what every sponsor should know

WHICH PROGRAM TYPES APPEAR MOST TO CERTAIN INCOME GROUPS?

Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its intensive sub-surface analysis of the A. C. Nielsen, C. E. Hooper and Pulse of N. Y. reports, can show you how all kinds of people's listening fluctuates from period to period.

WHY CAN EQUAL RATINGS BE MISLEADING?

More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.

HOW DOES THE WEATHER AFFECT LISTENING?

How do rainstorms, blizzards, hot spells affect the listening people do? For years WOR has clocked the weather vs. listening, not to mention overall seasonal variations as they affect sets in use. These are interesting radio angles that you should know more about.

Smart sponsors and their agencies make it a habit to check WOR regularly on what its deft research dept. reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

WOR— that power-full station at 1440 Broadway, in New York
They show the WLS constant audience response

At Christmas-time, Midwest housewives are at their busiest—buying, wrapping, mailing, planning...

But never too busy to listen and respond to their neighborly radio station and its advertisers.

50,299 Respond!

Last Christmas season, for example, WLS "Feature Foods" offered a folder of holiday hints and yuletide recipes. 50,299 busy housewives took time to write for it—from cities, towns and farms all over the WLS Midwest!

The WLS Family Album, at 50 cents each, completely sold out its 40,000-copy edition during the holiday season. (It has been a sellout each December for 17 years.)

Children Write, Too

From October 23rd to November 20th, 1945, WLS "School Time" received 85,805 requests for cut-out games. And Rex Allen's Midwest listeners demanded 50,086 pictures in October.

WLS listeners are busy, active people—the kind who make such a solid, mass market for all family needs. And they respond at every season of the year. Is your sales story reaching the responsive WLS audience?
With the emphasis today strongly on treatment of news as a determining factor in the classification of a newscast as "local live," radio stations are becoming more aware of the importance and desirability of having at their disposal a complete wire report.

When you have INS—radio's most complete news service—you have the most brilliant and comprehensive service available. With INS, your news department has the power of selection from the widest possible variety of material. INS news dispatches are simply written, easily understandable. You can select what is most suitable to your audience and edit it to fit your individual needs. You get ALL the news you need—not just a skeletonized version prepared by some distant editor unfamiliar with your local problems.

From the standpoint of public service and high audience appeal the complete INS wire report is the outstanding news source available to radio today.
SIGNIFICANT changes coming up in exclusive national representation of number of important radio stations. Ownership shifts, “duopoly” separations and increased facilities largely responsible for impending transfers.

EXODUS of western stations from BMB fold at contract expiration time predicted. Some talk of independent survey parallel to BMB technique in effort to shake latter’s validity. Meanwhile other operators feel BMB’s faults not in survey but in station management, which “won’t try to make BMB system work.”

IF ATLANTIC CITY conforms to Chicago convention promises, it should get next NAB meeting. C. E. (Bee) Arney, secretar treasurer, at seashore Friday to get details of resort’s offer. Probable time: September, after vacation rush subsides.

ANNOUNCEMENT coming soon on creation of new radio promotion awards by National Retail Dry Goods Assn. paralleling annual awards to newspapers for best retail displays of year. Radio awards will cover outstanding department store programs by large, medium and small stations.

REPUBLICANS may make new bid for appointment of regular party member to FCC vacancy, even though President Truman can name Democrat under law. Vacancy is that created when Paul A. Porter was shifted to OPA last February.

DON’T COUNT OUT hard-hitting Sen. Charles W. Tobey of New Hampshire as new chairman of Senate Interstate Commerce Committee under Republican control in January. With Sen. Wallace H. White Jr. of Maine, author of Radio and Communications Acts, definitely slated for majority leadership, it is doubted whether he can assume important committee chairmanship too. Sen. Tobey, who last session authored resolution for FCC investigation on FM allocations and Blue Book, had been slated for Banking and Currency Committee but signs now are that he will prefer Interstate Commerce setup.

AT LEAST one practical broadcaster—Rep. Harris Ellsworth, owner of KNNR Roseburg, Ore.—will sit on House Interstate Commerce Committee next session. Publisher also of Roseburg News Review, Rep. Ellsworth appears definitely slated for committee assignment and may head subcommittee on communications. Another likely radio-minded legislator to be named to committee is William Miller, Hartford attorney and World War II hero, who once had been mentioned for appointment to Republican vacancy on FCC.

CHARLES HYNEMAN, assistant to FCC Acting Chairman Charles R. Donley Jr., called meeting of several Washington radio attorneys seeking recommendations for streamlining legal procedures. Informal parade to be held this week.

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**Upcoming**

Nov. 25: American Marketing Assn., San Francisco Chapter, Mark Hopkins Hotel, San Francisco.

Nov. 25: NAB Sales Promotion Subcommittee, BMB Board Room, New York.

Nov. 26: NARBA Engineering Conference resumes 10 a.m., FCC HQs.

Nov. 30-Dec. 2: Natl. Assn. of Farm Directors, Stevens Hotel, Chicago.

**Bulletin**

AF TER 10½ hours negotiations, attended by foreign diplomats and national AFRA chiefs at CBS, New York, George Heller, AFRA executive secretary, at 12:30 a.m. Saturday said “certain proposals” had been advanced by networks which were to be weighed at special AFRA board meeting Sunday. AFRA will give definite answer to new proposals at 10:30 a.m. today (Monday) at meeting with network heads at NBC. Before negotiations opened at 1:30 p.m. Friday AFRA had come down from original 35% wage increase demand to 26%; nets had increased 10% raise offer to 17½%. Optimism expressed early Saturday that agreement would be reached today, thereby averting threatened radio tie-up. (Earlier story page 15.)

**FCC Grants 14 More New AM Stations**

GRANTS for 14 new AM stations announced by FCC Friday including 12th and 13th for Washington, D.C. area and sixth for Richmond. V. Y. Morgan also grants for Nacogdoches, Tex. (Pop.: 7,538).

WKAX Birmingham, Ala., granted in Feb. (900 kc, 1 kw, daytime only), authorized change from commercial to noncommercial. Licensee: Courier Broadcast Service, underwritten by Birmingham Bible Institute, Birmingham Gospel Tabernacle, Radio Revival, Radio Chapel.

Nov. 21 grants, announced Friday:

- San Rafael, Calif.—Marin Broadcasting Co. Inc., 1510 kc, 1 kw, daytime only. Principals: Roy A. Brown (41 2/3%), editor San Rafael Independent; his wife, Hazel W. Brown (18 2/3%), also part owner newspaper; Justin F. Craemer (18 2/3%), associated with San Rafael Independent; his wife, Agnes Craemer (18 2/3%). Erwin Smith New York, George Heller, AFRA executive secretary, at 12:30 a.m. Saturday said “certain proposals” had been advanced by networks which were to be weighed at special AFRA board meeting Sunday. AFRA will give definite answer to new proposals at 10:30 a.m. today (Monday) at meeting with network heads at NBC. Before negotiations opened at 1:30 p.m. Friday AFRA had come down from original 35% wage increase demand to 26%; nets had increased 10% raise offer to 17½%. Optimism expressed early Saturday that agreement would be reached today, thereby averting threatened radio tie-up. (Earlier story page 15.)

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**Business Briefly**

COBURN TEST • Coburn Farm Products Corp. (Sonda brand products) appointed Modern Merchandising Bureau, New York, to handle independent survey of BMB stations in three months’ test campaign using participations on women’s programs, WLIB New York, CKLW Detroit-Windsor.

C-P-P SWITCHING • Colgate-Palmolive-Peet Co., Jersey City, N. J. (Palmolive Soap), effective Dec. 25, switches A Day in the Life of Dennis Day NBC Thurs., 7:30-8 p.m., to Wed., 8-8:30 p.m. Period to be vacated by Mrs. & Mrs. North, which is being discontinued by Andrew Jergens Co. Unidentified sponsor said negotiating with NBC for Thursday night spot. C-P-P agency, Ted Bates, N. Y.

WINE GROWERS SIGN • California Wine Growers Sign, San Francisco, starts Time for Crimative, 4 on 80 AM stations Sat. 10-10:30 p.m. (EST), 52 weeks, Agency, Honig-Cooper Co., San Francisco.

KNOX EXPANDS • Knox Co., Los Angeles, extended sponsorship Danger Dr. Danfield, which began Sept. 8 on ABC Sun., 3:30 p.m., to 10 a.m. next 10 weeks, Agency, Robert B. Raisbeck, Hollywood.

MBS RENEWAL • The Radio Bible Class, N. Y., effective Dec. 29 for 52 weeks renewal The Radio Bible Class MBS, Sun. 10:10-30 a.m. Agency, Erwin, Weasey, N. Y.

BOSTON’S eighth station, WBMS at 35 Court St., 1 kw daytime on 1000 kc, went on air yesterday.

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BOSTON’S eighth station, WBMS at 35 Court St., 1 kw daytime on 1000 kc, went on air yesterday.
Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there’s a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.

Represented by RADIO ADVERTISING CO.
New York • Chicago • San Francisco • Hollywood • Dallas
Omaha and Council Bluffs is a sparkling, Midwest market that responds eagerly to the advertiser’s wares. KOIL’s only interest is covering this area completely and effectively, both from the standpoint of building further its enviable listening audience, and merchandising that audience for the benefit of its advertisers.

Contact our representatives NOW! You will hear the story about some choice availabilities which may prove to be your profitable share of KOIL’s magnificent, Midwest Audience.
MAKES A WORLD OF DIFFERENCE!

Is there a gap in your spot schedule? Have you overlooked the oil-rich, cotton-rich, cattle-rich Ark-La-Tex? Here, in this great tri-state area, is more than a billion dollars' worth of buying power . . . dominated by 50,000-watt KWKH. Here's the station that makes a world of difference in the Ark-La-Tex!

* Write for availabilities

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branham Co.
serves Manor House

Telling the story of a premium-quality product to a premium-quality audience—that's WMAQ's Manor House Party, presented by the W. F. McLaughlin Coffee Company.

Each weekday evening at 6:30, Skip Farrell's mellow songs blend with rich harmonies by the Art Van Damme Quartet in a quarter-hour appropriate to gracious hospitality.

For the last 7 of its 94 years, McLaughlin has been using WMAQ's power and prestige to reach buyers of Number 1 goods in America's Number 2 market. Through times of stringently limited supply, the fine qualities of Manor House Coffee were kept tantalizingly alive in those buyers' thoughts. Now, more Manor House Coffee is sold than ever before.

It's sound business to gain the selective attention of WMAQ's vast audience.

FIRST IN CHICAGO

WMAQ
50,000 WATTS 670 Kc.
Represented by NBC SPOT SALES
Feature of the Week

H. V. KALTENBORN, veteran commentator heard on NBC, last week chided radio for ignoring the wishes of listeners and urged broadcasters to indulge in self-criticism as means of improving radio fare.

Mr. Kaltenborn spoke before the New York Radio Executives Club as the second speaker in a series of three discussing the question "What I Would Do If I Were Running Radio."

Citing the poll of station managers in Broadcasting Trends [Broadcasting, Nov. 4], Mr. Kaltenborn reminded his audience that broadcasters themselves had said that of all factors, listeners had contributed most and that sponsors and advertising agencies had contributed least to program improvement.

"What then is the logical deduction?" he asked. "It is simply this: Pay more attention to your listeners and pay less attention to your advertisers and your advertising agencies."

The commentator urged broadcasters to solicit listener opinion. The mere assessment of radio audience size, he said, does not disclose "the important factor of the intensity of listening."

Mr. Kaltenborn also has perceived a diminishing of competition among broadcasters. Contrary to the opinion of William S. Paley, chairman of the board of CBS, who at the NAB Convention suggested that competition sometimes lowers standards, Mr. Kaltenborn said, "Instead of too much competition, we have too much imitation."

He urged that broadcasters also "pay more attention to the discriminating minorities among the listening public." He said they would "have to reconcile themselves" to air programs of appeal to such audiences at popular evening listening hours. "It may cut down immediate profits," he said, "but it will help you to lay up treasures in the FCC heaven."

Mr. Kaltenborn referred to the speech by Niles Trammell, president of NBC, at the NAB Convention when Mr. Trammell asked, but did not answer, what kinds of programs are most heavily weighted with public interest. Mr. Trammell's most venerable news commentator answered his chief's questions: "I would vigorously oppose the proposition that the program which attracted the largest number of listeners at any given time is the program that should be on the air at that time."

Sellers of Sales

"Duz it does," but the person who does it for Duz is attractive Jean Dorothy Lawler, who includes the Lever Brothers account in her annual six figure purchase of radio time for Compton Adv. Agency, New York.

In the heavily-populated Tampa trade area, the tourist business is "big business." And growing bigger! Yet, in this, the industrial and distribution center of Florida, playing host to out-of-state visitors is merely a sideline. The money spent here by these visitors is a huge annual bonus for alert advertisers. This rich territory is best reached with WFLA—morning, afternoon and night! The 5000-watt voice of WFLA is most-listened-to in the heart of the prosperous Florida West Coast market.

"Duz it does," but the person who does it for Duz is attractive Jean Dorothy Lawler, who includes Lever Brothers account in her annual six figure purchase of radio time for Compton Adv. Agency, New York.

Born in Mount Vernon, N. Y. in 1917, Miss Lawler attended Westchester Collegiate Center for two years, taking a general course. She managed to gather some secretarial knowledge there too, and her first job was with Free & Peters, in New York City, as a dictaphone operator. In a short while she became Mr. Peters' secretary and eventually office manager for Free & Peters. She worked with the station representatives, who sell radio time, for six years.

But in 1942, she switched over to the other side of the radio business—that of buying time. She joined Compton Adv. in that year as secretary to Frank Kemp, then head time buyer for the agency (now media head of Dancer-Fitzgerald-Sample). In a series of six month periods, she moved from secretary to assistant timebuyer and then to her present position as timebuyer.

Although her major account is Duz, Miss Lawler also places time for Ivory, Crisco and Crisco Flakes and Barsallou. Her favorite arguments are those she has with her younger brother convincing him that "radio is here to stay," and defending the industry as the best medium. Her brother, Joe, is a sports writer for a Santa Fe, N. M., newspaper and needless to say is an advocate of newspapers.

Miss Lawler still lives in her native city of Mt. Vernon. She shares an apartment with her father. She admits that gardening is fun for her but that she lets "Pappy" take care of the vegetables while she fusses with the flowers. To prove that she can cook as well as buy radio time, she personally cans the vegetables that her father grows in their garden.
TONIGHT WE PRESENT YOU WITH THE SILVER CHAMPIONSHIP CUP!

I CAN'T COME—I MUST LISTEN TO WOV'S PRAIRIE STARS

WITH ROSALIE ALLEN

AT 9:30 P.M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is “Prairie Stars” with Rosalie Allen, an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday . . . 9:30 to 10:30 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Now you can get a $100,000 series of 52 transcribed thrillers—at a price so low it's thoroughly practical for any small budget.

**TERRIFIC LISTENER LOYALTY**

Typical ratings point out how "Murder at Midnight" gives high return from invested radio time:—In Los Angeles (KFI) it equalled the combined ratings of all other network stations. In San Diego (KFSD) it exceeded combined ratings of all other stations. In New York (WJZ) it scored high second on its first rating (4th broadcast) among shows of well-established popularity.

"WISH I HAD HAD THIS SHOW PAST 5 YEARS"—says one sponsor

And he said it after only four broadcasts, reports John L. Hogg, Commercial Manager, KOY (Phoenix). Here are a few of many other enthusiastic comments . . . .

"Our client, Ehret Brewery, delighted with dealer and consumer response. Also rating for 'Murder at Midnight' on WJZ. Renewing contract for additional 13 week period. Congratulations on your terrific productions."

C. D. SPEIER, V. P.
Moore and Hamm (New York)

"Best done mystery show we have ever carried."

JOE D. CARROLL, Mgr.
(KMYC) Marysville, Calif.

"Good quality in every respect, it's building an ever-increasing listening audience. Sponsor well pleased with this program and the benefits derived."

EDNEY RIDGE
(WBIG) Greensboro, N. C.

"Sponsor, agency, and ourselves feel quality excellent, production well done. Show doing a good job for sponsor."

LARRY SCALF
(KFSD) San Diego

"Well received in Southern California. Comment unusually favorable."

MILTON WEINBERG ADV.
AGENCY (Los Angeles)

"Well produced, well written and well played. Successful with our audience."

OWEN CUNNINGHAM
Program Director
Hawaiian Broadcasting System

NO WONDER "MURDER AT MIDNIGHT" HAS NEVER LOST A SPONSOR!

It's a network show for local broadcast . . . written, produced and acted by top-notch national talent. If you want crime that really pays, check availability of "Murder at Midnight" in your market—now!
When you work a remote pick-up with this Raytheon equipment...you're putting your best foot forward! Your station takes the credit—and deserves it—for the unusual "good looks" and modern, efficient air of this Raytheon Remote Amplifier. It's easy to carry—easy to set up—fast to get going. A favorite with operators and station owners, alike, because of its rugged dependability and engineering excellence.

Both the single and 3-channel models exceed all FCC requirements for FM transmission. Flat frequency response from 30 to 15,000 cps—noise level—60 db or better—less than 1.5% distortion from 50 to 200 cycles, less than 1% from 200 to 15,000 cycles. High over-all gain of 86 db permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This allows the remote operator to properly "ride the gain" at the source; all standard studio meters of network stations will show identical readings. Immediate delivery. Write today for complete information and prices.

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

RR-30 Three-Channel Remote Amplifier and Power Supply

RR-10 single channel model is entirely self contained, with built-in power supply. Furnished either with or without 4-in. Weston VU Meter. Supplied with a carrying case if desired. Weighs only 20 lbs.

Handsome airplane-type luggage carrying cases furnished with three channel model have extra compartment for microphone, extension cable and other accessories. Total weight only 45 lbs.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

BUY SNAKE OIL

What you do to woo an audience depends of course on the audience.

A snake-charmer "program" that would stop traffic in Calcutta, for
instance, wouldn't necessarily sell anything in Cincinnati!

Spot broadcasting gives you the opportunity to program perfectly
for your audience — to take advantage of the sectional, economic
and cultural differences you find in every part of America. Naturally
this selective programming requires extra effort of everybody con-
cerned. But almost everybody knows the larger results it produces.

Want some samples?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Nationwide AFRA Strike Threat Grows

Networks, Union Locked on Two Issues

By EDWIN H. JAMES

THREAT of a nationwide strike of talent on all four major networks increased last week as negotiations between network representatives and AFRA officials in New York continued without apparent progress.

As Broadcasting went to press, it was reliably reported that the opposing negotiators were "as far apart as ever" on the issues which opposing negotiators were "as far apart as ever" on the issues which

Meanwhile, AFRA solicited further support from sympathetic unions to bolster its forces in the event a strike were called.

RDG Resolution

The New York local of the Radio Directors' Guild adopted a resolution prohibiting RDG members from crossing picket lines, directing programs on which strike-breaking artists appeared, or engaging in any functions normally performed by AFRA members.

While negotiations floundered, broadcasters, advertisers and agencies assessed the prospects of continuing their network shows without benefit of actors, announcers, singers, or other talent if negotiations failed to prevent the strike.

In the event of a total walkout of all talent, as AFRA promised, networks would find themselves broadcasting few if any live shows except music.

There was no indication that James Caesar Petrillo would pull out his musicians in sympathy with an AFRA strike. An AFM spokesman in New York said that AFRA had thus far not solicited AFM support and that unless it did "Mr. Petrillo will not have anything to say.

It was doubtful that live shows could be replaced with transcriptions. A high official of one transcription company reported in New York that the major firms had pledged not to "strikebreak." This was taken to mean that the companies would not transcribe programs specifically as replacements for live shows canceled by a strike.

It was considered possible, however, that AFRA would not insist that shows which have already been transcribed be kept off the air. Some advertisers reported they were considering the use of transcribed commercials which are already on file as insertions in whatever the networks can substitute for the regular programs.

Others were known to have debated the possibility of playing back recordings made of past shows.

Other Unions' Support

Earlier AFRA had obtained the support of numerous other talent unions [Broadcasting, Nov. 18]. If AFRA issued the strike call, the walkout would be the greatest in radio history, and the first of its kind to hit all four networks simultaneously.

Meanwhile in Hollywood, the big question was, "Whither AFRA?" As talks proceeded in New York, suspense increased for allied unions in Hollywood, anxious to determine their position in event of negotiations breakdown. Lack of national AFRA policy line to the West Coast was being variously interpreted.

Following AFRA negotiations in

(Continued on page 101)

Blue Book Implications Are Conspicuous

By Absence

By RUFUS CRATER

CONSPICUOUS only for the absence of Blue Book implications, FCC's issues for a consolidated hearing Jan. 13 on WBAL Baltimore's renewal application and the Drew Pearson-Robert S. Allen request for a new station on the same clear channel assignment were announced Friday by the Commission.

Observers found them noncommittal, with only a passing reference to programming—the standard hearing question on programs:

"To determine the type and character of program service to be rendered and whether it would meet the requirements of the population and areas proposed to be served."

Except for a query about the "installation" of Hearst's 50,000-watt WBAL and that proposed by Pearson-Allen, the four other issues also were "standard." Authorities with the "installation" of WBAL presumably indicated a comparison of transmitters and other equipment of the two applicants.

The lack of Blue Book spirit in the issues was more marked in comparison with the issues revealed two weeks ago for hearing on three of the seven stations set down for hearing on overruling grounds [Broadcasting, Nov. 11].

The virtually identical issues on those three—renewal applications of WTOL Toledo, KMAG and KONO San Antonio—raised questions of "promise and performance," commercial and sustaining time, number of spot announcements, time devoted to controversial issues and local live talent programs, network sustaining programs not used, and station revenues and program expenditures.

Raisens Question

Comparison of the issues in those cases with the issues for WBAL and Pearson-Allen evoked the question: "Has the Blue Book been waived for WBAL?"

For some time the belief had prevailed that FCC was disposed to bring out program matters.

Consolidation of the Pearson-Allen application with the renewal case was granted on petition of Pearson-Allen, filed by the Washington law firm of Cohn & Marks. The firms of Littlepage & Dempsey & Koplovitz, Washington counsel for WBAL, are expected to file a petition for reconsideration and grant of their application without hearing.

Postponement of the Dec. 2 hearing date previously set for the WBAL application to Jan. 13 for consolidated hearing was authorized under FCC's policy of giving at least 30 days' notice of hearing.

The renewal request of WBAL, most powerful of the seven stations awaiting renewal hearing on program grounds, was designated last February. FCC's Blue Book, citing WBAL as one example of "excessive commercialism" in programming, appeared March 7. The application for WBAL's facilities—1000 kc, 50 kw, fulltime—was filed in September by Drew Pearson, radio commentator and author of the Washington Merry Go Round column, and his former co-columnist, Col. Robert S. Allen [Broadcasting].

(Continued on page 101)
5,000 Listeners Give Views on KQW Grant

Of Time to Scott

KQW San Francisco, which granted radio time Sunday morning, Nov. 17, to Robert Harold Scott, Palo Alto, Calif., atheist, to present his views [Broadcasting, Nov. 18], last week received an unusually heavy volume of mail—much of it from listeners who wrote to support or condemn the right of a radio station to permit an atheist to argue against belief in God over the air.

Of the more than 5,000 letters KQW received commenting on the atheist broadcast, approximately 20% supported the station's right to allow Mr. Scott to speak while 80% were opposed, according to Fred Ruegg, KQW program director. Mr. Ruegg said that nearly three out of four of those supporting Mr. Scott's right to air time professed themselves as being agnostics or atheists.

Decision as to whether additional air time will be given the atheist preacher will be guided by public reaction to the program, the KQW management has indicated. The station said it had received numerous requests from churches and religious leaders for air time to answer Mr. Scott, who had been trying for five years to persuade San Francisco station to permit him to broadcast. Permission finally was given by KQW only after the FCC had stepped in with an opinion to the effect that since established religions are allowed radio time, atheists also should have some.

Comments on the broadcast of atheistic beliefs by Mr. Scott came not only from the West Coast, but from other sections of the country. Among the most pertinent was that of Albert L. Warner, head of MBS, news bureau in Washington, D.C., who raised the question: "Is there any good reason for a government agency to interfere in the programming and management of a station to do the equivalent of insisting that a man get a platform to air views for which he has neither eager audience nor broad audience support?"

Pointing to the fact that Mr. Scott had been given 30 minutes' air time to preach doctrines of atheism in the middle of Sunday morning radio programs (he replaced choir music from the Salt Lake City tabernacle), Mr. Warner said: "There are few people who will question the right of an atheist to speak his mind. "Provided he represented any considerable group of people pressing for a hearing and provided he had anything to say of general interest," Mr. Warner continued, "no radio station would consider allowing him time.

But Mr. Warner did question whether the government should take an interest in such matters to the extent of interfering. "Mat-...ters of this sort can be left to the good sense and responsibility of the many diverse-minded radio stations," he said. He concluded with the remark that "there is no more moral reason for government to intervene in a case like this than there would be for government to issue an edict to a newspaper to carry Scott's speech on its front page."

Newspapers Comment

California newspapers, commenting editorially on Mr. Scott's broadcast, were as divided in their opinions as the hundreds of radio listeners who wrote to KQW to express their views. Los Angeles News was emphatic in declaring that an atheist should be permitted to present his beliefs on the air. "There should, of course, be no question about Scott's right to express his views, to express them in his home, on the street or over the air," The News said further that raising the question of presenting atheist doctrines on the air "is striking at the heart of a really crucial issue—the issue of...

Kellogg Replaces

KELLOG Co., Battle Creek, Mich., Dec. 30 will replace its present show, Home Edition, 11:30-11:45 a.m. on ABC five-weekly, with two new shows, Galen Drake and Hollywood Story, which will share the same time on a split network. Two shows will be used as a test for 13 to 26 weeks at the end of which time one or the other show will be put on full network. Agency is Kenyon & Eckhardt, New York.

Credit Co. Renews

COMMERCIAL CREDIT Co., New York, has renewed Special Investigator on MBS, Sun. 8:30-8:45 p.m., through Sheldon, Quick & McElroy, New York.

Video Is Used for First Time In Completion of Business Deal

FIRST EXAMPLE of what may be a commonplace occurrence in the near future, a legally binding contract completed via television, took place last week when executives of the Chevrolet Motor Division of General Motors Corp., in Washington, discussed and signed a contract with officials of Allen B. Du Mont Laboratories, in New York.

Contract, covering a 60-minute Sunday evening series of video programs which Chevrolet will sponsor on the two Du Mont television stations, WABD New York and WTTG Washington, starting Jan. 12, 1947, was completed by a closed circuit coaxial cable television conversation between the two groups of principals, in Du Mont studios in New York and Washington. Chevrolet was represented by Nicholas Dreystadt, divisional general manager and General Motors president, T. H. Keating, general sales manager, and C. J. French, advertising manager, who were in Washington to attend a meeting of Chevrolet dealers in that city. In New York were Dr. A. Bernard, president of the Du Mont Laboratories, and Leonard F. Cramer, executive vice president.

Twin Screens Used

Each group viewed twin screens, one showing the executives in New York, the other those in Washington. When the discussion was ended and the contracts were signed, the contracts with the separate signatories were televised at each end of the circuit and then were superimposed on a monitoring panel in New York to produce a single document with both signatures. The du Mont picture was recorded on film to make a permanent record, by a process developed by Win Case, vice president in charge of television of Campbell-Ewald Co., Detroit, advertising agency for Chevrolet.

Commenting on the event, Dr. Du Mont predicted that "the day will surely come when heads of nations will be able to talk to and see each other as clearly and intimately as in this experiment. I envision the day when television signals will traverse the earth."

Coast-to-coast television will mean the end of individual city meetings for business, Mr. Dreystadt foresaw. "I could sit at my desk in Detroit and dealers throughout the nation could assemble in their nearest television studio," he said. "By closed circuit, such as this, I could discuss intimately our plans. And they in turn could present their problems. Seeing as well as hearing each other would be of obvious value."
**Ward’s Billion Dollar Triumph: Radio**

**By FRED SAMPLE**

**A BILLION DOLLAR** sales year is in prospect for Montgomery Ward for the first time in the 74-year history of the retail and mail order organization—a year marked by the company’s most extensive use of radio advertising to promote retail store sales.

A record-breaking monthly gross sales figure of $121,000,000 was reached in October for the first time since A. Montgomery Ward first set up a small mail order store on North Clark Street in Chicago in 1872. With a retail advertising budget for 631 stores in excess of $6,000,000, Ward’s media director, John A. Martin, by the year’s end will have placed $842,500 for program and spot announcement time on 147 stations, 12 of them being the exclusive medium for retail sales. An additional $140,000 will be spent for talent during the company’s current sales year which ends Jan. 31.

The vast merchandising organization spent only $20,000 for radio advertising over 12 stations in 1942.

The flexibility of radio, coupled with newswire shortage, were contributing factors in Ward’s increased radio activities during the war years—manufacturers turned to war production with the result that sufficient supplies for all stores often were not available, necessitating frequent and sudden changes in planned advertising.

Radio offered a more readily revised and effective method of reaching not only Ward’s great urban trade but the rural customer as well.

**Selectivity Stressed**

While a few companies were buying time indiscriminately, Ward’s carefully selected stations which offered good coverage of the retail trade area of a single store . . . in many cases the more powerful station had to be ruled out because it covered too many stores, resulting in the radio listener from another Ward store area attempting to find radio-advised merchandise in his home store and being unable to do so because the supply of the item was not sufficient to go around. Consequently stations which enjoyed good farm and urban audiences, particularly in the

**SELECTIVITY in choosing radio markets, plus definite standards for commercials, has paid Montgomery Ward handsome dividends. As the 74-year-old mail order house nears its first billion dollar sales year, Ward executives are quick to commend radio for its part in this success—success that has blueprinted an even bigger and better radio budget for next year.**

**FCC Will Grant Temporary Low Power to Rush FM, Says Denny**

Mr. MARTIN

(est-to-goodness facts that the customer would normally ask of the sales clerk when making a purchase.

Last September when the company decided to supplement its spot campaign with a live program, Ward advertising executives selected Art Baker and His Notebook for a 15-minute, five-day-per-week morning time presentation for over 100 stores.

Designed to be a relaxing, dignified and friendly human interest show, it has only one restrained general commercial by Mr. Baker near the middle of the program and one 45-second break near the end for local handling according to the sponsoring store’s merchandise conditions.

To promote the show in advance of its opening, Ward and participating stations employed teaser spots by other well-known radio personalities. Tag lines were provided for regular commercials and for newspaper ads; special Art Baker lapel buttons with station call letters imprinted; a specially-designed store window with station and time identity; a package stuffer for use in direct mail pieces and packages, also indicating the station; paid ads for the newspaper’s amusement page; publicity releases, pictures, photos, mats and store interior pieces . . . topping it all as a campaign, the program was supported by additional sales spots throughout the day.

**Personnel is Briefed**

Because company officials realize the importance of merchandising within the store the items advertised by radio, store personnel are advised with each monthly service book how best to use the announcements it contains . . . repetition of spots and a limited number of items advertised daily, a minimum of minute detail and no great conglomeration of price which the listener finds difficult to grasp characterize the spot campaign.

Although the company’s tremendous increase in sales cannot be directly attributed to the use of radio, it is recognized as an effective supplement to other means of

(Continued on page 86)
Radio's War of Ratings Flares Up Again

A. C. Nielsen Hits Hooper's Diary Studies

The war of the ratings, supposedly ended last summer when the Coordinated Analysis of the FCC withdrew from the program audience measurement field and arranged for C. E. Hooper Inc. to tabulate over its unfiled subscriptions, broke out last week when A. C. Nielsen launched an attack against the Hooper plan to augment its coincidental telephone surveys with diary studies to obtain a nationally projectable rating.

Mr. Nielsen is president of A. C. Nielsen Co., a research organization that measures audience behavior by a mechanical device called an “audimeter.” When attached to a radio receiver, the audimeter records all dial tunings of that set. Last week Mr. Nielsen issued what he termed a “frank analysis of the faults and limitations inherent in a technique which Mr. Hooper is apparently trying to revive in a desperate effort to create the nationally projectable ratings which the industry is now demanding.”

“But,” Mr. Nielsen averred, “the coincidental telephone technique and the diary are inherently incapable of ever providing such ratings. No conceivable combination of the two techniques can remove the serious errors inherent in both, and any combination method introduces some very serious, unsolvable problems too complex for discussion here. The Nielsen Radio Index is the only known method which can produce nationally projectable network ratings on a reliable basis. We are very close to it right now, and our next area expansion when Arthur B. Church, prominent in public life, was set for Wednesday when Arthur B. Church, president of KMBC Kansas City, and E. P. J. Shurick, KMBC promotion director, will present President Truman with a leather-bound copy of the book The First Quarter Century of American Broadcast- ing. Presentation will be made at 11 a.m.

The week’s events were jointly arranged by NAB and the Radio Manufacturers Association with the latter organization taking the lead in promoting the movement and preparing packets for use of distributors, dealers, stations, and other interested groups. RMA allotted $10,000 to finance the week.

NATION CELEBRATES RADIO’S ANNIVERSARY

Dealers and Broadcasters Join in Observing Annual Event

NATIONAL Radio Week opened yesterday (Nov. 24) with stations across the nation originating programs and announcements in recognition of the 26th anniversary of broadcasting. Networks joined in observance of the week, Nov. 24-30, and messages of congratulation were received from many persons prominent in public life.

White House recognition of radio’s anniversary will be tendered Wednesday when Arthur B. Church, president of KMBC Kansas City, and E. P. J. Shurick, KMBC promotion director, will present President Truman with a leather-bound copy of the book The First Quarter Century of American Broadcast- ing. Presentation will be made at 11 a.m.

The week’s events were jointly arranged by NAB and the Radio Manufacturers Association with the latter organization taking the lead in promoting the movement and preparing packets for use of distributors, dealers, stations and other interested groups. RMA allotted $10,000 to finance the week.

Over 30,000 dealers have decorated windows and display rooms with Radio Week posters. Showcases of new models are under way and printed advertising carries the special insignia designed for the week along with appropriate promotion matter.

Others Participate

Special events on the local level will continue throughout the week, including luncheon club addresses and open house ceremonies. Stations are staging special broad- casts and bringing the Radio Week message to their communities. A Radio Week script for local use was prepared by Ben Miller, of the NAB information department. It portrays radio’s role in national life.

Participating in the activities with NAB and RMA are National Hardware Goods Assn., National Retail Furnishing Assn., National Music Markets Assn. and National Electrical Retailers Assn. Many dealers are using the radio-in- every-room theme developed by RMA as a basis for intensive promotion next year.

Westinghouse Radio Stations, under direction of W. B. McGill, advertising director who has spear- headed the nationwide Radio drive, is tying-in its million-dollar broadcasting campaign in the Pacific Northwest with the celebration. KEX Portland, Ore., is dedicating its new studio facilities during the week, with high WRS officials participating.

Individual anniversary celebrations are being held at WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne, starting with special Sunday programs. The week’s events include network origination, exchange of greetings and open-house receptions at studios and transmitters.

Westinghouse featured the fact that it has 28 veteran employees with a total of 549 years’ service (see photo page 43). WRS Vice President Walter E. Benoit and Stations Manager J. B. Conley have been with the Westinghouse organization 29 and 21 years respectively.

Nationwide letter contest on the subject “What I Think About Radio” is being staged by the Assn. of Women Directors under direction of Alma Kitchell, WIZ New York, and Dorothy Lewis, NAB director of listener activity. For letters of 200 words or less, RMA is donating 204 receiving sets, 12

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ATTACK by A. C. Nielsen, president of research organization bearing his name, on the plan of C. E. Hooper Inc., to augment its coincidental telephone surveys with diary studies to obtain a nationally projectable rating last week touched off anew radio’s war of ratings, which flared down last summer. Arguments made by the Hooper organization in favor of its plan and by Mr. Nielsen in support of his Nielsen Radio Index are set forth in the accompanying columns.

(Continued on page 87)
A Rarity

Still looking a little bit bewildered at the world, triplets, a rarity in cow production, pose with their mother on a farm near Los Angeles. Ma is a 6-year old Holstein and the rarities are two boys and a girl.

In a lot of ways we're a rarity in the radio world. We're an independent station in a 5-station town. Four of the stations are network... and Baltimore is the 6th largest city in the country.

But it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in town.

It's pretty unusual... but the smart time buyers who aren't blinded by the glisten of glamor call letters... think it's terrific!

That's why you'll find W-I-T-H in the wiser budgets. How about your list?

W-I-T-H

and WITH-FM

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

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Georgia Institute Hears Story of Radio

Industry Expansion And Peace Role Are Stressed

STUDENTS attending the Henry W. Grady School of Journalism, U. of Georgia, Athens, heard the story of radio—past, present and future—last week at the first Georgia Institute Radio Conference, sponsored jointly by the Grady School and the Georgia Asso. of Broadcasters.

They learned first-hand of radio's 26-year growth, of a predicted five-billion-dollar expansion in the next five years, of radio's important parts in preserving world peace.

Sessions opened Thursday afternoon with a business meeting of the Georgia Asso. of Broadcasters, followed by a reception at 5 p.m. for students and broadcasters. Some of those present were the Sigma Delta Chi, men's professional journalistic fraternity; Theta Sigma Phi, women's professional journalistic sorority, and Digamma Kappa, honorary radio fraternity.

Town Meeting Program

Dr. Harmon W. Caldwell, University president, gave the address of welcome Thursday evening, with Charles A. Smithgall, president of the Blue Ridge Broadcasting Co. (WGGA Gainesville), responding.

The ABC Town Meeting of the Air originated on the stage of the U. of Georgia Fine Arts Auditorium in conjunction with the institute. Discussing the topic, "How Can We Avoid a Depression," were Sen. Owen Brewster (R-Me.), Re- tiring Gov. Ellis Arnall of Georgia, Joseph Borkin, former chief economist and advice to chairman of the Anti-Trust Division, Dept. of Justice, and James L. Wick, authority on economics.

Opening Friday's all-day session was an address by Sol Taishoff, editor and publisher of BROADCASTING, on "Radio's Past." He was introduced by Wilton E. Cobb, WMASM Macon.

"You Grady school students have great opportunities ahead," said Mr. Taishoff. He traced the history of radio in the U. S., from the early days of regulation by the Dept. of Commerce and crystal-set listening, to the present, touched briefly on the legislative history of radio and told how the Government regulations had recently extended its control over broadcasting.

He mentioned some of the "old timers" who helped to pioneer radio—among them Lambdin Kay, "who later on heard the news announcing WSB as 'covering Dixie like the dew' is indelibly etched in radio's experience." He recalled when Frank Mullen, NBC executive vice president and general manager, was an announcer on KDKA, when William Scripps of the Detroit News and WWJ founded that station in 1920 "while in knee breeches."

Recalls Oldtimers

Mr. Taishoff paid tribute to Arthur Church of KBMC; M. H. Aylesworth, NBC's first president; William S. Paley, CBS board chairman; Mark Woods, president of ABC; Leo Fitzpatrick, now owner of WMAZ, one-time announcer on the Kansas City Nightwatchs, and many others.

He lauded Dean John E. Drewry of the Grady school for his "vision and initiative" in establishing the Georgia Foster Peabody Radio Awards, radio's first national citation for merit.

Radio's progress has been "not unlike the historic progress of the press in this country, except that the press took 200 years to grow to maturity, and radio, profiting by precedent, has taken but 25," said Mr. Taishoff. He likened radio to the newspaper and pointed out that the front page, comics, features, women's pages—all have counterparts in broadcasting. He predicted that stations will assign to their proper role and actually have an editorial, labelled as such, in which the station will express its opinion on current events, international, national and local."

Urging his listeners to strive to keep radio free, Mr. Taishoff declared: "If radio's freedoms are lost, that, at long last, has been recognized by other free media. Some day, somehow, Congress or the courts will find words which will stabilize simply, clearly and firmly this credo of a radio 'as free as the press.'"

Willard Sees Expansion

Five billion dollar expansion in the broadcasting portion of the electronics field within five years was predicted by A. D. Willard Jr., NAB executive vice president. He foresaw the expansion in these brackets:

FM—$1,500,000,000 to $2,000,000,000 through construction of 2,000 to 3,000 new stations, with 2,500 sets in receivers' hands in 1947 and 15,000 sets in 1952.

Television—$2,000,000,000 to $2,500,000,000 in 1950 with 75 key stations, television connected by coastal or radio relay 1,000,000 television receivers in 1947 and 2,500,000 in the following three to five years.

AM—$1,000,000,000 through construction of new stations 600 applications in 1942, 1,000 applications in 1945, 1,500 applications in 1946, 2,000 applications in 1947, 2,500 applications in 1948, 3,000 applications in 1949, 3,500 applications in 1950.

With this industry expansion Mr. Willard anticipates doubling the fulltime personnel, from 26,000 to over 50,000 employees, along with growth in the group of 26,000 part-time employees. Physical and personnel expansion will bring increased programs and public relations responsibilities, he said.

Concern Over FCC Handling of Reports

Release of WCBM Data To Rival Aroused Broadcasters

CONCERN for the privacy of their confidential reports to the FCC was aroused among broadcasters last week after a hearing in which it was revealed that photostatic copies of one station's annual financial reports, supposedly confidential, had been released to a rival applicant without the station's knowledge.

Paul D. P. Spearman, counsel for WCBM Baltimore, whose annual reports for 1942-45 inclusive were disclosed to have been sent in photostatic form to Tower Realty Co., another applicant in the hearing, protested strongly that he had been served notice of Tower's request for the copies and had had no chance to appear in opposition to the request.

Andrew G. Haley, Tower counsel, said he made written request for the information because certain questions on WCBM's application for extension would be answered merely with a reference to information already on file and therefore the information was necessary to make the application complete.

FCC Examiner Abe Stein, presiding over the hearing, ruled that only those portions of the financial reports which were responsive to questions in the application form might be used for cross-examination.

Protesting release of the information without WCBM's knowledge, Mr. Spearman contended that he had planned to release confidential data it should first have given him an opportunity to be heard in opposition. "No Notice Given"

"No notice on earth was given to WCBM and an opportunity to make the reports available, and therefore the data."

Three questions in the WCBM application form were answered with references to "Form 324" financial reports to the Commission. One related to income for the last four years; one to bank references, and one asked whether WCBM had compiled with the rule requiring that reports be filed.

Mr. Spearman contended the reference to Form 324 in answer to the request for bank references was "obviously a typographical error," and that in answer to the third question Form 324 was cited merely as proof that WCBM had complied with the rule. Regarding the first question, he protested that Tower asked "just for information on income for the past four years, but "for the whole business."

Examiner Stein explained that Form 324 (annual reports) and network and transcription contracts filed under Sec. 1.341 (annual reports) and network and transcription contracts filed under Sec. 1.342 "shall not be open to public inspection. A subsection provides that this and other information may "in the discretion of the Commission," be opened to public inspection "upon written request describing in detail the documents to be inspected and the reasons therefore."

FCC Explains

WCBM spokesmen interpreted the subsection to mean that some affirmative action was required to make the reports available, and that should have preceded by notice to WCBM and an opportunity to appear in opposition to release of the data.

Commission authorities told Broadcasting that applications are public records, and that when an application is answered by a citation of information also

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Concern Over FCC Handling of Reports

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out in front

is the right place to be. When it comes to delivering signed contracts, Weed and Company stays “out in front” all year long.
When Rival Media Retaliate on BMB

Counter-Attack of Competition With ABC Is Envisioned

By FRANCIS N. McGEHEE

IN ALL the uproar about the Broadcast Measurement Bureau, no one in radio seems to have asked the most obvious question: What are competitive media salesmen going to do to or with these figures?

I will tell you.

The first time a radio salesman stacks a BMB coverage report up against the ABC statement of a big-time magazine or newspaper in competition for a sizable advertising appropriation, he is going to get himself smacked down so hard he will bounce right up into the ionosphere.

The industry seems to have forgotten that some of the greatest advertising salesmen, some of the most skillful research technicians, are not proponents of the philosophy that radio is the greatest advertising medium in the world.

The brains behind the research and sales divisions of the Curtis Publishing Co., Hearst, Scripps-Howard, American Weekly, This Week, ANPA's Bureau of Advertising, ANAN, several big newspapers, and a number of other media competing with radio will match anything the industry has to offer when it comes to technical research knowledge, resourcefulness, and advertising sales savvy.

Despite official statements from Hugh Feltis, NAB, network and station officials to the effect that BMB is not comparable to ABC, the ink had hardly dried on the first BMB report before the advertising fraternity was seriously trying to use it in a direct comparison with ABC. (Broadcasting November 4th carries this headline: "Agency Research Head Finds BMB Exact Parallel to ABC." The italics are mine.)

And in the hard, exacting, sometimes unscrupulous competition out on the firing line (where the bosses' institutional mouthings are forgotten in the struggle for existence), salesmen must be utter realists.

FRANCIS N. McGEHEE, a business and sales promotion consultant, numbers among his clients such firms as Scripps-Howard Newspapers Inc., Outdoor Advertising Inc., Douglas Leigh Inc., Crossley Inc., Cooperative Analysis of Broadcasting, Metropolitan Sunday Newspapers Inc., The New York Times, S-M News Co. (National Distributors for Reader's Digest, The McCall Corp., Popular Science Corp.). His principal experience therefore has been with media which compete with radio for advertising revenues. He has had sufficient experience in the broadcasting field to understand its problems. His comments on BMB may be considered, therefore, of value in that light. Mr. McGehee wrote an article for Broadcasting August 28, 1944 on an "audit bureau of circulation" for radio.

And then, fireworks.

For the position of BMB in any direct comparison with ABC is untenable, and competitive research technicians not only are prepared to prove it, but waiting with wet lips for a chance to deliver a sucker punch to a medium which has been of considerable annoyance (to put it mildly!) in recent years.

Possible Comeback

Confronted by an advertiser with the suggestion that an appropriation is going into radio because of an adverse comparison between BMB and ABC data, the publication salesman will . . .

(1) Observe, in a nice way, of course, that the ABC was organized—and its administrative policies throughout its lifetime have been controlled by—the buyers of advertising. BMB has been organized by sellers.

The president of ABC is an advertiser. The president of BMB is an ex time salesman. (On such thin reeds are major media decisions sometimes hung. And the skillful salesman knows it.)

ABC measures nothing. It simply audits and certifies to advertisers that the measurements made by publishers are accurate and reliable. BMB not only does the measuring, it "certifies" the

(Continued on page 31)
...MINING again will add $70,000,000 in annual buying power

(as in 1940, before the wartime suspension of gold mining)

MINERS have been extracting mineral riches (an average 45% of California's total) from Beeline earth since '48 when the first Mother Lode gold lay in James Marshall's calloused palm.

Nowadays mining is big business in the area covered by the Beeline stations. Scientific, modern methods have replaced the pan and wooden cradle. Quicksilver, iron and tungsten ores—60 different minerals—are mined in Beeline mountains and valleys. That's another reason why this area is a treasure trove of purchasing power—A TWO BILLION DOLLAR MARKET.

What is the Beeline? Not a chain or regional network but a group of five long established key stations, each the favorite in its own community...combined for national spot business and providing primary coverage of a 42 county market that rivals Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

The Beeline's mineral rich mountains define the market...wall it away from effective penetration by outside radio. Beeline stations—operated from INSIDE the mountain barriers—do a top notch selling job.

Facts for Time Buyers about the 5 BEELINE Stations

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

KOH
Reno. NBC. Established 1928. The oldest station in western Nevada. KOH "delivers" from 86% to 98% of the Reno audience 18 hours daily. Primary area coverage in 12 counties, 1,000 watts...630 kc.

KERN
Bakersfield (CBS) Established 1931

KMJ
Fresno (NBC) Established 1922

KYG
Stockton (ABC) Established 1921

KFBK
Sacramento (ABC) Established 1922
FCC plans under certain circumstances to give comparative consideration to applicants for the same area. A recent case in which this procedure was used involved the assignment of frequencies in the same geographic area.

In its opinion and order approving the Paris Broadcasting petition—Commissioner E. E. Jett dissented, contending the non-conflicting application should be granted—the Commission majority referred to its policy of giving local residents over non-residents in disputed cases, and pointed out that Kentucky Lake was the only Paris applicant without a Paris resident among its stockholders.

By considering the applications for the two frequencies separately, the Commission "would not be able to give proper weight to the factor of local residence in making its determination between the various applicants desirous of serving Paris, Tenn."

FCC's opinion asserted, adding:

The fortuitous selection by one of several applicants of a frequency which is not in conflict with that used by the other applicants should not require the Commission to grant that application without hearing, nor should its policy of preferring local residents over non-residents in disputed cases, according to the Commission, favor the applicant at the expense of non-newspaper applicants. The Commission "would not be able to give proper weight to the factor of non-residence in the community or to the preferences of non-residents in making its determination between the various applicants desiring service in the same area."

FCC's procedure would be used only in "similar," not in "all" cases. In view of FCC's inclination to place local communications over mass communications, spokesmen said, it may also be used for instance, where a non-conflicting applicant also has newspaper interests and a grant to him without a hearing would appear to favor him at the expense of non-newspaper applicants for the same area. 

Explaining the Commission's reasoning, they said:

"Had Kentucky Lake's daytime application been granted without hearing, non-residents seemingly would have been given preference to the two groups of local residents. A policy of giving local residents preference in disputed cases, the Commission feels, would be "best calculated to do justice to disinterested applicants."
On our twentieth anniversary we pause for a moment of grateful reflection on the loyalty of those many people whose confidence in WLAC helped so much to shape our station’s destiny.

The two decades have passed swiftly and pleasantly for us and we face the future with the same degree of enthusiasm which inspired the start of WLAC on November 24, 1926.

WLAC

J. Pettis, Owner

F. C. Sowell, Manager

NASHVILLE’S CBS AFFILIATE

REPRESENTED BY THE PAUL H. RAYMER CO.
In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1A Power Supply Unit.)

Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. High gain: 40 db. High output: +10 db. Low noise level: -80 db. Low distortion: 0.3% rms, 50 to 7500 cycles. Isolation factor: approx. 90 db; over 100 db with special Volume Control Kit. Frequency response: ±1 db, 30 to 15,000 cycles. Small size: six units will fit on a 36-B or new BR-2A shelf!

Booster Amplifier (Type BA-2A)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. High gain: 50 db. Low noise level: -68 db. Low distortion: 0.75% rms, 40 to 15,000 cycles. Frequency response: ±1.5 db, 30 to 15,000 cycles. Compact: two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.
for new convenience and speed

These versatile, multi-purpose units by RCA will simplify many of your studio setups

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Write: Dept. 19-K, Audio Equipment Section. Radio Corporation of America, Camden, New Jersey.

**Broadcast Equipment**

**Radio Corporation of America**

Engineering Products Department, Camden, N.J.

In Canada: RCA Victor Company Limited, Montreal

**Program Amplifier** (Type BA-3A)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). **High gain:** 65 db for matching input, 27 db for bridging input. **Low noise level** (with maximum gain): −52 db. **Low distortion** less than 0.5 to 1% rms, depending on output level. **Frequency response:** ±1 db, 30 to 15,000 cycles.

**Monitoring Amplifier** (Type BA-4A)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. **High gain:** 105 db. **Low noise level:** −20 db (with maximum gain); −40 db (with minimum gain). **Low distortion:** less than 3% at 12 watts. **Frequency response:** ±2 db, 30 to 15,000 cycles.
Radio Playing a Major Role
In NHA-Tucker Lease Story

RADIO FIGURED prominently in the Washington question of who did what to whom in connection with the National Housing Administration's lease cancellation of the Chrysler-Dodge plant in Chicago, while threats of libel suits were made on all sides and two Congressional committees and the Dept. of Justice began investigations.

In the limelight as BROADCASTING went to press were these radio personalities: Fulton Lewis Jr., MBS commentator who, on his Nov. 13 broadcast, broke the story that made one page one headlines in Washington dailies the following day [CLOSED CIRCUIT, Nov. 18]; Drew Pearson, ABC commentator; Theodore (Ted) Granik, attorney, conductor-moderator of the American Forum of the Air on MBS, Washington FM grantees and AM applicant, and Edward M. Kirby, public relations counsel, former NAB Director of Public Relations, wartime chief of the Radio Branch, War Dept. Bureau of Public Relations and AM applicant in Nashville.

Mr. Lewis started Washington buzzing and newspapers probing when he related the story of how National Housing Administration had cancelled a lease originally given the Tucker Corp., on the Chicago Chrysler-Dodge plant by War Assets Administration to manufacture Tucker "Torpedo" automobiles. He mentioned a "mystery lawyer" and "influence" at NHA. Washington newspapers played the story Monday, quoting Preston Tucker, president of the corporation bearing his name.

On Sunday night, Nov. 17, Mr. Pearson identified the "mystery lawyer" as Ted Granik, but said the Forum moderator had conducted himself as a good lawyer, had nothing to hide.

Immediately after the Pearson broadcast Mr. Granik, who meanwhile had retained Mr. Kirby as public relations consultant, issued a prepared statement outlining his negotiations with Mr. Tucker. He said he had a "written retainer" in which the Tucker Corp. agreed to issue him 8% of its stock and pay him $3,000 per month for legal services.

Instructed Attorney
Mr. Granik said he had instructed his attorneys "to take necessary steps to collect the sums which are due to me from Mr. Tucker, his associates and the Tucker Corp. for services performed, according to the contract, and I have also instructed them to commence suit for libel."

On Monday afternoon Mr. Tucker, at a news conference in the Mayflower Hotel, Washington, issued a prepared statement in which he said, among other things: "I have never stated that Mr. Theodore Granik approached me at any time to offer his services. . . . Mr. Granik implied important Government and financial contacts and showed me letters from persons who had appeared on his American Forum of the Air, including Senator Wagner, President Truman and Nelson Rockefeller."

Elsewhere the statement said: "I have stated repeatedly that I do not charge Mr. Wilson Wyatt or anyone in his office with collusion, and at no time have I said that Mr. Granik claimed he could have such action stopped through his influence with NHA or by any other means. I repeat that his actions gave me that impression, however."

Mr. Tucker told correspondents he planned to go before the "District Bar Association" to "explore" the possibilities of filing disbarment proceedings against Mr. Granik.

Following the Tucker news conference Mr. Godwin on his ABC commentary Monday evening referred to the story, said Mr. Granik had tried unsuccessfully to gain membership in the Congressional Radio Gallery, was turned down because he was not a full-time working newswoman.

Mutual officials meanwhile called a meeting of executives in New York on Monday. There had been reports of threatened suits against Mutual by various persons whose names figured in the story. On Monday night Mr. Lewis clarified his earlier broadcast.

ACF Promotions

RICHARD J. BOYLAN, director of purchases of American Tobacco Co., New York, for 20 years and secretary of the firm since 1928, has been elected vice president of the organization. John W. Hanlon, assistant secretary, has been elected secretary, replacing Mr. Boylan.
Promotion produces prosperity

- Ceres, goddess of growing things, was regarded by the ancients as the symbol of fertility. It was on her they relied for an over-flowing horn of plenty.

In the modern Baltimore, the letters WCBM are a symbol on which time buyers have long relied for definite results. WCBM stands for an assured means of positive sales promotion in Baltimore, one of America’s most fertile, growing markets. Are you getting your share from this horn of plenty?

Baltimore’s Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
Binghamton 90%
Syracuse 85%
Niagara Falls 83%
Buffalo 75%
Rochester 62%
Schenectady 61%
N. Y. State 60%
Brooklyn 59%
Troy 55%
Utica 50%
Long Island City 50%

WINR tells your story to the 225,000 people in the Triple Cities area — Endicott, Binghamton and Johnson City — where only one other station can be heard—a rich, depression-proof market which enjoys the third highest average annual individual income in New York State — the highest of all cities of 75,000 and over.

WINR by a Length in 1945 Retail Sales Gain over 1939


WINR

At Binghamton, New York

Put your Money on the WINR

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

DAVID CARPENTER, General Manager
HEADLEY-REED, National Representatives

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the territory on the basis of BMB's coverage map, mail ballots accuracy of the measurements.

Mr. McGEHEE

(Continued from page 22)

accuracy of the measurements.

(2) He will take a BMB station coverage map, mail ballots into the territory on the basis of BMB's distribution formula—and get a different answer from what is shown by BMB reports. He will use BMB's technique, identically.

Or, better still, he will induce the advertiser to test the system this way. He can gamble on the results. When the ballots come back from the field, some scrawled in pencil, some patently frauds, the odds are that he will have concrete evidence that all strata of the public cannot be relied upon to fill out mail ballots intelligently, completely, accurately—and that any research system which depends for its validity upon the intellectual capacity of the general public is doomed to inaccuracy.

Use Radio's Quotes

(3) If that is not the "convincer," he will go to the radio industry itself for more ammunition. No sales strategy is more effective than that which loads a salesman's guns with the other fellow's bullets. Among the supply of fireworks he will find in the radio trade press and other sources, he will exhume WNEW's magnificent, technically sound, experimental study of the BMB research formula (1944). He will quote directly from this study to prove, among other things, that "The mailed ballot inflates station circulation. People who are interested in the subject of a mailed questionnaire are more apt to answer it than the disinterested." (BMB brushed off this one. It will live to haunt 'em!)

(4) The advertiser may say, "But, didn't Paul West, and Fred Gamble, and D. E. Robinson, George Gallup, Robert Elder, Donald Stettler, and a host of others, and the AAAA, and the ANA, put their stamp of approval on this research method?"

And the salesman will say, "I do not argue with God. But I wonder if any of these people would, in their own businesses, base a major decision upon the results of a mail survey. Certainly, I see no inclination on the part of professional researchers who have approved the BMB method to fire their personal interviewers and go into the mail survey business in a big way."

(5) But if all this is of no avail, the salesman and his publisher can and may go to advertisers with this proposition: "You evidently agree with the radio industry that BMB is directly comparable to ABC. In an advertisement, it is possible to measure the circulation values of printed media and radio, in a general way, at least, on the basis of ABC vs. BMB.

"We therefore propose to disband the ABC, and substitute the far less expensive BMB circulation measurement. You'll get all the information you seem to need, and we'll save a lot of money.

"The primary base from which you estimate station circulations is this question:

1) List below: the Call Letters of all Radio Stations which you or someone in your family listen to home AT ANY TIME.

2) We propose to send ballots to the same families, by the same research method and tabulating system, with only a minor change in the base question:

List below: the Names of all Magazines which you or someone in your family read at home—AT ANY TIME.

I don't think advertisers would want this to happen.

I don't think publishers, nor the radio industry, would want this to happen.

But, it could happen.

PROPER INSTALLATION OF TELEVISION URGED

PROPER INSTALLATION of television sets in the homes of purchasers and instruction of these new owners in the operation of their video sets is "the greatest immediate problem facing television's advance," Irving Kane, president of Viewtone Television & Radio Corp., said last week at the company's weekly dealer instruction series in television.

Declaring that the number of dealers with sufficient knowledge to make good installations is still "far too few," Mr. Kane pointed out that no video set can be better than its installation. "A set that successfully passes the rigorous tests in the factory is useless unless properly installed in the home," he said.

"Today," Mr. Kane stated, "the mass-produced television set is ready for the public. However, it is a sensitive instrument and cannot be handled like a package item across the counter. Dealers must prepare themselves to follow up a sale by proper installation and service to keep a customer satisfied."


Unshackled Media Stressed

In Released Booklet

VITAL elements in the American economic system are freedom of radio and the press, the U. S. Chamber of Commerce states in a booklet, "The American Competitive Enterprise System," published last week.

"The American principle of determining merit and deciding policies through this interchange of opinion and experience has served to single out those measures having the largest promise for worthwhile achievement and to advance them to general adoption," the booklet says.

"In a socialist or dictatorial regime of abridged freedom of speech and of press, of predetermined economic action, and of prescribed education, these valuable springs of progressive thought and action are dammed up at the source. That these freedoms have flourished most freely under the competitive enterprise system is not accidental."

Part of Our System

Reviewing progress under private initiative, the booklet deems foreign governments "做了 this bill of fare," as one of the "items which our economic system has taken from the realm of luxuries and of undreamed-of conveniences and placed within the reach of the average citizen of present-day United States."

As to political freedom, the booklet recalls that foreign governments, in taking over major industries, also took over radio, newspapers and other publications. "Without controlling thought and ideas, a centrally-planned and operated economic system cannot be made to function effectively," these governments argued.

William K. Jackson, Chamber president, in a statement accompanying the report said: "The American people plainly have spoken in favor of the free enterprise system. That system has given this country the highest known standard of living. The productive capacity of American enterprise was the decisive force for Allied victory in the World War II."

Hulten Elevated

CHARLES M. HULTEN, deputy director, Office of International Information & Cultural Affairs, State Dept., has been named deputy to William Benton, Assistant Secretary in Charge of Public Affairs. Also, G. Stewart Brown moves from assistant director in charge of areas, OIC, to former Hulten post; William L. Tyler, chief, Southwestern European Branch, European Area Div., OIC, succeeds Mr. Brown; Mr. Benton and Special Assistant John Howe left Nov. 15 for Paris to attend the UNESCO meeting.

BROADCASTING • Te lecast in g

Free Radio Needed Says U.S. Co fC.

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EVEN GODWIN DOESN'T HAVE SOAP, IT SEEMS

ROBERT M. MENAUGH, superintendent of the House Radio Gallery, seldom misses Earl Godwin's commentaries on WMAL Washington. When he turned on the radio the other day, explaining to 3-year-old Judy that "Mr. Godwin will tell us about everything," Judy inquired: "Will he tell us where to get some soap, daddy?" The Menaugh family, like scores of other capital residents, was soapless.

Mr. Menaugh next day told the commentator about it. Mr. Godwin thought it was a good human interest story and he told it on the air the next night. Before his program was finished the Menaughs telephone rang. A neighbor offered a bar of soap. Again it rang. Another offered a box of soap flakes. And so on until the Menaughs had been offered several cakes of soap and boxes of washing powders.

Mr. Menaugh called Mr. Godwin to thank him for the plug. Said Mr. Godwin: "Confidentially, Bob, if you've got an extra cake I could use it."

Begin at home!

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

Phipps Seeks FCC Permit For New Florida Station

JOHN PHIPPS, owner of WTAL Tallahassee, Fla., station, licensee of the Capital City Broadcasting Corp., of which he is sole stockholder, has application pending before the FCC for a new standard broadcast station at Marianna, Fla. Mr. Phipps is president of the Westbury Securities Corp., which handles securities for the Phipps Estates, and is the grandson of the late Henry Phipps who, jointly with Andrew Carnegie, founded U.S. Steel Corp. He is also director in the following corporations: W. R. Grace & Co., Corn Exchange Bank & Trust Co., Ingersoll-Rand Co., Canadian International Paper Co., and Bessemer Trust Co.

FAX IS DISCUSSED IN 'POST' ARTICLE

FACSIMILE broadcasting "has developed fast but with curious results," Robert M. Yoder writes in an article, "Will Your Newspaper Come by Radio?" in the Saturday Evening Post for Nov. 23. "The equipment for facsimile," he states, "is considerably ahead of the plans for utilizing it."

Describing the postwar facsimile system, Mr. Yoder says that the first message sent over it might appropriately have been "It's wonderful but what good is it?" He continues: "For home printing arrived bringing a wagonload of questions; it is something as if the violin had been built before there were any violin players. Only the broad possibilities are clear and they are subject to a host of "ifs." "A newspaper so printed and distributed would have no need for the giant presses now used or the pressmen; no need for linotypes or for any type, unless the original editions are set in type; no need for the fleets of trucks which now distribute the papers; no need for newsboys and corner newsstands. But who pays for the receiving sets in subscribers' homes? . . . The engineering, as is so often the case in this off-phase century, is several laps ahead of the economics."
WCAU goes direct to the farmer, by helicopter! At the Reading Fair at Reading, Pennsylvania, and the New Jersey State Fair at Trenton, Amos Kirby met and talked to thousands of the farmers who follow his word on the WCAU "Rural Digest" 6:30-7 A.M. Monday through Saturday. This is another example of the lengths to which WCAU goes to build audience through helpful service...
Soap Availability at Increased Cost Seen Altering Theme of Air Messages

SOAPs, always among the most heavily radio-advertised products, may be given even more extensive radio promotion in the months to come, now that the soap manufacturers are faced with the problem of explaining drastically increased retail prices to housewives.

It was repeatedly pointed out, however, that not enough time has elapsed since the removal of ceilings on soap products for specific plans to be made. Despite the fact that soap makers can now increase their prices to compensate for the shortages with us for some time to come, now that the soap manufacturers are faced with the problem of explaining drastically increased retail prices to housewives.

It is reported that another immediate effect of the ceiling removal was to halt copy changes from soaps to detergents and other "soapless soaps" on the part of several companies. Where such a change had been made, as in the case of Colgate-Palmolive-Peet Co., which had switched its radio spot copy from Supersuds to Colgate Dental Cream, it is believed that it may be changed back and the spot schedules maintained. Supersuds agency, William Esty & Co., said however that it has as yet received no directions for any changes in the product's radio advertising.

One immediate effect of the lifting of ceilings on soap prices was a quick change in the Procter & Gamble Co. spot campaign for Dash in the West to eliminate the jingles to "Buy Dash and Save Cash," which seemed hardly in keeping with a 60% price rise.

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THE MAYOR

is re-elected in Iowa...

WMT presents with Distinction
MR. LIONEL BARRYMORE
"MAYOR OF OUR TOWN"

the "People's Choice for another term to entertain
1,131,782 Eastern Iowans exclusively via WMT

No party lines or politics where this Mayor is concerned...
...everyone likes – and most everyone in Eastern Iowa
listens to The Mayor's plain, down-to-earth philosophy and
native humor – especially when the words are spoken by
so eminent a personality as Lionel Barrymore. Yes, Eastern
Iowa likes "good radio" that's why more people* listen to
WMT than any other station. Eastern Iowa's No. 1 station
is your No. 1 buy in the best market of a great state —
at the lowest rate per radio family. Get all the facts — and
get on WMT. Contact your KATZ AGENCY man at once!

*WMT has a GREATER population within its 2.5 MV line than any station in Iowa.
Fight on Exception Clause Pressed

Segal’s Plea Expanded
As WGAR-WADC Case Is Argued

FCC, sitting en bane, was told new last week that it should eliminate any proviso or exception clause from its AM multiple ownership rule (Sec. 3.35).

Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, whose petition to amend the rule is pending before the Commission [Broadcasting, Oct. 28], expanded his plea for amendment during oral argument on the WGAR Cleveland-WADC Akron case for 50 kw on 1220 kc.

In a supporting brief, Mr. Segal argued that the duopoly rule in its present form “is contrary to the policy of free competition”; is “void because of its uncertainty and is destructive of the administrative process,” and is not “in accord with FM and television regulations on multiple ownership.”

Philip J. Hennessey Jr., Mr. Segal’s law partner, supported the amendment bid in the course of argument on FCC’s proposed decision on the now-famed Ashbacker-Fetzer case, heard in the same session Wednesday. Mr. Segal appeared for WADC, in whose behalf he also filed the petition to strike the exception clause from the duopoly rule; Mr. Hennessey appeared for Ashbacker Radio Corp. (WKBJ Muskegon, Mich.).

In its proposed decision on the WGAR-WADC case the Commission had held that other factors outweigh common ownership and overlapping service of WGAR and WJR and justified a grant of WGAR’s application for 50 kw on 1220 kc and denial of WADC’s request for the same assignment [Broadcasting, Oct. 14]. Similarly FCC proposed to grant Fetzer Broadcasting Co.’s application for a new 250 kw Grand Rapids station on 1220 kc (WJEF) and to deny WKBJ’s bid to change to that frequency, despite overlap between WJEF and Fetzer’s WKZO Kalamazoo [Broadcasting, Sept. 23].

Network Factor

Louis G. Caldwell of the Washington firm of Kirkland, Fleming, Green, Martin & Ellis, appearing for WGAR, and Percy H. Russell Jr. of the same firm, for Fetzer Broadcasting Co., insisted that FCC’s proposed decisions in the respective cases were correct and that waivers of the duopoly rule were justified by the facts.

Mr. Caldwell noted that Mr. Segal’s remarks included no mention of the “Blue Book issue” on which it has been speculated that he will base a court appeal if the proposed decision is made final. One of the factors contributing to the decision favoring WGAR was that WADC planned to broadcast the entire schedule of CBS, which FCC felt would make the station a “conduit” for network programs.

Asked by Comr. C. J. Durr whether he felt the Commission should not consider the past or proposed programming of other station in deciding the case, Mr. Caldwell said his position on the Blue Book was “well known” but that if it were made a yardstick in other cases it should also be applied in the WGAR-WADC case.

Mr. Segal contended that the proviso clause leaves the multiple ownership rule “meaningless” because it says, in effect, that “public interest, convenience and necessity forbid multiple ownership unless public interest, convenience and necessity require it.”

Comr. E. K. Jett took exception to his reference to the rule as “meaningless,” and pointed out that Cleveland and Detroit are separate metropolitan areas and that there are other stations in Cleveland besides WGAR and others in Detroit besides WJR.

Mr. Segal said it is “more vicious” that the same owners are permitted to operate two stations in contiguous areas, asserting that thereby they secure more coverage than would be possible with a single 50 kw station.

Favors Separation

Asked by Acting Chairman Charles R. Denny Jr. whether he would require separation of ownership of WGAR and WJR even at their present power assignments, he replied, “Yes, I would—not that that’s my business.”

When Mr. Denny suggested that the Commission has been “more lenient” in its interpretation of the multiple ownership rule regarding instances of common ownership that existed when the rule was adopted than with “new situations,” Mr. Segal suggested that greater leniency should not be granted simply because an applicant has an “investment.”

“Visceral” rather than “intellectual” regulation, he added, leads (Continued on page 40)

A Note on Buying Power

Cash farm income in North and South Dakota was 22 per cent* higher during the first seven months of 1946 than in the same period of 1945, when all previous records for farm income were broken.

Tremendous Government payrolls will further swell buying power in the Dakotas, as work progresses on the giant Missouri Valley development projects—a development calculated to cost six billion dollars within the next few years.

Folks here in the Northwest are among the nation’s most prosperous—and their prosperity is growing faster than in any other region of the country.

For over twenty-one years the people of the Great Northwest have been turning to KFYR for the best in service and entertainment. No other medium can reach all of them at once. No wonder, then, that more and more advertisers are turning to KFYR. There are still a few availabilities open. Any John Blair man will give you the whole story.

Sheaffer on CBS


*Compared with a National average increase of 5%.

(Broadcasting - Bank Review—October, 1946)
PHILADELPHIA LANDMARK

JOINs KYW'S PARADE OF PROMOTION

To untold thousands of Philadelphians, this huge Westinghouse "spectacular"—9000 square feet of brilliant neon display at 30th and Walnut Streets—is a sight as familiar as City Hall clock.

186 feet long, it's the largest sign of its type in the country. And now, something new has been added! Illuminated letters 8 feet high... added to celebrate National Radio Week... now advise Philadelphians to "LISTEN TO KYW."

And they do!

They listen because hard-hitting, day-and-night promotion keeps this great station foremost in the mind of the radio audience. They listen to KYW for nationally popular NBC programs. They listen for locally famous KYW presentations... such as the "Musical Clock," "Music from the Theatre," "Lunch Time with a Punch Line," to name a few that are way out front on Mr. Hooper's list.

If you want results in the Nation's third market, listen—to the man from NBC Spot Sales. He can tell you all about KYW's audience and availabilities.

KYW

PHILADELPHIA

50,000 WATTS

25 Years Young in 1946

Help Celebrate NATIONAL RADIO WEEK, November 24-30

Westinghouse Radio Stations Inc

WBZ WBZA KDKA WOWO KEX KYW

*National Representatives, NBC Spot Sales—Except for KEX. For KEX, Paul H. Raymer Co.
Highest quality AM performance at lowest possible operating cost—these are key features of General Electric's new 250-watt AM Transmitter.

In designing the BT-20-A, G-E engineers have pooled the vast facilities of General Electric to give standard-band broadcasters an economical transmitter with every electrical and mechanical feature worth its cost. Circuits are simplified. Gadgets and tricks are eliminated. Numbers and types of tubes are reduced—yet performance of the BT-20-A matches that of high-power transmitters.

Ask your G-E broadcast sales engineer for the facts or write to the Electronics Department, General Electric Company, Syracuse 1, N. Y.
Rear view of the BT-20-A with door open

Type BT-20-A
(front view of transmitter)

Look at this!

Greater Program Satisfaction
Very low distortion • Excellent frequency response • Double-ended r-f circuits with stabilized degenerative feedback • Electrical specifications fully meet all FCC and latest proposed RMA standards.

Greater On-the-Air Reliability
Advanced-type crystal oscillator attains new level in frequency stability • Oscillator uses duplicate temperature-controlled and hermetically-sealed crystals with instantaneous transfer switch • Ceramic coil forms in all r-f circuits • G-E vacuum capacitor tuned.

Greater Program and Personnel Protection
Modern, high-speed overload relay protection system similar to transmitters of high power • Quiet air blower reduces internal cabinet temperature • Filter eliminates trouble-causing dust • Electric door interlocks and mechanical grounding switches for greater personal safety.

Greater Operating Economy
Substantial savings in power bill (measured power input only 1300 watts at average program level; only 1350 watts at 100 per cent modulation) with figures that invite comparison • Forced air-cooling and clean interior cuts maintenance • Lower tube replacement costs.

Greater Accessibility
Easy-to-get-at with modified vertical chassis construction • Full-length doors, front and rear • Completely self-contained with power supply and antenna matching network and harmonic filter • Compact space-saving design; only 75" high, 30" wide, and 25" deep.

Greater Beauty
Styled to fit every modern station • Brushed stainless steel trim • Baked synthetic enamel with beautiful opalescent pattern effect.

Greater Investment Value
Low initial cost • Low operating cost • Low obsolescence factor.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC
Segal Plea
(Continued from page 36)
to unjust results. He submitted a
summary of previous FCC actions
on cases in which overlapping serv-
ices of commonly owned stations
was involved (see story this issue).
In the Ashbacker-Fetzer case,
Mr. Hennessey argued that “both
cardinal requirements” of the du-
opoly rule exist in connection with
the Fetzer application—common
ownership of two stations and
overlap of service between the two
—and that therefore the applica-
tion for the second station should
be denied.
To the proposed decision’s finding
that more equitable distribution of
radio service would result from a
three-station city. A grant to
Ashbacker to change the fre-
cuency of WKBJ, he said, would
vacate WKBJ’s present assignment
(1490 kc) and permit its use by a
new station.
The Ashbacker-Fetzer case origi-
nally went to the Supreme Court,
where Segal, Smith & Hennessey
won a decision finding that FCC
erred in granting the Fetzer ap-
lication and simultaneously set-
ting Ashbacker’s for hearing. A
consolidated hearing was held last
April.
In support of the proposed de-
cision, Mr. Russell maintained that
no overlap exists between WJEF
and WKZO at night, that WJEF
has “no listenable signal” in Kala-
masoo either day or night, and that
Grand Rapids becomes a three-station
city, while Grand Rapids becomes
a one-station city.” A grant to
Grand Rapids listeners must “shop
for the second station should
be denied.

Another WLAP Promotional Award!

3rd annual awards
For Outstanding Audience Promotion on
American Broadcasting Company Programs

This award is made to

WLAP

presented by the American Broadcasting Company and
based on a poll of Advertising Agency Account Executives

Nunn Stations: WLAF, Lexington, Ky.; WMQB, Mobile,
    Ala.; KFDA, Amarillo, Texas; WBIR,
    Knoxville, Tenn.; WCMI, Ashland, Ky.
    Huntington, W. Va.

ABC For The Bluegrass

MILLER WELCH, Manager
Lexington, Ky.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Page 40 • November 25, 1946
Public Service....

is as much a duty of a medium that enjoys community confidence as it is of the community itself. In Detroit, radio station WWJ, first radio station in the nation, has consistently been foremost in public services. Just recently a national magazine specially-cited two WWJ-sponsored public service programs for their part in curbing Detroit's traffic accidents. It is this interest in the community's welfare that has made WWJ a respected influence in Detroit, with the resultant benefit to its advertisers.
Take a noted psychologist, popular columnist, lecturer, author and teacher . . . add a pleasing personality and smooth radio delivery . . . and you have an absorbing 15 minute show that appeals to all kinds of people.

Dr. Crane is an accepted authority in his field. He holds five earned college degrees and belongs to the American Medical Association and American Psychological Association. His newspaper columns are read daily by millions.

The program is heard Monday thru Friday at 11:45 a.m. over WGN. It has a ready-made audience and a strong public interest appeal. It is now available for sponsorship* in the nation's second market.

*Subject to prior sale
TWENTY-SIXTH anniversary of broadcasting and National Radio Week brought nostalgic memories to these three Westinghouse employes as they examined shovel used in breaking ground for first transmitter poles of KDKA Pittsburgh. Shovel bears autograph of Dr. Frank Conrad, from whose 8XK, of 1916 vintage, KDKA evolved. Westinghouse old-timers (1 to r): C. E. Bickerton, technician, present at KDKA’s Nov. 2, 1920, election broadcast; G. Dare Fleck, who began checking KDKA programs a month after the inaugural; E. B. Landon, technician, who joined KDKA in February 1921.

FM Pioneers in South Cited: Essex Traces WMIT’s Growth

EDITOR, BROADCASTING:

Like A. J. Fletcher of Raleigh, whose letter appeared on page 28 of the Nov. 11 issue of BROADCASTING, I noticed that picture in the Oct. 28 issue, showing Messrs. Peace and Whitmire of WFBC in Greenville, S. C., signing a contract for an FM transmitter, and questioned (to myself) the correctness of the statement in the caption that it was contract for the purchase of the “first 50 kw transmitter in the South.”

Since it is evident by your publication of both the photo and the letter that you believe your readers are somewhat interested in the history of FM in the South, it occurs to me that a little additional information may serve to fill in some gaps.

First in South

“First on the air in the South” honors probably belong either to WSM-FM in Nashville or WBRL in Baton Rouge—I’m not sure which. According to my information, WSM-FM began broadcasting on March 1, 1941. I don’t have a date on WBRL, but they got going along in those early days, also. [Editor’s Note: FCC records show that WBRL’s license to cover construction permit was issued Nov. 18, 1942. Station had been on program tests.]

On July 25, 1941, Gordon Gray, owner and operator of WMIT, Mt. Mitchell, “Pioneer FM Station of the Southeast,” signed a contract with the General Electric Co. for a 50 kw FM transmitter for that station (then designated as W41MM). Construction of the transmitter plant was begun the following month. On June 1, 1942, the station went on the air with 3 kw temporary reduced power, thus making use of all of the transmitting equipment the manufacturer had been able to deliver up to that time.

The 50 kw amplifier was completed at the factory shortly thereafter, but with a war in full swing, the government decided that all such equipment should be held for possible use by the armed forces. So it was warehoused in Schenectady, until June 1944, when the Navy took it over and shipped it to North Africa, where it was used in jamming radio equipment used by German bombers.

Following the war, and the re-allocation of FM frequencies by the Commission, moving WMIT from 44.1 to 97.3 mc, Mr. Gray’s contract with GE was revised to cover a complete new 50 kw transmitter, which will provide the 200,000 watts e.r.p. now authorized for the station. Meantime, while awaiting delivery of this new equipment by GE, an interim operation on the high band was begun on March 1, 1946, using a 1 kw converter purchased from REL. Thus, since March 1 of this year WMIT has been on the air on both 44.1 and 97.3 mc.

The transmitter of WMIT is located on a mountain top, a mile and a quarter above sea level, in order that the station might serve a greater area, rural and urban, than would be possible by locating it “in or near any city or town of this state.” And that area covers a good portion of six other states, in addition to this one.

During four years of FMing, we of WMIT haven’t found time to sit down at all. So far as we are concerned, both the front and back seats are open. Gentlemen, be seated!

HAROLD ESSEX,
Managing Director,
WMIT, Winston Salem, N. C.

Nov. 18, 1946.
Fred Jones Group Asks FCC to Rescind Grant to KMBC for New Kansas Station

FRED JONES and associates in Fred Jones Radiocasting & Television Co. petitioned FCC last week to set aside its grant to KMBC Kansas City for a new station at Concordia, Kan., claiming they filed a mutually exclusive application earlier in the afternoon the day the Concordia grant was made.

The petition said the Fred Jones company filed its request for a new Oklahoma City station on 550 kc. with 5 kw day and 1 kw night "about mid-afternoon of Oct. 31, 1946," and added:

"Petitioners are advised and believe that, late in the afternoon of Oct. 31, 1946, after their said application had been received by the Commission, the said application of the Midland Broadcasting Co. [KMBC] was granted by the Commission without a hearing and without regard to the mutually exclusive application of petitioners."

The KMBC grant was for a 5 kw daytime station on 550 kc at Concordia, to be programmed primarily from the KMBC studios in Kansas City approximately 170 miles away [BROADCASTING, Nov. 4]. The Fred Jones petition characterized the station as "sort of a booster," although utilizing a different frequency.

Filed by Lovett

The petition, filed by Elliot C. Lovett, Washington counsel for the Fred Jones company, contended that the KMBC application "was accorded action ahead of many applications which were filed prior thereto and which were, apparently, of comparable complexity. However, in Public Notice . . . dated Oct. 18, 1946, showing the progress which various applications had made in the Commission's 'production lines,' the Midland application was No. 64 among those listed in 'Attachment C' — 'Engineering Study Completed, Awaiting Study by Other Departments.'"

Asking that the KMBC grant be set aside and the application designated for consolidated hearing with theirs, the Fred Jones group said they will be able to show that their proposed operation will be of the public interest than the Concordia operation.

The petition said the Fred Jones application had been in process of preparation since before Aug. 15. It carried an affidavit of George E. Gautney, Washington consulting radio engineer, asserting that the two applications are mutually exclusive.

Associates of Mr. Jones in the Oklahoma City firm are C. A. Vose, Streeter B. Flynn, and Dan W. Janes. Mr. Jones and his wife own KFMJ, new station at Tulsa, and have a grant for an FM affiliate.

CENSORSHIP BY ARMY IN JAPAN IS CLAIMED

REPORTED apprehension among foreign correspondents in Tokyo about their status in a country under military occupation resulted in a plan for united action against "repeated efforts by high American Army officers to restrict news coverage in Japan."

Bill Costello, chief of CBS' Far Eastern Bureau, cabled his network that "newspapermen and women representing seven countries voted 38 to 9 to authorize the Executive Committee of the Tokyo Correspondents club to act as guardians of press freedom."

Gayn Summoned

The action was taken after Mark Gayn of The Chicago Sun was summoned to General Headquarters last month and ordered to disclose the source of information in an article he had written. He was told by Army authorities that he could not inform publishers of the matter or obtain legal counsel, Mr. Costello reported. Less than an hour after a delegation of Tokyo foreign correspondents protested the action the matter was dropped, and Gayn was told that he would not be required to testify, the CBS correspondent said.

The resolution demanding united action "to protect press rights in Japan" was introduced by Mr. Costello, who, in a broadcast Oct. 18, reported "an invisible veil of censorship is being drawn between allied occupation and public at home." The measure was supported by correspondents representing British, Australian, New Zealand, Russian, French and Chinese press bureaus as well as by almost all American agencies, Mr. Costello said.
### HOOPER STATION LISTENING INDEX
#### AKRON – DECEMBER, 1945 THROUGH APRIL, 1946

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*Stations Located Outside of Akron*
IMN Revenues Up

300%, Meyer Tells Network Group at Salt Lake Session

INCREASE of 300% in Intermountain Network revenues is a healthy sign of greater industrialization of the four-states area served by IMN, Lynn L. Meyer, sales manager of the network, told 40 representatives of IMN affiliates assembled in Salt Lake City Nov. 14, 15 and 16. Mr. Meyer pointed out that the area served by IMN—Utah, Idaho, Wyoming and Montana—is attracting many new industries, including U. S. Steel.

Meanwhile, George C. Hatch, IMN general manager, announced that increased emphasis is to be placed on public service programs, with special efforts to extend IMN’s listener interest in rural areas. Ever-improving MBS service for IMN stations was pledged by Carl Haverlin, who addressed the regional network representatives at luncheon Nov. 15. Mr. Haverlin stressed the MBS policy of providing local programs for the local market. “The public likes its radio programs slanted for local interest, just as they want local and regional interest in their newspapers—above national and international news,” he said.

Both Mr. Haverlin and Jim Mahoney, MBS Western Division station relations chief, expressed satisfaction over the opportunity to meet with owners and managers of the full IMN group. “We’re extremely hopeful that similar regional gatherings can be arranged at strategic geographical spots throughout the nation,” Mr. Mahoney said. “They are of inestimable value to network representatives who must gain an ever-closer understanding of station problems at the grass roots.”

The IMN sessions were held at the KALL studios, the Hotel Utah and Salt Lake Tribune-Telegram.

Separate meetings of members of IMN’s Utah, Western Idaho, Eastern Idaho, Wyoming and Montana affiliates were followed by joint sessions highlighted by an inspection tour of new IMN broadcast facilities in the Tribune-Telegram building.

IMN’s meeting was one of the first major radio gatherings ever held in Salt Lake City. Representatives of IMN affiliates in attendance were:


New Manager and News Editor Named at WJBW

APPOINTMENT of Cy Newman as general manager of WJBW New Orleans has been announced by Charles C. Carlson, owner of the station. Mr. Carlson will act in an advisory capacity. Before joining the sales staff of WJBW last June, Mr. Newman managed WSSV Petersburg, Va. Mr. Carlson, who formerly was chief engineer at his station, has taken on the title of consulting engineer and Karl G. Seibold has been promoted from chief operator to chief engineer.

Other staff changes have been announced at WJBW as follows: Jeff Hug, announcer, becomes news editor; Pat Shannon, who returned to the station in July after serving in the Merchant Marine, becomes assistant commercial manager; added to the announcing staff are Reid Upton, formerly with WSPA Spartanburg, S. C., WFBF Greenville, S. C., and WLAT Conway; S. C., Bill Thomas, formerly with WDAK Columbus, Ga., KNOE Monroe, La., and WDSU and WNOE New Orleans, Larry Bradford, formerly at WSMB New Orleans, and Vernon Beaudine, an ex-GI new to radio.

Seeks Union Council

THE executive council of the New York local of Radio Directors Guild is setting up a council of radio unions to discuss mutual problems, similar to the council formed recently on the West Coast. Unions so far asked to join the council are AFRA, RWG, IBEW, NABET, AFM.
The study presents a complete analysis of listening habits in twenty counties. When they listen... what they hear... audience flow... audience composition in terms of men, women, children and adolescents. The how and why of WRVA dominance are clearly documented.

The study is available through any office of the Paul H. Raymer Company.

WRVA - Richmond, Virginia
WTAG presents
"FAIRY TALE TIME"
"TIME FOR TEENS"
"HAPPINESS UNLIMITED"
"MARK MY WORD"
"SAFETY CLUB"
"MAKE FRIENDS WITH MUSIC"

WTAG
Attracts All Youngsters
... Tots To Teen Agers

WTAG has done something about children’s programs. There are six of them now locally produced by WTAG from “Fairy Tale Time”, (one of the oldest, but for the youngest) to “Time for Teens”, a show by and for Teen Agers. In between, right through the week, come “Happiness Unlimited” — the happy hunting ground for “kid” talent, “Mark My Word” — the Junior Town Meeting idea, “Safety Club” — with 5000 members all safety minded and backed by their elders’ civic clubs far and near, and “Make Friends with Music” — a musical educational program which blossoms out with full scale concerts in Worcester’s Little Theatre. CBS American School of the Air fills another niche. WTG recognizes tomorrow’s listeners as the audience of today. It is leadership of this kind that makes WTAG the greatest radio selling force in Central New England. No wonder more people listen to WTAG than to all other stations heard in the area combined.

INAGURAL CELEBRATION of Kentucky on the March, a progressive program sponsored by the Committee for Kentucky, was participated in by 15 Kentucky broadcasters with educational, industrial, civic and labor groups, meeting in Louisville on Armistice Day. Program is to be broadcast throughout the state. Attending were (front row, 1 to r): Dorcas Ruthenburg, Dick Fischer, WHAS Louisville; Dewey Long, WLKX Lexington; Miller Welch, WLAF Lexington; Harry McTigue, WINN Louisville. Standing: Hecht Lackey, WSON Henderson; Elmer Sulzer, radio director, U. of Kentucky; J. Bertram Harmon, J. Porter Smith, WGR, Louisville; C. H. “Red” Fleming, WPKY Frankfort; Harry Callaway, WHAS Louisville; Pruitt Lackey, representing Lackey stations, WPAD WHOP WKTW WSON WCIF.

ASCAP Wins 9-Year West Coast Fight
Copyright Privileges Upheld; Licenses to Be Issued

ARMED with a Washington Circuit Court order upholding its copyright privileges, ASCAP last week announced it would issue licenses to Washington hotels, taverns and theaters which for the past nine years have refused to pay fees for ASCAP music.

The court order, returned by Judge J. F. Wright, climaxed a two-year legal procedure. In 1944, ASCAP filed suit for a declaratory judgment to affirm its compliance with a Washington state law of 1937 which regulates public performance of music for profit. The suit was filed after hotels, taverns and theaters had refused payments to ASCAP on the grounds that ASCAP was not complying with the 1937 law.

Radio broadcasters in Washington did not figure in the litigation; all the heave been paying ASCAP fees. Speculation that ASCAP might attempt to collect retroactive fees from the hotels, taverns and theaters for the period of the litigation was characterized as unfounded by a Society spokesman in New York. This spokesman said that ASCAP’s major concern, now that it had a court order in its favor, would be the issuing of licenses to establishments using music for profit to insure the collection of fees in the future.

The 1937 Washington state law insists that ASCAP and other groups which hold copyrights file with the state a list of all copyrights which they control. The hotels, taverns and theaters had alleged that ASCAP had failed to provide the necessary documents. It was to obtain a court acknowledgement that it had filed proper notifications that ASCAP instituted the suit.

CROSBY AND SPONSOR ARGUE ON MUSIC FEE
THE PHILCO Corp. and its $30,000 per week star attraction, Bing Crosby, last week were still arguing over which ought to pay the royalty fees, amounting to from $1,000 to $1,200 per week, for music used on Mr. Crosby’s transcribed programs.

Philco insists that the fees ought to be included in the Crosby package, which is reported to be costing $30,000 per week. Since musical fees were not mentioned specifically in the Philco-Crosby contract, however, it was said, Mr. Crosby believes that Philco ought to pay.

The fee for every popular tune played on a transcribed show is 25 cents per broadcast per station, and for every show tune (music taken from a legitimate show or movie) 50 cents per broadcast per station. Mr. Crosby is heard on ABC stations and 200 others throughout the country. Eight to 10 tunes are played on each of his shows in addition to opening and closing themes. Thus the approximate weekly royalties for totals between $1,000 and $1,200.

FOLLOW THE LEADER!

The three largest buyers of program time in Washington, D. C., nation’s 7th-largest city, are ALL on WOL — two on WOL exclusively!

A COWLES STATION
THE NEW Gates
CB-10 TRANSCRIPTION
☆ TURNTABLE...

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

INTEGRAL GAIN CONTROL

...affords a Perfected Playback Technique

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

SELF-CONTAINED PRE-AMPLIFICATION

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

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

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

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922

CONDENSED SPECIFICATIONS

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than .2%.

TURNTABLE DIAMETER—17 inches.

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


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

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

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

WRITE FOR COMPLETE SPECIFICATIONS
Bing Crosby Selected Captain Of Cleveland's 'Radio Eleven'

BING CROSBY again has been named captain of the Cleveland Plain Dealer's All-America Radio Eleven in the newspaper's 1946-47 Readers' Radio Poll. The crooner polled a three-to-one vote over his nearest rival, Bob Hope.

The poll was conducted in Cleveland and 91 other cities and towns in Ohio, New York and Pennsylvania, under direction of Robert S. Stephan, radio editor.

Besides Crosby and Hope, members of the All-America Radio Eleven are: Fred Allen (NBC); Arthur Godfrey (CBS); Edgar Bergen (NBC); Fred Waring (NBC); Kate Smith (CBS); Don McNeil (ABC); Red Skelton (NBC); Fibber McGee (NBC); Art Linkletter (NBC).

Other poll results were announced as follows:

FIRST 15 PROGRAMS—Fibber McGee—Molly (NBC); Fred Waring (NBC); Radio Theater (CBS); Metropolis Opera (ABC); Information Please (CBS); Bing Crosby (ABC); Theater Guild (CBS); NBC Symphony (CBS); Great Gildersleeve (CBS); One Man's Family (NBC); Fred Allen (NBC); Bob Hope (NBC); Firestone Hour (NBC); America's Town Meeting (ABC); NBC Symphony (NBC); Telephone Hour (NBC).

NEWS—Lowell Thomas (NBC) dominated field. nine spots.

NEWSPAPER (commentaries)—Pulitzer Lewis (NBC); Drew Pearson (ABC); Walter Winchell (ABC); Gabriel Heater (MSB); Schmid (Knickke (NBC); Bauschel (ABC); H. V. Kaltenborn (NBC).

COMEDY—Bob Hope (NBC); Fred Allen (NBC); Red Skelton (NBC); Fibber McGee (NBC); Jack Benny (NBC); Henry Morgan (ABC); Charlie (Bergen) McCarthy (NBC); Greer (Hal Peary) Gildersleeve (NBC); Jimmy Durante (CBS).

ARTVARITY—Fred Allen (NBC); Fibber McGee—Molly (NBC); Charlie McCarthy (NBC); Jack Benny (NBC); Bob Hope (NBC); Bing Crosby (ABC); Fred Waring (NBC); Breakfast Club (ABC); Jimmy Durante (CBS);

You have a Date With Music

130 Quarter-hour Musical Programs...

...each bubbling over with captivating, all-time favorite hit tunes...each star-studded with top ranking network artists,

featuring Phil Brito, romantic tenor

with Sammy Liner, pianist extraordinary of the Kostelanetz Orchestra, DOC Whipple, master of the organ, Allyn Edwards, emcee...names that spell bigtime radio entertainment for everyone...now being broadcast successfully for advertisers over 53 stations throughout the country.

Pioneer Program Producers Since 1934

WIRE • PHONE • WRITE

CHARLES MICHELSON INC.
67 WEST 44th STREET NEW YORK 18 • PHONE MURRAY HILL 2-3376-5168

BROADCASTING • Telecasting

NAB Group to Study Promotion Program

EIGHT-POINT industrywide promotion program will be taken up today (Nov. 25) by the new NAB Sales Managers Subcommittee on Sales Promotion, meeting at 10 a.m. in the BMD Board Room, New York. Chairman of the subcommittee is John M. Otter Jr., WSB Atlanta, with Hugh M. P. Higgins, NAB assistant director of Broadcast Advertising, as secretary.

Proposals to come before the subcommittee include: Increasing the sale of extra home radio sets; preparation and distribution of prepared speeches for membership use; means to increase station tune-in; pre-tested ideas for station promotion; industrywide promotion projects for all stations, national representatives; greater radio emphasis by national advertisers; cooperation of stations in communities; recording and publicizing individual station performance in public interest.


Safety Discussions

SERIES of roundtable safety discussions have been started by WHBC Canton, Ohio, with junior school police and deputy sheriffs appearing on program. Schools have set up merit systems with a gum package on program as an award. Show is heard Sat. 12:45 p.m. Participants are presented certificates of merit and are guests of WHBC at luncheon following broadcast.
The Los Angeles area boasts that it is fast becoming the sports center of the nation. Big-time football, hockey, baseball, basketball, boxing... all serve to make Southern Californians the most sports-minded radio fans in the country. And KLAC has kept pace... and even out-paced... the terrific sports expansion that has developed here since the war. A perfectly-balanced sportscasting staff has new thousands daily dialing KLAC-ward.

**KLAC Sports Schedule**

**FOOTBALL**—Los Angeles “Dons”, All-America league; announcer, Jack Drees.

**ICE HOCKEY**—Hollywood & Los Angeles, Pacific Coast league; announcer, Bill Welsh.

**BASEBALL**—Hollywood & Los Angeles, Pacific Coast league; announcer, Fred Haney.

**BASKETBALL**—American league, Pan Pacific Auditorium; announcer, Sam Balter.

**BOXING**—Main event, Olympic Auditorium; announcer, Reid Kilpatrick.
We illustrate here the security of a radio station executive. He has the easy assurance of being well represented nationally through seven offices—just as if he were there himself.

Additional sales offices for national coverage are an advantage offered our stations by this company. However, we stress now as always not so much the number but the quality and the ability of the men who make these offices.

Their character, their intelligence and dependability give our stations reason for the assurance of success.
Time Will Tell

IS THE SEMI-commercial station about to make its bow? Strange projects with Utopian plans for programming are being offered up these days. Some of them stem from a desire to curry favor by going beyond even the FCC's Blue Book intent. Others smack of crackpot schemes to get on the radio bandwagon and reap the profits afterward.

There's the report, for example, that the Georgia Baptist Convention is being asked by its radio committee to apply for a state-wide chain of FM stations. That's all right, we imagine, if they apply for non-profit (which implies non-commercial) operation. But they say the stations "would carry enough commercial programs to repay their initial expenses and then would carry only enough commercial broadcasts to defray operating costs." Then there's the FCC grant last month to Rev. J. Harold Smith, who said he would sell time (to himself we suppose) for paid religious advertising.

Look at the radio records. You'll find there were 171 non-commercial educational (or religious) stations in the standard field in 1925. This number dwindled to a mere 30 a decade later. Some of the others folded, but most of them became commercial stations. They couldn't stand the no-profit gaff.

There are other aborning stations which are making extravagant commitments about limited commercials, no spot announcements, rigid limitations on the character of advertising accepted, etc. All of these may be well-intentioned; others pure publicity pap. When these novices find the going rough, they will sell out, or sell anything—before they give up the ghost.

Those who acquire stations under the non-profit provisions of the statute do so with their eyes open. They should not expect an open sesame for full commercial operation after the trial period.

As for the grandiose gesture boys—those idealists who believe advertisers will spend business dollars to reach a smattering of starry-eyed garret-dwellers—time will tell; time that isn't sold.

How Do You Rate?

STUDY UNDERTAKEN recently by a consultant's firm indicates that rates of many stations are far too low, compared to the national average.

Could this not be the reason, the really basic reason, for what has been widely discussed as "excessive commercialism"? A low-rate station which has been slow in adjusting its schedule of income to the rising curve of costs must, by economic necessity, sell more time.

In selling more time, it jeopardizes the operation—or at least, so it would seem in view of recent research which indicates that about a third of our listeners feel that there is room for improvement in commercial practices.

Certain no advertiser is interested in buying a station on the basis of rate alone. He wants audience. And the buying habits on both national and local levels, indicate that the sponsor exercises increasing care in selecting his outlets not only for coverage, but also for impact.

If low rates cause high commercialism, and subsequent loss of audience, the cure is obvious.

IF FRED ALLEN, during the frayed-cuff days when he was working vaudeville, had poked as much fun at the medium which provided his slices-and-coffee, as he does today at radio, a long book would have sidelined out from the wings and dropped him to the exit.

From Stalin to Peron

REPORTS last week from Moscow and Buenos Aires give eloquent testimony to the difference between the free radio of the democracies and the "kept" radio of the dictatorships.

Russia has abolished broadcasts by radio correspondents. Dispatches can be sent "overhead" by radiotelegraph or "ordinary means of communication." Since the Soviet controls everything it is to be presumed that such transmissions are or can be scrutinized in advance.

Argentina, under Strong Man Peron, has reimposed radio censorship. All scripts for transmission abroad must be submitted in advance. The communications ministry calls it "previous intervention."

The authoritarian strongholds profess to allow full freedom. Yet they invoke ordinances obviously designed to withhold from the outside world what goes on within their borders. They also take pains to report to their own people that which they feel is useful and that which their own correspondents are free to obtain in the United States where they have full access to news.

It was largely because of the Argentine Government hot and cold attitude on a free, competitive radio that the Inter-American Broadcasting Assn. was organized in Mexico a few weeks ago by far-sighted Latin-American broadcasters. It was because the Western Hemisphere broadcasters, with the possible exception of Argentina, believe in a free radio that the state-controlled operations in the Soviet and Great Britain were precluded from participation. Besides they are not in the Western Hemisphere.

No explanations are given by either the Soviet or Argentina for their summary actions, usually exercised only in national emergencies. It must be assumed, therefore, that the muzzling of the microphones, is predicated upon the wish to hide internal affairs from the world's gaze.

PM, the New York daily tabloid which long has been a sharp critic of advertising practices on radio, has decided to accept advertising—in order to survive. This proves that even an ostrich, with all those priceless feathers, can hold its head under the sand only for so long without suffocating. It also must prove that advertising has definite reader interest, since other liberal tabloids have done well in the same New York market circulatively, even though they have been "commercial."

Robert Edmonds Kintner

WHILE rubbing elbows with the abundant luxuries of Wall Street in pursuit of financial news for the New York Herald-Tribune about a dozen years ago, an ambitious young reporter, only a year out of Swarthmore College, Pa., observed a depressing dissimilarity between the station of a novice newspaperman and that of a financier.

He was earning $25 a week at the time. "I decided," he says, "that I wanted to go into business."

Last week, 12 years and two successful careers later, Robert Edmonds Kintner was in business in an impressive way. At the spectacularly youthful age of 37 he had become executive vice president and therefore second in command of the American Broadcasting Co. [Broadcasting, Nov. 18].

His salary, an ABC secret, doubtless is enough to arouse the admiration of even the Wall Street tycoons whom a scant dozen years ago he had envied. As No. 1 lieutenant of ABC, he exercises a predominant control over the destinies of an organization which last year counted more than $40 million in gross time sales and which hopes soon to issue $13 million worth of common stock to finance future growing. Even the greedy eyebrows at lunchtime in Delmonico's downtown restaurant would rise slightly at the mention of figures like these.

Such robust fiscal matters do not, however, seem to disturb the rather studied casualness of Mr. Kintner, a man who has been dealing all his adult life with high finance, if not personally at least vicariously. He has come to look upon a million dollars with no more than passing respect.

As a financial reporter for the Herald-Tribune, a newspaper devoted to chronicling in unashamed admiration the wonders of big-business ways, Mr. Kintner developed a desire to participate rather than observe. It took him about ten years to make the change, and before he made it he had become one of America's most famous newspapermen.

Mr. Kintner had been covering financial stories in Washington for several years when, in 1937, the North American Newspaper Alliance, having lost its Washington columnist, Paul Mallon, to the Hearst press, solicited him and another Herald-Tribune reporter, Joseph Alsop, to write a column.

The Kintner-Alsop enterprise was an immediate success. The pair not only produced a daily newspaper column which was widely

(Continued on page 56)
Cotton is still known as "King" in the huge Southwest Texas territory where approximately 1,400,000 bales will be produced this year, according to the Department of Agriculture forecast. This would mean well over $100,000,000 worth of Cotton in 1946. Like other agriculturists, cotton growers are progressive these days, taking advantage of mechanization, pedigreed seed and WOAI's broadcasts of the weather, the market and other news particularly affecting farmers.

Mr. Robert M. Harper of Martindale, Texas, an outstanding cotton breeder of the South, who is in touch with cotton growers and knows their necessities and difficulties, says: "Like all farmers in Southwest Texas, the cotton growers are indebted to WOAI for vital news on markets, weather and agricultural tips. I know from traveling around and talking with them that they use and appreciate this service. WOAI's broadcasts are especially valuable for weather and market news because daily papers, in many cases, reach the farmer too late to be of value for this information."

Yes, cotton is still "King" but it has many extremely strong "Barons" such as the tremendous oil industry, sheep and cattle ranching, the fabulously productive fruit and vegetable farms, a huge poultry industry and other agricultural enterprises existing and in the making.

WOAI is the only 50,000 watt, clear channel radio station serving this empire of the Southwest. Its policy is and always has been to serve its listeners with any news of benefit to them in their business and to provide the best of radio entertainment for their families. The success of this policy is well established by expressions of satisfaction from thousands of listeners who consistently follow its programs.
Yessir, us hayseeds out in the Red River Valley are just as dis-erminatin' as anybody! We prefer better radio pro-
gramming by even wider margins than you city slickers do. Here, for instance, is the way our people listen to WDAY, Station B, and Station C, according to the latest Conlan Survey:

**WDAY** GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

**STATION B** GETS 9.5% OF THE AUDIENCE

**STATION C** GETS 7.2%

Respects
(Continued from page 54)
circulated, but also wrote regularly for the Saturday Evening Post.
In 1928, they published a collection of their Post articles in a book called Men Around the President.
Mr. Kintner describes it now as "the bad-selling book," a description apparently intended to mark the difference between it and one which they wrote two years later.
The second book was called American White Paper, and it sold 250,000 copies, a number large enough to impress even Mr. Kintner. American White Paper disclosed theretofore unpublished re-
ports of the government's maneuver-

The next year the team retired from column writing in deference to a more pressing necessity—service with the armed forces. Mr. Alsop joined the Navy. Mr. Kintner became a captain in the Army's G-2, a forbidding domain of hyper-
sensitive secrecy where Mr. Kint-
ner, an unreconstructed reporter, admits he did not feel at home. He eventually was assigned to join Gen. Dwight D. Eisenhower, then commander in North Africa, as public relations officer. The plane bearing him to Dakar was jolted in an air pocket, and one of Mr. Kintner's ears, injured in the sudden loss of altitude, became infected. He spent the next several months in Army hospitals. Upon his recovery he became executive officer to Maj. Gen. Alex D. Surles, chief of the War Dept. Bureau of Public Relations.

Mr. Kintner's emergence as a radio executive was sudden and, he says, unexpected. Before leav-

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Since his association with ABC, Mr. Kintner has become known as the executive who is first to arrive at the office in the morning and last to leave at night. His normal hours are 9 a.m. to 7 p.m., but often he stays on, particularly if important news is breaking. A good news story draws him to the ABC newroom as a fat pheasant at-
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**To enjoy all these great radio stars...**

**Listen to ABC**

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<td>Louella Parsons</td>
<td>Sunday Evenings</td>
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<td>Helen Hayes (above), Lynn Fontanne, Alfred Lunt and dozens of other great players who have helped Theatre Guild make history on the stage, appear on ABC Theatre Guild on the Air, Sunday evenings.</td>
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**THERE are as many reasons as hours in the week why millions of families keep tuned to their American Broadcasting Company stations for news and entertainment.**

On this page are a few of ABC's outstanding radio personalities. There are many more, of course—Elmer Davis, Ted Malone, Baughke, for news and commentary; Lum 'n' Abner and the hilarious new Willie Piper show for laughs; and famous fictitious characters like Counterspy, The Lone Ranger, Sherlock Holmes and The Sheriff to add the zest of mystery to your radio fare.

Whether you're in the mood for comedy or drama, news or quiz shows or music, always try ABC first. Consult your newspaper for schedule and broadcast time. You'll see why, day and night, many families from coast to coast leave their radio dials set on ABC or on their local ABC station.

Many smart advertisers are on ABC. Eversharp-Schick, Philco, Swift & Co., Carter, Procter, Derby Foods, Richard Hudnut and the Hazings Manufacturing Co. all recently bought new or additional spots on ABC. U. S. Steel, General Mills, Westinghouse, Kellogg, P & G and many more have renewed their contracts for another year. Why? ABC reaches 22,000,000 radio families—at economical rates that make possible a low cost per thousand listeners. Many smart advertisers are on ABC. Eversharp-Schick, Philco, Swift & Co., Carter, Procter, Derby Foods, Richard Hudnut and the Hazings Manufacturing Co. all recently bought new or additional spots on ABC. U. S. Steel, General Mills, Westinghouse, Kellogg, P & G and many more have renewed their contracts for another year. Why? ABC reaches 22,000,000 radio families—at economical rates that make possible a low cost per thousand listeners. More important, ABC sets. If you have a product to sell nationally, follow America's smart advertisers and nail down a franchise now on ABC.

**American Broadcasting**

A NETWORK OF 228 RADIO STATIONS SERVING AMERICA
Sure, Mister. Sure you can have your own radio program
with all the sparkling elements of a live-talent show from Hollywood!

It's waiting for you at your own local radio station.

With Capitol's new Transcription Library Service, any station
anywhere can build its own network-type musical shows
for any sponsor. Big stars, outstanding tunes and arrangements,
and expert programming—all straight from Hollywood to you.

Capitol offers you a basic library of more than 2000 selections
...plus more than 50 new numbers each month.

You'll get programming aids, too: brilliantly arranged
opening and closing themes for 22 programs.

Musical interludes to background commercials.

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.

A COMPLETE FORMAT SERVICE
As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.
### BIG-NAME BANDS
- Skitch Henderson
- PeeWee Hunt
- Duke Ellington
- Jan Garber
- Stan Kenton
- Gene Krupa
- Eddie LeMar
- Alvino Rey
- Enric Madriguera

### BIG-NAME WESTERN
- Shug Fisher
- Wally Fowler
- Jack Guthrie
- Karl & Harty
- Oak Ridge Quartette
- Tex Ritter
- Merle Travis
- Wesley Tuttle
- Uncle Henry's Original Kentucky Mountaineers

### BIG-NAME SINGERS
- June Christy
- Hal Derwin
- Dinning Sisters
- Carolyn Grey
- King Sisters
- Peggy Lee
- Johnny Mercer

### BIG-NAME VARIETY
- Buddy Cole's Four of a Kind
- Frank Devol's Pop Concert Orchestra
- King Cole Trio
- Danny Kuaana's Hawaiians
- Del Porter and His Sweet Potato Tooters
- Juan Roland
- Paul Weston
- Dick Shannon's Aleutian Five

An Audience Builder
H. T. ANDERSON, program director of WTSP St. Petersburg, Fla., has been promoted to general manager of that station. IRWIN A. SIMPSON, who has been acting in the joint capacity of president and general manager, continues as president. Mr. Anderson joined WTSP in 1942, becoming chief announcer the following year. After serving with special amphibious group at Coronado, Calif., he returned to station as program director.

CAPT. PIERRE BOUCHERON, manager of WLJ Fort Wayne, Ind., was main speaker at November meeting of the Association of Metal Engineers. He spoke on his war experiences in Greenland.

ROGER W. CLIPP, general manager of WFLM and WFLF-FM Philadelphia, has been elected vice president of the Philadelphia Convention and Visitors Bureau of the Chamber of Commerce and Board of Trade. He also has been appointed to the board of governors of the Philadelphia Forum.

GARLAND W. POWELL, station director of WDRB Garnerville, Fla., has been appointed a member of the Foundation Committee of Rotary International for fiscal year 1946-47.

Clarence L. MENSER, NBC vice president in charge of programs, Nov. 20 participated in roundtable discussion at National Conference on Prevention and Control of Juvenile Delinquency in Washington.

Walter J. Brown, manager of WBPA Spartanburg, S. C., was caller at White House morning of Nov. 15 with Rep. Paul Brown (D-Ohio).

Mr. Maddox, director of WTSP St. Petersburg, Fla., continues as president. Mr. Anderson has been promoted to general manager, and Wesley L. KRIEGER, assistant station manager, has been appointed station manager. IRWIN A. SIMPSON, manager of WFSU Tallahassee, Fla., has been elected vice president of the Philadelphia Forum.

Radio Set Output
At Alltime Record
Sharp Upswing for October
In Models With FM

Alltime monthly record for radio set production was broken in October, according to Radio Manufacturers Assn. announced Friday. October output of RMA members (over 90% of entire industry) totaled 1,973,444 compared to 1,920,291 in September.

Should the November production match that of October, the 1946 total will surpass 1941's 16,642,334 record by the end of National Radio Week, Nov. 24-30. RMA forecast, recalling that it is the first postwar month free of price control.

Output of sets with FM reception rose from 17,541 in September to 23,795 in October. FM sets had totaled 19,642 in July, falling to 13,892 in August. Of October's FM sets 22,191 were console radio phonographs, 256 table models and 769 consoles without phonograph.

Television receivers totaled 827 in October compared to 3,242 in September. Production of radio-phonograph consoles, held back by scarcity of cabinets, continued upward to 125,000 in October, a gain of 20,000 over September and in excess of the prewar rate. Other models included 1,126,616 table sets, not including battery sets; 153,800 portables; 170,000 auto radios.

MBS ANNOUNCES TEN ADDITIONAL STATIONS

MBS announced 10 new affiliates last week, bringing the network's total number of stations to 374.

KUOA Sjoam Springs, Ark., operating with 5 kw daytime only on 1420 kc and owned by John Brown, joins the network Dec. 1.

WFFG Bristol, Tenn., operating with 1 kw daytime only on 860 kc, owned by Banfox Radio Co., joins Dec. 1.

WNOK Columbia, S. C., operating with 250 w on 1250 kc, owned by Fantio Radio Corp., joins Dec. 15.

WBOO Orangeburg, S. C., operating with 250 w on 1400 kc and owned by WBOO Orangeburg Corp., joins Dec. 15.

WKDK Newberry, S. C., operating with 250 w on 1240 kc and owned by Newberry Broadcasting Co., joins March 15.

WRQN Biddulph, Ga., operating with 250 w on 1440 kc and owned by Biddulph Broadcasting Co., joins Dec. 2.

WTSC Tuscaloosa, Ala., operating with 250 w on 1440 kc and owned by Tuscaloosa Broadcasting Co., joins Dec. 15.

WKIR Pulaski, Tenn., operating with 250 w on 1400 kc and owned by Pulaski Broadcasting Co., joins Dec. 15.

WBOV Roanoke, Va., operating with 250 w on 1400 kc and owned by Roanoke Radio Co. Inc., will join Dec. 8. The station will be managed by Lambert Bros., former general manager of MBS station relations.

General Motors

GENERAL MOTORS Corp., Detroit, effective Dec. 20 for 52 weeks, renews Henry J. Taylor's program Your Land and Mine on MBS, Mondays and Fridays, 7:30-7:45 p.m. Agency is Arthur Kudner, New York.
YOU MAY BE ABLE TO "PASS"
A FOOTBALL 82 YARDS*—

BUT—YOU CAN'T WIN IN WESTERN MICHIGAN
WITHOUT WKZO-WJEF!

If you want to score at least cost with radio in
Western Michigan (including the important markets
of Grand Rapids, Kalamazoo and Battle Creek)
there's really no other choice than WKZO-WJEF.

According to the latest network coverage maps,
WKZO-WJEF gives you more than TWICE as many
radio homes as any other combination (nighttime)
—which means that your costs-per-family are nearly
200% higher with any other two-station combination
than they are with WKZO-WJEF.

Get the data and see for yourself. Write us, or
Avery-Knodel, Inc.

---

*F. Crawford of the Chicago Bears did it in 1935.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES
Jett Transcribed Talk on FM's Value
Sent 10 Stations, Offered to Others

A TRANSMITTED TALK by FCC Comr. Ewell K. Jett outlining the advantages of FM is being distributed by WWDC Washington. He was interviewed by Mark Austad, WWDC commentator.

Ben Strouse, WWDC vice president and general manager, said the transcriptions would be sent to stations “free on request” unless the demand becomes so great that a charge to cover expenses may be necessary.

Transcriptions already have been sent to 10 stations. WWDC, one of nine Washington FM grantees, first used the talk on Nov. 16, and plans to repeat it frequently.

In the 6½-minute talk Commissioner Jett, former FCC chief engineer, says FM enables listeners to “say good-bye to static”; eliminates fading and assures “strong, pure and even” reception, with greater fidelity; and permits operation of “far more” stations with resultant “keener competition . . . to put on better programs to attract the listener’s attention.”

Already there are approximately 700 FM stations authorized or on the air, Commissioner Jett reports, adding that the FCC expects some 2,000 . . . in the next few years.” Recognizing that AM and FM will prevail simultaneously “for some time to come,” he sug-

Mr. Austad and Commissioner Jett suggests that “the ideal plan” for listeners is to have at least one AM-FM combination. “If I were buying a new radio today I certainly would not buy one that did not include FM,” he asserts.

Despite shortages, he points out, “FM sets are coming on to the market in increasing numbers. The latest estimate is that at least five million will be produced next year.” Stations to which transcriptions have been sent include WIL St. Louis; WMGA Moultrie, Ga.; WHA Madison, Wis.; WITH Baltimore; WJRC Cincinnati; WRUN Rome, N. Y.; WCFC Beckley, W. Va.; WPAY Portsmouth, Ohio; WFMQ - FM Fremont, Ohio; WCMW Canton, Ohio.

ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

TO ANYONE who is considering the building or renovating of a broadcasting station, Ed Berliant offers a new plan that will eliminate all construction headaches and at the same time provide more revenue by getting the station on the air months sooner. You just turn over to him all responsibility for getting the job done, at a moderate fee.

This Unique Service Includes:

1. Work with foremost consulting engineers
2. Preparation of application (except engineering)
3. Surveys of sites and listener potential
4. Complete construction of building
5. All equipment, including scarce items, at no extra cost
6. Help in selecting qualified personnel

Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprint in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

For the Southeastern states, Ed Berliant offers a fast trouble-shooting service. Call Verno 7003 in Atlanta any time of day.

ED BERLIANT

Chamber of Commerce Bldg., Atlanta 3, Georgia

FM Demonstration

FM broadcasting was demonstrated before members attending the meeting of the San Francisco section of the Institute of Radio Engineers, Nov. 19-21. Through the cooperation of Royal V. Howard, technical director of KSFO San Francisco, Norman D. Neely Enterprises, Pacific Coast representatives of Radio Engineering Labs., New York, and the FCC which granted special authorization for transmission on 103.1 mc using call of KRJU Nov. 14-21, an REL Model 518A-21 kw FM transmitter was kept in continuous operation.

WHO is “Listened-to-Most” in 74 of Iowa’s 99 Counties

(Wo 2 Station is “Listened-to-Most” in 11 Counties)

Write for complete facts! 50,000 Watts - Des Moines Free & Peters, Representatives
In less than three months, local advertisers have shown an overwhelming preference for WHUM programs, promotion, and sales results. Proof of their preference: local advertisers use twice as many hours of programs* on WHUM as on the two other Reading stations combined.

In the nation's 69th market, WHUM carries the cream of the Mutual shows and also BING CROSBY, HENRY MORGAN, DREW PEARSON, GILLETTE FIGHTS, etc.

Better see for yourself why WHUM keeps advertisers HUMming with result stories.

*15 minutes or more

WHUM - Reading, Pennsylvania

A basic station of the Mutual Broadcasting System
ANGUS MacINTOSH has been appointed manager of the radio department in the Philadelphia office of Ward A. BOURIAN, who continues as radio director of the agency with headquarters in Hollywood.

CLARKE R. BROWN, who resigned as radio director-account executive of Logan McCormick, Memphis, early August [BROADCASTING, Sept. 9], is now media director of Olian Adv., St. Louis.

MITTOFF & WHITE, El Paso, has been elected to membership in the American Association of Advertising Agencies.

HARVEY J. BRESLER, former sales manager of the Barbour who, New York, has joined Alfred J. Silberstein-Bert Goldsmith Inc., New York, as director of marketing and sales planning.

BUCHANAN & Co., New York, has made auto-flu shots available to it employees during this season, administered by doctor and two nurses from New York Medical Center.

LESLEY M. W. NEVILLE, former account executive with Norm Adv., New York, has joined Walter W. Gilyard Adv., that city, as executive director.

ROBERT CARLEY, an account executive and member of the board, with Cecil & Frehney, New York, for a year, has been named vice president of the agency and to A.A.D. services. Mr. Carley was with NBC and BDDO.

A. D. ADAMS, after service with the Army and former freelance radio writer, has joined Hickey-Murphy-St. George, New York, as account executive.

DONALD MURPHY, after service with the Los Angeles former account executive at Belincke, Meyer & Finn, Chicago, has joined N. W. Ayer & Son, in that same capacity.

BETTY BRUNS, timebuyer for Ted Bown & Bown Friday (Nov. 20), held her annual cocktail party at the Ambassador Hotel for all the secretaries of the station representation who call on her throughout the year.

ROBERT B. WOLCOTT Jr., publicity director of Hisson-O'Donnell Adv., heads agency in similar capacity.

FLOYD HATCH, former assistant executive and member of the board, with Cecil & Frehney, New York, has joined N. W. Ayer & Son, in that same capacity.

LÉE TURCHIN, copywriter, on several projects at Reincke, Meyer & Finn, Chicago, has joined G. M. Basford Co., New York, in that capacity.

MBS Replaces

MBS sustaining replacement for the Coca Cola Friday evening Spotlight Band program which continues Nov. 22 will be the Adrener of Kings Dominion, which moves from March 8-8:30 to 9-9:30 p. m., Fri. 9:30-10 p. m. Monday period will be replaced by another sustainer, Mysterious Traveler.

Republic Steel’s Program Launched

Markets for ‘Songs America Sings’ To Be Increased

REPUBLIC STEEL CORP., Cleveland, has launched sponsorship of an institutional transcribed show Songs America Sings, a World Broadcasting System package, on eight markets and will increase that to 30 markets after the first of the year. The production and talent cost for each program is approximately $6,000.

The quarter-hour program was commissioned for the advertiser under the personal direction of Herb Gordon, production manager of World Broadcasting System. The show features Lynn Murray and orchestra, Lawrence Brooks, vocalist, and Bill Adams, narrator. It is directed by Henry Heyward and written by Van Woodward.

The agency, Meldrum & Fewsmith, Cleveland, are placing the show in markets where a Republic Steel Corp. plant is located.

World Broadcasting System also plans to build transcribed institutional programs for a number of other advertisers interested in employee-employer good will advertising. Among those interested for possible sponsorship are Westinghouse Electric Corp. and American Petroleum Institute.

Al Stern Leaves Hart Co.

To Form Recording Firm

ALBERT D. STERN, vice president in charge of sales for Frederick Hart & Co., New York recording firm, has resigned to form his own company. His firm will manufacture and distribute film and wire sound recording devices for commercial and home use, for both the domestic and export market.

Mr. Stern has been in recording development work for 14 years. He was responsible for securing adoption of his film recorders by the Signal Corps and Navy, the Navy using them to cover the Normandy invasion as well as several Pacific operations.

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TV Slow in Britain

SIR WILLIAM HALEY, director general of BBC, sees no prospect that television will be expanded on a nation-wide scale in Britain in the near future. Speaking in Glasgow Nov. 7, Sir William indicated there was little likelihood Scottish license holders would get video soon. Experimental work to determine the best line of development still is in progress, he said. London, Sir William continued, remains the favored area for television and is the only section likely to be serviced “for some considerable time ahead.” Decisions regarding television development in Britain are made by the Postmaster General, who is advised by the Television Advisory Committee.

"Just keep tuned to the News over WDFD Flint, lady."
WASHINGTON, North Carolina

THE BRIGHT LEAF

IN THE HEART OF
MARKET.

best returns from their adver-

Eastern North Carolina have
work. Local advertisers in
programming over the ABC Net-

promotion of the

 Radcliffe L. Romeyn

in heart of Eastern North Car-

Washington, North Carolina,
located. WRRF is located in
as the market in which it is lo-

A radio station is only as good
as the market on which it is
located. WRRF is located in
Washington, North Carolina,
in heart of Eastern North Car-
olina's Bright Leaf Tobacco
Belt. This region is recognized
as one of the most fertile and
wealthy agricultural regions
in the nation.

It is a market of 600,000 per-
sons with a better than average
per capita income that in-
crease year after year. WRRF
reaches this "as good as gold"
market through 67,000 radio
homes. These listeners depend
in heart of Eastern North Car-
olina.

Radio Writers Guild, Hollywood,
has elected Maurice Zimm as
regional vice president. Seven
members elected to local's
board include: Kathleen
Hite, David Nowinson, Wil-
ton H. Wellington, Pauline
Hopkins, Har-

neither too massive...nor too mcgar.

KTUL COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA

just Right!

• WRITE FOR INFORMATION

FREE AND PETERS, National Representatives

5000 WATTS TULSA, OKLAHOMA

FORJOE & CO.
National Radio Representatives
NEW YORK * CHICAGO
LOS ANGELES

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

MON ALEXANDER, Arnold Mar-
quis, Jack Robinson, Holdover coun-
nel members are John Boylin, True
Boarland and Forrest Burns.

Dor Sharpe, radio director of Frank
Vincent, Hollywood talent service, Nov.
9 married Betty Moran, freelance radio
actress.

Alfred Morton, president of National
Concept and Artist Corp., New York, is
in Hollywood for month overseeing op-
erations there.

Hugh Felts, BMB president, will
now the new BMB film to the Pitts-
burgh Radio and Television Club on
Nov. 26.

Ralph B. Austy, president of
RKO Television, is in Mexico City for
several months to coordinate the tran-
sition from the construction phase to
full operational activities of the RKO
studios there. While in Mexico Mr.
Austy will study future possibilities
for television.

THE ADVERTISING CLUB OF New
York which has previously held its annual
Christmas party at club headquarters,
this year will hold a "Gay Nineties
Christmas Party" at the Hotel Astor,
New York, on Dec. 26, and for the first
time ladies will be invited.

Bristol-Myers Renews
BRISTOL-MYERS Co., New York,
has renewed its two NBC programs
for 62 weeks. Programs are Duffy's
Tavern 9-9:30 p. m. for Ipana and
Trusshay, through Young & Rubic-
man, New York, and Mr. District
Attorney Wed. 9-30 p. m. for Sal
Hepatica and Vitalis, through Doh-
erty, Clifford & Shenfield, New York.

WAR CORRESPONDENTS
GET THEATRE AWARDS
THEATRE RIBBONS have been
authorized for a number of former
accredited war correspondents. Those
receiving the ribbons, firm, theatre attracting them follow:

Leslie B. Bain, WIOD Miami,
MTO; Bjorn Bjorson, NBC, ETO;
W. W. Wheaton, Atlanta Jour-
nal-WSB, ETO; John B. Bryson,
NBC, ABC, ETO; Winston S. Bur-
dett, CBS, ETO; Ned Calmer,
CBS, ETO; James L. Cassidy,
WLW Cincinnati, ETO; W. W.
Chaplin, NBC, ETO; Donald G.
Cee, ABC, ETO, MTO; Charles C.
Collingswood, CBS, ETO, MTO;
George H. Crow, WJAZ, WNY New
York, MTO; Rene A. Despouey,
NBC, ETO; William R. Downs,
CBS, ETO; Farnsworth Foule,
CBS, MTO; E. L. Haaker, NBC,
E70; George P. Hicks, ABC, ETO,
MTO; Max Hill, NBC, MTO; Ralph
Hollenbeck, NBC, MTO; Richard C.
Hottelet, CBS, ETO; Ralph Howard
(Peterson), NBC, MTO; Quincy
Howe, CBS, MTO; Edward R.
Murrow, CBS, ETO.

Jack D. Parker, WJIM Lansing,
Mich., ETO; H. A. Peters, ABC,
ETO; Herbert H. Pianbeek, WOW
Omaha, ETO, MTO; Robert Porter,
NBC, ETO; Clete Roberts, ABC,
MTO; William Robson, CBS, MTO;
John Royal, NBC, MTO; Eric Sevareid,
CBS, ETO, MTO; Charles C. Shaw,
CBS, ETO, MTO; John D. Shelley,
WHO Des Moines, ETO; William
Slocum, CBS, ETO; Howard K.
Smith, CBS, ETO; Johannes Stell,
WHN New York, MTO; Leland Stowe,
NBC, MTO; Frank Telford, Young
Rubicam, MTO; Foster May, WOW
Omaha, ETO; George Meier, M65,
ETO; George Moora, CBS, MTO;
Chester Moyer, NBC, MTO; Arthur
M. Murrow, CBS, ETO.

John Eau
General Manager

X

with the SQUARE DEAL STATIONS...for the BEST DEAL all around

WTRY Albany, Troy, Schenectady
WSYR WLX Syracuse H. C. Wilder
New Haven

FREE AND PETERS, National Representatives

BROADCASTING * Telecasting
“BUT, DOCTOR, A NERN STATION SAID
THAT ALL THE CARES OF THE DAY SLIPPED
AWAY IN THIS NEW BUBBLE BATH.”

And rightly so. Consequently, we can’t blame Grandpa for taking a swan-dive into the fountain of youth—and staying there. Of course there’s good reason to call a doctor when you find an aquatic Rip Van Winkle in your home, but in Grandpa’s case it was a NERN station who gave the good word, and in Grandpa’s language that was a command. When he comes out—if ever—Mrs. Winkle can use that new tub cleaner which a NERN station told her about the other day.

**NERN STATIONS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEZ</td>
<td>1030</td>
<td>50,000</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
</tr>
<tr>
<td>WTIC</td>
<td>1680</td>
<td>50,000</td>
</tr>
</tbody>
</table>

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

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

**NERN COVERAGE**

New England—where 97.4% of the population listens regularly to NERN.

New England—where 8% of the nation’s retailed goods are consumed annually.

New England—where 11% of the capital resources of U. S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York.

Nationally represented by

WEED & COMPANY

New York  Boston  Chicago  Atlanta  Detroit  San Francisco  Hollywood

‘WHEN YOU BUY NERN YOU BUY A NETWORK’

HARTFORD, CONNECTICUT
Boston Colleges Launch Education-by-Radio Plan

AMBITIONOUS project in adult education by radio is to be undertaken by six Greater Boston colleges under auspices of Lowell Institute.

Joint announcement of the plan, whose purpose is to make available to New England radio listeners the combined cultural resources of participating universities, was made by Ralph Lowell, trustee of Lowell Institute, and presidents of the six colleges—Harvard U., Massachusetts Institute of Technology, Boston U., Northeastern U., Tufts College and Boston U.

The Lowell Institute Cooperative Broadcasting Council has been formed to present the special educational programs over Boston stations. Parker Wheatley, formerly radio director at Northwestern U., Evanston, Ill., and until recently in charge of educational broadcasting at the Armed Forces Radio Service, is director of the Council. George W. Slade, now educational director of WBZ Boston and WBT Springfield, Mass., will join the Council Dec. 1 as assistant director.

Phone Service to Autos Previewed in New York

THE NEW YORK Telephone Co. last week previewed its new vehicular radio telephone service which will begin on a regular commercial basis Tuesday, when 20 specially equipped automobiles inaugurate the novel telephonic development.

The system uses one frequency in the regular mobile radio band of 152-162 mc provided for the service by the FCC. Range of operation is said to be 25 to 35 miles from the center of Manhattan.

Three classes of service are being offered. Two-way linkage between cars and land phones, or between cars or trucks in pairs; two-way dispatch service between a subscriber's office and trucks only; and a one-way signalling service to mobile units to notify drivers to comply with pre-arranged instructions.

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WNEW Names Herbert V. P. in Charge of Sales

IRA M. HERBERT, former WNEW New York national sales director, has been appointed vice president in charge of sales of the station. Mr. Herbert joined WNEW in June 1948, and prior to that was assistant sales director of WHN New York.

Edward Langley, former freelance production writer, has joined WNEW's production staff, and Bill Griffin, formerly of the station's production department, has replaced Alice Glashow, who has resigned, as traffic manager of the station.

Jean Enzinger, formerly on the society page staff of the "Herald American," Chicago, has joined the WNEW continuity department.

Arthur Zipser, formerly head of his own advertising agency, and W. Patrick Burkhardt, previously with Hiram D. Rickert Productions, New York, have formed Zipser and Burkhardt, 1323 Avenue of the Americas, New York. New firm will produce and sell recorded radio shows and commercials.

COLUMBIA RECORDING Corp., New York, has completed series of five-motion transcriptions for Emory College, Northampton, Mass., to promote $7 million campaign designed for new buildings, remodeling, etc. Transcriptions are being distributed to Smith College and other alumnae associations throughout country on local stations.

RICHARD S. TESTUT, vice president and general manager of Associated Program Service, New York, has been made a member of the board of directors of the firm. Before joining A.P.S. in April 1946, Mr. Testut spent 11 years with the Scott Paper Co. as an administrative and promotion executive. During the war, he was assistant director of field development, in charge of the national sales field staff for the Committee for Economic Development.

JACK CRAMER of Music Corporation of America, Hollywood, is the father of a girl.

MIKE ELLIOTT, former sales promotion manager with Musicraft Corp., New York, has joined Larry Finley Co., New York, as general sales manager.

HAL WILSON PRODUCTIONS, Hollywood, is preparing new transcribed series based on dreams. Titled "The Unknown World," program has resulted in research yielding cases of some 200 dreams come true.

EVELYN REUBENS, formerly in charge of publicity and advertising for Empire Airlines, New York, has joined the publicity staff of Columbia Recording Corp., New York. Mr. Reubens is a public relations officer in the Army, and prior to that was a member of the advertising staff of Parents Magazine.

OVERTON W. GANONG has been named manager of new Capitol Records branch office in New Orleans, opened Nov. 18.

Three New Outlets Added

By Mexico Under NARBA

THREE NEW stations to begin operations April 1, 1947 were announced by Mexico under terms of the North American Regional Broadcasting Agreement. Two of the stations earlier had been announced for frequencies from which they had been moved. The notifications:

840 kc.—XEEA Guadalajara, Jalisco, 250 w daytime, Class II; XEEL Guadalajara (shifted to 500
cf) 250 w daytime, Class III;
840 kc.—XETL Guadalajara, Jalisco, 250 w unlimited, Class IV;
1370 kc.—XRXB C. Guzman, Jalisco, (shifted to 840 kc and location changed), 1250 w—XMR Oaxaca, Oaxaca, 1 kw DA night unlimited, Class III-B.

Fry Leaves BBC

STEPHEN FRY, program operations manager for the BBC in North America, has been dismissed effective Nov. 21. Beginning in early December Mr. Fry will conduct a course in international radio at the American Theatre Wing, New York. Mr. Fry will be replaced at BBC by a member of the network's staff from England.

Gosh, we can't help it if you can't buy—

"The Quiz of Two Cities"

AN AL BUFFINGTON COMPANY CREATION

Fact is, the Lambert and Feasley Advertising Agency for Listerine Toothpaste just bought exclusive rights to the remainder of the country on the show that seems destined to last as long as the American love of competition itself. More than a radio show, the "Quiz of Two Cities" has proved itself for nine years to be a new type of competitive sport, currently capturing thousands of home town rooters in the following markets:

WFBR, Baltimore—WOL, Washington
KXRC, San Francisco—KHI, Los Angeles
KOMO, Seattle—KGW, Portland
WCCO, Minneapolis—St. Paul
WOC, Omaha—WHO, Des Moines
KTUL, Tulsa—WKY, Oklahoma City
KRLD, Dallas—Fort Worth
KTRH, Houston—WWL, New Orleans
WNAC, Boston—WEAN, Providence
WAPI, Birmingham—WGST, Atlanta
WBT, Charlotte—WRVA, Richmond
WOR, New York—WGN, Chicago
WGAR, Cleveland—WJR, Detroit
WHAM, Rochester—WBEN, Buffalo
WWTC, Hartford—Springfield
KMOX, St. Louis (Intra City)

BUT LOOK WHAT YOU CAN BUY!

Not one, but a dozen sales-tested programs built for specific advertisers, complete with presentations and personalized station binders ready to show and convince the hesitant client. It's our—

"Shows Geared for Selling"

Brochure that accomplishes the all-important task of coordinating sales with production. On the national market just one month, twelve stations already have signed for this exclusive service: WFBR, Baltimore, WWDC, Washington, KSDJ, San Diego, WMTW, Portland, Maine, WCHA, Chambersburg, Pa., WRNL, Richmond, Va., WDEL, Wilmington, Del., WORK, York, Pa., WGAL, Lancaster, Pa., WKBO, Harrisburg, Pa., WRAW, Reading, Pa., WEST, Easton, Pa.

Feet are small. A letter or call will rub you complete details.

"Shows Geared for Selling"

THE AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Maryland
CHOUSE YOUR OWN YARDSTICK... CFRB WILL STAND ON THE FACTS!

Do you want to reach a mass audience, over a wide area, at the lowest per-thousand cost? BBM PROVES that CFRB delivers the widest coverage in Canada's richest market!

Do you check popularity? The figures show that CFRB consistently broadcasts most of the shows to which most of the people listen!

Do you watch results? Ask our year-after-year advertisers who know that CFRB makes SALES because it combines coverage and popularity!

But stop, you say... I'm just a listener. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-fee subsidies. But CFRB has a community SERVICE record second to none!

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home... FREE. If only you could see the letters, letters, letters of appreciation in our files!

Yes, choose your own yardstick...
CFRB will stand on the FACTS!

CFRB went on the air in 1926. In radio, twenty years is a lot of experience. We are using it now to plan for 1966!
FULL hour Mon. through Fri. program, "Christmas Express," starts Nov. 26 on WKXL, Concord, N. H., taking listeners on tours through Concord stores to promote Christmas gift sales.

Grid Variations
CBS last Saturday (Nov. 23) was to try something new in football broadcast- ing when it broadcast two games at the same time. Red Barber went on the air at 2 p.m., announcing a play-by-play account of the Ohio State-Michigan game. At 2:30 p.m. Gene Shumate of KBO Des Moines went on the air with a description of the Illinois-Northwestern game. The network switched alternately throughout the afternoon to the two games, bringing listeners intermittent play-by-play accounts of the two sectional grid contests.

Public Opinion Check
PUBLIC OPINION questions are now being aired weekly on "What Do You Think," new half-hour program on WICA Edmonton, Alta. Program is sponsored by Hudson Bay Co., Edmonton department store. Public opinion is sought through newspaper ballots on questions of local and national importance. Answers received are compiled during the week. Then contestants at the broadcast are asked the same questions and if their answers check with those compiled from the newspaper ballots received, the contestant receives a prize.

Harvard Forum

Students on WHYN
PUBLIC school children are participating in new series of programs started by WHYN Holyoke, Mass., in conjunction with the school department and the Junior League of Holyoke, Heard Thurs. 9-10 a.m., the Informal, un-rehearsed format series shows what the Holyoke schools are doing in education held. Students gather in assembly halls to hear broadcast.

Report by WMCA
APPROXIMATELY 45 hours weekly of blocked time has been sold by WMCA New York, according to station's semi-monthly report released Nov. 15. Following firms have bought participations, spots, and recorded periods: Strauss Stores, Robert Hall Clothes, J. Laskin & Sons Corp., Society for Ethical Culture of New York, Durex Blade Corp., Universal Pictures, Chase National Bank, Buddy Lee Clothes, Franklin-Simon Co.

KFBK School Shows
COOPERATING with local school system, KFBK Sacramento, Calif., has started four weekly "School Huck" series in 15-minute format. Tuesday night is featured "What's Your Hobby" interviews of favorite children's stories, "Land's Away" broadcasts on Wednesday is children's approach to geography of distant places. "Life for

industry Survey
BUILT on basis of conferences with company officials and visits to different industries in western Michigan, new program, "Western Michigan at Work," has been started by WXXO Kalamazoo. In addition to descriptions of operations of regional managers and executives are presented.

STUDENT forums from various departments of Johns Hopkins U., Baltimore, are participating for weekly Wednesday night forum discussion program on WFBF Washington's "National University Forum," the 13-week series considers world problems. No written scripts are used on program. "A Student's Job Discussed"

Hobby Interviews
DESIGNED to create interest in hobbies among children of school age new weekly program on WFBF Canton, Ohio, "What's Your Hobby?" features interviews with youthful hobbyists. Program is presented under the auspices of the Canton Junior League.

Choirs on WFBF
SERIES of quarter-hour Sunday morning programs has been started on WFBF Syracuse under auspices of Syracuse Council of Churches. Titled "The Choir Loft," program weekly features choirs of different local church.

Expands School Shows
EXPANDED series of programs from public schools has been scheduled by RTBO Austin, Tex., for the remainder of the year with four programs regularly presented by students from the schools. One of the programs, in evening period, features 300- voice a cappella student choir.

Changes in Cast
NBC "Don Amache Show" Dec. 15 makes changes in its cast with introduction of Danny Thomas, Frances Langford and Danny Thomas as writer. Dropped are Pinky Lee, Joanne James and Hal Kanter. Remaining are Don Amache, Jerry Sayler, special, lyric writer and Carleton Alsop as producer.

KHJ, 600 KC
CBS
Represented Nationally by Taylor-Howe-Snowden
The Standard of Comparison in AM Broadcasting

Year after year, these RCA-developed power tubes set the pace in value, performance and quality in AM broadcasting. No tubes offer a better example of engineering excellence coupled with true operating economy.

Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

The ever-increasing demand for these tube types has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in greater performance for the same dollar.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

For technical data on any RCA tube type, write RCA, Commercial Engineering Department, Section B-2K, Harrison, N. J.

For Class C Telephony

RCA 828 200+ WATT INPUT RATING
RCA 833-A 1,000+ WATT INPUT RATING
RCA 892-R 10,000+ WATT INPUT RATING
RCA 891-R 8,000+ WATT INPUT RATING
RCA 9C22 50,000+ WATT INPUT RATING

*For Class C Telephony
HARRISON COLSON, former commen-
tator of WHAS Louisville, has been ap-
pointed director of Sconoey Oil Co., New York.
NEDICK'S STORES, New York, begin-
ing Dec. 3 will sponsor broadcasts of the interscctional collegiate basketball
competition at Madison Square Garden on
WNY New York. The schedule in-
cludes more than 30 nights of college basketball, beginning at 9 p.m. each
evening with Connie Desmond and Marty
Glickman giving play-by-play
accounts. Agency is Weiss & Geller, New
York.
HARRISON COLSON, former commen-
tator of WHAS Louisville, has been ap-
pointed director of public relations for the
Committee of Kentucky.
AMERICAN OIL Co., sponsor of ABC
“Professor Quiz” program, will eliminate
all commercial announcements during the
broadcast Thanksgiving evening.
Show will originate at Grange Hall,
Copake, N. Y., near home of Professor
Quiz.
FRED ASTAIRE Dance Studios Corp., New
York, to handle ad-
vertising.
Show Quiz.
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New Columbus, Ga., FM Station Takes the Air

WRBL-FM Columbus, first commercial FM station in Georgia, was scheduled to go on the air Nov. 18, operating on 96.7 mc. Station is owned by Columbus Broadcasting Co., operators of WRBL since 1928. WRBL-FM power is 250 w and the station management states that permanent installations for extension to a metropolitan station of 3,000 w will be under way soon.

WRBL's studios have been remodeled for dual and duplicating program operation. Existing programs heard regularly on WRBL will be broadcast for several hours each day on a duplicating basis by WRBL-FM, while separate operation of the FM station has been set for 1-4 p.m. and 5:30-7:30 p.m. daily. WRBL-FM is using General Electric equipment.

J. W. Woodruff, general manager, and J. W. Woodruff Jr., executive manager of both AM and FM units of WRBL, are expecting a decision shortly on FCC's recent proposal for a 5,000 w grant to WRBL on a frequency of 1420 kc.

Hurd Named to Foreign Trade Committee, NAMA

ARTHUR HURD, director of media research for Cronk, Thompson & Co., New York, has been appointed chairman of the Foreign Trade Committee of the National American Marketing Assn., by Lyman L. Hill, president.

The objective of the committee is to prepare an analysis of foreign markets for United States exports; to outline the sales channels and advertising and promotion facilities available for selling U. S. products in foreign markets and to outline the place and function of marketing in world trade.

Dr. Vergil D. Reed, associate director of research, for J. Walter Thompson, will act as general consultant to the Foreign Trade Committee.

Mr. Hurd

Former WEC Executive, C. E. Stephens, Dies

CHARLES E. STEPHENS, 63, former vice president of the Westinghouse Electric Corp., New York, at the time of his retirement last year, died Nov. 19 at his winter residence in Delray Beach, Fla. His home was in East Orange, N. J.

Joining Westinghouse in 1900 as an apprentice in the engineering department, Mr. Stephens worked his way up, becoming manager of the supply department, then Eastern district manager, finally commercial vice president. He was elected vice president of the organization in 1932.

THE Fred A. PALMER CO.

RADIO STATION MANAGEMENT AND OPERATION CONSULTANTS

UNION TRUST BLDG., CINCINNATI 2, OHIO

DO YOU KNOW THE ANSWERS?

FOR PROPOSED OPERATIONS

1. Preliminary Surveys
2. Preparation of Operations phase of Applications
3. Physical requirements
4. Rate studies, and preparation of forms, contracts, rate cards
5. Staffing and sales training
6. Program planning and development
7. Station promotion and Public relations
8. Traffic control systems
9. Financial control methods
10. Continuing annual (or often) financial and operating studies
11. Continuing overall "on-the-job" consultation service

FOR EXISTING OPERATIONS

1. Monthly operations clinics with station personnel
2. Sales training and development
3. Advertising and promotion
4. Program planning and development
5. Traffic Control Systems
6. Personnel and job analyses and recommendations
7. Annual overall management and operations check-up
8. Comparative financial and sales analyses of other stations in the same class

WE INVITE INQUIRIES FROM STATION MANAGEMENT AND OPERATING HEADS. PRELIMINARY CONFERENCE IN YOUR OFFICES OR OURS.

November 25, 1946 • Page 73
IS A
GREENVILLE.

Western Montana Associates, Missoula, Mont.—Granted CP for a new station to operate on 1465 kc, 250 w, unlimited time; conditions (Comr. Durr for hearing).

WZIK Durham, N. C.—Granted CP to increase power from 500 w to 1 kw, and change type of transmitter, operating on 750 kc, daytime only.

WEMP Milwaukee, Wis.—Dismissed petition for rehearing or reconsideration directed against the Commission's action of Sept. 5 denying petition of Glenn D. Roberts, et al, to reinstate its application for CP.

AM—1270 kc

Lebanon Bestg. Co., Lebanon, Pa.—Granted license to cover CP which authorized a new station to operate on 1270 kc, 1 kw, daytime only.

AM—750 kc

Liberty Bestg. Co., Pittsburgh, Pa.—Granted request of Liberty Bestg. Co. for severance of its AM application from its FM application, proposed to be denied, and grant the AM application. The Commission adopted an order making final the grant of application for a new AM station to operate on 730 kc, 1 kw, daytime only (Comr. Durr not participating).

AM—1010 kc

Albermarle Bestg. Co., Albermarle, N. C.—Granted CP for a new station to operate on 1010 kc, 1 kw, daytime only; conditions.

AM—750 kc

Democrat Printing Co., Durant, Okla.—Granted CP for a new station to operate on 750 kc, 250 w, daytime only.

AM—840 kc

Okla. Agricultural and Mech. College, Stillwater, Okla.—Granted CP for a new station to operate on 840 kc, 1 kw, daytime only.

AM—810 kc

KVAN Van Buren, Ariz.—Granted CP to increase power of KVAN from 500 w to 1 kw, install a new transmitter, change transmitter location, install DA for day and night use, and change time of operation from daytime to unlimited, subject to engineering conditions.

AM—750 kc

Stillwater Publishing Co., Stillwater, Okla.—Granted modification of CP to change frequency from 840 to 750 kc.

Modification of CP

WLOW Portsmouth, Va.— Granted modification of CP to make changes in directional antennas for night use and to mount FM antenna on top of one element and television antenna on the other, subject to engineering conditions.

Station Deletion

WPNA Alpena, Mich.—Granted authority to withdraw application for a new station granted May 24, 1946, and delete all records relative thereto. Permitted states as reason for deletion that "the city of Alpena is not able to support two broadcast stations."

Petition

Clear Channel Bestg. Service—Denied petition requesting that the Commission reconsider its action of June 21, 1946, whereby it adopted a policy of considering on their individual merits applications involving use of 1-A channels, daytime or limited time, where the proposed station is 750 miles or less from the dominant 1-A station using a non-directional antenna on frequency requested, etc. Written opinion to be issued.

FCC

Nov. 15 Decisions . . .

BY COMMISSION EN BANC

AM—1100 kc

Morrisville Bestg. Co., Morrisville, Pa.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time; conditions.

Lackawanna Valley Radio, Scranton, Pa.—Granted CP for a new station to operate on 1000 kc, 1 kw, daytime only; conditions.

AM—1250 kc

Virginia-Carolina Bestg. Corp., Danville, Va.—Granted CP for a new station to operate on 1250 kc, 1 kw, daytime only; conditions.

AM—1240 kc

Stillwater Publishing Co., Stillwater, Okla.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1270 kc

3 kWs, 1 kw, daytime only; conditions.

AM—1350 kc

1 kw, daytime only; conditions.

AM—1490 kc

...
channel decision has been issued at which time it will be considered in connection with the 990 applications and with any other pending applications with which it might then be in conflict. Further ordered that the order of the Commission dated Jan. 30 and Feb. 13 designating applications of Harmco Inc. and Alvin E. Nelson Inc. to include application of KFMO; and further that the initial petition of Harmco Inc. be amended to include application of KFMO, Unlimited time operation on 1000 kc, at Phoenix, Ariz., be designated for hearing in this consolidated proceeding, be denied, for the reasons stated in the order dated Aug. 7, 1927.

Petition

Alvin E. Nelson Inc., San Francisco, Calif., and C. Thomas Patten, Oakland, Calif.—Granted petition requesting that application of C. Thomas Patten for a new station in Oakland, Calif., be designated for hearing in the consolidated proceeding involving petitioner's application, et al., upon the issues heretofore defined in the order dated Aug. 7, 1927. Issue numbered "3" of which is amended to specify the said proposed application of Alvin E. Nelson Inc. and further ordered that the order of Feb. 13 designating said application of Alvin E. Nelson Inc. be amended to include application of C. Thomas Patten.

Designated for Hearing


License Renewal

KFJF Klamath Falls, Ore.—Granted renewal of license for the period ending Aug. 1, 1949.

Modification of CP

KMPC Los Angeles, Calif.—Granted modification of CP to change DA from day and nighttime to nighttime only, subject to engineering conditions re interference, with pending application of Western Bestg. Associates, Modesto, Calif.

AM—780 kc

General Bestg. Co., Birmingham, Ala.—Granted CP for a new station to operate on 780 kc, 1 kw, daytime only.

AM—1320 kc

WCKY Cincinnati, Ohio—Adopted a decision and order denning petition of WCKY for reconsideration of the order of the Commission's action of May 18, 1946, granting without hearing the application of Patrick Joseph Stanton, for a new station at Philadelphia, Pa., to operate on 1320 kc, 10 kw, daytime only, as the Commission is of the opinion that this grant does not result in interference to petitioner's station WCKY.

Nov. 15 Applications

ACCEPTED FOR FILING

AM—890 kc


WFMJ SELLs

The Rich Mahoning Valley

Ohio's Third Market at less cost—Affiliate of the American Network.

Ask HEADLEY-BRED

WFMJ YOUNGSTOWN, OHIO

BROADCASTING  Telecasting

that said petition of Harmco Inc. re-
Inc. for hearing, be amended to in-
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Nov. 15 Applications

ACCEPTED FOR FILING

AM—890 kc

QUAD B.
5000 Watts, WOC goes
1420 Kilocycles

FARNWORTH FOWLE, who served
14 months in Moscow as a CBS cor-
respondent, has been appointed to the
WBBM-CBS Chicago news staff. Mr.
Fowle succeeds CREIGHTON SCOTT,
resigned. Mr. Fowle will be heard on
the Standard Oil Newsradio Mon-
through Fri. 10:30-10:45 p.m. Mr. Scott
resigned after expressing dissatisfaction
with radio news restrictions and said
he would devote himself to research for
a book he is planning to write.

ED DITTERT, previously with KABC
San Antonio, has been named director
of sports and special events at KMIC
Beaumont, Tex.

LOWELL WATTS, farm reporter of
KLZ Denver, is now writing weekly farm
information column which is published
weekly in papers throughout Colorado.
Titled "The Farm Reporter Speaks,"
newspaper feature carries byline giving
KLZ credit. Column deals with current
farm and livestock developments based
on information gathered by Mr. Watts
while making his KLZ broadcasts.

PHILIP SPAHN, veteran newsmen, has
been added to news staff of WONS
Harford, Conn.

KEN WHITE, veteran newsmen and
author of "On the Air" column in Den-
ver Post, now is preparing and present-
ing 7-7:15 a.m. Denver Post newscast
on KOA Denver. He also supervises 11
p.m. newscast.

SVANTE LOFGREN, representing the
Swedish Broadcasting Corp. and a num-
ber of Swedish newspapers, stopped at
Winnipeg on a North American tour
last week to broadcast from CBC
Winnipeg studios interviewing members of
the Swedish colony living near Winni-
peg for shortwave broadcast by CBC
international service to Sweden.

BURLINGTON ROBINSON, formerly of
the press and information staff of CBC
Winnipeg studios, has been appointed
editor-in-chief of the Halifax Chronicle
and Daily Star, affiliated with CUCH
Halifax.

ARCH MCDONALD and RAY MORGAN
have been signed as sportscasters for the
1947 baseball games of the Wash-
ington Senators to be carried by WWDC
WWDC will air all night and Sunday
games and WPIR will carry weekday
afternoon contests. WWDC plans to air
more than 100 sporting events in ice
hockey and basketball this winter and
spring from Capital's Uline Arena.

EDWARD TOMLINSON, author and
WRC Washington commentator, broad-
casts his daily Latin-American affairs
commentary on NBC network Nov. 14
from International House Auditorium
in New Orleans, in honor of his dedica-
tion and in celebration of New Orleans Free
Port of Entry, the second in the U.S.

DICK MERRIN, farm editor of WIBC
Canton, Ohio, is requesting on his
three daily programs that listeners con-
tribute food for baskets to be distribu-
ted to the needy on Thanksgiving Day.

WILLIAM JOLESCH, ABC news and spe-
cial events department member in Chi-
ca go, has resigned to join Press Ama-
... New York, as newswriter.

CEDRIC FOSTER, MBF commentator,
Nov. 20 was inducted into the National-
... and Northwestern U. Chapter of Sigma-
Delta Chi, professional journalistic fra-
ternity.

In our eighteen years of serving
America's top drawer broadcast sta-
tions, we here at Harvey's haven't
discovered a single outstanding per-
sonality... that we leave to the talent
scouts. We operate entirely behind the
"red light"... providing the equipment
and components that help send the
show over the air. We've got tubes and discs, receivers and
recorders, test equipment and all other necessities required by
a well-regulated station. We've got "name brands"... a fast ship-
ping service... and prices as reasonable as you'll find anywhere.

No matter where you are located, a letter, tele-
gram or phone call will get you prompt action.

Telephone Longacre 3-1800

DOING A PEACH
OF A JOB

KFXJ
GRAND JUNCTION
920 KC
1000 WATTS
MUTUAL
SERVING THE RICH FRUIT
BELT OF WESTERN COLORADO

BROADCASTING • Telecasting
FCC Policy
(Continued from page 24)

3,400 persons, would have a full-time outlet (1549 kc).
The Commission therefore wrote into the hearing issues one calling for determination “on a comparative basis which, if any, of the applications..." should be granted, and which of the frequencies, 1340 kc, 710 kc, should be assigned to the successful applicant or applicants."

Argument for Policy
Petitioning FCC to reconsider this move and grant its application without a hearing, Kentucky Lake last week insisted that it meets all the requirements of the Commission’s rules for non-hearing grants, and that the new policy would:
1. Force Kentucky Lake either to withdraw or to spend money and time “in a hearing for a free applicant;”
2. Deprive Paris of local broadcast service for many months;
3. Lengthen and complicate the 1340 kc hearing and “if followed in other AM cases and in FM cases will lengthen and complicate hearings on all applications for stations in the same area, since it will not be possible to grant without a hearing a pending application where there is also pending in the same or nearby community any other application for any other frequency, fulltime or daytime.”

Six Channels Available
The petition contended that not two but six channels are available in Paris and Murray—910, 1170, 1190, and 1220 kc for daytime use in addition to 710 kc daytime and 1340 kc fulltime. “If after the hearing, the unsuccessful applicants desire a daytime operation, they can be taken care of,” the petition asserted.

Kentucky Lake also asked FCC to “spell out more fully” its meaning in the statement that the new policy will be used in “similar situations.”

Regarding local ownership, it asked the Commission whether that factor outweighs all others “such as the policy of granting at the earliest possible date an application for a station in a town where no station now exists, of granting an application without a hearing where there is no conflict (Sec. 1.352 of the Rules and Regulations) and other factors and policies which the Commission has enunciated?”

It has been FCC policy, the petition continued, to grant daytime stations without hearing while applications for fulltime stations were pending, and to grant non-conflicting applications without hearing “even where other conflicting applications were pending in the same city.” But, the petition argued, “it has not been the policy of the Commission to consolidate in one hearing the applications on different frequencies in the same city.”

The situation has been “something changed” since the opinion was written, by the filing of a new Paris application, for 910 kc, 1 kw, daytime, by Broadcasters Associated, the petition point out. It maintained that the new policy, unless rescinded, would require that the new application also be put into the hearing since it, too, was filed by non-residents of Paris.

FCC’s opinion and order putting the Kentucky Lake application back into hearing was adopted Oct. 10 and released Nov. 5. It was published in the Federal Register Nov. 16.

What War, Suh?
ORDINARILY J. D. Bloom, chief engineer of WWL New Orleans, signs teletype messages “Bloom WWL.” The other day, however, J. D. sent a message to G. for General (or George) Sherman at WBBM Chicago. He signed it with his full name, which is Jefferson Davis Bloom!

PREPARING to “patch through” the first programs on WLWA, new Crosley Broadcasting Corp. FM station, are (1 to r) Wilfred Guenther, manager of WLWA; R. J. Rockwell, Crosley vice president in charge of engineering; and James D. Housh, president of the corporation. The station began broadcasting on a regular schedule Nov. 15.

BEGIN THE BIG GAIN

with

CLEVELAND’S Chief STATION

Advertisers begin the big gain—sales soar to new heights when they let Cleveland’s CHIEF Station sow the seed for sales. WJW’s better local programming cultivates a large listener acceptance for you... in the nation’s fertile market... Cleveland.

WBNX smoothly dovetails into your New York coverage:
2,350,000 Jewish speaking persons
2,100,000 Italian speaking persons
1,236,000 German speaking persons
278,000 Polish speaking persons
578,000 Spanish speaking persons
5,577,757 foreign language prospects

No matter how carefully you’ve planned your New York coverage, you’re losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:
5,577,757 foreign language prospects

There you get the whole picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.

Photo: Lotte Errell Pix
Western Electric
640 DOUBLE-A MIKE

Here's a mike that's ideal for non directional, ultra-faithful single mike pick-ups in large studios or auditoriums. Its unusually small diaphragm forestalls phase distortion and improves fidelity. For booklet giving full details, write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

TRY THIS ON YOUR TOUGH PICK-UP PROBLEMS!

460 Double-A condenser mike with associated RA-1095 amplifier

Worthy of an Engineer's Careful Consideration

PROG*—Makes Your Station Easy to Listen to...

The Langevin Company

BROADCASTING • Teletasking

* Reg. U. S. Patent Office

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

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LOS ANGELES

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1030 Howard St., 23
1000 N. Seward St., 38

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BROADCAST REPRESENTATIVE

ASK YOUR LOCAL

Graybar

Page 78 • November 25, 1946
Broadcasting is a great gift for all in radio advertising who want to know all about today's radio... and, the 365 radio days to come. Honestly, there's no plight before Christmas if you send the gift subscription card tucked in this issue. Include all your radio friends because reduced Christmas rates make Broadcasting, including the 1947 Yearbook, the sensibly-priced gift. Your gift will be announced with a specially-designed Christmas acknowledgment card.
Listener Loyalty is a Reality in West Texas

Read what BMB reports say:

KRBC KBST
Abilene Big Spring
92% 90%

KGKL
San Angelo
89%

That's what BMB reports show in the home office of the West Texas Network stations!

For complete details see JOHN E. PEARSON CO.

FOUR national advertisers sponsoring juvenile adventure programs over ABC from 3 to 6 p.m. (EST), Monday through Friday, are cooperating with the network and its affiliated stations in a contest open to youngsters 16 years of age and under. Sponsors of the contest, which offers 1,000 prizes for letters in 50 words or less on "Which Program I Prefer," are: Quaker Oats, sponsor of "Terry and the Pirates," Jerry Food, "Sky King," General Mills, "Jack Armstrong," and Ward Baking Co., "Tennessee Jed." Cooperative promotion between the sponsors and ABC will include local block material, live announcements, photos and maps of each member of the four programs, photographs of the prizes and handbills which will be sent to the ABC stations. Contest ends Dec. 6.

WQQW Brochure
BROCHURE has been prepared and black on heavy gray stock has been prepared by WQQW Washington, new daytime outlet to operate on regional channel 570 kHz with 500 w. Designed as introductory to the company's advertisers and agencies, brochure follows pattern of mimeographed piece issued several weeks ago. Coverage map, operational data and policies are outlined. Rate card No. 1, effective only for contracts placed before station goes on air, is included.

Agency Promotion Tips
PROMOTION pegs are being sent to local stations by BBDO's radio publicity-promotion department whenever pegs of age and under have worthwhile ideas to pass along. The pegs point up promotional possibilities for that show, including such items as alhabas, prospective give-aways on the show, passes, special tickets and other pegs the department has set up for this enterprise to send to local publicity and promotional managers.

Fairchild Catalog
NEW CATALOG has been published by Fairchild Camera and Instrument Corp., Jamaica, N. Y., to display its line of professional sound recording and playback equipment. Performance curves and detailed specifications are given for the Fairchild studio and portable recorders, transcription turntable, amplifiers, equalizers, microphone, tape recorder, lateral dynamic pickup and "language master" playback.

Signs on Cabs
WOL Fort Wayne, Ind., now is using color safety Cabs in that city to boost station, WOL. Copy reads: "Farnworth WOL Your NBC Station." Frequency is not used. Although signs are pointed on, a cut out is provided pattern showing use of new WOL frequency when it becomes effective. Station is moving to 1 kw on 1,250 kc.

Poster Contest Winner
GRAND prize winner in WTCF Hartford, Conn., Fire Prevention Poster Contest conducted in connection with the public's public and private schools is Joseph Schwarz, who received $100 saving bond on special events program and is student at West Hartford's William Hall High School. Number of other awards were presented.

Studios Now Open
WCAU Philadelphia advertising that for the first since the war the studio building is now open to the public. A staff of receptionists is on duty from 10:30 a.m. until midnight, and the staff makes every effort to encourage inspection visits.

Script Published
MAGNETIC tape recorder interview aired by WQUP Tulroo, Miss., in behalf of Army Recruiting Service, was published in November issue of the Rocket, publication of the Mississippi Military Department Headquarters. Program concerned presentation of Bronze Star Medal to 1SGM James M. Faulkner Jr., of near Ecru, Miss.

On Jewish Market
TITLED "The Lowest Cost Admission to the World's Richest Markets," a new book has been prepared by Joseph Jacobs Organization, New York, which introduces the potential advertiser to the home life, traditions and customs and buying habits of the Jewish people of that city. One section of the book is devoted to the Yiddish radio, press and theatre.

School Shows Noted
FOUR page bulletin devoted to the Young Network program of special interest to educational groups has been prepared by the Massachusetts Department of Education for distribution to rural school systems of that state. Mutual programs also are listed for in-school, out-of-school and adult listening.

Program Report
DETAILED report of the program activities of WJNS Winston-Salem, N. C., during United Nations Week is contained in brochure prepared and distributed by the NBC affiliate. Also included are reproductions of photos and stories carried by local press concerning station's project.

Studio Visits
MEMBERS of the radio classes of North Texas Agricultural College, Arlington, Tex., are meeting monthly in studios of WFAA Dallas in series of visits to get first-hand knowledge of commercial radio. Staff members lecture on various phases of station operation.

Teen Show Folder
MAIL PIECE announcing new "Teens on the Air" program of WAPI Birmingham, Ala., has been distributed by the CBS affiliate. Program is aired Thursday evenings.

Sound Apparatus Catalog
DESCRIPTION and illustrated catalog of graphic recorders and accessories has been prepared by Sound Apparatus Co., New York, for presentation to the trade.

KKG Kloes Awards
KKG Stockton, Calif., is promoting 4-H activities in San Joaquin County by awarding gavel to chapters for outstanding accomplishments. John McKenney, farm editor, makes presentation.

Promotion Personnel
JANE A. FLAHERTY, continuity editor of WJRC Indianapolis, has been named assistant promotion manager of the station. She will aid SAM WHITE, promotion manager, who has assumed new duties of station manager. Miss Flaherty formerly had been with WJRC Kokomo, Ind., and CBS Chicago.

ELIZABETH RING, member of the CBS press department, and WILLIAM L. HENNEFORD, freelance writer, are to be married Dec. 23 in Wilton, Conn., home of the bride.

WILLIAM PEGG, newspaperman of WCAU Philadelphia, has been appointed publicity director of the station. RUDOLPH J. BLOOM, director of research, has been named personnel director. Both posts formerly had been held by JOSEPH T. CONNOLLY who leaves Dec. 1.

HAL ROCK, NBC Western Division director of public relations and manager of the network's Los Angeles office, is to succeed Miss Flaherty as continuity manager.

Alexander
WASHINGTON, D.C., December 7, 1946

New York public protection, and RICHARD PACK, WOR New York publicity director, are co-authors of a book titled "Quiz Book of the Seven Arts," published Nov. 2 by Summit Press, New York. $2.90. New book contains more than 1,000 questions and answers on movies, radio, music, theatre, art, dance, and has cartoons by Leo Oskar.

House-Organ Story
PAST ISSUE of the Rocket, house-organ of Zollner-Piston Co., Fort Wayne, Ind., devotes cover and center picture spread to meeting of plant employees and WOWO Fort Wayne management on the street and to tour of station's studios.

Alberta Promotion
NEWS OF ALBERTA stations and programs is contained in the new publication, Edmonton Broadcast Programs, produced by Associated Radio Technicians of Alberta. Eight-page paper is entirely devoted to Alberta, gives station program listing and fan news.

Slogan Contest
KWTO Barstow, Calif., is currently conducting a slogan contest to select suitable catch phrase for use in all promotion. Winner will receive Christmas present of $50 war bond.

Because people STAY tuned
To WILMINGTON, DELAWARE
1450
1450 on your dial
THE VOICE OF MUTUAL IN

Page 80 • November 25, 1946
Complete Log of 9 Stations Planned
Report to Cover All Outlets in N. Y. Week of Dec. 1

DURING the week beginning Dec. 1, Radio Reports will compile a complete log of nine New York radio stations, covering all broadcasts from 7 a.m. to 11 p.m. and showing every program sponsor, casting from 7 a.m. to 11 p.m. and radio stations, covering all broadcast areas.

FURTHER during the week beginning Dec. 1, Radio Reports will compile a complete log of nine New York stations. This log is designed to be valuable both in selling and in programming. The New York job may be repeated periodically during 1947, he said, and may also be expanded to other cities, with the collected data broken down by type of product and the information offered to advertisers and agencies.

WAA Advisory Group
INTERDEPARTMENTAL Advisory Committee on Surplus Electronics Disposal was formed Nov. 21 by War Assets Administration. It will aid in forming plans and policies to sell war surplus electronics and act as liaison between WAA, Army, Navy and FCC. Members are: Chairman, James A. Garfield, Assistant Deputy Administrator, Office of Surplus Disposal, WAA; George H. Moriarty, Director, Electronics Division, WAA; Capt. A. R. Taylor, Navy; Hugh W. Hammond, Army Air Forces; George P. Adair, chief engineer, FCC; Charles D. Ellison, WAA, secretary.

THREE ON A MATCH—Harry Bubeck (l), who succeeded Wendell Williams (r), as program manager of KPO-NBC San Francisco, smoke it up in a conference with KPO General Manager John W. Elwood. Williams has been moved up to assistant program manager of NBC western network, with Hollywood headquarters.

Lewis Offers Solution to CBC Clear Problem
NEW SUGGESTION to Canada’s clear channel problems was made by Dick Lewis, publisher of Canadian Broadcasting, Toronto, at a talk to the Young Men’s Canadian Club, Toronto, on Nov. 18. Mr. Lewis contends that it is not necessary for their CMB and broadcasting Corp. to seize three of the six clear channel frequencies now held by other than CBC stations, if CBC broadcast all its national programs right across Canada on its present frequencies. This would entail shifting of present and planned 50 kw CBC stations to the three frequencies held by CBC.

“ar the time that they would no longer be able to arrange their programs by regions, because the same programs would be heard at the same moment right across Canada. This objection will be quite without grounds because on its own chairman’s statement, the CBC exists to render a national service while local broadcasting is the responsibility of private stations.”

Lewis stated that while his plan would entail certain engineering problems, he has been assured it can be done.

Poll During Forum
A TELEPHONE poll of listeners’ opinions on a current topic will be inaugurated by MBS American Forum of the Air program beginning with the Nov. 29 broadcast, 9:30-10:15 p.m. In designated cities listeners will be invited to voice their opinions on the subject under debate on the Forum by calling their local MBS station during the broadcast. A staff of operators and tabulators from the Sullivan-Rayhawk independent research agency will handle the calls and jott down the program. It is further than the air a lightning tabulation of the listeners’ views will be announced.

WCBS - TV RELEASES
FIRST RATE CARD

WCBS-TV New York, CBS video station, has issued Rate Card No. 1, effective Nov. 1, 1946. Rates—$60 for up to 15 minutes, $90 for 15 to 30 minutes and $150 for 30 to 60 minutes—have been in effect for some time [Broadcasting, Oct. 7] but are now for the first time formalized as a rate card.

An accompanying letter from George Moskovics, commercial manager, states: “There are so few sets in use today that we do not believe it possible to project an intelligent rating of television’s real commercial value. Charges therefore are based on the use of facilities rather than air time. They do not include such variables as cast, sets, properties and costumes.”

“As yet,” Mr. Moskovics said, “CBS has set up no single rule governing the length of commercials. We feel that good practice can be established only by experience.”

New Console Equipment

WOR New York has installed new custom-built Western Electric studio control booth equipment in three of its studios. Equipment provides complete studio-operating facilities designed into a single console for flexibility and ease of operation with minimum of controls with switching operations performed by movement of single control. Consoles because of their high fidelity and low noise level can be used to serve both AM and FM radio broadcast transmitters and network lines.

DOING A SUPERSELLING JOB IN IDAHO

BROADCASTING Telecasting

THE TEXAS RANGERS

SELL BREAD ON KXYZ Houston

* TAYSTEE*

NEW YORK OFFICE
475 Fifth Avenue

HOTEL PICKWICK, KANSAS CITY 6, MO.

We talk turkey year ‘round

too, will favor the proverbial drumstick Good Neighbor Mike wields in the “busy city”—the one that booms your message to good effect. ¶ Your campaign gets a real dressing promotionwise. We’ve a platter full of ideas and we carry them out for you. ¶ You get the gravy—thanks to the savory results a well planned campaign in this market brings.

Let’s Talk Turkey!

November 25, 1946 • Page 81
and consolidated hearing upon its application and to take depositions in the further continuation of hearing on applications of Asher Bestg. and petition for leave to intervene in the hearing on applications of Miller Associates, Inc., Youngstown, Ohio—Dismissed.

935 Market St.

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting &

Ground Systems

1610 N. E. Columbia Blvd.
Pepinland 11, Oregon

C. H. Fisher, Agent Phone 7303

RADIO ENGINEERING CO.

Consultants

Installation • Allocation • Field.
and Antenna Monitoring
Norwood J. Patterson, Owner
1855 Market Street
Room 1010
San Francisco C, California
Phone: Market 8173

BROADCASTING • Telecasting

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FOR YOUR RADIATION PROTECTION

GRAFTON'S LABORATORIES

1928 W. Division St.

CHICAGO, ILL.

400 lbs.

VACANCY

YOUR FIRM'S NAME in this "Vacancy" will be seen by 12,500 radio-

station owners and managers, chief

technicians and engineers—applicants for AM, FM, Television and facsimile

facilities. Write or wire:

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

SOUND EFFECT RECORDS

GANNETT-SPERRY-Q

Redied Basic Library of Over 200 Individual Sound Effects

Write for Details

CHARLES MICHELSON

67 W. 44th St.
New York, N. Y.

BROADCASTING
FCC Actions

(Continued from page 82)

channel 250, 97.9 mc—AMENDED: to change type of transmitter and make changes in antenna system.

FM—Unassigned

Radio-Television South, Inc., Baltimore, Md.—CP for a new metropolitan FM broadcast station to be operated on frequency to be assigned by the chief engineer of FCC—AMENDED: to change transmitter location and make changes in antenna system.

AM—1469 kc

Van Curler Best. Corp., Albany, N. Y.—CP for a new standard broadcast station to be operated on channel 251, 881 mc—AMENDED: to change frequency from channel 251, 980 mc, to channel 250, 983 mc or channel to be assigned by FCC; transmitter location from 125, at Williams, Atlanta, to approximately 6 miles north-east of Jasper, Ga., type of transmitter, ERP from 1.3 kw to 34.4 kw and make changes in antenna system.

FM—Unassigned

Peoples Radio Foundation Inc., New York, N. Y.—CP for a new FM broadcast station to be operated on frequency not specified—AMENDED: to change minor geographic coordinates and make changes in antenna system, and change ERP to 12.8 kw.

AM—983 mc

Regents of the University System of Georgia, for and on behalf of Georgia School of Technology, Atlanta, Ga.—CP for new metropolitan FM broadcast station to be operated on frequency channel 251, 981 mc—AMENDED: to change frequency from channel 251, 881 mc, to channel 250, 883 mc or channel to be assigned by FCC; transmitter location from 125, at Williams, Atlanta, to approximately 6 miles north-east of Jasper, Ga., type of transmitter, ERP from 1.3 kw to 34.4 kw and make changes in antenna system.

FM—Unassigned

KTEM-FM Temple, Tex.—Modification of CP which authorized a new FM broadcast station; to change type of transmitter, effective radiated power to be 215 w, make changes in antenna system, and for extension of commencement and completion dates.

AM—1150 kc

Radio Air Ways Inc., Eugene, Ore.—CP for a new standard broadcast station to be operated on frequency channel 251, 881 mc—AMENDED: to change frequency from channel 155 to 1060 mc, install new antenna, change type of transmitter, and for extension of commencement and completion dates.

AM—104.3 mc

James B. Littlejohn, NW of Ogden, Utah—CP for a new FM broadcast station to be operated on frequency 150.0 mc, 5 kw and daytime only hours of operation. (Incomplete.)

Applications Tendered for Filing:

AM—1340 kc

WHIS Blue Ridge, Va.—CP to increase power from 500 w night and 1 kw during the months of November and December, to 5 kw during the months of November and December, to change transmitter location, for approval of transmitter location and for extension of completion date.

AM—840 kc

Lamar A. Newcomb, Falls Church, Va.—CP for a new standard broadcast station to be operated on frequency 1300 kc, 250 w and daytime hours of operation.

AM—1150 kc

Charlotte Best, Co., Charlotte, N. C.—CP for a new standard broadcast station to be operated on frequency 1150 kc, 1 kw and daytime hours of operation.

AM—1240 kc

Winston O. Ward, d/b/a Mt. Pleasant Best, Co., Mt. Pleasant, Texas—CP for a new standard broadcast station to be operated on frequency 1250 kc, 250 w and unlimited hours of operation.

AM—1150 kc

KYOR San Diego, Calif.—CP to increase power from 250 w to 5 kw and change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use.

AM—1340 kc

The Southwest Colorado Best, Co., Lamar, Colo.—CP for a new standard broadcast station to be operated on frequency 1340 kc, 250 w and unlimited hours of operation.

AM—1490 kc

WABJ Ypsilanti, Mich.—License to cover granted which authorized installation of new transmitter.

Remote Pickup

United Best Co., Area of Cleveland, Ohio—CP for new remote pickup broadcast station to be operated on frequencies 156.40, 156.50 and 156.20 mc, 5 kw, emission special.

United Best Co., Area of Cleveland, Ohio—CP for a new remote pickup broadcast station to be operated on frequency 156.75, 156.80, 156.10 and 156.20 mc, 15 kw, emission special.

AM—1490 kc

WOOB Anniston, Ala.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, change type of transmitter, and for extension of commencement and completion dates.

AM—1340 kc

WBGE Atlanta, Ga.—Modification of CP which authorized a new standard broadcast station, for approval of transmitter, change type of transmitter, and for extension of commencement and completion dates.

AM—1640 kc

KTKO Oklahoma City, Okla.—Authority to determine operating power by direct measurement of antenna power, during special authorization as modified, which authorized changes in officers, directors and stockholders of assignee corporation.

AM—1350 kc

KAND Corsicana, Tex.—Voluntary assignment of license to Allco Inc., authorized to change in officers, directors and stockholders of assignee corporation.

AM—1230 kc

WJOB Hammond, Ind.—CP to install a new vertical antenna and mount MF antenna on top of AM tower.

AM—869 kc

WBOW Terre Haute, Ind.—CP to install new transmitter.

AM—1280 kc

KSDK Arkansas City, Kan.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

Special Authorization

KWKH Hutchinson, Kan.—Special service license, to commence operation at 7 a.m., CST, on 1190 kc, 1 kw power, during the months of November and December of 1946 and January and February of 1947.

AM—1190 kc

ROAM Pittsburg, Kan.—Modification of CP as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for night use and change in transmitter location, to increase power from 1 kw to 10 kw day and 5 kw night, change type of transmitter and for extension of completion date.

AM—1226 kc

KDKD Dickinson, N. D.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to specify studio location.

AM—1490 kc

KGLU Safford, Ariz.—Modification of CP which authorized changes in frequency, increase in power, during the months of November and December, to change transmitter location, to increase power from 1 kw to 5 kw day and 1 kw night and month, change type of transmitter, changes in day and night use, and change transmitter location from Safford, Ariz., to 3 miles south of Hayward, Calif.

AM—1600 kc

KSY San Francisco, Calif.—CP to change frequency from 1260 to 1290 kc, increase power from 2 kw to 5 kw day and 5 kw night to 50 kw day and night, install new transmitter and directional antenna for night use—AMENDED: to change to be operated on frequency 1260 kc, 10 kw and unlimited hours of operation.

AM—1550 kc

KCSJ Pueblo, Colo.—Modification of CP which authorized installation of new transmitter and change transmitter location—AMENDED: to make changes in antenna system.

AM—1960 kc

KVSF Artesia, N. M.—License to cover granted, which authorized installation of new standard broadcast station and for extension of commencement and completion dates.

Community Service Best. Corp. of Amsterdam, N. Y.—CP for a new standard broadcast station to be operated on frequency 1390 kc, 250 w and unlimited hours of operation—AMENDED: to stockholders and to submit engineer data.

AM—1490 kc

In the Lyndon report covering the general advertising Press—January-February, 1946

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11, Ill.
WINS New York—Modification of CP as modified, which authorized increase in power; new transmitter DA for examination of completion date from 11-25-46 to 1-24-47.

AM-1280 kHz Veterans Bestg. Co., Inc., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1330 kHz, directional antenna, unlimited hours of operation—AMENDED; to change type transmitter and change transmitter location; same description. (Incomplete).

AM-730 kHz WCIF Madisonville, Ky.—Modification of CP as modified, which authorized new standard broadcast station, to change type of transmission and change in transmitter location same description.

AM-560 kHz WMJK Middleboro, Ky.—CP for a new standard broadcast station to be operated on 1340 kHz, 250 w and unlimited hours of operation—AMENDED; to change frequency from 1460 to 560 kHz.

AM-440 kHz WJBL Louisville, Ky.—CP as modified, which authorized increase of CP which authorized increase of CP which authorized a new standard broadcast station to be operated on 1450 kHz, 250 w and unlimited hours of operation. (Incomplete.)

AM-1340 kHz Brookhaven Bestg. Co., Brookhaven, Miss.—CP for a new standard broadcast station to be operated on 1340 kHz, 250 w and unlimited hours of operation—AMENDED; to change applicant from Brookhaven to Citizens Broadcasting Co., partner-ship composed of Tullius Brady and Dallon B. Brady to Brookhaven Bestg. Co., Inc.

AM-1340 kHz WJHL Lebanon, Tenn.—Modification of CP which authorized a new standard broadcast station to be operated on 1340 kHz, 250 w and daytime hours of operation. (Re-quest of attorney.)

AM-1490 kHz Dr. Dick Welch, Fort Arthur, Tex.—CP for a new standard broadcast station to be operated on 1490 kHz, 250 w and daytime hours of operation. (Re-quest of attorney.)

AM-1540 kHz Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and Members of the Board of Directors of the Tullahoma Broadcasting, Tullahoma, Ala.—CP for a new standard broadcast station to be operated on 1540 kHz, 250 w and unlimited hours of operation. (In-complete.)

Application Dismissed:

Transfer of Control

WGAP Maryville, Tenn.—Transfer of control of permittee corporation from Geo. Burge Smith and W. H. Mclntire, d/b/a as Gateway Bestg. Co. to Public Service Bestg. Corp. (600 shares of common stock—100%). (Request of attorney.)

Applications Tendered for Filing:

AM-1490 kHz WJOF Florence, Ala.—Consent to assignment of license to Florence Bestg. Co., Inc.

AM-1540 kHz Bayou Bestg. Co., Inc., Baton Rouge, La.—CP for a new standard broadcast station to be operated on 1540 kHz, 100 kw and unlimited hours of operation.

AM-790 kHz Western Plains Bestg. Co., Inc., Colby, Kan.—CP for a new standard broadcast station to be operated on 1510 kHz, 100 kw and daytime hours of operation.

Applications Tendered for Filing:

AM-1170 kHz The Litchfield County Radio Corp., Torrington, Conn.—CP for a new standard broadcast station to be operated on 1170 kHz, 1 kw and daytime hours of operation.

AM-1340 kHz Penn Lincoln Bestg. Co., Inc., Carlisle, Pa.—CP for a new standard broadcast station to be operated on 1340 kHz, 250 w and unlimited hours of operation.

AM-670 kHz Hoyt Barton Long, Front Royal, Va.—CP for a new standard broadcast station to be operated on 670 kHz, 5 kw and daytime hours of operation.

AM-1260 kHz Duncan Bestg. Co., Duncan, Okla.—CP new standard broadcast station to be operated on 1300 kHz, 100 kw night and 250 w day and unlimited hours of operation.

AM-1450 kHz Bob McRaney Sr., West Point, Miss.—CP for a new standard broadcast station to be operated on 1450 kHz, 250 w and unlimited hours of operation.

AM-1910 kHz Folmer Bestg. Co., Waycross, Ga.—CP for a new standard broadcast station to be operated on 1910 kHz, 250 w and unlimited hours of operation.

FCC Boxscore

The FCC disclosed the status of its applications as of Nov. 8 as follows:

AM—1034 stations licensed; 429 construction permits; pending operation—648 applications pending.

FM—48 stations licensed; 945 initial authorizations, which includes conditional grants; 281 applications pending.

TV—7 stations licensed; 98 construction permits issued; 33 applications pending.

In the FM category, it is noted that an approximate total of 100 stations are operating, although not all have received licenses to cover CPs.

AM-1490 kHz WHTT Shamokin, Pa.—CP for a new standard broadcast station to be operated on 1490 kHz, 250 w and daytime hours of operation. (Request of attorney.)

AM-1450 kHz Richard P. Braden, Kansas City, Mo.—CP for a new standard broadcast station to be operated on 1450 kHz, 250 w and unlimited hours of operation.

AM-1000 kHz WRTI Philadelphia, Pa.—CP for a new standard broadcast station to be operated on 1000 kHz, 250 w and unlimited hours of operation. (Request of attorney.)

AM-410 kHz WQRE New York, N. Y.—CP for a new standard broadcast station to be operated on 410 kHz, 250 w and unlimited hours of operation. (Request of attorney.)

AM-800 kHz WJN Washington, D. C.—CP for a new standard broadcast station to be operated on 800 kHz, 250 w and unlimited hours of operation. (Request of attorney.)

AM-1260 kHz WSB Atlanta, Ga.—CP for a new standard broadcast station to be operated on 1260 kHz, 250 w and unlimited hours of operation. (Request of attorney.)

AM-1540 kHz WJZ Baltimore, Md.—CP for a new standard broadcast station to be operated on 1540 kHz, 250 w and daytime hours of operation. (Request of attorney.)
State Dept. May Act in Russian Ban

Columbia Directs Hottelet To Close Bureau In Moscow

IT APPEARED likely last week that the State Dept. will intervene in the Russian ban of U. S. network broadcasts originating in Moscow. Word from the State Dept. was that the Soviet Government rejected American petitions for revoking the Oct. 8 order denying U. S. radio correspondents use of Russian shortwave facilities [Broadcasting, Nov. 11].

The Soviet Government made its position clear in a message to CBS Correspondent Richard C. Hottelet, in Moscow. Although the message bore no signature it was plainly a reply to one dispatched a fortnight ago to Premier Stalin by CBS Vice President Edward R. Murrow.

With future broadcasting from the Soviet Union to the U. S. clearly impossible, Mr. Murrow cabled his correspondent to close the CBS Moscow bureau and leave the U. S. S. R.

Last Correspondent

Mr. Hottelet was the last full-time correspondent of any U. S. radio chain in Moscow. Other networks have been represented by newspaper correspondents.

The Russian message came from the Press Department of the Russian Ministry of Foreign Affairs, according to Mr. Hottelet's report to his headquarters. It explained that radio correspondents had been permitted to broadcast from Russia only because "other forms of communication were made difficult by wartime conditions."

The Soviet Government pointed out that before the war correspondents had been permitted to use only telegraphic communications and that the Oct. 8 order represented a return to prewar practices.

"Provision of time for these radio broadcasts is also made difficult," the message said, "because radio transmitters are overburdened."

Mr. Hottelet said he asked the acting chief of the Foreign Office Press Department whether the order specified it excluded correspondents from using radio telephone facilities. "He emphasized . . . that correspondents before the war sent their messages by telegraph."

Mr. Hottelet reported, "He further pointed out to me that (the order) specified a return to prewar procedure."

After receiving the Russian Government's rejection from his correspondent, Mr. Murrow cabled Mr. Hottelet: "In view of Russian Government's decision, please close office and proceed soonest Berlin where further instructions await."

"Not Final"

State Dept. officials met with the statement that "this is not entirely final," although none would comment beyond saying that the Department had not "given up hope." It was learned authoritatively that conversations already are taking place between U. S. Ambassador Walter Bedell Smith and Soviet officials and that General Smith is stressing the importance of continued broadcasts as a means of strengthening confidence between the peoples of Russia and the U. S.

"It was understood that the State Dept. had not taken formal action because some of the networks felt they might work out some agreement with the Soviet Ministry of Information without going through diplomatic channels. Since the U. S. S. R. has turned down private industry's requests, it was reported that the State Dept. now may take formal action."

It was pointed out that Tass, the Russian news agency, has originated some live broadcasts from United Nations meetings in New York and that this country has never denied radio correspondents facilities for broadcasts to their homeland. Regularly scheduled broadcasts are being originated from U. S. for Russia now.

"Whether the United Nations Educational, Scientific and Cultural Organization, now meeting in Paris, will take up the Russian ban on U. S. newscasts could not be learned, although it was reported one of the Prime Objectives of UNESCO is the free flow of news between nations. Russia, however, did not attend the original UNESCO meeting some months ago, although an invitation was extended."

On Nov. 8 CBS had sought State Dept. intervention with the Soviet Government in an attempt to encourage a reversal of the Russian order of Oct. 8 [Broadcasting, Nov. 11] and at the same time Mr. Murrow cabled a request for reconsideration directly to Premier Stalin.

Meanwhile, ABC's executive vice president, Robert E. Kintner, had cabled Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, a request for clarification of the Soviet ban. Last week Mr. Kintner received a reply.

Mr. Kintner described the message from General Smith as "consistent" and added he was not, therefore, at liberty to divulge its contents.

Another network executive who refused to be quoted proposed retaliatory action against the Soviet broadcasting ban. "Action should be taken to get Russian representatives of Tass thrown out of the press gallery of both the House of Representatives and the Senate," he said.

Full text of the Russian Government's message to CBS:

In connection with your telegram of Nov. 8, 1949, concerning radio broadcasts from Moscow by your correspondent, Richard Hottelet, Press Department, Ministry of Foreign Affairs, USSR, is authorized to inform you the following:

First, the correspondent's broadcasts did not have radio broadcasts from Moscow but sent correspondence by telegraph.

Secondly, during the war two or three correspondents were given the privilege, because some of the networks felt the ban on radio broadcasts was made difficult by wartime conditions. Thirdly, the recent ban on these radio broadcasts means the abolition of this temporary measure in the light of the functioning of ordinary means of communication.

Provision of time for these radio broadcasts has not yet been finalized because radio transmitters are overburdened. Correspondents who temporarily had radio broadcasting facilities may, if they so desire, contact the Soviet news agency to arrange an interview and send their correspondence as they did before the war.

Montgomery Ward

(Continued from page 17)

advertising. An increase in the radio as well as other media budgets appears in the offing for the ensuing sales year.

No attempts to check the effectiveness of radio as opposed to that of newspapers have been made nor are they contemplated. "We've had good results with both," Mr. Martin pointed out, "and we feel radio has advanced beyond the 'testing stage.' A combination of both radio and newspaper is the ideal set-up for retail promotion."

It's too early to predict Ward's advertising plans for 1947 but the network again is seen as one of the nation's largest retail organizations.

Preview Ready

A PREVIEW record of a quarter hour program featuring pianist Charles Haas, better known as "Knickknack," in a show on news, culture and opinion was presented on Nov. 7, contained in his daily newspaper column, has just been completed. Charles Amory and John Kimskay of Buchanan & Co. are handling projects.

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Broadcasting • Telecasting
Varied Decisions on Overlap Cited by Counsel for WADC

A LOOK at FCC's past interpretations of the multiple ownership rule (Sec. 335) was provided last week in a summary presented to the Commission by Paul M. Segal of New York. The case involved the law firm of Segal, Smith & Hennessy.

It was submitted by Mr. Segal, counsel for WADC Akron, during his argument for elimination of the "exception" clause of the rule, and against, specifically, the proposed waiver of the rule as applied to WGAR Cleveland and WJR Detroit in the WGR-WAD case involving WJR of 1520 kc with 50 kw (story page 36).

The list does not include proposed decisions on the WGR-WAD case, nor on the Ashbrook-Fetzer case, in both of which the Commission ruled other factors justifying grants to WGR in the former case, and to Fetzer Broadcasting Co. for a new station in the latter. The decision would overlap that of Fetzer's WKZO Kalamazoo.

By way of comparison with the extent of overlap involved in past decisions, Mr. Segal noted that the daytime overlap between the two Fetzer stations would be 100%.

In the WGR case, Mr. Segal's service area would overlook the entire WJR's service area, with WJR's nighttime fading-free coverage including 75.9% of WGR's population.

The summary (last three on the list) were "existing situations" when the duopoly rule was adopted; others arose later on application for new stations:

**Jimmy Walker, Former N. Y. Mayor, Dies at 65**

JAMES J. WALKER, 65, president of Majestic Records Inc., New York, and at one time mayor of New York City, died on Nov. 18 at Doctors Hospital, New York, as a result of a blood clot on his brain.

Mr. Walker joined Majestic Records, which is a wholly owned subsidiary of the Majestic Radio and Television Corp., as president in March 1945. He is succeeded by two adopted children, James John Walker II, and Mały Ann Walker, and his widow, Mrs. Walter Burke.

No successor to Mr. Walker has been announced as yet by Majestic.

**Dr. E. Marquina**

DR. EDUARDO MARQUINA, 67, Spanish playwright and author and president of the Academia de Autores de Espana, died Nov. 21 in New York of a heart attack. He arrived in the U. S. Oct. 4, accompanied by his son, Luis, as a delegate to the International Congress of Writers and Composers. Dr. Marquina, recognized as the leading Spanish playwright, was president of the confederation in 1934-35.

**Nielsen**

(Continued from page 18)

of U. S. census figures "county-by-county, town-by-town on number of persons in a family, homes owned versus rented, educational level of head of household, occupation of employed persons, etc." against which the diary sample can be allocated. Next, public individuals such as librarians, school principals, town clerks, etc., are asked to suggest families "meeting the specifications the controls have dictated." These families are sent a questionnaire about their listening habits, size of family, etc. Finally, "the individual is asked if he will cooperate, if generously rewarded, in an important scientific radio survey which will involve the whole family, keeping records of its listening for an entire week."

Mr. Nielsen criticized this method as "inevitably" producing an untypical sample, because the families responding are "willing to answer letters, abnormally interested in radio, willing to keep detailed records and/or abnormally interested in or in need of compensation."

In contrast, he said that this company, by "extensive, meticulous and costly research," has "proven conclusively" that Nielsen Radio Index homes are properly distributed and do not differ from average radio homes in respect to either quantity of listening or type of programs heard.

**P. S. BMB — also has a great story to tell about WNAX.**

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour." The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

**If you have not seen the WNAX "1946 DAIRY STUDY" see your next KATZ Man.**

P. S. BMB — also has a great story to tell about WNAX.
Georgia

(Continued from page 20)
diction over radio regulation by Congress.

He told of the Commission's multiple
grants to small towns, such as the Pocatello, Idaho, situation
where five AM stations have been
granted to a city of 15,000, thereby
making radio the "survival of the
fittest."

"Everyone has assumed that there is no right of appeal," said Mr. Lohnes. "If a broadcaster can show that the public interest is go-
in need, he has a right of appeal. Certainly it could be
lermed an adverse effect on the
public interest if four stations
were going to go broke, leaving a
community without adequate ser-
vice."

Mr. Lohnes saw in the FCC Blue
Book a violation of the Supreme
Court decision in the Sanders
Brothers case, where the court held
that the FCC had no control over
programs or business practices of
stations. On the other hand, he
pointed to a Court of Appeals de-
cision in the Brinkley license revo-
cation proceeding which held that the
Commission had the right to consider past performance in re-
moving licenses.

"Nobody knows what the court is
going to say in view of these
conflicting philosophies," he said.
He urged licensees whose licenses
are in the name of other corpora-
tions—as such as newspapers—to
separate broadcasting interests from other businesses.

In the case of a newspaper own-
ing a radio station and the station license is issued in the name of the
newspaper, the publisher cannot
sell his property without approval of
the Commission," said Mr. Lohnes.
"That, in effect, gives the
Government control over who shall
publish newspapers." He cited the
Orosley Corp. sale to Aviation
Corp., and the resulting Avco rule.

Mr. Lohnes spoke of limitations
placed on FM by the Commission
and of the need for remedial radio
legislation. Radio, he said, had out-
grown the Communications Act of
1934, which in fact is 19 years old
because it embodies the old Radio
Act of 1927.

Building Peace

At a luncheon session Friday, J.
Leonard Reinsch, managing direc-
tor of the Cox stations and radio
advisor to President Truman, said
radio's greatest public service op-
portunity is to help build interna-
tional peace. His topic was "Radio
in the Public Service."

"As the President said at the opening of the UN conference in
New York," said Mr. Reinsch,
"'Since wars begin in the minds of
men, the defense of peace must be
constructed in the minds of men,
and a free exchange of ideas and
knowledge among peoples is neces-
sary."

"We in radio must be interna-
tionally minded. Our radio man-
gers, program directors, news edi-
tors, all must know news, must
take the lead in their communities
in promoting peace not alone with
fine network shows but with locally
conceived and produced programs.

"This is a difficult task. Destiny,
however, has given American radio
the challenge of the ages. May we
have the wisdom, courage and
farsighted to use our facilities to ac-
ccept the challenge and help build
a lasting peace."

At a Friday afternoon session,
over which John M. Butler, general
manager of WSB Atlanta, presided,
Richard S. Nickeson, assistant pro-
fessor of radio journalism, Grady
school, discussed "Production of
Copy" and Irvin G. Abeloff, general
manager of WLEE Richmond, Va.,
spoke on "Production on the Air."

Radio's Sales Power

Frank E. Pellegrin, NAB direc-
tor of Broadcast Advertising,
speaking on "Radio Selling in
1947," observed that to achieve suc-
cess in radio advertising "the prod-
uct must be right; the program must
be right; the audience must be
right. This means the application of
the "beamed program technique"
whereby a specific program on a
specific station or network, at pre-
cisely the right time is beamed at
the particular type of audience at-
tracted by that program and de-
sired by that sponsor. When these
fundamentals are properly pro-
vided, radio will succeed because
success is inherent in the charac-
teristics of the medium."

Mr. Pellegrin cited these radio
traits: More people are listening
every year; more people enjoy it
as their favorite source of enter-
tainment and news and as the ac-
tivity to which they devote more
time than to any other except work
or sleep; over 89% of all families
own one or more sets and 83% of
these listen every day; listeners
like all type of programs; radio
uses the human voice, the most
effective means of communication;
radio appeals most strongly to the
emotions; it has won the confidence
of listeners; children have more
faith in it than in other media; radio
advertising is timely; it tells
an adequate story; it enters the
home by invitation; it sells
the right person; it has become the
greatest medium of mass commu-
nication the world has ever known.

Henry Ringgold, of Edward
Petry & Co., also spoke on sales.
Promotion discussions were pre-
sented by Tom Connally, promotion
director, WJZ, and E. P. J. Shu-
rick, promotion manager of KMBC
Kansas City.

Dean Drewry was assisted in
handling the institute by a com-
mittee composed of Messrs. Cobb,
Outler, Smithgall, Jack Williams,
WAYS Waycross, and Dwight
Bruce, WOTC Savannah.

Engineers Discuss
Region Agreement

Sessions Will Be Resumed in
Washington Nov. 26

FOLLOWING two days of prelimi-
nary discussions an informal engi-
neering conference preparatory to
drafting U. S. proposals for the
Third North American Regional
Broadcasting Agreement was ad-
journed last week until 10 a.m.
Tuesday (Nov. 26) in Room 6121,
Industry and FCC engineers met
Tuesday and Wednesday with George P. Adair, Commission chief
engineer, to consider a rough draft
of this country's proposals, pre-
pared by the FCC. There was dis-
agreement over some policy matters
and the industry engineers request-
ced that Mr. Adair return the draft
to the Commission with recom-
mandations changes.

Tentative agreements were
reached on the technical section of
the proposed recommendations,
which must be filed with the Inter-
American Radio Office, Havana,
by Jan. 2, 1947. Mr. Adair said the
meetings would continue this week
until the U. S. proposals are com-
pleted. Attending last week's meet-
ings were, among others, Mr.
Adair: E. F. Vandiveere, Ralph J.
Renton, R. G. Weston, Fanney N.
Litvin, James E. Barr, H. W. Gra-
ham, all of the FCC; James P.
Yeatch, RCA advertising manager;
CBS; W. S. Duttera, NBC; John S.
Cross, State Dept.; John H. De-
Witt Jr., Clear Channel Broadcast-
ing Service; E. C. Page and E. M.
Johnson, MBS; Frank Marx and John G. Preston, AP; H. J.
Beecher, Kear & Kennedy, consult-
ing engineers; G. M. Lohnes, Lohnes & Culver, consulting
engineers; Jules Cohen, Weldon & Carr, consulting engineers; A. M. Cra-
ven, Cowles Broadcasting Co. (who
signed NARBA on behalf of the
U. S.); G. Porter Houston, WCBM
Baltimore, as NAB observer.
Ed Willis is Elected President of KBA
Kentucky Broadcasters Convene
At Lexington Nov. 15-16

ED WILLIS, of the Nunn Stations, Lexington, was elected president of the Kentucky Broadcasters Assn. at its Nov. 15-16 convention held at the Lafayette Hotel, Lexington. First vice president is Harry McTigue, WINN Louisville, with F. Earnest Lackey, WHOP Hopkinsville, as second vice president and Harry Callaway, WHAS Louisville, secretary.

Directors for the coming year are Porter Smith, WGRC Louisville; Hugh Potter, WOMI Owensboro; retiring, KBA president, and Neil Cline, WLEX Lexington. Paducah was named as site for next convention. No date was set.

Legislative committee empowered to acquaint new members of Congress with legislation in which the industry is interested was named by President Willis. Growing practice among colleges and high schools to charge for broadcast of football and basketball was criticized.

Problems of small stations were shown by WJOL, Joliet, Ill., which may be compared to the usual contract with an advertiser, so far as its effect on station operation is concerned.

Portas, former Under-secretary of the Interior, appearing as attorney for A. J. Felman, former owner of the station and holder of the time contract, asserted that the present owners of WJOL retain full responsibility for its operation, that the contract is subject to FCC regulations and the station's rules, and that it has been file with FCC and its predecessor before the Federal Radio Commission since 1932 and never before has been challenged.

The contract allocates to Mr. Felman, department store owner, 45 minutes daily (in two specific periods) so long as the station operates, to advertise his business or that of any person or firm doing business with him. When it was brought out that he sells portions of his time, Acting Chairman Charles R. Denny Jr. questioned whether in effect he isn't operating "a little, 45-minute station."

In support of the analogy Mr. Portas pointed out that the contract was part of the sale price when Mr. Felman sold the station in 1932 (he also received $5,000) and that because of it Mr. Felman originally and all purchasers since then have benefited from smaller purchase prices than otherwise would have been charged. He said Mr. Felman had never refused a WJOL request for substitution of a special interest broadcast in the period allotted to him.

Asked whether the station might schedule another commercial program regularly in the Felman period, he said he thought Mr. Felman's approval would be necessary. But, he said, WJOL might put any program it wished into that period if sponsorship was attributed to Mr. Felman.

WJOL, Noncommittal

Richard C. O'Hare of the Washington law firm of Dempsey & Koplovitz, counsel for WJOL, said the station was taking no position either for or against the contract but that it did restrict somewhat the station's control over broadcast time. However, he said, WJOL retains control over "every word" that is broadcast. He estimated the time provided to Mr. Felman under the contract would cost $7,000 a year "at the lowest rate."

FCC's proposed decision, announced last summer, held that a time lease for a long, indefinite period renders a licensee "impotent" to assume full responsibility for station operation. It anticipated denial of the renewal application without prejudice to a showing by WJOL, within 30 days of finality of the decision, that the contract was being given no further effect [Broadcasting, July 22].

WJOL operates on 1340 kc with 250 w fulltime. The present owners, headed by Calvin Wilson of Charleston, W. Va., bought the station in 1945. In approving that transfer, FCC reserved the question of the time contract for consideration with the renewal application.
First Meeting Scheduled For Pacific Coast
Jan. 8-10

THREE-DAY “tea circus” programs, in which NAB’s headquarters will participate to a greater extent than formerly, will be held during the winter when the new “area” plan goes into operation. First of the area sessions will be held Jan. 8-10 in San Francisco when the Pacific Coast segment composed of Districts 15, 16 and 17 meets at the Mark Hopkins Hotel. An eight-man headquarters crew is slated to take part.

The area idea was developed at the new NAB Board of Directors meeting in Chicago Oct. 25, after close of the convention. Under the plan the headquarters group will direct two days of each three-day meeting with each district holding separate meetings on the third day. This plan gives broadcasters a complete program in which special subjects are covered by staff experts. At the same time the autonomy of the separate districts is retained, with the travel burden of officers lightened.

The original eight-area program, suggested by the board, will be modified to some extent to meet desires of the districts. Itinerary for the winter circuit is starting to take shape under direction of C. E. Arney Jr., NAB secretary-treasurer, and board members.

Opening area meeting will find Districts 15, 16 and 17 in joint session. It will follow immediately the Jan. 5-7 board of directors meeting at the Mark Hopkins Hotel, Districts 15 (No. Calif., Nev., Hawaii) and 17 (Alaska, Ore., Wash.) will assemble intact but District 16 (Ariz., So. Calif., N. M.) may be split.

Some New Mexico stations, along with stations in the western tip of Texas (now District 13), have asked to be included in District 14 (Col., Idaho, Utah, Wyo., Mont., western S. D.) on the ground that travel is easier to Mountain cities and their interests are closer to these States than to the Pacific group.

By-Law Amendment Needed

Amendment of the by-laws of the association is required for revision of districts, with the By-Laws Committee scheduled to meet in Washington Dec. 16-17. Committee members are J. Harold Ryan, Fort Industry stations; Edgar Kobak, MBS; G. Richard Shafco, WIS Columbus, S. C., a board member for medium stations. Members Arney and Don Petty, NAB general counsel, will participate.

Scheduled to take part in the opening area meeting at San Francisco are President Justin Miller; Executive Vice President A. D. Willard Jr.; Mr. Arney; Frank E. Pellegrin, director of broadcast advertising; J. Allen Brown, assistant director of broadcast advertising in charge of the Small Market Stations Division; Mr. Petty; Richard P. Doherty, director of employer-relations; Kenneth H. Baker, director of research. Robert C. Coleson, assistant to the president, also is expected to take part in this meeting.

Small market stations will occupy a prominent position in the area meetings, with Mr. Brown scheduled to make the entire circuit. Already stations are submitting suggestions for subjects to be covered.

Second Meeting

Second area meeting is scheduled Jan. 13-15 at the Hotel Utah, Salt Lake City, with the geographically large Mountain region (District 14) comprising an area with one of its own. The program will differ from the San Francisco agenda since only one district will participate. Third day will be devoted to a radio news clinic, called by Director Hugh B. Terry, KLZ Denver. Past news clinics have comprised small areas covering a single State, or less. The clinic plan, directed by Arthur C. Stringer, NAB director of special services, was instituted a year ago and this will be the 10th of the series.

Flea circus idea is indefinite after the Salt Lake City gathering. Only other area meeting definitely booked is a joint session of Districts 4 (D., C., N. C., S. C., Va., W. Va.) and 7 (Ky., Ohio) at the Roanoke Hotel, Roanoke, Va., April 28-29.

Joint meeting of Districts 10 (la., Mo., Neb.) and 12 (Kan., Okla.) was originally planned. Sentiment among stations favors Kansas City as a convention site but difficulty has arisen in obtaining hotel facilities. St. Louis was considered too far west for an area meeting. A similar hotel problem has developed in the proposed area meeting for District 8 (Ind., Mich., except 2 counties), 9 (III., Wis., in part), and 11 (Minn., N. D., Mich. in part, eastern S. D.).

Tentative Schedule

Since one of the main purposes of the area plan is to ease the travel and time problem for NAB executives, a tentative itinerary is being considered for a separate meeting of District 13 (Texas) to be followed in a day or two by an area session covering Districts 6 (Ark., La., Miss., Tenn.) and 5 (Ala., Fla., Tenn.).

Plan to merge the three northeastern district meetings appears doomed but the travel and time problem for the Washington staff is not serious in this part of the country. Stations in District 1 (Conn., Me., Mass., N. H., R. I., Vt.), District 2 (N. Y., N. J.) and District 3 (Del., Pa., Md.) have voiced opposition to the area plan and judging by present indications they will meet separately. District 3 is expected to hold its meeting in Baltimore.

NAB budget for the coming year will be set the early this month by the newly-appointed Finance Committee Dec. 5-6. Committee members are: Clair R. McCollough, WGAL Lancaster and board member for small stations chairman; John J. Gilpin, WOW Omaha, District 10 director; Campbell Arnow, WTAR Norfolk, District 4 director; Paul W. Moreney, WITC Hartford, District 1 director; Lut. C. Johnson, WHBF Rock Island, District 9 director.

Membership of other NAB committees will be announced this week as soon as acceptance have received.

WWNR Manager Quits

H. J. FORBES has resigned as manager of WWNR Beckley, W. Va., one of the Rahall stations, effective Nov. 30. N. Joe Rahall, president and general manager of Rahall Broadcasting Co., plans to assume complete charge of WWNR.
Three Stations in New England Are Given NBC Service Awards

WCHS Portland, Me., WTIC Hartford, Conn., and WJAR Providence, R. I., have been formally awarded 20-year plaques by NBC as three pioneer affiliates, WWJ Detroit, WDAF Kansas City and KSD St. Louis, although NBC has not yet completed arrangements.

WCHS received its commemorative 20-year bronze plaque on Nov. 20 at a dinner held in the Eastland Hotel, Portland. The presentation was made by Sheldon B. Hickox Jr., manager of NBC station relations, to William H. Rines, WCHS managing director. Following the presentation Philip I. Merryman, manager of NBC planning and development, addressed the gathering on "Television, the New Advertising Medium."

Among the guests at the dinner were Lyman S. Moore, Portland city manager, Edward E. Guernsey, manager of WLBZ Bangor, Jack S. Atwood, manager of WRDO Augusta; Creighton E. Gatchell, manager of WGAN Portland; Charles Curtin, manager of WMTW Portland; Charles A. Brown, our WTVL Water-ville, Me.; Robert E. Beith, managing editor of both Portland newspapers; John W. Moran, ex-directory secretary to the Governor of Maine and sportscaster for WCHS, WLBZ and WRDO; and Everett Greonot, executive director of the Maine Development Commission.

WTIC, WJAR Also Feted

Meanwhile the network had presented a bronze plaque commemorating the 20th anniversary of the NBC-WTIC affiliation (see photo) to the station at a dinner on Nov. 19 in Hartford [Broadcasting, Nov. 18]. The plaque was presented by NBC President Niles Trammell to Jesse W. Randall, president of the Traders Insurance Co., which owns the station. Both Mr. Trammell and Justin Miller, NAB president, addressed the gathering. Other NBC officials attending the dinner were William S. Hedges, vice president in charge of planning and development, Sydney H. Elges, press department manager; Mr. Hickox; Thomas McGray, national program manager and a program manager at WTIC for several years; and Norman L. Cloutier, Radio Recording's The-saurus program manager, and former associate musical director of WTIC.

President Miller, speaking on "The American System of Broadcasting Is the Best in the World—Why?" pointed to a "subtle change" in the Government's attitude toward broadcasting freedom and a "dangerous tendency" toward increasing control. He described American radio as "a free oasis in broadcasting in a desert of Government control."

WJAR received its bronze plaque on Nov. 20 from Mr. Hedges. Mortimer L. Burbank, president of the Outlet Co., owners of the station, accepted the plaque at a ceremony broadcast on WJAR from 6:15-6:45 p.m. Following the program Mr. Hedges, Mr. Burbank and station officials, headed by Jack Boyle, manager, attended a dinner at the Hotel Biltmore in Providence.

Test Relay Granted

SOUTHERN CALIFORNIA Telephone Co. last week was granted construction permit for an experimental class 2 portable station of two units to be used in establishing a microwave link between Los Angeles-Hollywood area and Mt. Wilson, Calif. Applicant's program of experimentation is to determine the technical and operating problems involved in regular commercial use of super-high frequency equipment for television relay service. No commercial traffic may be handled by test units, however. Temporary assignment covers 3970 and 4170 mc using 1 w power.

BMB Data Release Is Hit as Premature

Coverage Maps Are Discussed By Timebuyers of AAAA

THIRTY-FIVE timebuyers and radio producers associated with agencies affiliated with AAAA, meeting in Chicago last Tuesday, voiced criticism at BMB for what they termed poor timing in releasing BMB data and coverage maps ahead of those to be mailed to agencies.

When members were called on to voice opinion of BMB reports, Bob Mand, general manager of WMAN Market, Ohio, displayed coverage maps which showed 50% intensity and other maps to indicate intensity county by county in lesser degrees.

Consensus of members present was that some agreement must be reached between BMB, stations and agencies as to the definite percentiles of counties that would be given on each coverage map. They agreed that three colors representing 50% intensity and over, 25 to 50% and under 25% would probably be the most satisfactory method of presenting station coverage claims.

Harlow Roberts, who presided as chairman of the AAAA radio panel, then canvassed each of the 35 members present for their views on the BMB reports. A transcript will be sent to BMB national headquarters, he said.

HOOPER SAYS RADIO SHOULD TAKE LEAD

C. E. HOOPER, speaking Nov. 14 before the Advertising Club of Indianapolis, said that "radio, which operates in a national goldfish bowl, should be the standard-setter for all media of communication, entertainment and enlightenment. Radio's size, radio's universal availability and inherent civilian service during the war."
1100 Attend AAAA Eastern Meeting
7 Closed Panels Held; Chairman Review Discussion

MORE than 1100 agency representatives met last Monday in New York at the Waldorf Astoria for the 1946 Eastern Annual Conference of the American Assn. of Advertising Agencies.

The meeting, termed by Robert M. Ganger, New York council chairman, “the most successful and largest conference we’ve had,” consisted of seven panels, all closed to the press. At the evening banquet in the grand ballroom, Time-Life-Fortune Editor-in-chief Henry R. Luce made the principal address, speaking on “U.S. Foreign Policy.”

Panel chairmen, meeting with the press at the close of the session, outlined briefly the topics covered during the closed group meetings. Of particular interest to broadcasters was the panel on radio production, of which William R. Morgan Jr., president of American Home Foods Inc., and William C. Gittinger, CBS vice president in charge of sales, enjoy a meal together.

“Major Problems Facing Radio Production Men Today” was the subject of the two-hour panel over which Mr. Lewis presided. “We discussed the Bing Crosby show at length,” said Mr. Lewis. The general consensus throughout this discussion was that it is difficult to judge the merits of transcription by the Hooperating which the Crosby show received.

“Only under controlled conditions could an accurate rating be obtained,” said Mr. Lewis. “If Crosby had gone on with a live program for several weeks prior to releasing his transcribed show, then the results would be even more complete and clear results could be determined. A recent survey showed that only 7 per cent of Crosby listeners could detect that his show was recorded and not live.”

Says New Ideas Needed

Mr. Lewis summarized the constructive criticism which Harry Ackerman, vice president of program operations at Young & Rubicam, leveled at radio and agencies. Mr. Ackerman said that there is a real need for new ideas in radio.

“He thinks that the networks haven’t created enough new programs,” said Mr. Lewis. “In our panel he blamed the advertising agencies for producing proven shows instead of trying out new ideas. He thinks networks should use free time for new and arresting ideas, and as an example of what he meant, he cited ABC for the development of a new idea in originating the Henry Morgan show.”

Mr. Lewis said that the Young & Rubicam executive believes talent agencies should develop new talent. “Mr. Ackerman,” he said, “also thinks advertising agencies should develop systems to bring in new ideas. He thinks advertisers should give serious thought to presenting local and regional radio shows, adding them to their budgets along with their regular network presentations.”

“Talent costs and musicians’ fees for both recorded and live shows were discussed by the radio panel. “In our discussion on packaged programs,” said Mr. Lewis, “we stuck to such topics as who should have control of the packaged shows, proper pricing of the shows, and whether or not they should be restricted to stars...since in a packaged program, nobody gets much chance to use creative imagination.”

BMB Efforts Praised

BMB was the subject of Wick Main, vice president of Rutherfurd & Ryan, who spoke at the research panel meeting. “BMB has already made a tangible contribution to radio research—its 1946 survey of radio station and network audiences,” he said. “BMB has made this survey thoroughly, objectively and efficiently according to specified procedures.”


Pans Economy Set-Up

A THRUST at both Western Union and FCC was made last week when J. A. Payne, national president of the Commerical Telegraphers Union (AFL), accused Western Union of impairing service to the public under an “ill-advised and false economy program.” He stated that Western Union is closing many offices and reducing working hours of others. The accusations were addressed in a letter addressed to FCC Acting Chairman Charles R. Denny Jr., claimed FCC is hastening “dis-integration of proper service” by giving Western Union’s applications routine approval to cut down on service in branch and district offices. Mr. Payne demanded more complete investigations of the applications which called upon BMB to find out how many families listen to stations and where those families live.

“Specifically, the findings represent the number of radio families that listen to each subscribing station once a week or more in those counties and measured cities where at least 10 per cent of the radio families listen to a station at least once a week. (Daytime and nighttime are measured separately.)”

Mr. Main said that this first BMB survey “does not attempt to show how often these families listen to a station or to what programs they listen. As a result, its findings do not indicate audiences to individual programs. I should like to warn against the misinterpretation of the current BMB findings or their use for purposes for which they are not intended.

“The projection of program ratings to stations or network BMB audiences is invalid as the projection of program ratings against so-called coverage. In spite of this fact, I predict that this abuse will be commonly practiced. Yet a Hooperating applied to a network’s BMB figures would indicate ability to multiply; it signifies nothing else.”

Talks on Timebuying

B. William Mailefert, of the media department of Compton Advertising, spoke at the media panel on radio timebuying. He suggested that agencies should be more careful in their studies of timebuying now that increased costs are becoming more important in their effect on advertising budgets.

CBS furnished entertainment at the evening banquet. Arthur Godfrey was featured as m.c., while music was presented by Phil Spitalny and his all-girl orchestra.

CROSELY RECEIVES TWO VIDEO GRANTS

FIRST “double grant” in television went last Thursday to Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) for new video stations in Cincinnati and Columbus, Ohio.

FCC Comm. Clifford J. Durr voted for hearing in each case. Crosley was authorized to operate its Cincinnati video station on Channel 4 (60-72 mc) with visual power of 34 kw and aural power of 17 kw, and antenna height 603 feet.

The Columbus grant was for use of Channel 3 (60-66 mc) with visual power of 48 kw and aural power of 24 kw, and antenna height 546 feet.

Commission spokesmen said that although other companies have grants for more than one video station, Crosley was the first to receive two in a single day.
LEONARD HOLE NAMED TO NEW CBS TV POST

LEONARD HOLE, former director of CBS television plans, has been appointed assistant director of television for the network. Now in his 11th year with CBS, Mr. Hole will retain many of his current duties connected with future planning both for color and black and white, and in his new assignment will assume many administrative responsibilities in the operation of WCBS-TV New York, CBS television station.

Mr. Hole joined CBS in 1935 as director of the program service department and prior to that was with Benton & Bowles, New York. In 1939 he was placed in charge of CBS television operations, a post he held until joining the Navy in 1942. Assigned to the guided missile program in naval operations, Mr. Hole flew combat missions over France and Germany using aircraft bombs remotely controlled by radio, radar and television. He rejoined CBS in the editing and copyright division upon being released from active duty in the fall of 1945 and in February 1946, was appointed to a new post, director of television plans.

FELDMAN APPOINTED CONSULTANT TO IBD

ARTHUR FELDMAN, former ABC head in London and one-time director of special events for NBC, last week was appointed consultant to the International Broadcast Division, Office of International Information & Cultural Affairs, State Department. Kenneth D. Fry, IBD chief, announced. Mr. Feldman will serve for several months as advisor on programming and related matters to Mr. Fry and John Sheehan, IBD associate chief.

After leaving NBC in 1942 Mr. Feldman served in an advisory capacity to BBC in London until September 1943, when he became a war correspondent and later head of the London office for ABC. He covered the initial phases of the European invasion, activities in the China- Burma-India theatre, and the landings on Leyte and Luzon in the Philippines.

Mr. Feldman and his wife are applicants for a standard station in Fort Wayne, Ind.

NAB to Present Compromise Proposal for Disc Identification

COMPROMISE plan to ease rules covering identification of recordings, submitted last week by the NAB to its board of directors, is slated for presentation today (Nov. 25) to the FCC hearing on proposed revision of Rule 3.407.

The plan was expected to receive majority approval of board members, though actual vote could not be learned as BROADCASTING went to press. NAB, which last August approved the FCC's proposed revision, will make an appearance at the hearing but Friday was awaiting completion of the poll before preparing its argument.

Meanwhile ABC proposed four specific exceptions to the general identification requirements—excluding an exception for programs recorded or transcribed "specifically for broadcast purposes," designed to exclude transcription identification, such as programs as Philco Corp.'s Bing Crosby show, carried on ABC.

WPIC Amendment

In the only other brief received in addition to those on file before the oral argument date was post-poned from Aug. 28 (BROADCASTING, Sept. 2), WPIC Alexandria, Va., a non-network station, supported the rule in its proposed form but suggested one amendment to clarify "the intention that only the best talent," and that "no artificial barriers should be placed in [the licensee's] way of utilizing [the transcription] technique in its most effective manner."

FCC's Blue Book, WPIC noted, recognized the important role of transcriptions.

Referring to the Crosby transcription series on ABC, WPIC said "the only difference [from a live broadcast] is that instead of his voice traveling by mechanical transcription his voice traveling by mechanical transcription".

APPLEBY QUITS BUDGET FOR UNIVERSITY POST

PAUL A. APPLEBY, assistant budget director and former vice president and general manager of KIRO Seattle, has resigned effective Jan. 15 to become dean of the Maxwell Graduate School of Citizenship and Public Affairs, Syracuse U.

A veteran of 12 years in government, Mr. Appleby resigned as assistant budget director in November 1944 to become vice president and general manager of the Queen City Broadcasting Corp., licensee of KIRO, one-third owner of KPPY Spokane and applicant for a 1-kw station in Boise, Ida. (granted last August). In September 1945, at the request of President Truman, Mr. Appleby returned to the Budget Bureau as assistant director, resigning as officer-director of Queen City. He has relinquished his stock in the license corporation, says FCC. 

Mr. Appleby

Mr. Feldman

Mr. Hole

BROADCASTING • Telecasting

THE VOICE OF MISSISSIPPI

FARM INCOME ALMOST DOUBLE

The Mississippi farmers' gross farm income of $517,054,000 for 1945 was almost twice the amount of cash received from farming in 1939, the Department of Agriculture reports. This figure was greater than the gross farm income for any of Mississippi's four neighboring states. Alert advertisers will see the opportunity to double their sales among Mississippi's farm families.

WJDX—the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.
Questions on Daylight Time
Asked of Audiences by WLS

A SIX WEEKS survey of time preferences of urban and rural listeners in the states of Illinois, Indiana, Wisconsin and Michigan was released by WLS, only station in Chicago to remain on Standard Time during the summer daylight savings period.

According to the survey, based on postcard questionnaires distributed by WLS to audiences at its weekly WLS National Barn Dance programs from the Eighth Street Theatre, 49% of those who replied to the cards favored Standard Time on a year-round basis. Only 31% favored Daylight Time during the summer months and about 20% favored Daylight Time all year.

Although WLS distributed over 15,000 questionnaires, only 20% or approximately 3,000 were returned. Of these, 2,622 came from residents of 46 states, the District of Columbia, and Canada. Total number of cards received from the four state area that is WLS' primary, covered 430 shopping areas and 305 counties. Of the 1,922 cards from this area, 1,502 were classified urban and 402 rural.

Proof Sought
The WLS survey was made to prove the station's contention that rural listeners set their clocks by Standard Time. Actually it indicated just the reverse for both rural and urban listeners. While 304 rural listeners or 75.6%, were in favor of Standard Time the year round, only 183 clocks were set on Standard Time, with 257 clocks operating on Daylight Time. Of the 1,502 urban listeners who replied, 649 or 43.2%, said they favored Standard Time the year round, but only 256 clocks were on Standard, while 1,247 were on Daylight Time.

In urban communities, 534 listeners or 35.5% said they favored Daylight Time during summer months only, and in rural communities only 61 listeners or 15.1% favored Daylight Time during summer months.

WLS has always broadcast on Standard Time the year round, even though WENR-ABC whose frequency (890 kc) it shares operated on Daylight Savings Time by means of a complicated system of delayed broadcast. As a result of the survey, WLS executives are convinced that rural listeners accustomed to livestock reports and other farm services have little desire to alter their time schedule during summer months.

KNOX Staff Experienced; Station Lists Its Needs
OPERATION of KNOX, Armed Forces Radio Service station at Fort Knox, Ky., is in the hands of experienced radio personnel formerly connected with radio stations in four states. Oliver G. Holton, KNOX manager, formerly was with KLO Ogden, Utah, and Karl Haberman, chief engineer, was with WGRC Louisville.

Other KNOX staff members include Larry Adams, continuity director, also formerly with WGRC; Bill Beatte, program director, formerly with WGBF Evanston, Ind.; Jackson Beldt, musical director, formerly with WAVE Louisville at Everett Thornton, assistant engineer, formerly radio and PA maintenance, Curtis-Wright Corp., and Vern Holton, continuity and traffic, formerly with KGGM and KOB Albuquerque, N. M.

Mr. Holton, the station manager, commenting on KNOX's needs, says: "Our greatest need is for funds, recording apparatus (16 inch), a baby grand piano and lines from Louisville in order to carry Mutual and American."

KAND Purchasers Amend To Avoid Duopoly Issue
AMENDMENT eliminating KRLD Dallas associates from ownership of Alto Inc., new firm seeking to buy KAND Coriscana for $25,000, was reported accepted by FCC last week, and the transfer hearing, previously ordered on duopoly issues because some KRLD executives were then among Alto owners, was continued "indefinitely."

The hearing had been scheduled for Nov. 19.

James Lawrence Fly, former FCC chairman, now serving as counsel of the New York law firm of Fly, Fitta & Shebruk, Alto counsel, owns 4% of Alto under its revised ownership. [BROADCASTING, Nov. 18] The stockholders were W. W. West, Houston businessman, 68%; P. M. Stevenson, business associate of Mr. West, 18%; J. C. West, now half owner of KAND, 10%. Of the remaining 50% interest in KAND, Frederick Slauson, is not associated with the proposed purchasing firm. KAND is on 1340 kc with 250 w fulltime.

Farm Group Plans Three-Day Meeting
Agenda of RDF Will Include Rural Broadcast Clinic

ANNUAL meeting of the National Assn. of Radio Farm Directors will be held Nov. 30-Dec. 2 at the Steveston Hotel, Chicago. Herb Plambeck, WHO Des Moines, will preside.

Meetings will be open with an informal session at which members can bring up any subject of interest and air any complaints. First formal meeting will be held Dec. 1 with reading of minutes, committee reports and other details. Principal topic will be proposals to change the eligibility clause in the RDF constitution.

Safety Luncheon
A luncheon will be held Dec. 1 under auspices of the National Safety Council. In the afternoon greetings will be received from NAB and other groups. Leslie C. Johnson, WHEL Rock Island, NAB District 9 director, is expected to participate.

President Plambeck will present his annual report after which officers will be elected. Names of new officers will be announced at the annual banquet that night. Speaker will be Frank E. Mullen, NBC vice president and general manager, a pioneer farm broadcaster.

RFD will hold the first annual Farm Broadcasters Clinic Dec. 2. The clinic will cover methods of presenting farm broadcasts along with program and promotion ideas, as well as new techniques in the field.

D. J. Farber Joins NAB
As Assistant to Doherty
DAVID J. FABER, economist and labor analyst last week joined the NAB Employe-Employer Relations Dept. as research economist and assistant to Director Richard E. Doherty. He will be responsible for research in the general field of labor economics, including wage matters, collective bargaining practices and personnel management.

Mr. Farber was with the War Labor Board and National Wage Stabilization Board as an economist and prior to that at the Civil Service Commission. He received his BA in political science from Brooklyn College in 1939 and did graduate work in labor relations at American U. He is a member of American Economic Assn. and Delta Sigma Rho.

NLRB Chooses CIO
NATIONAL LABOR Relations Board announced last week that, following counting of ballots in the election of a collective bargaining agent for 20th Century Records Inc., Los Angeles, United Electrical, Radio & Machine Workers of America (CIO), has been selected as employees' representative.
in order to get FM service to the people as quickly as possible. Broadcasters, however, must make every effort to obtain maximum-power transmitters and step up the power by stages, if necessary, until the authorized developments in FM, television and other radio services, with united consideration of matters of common interest planned.

Both commissioners and FMA members expressed optimism about the future production of receivers after reports reached the meeting. Members expressed optimism about power by stages, if necessary, until RCA and Philco, two of the largest manufacturers, soon will be in FM set production. It was brought out that insufficient specific data have been released by manufacturers about performances of their particular FM sets. The Commission and FMA agreed that FM receivers, to give the best possible performance, should be designed to have adequate sensitivity.

“We have organized a separate and independent industry to promote FM,” Roy Hofheinz, operator of KTUT and KTHT, told the meeting, while Chairman of FMA, told the commissioners, “Our members will be FM licensees and applicants, suppliers of equipment, receiver and transmitter manufacturers, and anyone with an interest in seeing FM established as the finest medium for broadcasting. Our aim,” he continued, “is to furnish data and information per-
sible performance, should be de-

Field Names Frankel

FIELD ENTERPRISES, Chicago, last week announced appointment of Louis (Tex) Frankel, member of the WJJD Chicago sales department, as advertising director of the firm. Mr. Frankel was classified advertising manager of The Chicago Sun. Mr. Frankel’s appointment was announced by Mr. Field that the six-year-old non-advertising policy of PM has been abolished.

Thursday to lay plans for the nation-wide membership meeting.

At two meetings Thursday New York FM broadcasters pledged their support to FMA. Although no date has been set for the first FMA general membership meeting, Marks and Dillard, con-

1946 Payments to Yankee

Rise 23%, Travers Says

PAYMENTS to Yankee Network stations have increased 23% in 1946, Linus Travers, executive vice president, told owners and management representatives of Yankee’s 24 affiliates at Hotel Somerset, Boston, Nov. 18.

Feature of the meeting was announcement of a new RKO Yankee promotion for the forthcoming RKO feature film, “San Quentin,” to be released in New England Dec. 5. Terry Turner, RKO publicity chief, said plans call for vast promotion over Yankee, using a new technique in movie advertising on radio.

Also on the program were talks by John Shepard III, general manager of Yankee; George Steffy, vice president and program director; Robert Ide, comptroller; and C. Bickford, news editor; James S. Powers, director of education, and John Thornton, station relations director. James G. Sandison, manager of Boston office of WJJD, discussed the recent St. Louis survey made by Petry called “What Radio Research Forgets.”
Conclusions Are Given 4 FM
While 7 Win Final Approvals

CONDITIONAL GRANTS for four FM stations and construction permits for seven others, plus a permit for a noncommercial educational FM outlet, were issued by FCC last Tuesday.

The conditional grants, all for Class B stations and subject to further review and approval of engineering details, went to three AM licensees and to Mary Hardin-Bay College for Women, Belton, Tex.

AM licensees receiving conditional awards were Northwest Georgia Broadcasting Co. (WGAA), Cedartown, Ga.; Royal Oak Broadcasting Co. (WEXL), Royal Oak, Mich.; Sunshine Broadcasting Co. (KTSA), San Antonio, Tex.

The noncommercial educational FM grant went to the Board of Education of the City of Oklahoma City, for use of 90.7 mc (Channel 214) with 700 w effective radiated power and antenna height 500 feet above average terrain.

FM construction permit recipients, all for Class B stations, included FS of St. Louis, which it owns and operates KMOX, and United Broadcasting Corp. of Tennessee, owned by International Ladies Garment Workers Union, for Chattanooga, Tenn. They represented the third grant for ILGWU applicants and the fifth for Columbia Broadcasting System.

Telecast Inc., Roanoke Rapids, N. C., gave up its Class B conditional grant, telling the Commission that Roanoke Rapids (Pop. 8,549) is too small to support two AM stations and an AM and FM WCBT, the AM station there, has an FM affiliate.

FCC approved the assignment of license of WLOU (FM) Detroit to John L. Booth to Booth Radio Stations Inc. (WJLB), wholly owned by Mr. Booth.

The application of Eugene T. Roth, trading as Mission Broadcasting Co., KONO San Antonio licensee, for a new Class B FM station was designated for hearing in consolidation with KONO's application for license renewal, awaiting hearing on programming integrated with CBS.

Construction permits, with certain conditions in each case, went to the following (power is effective radiated power; antenna height above average terrain):

Airtran Radio Corp. (KFSD), San Diego—Class B; 100.9 mc (Channel 265); 33 kw; 625 feet.

Trinuu Co. (WFLA), Tampa, Fla.—Class B; 92.3 mc (No. 227); 46 kw; 490 feet.

CBS (KMOX), St. Louis—Class B; 94.5 mc (No. 233); 41 kw; 480 feet.

Wixford Broadcast Co., McComb, Miss.—Class B; 90.1 mc (No. 251); 23 kw; 450 feet.

Josh L. Horne, Rocky Mount, N. C.—Class B; 105.3 mc (No. 277); 20 kw; 500 feet.

Unity Broadcast Co., Chattanooga—Class B; 94.9 mc (No. 235); 5.4 kw; 730 feet.

Klender Broadcasting Co. (KKRB), Abilene, Tex.—Class B; 96.9 mc (No. 245); 46 kw; 760 feet.

World Denies Recording Studios Sold to United
WORLD Broadcasting System refuted statements released last week by United Broadcasting Co., Chicago, that they had purchased the recording studios at 301 E. Erie St., Chicago.

William C. Hutchings, Chicago manager of World, said that a lease had been signed with ABC, who will permit use of the recording facilities and enable World to function as a sales organization for its library service. World will continue to process its present transcription accounts but stressed the fact that United Broadcasting's lease would expire in the fall of 1947 and that World did not intend to relinquish its transcription and recording department.

Sign Detroit TV
THE U. S. RUBBER Co., General Mills, Chevrolet and Campbell-Ewald Adv. have contracted to sponsor programs with ABC on the network's new television station being built in Detroit. New station will be constructed at Joy and Greenfield roads, next to the network's standard transmitter, and the studios will be in downtown Detroit, Paul Mowrey, ABC's national director of television, announced last week.

Vetter Case Settled
A SUIT involving as principals The Fort Industry Co., owners of WGBS Miami and Stephan A. Vetter over issues growing out of Mr. Vetter's former association with station as manager has been settled out of court. Amount involved was $65,466. Announcement of settlement was made by Louis M. Storer, general manager of Fort Industry Co., located at 360 N. Michigan Ave., Chicago, with Neblett Productions.

Vetters Successors
NEBLETT SUCCESSORS SET UP NEW COMPANY
ANNOUNCEMENT of the formation of a new Chicago transcription production company, to be known as Morton-Josef Radio Productions Inc., was made by Morton Jacobson, partner of the late Johnnie Neblett, killed in an airplane crash in the Detroit-area. Morton-Josef Broadcasting, Sept. 23], and Josef Cherniavsky, former musical director of WLO.

Mr. Jacobson said the new firm was organized to aid in the gradual expansion of Neblett Radio Productions but stressed the fact that So The Story Goes, Louise Massey & The Westerners and other Neblett programs will continue to be sold under the Neblett label.

The new company will engage in open end transcribed programs, live network packages and for the first time will specialize in dramatized spot annunciations and commercial jingles. Mr. Jacobson is president and Mr. Cherniavsky vice president and musical director for the firm, which will retain all employees formerly associated with Neblett Productions.

In announcing the association with Mr. Cherniavsky, Mr. Jacobson said the company is already transcribing several new shows, including Melody Story Time featuring The Hometowners and Hardly Gurdy Man a juvenile program featuring Angelene Orr Neblett, Mr. Neblett's widow.

Morton-Josef Productions Inc. will occupy the same office space at 360 N. Michigan Ave., Chicago, with Neblett Productions.

BBD0 Promotions
THREE major promotions involving BBD0's mid-western offices were announced last week by John G. Cornelius, vice president of the agency's Minneapolis office, becomes executive assistant to Mr. Cornelius and John M. Bridge, also of the Minneapolis office, will be Edward A. Cashin, All three men are vice presidents. Mr. Haupt will be located in Chicago while Mr. Bridge and Mr. Cashin will continue to make their headquarters in Minneapolis.

RMA Tube Figures
OUTPUT of radio receiving tubes in September totaled 17,464,340 compared to the record 20,430,668 production in August, according to Radio Manufacturers Assn. Nine-month output totaled 157,937,088. Of September's output, 12,241,129 tubes were for new sets, 4,750,558 for replacements and the rest for export and governmental use.
KDIX Sale Asked; Transfers Are Filed

KSYL, WJOI, WLAT, WWWB

Shifts Are Before FCC

SALE of Dickinson Radio Assn., grantee for KDIX, Dickinson, N. D., to a group of business and professional men for approximately $21,500 and acquisition by Harold Wheelahan, WSMB New Orleans vice president and general manager, for approximately $7,000, were reported to FCC last week for approval. The four-year degree course, taught by radio professionals, includes 50% of the total credits in radio, the remainder in academic or music subjects. Facilities of WLW Cincinnati are open to the college. In addition, Mrs. Helene V. B. Wur-litzer has endowed the school for construction of modern radio studios in the school, along with construction of modern studios and class rooms.

STATIONS IN FLORIDA

PLAN DEC. 1 SESSION

SEMI-ANNUAL meeting of the Florida Assn. of Broadcasters will be held Dec. 1 at the MacFadden-Deauville Hotel, Miami Beach. Presiding will be James M. LeGate, FAB president.

Marketing Conference

In Chicago March 10-11

NATIONAL MARKETING Conference sponsored by the domestic distribution division of the U. S. Chamber of Commerce will be held March 10 and 11 at Hotel Stevens, Chicago, Charles M. Isaac, department manager, announces.

Leonard T. Carlson

LEONARD T. CARLSON, 42, chief engineer of WKWB Dubuque, Iowa, that is a best, died of a heart attack Nov. 7. The funeral services Nov. 9 were attended by many of Mr. Carlson's friends in the radio industry. Before joining the WKBB staff Mr. Carlson had been employed at WGN and WJJD Chicago. He also had had network and newsreel experience. He was an active member of IEEE.

Does the Job Alone

WALKIN' BY THE RIVER

Published by BROADCAST MUSIC, INC.

WMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 18, N. Y.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using

THE DAYTON STANDER

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Radio Degree

Cincinnati College of Music

Starts Four-Year Course

COLLEGE of MUSIC of Cincinnati has now been authorized to confer the degree of Fine Arts in radio, the remainder in academic or music subjects. Facilities of WLW Cincinnati are open to the college. In addition, Mrs. Helene V. B. Wurlitzer has endowed the school for construction of modern radio studios in the school, along with construction of modern studios and class rooms.

Radio Broadcasting

The Radio Dept., contains five fully-equipped studios, three large classrooms, and a master control room. Studio "A," the largest, covers the entire ground floor. Direct outlets lead to WLW, WSAI, WCHQ. The control room is also wired for broadcasting.

Fred Smith, studio director of WLW, is managing executive of the Radio College. Uberto T. Neely, vice president, is in charge of the musical staff of WLW, the originator and director of the Radio Dept.

Advertising Age

First in AGENCY COVERAGE

The National Newspaper of Marketing

November 25, 1946

Page 97
SALES OPPORTUNITY!

Chicago office of a leading radio rep seeks experienced salesman, preferably with midwest contacts. To an energetic person of productive ideas, we offer an unlimited future.

Please write fully. All replies confidential. Our organization knows of this ad.

Box 283, BROADCASTING.
Radio Week
(Continued from page 18)
for each of the 17 NAB districts. Winners are to be announced about Feb. 1.
Among letters and telegrams to NAB and RCA from public officials and leaders in educational and military fields were similar letters from Dr. John W. Studebaker, U. S. Commissioner of Education (Continued from page 18) and to President Justin Miller follows:
I am glad to express my appreciation of the splendid contributions which broadcasting has rendered our schools and all our people in supplying information, education and entertainment thus enriching our lives and making us more sensitive to our obligations as citizens of this great country. Such services can be truly thankful as well as our system of radio broadcasting.
We can be thankful too for the innumerable instances of people's halls being the finest system of radio broadcasting, technically, in the whole world. We can be thankful too for the mass production of radio receivers which have made it possible to bring radio receiving sets into thousands of schools and millions of households in America.
The celebration of this week provides a suitable occasion for us to express, in behalf of the school folk, deep appreciation for the cooperation which has been rendered this office by the NAB through the work of the Federal Radio Education Committee. The studies made there have demonstrated the importance of educational broadcasting in the services of the Transcription and Script Exchange and the services of Congress have been made readily available through this cooperative effort are additional reasons for us to be thankful at this time.
These are all practical means of bringing the schools, the great foundations

Radio Not Yet Hurt By Mine Stoppage

Winston Churchill, former war correspondent for The New York Times, declared at the press conference that the factories of the country are being hit by a mine stoppage and that the mining industry is not yet on a war footing.

Radio is the most important medium of communication in the country at this time, and it is being used to the fullest extent. The mining industry has been able to continue its operations with the aid of radio, and the factories have been able to continue their production with the aid of radio.

Situations Wanted (Cont'd.)

Chief engineer, sixteen years experience, ten as chief engineer, radio-televising experience, all phases of construction. Box 294, BROADCASTING.

For Sale
Hal Styles may solve your problem with a young, ambitious, capable man, veteran construction, who has been thoroughly grounded for eight or more minutes. Write to Box 294, BROADCASTING for full list of media used in any advertising campaign is a product of many minds.

Advertising department, sales department, research department and advertising agency are among those who influence the selection of individual newspapers and radio stations.

But the all-important final approval—the last word on who goes, who stays on and who is sent to the list—rests with the company official in charge of the overall sales and advertising program.

His title may be Sales Manager, Director of Sales or Vice President in Charge of Sales, but this executive against whose department advertising is charged as a sales cost, is the man with the final say on media.

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You'll want the Man in Charge of Sales on your side, FIRST, when he selects the markets where sales of his products will be pushed, and LAST, when he goes over the list of media to give the final word on where his company's advertising dollars will be spent. You'll have him on your side if your story is effectively told by a consistent advertising campaign in his magazine—SALES MANAGEMENT.

KPOR, FM, Radleys present POPULAR MUSIC. KPOR Riverside, Calif., new FM station owned by Broadcasting Corp. of America, expects to take the air about Dec. 1. Plans call for daily 18-hour schedule. Broadcasting Corp. of America also owns KROP Brawley, KPFO Riverside, AM outlets.
WCPO has more listeners than any other Cincinnati station except one!*

This represents a boost for WCPO from third **up** to **second** place among Cincinnati's five radio stations over the comparable period of last year.

*Statement based on C. E. Hooper total rated time periods May through September, 1945, and May through September, 1946, the latest five month report.
Radio Guild (CIO) Wins 2-Year Contract With CBS Covering

A TWO-YEAR contract covering white collar workers at CBS was signed last week by the network and the Radio Guild, United Office and Professional Workers of America (CIO).

According to a CBS announcement, the contract provides for a salary increase of 22.5% less earlier cost of living raises of approximately 13% given by the network on Sept. 1. An additional 2.5% has been set aside for recognition of individual merit and other cases deserving special consideration under the company’s basic classification plan.

In a separate announcement, the union described the contract as providing for a 25% salary increase, with the minimum starting wage for unskilled workers raised to $27.50 per week. The general increase, according to the union, averaged $9.90.

The network stated that the contract contained provisions for an overall classification system which will correct inequities and guarantee equal wages for equal work.

The network stated that a compromise agreement was reached on union statute, under which the police reduced its original demand for a union shop in turn the company guaranteed maintenance of the present proportionate union membership.

The contract also provides for a three-week vacation for all those employed over five years at CBS. Nine holidays with pay are provided and double pay will be received by employees on special assignments on these days.

The contract is valid for a two-year period, expiring Dec. 1, 1948, and may be reopened after one year for reconsideration of wages and arbitration of any differences.

The contract also provides for a full authority in matters of hiring, promotion and discharge, having agreed with the union on general procedures to be applied in these fields.

The officials are now formulating plans to extend organization to all other networks.

AFL PLEA AFFECTING WSB, WHIO DISMISSED

BY VIRTUE of an even number of votes cast for and against the AFL as a collective bargaining agent for WSB Atlanta and for WHIO Dayton, Ohio, the National Labor Relations Board last week dismissed the AFL petition regarding both stations.

AFL PLEA AFFECTING WSB, WHIO DISMISSED

The union that filed the petition consisted of 17 eligible voters, 10 cast valid ballots, two of the ten rejected, one challenged ballot is insufficient to affect the results of the election.

Several of the speakers remained for the Nov. 22 meeting of the Radio Council of Omaha at which Dorothy Lewis, coordinator of listener activity for NAB, spoke on "Women's Role in American Radio" and presided as chairman.

Eleven of the former speakers participated in the program. Persons in attendance were: EdEllis, KNBC Kansas City; Wynn Hubler Speece, WXAN Yankton; Anne Hays, KCMM Kansas City; Margaret Stoddard, Iowa regional director of listener activity, and Pearl Brxman, WMTC Cedar Rapids.

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At Deadline...

BLUE BOOK THEME STRESSED IN KBXI RENEWAL ISSUES

FCC, which skirted Blue Book in setting issues for WBAL Baltimore renewal hearing with Pearson-Allen application (story page 15), now strongly advocates program questions for renewal hearing for KBXI Muskogee, Okla. (1490 kc, 250 w). KBXI hearing Jan. 15 at Muskogee. Issues, also covering KBXI FM application, revealed late Friday, in substantial detail. They are:

1. To obtain full information concerning nature and character of program service rendered by station, with particular reference to amount of time devoted to broadcasting discussions upon controversial issues of public importance, and percentage of time devoted to broadcasting local live talent programs.

2. To obtain full information as to whether applicant is attempting, or has attempted, to eliminate competition from other media for dissemination of news and information in Muskogee and surrounding areas.

3. To determine whether applicant failed to permit KBIX to broadcast full and complete information concerning affairs and activities of any civic club or organization in or about Muskogee or surrounding areas, with particular reference to affairs and activities of applicant.

4. To determine applicant's future policy with respect to management of KBIX.

5. To determine policies of applicant with respect to program service to be rendered by proposed FM station, with particular reference to matters covered by issue no. 3.

WOKO MISREPRESENTATION QUESTIONED IN HIGH COURT

U.S. SUPREME COURT questioned counsel Friday afternoon in hearing on whether WOKO Albany, N.Y., plans to obtain renewal license for WOKO station, which was before the Court as part of its consideration of a petition for review of a decision of the District of Columbia Court of Appeals.

Chief Justice Vinson and Justices Jackson, Rutledge, Burton, Reed and Frankfurter queried Harry M. Plotkin, FCC assistant general counsel, and William J. Dempsey, of Dempsey & Koplovitz, WOKO counsel. Mr. Plotkin argued appellate ruling places premium on misrepresentation, with those misrepresentations in better position after discovery than honest applicant if FCC cannot deny facility on that basis.

Mr. Dempsey contended misrepresentation not material since Sam Pickard, former Federal Radio Commissioner and CBS vice president, exercised no influence on WOKO operation while hidden beneficiary of 24% of WOKO stock. He argued FCC failed to give due consideration to applicant's record or ability to serve public. Justice Black did not participate.

‘HIT PARADE’ SUIT OKAYED

ADVANCE MUSIC CORP., New York, granted permission by New York Court of Appeals to bring suit against American Tobacco Co. Charges: “Selection of songs appearing on Hit Parade was made inaccurately.” Advance Corp. spokesman said Friday, but redress for financial loss resulting from failure of our songs to appear on the radio program,” referred specifically to “Don’t Sweatheart Me.” Original suit against American Tobacco filed by Advance Music Corp. Jan. 15, 1944, but the tobacco company company asked dismissal. Date for court trial not set.

INCREASE in daytime power of KSAC Marietta, Kan.; from 1 to 5 kw authorized by FCC, announced Friday. Night power remains 500 w. Station on 850 kc, shares time with WBIB Topeka.

KAND SALE APPROVED; FLY WITH NEW OWNERS

SALE of KAND Corsicana, Tex. (1340 kc, 250 w) to group including former FCC Chairman James Lawrence Fly, 4% stockholder [BROADCASTING, Nov. 18], announced by FCC Friday as approved. Purchase price $25,000. Sale by J. C. West and Frederick Slaussers, to Alto Inc., owned by Mr. West (10%); Wesley W. West, Houston businessman (56%); P. M. Slaussers, business associate of W. W. West (18%); and Fly (1%). License assignments approved but involving no ownership changes were KFIZ Pond du Lac, Wis. (1450 kc, 250 w) from Reporter Printing Co. to wholly owned subsidiary, KFIZ Broadcasting Co.; and WDSM Superior, Wis. (1250 kc, 250 w) from WDSM Inc. to Ridson Inc., headed by Herman H. Ridder and owned by Ridder family, which purchased station from James J. Conroy and associates for $150,000 last summer [BROADCASTING, June 17].


DIRECTORS GET RAISE

FINAL NEGOTIATIONS between Chicago Radio Directors, ABC, NBC, CBS take place this week following informal agreement late last week between network representatives and Burr Lee, CRDG president. New three-year contract calls for 15% wage increase, with $92.50 minimum, retroactive to Sept. 1, two weeks paid vacation, four weeks termination notice or two weeks pay after one year employment, and 10% increase at end of 1947 if higher living costs warrant. CRDG so far unable to complete organization of MBS employees.

BOTT OPENS OWN OFFICE

LEO P. BOTT Jr., formerly copy chief-account executive Holder Morrow Collier Inc., Chicago, opens own office city. Will serve advertisers and advertising agencies; do other professional work. Formerly owned Bott Adv., Little Rock; later with BBDO Chicago and Buffalo, Donahue & Coe, N. Y.

MARK WOODS, ABC president, principal speaker at annual luncheon meeting of Metropolitan Opera Guild Friday at Waldorf Astoria, New York, paid tribute to Texas Co., which has sponsored seven seasons of opera on ABC.

EDWARD J. HEFFRON, NAB executive assistant-public relations, in Doctor's Hospital, Washington, with virus pneumonia.

CALL FOR ACTION!

ARGUING on behalf of WOKO Albany, N. Y., renewal, Counsel William J. Dempsey said to U. S. Supreme Court Friday afternoon: “If all the broadcasting stations that made misrepresentations are to receive license, there would be a very serious gap in the spectrum.”

To which Justice Jackson replied, with twinkle in eyes: “Is that an argument that something drastic ought to be done?”

SECOND GEORGIA INSTITUTE PLANNED; COBB HONORED

GEORGIA RADIO Institute will be annual affair, Georgia Assn. of Broadcasters and U. of Georgia decided unanimously at concluding session Friday of first Institute in Athens, Ga. (earlier story page 20). Wilson E. Cobb, general manager, WMAZ Macon, Institute general chairman, voted “Radio Man of the Year” award to Miss Kathryn Kappa, first exclusive radio fraternity in country.

Honorary memberships for meritorious contributions also awarded Carolyn Vance, radio instructor, U. of Georgia; Dean John E. Drewry, Friday of first Institute in Athens, Ga. (earlier story page 20). Wilson E. Cobb, general manager, WMAZ Macon, Institute general chairman, voted “Radio Man of the Year” award to Miss Kathryn Kappa, first exclusive radio fraternity in country.

FCC SETS 20-DAY LIMIT IN CONFLICTING REQUESTS

AMENDMENT of Part I, FCC Rules & Regulations, announced Friday including following changes affecting broadcasting (amendment effective Dec. 2):

1. Applications mutually exclusive with applications already set for hearing will be consolidated only if date of hearing (date hearing actually starts will govern in case of conflict) does not change without prejudice, not eligible for re-filing until application dismissed.

2. When hearings waived, record closed as of date waiver was granted, except if later information, if used, must be served on all parties.

3. Procedure eliminated for handling applications for GP modifications: Those changes to be shown by “promising Line” if minor changes involved, will be shown by “promising Line.”

4. Persons made parties to hearings must file notice of appearance in triplicate within 15 days thereafter.

5. Information FCC is required to give in notices of hearing spelled out in more detail.

WILLIS HEADS GROCER GROUP

PAUL S. WILLIS was re-elected president of the Grocery Manufacturers of America last week at the association's annual three-day conference held in the Waldorf Astoria, New York. Officials named by the association are: Donald E. Lott, Oklahoma Foods Co., vice president; Richard E. Mehlheim, of Duffy-Mott Co., secretary, and R. E. Snyder, of J. B. Davis Co., treasurer.


MRS. M. B. SCHARFELD, mother of Arthur Scharfeld, partner in Washington radio law firm of Loucks & Scharfeld, died Friday in Cleveland after extended illness.

NORMAN NOYES, former NBC Hollywood account executive, new Los Angeles manager, Avery-Knodle Inc., has announced F. R. A. N. K. WEBB, resigned, to manage KVPO Honolulu.

BROADCASTING • Telecasting
A CHARTERED plane will fly three Midwesterners to New York next week to witness important sessions of the United Nations Assembly. These three persons will be winners of WLW's United Nations Essay Contest. Their all-expense paid trip is their reward for submitting the best answers—in the opinion of the presidents of four state universities—to this question:

"HOW CAN WLW BEST CONTRIBUTE TO THE INTEREST IN, AND UNDERSTANDING OF, THE UNITED NATIONS?"

What is the reasoning behind such a contest? Simply this: several years ago WLW pledged all its resources and facilities toward keeping its listeners the best informed radio audience in the world. To fulfill that pledge—still our prime objective—we...

...contracted for the services of the four major newsgathering agencies—AP, UP, INS and Reuters... expanded our news department to its present strength—12 expert writers, editors, newscasters and commentators...sent our own correspondents to report from every major theater of war...established our own Washington News Bureau...sent three listeners—a farmer, a grocer and a housewife—to investigate and report on the famine situation in Europe...embarked upon a comprehensive program of international broadcasting to establish better understanding between our listeners and their world neighbors.

Now, believing the proceedings of the United Nations to be of extreme importance to every listener, we are seeking a satisfactory means of using our facilities to intelligently report these proceedings—to give impetus and understanding to the concept of the UN.

Thus, the United Nations Essay Contest was conceived—not as a stunt, but to solicit the serious thinking and suggestions of our listeners in an earnest and sincere effort to further meet our obligations as a clear channel station.
KLZ IS
Doing Something
ABOUT THIS!

KLZ FARM SAFETY PROGRAM
WINS PRAISE AND AWARD IN
NATIONAL SAFETY CONTEST

The promotion of safety and accident prevention among farmers was recognized as a most urgent need when KLZ's farm service department was launched last January under the fulltime direction of Olin Watts.

Six months later, KLZ had already done more in this respect than most stations do in a year, winning second place in the 1 to 10 Kw. division of the National Safety Council's annual radio farm safety contest with special praise from the judges "for intelligent planning, promotion and presentation of a year-round campaign and for a realistic approach and appeal to all age levels."

This is the eighth significant national award which has come to KLZ during 1946. The job of serving and selling which KLZ is doing in the Denver region gets plenty of local recognition, too. For instance: More advertisers, local and national, buy more time on KLZ than on any other Denver station.

Farming Is Most Perilous Of Occupations

CHICAGO, Oct. 8. — (AP) — Dr. H. Herman Young of the Mayo Clinic at Rochester, Minn., said Tuesday that farming is one of the most hazardous of all occupations.

Young, in a speech prepared for the farm safety section of the National Safety congress, said a nine-year survey of farm accident cases treated at the Mayo clinic "indicate that some 38,700 farmers were killed at work."

He said also that 133,200 farm residents were killed accidentally, and 10,125,000 non-fatal farm home and work accidents occurred in the United States in the nine-year period.

"The farmer usually is his own boss or employs only a few men, probably carries no accident insurance and is not as conscious of the need for safety measures as those in other industries," Young told the conference.

He also said the horse is involved in more livestock accidents on the nation's farms than any other animal—including the bull.

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