, Col.—Granted consent to voluntary transfer of control of The Southwest Bcstg. Co., licensee of station KOKO, from Leonard E. Wilson, Elizabeth M. Wilson, O. C. Samuel and Chas. F. Wilson, to Stanley N. Schuster et al, for a consideration of $25,950 (96.3%).

Designated for Hearing
KTRM Inc., Beaumont, Tex.; KTBS Shreveport, La.—Designated for hearing in a proceeding to renew license of KTRM Inc. for a new station to operate on 1460 kc, 25 kw, daytime only, with application of KTBS for a CP to change power from 1 kw to 5 kw, change transmitter, location, etc.

CGCO Trophy
CGCO Hamilton, Ont., has offered a CGCO Sportsmanship Trophy for the inter-missouri football conference of Hamilton. It is to be awarded to the player each year selected by league’s players and coaches who best combines the highest qualities of good sportsmanship, playing ability and leadership.

Miscellaneous
The Commission announces allocation of an additional channel for the tentative allocation plan for the San Antonio, Tex. area (No. 266) 99.1 mc.

AM-1450 kc
Houston Broadcasters, Dothan, Ala.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time.

Assignments of CP
WLBR Lebanon, Pa.—Granted consent to assignment of CP for station WLBR from Lester P. Etter and H. Raymond Hasdem, a partnership, d/b as Lebanon Bcstg. Co., to Lebanon Bcstg. Co., as assignee, for a consideration of $350,000.


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PHILADELPHIA’S No. 1 Independent

America Sings is the new Republic Steel Corp. quarter-hour on WHBC starring Larry Brooks, Lynn Murray’s Orchestra and the Republic Family Four. Canton is the home of Republic’s alloy steel plant — largest in the world.

These wise advertisers can’t go wrong with WINE, WOMEN AND SONG!
Seriously though, broadcasters who were visitors to the REL exhibition area at the Chicago NAB convention, were amazed at the superb styling and streamlined beauty of the new REL FM line.

In case you missed the show we picture above the 10 KW transmitter, model 600 Monitor, model 603 Speech Console and REL-Fairchild transcription tables as they appeared on the convention floor.

REL FM Equipment—the choice of so many prominent Broadcasters—notable for masterful electrical and mechanical design plus "eye appeal"—is in full production for early delivery. Write for descriptive literature.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.
C - red a^d' Managed t r 2AGK GROSS

WHEN

SAN

San Diego city population jumps

up

they leave

icf

1141G

78% over 1940! This lu-

district

Baltimore's

San Diego metropolitan

MUTUAL

"from

John Elmer

U.

November 18, 1946

Skti

BROADCASTING

with KFMB.

Going Up! 1946

U. S. Census shows

San Diego metropolitan
district with post-war citizen population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

Mr. Kostka

IPR Promotes Kostka

WILLIAM KOSTKA, former publicity director of NBC and more recently on the staff of the Institute of Public Relations, has been promoted to a vice president of the Institute. Mr. Kostka, who joined the organization in 1941, is a former managing editor of Look magazine and still directs the publicity opinion forum of that magazine. At one time he published his own magazine and previously he served as central division manager of INS.

Timebuyers

(Continued from page 20)

propagation show disturbing differences? If so, is it the result of actual listening in the "protected" areas or . . . 2. Does the first question on the BMB ballot, "List below the call letters of all radio stations which you or someone in your family listens to in your home at any time," (emphasis mine) develop the interviewee's exploratory sense to such a degree that the listings, both in call letters and in amount of listening reported, are badly inflated?

Use of Material

Such questions undoubtedly need more experienced research minds than ours, but they are only the vanguard . . . there are plenty of problems in possible application of BMB that the Committee can and will concentrate on.

We note in your Oct. 28 issue, a report on the formation of Advisory Councils by C. E. Hooper Inc. This seems a most practical way toward a better program. We will cooperate with the Timebuyers Committee in any way possible.

Finally, going back to the fourth point . . . that the stations are going to decide on the value, interpretation, and use of BMB material. This really isn't much of a point—for stations will soon come to realize that it is the timebuyers, not the stations, who will decide this question. I firmly believe that BMB should propose a practical application of the material, but whether this application comes from BMB, the stations, or the timebuyers, it is the latter group that will make the final decision. It has always been thus, and always will be. It cannot be otherwise, for it is satisfied customers that build business, and in radio's "buyers' market" of today and tomorrow the customer is always right.

DAVID DOLLE, Chairman

Timebuyers Committee

Chicago Radio Management Club

Nov. 5, 1946

MBS Co-op Set

PLANS were completed last week for an hour variety show sponsored cooperatively by major department stores throughout the country to begin on MBS in January. The program, handled through Schwimmer & Scott, Chicago, will star Groucho Marx, Mickey Rooney and Frances Langford and will originate from Hollywood. Such department stores as R. H. Macy, New York; Marshall Field and Carson, Pirie & Scott, Chicago; Nieman Marcus, Dallas, and others not yet announced in Boston, San Francisco, Hollywood and other cities with MBS outlets will sponsor the show, to be heard Fri. 9:30-10:30 p.m. Program will be heard live with appropriate commercials delivered in each city.

MUTUAL Adds Four More Affiliates

FOUR new affiliates were announced last week by MBS bringing the network's total number of stations to 364.

KGER Cedar Rapids, Iowa, operating with 5000 w on 1600 kc, and owned by the Cedar Rapids Gazette joins the network March 1, 1947, replacing WMT Cedar Rapids, current dual affiliate of MBS and CBS.

KWCO Chickasha, Okla., operating with 250 w on 1560 kc and owned by the Washita Valley Broadcasting Assn., affiliated Nov. 15.

WKRM Columbia, Tenn., operating with 250 w on 1340 kc and owned by the Middle Tennessee Broadcasting Co., joins today (Nov. 15).

WNAE Warren, Pa., operating with 1000 w on 1310 kc and owned by the Northern Alleghany Broadcasting Co., will join the network Dec. 1.

Two MBS affiliates, WTIP Charleston, W. Va., and WGINI Wilmington, N. C., which joined MBS last summer while under construction, will begin operation on Nov. 17 and 28, respectively.

WDGY Asks 50 kw

WDGY Minneapolis, Minn., now operating on 1130 kc 5 kw day and 500 w night, last week applied to FCC for construction permit to increase power to 50 kw unlimited time and install directional antenna. Purchased last April from the Dr. George Young estate by Charles and James Stuart, owners of Stuart stations, the station was the first independent U. S. station. The Stuart Co. also owns and operates KOIL Omaha and KFOR Lincoln, Neb.

End Set Reports

MONTHLY reports on radio set production have been discontinued by the U. S. Census Bureau following sweeping decontrol action by OPA. The Bureau had served as OPA agent in obtaining detailed production data from set manufacturers. The figures had been released about a month after publication of similar data by Radio Manufacturers Assn. RMA's reports are made about three weeks after end of each month.

UE Meeting Brews New Wage Policies

Conference Says Increased Pay Is Needed

MORE than 200 local union leaders of the United Electrical, Radio, and Machine Workers of America (CIO) last week agreed that "wages and salaries must be substantially increased" because "skyrocketing prices are increasingly confronting millions of Americans with a daily crisis in buying the necessities of life."

The conference, attended by delegates representing approximately 300,000 electrical workers in 145 plants of such large corporations as General Electric, Westinghouse, Sylvania Electric, RCA, General Cable Corp., and General Motors electrical division [Broadcasting, Nov. 11] was presided over by Albert J. Fitzgerald, UE general president.

While no threat was made of strike and no set percentage of wage increase was expressed, the UE delegates in a prepared statement sharply attacked "American big business" for "waging a gigantic propaganda campaign to spread the lie that price increases are caused by wage increases."

The conference urged "closest coordination" between UE and "the steelworkers, auto workers and large metal working CIO unions," declaring: "In waging the struggle for advanced wages, we fight for the improved conditions not only of our own membership but of all American workers."

Page 94 • November 18, 1946
ADM. RICHMOND K. TURNER, representing the chief of naval operations at the United Nations Security Council, with two General Electric vice presidents, Chester H. Lang (l) and Robert S. Peare, just before participating in Armistice Day television program over WRGB Schenectady. The program also was broadcast over WGY, standard outlet.

Radio Course at KYW

KYW Philadelphia announces that it has instituted, in cooperation with the U. of Pennsylvania, a special course in radio education, with students completing required hours for credit in the program. Purpose of the course, which will consist of laboratory work in production and kindred subjects, will be to acquaint students of education with the methods of radio for classroom use, Gordon Hawkins, educational director of Westinghouse Radio Stations, states. Students taking the course will be required to spend 40 hours per term or semester in the KYW studios.

Upcoming

Nov. 17: Conference of Intermountain Radio Council, Salt Lake City, Utah.
Nov. 18-19: Meeting of CBC Board of Governors, Ottawa, Ont.
Nov. 21: Conference of Omaha Radio Council, Omaha, Neb.
Nov. 21-22: First Annual Georgia Institute on Radio, U. of Georgia, Atlanta.
Nov. 21-22: Georgia Radio, of Broadcasters Radio Institute, U. of Georgia, Athens.
Nov. 24-30: National Radio Week.

Kobak

(Continued from page 80)

into this, and that they are still not being stampeded.

I am not qualified to go into details about these figures and their application but I do believe that it would be helpful to keep in mind the real objectives back of BMB. For many years a variety of “coverage” or “circulation” measurements, good, bad, or indifferent, have been made or subscribed to by competing stations and networks. It has been felt for quite a long time that the industry should get together and establish certain basic fundamental standards which could be used together with—not instead of—radio’s many important audience yardsticks such as coincidental program ratings, the audiometer, and the diary.

When finally this was achieved after at least one abortive start (back in 1934 in the days of the old Joint Committee on Radio Research of which I was a member), it seemed that a very great achievement had been made. I think that this has been amply proved by the continuous growth of BMB as the BMB got rolling. I feel that since such an excellent start has been made we should look at the positive side rather than the few negative indicators that may come up—and do our best to build up rather than to tear down.

So far as Mutual is concerned, we are adding stations at such a rate that the BMB measurements are already far short of giving complete picture of the Mutual Broadcasting System as it exists today. In our minds this is no reason to criticize BMB. On the contrary, we are looking forward to the time when BMB measurements will be available for all of our stations and we realize it will take some years to attain this goal.

In the meantime we are studying our coverage areas by engineering methods and studying our audiences by all the other means available to us and working toward their correlation with BMB data—our hope being that we may at least in the next couple of years be able to see to what extent they can be coordinated with the BMB information. Our investment in BMB is therefore a long term proposition. We cannot expect to get much out of it for the next couple of years at least, but we have faith in this industry-wide activity and Mutual is ready to go ahead with its subscription for the continuation and expansion of BMB, realizing always that the direction and the planning will be in the hands of an industry group of the best available representatives from the agencies, the companies, and the broadcasters, and that it will represent careful thought rather than the opportunism of special interests.

BMB is not perfect, but we all know that perfection is an ideal rather than a reality, and our job is to strive toward that ideal rather than to tear down the efforts already made.

One of the most encouraging things about all the BMB’s work to date has been the smoothness with which the dealings among the companies, the agencies, and the broadcasters have been carried on—the open-mindedness of all concerned and the desire to cooperate in order to arrive at the common goal. I think that we can take heart in importance any single question or misunderstanding about the applicability of the figures. We have something here—don’t let’s lose it!
Holds 4% in Company Seeking Purchase Of KAND

PLANS of former FCC Chairman James Lawrence Fly to expand his interests into the field of station ownership—in his native Texas—were revealed last week.

Now a senior member of the New York law firm of Fly, Fitts, & Shuebuk, the 48-year-old former Commission chief was shown as a minority stockholder of Alto Inc.,

GOP Probe

(Continued from page 18)

sumably including FCC although Mr. Martin made no specific references. National defense, he said, will be "adequately provided for." Labor legislation will be a top priority on the Republican agenda.

"The (steering) committee was in full agreement that labor legislation which will be constructive, but emphatically not punitive whenever early necessity in the 80th Congress," said Mr. Martin in a prepared statement. "The first consideration must be the welfare of the whole nation which will necessarily embrace the welfare of both labor and management. The Judiciary and Labor Committees were instructed to make an intensive study of this whole problem and develop appropriate legislation."

On Senate Side

On the Senate side, Sen. Robert A. Taft of Ohio, chairman of the Upper House Republican Steering Committee, at a news conference following a committee meeting, said he favored "what was in the Case Bill" and that he was interested in "annual financial reports of all union members."

Likely to be curbed by Republican labor legislation will be James Petrolino, president of the American Federation of Musicians and the American Federation of Radio Artists, both of whom have threatened secondary boycotts in their efforts to bend the networks to their demands. Senator Taft asserted he was opposed to "such things as secondary boycotts," declaring they would be made unlawful in new legislation.

Neither leader would comment on the probabilities of majority leaders for the Senate and House, although both Senators Taft and Wallace H. White Jr. of Maine, present Majority Leader, were high in consideration for the Senate post. In the House, Reps. Clarence J. Brown and Thomas Jenkins of Ohio and Charles Hallock of Indiana were vying for the post.

Both jobs will be settled by the respective Committees on Committees, each of which contains a representative from each state.

Fly Plans Entry Into Station Business

twice-reorganized firm seeking to buy KAND Corsicana, Tex., for $25,000. He has a 4% interest but holds no office.

A petition to amend the KAND transfer application to cover the latest reorganization and asking the Commission to approve the sale without hearing was filed with FCC last week by Mr. Fly's law office, Alto counsel.

First Station Venture

The amendment identified Stockholder Fly only as senior member of his law firm. He was FCC chairman from Sept. 1, 1939 to Nov. 15, 1944. If the KAND sale is approved, it will mark his first venture into the ownership side of radio.

The original KAND-Alto transaction was set for hearing by the Commission because of duopoly implications [Broadcasting, June 3]. The 150-w Corsicana station's service area is overlapped by that of KRLD Dallas, and 28.9% of Alto stock as it was originally distributed is held by persons associated with KRLD or its parent corporation, Times Herald Printing Co.

Following the designation for hearing, Alto responded with a reorganization filing stock interests of KRLD-Times Herald associates to 24%, with only 16% held by actual stockholders of the Dallas organizations and only one Alto officer, associated with KRLD [Broadcasting, Aug. 12].

The latest reorganization, according to the petition, puts all Alto stock into the hands of four men, none of whom "has any interest in or connection with" KRLD or the Times Herald. The petition claims the duopoly questions raised by the Commission are therefore moot.

Except Mr. Fly, the present Alto owners were also the chief stockholders as originally constituted and subsequently reorganized. The Dallas group includes a large number of Corsicana businessmen who formerly owned stock, however, have been eliminated from the stock list. The four:

Wesley W. West, Houston businessman (lumber, banking, cattle, oil), 68%; P. M. Stevenson of Houston, business associate of Mr. West, 18%; J. C. West, now half owner of KAND, 10%; Mr. Fly, 4%. Mr. Stevenson is president; Wesley West is vice president and secretary, and J. C. West is vice president and treasurer.

KAND, licensed to Navarro Broadcasting Assn., operates on 1340 kc and is owned in equal shares by J. C. West, the active partner, and Frederick Stuasson. Mr. West would remain active and Aubrey Escoe would continue as manager after the transfer, the Commission was told in an earlier petition.

The original application was filed 11 months ago [Broadcasting, Dec. 10, 1945]. The Dallas group associated with Alto then and in the first reorganization included Tom C. Gooch, who controls the Times Herald company; KRLD President John W. Tunyon, General Manager Clyde Rembert, and Chief Engineer Roy Flynn.

Mobile Permits

CONSTRUCTION permits for an experimental Class 2 communication system to serve 35 taxicabs were granted by FCC Thursday to the Harrisburg Taxicab & Baggage Co., Harrisburg, Pa. The company will operate the system in connection with development of the general mobile service, but the Bell Telephone Co. of Pa. will own, install and maintain the equipment. The Illinois Bell Telephone Co., on the same day, was also granted construction permits for two experimental Class 2 stations (1 land and 32 mobile units) for testing a railroad radio communication system in cooperation with the Atchison, Topeka & Santa Fe Railway Co. Initial tests will be near Chicago and west of Chillicothe, Ill.

Signs 40 Don Lee

TURBO TAY Corp., Los Angeles (cleaner), Dec. 16 starts a sponsorship of Fulton Lewis Jr.'s Top of Round Hill on 40 Don Lee Pacific stations, Mon.-Wed.-Fri., 4-4:15 p.m. (PST). Contract is for 52 weeks. Ben Hur Products, Los Angeles (coffee), through Foote, Cone & Belding, Los Angeles, continues Tues.-Thurs. sponsorship. Agency for Turco Tay Corp. is Davis & Beaver, Los Angeles.

Daughter Recovering

BARBARA FELTIS, 4-year-old daughter of Hugh Feltis, BMB president, was removed from the hospital and recuperating at home last week from a fractured skull which resulted from a fall from a moving automobile near her home inScaradale, N.Y., a fortnight ago.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
Increase in Scale of Copyright Rates Is Sought From Canada Broadcasters

CANADIAN broadcasters are being asked to pay higher fees in 1947 for use of copyright music by Composers, Authors and Publishers Assn. of Canada (CAPAC), and BMI (Canada) Ltd., according to tariffs filed with the Secretary of State at Ottawa and published in the official Canada Gazette.

CAPAC (Canada's ASCAP) asks a total of $221,036.68 plus 2% of gross revenue from stations. BMI (Canada) asks $63,156 or 40% of whatever fees the Canadian Copyright Appeal Board decides Canadian stations should pay.

Special War Rate

This year Canadian stations paid a total of $161,519, based on a pay- ment of 8 cents per licensed receiver March 31, 1946, to CAPAC and 1 cent per licensed receiver to BMI (Canada). This was the rate decided on during the war years by the Canadian Copyright Appeal Board.

The new fees are based on 1,754,361 sets licensed March 31, 1946. CAPAC filed a tariff of $185,036.68, for domestic broadcasting, which works out at slightly more than 11 cents per licensed receiver. In addition CAPAC asked for $1,000 for domestic commercial user receiving sets, to be paid by broadcasting stations, and covering receivers in use in public places as restaurants, and $25,000 for use of music by Canadian Broadcasting Corp. international shortwave service, and $140,758 for domestic broadcasting.

BMI (Canada) states in its proposed tariff that it will not levy these fees on the 29-station state network for which it has been exclusively pre- pared. The WDNC manager stated he cut the program but nevertheless it was cut off the network. Press reaction to the interruption of the campaign booster was extensive, Mr. Jarman said.

BETHESDA PERMITTEE GETS WBCC CALL FROM BOAT

WDNC Engineers Are Still Striking

Cutting Program off the Air Is Criticized in Press

SETTLEMENT of wage dispute between WDNC Durham, N. C., and its five striking NABET engineers had not been reached by last Thursday, according to J. Frank Jarman, station manager. Pickets continued to parade before WDNC transmitter house, he said, nearly a week after the walkout began and had aroused more than usual attention in the state press because of its relation to the disturbance of a Nov. 9 public interest program launching the Better Health in North Carolina Campaign.

WDNC was put off the air Nov. 8 at 7:30 p.m. after initial negoti- ations failed, Mr. Jarman stated, but resumed broadcasting follow- ing day at 12:55 p.m. after out- side engineers had been secured. That evening WDNC was carrying a special Kay Kyser program from Hollywood, featuring Dinah Shore, Red Skeleton and other well known North Carolinians in addition to the Governor, Mr. Jarman said, when he was informed by techni- cians at another North Carolina station that unless he cut the WDNC the show would be taken off the 29-station state network for which it had been exclusively pre- pared. The WDNC manager stated he cut the program but never- less a few minutes later it was cut off the network. Press reaction to the interruption of the campaign booster was extensive, Mr. Jarman said.

First contract with the engineers was signed in May 1945, accord- ing to the station manager, and negotiations for renewal have ex- tended over several months. Efforts to reach settlement were in prog- ress under direction of U. S. and North Carolina Departments of La- bor conciliators as late as two hours before strike became effec- tive, Mr. Jarman said. Several at- tempts since have been made to seek settlement. Basic issues are demands by NABET for raise of chief engineer's present $70 for 40-hour-week to $100 and likewise of other engineers with two years' seniority to $75, Mr. Jarman said. WDNC is offering $82.50 and $82.50.
The Munn Stations

(Continued from page 13)

operation, Audience Surveys Inc. put this question:

Are you completely satisfied with the program structure of your own station?
The replies:

| Yes | 13.0% |
| No | 35.7% |
| Don't Know | 7.7% |
| No Answer | 1.3% |

100.0%

The question admittedly was angled to induce negative replies. Despite this, 13% felt that their own stations were doing a satisfactory job. Those who answered negatively were given an opportunity to delineate their criticisms.

"If 'No' (to previous question) what are its major defects?"

Not enough local programs 22.5%
Not enough live programs 9
Not enough local talent 8
Not enough public service 8
Not enough local news 6
Lack of time 5
Need better program production 5
More too-much-or-too poor network shows 5
More too many daytime serials 3
Too few farm news programs 3
Lack of originality in programs and production 3
Poor announcing 3
Unable to obtain smooth program sequence 3
Lack of flexibility because of network 2
Clashing local & network shows 2
Small errors on air 2
Shifting network programs destroy audiences 1
Too many mysteries 1
Other 25%

*Percentages add to more than 100% because some respondents listed more than one defect.

The panel seemed to be most concerned with its local output. Forty-eight percent of the self-critics pointed in one way or another to local defects. Nineteen percent pointed to defects stemming directly or indirectly from the networks; for too many daytime serials, mystery programs and the inflexibility which network contracts impose.

When asked to describe the obstacles which prevent correction of these programming defects, broadcasters emphasized their:

| Lack of local talent | 19% |
| Inadequate personnel | 17 |
| Insufficient local time | 16 |
| Cost of local programming | 11 |
| Commercial commitments | 9 |
| Unions | 5 |

COMMENT: The dominant concern of local managers with their local product was their industry-wide analysis of programming, reported in the Nov. 4 issue. It will be recalled that they felt listeners and local stations had directly to improve programming and, more importantly, that they felt responsibility for improvement in the future lay principally with the local station. Their replies to this question point up, too, the eternal paradox in radio: do you give the listener better service with more local programming as against, for example, network programming? Managers here acknowledged that the biggest obstacle in the way of improvement is lack of local talent. Talent gravitates toward the radio capitals—New York, Hollywood, Chicago. There talent can command incomes with which local stations cannot compete. Many managers see this situation becoming increasingly critical—because more stations will mean a heavier drain on the talent reserve which even the FCC cannot begin to approach. Many managers see the situation becoming so critical that local management will mean, possibly, a lower income-per-station, making competition for the talent even more difficult. This reasoning applies equally to staff personnel. Yet, as many managers, the FCC—which creates the shortage by a what-the-traffic-will-bear licensing policy—has indicated in recent decisions a strong support of more local programming.

Given an opportunity to make "specific suggestions for program improvement," managers were not at a loss for ready answers. Their answers showed complete parallel and confirmed their definition of the principal program defects of their own operation summarized above:

"What specific suggestions do you have for improving programs?"

27% were concerned with the techniques of programming—they wanted better production, better programming balance, better writing, block programming, more originality and new ideas.

16% wanted more station time or more control over their own programming—"reduction of network option time," "more local control," "less control from networks and agencies," and more "courage to refuse network offerings."

15% wanted more local programs, talent or news.

13% favored shorter commercials and more control of commercials.

13% asked for more emphasis on programming and less on profits and sales.

13% wanted more and better personnel—more opportunity for new, good men.

6% wanted fewer daytime serials and mysteries.

5% wanted to eliminate FCC interference with programming.

4% wanted more listener research.

Because many stations have developed programs which are popular with listeners but not with advertisers, panel members were asked:

"Do you carry any programs which you know can do an unusually good job for an advertiser but which have been unable to sell either locally or nationally?"

Yes 53.2%
No 39.5%
No Answer 7.2%

The answer of those (53%) who have such programs are revealing, not only of their own ideas about effective programming but of the kinds of programs which win listeners in many areas but fail to win sponsorship. Eleven major types were named:

- Musical programs 22%
- Local news (and weather) 20
- Public service (forums, educational, veterans, etc.) 13
- Sports 9
- Farm Service 7
- Hillbilly & homey singing 6
- Children's programs 6
- Commentators 5
- Women's club notes 5
- Network newsmen 5
- Dramatic 4

Finally the panel was asked for their opinions on "the outstanding program innovation of 1946," both day and nighttime. Only 31% of
the panel feel that there has been any real innovation in daytime programming in 1946; 36% in nighttime radio. Two-thirds of the station managers feel that no innovation worth mentioning has been made in 1946.

*Queen for a Day* (MBS) topped all other daytime programs, receiving 32% of all votes cast. Fred Waring (NBC) was second with 17%. Third place (15%) went to the use of the wire recorder and electrical transcriptions in news reports. Others mentioned were: *Operations Crossroads* (CBS) 9%; *G.E. House Party (CBS)* 6%, and *Bride and Groom* (ABC) 5%. Top vote for nighttime programming (20%) went to the Bing Crosby transcriptions (ABC) (even though the questionnaire was answered before the first Crosby broadcast); Henry Morgan (ABC); *Juvenile Jury* (MBS) and *Meet the Press* (MBS) were each voted 10%.

**SUMMARY: BROADCASTING TRENDS Questionnaire No. 1, on radio programming, as reported in two segments (Nov. 4 and in this issue) revealed that station managers feel:

1. Listeners have done most to improve radio programming.
2. Advertisers and agencies have done most to retard improvement.
3. Improvement in the future is principally the responsibility of local stations—with the networks figuring prominently in this responsibility.

4. Most station managers—four out of five—believe program service in their own areas is adequate.
5. Most station managers—85%—are not satisfied with the program structure on their own stations. In varying degrees:
   a. They want better talent.
   b. They want better staff personnel.
   c. They want time available for local programming.
   d. They want less control from network and agencies.

6. Most station managers—two-thirds of them—found no program innovation worthy of special mention during 1946.

Audience Surveys Inc. now is tabulating results of BROADCASTING TRENDS' second survey. It penetrates more deeply into the programming problems of stations, elicits comments on actual improvements undertaken and will present an interesting symposium of management opinion of the Blue Book. First report on this questionnaire will be published Dec. 2.

**St. Louis Radio Gives Power Strike Coverage**

ST. LOUIS RADIO stations provided their listeners with immediate news of a sudden emergency created by an unannounced power strike Nov. 11. Progress of negotiations for settlement of the strike were broadcast.

The emergency came about when maintenance men and operating engineers employed at the Venice, Ill., plant of the Union Electric Company of Missouri left their jobs suddenly after the company had refused to fire an employee at the request of AFL Operating Engineers Union, Local 148. The partial power shut-down forced downtown St. Louis stores to close almost immediately. Large industrial users of power shut down, and street car service was curtailed.

A meet of company and union representatives was called at the company offices directly across the street from KSD, Post Dispatch station, studios. The strike was ended when the company agreed to fire the employee whom the union wished to have dismissed.

**Quibb Drops Program**

E. R. QUIBB & SONS (Quibb Dental Cream), on Dec. 18 drops sponsorship of its *Academy Award Show*, Wednesday, 10:30-11:30 p.m. on CBS through Geyer, Cornell & Newell, New York. The advertiser effective mid-December has also switched agencies, naming BBDO New York to handle its campaign for the dental cream. BBDO had handled the agency’s Quibb angle to tooth brush advertising. Immediate plans under the BBDO banner do not include radio for the time being.

**AFRA**

(Continued from page 15)

Don McNell, Virginia Payne, Two-ton Baker and Paul Gibson, all in a position to oppose the strike though it would force them off the air.

Network executives in Chicago pointed out that agreement to the strike clause would nullify existing contracts with affiliates and expose the network to suits for treble damages for failure to feed commercial programs.

One official recalled that during the NAB convention the network's affiliates had instructed the network not to agree to any such conditions and they looked to the network for protection against such action should AFRA demand a closed shop in their stations.

At NBC it was observed that if a strike developed, dramatic programs would be temporarily halted, but that the network would continue to provide service. Many network executives rose from the announcing and talent ranks, it was suggested, and would fill the gap if necessary.

**Coast Marks Time**

West Coast network and talent groups were marking time as Nov. 18 approached. Claude McCue, executive secretary of AFRA's Hollywood local, was in New York for negotiations.

Some network executives felt NBC and CBS would be required to lift their ban on recorded programs. ABC and MBS have no rules against use of recorded material. In a number of cases Hollywood executives found themselves in a difficult situation. As network officials their responsibility to management is clear but as union members they face a problem of deciding whether to cross picket lines in case of a strike.

**Starts Own Firm**

GRAFTON B. PERKINS, for 22 years advertising manager and vice president of Lever Bros. Co., Cambridge, Mass., has opened an office at 51 Beacon St., Boston, as advertising and marketing counsel. Since 1937 advertising counsel and director of Thomas J. Lipton Inc., New York. His business has been member of American Fat Salvage Committee since its inception in 1942.

**Army Sponsors Show**

U. S. Army Recruiting, effective Nov. 25 for an indefinite period, will start sponsorship of the *Gay Lombardo Show* on MBS, Mondays 9:30-10 p.m. [CLOSED CIRCUIT, Nov. 11]. Network contributes the time. Agency, N. W. Ayer & Son, New York.
Help Wanted

Manager of radio station to locate in Madison, Wisconsin. Has been very successful in acquiring an interest in the station. Response to Advertising Section, Broadcasting.

Wanted—Editor for WCLT, Charleston, West Virginia. Must be type to please rural stations. Box 243, BROADCASTING.

Help Wanted (Cont'd.)

WANTED—Announcer-engineer wanted for new live-wire station in fast-growing southwestern community. Wonderful opportunity for a young, enthusiastic announcer-engineer. Must be full time. Box 243, BROADCASTING.

Help Wanted

Engineer-announcer, mutual affiliate with thirteen years experience, has application for second new 5000 watt CBS affiliate. Has full connection. Would like to operate second new 5000 watt AM at Port Arthur, Texas. Must have experience. Good opportunity. Box 243, BROADCASTING.

Announcer—needed for Texas station. Give full details. Box 243, BROADCASTING.

Engineer-announcer: Mutual affiliate with thirteen years experience, has application for second new 5000 watt CBS affiliate. Has full connection. Would like to operate second new 5000 watt AM at Port Arthur, Texas. Must have experience. Good opportunity. Box 243, BROADCASTING.

Situations Wanted

Station manager: Desires position in midwestern state. Experience includes 250 w., 450 w., and 1500 w. stations. Will give full authority. Will assure increased sales and protect station's reputation. Box 243, BROADCASTING.

Veteran engineer—General manager with seventeen years experience wants new job. Has full connections. Location not yet set. Have ninety percent of qualifications desired. Do not waste my time and your ad. Box 243, BROADCASTING.

WANTED—Announcer-engineer wanted for new live-wire station in fast-growing southwestern community. Wonderful opportunity for a young, enthusiastic announcer-engineer. Must be full time. Box 243, BROADCASTING.

Help Wanted

Announcer—needed for Texas station. Give full details. Box 243, BROADCASTING.

Prominent midwest regional needs experienced male writer. Must know properties and current events. Apply now. Box 243, BROADCASTING.

Announcer—needed for Texas station. Give full details. Box 243, BROADCASTING.

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almost a year, and they soon will under its new director, Richard
Peterson, who has been at NAB
agency.

BROADCASTING.

Model CBS-250G TEMCO 250 watt transmit-
ter, complete, new, in original fac-
tory carton, with two sets tubes, con-
mitter, complete, new, in original fac-
lon generator

D. C.

dispute between the New York

DISPUTE between the New York

AJC reiterated its charges that
the News showed bias in handling
storys on minority groups, particu-
larly Jews and Negroes; reviewed the
newspaper content-
analysis project conducted under
its auspices, and once again asked
the Commission to deny the
News' applications.

The News submitted a new mo-
tion to eliminate from the FM rec-
ord all evidence regarding news-
paper content. To receive or con-
sider such evidence in passing upon
a radio application, the Commis-
sion declared, violates (1) the First
Amendment of the Constitution,
which forbids abridgement of free-
dom of speech or of the press, and
(2) sections of the Communications
Act which require that an applicant
be made a vehicle for the achieve-
ment of that freedom.

The News is one of 17 applicants
for five Class B FM channels now
available in New York. Its motion
was renewed last week in
arduous legal battle over the find-
ings of a newspaper con-
norall evidence regarding news-
ion to eliminate from the FM rec-

(Continued from page 16)

Both Sides File Proposals in Dispute
Over Newspaper’s FM Qualifications

WANTED -1 kw transmitter in satisfac-
tory condition. Also tower. Advise best
price. Box 247, BROADCASTING.

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tory condition. Also tower. Advise best
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Chief Producer to head five-man
production staff of 50,000 watt
network station in important East-
ern Seaboard city. The opportunity offers
a great chance for a creative producer.

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NAB Will Keep Its Hands Off When Clear Hearings Resume

NAB will maintain a strict hands-off policy when the FCC resumes hearings early next year in the long-pending clear channel study. This stand was made clear last week by President Justin Miller after Edwin W. Craig, WSM Nashville and president of Clear Channel Broadcasting Service, had notified him in plain language that CCBS expected NAB to mind its own business.

The Craig warning reminded of an unnamed past incident involving conflicting intra-industry interests in the class of stations during which NAB took a stand against the clear channel group. Mr. Craig concluded his letter with this statement, "We do not wish to again find NAB in support of any group or individual in their efforts to break down Clear Channel broadcasting, and we feel that this advance notice should serve to avoid it."

President Miller's reply follows: "Very accepting receipt of your letter of July 1, 1946. My idea of the function of NAB is that it shall promote the common interest of the entire industry and that it shall not attempt to promote the common interest of any group or individual. I would say that NAB should take no part in the controversy."

"If in such a case one segment of the industry made a decision to take a position, then I should say that the entire industry should be brought before the Board of Directors and all affected segments should have an opportunity to speak, before a decision is made, and that appropriate steps should be taken, by the Board, pursuant to our Charter and By-Laws, to determine what position, if any, the NAB should take."

"You, no doubt, are aware from your long association with NAB that from time to time different members, or different groups of members, are very anxious to secure action by NAB, to prevent such an action. For example, I find upon my desk, one day, your letter urging no action with respect to the plan of the Clear Channel group, and on another day, a letter from an FM broadcaster urging an all-out campaign to exploit FM exclusively for broadcasting."

"You may be sure that so far as is within my power there will be no overstepping the principles set out in this letter. I shall be happy to have your continued suggestions from time to time."
Two Conditional Grants, Nine CP's For New FM Stations Are Announced

TWO CONDITIONAL GRANTS and nine construction permits for new FM stations were announced by FCC last week.

The conditional awards, subject to engineering approval, went to State Broadcasting Corp. (WHTD) of Columbus, Ohio, and Pacific Broadcasting Co., San Francisco. Both authorize Class B stations.

Pacific Broadcasting, a new firm headed by Charles A. Gibson (32.94%), real estate broker, and already has 122 stockholders, the Commission was told. All state employees will be armed service veterans.

200,000 Shares

The company is authorized to issue 200,000 shares of stock at $5 a share, had issued 26,386 at the time the application was filed, and is vice president and will be chief engineer; Bertram and Evelyn M. Pringle (9.00%), and Mr. Gibson's daughter, Patricia (5.79%), who is vice president and secretary. William J. Meyerink is secretary and will be program manager. FCC's announcement said the grant is subject to "front-page coverage in Canadian MEANS to improve radio -press relations in Canada" and "The Granik-Chesapeake designation containing the word "Danish" will be included."

MEANS OF DEALING WITH PRESS CITED

MEANS to improve radio-press relations in Canada were discussed at the Nov. 19 luncheon of the Radio Executives Club of Toronto. Gerald M. Brown, manager of the Toronto office of Young & Rubicam and former public relations director of the Royal Canadian Air Force, said that if broadcasting stations would keep in mind the fact that newspapers want news, they would get better cooperation.

He gave examples of programs that had produced news worthy of front-page coverage in Canadian newspapers. A board of five answered questions from the audience. The panel consisted of Frank Chamberlain, Toronto publicist; Jack Walker, publisher of Radio Vision; R. G. Lewis, publisher of Canadian Broadcasting; Gordon Sinclair, Toronto radio commentator; and Dr. J. Walter Thompson Co., New York, general manager of the Mason-Dixon Radio Group, owners of WRHI Rock Hill, S.C. (24%), James S. Beaty Jr., manager and owner 25% interest in WRHI Rock Hill, S.C. (24%) and himself 52.6%. The Granik-Chesapeake Group, owners of WTMJ Milwaukee; Harold Wheeler, manager of WSBM New Orleans, was vice president; Walter Damon, vice president and general manager of WRHI Rock Hill, was vice president and general manager of the Mason-Dixon Radio Group, owners of WRHI Rock Hill, S.C. (24%) and himself 52.6%.

MEANING OF "ROYAL DANISH"

The designations "Royal Danish" also include "U.S.A." Firm also will use words "Royal Danish" without "U.S.A." will be included. Present at the quarterly session were: Dr. J. Walter Thompson, director of the Washington Speech Academy. Dr. Hutchesson owns 53.33% interest and York Wilson, Washington business consultant, owns 45.33%.

The application requests the same assignment sought by Theodore C. Smith, Washington FM grantee, and Chesapeake Broadcasting Co., unsuccessful applicant for a Washington FM station. A hearing on the Granik-Chesapeake application was conducted last week. WASH was not admitted for comparative consideration, presumably because its application was filed only a few days before the hearing was scheduled.

Radio Receivers in 19

Of 20 N. J. Farm Homes NINETEEN out of every 20 farms in New Jersey are equipped with radio receivers, according to the U. S. Census Bureau's nationwide farm census taken as of Jan. 1, 1945. The Bureau found that 24-320 out of 25,810 occupied New Jersey farms had radio receivers, amounting to 91.6%, with 78,484 having telephones and 122,821 having electricity. Main crops were dairy products, poultry and field crops.

RCA Renews Contract

Radio CORP. OF AMERICA, New York, on Nov. 24 for 13 weeks renewes the RCA-Victor Show on NBC network. Initially on 30-30 p.m. Agreements is J. Walter Thompson Co., New York.
KSFT Principals Purchasing KOKO
Total of Four Deals Given

FCC APPROVAL of the $25,950 sale of 96.3% interest in KOKO La Junta, Colo., to the principal owners of KSFT, newly formed in Trinidad, Colo., was announced by the Commission last Thursday.

The transfer was one of four given approval. The others involved mutual transfer of actual control. One, reorganization of WJOB Hammond, Ind., involving a consideration reported by FCC at $150,000, brought a vote for hearing from Comr. G. D. Mooney. New owners of KOKO, a 250-w fulltime station on 1400 kc, are 14 stockholders with a 91.6% aggregate interest in KOKO including KSFT General Manager Stanley N. Schultz, who will also manage KOKO. Sellers are Leonard E. Wilson, general manager; Elizabeth M. Wilson, O. C. Samuel and Charles F. Wilson.

The WJOB Hammond, Ind., assignment is from a partnership to a corporation with a 95% stockholders' increase. Robert Adair, owner of Radio Station WJOB licensee, retains control of the new licensee, South Shore Broadcasting Corp., with revised stock interests.

The WJOB holdings of Mr. Richardson, Robert Adair, owner of WASK Lafayette, are reduced from 50 to 35%; those of Fred Adair are cut from 40 to 26%. Four employees are added to the ownership list--Frank Mason, former NBC vice president and general manager; Elmer Herkimer, and L. B. Weller have 8% each, and Stanley Strasburg has 6%. WJOB is on 1230 kc.

FCC said the reorganization involved assignment of license and tangible assets (net book value $10,000) to South Shore in exchange of 500 stock of new corporation with a stated value of $70,000, and $80,000 face-value debenture bonds, or a total consideration of $100,000. Other assignments include reorganization of Lebanon Broadcasting Co., permittee of WLBR Lebanon, Pa., from a two-man partnership to a corporation of the same name and of which three men in equal shares. Lester E. Etter and H. Raymond Stadler, original partners, own one-third each, with a similar interest now held by Eugene Silverstein. WLBR is assigned 1270 kc with 1 kw, daytime only.

The licensee of WDUK Durham, N. C. (1310 kc, 1 kw, day) also was reorganized from a partnership (Radio Station KSFT, new co.) to a corporation (WDUK Inc.) with ownership unchanged. W. H. Lancaster Jr., W. W. Couch Jr., and S. H. Campbell Jr. own 33 1/3% each.

HAPPY EXPRESSIONS of Branch Rickey (r), president of the Brooklyn Dodgers and Frank Hamilton, CBS president, mean "dom bums", are going into television. CBS now has exclusive video rights to all the Dodgers' games.

Ask Industry Comment On New Citizens Service

DETAILED public notice was released by FCC last week announcing Commission's desire to secure cooperation of manufacturers and others in preparing technical requirements for equipment to be used in the new citizens radio-communications service. Including outline of technical requirements for the service, notice stated that comments and suggestions should be forwarded to the Commission before Dec. 31 along with requests for consultation appointments. Such meetings and information would lead to adoption of standards and regulatory procedure for the citizen's service, which will use facilities in 460-470 mc band.

FCC noted that possible uses of new service are "as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise." The Commission said that it intends to keep to a minimum its rules and regulations and will rely upon the 10,000 kc-band width to provide a reasonably interference-free operation in most parts of the U. S. Voluntary self-regulation in certain congested areas is foreseen.

Novik Named

MORRIS S. NOVIK, public service consultant to broadcasters and former manager of WNYC New York, city-owned station, has been appointed executive secretary of the National Association of Educational Broadcasters, group comprising university, municipal and similar civic stations. Mr. Novik said that he had accepted the post on a temporary basis in order to help NAB increase its membership among educational groups now starting FM stations, secure sufficient financial support to permit it to function on a full-time basis with permanent headquarters in Washington where it can maintain liaison with the Department of Education etc. Group in past has functioned mainly through annual meetings.

FCC DENIES WJJD'S FULLTIME REQUEST

WJJD Chicago's application for fulltime use of the 1160 kc channel with 50 kw [BROADCASTING, Oct. 28] was returned by FCC last week on grounds that it proposed a violation of Rules, Sec. 3.25(a) and (b) regarding clear channel.

WJJD now uses 1160 kc with 50 kw on a limited-time basis, protecting KSL Salt Lake City, dominant station on the clear channel. The Chicago station is owned by Marshall Field, owner of WSAI Cincinnati, KOIN Portland, and KJR Seattle, and publisher of the Chicago Sun and PM. It received a grant to increase from 20 to 50 kw, limited to Salt Lake City, last spring [BROADCASTING, April 22].

FOOD NEED HITS AUSTRIA RADIO
Station Executives and Staffs Would Appreciate Assistance, CARE Official Writes

PLIGHT of some Austrian broadcasters who are having great difficulty in getting sufficient food has been directed to the attention of Frank Mason, former NBC vice president, by Columbia P. Murray Jr., deputy chief of the CARE mission to Austria.

Writing from Innsbruck, the Tyrol section of Austria, where he had been sent on an inspection trip for CARE, Mr. Murray pointed out that throughout Austria the need for such ordinary necessities of life as food is great, and radio station personnel suffers along with the rest of the populace.

Mr. Murray referred specifically to Dr. Arthur von Schnitzschlag, manager of Radio Innsbruck and brother of the former Austrian chancellor. "I am taking this liberty to pass on to you," Mr. Murray said, "the information that were Dr. Schuschnigg and his family, or the members of his staff and their families, fortunate enough to be the recipients of CARE food packages, they would be eternally grateful to you, or to NBC, or the NAB, or whatever donor that would send them." Explaining that he was writing without the knowledge of Dr. Schuschnigg, Mr. Murray said that he merely wished to call to the attention of the radio industry in the U. S. the plight of some radio executives and personnel in Austria and that his letter was not intended to try to stimulate sales of food packages. He pointed out that the food packages would be paid only in dollar instruments at the office of CARE, 50 Broad St., New York.

Hempstead FM Station Construction Underway

CONSTRUCTION has begun on a transmitter building and antenna tower for WHNY Hempstead, Long Island, an FM station leased by Elias I. Godofsky, permittee of the station, by the Village of Hempstead for 21 years.

Mr. Godofsky was formerly president and general manager of WLIB New York and WCNW Brooklyn. He is also an applicant for a 250 w daytime Hempstead station on 1090 kc. Approved by FCC, the station will be of steel, aluminum and cinder blocks. The 240-foot tower for two square loop antennas will be built by Blaw-Knox. Federal Telephone and Radio Corp. will supply antenna and transmitter. Other equipment will be RCA and Collins. Dr. Frank Kees is consulting engineer; Ben A. Semmel, facilities engineer; Fred A. Semmel, radio design engineer. Harold Carlson is the architect.

"KEY NOTES," monthly merchandising magazine published by WKRC Cincinnati, has won for its promotion director, praise from CBS. It is "one of the most attractive pieces of its kind we've seen," CBS said in a general release to network stations.

"Key Notes" was started as a four-page "give-away," but the size is to be increased to eight pages. Sample copies are available from Joel Stovall at WKRC.
PULLIAM ACQUIRES PAPERS IN ARIZONA
WAOV-WIRE HEAD ENLARGES PRESS OWNERSHIP

EUGENE C. PULLIAM, president of WIRE Indianapolis and WAOV Vincennes and publisher of the Indianapolis Star and WAOV-WIRE, has acquired the Arizona Republic and Phoenix Gazette at Phoenix, where he formerly was a stockholder in KPHO. The transaction was announced jointly by Mr. Pulliam as president of Phoenix Newspapers Inc., the new operating company, and Charles A. Stauffer and W. W. Knorrp, chairman of the board and president, respectively, of Arizona Publishing Co. The price was not revealed.

The change of ownership, which came as a surprise to the newspapers' employees, will not affect personnel. Messrs. Pulliam, Stauffer and Knorrp will advise the new management during the interim period and later will retire, Mr. Stauffer after 48 years' service in the advertising and publishing business. Mr. Knorrp after first association with the newspapers in 1905.

The Republic has the largest morning and Sunday circulation in Arizona; the Gazette, the largest evening circulation.

Sought Purchase

Mr. Pulliam said that many times in recent years he had urged Mr. Stauffer to sell him the newspapers, explaining "I want to live in Phoenix," Messrs. Stauffer and Knorrp, in a statement on the sale, said Mr. Pulliam's "first ambition lies in public service," as evidenced by his stations and newspapers.

N. G. Mason, the business name of Mr. Pulliam's wife, is secretary-treasurer of Phoenix Newspapers. Willard C. Worcestor, general manager of the Phoenix Newspapers Inc., the operating company for Mr. Pulliam's other interests, is vice president. Sidney Myers, a stockholder, secretary-treasurer and general manager of Arizona Publishing Co., is assistant secretary-treasurer.

Mr. and Mrs. Pulliam control Central Newspapers, which includes the Arizona Republic and Muncie Star in 1944 for approximately $2,500,000. Other interests include the Vincennes Observer, recently acquired; the Vincennes Commercial, affiliated with WAOV, and the Huntington (Ind.) Herald Press.

IT'S TRADITIONAL in Hawaii, too, as demonstrated by Richard S. Downie, assistant manager and in charge of national sales of KPOA Honolulu. His bride is the former Marie Cooke. They were married Sept. 18.

POWTER IS ELECTED PRESIDENT OF ACA

NEIL B. POWTER, Howard Smith Paper Mills Ltd., Montreal, was elected president of the Association of Canadian Advertisers at 32d annual meeting at Toronto, Nov. 13, succeeding Lou E. Panner, Canadian Cellocation Products, Toronto, and president of Bureau of Broadcast Measurement, Toronto.

Other officers elected are: Vice-presidents, George S. Bertram, Swift Canadian Co., Toronto; H. J. Jackson, Chrysler Corp. of Canada, Windsor; Lee Trenholm, Underwood Ltd., Toronto; H. T. Venning, Shririff's Ltd., Toronto; Murtel Whitlock, Courtaulds (Canada) Ltd., Montreal. Secretary-treasurer, J. P. Lyons, Manufacturers Life Insurance Co., Toronto.

Directors elected are: L. E. Spooner; Robert E. Day, Bulova Watch Co., Toronto; John W. Doherty, Imperial Oil, Toronto; J. W. Lawrence, Borden Co., Toronto; C. H. Willis, Appleford Paper Products Corp., Toronto; A. Usher, RCA Victor, Montreal; and John Pitt, Canadian Fairbanks Morse, Toronto. Athol McQuarrie was re-appointed general manager and secretary.

SUPPLEMENTING commercial scripts supplied by networks and individual stations, the Federal Trade Commission has sent letters to commercial transcription firms containing commercials for broadcast, asking monthly submittal of typed copies of commercials.

WORZ JOINS NBC

WORZ Orlando, Fla., on or about Dec. 25 will affiliate with NBC as the network's 163d station. Owned by the Florida Broadcasting Co., and operating unlimited time with 1000 w on 740 kc, the station will be an optional station of the Florida group.

RMA Group's Study Pricing, Parts Problems
FIRST "free enterprise" meeting of radio manufacturers to be held Dec. 10 at the Baltimore Hotel, New York, by the board of directors of Radio Manufacturers Assn. and several RMA divisions. Top topics will be pricing of sets, shortage of raw materials and potential wage increase demands. Some set manufacturers have increased prices, especially on consoles, with others announcing cuts on table models.

Meetings of Sets Division and Parts Division executive committees will be held Dec. 10, with sections doing some participating. Finance Committee also will meet. The board meets Dec. 11. The Set Committee's Advertising Committee will meet Dec. 12.

FTC Reports 'Excellent Cooperation' In Check on Transcribed Commercials

Call of the FTC, while national and regional networks send in continuities on a weekly basis. Independent stations also list the identities of recorded commercial transcriptions, although they are not asked to furnish commercial copy, said the FTC. By going to the source of commercial transcriptions FTC said it avoided duplication of effort which would be involved if individual stations were asked to provide that information.

"Included in the script sent to the Commission should be all recorded announcements, statements, representations or testimonials intended to promote the sale of any article in commerce," said the FTC release. "The material sought includes the script of spots as well as advertising built into programs. An English version of all recorded foreign language commercials should be included."

Transmittal forms for the monthly submissions are available at the FTC on request. Organizations which produce only "sustaining or entertainment recordings having no commercial objective" should notify the FTC to "avoid unnecessary requests for the required of commercial transcription producers," said the FTC.

Downward
KICD Spencer - Estherville, Iowa, needed additional space, but there was no building material available to build either upward or outward. Hence, Ben B. Sanders, general manager, decided to go downtown. Three basement offices were added, making room for a reception room and another studio on first floor.

November 18, 1946 • Page 105
FCC ASKS BOTH SIDES IN CIO MILWAUKEE CHARGE

FCC Friday asked WTMJ and WISN Milwaukee for statement of their side of case in protest by Wisconsin CIO against alleged failure of stations to sell or give time for program dealing with seventh-month Allis-Chalmers strike.

Telegram was signed Acting Chairman Charles R. Denny Jr. and Commissioners CIO committee charged that stations turned down CIO requests for time and that their ownership by Milwaukee Sentinel (WISN) and Journal-Times (WTMJ), which allegedly attacked union, serves to restrict free speech and discussion of public issues.

FM demonstrations planned for Nov. 19-21 meeting of San Francisco section, IRE. Agenda also includes paper on transmitter using Armstrong-phase modulation, by Frank A. Gunther, v. p. of Radio Engineering Labs., N.Y.

EIGHT AMs GRANTED

(Continued from page 4)

Holwood (KXK), at one time owner William H. Edwards Enterprises, Danville, Va.-Danville Area Bureau, Indianapolis; Mrs. Pearl McPherson Patrick, wife Rep. Luther H. Johnson, D-N.C., member Radio Club of America; Mrs. Amelia Alabama Federation of Women's Clubs; Graydon L. Newton, attorney; W. H. McLeod, Jr., former radio chairman; and George S. Price, division manager of WJLB Detroit, announced Friday.


WJLB and WEGO Concord, N. C. to have heretofore been All Points Network, it is announced that R. F. Story and son are now the publishers and owners of WJLB Detroit, announced Friday.

WEGO CONCORD

Granted November Allis-Chalmers strike.

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THREE MORE APPLICATIONS

IN 1060 KC HEARING

THREE additional applications put into California-Washington 1060 kc hearing by FCC Friday, after 1030 kc requests of KARM Fresno (seeking 5 kw) and KWSC Pullman, Wash. (asking 5 kw, 1 kw night) taken out of same docket and put into pending file to await outcome of clear channel proceedings. Action on KWSC and KARM prescribed by Aug. 9 policy adopting that procedure for all applications for 1060 kc (KOB Albuquerque’s clear channel assignment) and 770 kc (clear channel used by KOB on SSA because of interference on 1030 kc).

Alvin E. Nelson, Inc. application for new San Francisco station on 1000 kc with 50 kw left in hearing because of conflict with KVA San Francisco application which, amended to request 1060 instead of 1210 kc, was one of three added to hearing. Others added: C. Thomas Patience’s for 10 kw daytime station at Oakland on 1000 kc, which conflicts with Nelson request; Pittsburgh (Calif.) Broadcasting Co.’s for 1-kw Pittsburg station on 990 kc, which conflicts with Mr. Patten’s.

KRCV Sacramento application for 1000 kc with 5 kw already in same proceedings. Hearing starts Dec. 9. If Nelson Inc. gets proposed grant, it will go into pending files awaiting clear channel outcome.

VISITING PACIFIC AREA

SEN. E. W. McFARLAND (D-Ariz.), member of Senate Interstate Commerce Committee, accompanied by 1030 kc Capt. Charles P. Horne, USN, deputy director, Naval Communications, and Edward Cooper, executive clerk of committee International Communications Subcommit-tee, on six-week junket of Pacific area, in-spect Government and commercial com-munications. Senator McFarland member of standing committee which went to Europe year ago, accompanied by Paul A. Parten, ABC, chairman, and Ed Craney of Z-Bar Network, who went as technical ad-viser to Chairman Burton K. Wheeler (D-Mont.).

ABC ELECTS KINTNER, McDONALD

ROBERT E. KINTNER, ABC vice president in charge of news, special events and pub-licity, elected executive vice president, and Joseph A. McDonald, ABC general attorney and secretary, named vice president, by ABC board Friday. Both continue to supervise de-partmental staffs which reported to them before promotions.

RELINQUISHES KTBS HOLDINGS

JOHN C. MCCORMACK, managing partner of KTBS Shreveport, disposed of interest in station to his three partners, Allen D. Morris, P. E. Furlow, and George D. Wray Sr. He removed family to Albuquerque several months ago for reasons of health. Cecil K. Borton, former assistant general manager of WOAI San Antonio, KTBS general manager since Aug. 1.

NFC Stations Planning and Advisory Committee ended two-day quarterly meeting Fri-day with inspection of color television at RCA Labs., Princeton, N. J.

At Deadline...

WASHING-106

WASH soon to be called letters of Commercial Radio Equipment Co.’s Wash-ington FM outlet, earlier designated WSDC. CRE, already operating WXL 1098 kc, shifts to 101.3 mc for WASH when FCC issues commercial authorization. Station promotion to carry call letters in capitals, followed by “ington” small letters, said Everett L. Billard, president.

NOT INTERESTED

C. W. (Chuck) MYERS, in supervisory charge of KOIN Portland, Ore., since sale of station to Field Enterprises, doesn’t want his name mentioned for appointment to FCC. “I sold KOIN to be relieved from much less strain than I find underwriting on the FCC,” he said. “My home is in the Northwest with my friends and all my other interests. I have no political or other interests than those of the community and the con-tinued success of KOIN.”

ADVERTISING PROGRAM COMPLETED BY WAA

ADVERTISING program by which War Assets Administration’s 33 regional offices and two sales units will have contracts with local agencies for advertising of surplus property approved Friday by WAA. National advertis-ing program continues with Fuller & Smith & Ross.

New plan gives regional offices maximum autonomy and latitude in placing advertising. Agencies operate under direct contract with WAA regional offices and receive full 15% on space and time. Policy and budget authority remains in national offices. WAA advertising in charge of Northrop Clarey, WAA deputy admin-strator for information and advertising.

WBBB PLANS MBS

NEW WBBB Flint, Mich. authorized for-night ago by FCC [Broadcasting, Nov. 4] will become Mutual outlet when it takes air March 1, John Lord Booth, WBBB president, owner of WJLB Detroit, announced Friday. Station on 1330 kc, 1 kw fulltime, licensed to Booth Radio Stations Inc., with Eric V. Hay, executive vice president; Harold M. Gray, vice president, treasurer; Edward H. Clark, secretary.

E. P. J. SHURICK, KMBB Kansas City ad-ver-tising and promotion director, and ARTHUR B. CHURCH, KMBB president, presentation of documentary book, First Quarter-Century of American Broadcasting, to President Truman at White House postponed to Nov. 27.

C. E. WILSON, General Electric president, principal speaker at Nov. 21 luncheon of American Standards Assn., annual meeting, Waldorf-Astoria Hotel, N.Y.

KFPJ Klamath Falls, Ore., granted license re-newal Friday by FCC to Aug. 1, 1949.

Closed Circuit

(Continued from page 4)

ment ownership under Peron dictatorship and British Broadcasting Corp. influence. BBC now maintaining offices in most Latin-American countries servicing domestic stations with free transmissions and gratis news services.

SCHENLEY DISTILLERS Corp., New York, reported planning transcribed rebroadcast of its two CBS shows, Suspense (Roma wine) and Goodwood Players (Greats Blake wines), on KGBM Honolulu, CBS Hawaiian outlet.

MR. ANTHONY might help FCC out of this quandary. FCC sees no need for 30-minute station identification rule and presumably would be disposed to lengthen required announce-ment to one-hour intervals. But many stations have minimum break because it means station-break spot announce-ments and basic revenue.

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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
Ardid
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 Boheme Wines
Lummis Peanuts
Nature’s Remedy
Meadow Gold Ice Cream
Metropolitan Life Insurance
Mission Bell Wines
Mounds My-T-Pine
Pabst Beer
Pepsi-Cola
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 News
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
Silver Spring, Maryland, is one of the many alert, prosperous communities served by WOL—a town which grew overnight to its present population of 55,000-plus*, and appears to be just beginning its real growth.

Civic-minded to an amazing degree, Silver Spring uses WOL to boost its advantages as a place in which to live and do business. Its Board of Trade sponsors a live 30-minute variety show on WOL every Thursday night—a production complete with dramatic cast, orchestra, starring vocalists and studio audience. Financed entirely by voluntary subscription of Board of Trade members, the program is darned good radio, darned sound advertising.

Other notable advertisers have the same sort of faith in WOL as a soundly-effective advertising medium. Washington’s three largest buyers of program time are all on WOL—two on WOL exclusively! And Washington’s largest department store recently broke precedent to place on WOL the first radio advertising in the store’s history!

These are only isolated, typical examples of the overwhelming swing in the nation’s seventh-largest city to WOL, Washington’s fastest-growing station.

*1946 estimates of U.S. Post Office, Silver Spring, Md.