The Answer to Almost Every Question You Can Ask—Yours on Request!

Here are the answers given by radio families, in all of Iowa's 99 counties, to the very questions you would ask, to determine how to spend your advertising dollars in Iowa.

The 1946 Iowa Radio Audience Survey, conducted by Dr. F. L. Whan of the University of Wichita, covered every eightieth radio home in Iowa. It tells all about Iowans' station and program preferences, reveals everything about their radio listening habits, likes and dislikes on a great variety of subjects. It is complete with totals, break-downs by age, sex, place of residence. It is organized to give you all the facts, in minimum time.

This complete Survey is a MUST for every advertising or merchandising executive doing business in Iowa. It will be the most valuable book in your data file. Write for your free copy, NOW.

WHO

for Iowa PLUS

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

Free & Peters, Inc., National Representatives
Meal-making can be merry! Millard Bailey proves that every day on her Wkop program, "FOOD IS FUN," which reaches Greater Boston housewives from 1:00 to 1:15 PM Monday through Friday and from 10:00 to 10:15 AM on Saturdays. Miss Bailey offers practical, easy-to-prepare menus, mixed with valuable household hints. 1150 on your radio dial.

Are you a home gardener with problems? Having trouble with your lawn, shrubs, or flowers? George Graves has pertinent information for you on his HOME AND GARDEN NEWS, broadcast over Wkop daily, Monday through Saturday from 7:15 to 7:25 AM. He's an outstanding agriculturist and horticulturist, with a special flair for the home garden. 1150 on your radio dial.

1,400,000 people in Greater Boston are continually reminded of Wkop local programs through newspaper "reader ads" like these, plus window displays, announcements, magazine ads, outdoor boards and car cards. With new power and vigorous merchandising, backed up by all-out listener promotion, Wkop is Boston's outstanding buy in radio advertising.

Now 5,000 watts
Rates and availabilities from any Katz office

WCOP Boston
A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
WSIX

**gives you all three:**

The Market—Nashville's retail trade area alone has a spendable income of over 800 million dollars a year.
The Coverage—WSIX effectively covers the Nashville market area and its radio families.
The Economy—You effectively reach so many who have so much to spend.
CLOSED CIRCUIT

ALTHOUGH Washington sources expected President Truman to name Charles R. Denny Jr. permanent FCC chairman (see Porter story this page) high-ranking Democrats urging appointment of Sen. James M. Mead, N. Y., who called on President Friday, or Sen. Hugh B. Mitchell, Wash., both defeated in November elections.

"RIPPER" BILL now being drafted to abolish FCC and create five-man board, e.g., to be selected from different part of country. Probe of FCC when new Congress sits probably will develop through consideration of this legislation. One reason behind Sen. Charles W. Tobey's insistence that Congress investigate FCC, particularly why FM moved upward: He lives at Temple, N. H., has depended on WMTW for radio, had 15-hour daily service "clear as bell" while WMTW was on old frequency. Since transition to 98.1 mc (and subsequent power reduction from 50 kw to 10 kw) Senator Tobey has been without good service, despite high-band receiver. If same thing is taking place throughout country, he reasons, FCC is restricting rather than expanding FM service to listeners.

NEW TRUMAN committee to ferret out disloyal elements in Government (which means Communists) can be expected to forage in FCC pasture. Charges repeatedly made on Capitol Hill that FCC staff is shot through with persons of Communist leanings and even direct party membership, but last year has seen significant staff changes.

LABOR-MANAGEMENT observers in Chicago giving odds James Caesar Petrillo, AFM president, will lose motion today to dismiss Government Bill of Criminal Information against him, charging Lea Act violation (see story page 14). Petrillo reportedly unhappy over John J. Lewis' calling UMW strike against Government on eve of court decision in Lea Act case. General feeling in Chicago: Labor's defiance of Government reacting unfavorably in public sentiment. Mr. Petrillo deleted not only industry but also Congress, NLRB and President.

BMI WILL provide entertainment for National Press Club's dinner for President Jan. 11. Hope expressed by entertainment committee of NPC that BMI and ASCAP, which at one time provided entertainment, will alternate on contribution in future years.

STRAWS in international broadcasting wind: Despite France's earlier ultimatum that State Dept. give up Algiers transmitter, odds are that U. S. programs will continue over Radio Algiers after first of year—but not in Russian language . . . Watch for U. S. to start blasting into Soviet Union with Russian-language news about mid-spring—using powerful transmitters at Munich. Certain influential Congressmen may ask State Dept. if CBS and

(Continued on page 81)

BUSINESS BRIEFLY

PACKARD NAMES . . . Packard Motors Export Corp., Detroit, appointed International Division of Young & Rubicam, N. Y., to handle international advertising beginning Jan. 1, 1947.

PRO PLAYOFF SPONSORS . . . General Mills Inc. through Knox Reeves Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago, through Ewell & Thurber, Chicago, will co-sponsor annual National League championship pro football game, on ABC. Game either Dec. 15, or Dec. 22, dependent upon outcome of Eastern division. Harry Wismer will handle play-by-play.


FITCH, KRAFT RENEW ON NBC . . . NBC Central Division, Chicago, set at rest rumors F. W. Fitch Co. was dissatisfied with poor showing of Fitch Bandwagon by announcing sponsor ordered 52-week renewal. Paul J. McClure, NBC Central Division Network sales manager, also announced renewal of Kraft Music Hall, effective Jan. 2, for 52 weeks through J. Walter Thompson Co.

PORTER QUITS OPA; LEAVING GOVERNMENT

PAUL A. PORTER, whose resignation effective Dec. 4 as Price Administrator accepted Friday by President Truman, will meet with BMI committee, which is to recommend new organization president, Thursday—day leaving Government. He was to have met Nov. 25 with committee, but AFRA-network negotiations and John L. Lewis coal strike caused postponement.

Mr. Porter settled rumors he would remain in Government, informing President "personal reasons" made it imperative he leave Federal service, where he served nearly a decade. This clears way for early appointment of Charles R. Denny Jr. as permanent FCC chairman, an expected development. He has been acting chairman since Mr. Porter went to OPA last March. Whether President would name seventh Commission by recess appointment unknown, but held likely, inasmuch as it was no secret he held FCC post open for Mr. Porter.

No decision as to new BMI president can be reached before Dec. 10, although Mr. Porter favored candidate and disposed to accept.

In resignation letter Mr. Porter said he did not believe he could "make any further contribution" to OPA operations, that liquidation of price agency was "well under way" and added OPA's part of that program now being put into effect, "I do not believe that I can personally make any further contribution to these operations and, accordingly, I am submitting my resignation to take effect at your early convenience," he wrote.

Mr. Truman told retiring OPA chief that "the danger of ruinous postwar inflation is much lessened by the efforts which you and your associates have made in the critical months since price controls were extended. Indeed there is no cause for pessimism over the economic outlook for the future if management and labor will, under freedom from direct Government controls, demonstrate the kind of patriotic concern for the common good which has characterized your administration of OPA."

Mr. Porter declined comment on future plans except to say he would take a "long rest." Asked about published reports he had been offered ABC presidency, he said: "About the only job I haven't been offered, according to rumor, is managing the Yankees." Mr. Porter began Government career in 1935, with Agriculture Adjustment Administration; next year became chief, Press Section, Dept. of Agriculture; joined CBS Washington as counsel and aide to Harry Butcher, vice president, in 1937; left CBS in 1942 to become aide to Chester Davis on National Defense Council; member of board of directors, Commodity Credit Corp.; deputy administrator, OPA, in charge rent control; associate War Food Administrator under Marvin Jones; assistant director, Economic Stabilization under Judge Fred Vinson, now Chief Justice.

He was publicity director, Democratic National Committee, 1944 campaign, was given recess appointment to FCC chairmanship by late President Roosevelt in December 1944, subsequently nominated and approved by Senate in early 1945. Left FCC in March 1946 to head OPA.

(Continued on page 81)
"Reading Is Fun" has been broadcast in the public interest by Station KGW to the children of Portland during the last 8 school years. Sponsored jointly by the Portland Library Association and the Portland Junior League, these weekly programs have long led in stimulating interest in outstanding juvenile literature. KGW recently auditioned 111 girls under 16 years of age competing for the title role in the program's dramatization of "Alice in Wonderland". Winner was 13-year-old Mary Jane Pitts, who played the part on the four-week broadcast of the story.
available now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 219 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

*Offered Subject to Prior Sale

Fulton Lewis, jr.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
For more than 15 years, Anice Ives—in her own warm, friendly style—has been bringing a wide variety of feminine topics to the women of Philadelphia.

To these women, the buyers in the nation's third market, Anice Ives delivers her advertisers' messages daily—and with amazing results! The measure of these results is continued renewals. Four of Anice Ives' current sponsors—Andy Boy Broccoli, Abbotts Dairies, Philadelphia Electric Company, Mrs. Schlorer's Mayonnaise—have been with her for more than 4 years, and two advertisers—Rockwood Chocolate and General Foods—for more than 2 years.

A participation on this popular women's program is now available! Contact WFIL or The Katz Agency today! Let Anice Ives sell YOUR product!

AN ABC AFFILIATE
WFIL 560 First ON YOUR DIAL
REPRESENTED NATIONALLY BY THE KATZ AGENCY

The Philadelphia Inquirer Station
Incomparable!

That's the word for Colorado, home state of KOA. It applies also to KOA Home Forum, a program where Lora Price does such a selling job that participating advertisers have called it "absolutely perfect."

Since 1942, thousands of housewives in the vast Rocky Mountain & Plains States region have been tuning regularly to KOA Home Forum for news about interior decorating, food suggestions, beauty and fashion notes, child care and psychology, book reviews, interviews and music. Monday through Friday mornings at 11, Miss Price offers the kind of program best suited to garner morning audiences and to sell the goods and services of her three daily sponsors.

The great popularity and influence of KOA Home Forum was proved once again this October, in the offer by Miss Price of a leaflet on crocheting instructions. This limited appeal item pulled 367 requests in the first week alone ... after a single 45-second announcement.

Naturally Lora Price and KOA Home Forum are booked solid. Occasionally, though, there's an opening. Enter your name on the list waiting for such an opportunity but, meanwhile, investigate the other KOA-built programs capable of creating maximum listener attention from Canada to Mexico.

FIRST IN DENVER
KOA
50,000 WATTS  850 Kc.
Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Photo by O. Reinh—Denver
Feature of the Week

EVEN as the coal strike was getting underway, Denver schools were preparing for the emergency. By the middle of last week the city's five stations were mobilized to continue education of youngsters unable to attend school.

Each of the stations—KOA (NBC owned and operated); KVOD (ABC); KFEL (MBS); KLZ (CBS); KMYR (independent)—called many commercial periods, with the Rocky Mountain Radio Council coordinating preparation and production of programs. Each station carries regular programs recommended as "assignments" by the council and an advisory panel of teachers.

Children of school age are urged to dial at the published hours and to keep complete records of their listen-lessons. In the case of constructive hobbies such as model-building or music instruments they are asked to report daily progress.

After the no-coal recess is over they will be expected to return to school with concrete evidence of how they helped educate themselves.

Among programs offered are:

KOA—Local programs; Treasure Trails of Melody; Journey Behind the News; Music You Want; These Kids of Ours; It Happened Today. Among network programs are Harvest of the Stars; Chicago Round Table; American Album of Familiar Music; Telephone Hour.

KVOD—Local, Story Time Series; I Sing America. Network programs include Coast to Coast on a Bus; Metropolitan Opera; History in the Making.

KLZ—Local, Colorado Speaks. Network programs include School of the Air; Invitation to Learning; Behind the Atom; Radio Theatre.


KMYR—Local, Music of the Stars; Adventures in Fine Music; Children's Symphony; It's Fun to Grow Up.

Sellers of Sales


O.K. So you'll never get rich that way. But Arch Morton enjoyed a profitable year seeing the world. As a first sale it was a good start for the young man who was to become CBS Western Division sales director.

Banking was his intended career but the depression botched that up. Odd jobs followed including work as a logger and a necktie salesman. Then the round the world jaunt.

Travelling by freighter, rail, horseback and motor, and living catch-as-catch-can, he started from San Francisco over a non-tourist course. This de-Cooked tour included a ride through the Khyber pass in a dilapidated Chevrolet manned by natives and a horseback crossing of the Hindu Kush.

Returning to his home in Seattle in 1932, he became a salesman for the Street Railway Adv. Co., remaining there until 1934 when KOMO Seattle beckoned with a sales berth he filled for a year.

His radio experience set him up for a post as account executive with Erwin Wasey & Co., Seattle.

ARCH

In February 1937 he joined the KIRO Seattle sales staff. From 1939 until 1942 he was sales manager for KIRO, then went to Hollywood as network sales service manager for CBS there. One year later he was named sales manager of KNX Hollywood, and in June of this year took his present title.

Reputedly, he is now operating a $2,000,000 annual business in time alone, plus several thousand in program sales. Altogether this involves more than 150 accounts.

Literally and figuratively John Archie Morton has covered a lot of ground since his birth at Rawal Prindi, Punjab, India, Feb. 1, 1905. The son of missionary parents, he was brought to Seattle at 5 and reared there.

College: Yes, four years—Freshman, Muskingum College, Ohio; Sophomore, U. of Washington; Junior, U. of Michigan; Senior, U. of Washington. Result: Fifteen hours shy of banking degree.


Member of Sales Managers Assn. of Southern California, Los Angeles Ad Club and Psi Upsilon.

In Nebraska's second market, only one radio station makes a policy to serve that market alone. That's KFOR. People in the Lincoln area know that KFOR is constantly on the job serving them with well-produced local programs that appeal directly to them. They know that KFOR keeps them well informed with intelligent news briefs and far more special features in the public interest than any other station.

So listeners in the Lincoln area keep their dials set at 1240, KFOR, the station that serves them best. You can sell to this loyal audience at very low cost. Contact KFOR or Edward Petry for availability in spots and local shows that can do the job for you competently and effectively.

Arch

Represented By

EDWARD PETRY CO., INC.

NEBRASKA'S 2nd MARKET

GORDON GRAY, Vice Pres.

HARRY PECK, Station Manager

BASIC ABC-1240 KC

LOCAL CHANNEL

WDELB

WILMINGTON, DEL.

SELS

5000 WATTS

DAY AND NIGHT

BASIC STATION

Represented By

RADIO

ADVERTISING COMPANY

New York • Chicago • San Francisco • Hollywood
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

Lip-stick doesn't make the gal—clothes don't make the man—but oh, what a difference a little extra effort and some finishing touches will produce!

F&P believes in extra effort—in doing “what's necessary”, plus a whole lot more. If you want information, our idea is to give you all the information we can dig up for you. If you want availabilities, our idea is to get them for you faster. . . . Whatever you want, we'll put extra effort into getting it for you. And ten to one you'll be extra satisfied with the results.

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE KOB
BALTIMORE WCBM
BEAUMONT KFOM
BROWNSVILLE KVAL
BUFFALO WGR-WKWB
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DULUTH-SUPERIOR WDSS
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA WMBC-WDZ
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFLB
TULSA KTUL

CHICAGO: 160 N. Michigan
NEW YORK: 444 Madison Ave.
DETROIT: 3455 Penobscot Bldg.
SAN FRANCISCO: 58 Sutter
HOLLYWOOD: 6331 Hollywood
ATLANTA: 3332 Palmer Bldg.

Franklin 6373
Plaza 4-1310
Cadillac 4255
Sutter 4333
Hollywood 2151
Main 5067

Page 12 • December 2, 1946
Chesterfield Selects

KWK and Gil Newsome

Six Hours Per Week

ABC Club at 10 pm
Monday to Saturday

Radio Station KWK has been selected by Liggett & Myers to bring the Chesterfield ABC Club to St. Louis. And naturally they chose KWK's Gil Newsome to be master-of-ceremonies on the show which will be heard every Monday through Saturday from 10:00 pm to 11:00 pm.

KWK feels highly complimented that Chesterfield has chosen KWK and Gil Newsome to do this job. A 75% increase in KWK's share of the audience and Newsome's average Hoorating of 12.5 on his "First Five" program each evening at 6:15 pm, indicates why Chesterfield picked this combination.

Newsome in his short time on KWK, has easily become St. Louis' most popular entertainer. KWK is proud of this "veteran radio artist who's program "The For St. Louis' Outstanding Personalities and Locally Produced Shows, it's

HOTEL CHASE
ST. LOUIS

Paul H. Raymer Co., Representative

December 2, 1946 • Page 11
Sharp Programming Changes Seen in '46

Local News Reports, Public Interest Programs Up; Budgets Rise

The second part of this question asks managers to indicate which of these 13 program policies not adopted in 1946, they planned to adopt in the near future.

The results, generally speaking, indicate that the changes most frequently mentioned—more local news (76%), more public interest programs (72%)

The results of the first survey [BROADCASTING, Nov. 4, Nov. 18] which reported in Nov. 4 and Nov. 18] issues sought to elicit from broadcasters and management their opinions as to what factors had done most to improve program content. By advertising agencies and sponsors had done most to improve the length or content of commercials.

The results of this survey were most informative, as in most of the stations were doing most to improve it; that listeners at this time were receiving adequate local program service and that broadcasting's own local stations were doing most to improve it; that listeners at this time were receiving adequate program service and that local stations had done most to improve program content. By advertising agencies and sponsors had done most to improve the length or content of commercials.

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UAW’s Radio Plans Questioned

Rival Applicant for AM Outlet in Detroit Files Motion

A CLAIM that the United Auto Workers (CIO) Executive Board has no power to enter the field of radio station ownership was before the FCC last week, awaiting the union’s answer.

Asking dismissal of the UAW-CIO Telecasting Corp. of Michigan’s application for a new AM station in Detroit, a motion filed by a competing applicant insisted that the union’s “supreme law” is its constitution, and that a “careful examination of the constitution . . . shows that there is no actual provision in it authorizing the Executive Board, directly or indirectly, to enter the field of radio broadcasting, or compelling them to make investments in this field.”

Ernest Goodman, Detroit attorney for the union, which through affiliated corporations has two FM grants, is seeking two others in addition to the AM application, said the motion, filed by Grosse Pointe (Mich.) Broadcasting Corp., would be “thoroughly and completely answered.

He took exception to a supporting brief’s listing of UAW current assets at about $6,000 more than current liabilities ($386,025.84 to $395,225.86), calling the reference “irrelevant.”

The Detroit AM application is UAW’s only pending bid to enter the standard broadcast field. The Grosse Pointe brief, filed by John G. Jefferson of the Detroit law firm of Schudlich & Jefferson, argued that “the acts of the Executive Board of the Union [in setting up corporations and appropriating funds to enter broadcasting] are clearly beyond the scope of their authority . . . .” Court rulings were cited in support of the argument.

The brief claimed that by granting the UAW’s application the board would be helping the UAW firm’s application the dispensing were cited in support of the utmost on behalf of the UAW firm’s application the UAW firm’s firm’s beyond the scope of the FCC’s jurisdiction.

Public Service

Mr. Thomas also testified at the Detroit hearing, under cross-examination by Harold E. Mott as Washington counsel for another applicant, Wolverine State Broadcasting Service, that he personally favors public ownership of radio and of utilities [BROADCASTING, Nov. 4]. In an extension of his remarks under re-direct examination by Mr. Goodman, according to the transcript, he said:

Favors Public Ownership

“Especially in radio, I am a firm believer in the fact that it should be owned by the public because I believe every segment of the public would get fair treatment. I don’t believe that any group or monopoly would attempt to control the air, the public’s right from the air, put it here for the use of everybody.”

At the opening of engineering hearing last week, Mr. Jefferson noted that his motion to strike or dismiss the UAW application was made orally at Detroit and that he was given permission to file a written motion. Mr. Goodman replied that the written motion was dated Nov. 21, almost a week beyond the two-week limit set by Examiner Stein.

Mr. Stein said he thought the motion raised a question of such interest that the Commission would want both sides and that since the motion was filed after deadline, the 15-day period originally allotted Mr. Goodman to reply also would be extended.

An argument between Mr. Jefferson and Mr. Mott ensued when

(Continued on page 77)
AFRA, Networks Resolve Main Issues

Fact Board Would Replace ‘Unfair’ Clause

By FLORENCE SMALL

SETTLEMENT of commercial programs "have issues" concerning conditions for commercial programs "have been resolved."

Details of agreements already reached will not be divulged "until all points of the proposed new two-year contracts" have been settled, said the statement. Other issues relating to sustaining programs and staff agreements awaited further negotiations, but the statement indicated hope was strong for the eventual signing of new two-year contracts. Negotiations were to resume Saturday.

WASHINGTON, D. C., DECEMBER 2, 1946

AFRA strike against networks apparently was off as negotiations between union and major network heads were near a compromise at press time. Biggest bone of contention—AFRA’s insistence on an "unfair stations clause," appeared near solution with agreement to appoint industry-union fact-finding boards (including NAB) to arbitrate station disputes.

Wednesday that network executives from Chicago and the west coast were converging on New York for a meeting today (Dec. 2).

Another measure of the 37-point contract known to be under discussion was the question of "termination notification." It was understood that AFRA was seeking a 10-day cancellation clause to the two-year contract while the networks held out a 50-day notification of cancellation.

Increased Expense Cuts Radio’s Net Income

WITH THE RISE of expenses outstanding increases in revenues, net broadcast income of U.S. networks and stations (before Federal income taxes) experienced a drop during 1945 for the first time since the start of the wartime boom—$83,584,288 against $90,272,651 in 1944.

Official figures released Friday by FCC showed total time sales rose from $287,042,747 in 1944 to $310,454,046 in 1945, substantiating the 1945 BROADCASTING Yearbook estimate of 1945 time sales within a minor fraction of 1%. The Yearbook estimate was $310,450,000. This included commissions to agencies, representatives, etc., counted in the Yearbook as sales expenses, but which were deducted by FCC in arriving at net time sales figures of $286,526,560.

FCC’s figures showed average station income down 3.6% from 1944, with aggregate figures for networks and stations as follows:

Total Broadcast Income (revenues less expenses, but before Federal income taxes)—$83,584,288 in 1945 as against $90,272,651 in 1944.

(Continued on page 79)
Soviet Ban on News Is 'Closed Incident'
State Dept. Declares Russians' Stand Their Own Affair

NO MORE direct broadcasts from Moscow for U. S. networks will be heard unless the Soviet Government alters its policy. So far as State Dept. is concerned, the Russian ban on U. S. pick-ups is a "closed incident" from a diplomatic point of view.

Earlier State Dept. officials had said they view Moscow notes sent to Richard C. Hottelet, CBS correspondent, as "not final" and that they had not "given up hope" (Broadcasting, Nov. 25).

"We have since had reports from our Embassy in Moscow," said a State Dept. spokesman, "and we have concluded that it's purely a local affair—something within Russian Government right.

That does not mean that Embassy officials won't continue to attempt to persuade the Russian Government informally to change its mind, as a State Dept. person added. He pointed out that Russia has a long tradition of radio correspondents in this country and the direct broadcast of news from Moscow could not be considered below some local-level, reciprocal basis.

CBS already has ordered Mr. Hottelet to leave Moscow. ABC and NBC have used string correspondents and therefore have no offices in Moscow. The Soviet Government held that permission to transmit direct broadcasts from Moscow was a "wartime expedient" and that radio correspondents, as well as newspaper reporters, could now file their copy by other media. This would permit the Russian Government to censor anything sent out, whereas by direct broadcast censors could not screen the transmissions, although copy was "reviewed" by Russian officials.

Toni Co. on CBS
Toni Co., Minneapolis (Creme Cold 'Wave) Jan. 4 starts first network radio campaign with sponsorship of Give and Take, Sat. 2 p.m. over CBS. Account moved several months ago from J. Walter Thompson Co. to Foote, Cone & Belding, Chicago. Present sponsor, Chef Boy-Ar-Dee, drops Give and Take Dec. 28.

Schutter Renewes
SCHUTTER CANDY Co., St. Louis (Bit O' Honey), has renewed Countercopy on ABC, Sun., 5:30 p.m. (EST) through Schwimmer & Scott, Chicago. At same time firm notified agency it intends to expand its radio campaign with spot announcements in several markets.

'Calvadale' Renewed
E. I. duPONT de NEMOURS, Wilmington, Del., has renewed sponsorship for 52 weeks of Calvadale of America on NBC, Mon. 8-8:30 p.m. Agency is BBDO, New York.

NAB Committees Announced By President Justin Miller

COMMITTEES to carry on functions of the NAB during the coming year have been appointed by President Justin Miller, with membership of seven new committees and five subcommittees announced last week.

Committees named thus far include FM Executive, International Broadcasting Advisory, Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive, and Standards of Practice Committee of Program Executive Committee.

Subcommittees, all operating under the Sales Managers Executive Committee, include Sales Practices, Audience Measurement, Joske Advisory, Spot Sales and Sales Promotion.

Membership of the committees and subcommittees follows:

FM Executive Committee—Walter J. Dan, chairman, WMJ-FM Milwaukee; Gordon Gray, WMIT-Winsston-Salem, N. C.; John Shepard, Jr., WOTH Boston; John V. L. Hogan, WQQX New York; Leonard Asch, WQO Columbus; Lester Nafger, WOOL-FM Columbus; Everett Dillard, KFOZ Kansas City; Clarence Leach, WMLL Evansville Ind.; Cecil Market, WBNF-FM Binghamton, N. Y.; Matthew Nonebrake, KOCT-FM Oklahoma City.


Board Liaison Committee of the Public Relations Executive Committee—F. M. Russell, chairman, NBC, William Way, KVOD Tulsa.

Sales Managers Executive Committee—Otis S. Ramsland, chairman, KDAI Dubuque, Ia.; James M. Smirch, WCNW St. Paul, Minn.; John W. Kennedy, WHAM Rochester; Robert Eigel, WOL Lancaster, Pa.; Bill Bennett, KXYZ Houston; Robert M. Math, West Palm Beach; Walter W. Morency, chairman, WTIC Hartford; Robert H. W. Shube, KONO San Antonio, Tex., chairman.

Board Liaison Committee of the Sales Managers Executive Committee—W. Morency, chairman, WHTC Hartford; Harry B. Speese, KXSR Aberdeen, Wash.; Edgar Kobes, MBS, New York; Small Market Stations Executive Committee—Wayne W. McRae, chairman, KMBG-KFAB Omaha, Neb.; KBBN Boise, Ore.; Robert Massey, WBBM Chicago, N. Y.; Michael Callow, WBBM Chicago, N. Y.; Frank Mills, WDWS Milwaukee; Ton H. Hendricks, KBEF Austin, Tex.


Board Liaison Committee of the Marketing and Public Relations Committee—N. Fick, chairman, WSB Minneapolis; C. H. McCaffrey, WSB Minneapolis; William J. Schleis, WSB Minneapolis; Charles G. Bennett, WSB Minneapolis; William B. Smulling, KEME Eureka, Cal.


drawn

"And I thought we could stay out of those messy public places when we got our television set!"

BROADCASTING • Telecasting
TV Light Beam Transmission Is Shown

Du Mont Invention Is Hailed as Big Money Saver

By PAUL FULCOMER

A NEW DEVELOPMENT called "photovision" which its inventors claim eventually may replace costly coaxial cable for inter-city television broadcasting was demonstrated before the American Institute of Electrical Engineers representatives of the FCC Wednesday night in Washington, by Dr. T. Goldsmith, director of research, Allen B. Du Mont Labs., Passaic, N. J.

Photovision, invented by Dr. Allen B. Du Mont, president of the firm bearing his name, makes use of light beams instead of radio waves to transmit pictures and sound from one point to another, Dr. Goldsmith explained. It is practical for the transmission of color as well as black and white pictures, he said.

In the demonstration of the photovision principle pictures were transmitted on light waves across the stage of the lecture hall of Washington's Potomac Electric Power Co., a distance of approximately 12 feet, but Dr. Goldsmith explained that the transmission over such a short distance had no significance. Du Mont Labs., he announced, plans to conduct a demonstration soon in which sound and picture will be transmitted by light beams over a distance of more than five miles.

Two Outstanding Advantages

Dr. Goldsmith claimed two outstanding advantages for photovision. First, he said, it will save television broadcasters tremendous sums of money. Second, loss of television image sharpness will be greatly reduced.

"A television image loses about 40% of its definition or sharpness when it is transmitted by coaxial cable," Dr. Goldsmith said. He asserted that the new system will cut this loss materially.

"A series of relay stations between New York and Washington for the transmission of pictures and sound over light beams would not cost more than $80,000," according to Dr. Goldsmith. On the other hand, he pointed out, the coaxial cable between the two cities costs millions to install.

Eliminates 'Ghost Images'

Transmission of pictures and sound on light beams would be on 600 million meg per second, whereas the recently announced all-electronic color television system will operate on approximately 500 meg per second. Use of this high intensity energy source, capable of modulating both in and out of the visible spectrum, will result in elimination of shadow effects or ghost images," Dr. Goldsmith claimed.

Photovision, Dr. Goldsmith said, operates in light or darkness and without interference from static or other interference inherent in radio, but admitted that it will not work satisfactorily in fog. This is but a temporary obstacle and will be overcome by application of certain developments still in the laboratory stage, he explained.

The sending device used in the photovision demonstration was a cathode-ray tube designed so light could be varied 500 million times a second. As the picture signal arrived intensity of this tube, a sensitive photo-electric cell, which acted as a receiver, picked up this energy and converted the fluctuations of light into electric signals.

Photovision is the outgrowth of an invention developed by Dr. Du Mont in 1931 and patented in 1934, Dr. Goldsmith said. Broadcasting was told by RCA that the patent to which Dr. Goldsmith referred — No. 1984673 — was assigned to RCA by Dr. Du Mont. Dr. Goldsmith declared that Du Mont Labs. is making the system applicable to many fields.

Members of the Du Mont staff, in addition to Dr. Du Mont, who have contributed to development of the system, include Dr. Goldsmith, and in charge of the field tests, Mr. Frank Buchholz, Mr. Bob Doyle, and Mr. Charles Brown.

Broadcasting Barred From Lewis Trial

ABC and CBS Install Lines Despite Court Rule

APPARENTLY the Federal Courts consider radio a medium for covering fights and football games, but not to be compared with wire services or newspapers as a means of informing the public.

In order "to maintain the dignity of the court," broadcasting was barred last week from the Federal District Court Bldg., where the UMW's John L. Lewis was on trial.

A court spokesman said the discriminating action was taken because Judge T. Alan Goldsborough, Associate Justice of the Federal District Court, who presided, "didn't want a Roman circus made of the proceedings. With radio on the spot, the whole affair would amount to just a play-by-play account of a football game," he said, still echoing the Judge.

Court Rule

When asked if the court judged radio merely an entertainment medium, he parried by saying that the Federal Court had stopped all broadcasting on its premises a year ago, and that a similar administrative procedure had ruled out photographers several years ago.

Despite the ruling, ABC and CBS both broadcast from the court building on Monday, before Judge Goldsborough expressed his opinion on the matter.

ABC installed its lines without trouble — on a juridical technicality. According to Bill Neel, ABC Washington news chief, the network received permission to set up lines in that part of the building over which the District Court has jurisdiction.

CBS on Monday went to the court with its mobile equipment, strung a line through the third floor window, and set up its microphones in a corridor outside the courtroom.

Informed, Judge Goldsborough ordered, that following the Monday hearing, he would "line the building with marshals" to prevent further "violation of the court order."

ABC Still In

By Wednesday, however, ABC's lines were still in, and being used. Commentator John Edwards broadcast from the first floor press room Wednesday at 1 p. m. on the Bausch & Lomb program, describing the完全 court proceedings, and the Lewis fracas with photographers.

Disc Firm Places

BIBLETONE RECORDS, New York, has started a special campaign, emphasizing its first use of radio, effective Dec. 1 and to continue until Christmas, on 80 stations of the Keystone network. Company's extensive plans for radio coverage next year will be determined largely by results of test period. Following stations are carrying spots:

KAMD KFFA KBTM KOTH
WMRO WDSW WJSB WVPF
WLDS WJOL WIWU WTRD
WLDJ WHUP WAGN WATT
WHDJ WDBE WJOSS WAKA
WDMJ WHLS WTCM KHAS
KGFW WLNH WSNJ WMBO
WGBE WALL WPPB WMPE
WNBZ WFFS WBBS WEGO
WGTG WYNG WCCK WOGF
WMRN KAST KBND KSLM
KODL WISR WCED WDAD
WRKZ WMJW WOPI WZMH
WVJG WJMP WFDL WVRP
WDEP WCHY WKEY WFV/A
WMVA WNYA WPUW WUIG
WLPW KRRK KGY KOMP KTB
WLOG WMON WAJR WBRW
WTHL WIGL

HISTORICAL record of broadcasting was presented to President Truman Wednesday morning by E. P. J. Shurick (1), KMBC Kansas City promotion director and author of The First Quarter-Century of American Broadcasting. He was accompanied by Arthur B. Church, president and founder of KMBC.

BROADCASTING • Telecasting

December 2, 1946 • Page 1
Argentina Hasn’t Jingles That Jangle

Singing Commercial

Banned in S. A. Republic

By BERNARD JENNINGS
McCann-Erickson Corp., Buenos Aires

A NEW YORK advertising man who had been hopping from capital to capital throughout South America looking for new ways of promoting his company’s products stumbled upon what he considered to be a sensational new idea in Buenos Aires.

“For three days I’ve had my ear glued to the radio,” he told us, “and I haven’t heard a singing commercial. Man, they’d be a wow in this market!”

“But watch, senor,” we agreed. “Unfortunately, you can listen to the Argentine radio from seven in the morning, when broadcasting officially begins, until midnight, when all the stations sign off, and you’ll never, near hear a recorded commercial.”

The people took care of that. After several years who jingles and ditties were claimed to have cluttered up the pampas airwaves, the Dirección de Radiodifusión outlawed jingles and ditties, and since then announcers’ lips. And without recordings, of course, singing commercials are impractical.

Tered an Abuse

Why was this done? Some say it was a measure to eliminate what was considered to be an abuse of radio, which through the use of recorded commercials sneaked into the private lives and subconsciousness of listeners. Others claimed it was a move to ban the varied and sundry Central American accents which were thought to be corrupting the special Argentino-español pronunciation. Still others said it was a move purely and simply to protect the livelihood of station announcers, musicians and actors from being done out of earning an honest peso by canned commercials.

Their passing took from advertisers one of the most effective means of putting ginger into short announcements. What’s more, their absence completed the production of recorded programs for rebroadcast in the interior cities, where talent is scarce or unavailable, and where without canned programs one could exercise very little control over how his radio programs are handled.

It remains to be seen how long this same public, which was so quick to applaud the banning of entertaining recorded commercials, will continue to accept the long-winded, hodge-podge of words in which stations mix together a half-dozen 10 to 20-word frases sueltas (short phrases) advertising head-she cures, laundry soap, chocolate candy, or what-have-you.

The effectiveness of “short phrases” in Argentina is indisputable, and so far the public has not openly objected to them. However, it would not be too surprising to this writer to awaken some morning to discover that frases sueltas, like some other things, have been eliminated overnight. Lacking an official move, the radio stations may someday voluntarily abolish them when they realize that more and more advertisers are questioning the necessity of investing sizable sums to another company’s products with enough spot announcements to confuse the public and steal some of its gratitude.

Canned commercials, however, are off— and the ruling is apparently here to stay.

Argentine Life

Argentine blood is primarily of Italian and Spanish origin, which partly explains why Argentina is a country of music. The most ordinary coffee shop on Calle Corrientes in Buenos Aires, where you can loaf all day over a single cup, if you wish, has an orchestra which plays, of course, singing commercials.

Argentina’s wealth, accumulated in Argentina during the war years and dumped up, is merely awaiting arrival of products from North America and Europe, states Mr. Jennings. And herewith, he presents a picture of Argentina’s radio listening habits and a sampling of broadcasting as verséd, as well as an insight into the living habits of that neighbor which offers such a rich market.

Radio Week Observed on Modest Scale; RMA Planning Bigger Campaign in 1947

WEEK-LONG tribute to the broadcasting and radio manufacturing industries came to an end Saturday. The National Radio Week ceremonies marked the 26th year of broadcasting, with stations, networks, stores, distributors and civic groups taking part.

Observance of Radio Week was conducted on a modest scale as compared with the events that characterized the first week a year ago in connection with the 25th anniversary celebration. This was due mainly to the inability of NAB to take an active part in planning Radio Week.

Active direction of the events was in charge of Radio Manufacturers Assn., which had a $10,000 fund for promotion purposes. Already plans are in the discussion stage for a more extensive campaign in 1947.

Historical aspect was given Radio Week with presentation Wednesday morning of a leather-bound copy of The First Quarter-Century of American Broadcasting to President Truman by the author, E. P. J. Shurick, promotion director of KMBC Kansas City. Mr. Shurick was accompanied by Arthur B. Church, president and founder of KMBC and a pioneer in the technical and commercial development of broadcasting (see photo page 17).

Main promotional event of the week was an industry-wide letter contest on the subject “What I Think of Radio,” conducted by the Assn. of Women Directors under direction of Alma Kitchell, WJZ New York, president, and Dorothy Lewis, NAB Director of Listener Activity. Awards of 12 radio receivers in each of the 17 NAB districts will be announced next year.

WEALTH, accumulated in Argentina during the war years and dumped up, is merely awaiting arrival of products from North America and Europe, states Mr. Jennings. And herewith, he presents a picture of Argentina’s radio listening habits and a sampling of broadcasting as serious, as well as an insight into the living habits of that neighbor which offers such a rich market.

features—for lunch, cocktails or later—tangos and tango, alternating with American jazz. The best-selling list in Buenos Aires would certainly have to give some mention to the song books which are peddled for few cents on the streets, and which give the words to the tunes on the River Plate Hit Parade. Music is as much a part of the national life of the Argentine as are the three-inch, but tender steaks you can still buy here for about forty-five cents.

This love of music finds ample outlet through the radio, over which you can hear a surprising amount of “good” music. Radio del Estado, for instance, which is a Government station, is on the air from morning until midnight with Bach, Beethoven and de Falla, while the nostalgic folk of Latin taste, likewise, are heavily programmed with serious music, plus an ever-present abundance of melodious South American music and the more lively typical music of Argentina and neighboring countries—such as the pericon, cuca, zamba, zamba, yunto and yunto-para. Over the radio stations in the interior, where you might think that the gauchos and paisanos would be hop to a Latin-American version of old time fiddling, you also hear surprising front of Verdi and Puccini mixed in with the lovely flute music of the Bolivian mountain people and the nostalgic folk music of the guitar and accordion.

National Pride

The intense nationalism in Argentine psychology which finds its outlet in the fierce pride which the natives have in their prospering and prosperous country with its well-furnished customs, even boasts a musical side. Although the radio carries plenty of boogie-woogie, Mexican music, rich-sounding sambas and Cuban rumbas, Argentine music insist until the voices come home that nothing quite suits their national (Continued on page 20)
NAB Organizes Radio in Emergency

Stations Are Prepared To Assist in Coal Strike Crisis

STEPS to meet a nationwide heat and power crisis should the coal strike continue for an extended period were taken last week by the nation's broadcasters. Except for minor adjustments the Civilian Production Administration's brownout in the East and Midwest, along with local ordinances, did not interrupt broadcast operations.

NAB last week took measures designed to bring broadcasters into the crisis on an organized basis. President Justin Miller called on all station managers to contact superintendents of schools to offer their services to maintain local education systems in event buildings are closed by lack of heat, light or power. Even as his letter was being sent, stations were sending reports to Broadcasting of plans to provide educational material for pupils.

At the same time the association was considering other means by which stations could perform public functions such as maintaining morale, participating in civic projects and helping law enforcement officials.

In general it was felt at Federal, state and local government agencies that broadcasting performs a critical function in time of crisis and stations are expected to remain on the air during any period of power shortage. A large share of stations have standby power supplies and can operate on an emergency basis if necessary.

Letter to Stations

Writing to all station managers, NAB President Miller noted that already some schools have been forced to shut down because of the coal shortage. Pointing out that the condition may become general, he said the crisis presents an opportunity for individual broadcasters to "demonstrate their desire and ability to operate in the public interest."

Dr. John W. Studebaker, U. S. Commissioner of Education, endorsed the NAB project.

Judge Miller told stations: "Obviously it won't be possible for any one station or even all of the stations collectively in a given community to transmit the full curriculum required in the normal operation of all grades of schools. Perhaps, however, each station could contribute enough quarter or half-hour periods daily during the emergency to permit the continuation of general instruction. For instance, a period devoted to discussion of current events designed especially for the children of school ages would be worthwhile. Students might be invited to participate in such broadcast discussions.

"General subjects such as history, geography, literature and music should lend themselves well to this treatment. You may decide that these suggestions are of no practical value in your community. In others, they may prove to be invaluable to the public welfare. In communities where there are two or more stations, coordination of activities by all stations would contribute to efficient handling."

"We shall be happy to know your reactions to these suggestions. If they prove helpful and work well, we would like to compile the results and submit the compilation of the radio industry to the alleviation of this national problem."

Varied Views of Commission On AM Improvement Evidenced

A GLIMPSE of intra-FCC differences over the official attitude toward applications for improved AM facilities in the clear channel case provided in an oral argument before the Commission on Tuesday.

Confronted by a difficult AM docket case, Commissioner Clifford Hurleigh, who frequently has voted alone against grants for expensive AM improvements which would not match FM coverage, precipitated the discussion with a statement in which he suggested that FM would supply the solution.

He asserted that FM would provide greater coverage than the AM improvement being sought, that FM would work better in all areas, and that in difficult AM cases the Commission "should look for the answer in FM."

Acting Chairman Charles R. Denny Jr. agreed that FM has "important advantages," that FCC is doing "everything possible" to foster FM and that in its turn, FT grants the Commission "is way ahead of transmitter manufacturers." Nevertheless, he said, FCC has "an obligation" to handle all applications with as much dispatch as its resources will permit.

Commissioner E. K. Jett asserted that more difficult problems than the ones involved in the case under consideration confront the Commission in other proceedings, notably the clear channel case. "We must take these things in stride as they come along," he declared.

Commissioner Roscoe P. Hyde agreed with Commissioners Denny and Jett, saying FCC has "no alternative" but to handle the applications that come before it.

Comra. Paul A. Walker and Ray C. Palfalo, and WSVA. WICA, now on 970 kc daytime with 5 kw, won the proposed decision for fulltime use of the channel (Broadcasting, Oct. 28).

In hope of working out a solution to permit grants of more than one of the applications, FCC and counsel for the applicants planned an informal conference within about two weeks.

Mr. Porter proposed that WSVA be permitted to operate fulltime on its present 500-kc daytime assignment, maintaining temporary authority until pending 550-kc cases are decided, or, since no comparable frequency is available for fulltime use at Harrisonburg, to continue daytime operation on 550 kc and 1 kw and operate at night on a local frequency.

Reed T. Rollo of the Washington law firm of Kirkland, Flemming, Ellis, appearing for WEBS, asserted that a new antenna system had been devised for the station so that interference would be sufficiently reduced to permit a grant of its application with WICA's. WEBS, now on 1340 kc with 250 w, is seeking 970 kc with 5 kw, directional antenna fulltime.

Paul M. Segal of Washington firm of Segal, Smith & Hennessey included in his appeal for a grant of WWSW's application a criticism of the "streamlined" form employed by the Commission in its presentation of the 970-kc cases. Decision took no notice of many important factors in pro- (Continued on page 69)

December 2, 1946 • Page 19
**Color TV Hearing Opens Monday**

**Opposing Forces Ready As CBS Plan Goes Before FCC**

THE BATTLE LINES were forming last week for the hearing on CBS’ petition for commercial color television in the ultra-high frequencies, to be held before FCC starting next Monday.

An even dozen licensees and manufacturers and the Television Broadcasters Assn., notified the Commission they would participate and estimated their witnesses would require an aggregate of 18 to 24 hours for direct testimony, exclusive of cross- and re-direct examination and perhaps oral summations by counsel.

Columbia, assuming the burden of demonstrating that its plan for commercial color in the 480-920 m. band is practical and that television standards should be established to permit it without delay, said it would present seven witnesses for testimony expected to consume 12 to 16 hours.

Dr. Peter C. Goldmark, CBS director of engineering research and development, is slated to devote six to ten hours to “detailed presentation of technical matters involved in all of the issues which FCC specified for the hearing” (Broadcasting, Oct. 14).

In addition to Dr. Goldmark, CBS plans to present President Frank Stanton for testimony expected to require 10 hours; Vice President Adrian Murphy, two hours; Vice President Lawrence W. Lowman, 30 minutes; Donald Horton, manager of CBS Television Audience Research Institute, 20 minutes; William B. Lodge, director of general engineering, two hours; and G. H. Readly, chief engineer, engineering research and development, 30 minutes.

**Must File by Today**

Today (Dec. 2) is deadline for filing written notices of appearance for the hearing, and also for filing copies of exhibits intended for consideration. No exhibits had yet been filed, FCC authorities said, but the following had indicated by last week that they would participate:


Others may join the group before deadline falls.

The hearing will be held before the Commission en banc starting at 10 a.m. Dec. 9 in the Commerce Auditorium on 14th Street between E and Constitution, Washington.

Of the groups which had noticed

**DECISION of the FCC to revoke the license of WKBW Buffalo, N. Y., unless the station divested itself of a time commitment to Churchill Tabernacle, Buffalo, was based on “legal theory” and not “factual findings,” James Lawrence Fly argued Tuesday before the U. S. Court of Appeals for the District of Columbia.

The Churchill Tabernacle appeal from the Commission’s decision of Dec. 19, 1945 (Broadcasting, Dec. 24, 1945) saw Mr. Fly, former FCC chairman, as counsel for the Tabernacle, pitted against FCC General Counsel Benedict F. Cottone, who served as assistant General Counsel in Charge of the Common Carrier Division under Mr. Fly. An interested spectator was Peter Reedy, chief engineer, engineering and research department, their witnesses, and oral argument was reserved.

Others to Appear

Others who have filed notices of appearance, their witnesses, and approximate length of direct testimony are:

- Zenith Radio Corp.—I. E. Brown, assistant vice president; 20 minutes.
- R. N. Harmon, manager of engineering, Industrial Electronics Division, Baltimore, will discuss color television transmitters; 30 minutes.
- William F. Norton, principal research engineer, the engineering research department, will present “information on the present status of technical development of color television transmitting equipment” by the company; 15 minutes.
- Joseph Lamp, engineering department, will testify “on price and delivery estimates for the production of color television equipment” by the company; 15 minutes.
- Philco Corp.—David B. Smith, vice president in charge of engineering; 30 minutes.
Another First

There are a lot of firsts knocking around. And this we think is an unusual one.

That plane was the first commercial passenger aircraft to be photographed over New York since the war (May 9, 1946). It was the first foreign ship ever to be pictured over the city. Incidentally, it was also the first Swedish airliner over New York harbor.

We have an unusual "first" to talk about, too. It's all about W-I-T-H, the successful radio independent down here in Baltimore.

And here it is: W-I-T-H, in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town.

That's a wallop first, as smart time buyers have learned. If you've got a sales curve that needs a boost in this 6th largest city . . . in radio, W-I-T-H is the way to do it! Glad to have you on board.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Headley-Reed, National Representatives
December 2, 1946  •  Page 21
Pot Shots a Fall Fad; Radio Dissension Overplayed
By ARDEN X. PANGBORN
Business Manager
Portland Oregonian (KGW, KGW-FM)

AT FIRST I thought it was just professional sniping and I held my peace. Then I thought a few black sheep had been let loose. I remained calm. But when it now becomes the fall fad to take pot shots at BMB, and when even NAB officially in—

Off the Beam
Shortly thereafter I read about a couple of early October meetings at BMB headquarters. Seems that everyone at these meetings thought the BMB measurement was just fine, but that BMB had no business discussing ways in which its findings might be used. They thought some of the proposed uses for the measurements were off the beam, especially comparing stations on a "cost per thousand BMB" basis. Of course, it's been done for years by stations, networks, advertisers and agencies, using a wide variety of coverage figures as a base. Certainly using the uniform BMB audience figures as a base seems far better.

Well, some of the trade papers played it up with a whoop and a holler. A scrap is good for circulation and the two meetings of dissenters seemed to become the trade, and stop worrying about semantics. In my opinion, he isn't doing either himself or research any good.

Disavowance Cited
One station wrote a letter to BMB (and the press) saying it was "constrained to disavow the BMB station audience map to safeguard (its) reputation for accuracy in its claims in coverage and audience."

From the literature I've received from BMB — and I've received plenty — I fail to find any instance in which BMB said a station should or even can claim to do an adequate advertising job in a county in which only 10% of the radio families listen to it. In fact, some articles I read on BMB spoke of using supplementary advertising in low BMB areas. With respect to our own BMB report, the low listening area information is instructive and will help us, I hope, to raise my audiences in those areas.

Another broadcaster wrote a letter to BMB's president, Hugh Felts (with copies to the press, of course), saying, in part, "I went into BMB because I was led to believe that anything you did at the beginning would merely be testing and proving ground for the eventual development of a continuing measurement of program ratings."

From then until the NAB meeting in Chicago rumor fed on rumor in a manner that couldn't be very disturbing to anyone interested in a fair and impartial consideration of the facts and rumor bred still further largely unfounded denunciations of BMB.

From the literature I've received— and I've received plenty — I fail to find any instance in which BMB said a station should or even can claim to do an adequate advertising job in a county in which only 10% of the radio families listen to it. In fact, some articles I read on BMB spoke of using supplementary advertising in low BMB areas. With respect to our own BMB report, the low listening area information is instructive and will help us, I hope, to raise my audiences in those areas.

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There is nothing in all the BMB literature I have received that indicated BMB's intentions to rate programs. In booklets, folders, articles and illustrated talks the BMB ballot and typical pages of its reports have been shown. In speeches and articles it has been made clear to me, at least, not only that BMB is not measuring program audiences, but further, that its measurement is not a substitute for

(Continued on page 34)
KFNF believes—
A Good Job, Well Done, Is Beneficial To All.

THE MALDEN CO.
1619 BROADWAY
CHICAGO 40, ILLINOIS
November 12, 1946

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank

We have just completed a survey of our sales during recent months and the task has been a pleasant one, believe me.

Particularly pleasing to us, of course, are the solid gains registered in all departments and in all activities throughout the country. However, one fact stands out clearly.

KFNF is the nation's best radio station buy as far as we are concerned - and we have used a lot of them, including some of the best of the 60 KW operations. On returns from dollar for dollar advertising monies expended, KFNF tops them all.

KFNF's consistent production of volume business, month in and month out, is a matter of perpetual wonder to us - but there is more to it than that.

In fact, Frank, we sincerely doubt that the Malden Company would ever have considered radio as anything more than a supplementary advertising medium - if you had not come into the picture and demonstrated conclusively what radio promotion can really mean to any organization which desires to do a volume business.

Today, as a result, our agency places spot radio contracts throughout the country and with excellent results. But, for our money, KFNF is 'The Top Farm Station in the Nation'.

Sincerely yours,
THE MALDEN COMPANY
Edmund Sherez
President

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
NCCJ Presents Award to Radio Industry

Contribution to American Unity, Tolerance Is Cited

THE National Conference of Christians and Jews, at a Thanksgiving banquet in the Grand Ballroom of the Hotel Waldorf Astoria in New York, on Nov. 24, presented an award to the radio industry for its contribution to American unity and tolerance.

The citation was presented by Robert W. Straus, co-chairman of the NCCJ, to A. D. (Jess) Willard Jr., executive vice president of the NAB, who accepted the award for the radio industry.

Awards were presented also to the magazine, motion picture, theatre, advertising and newspaper industries. In making the award to radio, Mr. Straus said: "The miracle of radio with its amazing developments is so bewilderingly novel that no one fully comprehends the changes this new creation has wrought in the business world."

"In 1939 the sound of marching armies and sudden attack which followed our war of nerves was instantly transmitted over the earth by radio. The instrument on which totalitarianism counted for conquest became the agency which awakened free peoples to resistance.

Radio Gives Alert"

"That Sunday afternoon, Dec. 7, 1941, required no lantern signal in a church steeple, no town crier, no newspaper extra. Radio instantly warned Americans from coast to coast..."

...and Jews are thankful to the masters of radio.

"The American Brotherhood, sponsored by the National Conference of Christians and Jews, gratefully records its recognition of the service to the present of the art of radio and its confident expectation of a larger usefulness as time progresses."

Accepts Award

In accepting the award for the radio industry, Mr. Willard expressed "the appreciation of this award to the radio industry for its contribution to American unity and tolerance through the thousands of radio stations and the four great networks of the United States." "American radio is proud and happy that you feel it has made a contribution to your great brotherhood," he said. "Radio counts its daily audience in tens of millions, and because it holds audience-interest it is a great and powerful medium."

"I beg you to remember that radio must educate, teach and inform all within the framework of American life."

"Only a free radio can help you. Only a free radio can assist you in promoting brotherhood in America and the world. I accept this award for the radio industry and pledge you its support in carrying forth the principles of 'One World.'"
A BIG STEP FORWARD IN EDUCATION!

KDKA's
"SCHOOL OF THE AIR"
Enrolls 96,500*
Students in Its First Year!

The Tri-State area has something new in classrooms. New, different, and so successful that more than 96,500 students, in 261 schools, enrolled by the end of the first season!

Sponsored jointly by the Board of Education, the Parochial Schools, the Allegheny County Schools, and Station KDKA. "School of the Air" is broadcast five mornings a week. In dramatized form, it brings to the schoolroom a new educational technique in subjects ranging from good government to good literature.

"School of the Air" programs not only provide an effective supplementary tool for district teachers, but also enlighten parents and public as to the aims and methods of the schools they support.

In addition, KDKA has organized a Workshop to coach teachers in the fundamentals and application of radio. has published two editions of Teachers' Handbooks. and has distributed more than 100,000 work sheets to participating schools.

Obviously, no "for sale" sign will ever hang on this program. It's not commercial, and it won't bring in a penny of profit. But "School of the Air" already has become a potent force in raising educational standards. and that, as a community service, is reward enough for any Westinghouse station!

* Figure includes city of Pittsburgh and Allegheny County only. There are additional participants throughout Western Pennsylvania and in more distant points.

KDKA PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KEX KYW WBZ WBZA WOWO KDKA

National Representatives, NBC Spot Sales— Except for KEX
For KEX, Paul H. Raymer Co.
Purge by Field Not to Affect Radio

Publisher Is Satisfied
With Broadcast Investments

THE HOUSE-CLEANING that swept Ralph Ingersoll, editor of Marshall Field's PM, and scores of other top-flight newspaper employees off the Field payroll will have no effect on his radio interests (WJJD WSAI KOIN KJR), the multimillionaire stated. Mr. Field also declared he did not intend in any way to curtail his present radio interests.

In sharp contrast to the financial drain that has plagued both PM and Field's Chicago Sun, the Field radio stations are proving to be sound investments, Mr. Field indicated.

The Chicago department store magnate purchased WJJD for $700,000 in July of 1944, WSAI for $383,400 in March of 1945, KOIN for $943,967 in July of 1946, and only recently completed negotiations for transfer of KJR for $700,000.

Major credit for the choice of the Field radio purchases is divided between Clem J. Randau, who announced his resignation as director of Field Enterprises (Broadcasting, Nov. 25), and Howard Lane, radio director of Field Enterprises. Mr. Randau was vice-president and general manager of United Press before joining the Field organization in 1942 and Mr. Lane was director of station relations for CBS in New York before his present appointment, made in October 1945.

While no figures for individual station profits since their purchase by Field were available, Mr. Field indicated he was eminently satisfied with both the operation and the returns on his investment.

Mr. Field also indicated that with the purchase of KJR Seattle he had no further plans to expand his radio interests, which he considers necessary adjuncts to his newspaper holdings.

But, while expressing a desire to consolidate his holdings in both newspapers and radio, Mr. Field said he was not "averse to examining any proposition which comes along."

Asked to express an opinion whether he felt radio stations afforded a better medium for the expression of his political views than the editorial columns of his newspapers, the well-known liberal publisher said, "I do not feel that radio offers any medium for the expression of my political views at all. I believe that radio has a great responsibility to offer everybody's political views and have thorough discussions, but I do not believe that owning a station entitles anybody to express his own views to the exclusion of any others."

So far this opinion has been borne out in the operation of all Field stations which have thrown open air time to all political parties although the PM editorial policy has been far left of center. The Sun, which reflects Mr. Field's own political philosophies, still espouses the Roosevelt New Deal line but recently has turned a cold and critical eye on the Truman Administration.

Radio Personnel Unchanged

While Field employees on the Sun were being fired on a wholesale basis (146 to date) Mr. Field said he had no intention of making any changes in the present personnel of the four radio stations. He is known to be more than satisfied with the local management, particularly WJJD Chicago where he is able to keep in close touch with its manager, Art Harre, and with the Chicago office of his station representatives, Avery - Knodel, through direct reports made to him by Mr. Lane.

While a firm believer in the principles of free broadcasting, actually Mr. Field has surprised many of his critics who claimed his only purpose in purchasing radio stations was to provide a voice for his political views. He leaves the management of the stations to the men whom he has delegated to operate them, but he definitely is interested in the monthly ledgersheets. Based on dollar volume of national business obtained by Avery-Knodel and on local business, believed to be best in each station's history, the Field stations probably are turning in a better profit for the original investment than both papers combined.

Financially, as a matter of fact, PM and the Sun have yet to dip into the black ink. PM only a fortnight ago abandoned its policy of non-advertising. Paper and manpower costs boosted the Sun's daily newstand price from three to five cents Aug. 1, with the result that its present circulation slumped 40,000 to a total of 335,000 as compared with the 1,100,000 circulation of the competitive Chicago Tribune which sells for three cents.

CBC shortwave station at Montreal, sending French-language programs to western Canada has added an eighth frequency and call, CBLX on 15.09 mc with 7.5 kw, according to announcement of Radio Division, Department of Transport, Ottawa.
It's OKLAHOMA by more than 3 to 1

Three-to-one over the next highest station is WKY's advantage in station rating both day and night according to a Listener Diary Study conducted by Industrial Surveys Company in 30 Oklahoma counties.

For the 332 daytime quarter-hours during the survey week, WKY's rating of 10.6% was 241% greater than the next highest station. WKY's rating of 14.9% for the week's 168 evening quarter-hours was 231% greater than that of the second station. For the week as a whole, 500 quarter-hours, WKY's average rating of 12.0% ranked first by more than 4 to 1.

This, of course, is the reason for WKY's superior selling power in Oklahoma, clearly evident in the sales figures of WKY-advertised products. By any measure, WKY is decisively dominant in Oklahoma.
ALL RADIO stations, networks and advertising agencies have been asked to link their Christmas and New Year programs to the United Nations. Christopher Cross, U. S. radio liaison officer for the United Nations, last week dispatched letters to Lake Success, N. Y., UN headquarters, to every radio station in the country asking cooperation in a nationwide Christmas season effort to focus attention on “the most dominant thought in the hearts and minds of people in your community...that mankind should never again be subjected to another war...This year,” the letter said, “the people can look to the United Nations which is working from day to day to make real their hope for peace on earth and good will to men.”

Telegrams to the four big networks and to advertising agencies carried the same message as the letter. “We would be happy to help you carry out this suggestion,” the message said. Networks, individual stations and agencies were advised that an indication from them as to how they might be planning to stress the United Nations theme in their Christmas messages would be appreciated.

Good UN Reception Is Reported Abroad

Overseas Nations Say Public Interest Is Whetted

ENTHUSIASTIC reception of United Nations radio broadcasts by the peoples of most nations has been reported by the UN’s radio section.

Since the convening of the General Assembly last Oct. 25, the UN has been broadcasting as much as 12 hours a day to most nations of the world (notable exception: the U. S.).

A program staff of 55 persons conducts an ambitious broadcasting schedule, covering all activities of the UN. The UN has received preliminary reports from broadcasting agencies in many countries. Some of them:

- France: Excellent reception;
- Norway: UN transmissions are received with a quality of local broadcasts;
- Sweden: Good reception and widespread interest;
- Argentina: programs are rebroadcast with “good results”;
- Mexico: has programs are rebroadcast;
- Peru: programs are rebroadcast;
- Humbers: has been rebroadcast;
- China: programs are rebroadcast;
- Argentina: programs are rebroadcast;
- Argentina: programs are rebroadcast.

The Soviet Union has reported varying quality of reception, and Moscow Radio has asked for recordings of Russian speeches at the UN. Russia is testing relays from Central Europe as a means of improving reception.

The Central Broadcasting Administration of China has been rebroadcasting all UN programs. A Shanghai dispatch reported widespread public interest in the UN broadcasts.

In the Philippines and Australia, UN programs are regularly rebroadcast.

Lee Hearing Jan. 14

HEARING on renewal applications of five Don Lee Broadcasting System stations, to study possible violations of the network option rule, was postponed by the FCC from Dec. 2 to Jan. 14, at Los Angeles. Comr. Rosel H. Hyde is slated to preside. Stations: KFRC San Francisco, KHJ Los Angeles and KJK-FM, KGB San Diego, KDB Santa Barbara.
The Presto 88-A is a 50-watt amplifier designed specifically to drive the modern wide range magnetic recording head, such as the Presto 1-D. Its very ample output stage—four 807's in push-pull parallel—provides adequate power at peak levels with a minimum of distortion. A selector switch provides a choice of:

1. Flat response 20 to 17,000 cycles per second, ± 1 db.
2. The NAB recording characteristic.
3. Rising characteristic for vertical recordings.

The Presto 88-A is ideal for the most exacting recording requirements.

For full specifications of the Presto 88-A, please write to the Presto Recording Corporation, 242 West 55th Street, New York 19, N. Y. To insure future delivery within a reasonable time, we suggest that you place your order on our priority list since orders are considerably in advance of production.
Richard III and Town Meeting Share Teachers' Dual Awards

DUAL AWARDS of the National Council of Teachers of English for this year's outstanding broadcast programs have been won by Town Meeting of the Air (ABC) and the CBS production of Richard III by the English actor, Laurence Olivier, and his company. The awards were presented by Dr. Max Herzberg, of Newark, N.J., chairman of the council's radio committee, Saturday (Nov. 30), closing day of the three-day 36th annual convention of the council at Atlantic City.

Dr. Herzberg explained that instead of making a single award this year the council had decided upon a dual presentation "in order to bring our awards into much closer connection with our activities in the classroom." One award (that given for Richard III) was for "the program most helpfully correlated with our work in teaching reading and writing," Dr. Herzberg said, and the other for the program "most helpfully correlated to speaking and listening."

In each of the two groups the council found four programs of great excellence. In the "speaking and listening" group, in addition to Town Meeting of the Air, the following were included: American Forum (MBS), University of Chicago Roundtable (NBC) and Trans-Atlantic Call (CBS). Single out for special commendation, besides Richard III, in the "reading and writing" group were: Theater Guild of the Air (ABC), Pacific Story (NBC) and The Human Adventure (MBS). One other program also came in for special mention. Dr. Herzberg said, "We regretted very much that the rendition of John Hersey's Hiroshima (ABC) came too late to be considered for an award."

Dr. Herzberg referred to Town Meeting of the Air as the program which "during the past year has done most to awaken greater admiration of effective and exemplary speech and to promote powers of intelligent listening and critical thinking." Town Meeting of the Air, Dr. Herzberg said, maintains a consistently high level of excellence in the presentation of a discussion program and is based on a democratic exchange of opinions among national leaders and experts, the questions and responses on the program are well-directed, the topics selected for discussion are of vital concern to all citizens, and the listening audience is trained to discriminate between emotion and objectivity, between speciousness and truth.

The award to Town Meeting of the Air was accepted by George V. Denny, moderator. With reference to the other award winner, Richard III, Dr. Herzberg said, in part: "To give the vast non-New York audience an opportunity of at least listening to Mr. Olivier and his company CBS undertook to provide them with time on the air. The program was a special feature of the remarkable and fruitful enterprise, the Columbia Workshop. To give Richard III properly, the network extended the length of the broadcast from half an hour to an hour and a half—thereby performing a genuine public and literary service. . . . The play, as those who listened to it will testify, proved to be remarkably intelligible, with a minimum of the obscurities which so often mar the modern person's enjoyment of Shakespeare's dreams." The production of Richard III, Dr. Herzberg continued, is the program which during the past year has "done most to promote a greater appreciation for and understanding of our literary heritage and to awaken greater love of beautiful writing and beautiful speech."

Representing CBS in accepting the award was Edward R. Murrow, vice president. Mr. Murrow also gave an address on "The Pursuit of Peace" at the NCTE annual luncheon Saturday preceding presentation of the awards.

Discussion of radio and television was included in one of the Friday afternoon conferences at the NCTE meeting. "The Present Status of Television" was discussed by Noran Kersta, manager of NBC's television department. Sterling Fisher, assistant public service counselor of NBC, gave a summary of "Educational Possibilities of Television." Both talks were presented as part of a panel on "Values in the Modern World: Periodicals, Radio and Television."
What is the ZIA Network?

The ZIA Network is the first regional in New Mexico, linking Albuquerque, Santa Fe, Las Vegas and Gallup, four of the state's major markets.

Affiliated with the American Broadcasting Company, the ZIA Network comprising KOAT, Albuquerque, KTRC, Santa Fe, KFUN, Las Vegas and KGAK, Gallup, for the first time brings New Mexico listeners full ABC programming. In addition, each station attunes its local program structure to its individual market tastes, strictly adhering to quality and public service, thus insuring the listener's interest and respect.

The ZIA Network is offered as a combination on a package rate, or each station can be bought individually. ZIA Network, either on a regional or single station basis, affords the national and regional advertiser the most economical buy in the southwest.

Executive Headquarters
Albuquerque, New Mexico
Post Office Box 1419
Merle H. Tucker, General Manager

Represented by HOMER GRIFFITH COMPANY, INC.
Kansas Listeners Pleased With Radio

Whan Survey Discloses Little Objection To Commercials

KANSANS like radio just as it is. They don't object to commercials. They don't see how broadcasting so-called "public service" programs as listeners would help. To top it off, 77.8% of Kansas listeners believe radio is doing a good job, while only 2.7% think it's doing a "poor job."

Those facts are brought to light in Dr. F. L. Whan's 10th consecutive annual study of the radio listeners of Kansas, titled "The Kansas Radio Audience of 1946."

It was made specifically for WTDW, Topeka, but covers the entire field in Kansas.

It was Loaded

Dr. Whan, chairman of the Committee on Radio, U. of Wichita, intentionally loaded his 1946 questionnaire, he says, with leading questions designed to bring out criticism of radio. When he tabulated the results, after polling 10,020 Kansas homes, he concluded that radio's critics are in a small minority, and that the vast majority of listeners not only are satisfied, but pleased with broadcasting today.

Among the questions asked by Dr. Whan's researchers was this: "Is there any type of program you would like at a time you can't now get it? If so, when and what type do you want?"

Of the women questioned, 29% answered "yes," 64.1% "no" and 6.9% failed to reply, while 29.1% of the men said "yes," 65.5% said "no" and 5.4% didn't answer. Dr. Whan found that no more than 6.5% of the men questioned agreed, but they were not in agreement as to what should be broadcast. In fact, no more than 2% of all questioned said "yes," 64.1% "no" and 33.2% answered "no" and 33.2% didn't answer.

Of 3,683 women and 2,164 men answering the question, 21.4% of Kansas women and 24.5% of Kansas men were at odds as to the time of day such programs were to be broadcast. In fact, no more than 6.5% of the women and 6.9% of the men questioned agreed on any one suggestion. Dr. Whan broke down this portion of his survey, showing that in one instance listeners asked for "more" of 32 different programs, while others asked for "less" of 20 of those same broadcasts.

"A Good Job"

"This lack of agreement would seem to require earlier findings that radio in Kansas is at present doing a good job," commented Dr. Whan. On commercials, Dr. Whan formulated some leading questions which, he admits, were "loaded" to develop every criticism possible. Here are some of Dr. Whan's questions and summaries of replies:

Question—"When you hear advertising on the radio, about how often would you say you are annoyed by singing commercials or by the announcer? Are you more apt to be annoyed by singing commercials or by the announcer?"

Results—Nearly three listeners are annoyed by singing commercials for one listener annoyed by announcers' delivery. Nearly six out of ten listeners are "not often" annoyed either by singing commercials or by the announcer. Men are more likely to be annoyed by singing commercials than women; farm listeners are more likely to be annoyed by the announcer's delivery than urban listeners, but urban listeners are more likely to be annoyed by singing commercials.

Question—"When you hear advertising on the radio, about how often would you say you are annoyed or irritated by what is said about the product?"

Results—F ewer than one of four are "quite often" annoyed; more than half questioned are "almost never" annoyed.

With commercialism itself, commented Dr. Whan. Greatest objection is the middle commercial on such programs in Kansas, he added.

Question—"When you hear advertising on the radio, about how often would you say the following things annoy or irritate you? First, the number of announcements on a program? Do they annoy you 'all the time, quite often, now and then, not very often, or almost never?' Second, how about the length of the announcements?"

How They Are Annoyed

Results—First, women quite often annoyed by number of announcements on program, 33.2%; men, 40%; second, women quite often annoyed by length of individual commercial announcements, 41.6%; men, 46.8%.

Question—"When you hear advertising on the radio, about how often would you say you are annoyed or irritated by what is said about the product?"

Results—Fewer than one of four are "quite often" annoyed; more than half questioned are "almost never" annoyed.

Fowler's 'best service' programs are more concerned with the position or number of those announcements, than
Raytheon presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations...and at surprisingly low cost.

It's an outstanding design...perfected after months of careful engineering. Simpler circuits give the all-important dependability that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before you decide on a transmitter, write or wire for our fully illustrated specification bulletin. Prompt deliveries can be made.

Here's What Raytheon Offers
Study these Raytheon features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits—A high level modulation system eliminates necessity of complicated and critical adjustments of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2. Greater Dependability—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3. High Fidelity Signal—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specialized audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4. Push-Pull Final Amplifier—A Push-Pull RF final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5. Easy to Operate—Only two stages, the RF Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6. Fast, Accurate Tuning—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7. Easy to Service—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8. Easily Meets All F.C.C. Requirements—Flat frequency response from 50 to 10,000 cycles per second. Noise level...60 db below 100% modulation. Less than 2½% RMS for 95% modulation.
COTTON
is big money
in the
Mid-South!

Last year, the Memphis Cotton Exchange handled 3,546,902 bales of cotton at an average sale of 25.90 cents per pound, for a total of $92,454,099.84. This year, the Memphis Cotton Exchange will handle 3,200,000 bales at an average price of 32 cents per pound, for a total volume of $102,400,000.00.

This represents an increase of more than 9%, or $9,945,900.16, most of which will be "bonus money" for the Mid-South farmer.

There's plenty of money in the Memphis market area this year, covered by Radio Station WMC, the NBC station for the Mid-South.

-the station with the billion dollar market area

Pangborn
(Continued from page 22)

program audience measurements.

Should BMB now be taken to task for failing to do something which it was not established to do and which as far as I can discover it had never promised to do?

But what surprised me the most was the action taken by the NAB itself, of which I am and hope to remain a member in good standing. At its board of directors meeting it passed a resolution which said in part that "BMB must immediately prove to broadcasters: (1) that the national buyer of radio facilities desires and uses BMB... and (2) that BMB is a valuable sales tool for use with local and regional advertisers."

It is manifestly impossible for BMB to furnish such immediate proof. If I have been reading my mail correctly, the BMB area report and network report, designed for the use of advertisers and agencies, will not be published until December and January, respectively, and it will be some months after that before advertisers and agencies will have had an opportunity to test their usefulness.

What would be the reaction of these same broadcasters, most of whom, by the way, are my personal friends, if an advertiser, after one week on the air, demanded "immediate proof" that dealers and consumers were influenced by the radio program in the purchase of the advertised product?

Based on Ignorance

For several months now BMB has been lambasted by individuals, many of them presuming to speak for the industry. Much of this criticism has been based on ignorance, for the BMB reports have been out for little more than a month and the critics have been able to analyze only their own station reports and those of the few other stations which have made their reports available. So far as I know, no attempt has been made to survey the opinions of subscribers, stations, much less the advertisers and agencies for whose use, as well as that of us broadcasters, the survey was made.

On the one hand BMB stands condemned for having discussed possible uses for its findings. On the other hand BMB is accused of failing to set up levels of listening to guide people in the use of its findings.

And all through the arguments pro and con, sight is lost of the fact that BMB is not an autonomous body but is the servant of those who established and govern it, representing broadcasters, advertisers and agencies.

I do not regard the first BMB measurement as perfect. I never expected it to be. I do not think anyone has a right to expect it to be perfect. But it does not follow that we must act like petulant children, venting our spleen on a measurement of our own devising when it turns out less perfect than we had any right to expect it to be.

It is high time we broadcasters grow up and act with a maturity becoming a major industry.

Many of the best research brains in the broadcasting industry are at work in BMB. They have made it abundantly clear for over a year what they are doing. Now that the results are being issued, it is only fair—and plain common sense—to analyze and study and try to use the information with a view to finding its shortcomings and determining how it can be improved.

Conflicting Opinions

There will be many conflicting opinions on the subject. There should be. And many suggestions for the betterment of the BMB measurement. But these opinions and suggestions should not take the form of carping criticism, futile fury and bad-tempered denunciations of BMB. Rather, they should be placed in the hands of BMB officials or committee or board members, that they may be considered and acted upon in the best interests of the entire industry. In a day when minority pressure groups are the vogue, we should refrain from either forming or joining such groups or acting in our own self-interest without first considering whether that self-interest is attuned to the interest of others.

And above all, let there be no talk about the demise of an infant organization which has done the bidding of the broadcasters, advertisers and agencies that brought it into existence and has done the job thoroughly, on time and at a saving over the anticipated cost.

We need the BMB measurement, the first and only uniform measurement of station and network audiences. The measurement can be improved, and BMB with the best brains in the business, is the logical outfit to do it. As evidence of my own faith in BMB I have renewed my subscription for the next two years, including the 1948 survey and have asked that any balance be placed in the hands of BMB and which as far as I can discover it had never promised to do?
"If we ever hope to allay the fears which lead to wars, we must have a free flow both of ideas and information throughout the world."

Kent Cooper, A.P.

As true of radio as it is of the press

WJR

The Goodwill Station, Inc., Fisher Bldg., Detroit

Michigan's Greatest Advertising Medium

CBS Basic Affiliate

Represented by Petry

G. A. Richards, President...Owen F. Ubridge, Vice-President and General Manager
Here is wire recording with all the "bugs" out. MAGNECORDER, a strictly professional magnetic recording and reproducing device, incorporates many of the electronic developments of the war years. It solves the recording problems of AM and FM Radio, Motion Pictures, Test Laboratories, General Entertainment, Industry.

MAGNECORDER offers you . . .

HIGH FIDELITY . . . frequency response flat within 2 db from 50 to 12,000 cps with signal noise ratio of well over 45 db. Less than 1 1/2% harmonic distortion. ELIMINATION OF WOW AND FLUTTER . . . 30 MINUTE PLAYING TIME . . . HIGH SPEED FORWARD-REWIND . . . SIMPLE OPERATION . . . LASTING QUALITY . . . GENUINE ECONOMY. Write for literature.

IN PIRATE COSTUME Homer Todd, narrator of Deep Sea Dan, the Cabin Boy on WCBM Baltimore, does voices of six characters. With the star are (1 to r): Jack Rohr, who provides musical effects; Tom Severin, commercial announcer, and Al Buffington, producer. Show is just completing 13-week cycle for Arundel Ice Cream Co. Merchandising aids consist of Deep Sea Dan crew member cards mailed to youthful listeners, with special ratings awarded for good deeds.

CIO Convention Condemns ‘Sabotaging’ Growth of FM

THE CIO, meeting in convention at Atlantic City Nov. 18-22, strongly condemned the "apparent conspiracy against the development of FM and the monopoly control exercised by radio interests over it." Attention was directed to radio in the Report of Press and Publicity Committee, brought before the convention and adopted by the membership.

The Report accused "big commercial radio interests" of sabotaging the progress of FM, especially noticeable in the slow production of FM receivers. The CIO urged that "labor, together with other progressive elements in the community," enter into the field of FM broadcasting, especially in the rural areas, where service is now inadequate.

CBS, NBC and ABC were praised for their cooperation in presenting CIO programs. Mutual was not only conspicuously absent from those networks commended, but three MBS commentators were cited as forming the "spearhead of the phalanx of anti-labor commentators." The three named were Upton Close, Henry J. Taylor and Fulton Lewis Jr.

The Radio Report also pointed out alleged instances of "censorship and discrimination against labor broadcasts" in the recent political campaign, naming four stations in the complaint.

Commends Stations

On the credit side of the ledger, the Union reported progress in the readiness of stations to give time to labor organizations. "This is especially true in the case of controversial broadcasts," the Report said. "The PAC twice during the campaign received free time to reply to controversial broadcasts over national networks."

The CIO asked its members to renew their vigilance in guarding against "infringement of labor's rights on the air." Expressing the view that radio is "over-commercial," the Committee's Report also endorsed the FCC Blue Book.

Convention Coverage

Len De Caux, CIO publicity director, and chairman of the Committee on Press and Publicity, told Broadcasting last week that the networks gave greater attention to this year's convention than to any similar CIO meeting. "Radio gave us excellent coverage," he said.

CBS reporters and commentators who covered the convention were: Eric Sevareid, Bill Downs, Bill Henry, John Charles Daly. ABC sent Martin Agronsky and Baukhage. Richard Harkness reported for NBC.

GOING 5000 WATTS

BOOST YOUR SALES IN IDAHO

TWIN FALLS, IDAHO

WEED & CO., Representatives

KTFI

BROADCASTING • Te lecasting
Another WSM Record

5,000,000 RECORDS BY WSM ARTISTS
HAVE BEEN SOLD DURING THE PAST YEAR!

Naturally, this demand for our artists pleases us. For we feel that each of the 5,000,000 records sold was a friendly stamp of approval from our listeners—not just for the performers themselves—not just for WSM—but for the advertisers whose products kept our stars on the air.

You know—we know—the strength of any sponsor's advertising appeal grows with the popularity of the talent on his show. And we are particularly proud that WSM listeners never seem to get enough of our performers.

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

"The Best in Broadcasting"

WSM
NASHVILLE
IN BALTIMORE,
AMERICA'S 6th MARKET

Remember These Facts:
1. WCAO Is Basic CBS
2. WCAO Has 600 Kc - 5000 Watt Coverage
3. WCAO Promotes Your Show

Now, more than ever before, WCAO is a great buy in Baltimore. Let a Raymer representative give you the full story.

WCAO
"The Voice of Baltimore"

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Plan for Japs Told By Capt. Zacharias

Intelligence Officer's War of Wits Described in Book

SECRET MISSIONS, by Capt. Ellis M. Zacharias, USN, G. P. Putnam's Sons, New York, $3.75.

"PRAISED be the Lord," declared Elmer Davis, OWI Director, in the spring of 1945 when Capt. Ellis M. Zacharias, USN, told him that Admiral King had approved I-45. For I-45 was the plan, conceived by Capt. Zacharias, by which psychological warfare was to bring Japan to its knees and remove the need for an invasion.

Intimately familiar with Japanese habits, tongue and high officials, Capt. Zacharias had detected positive signs that Japan could be induced to give up by the use of the most powerful of all means of mass communication — broadcast-

The story of Operation Plan I-45 is told in Secret Missions by the man who devised and executed it. The narrative was first related in the September 3, 1945 Broadcasting.

Also told in the 432 pages of Secret Missions are the stories of Capt. Zacharias' years in Japan where he became a close friend of Japanese; the series of developments that led to the preparations for war with the United States; the clear signs of war's approach; the formulations that took place while actual shooting was in progress.

Mertens Retires

ILLNESS has forced the retirement of Fred C. Mertens, president of Mertens & Price Inc. for almost a decade and head of his own producing company, Fred C. Mertens & Assoc. for the last five years. Advised by his physician to give up his business, Mr. Mertens is retiring to his ranch at Hemet, Calif. He is offering for sale his latest radio feature, Miracles of Faith.
ON-JOB INSTRUCTION
AFFORDED B&B’S VETS

BENTON & BOWLES veterans have been given the opportunity of seeing on-the-job training programs in an intensive 76-week course in the basic subjects of media, research, production, radio, copy, art, public relations and publicity, traffic, merchandising and account management.

While retaining the normal work phase of training the 70 men who are currently enrolled in the course by assigning them a variety of jobs under the supervision of key executives, the course also consists of small seminar classes and "laboratory" periods which are conducted during working hours.

Designed by Clarence B. Goshorn, agency president, and H. H. Dobbertin, vice president, the new program was approved by the New York State Division of Veterans Affairs which qualifies Benton & Bowles veterans to receive government sponsorship while in training. A feature of the course is a series of lectures by executives of Benton & Bowles clients. Instruction is supervised by Quentin H. McDonald who has joined the agency for this special assignment.

Mr. McDonald served with the Army Air Force during the war and earned his master’s degree at the U. of Michigan.

KAFY Bakersfield Goes On With MBS-Don Lee

KAFY, new 250-w Bakersfield, Calif., station on 1490 kc, began operation early last month, according to George B. Crome, president of Bakersfield Broadcasting Co., station owners. Fiske Harlow is vice president and secretary-treasurer of the company.

A basic affiliate of Mutual-Don Lee Broadcasting System, station's transmitter, offices and studios are housed in two prefabricated buildings units three miles west of Bakersfield. Raytheon console and transmitter have been installed.

Sheldon Anderson, general manager of KCOK Tulare, Calif., is also general manager of Bakersfield Broadcasting Co., station's predecessor. Mr. Anderson has joined the new organization.

New Portland, Ore.
FM Outlet on Air

KPFM Occupies New Modern Plant
Overlooking City of Roses

HOUSEd in one of the most modern radio broadcast buildings in the Northwest, KPFM Portland, Ore., independent FM station, began operation on a commercial basis Nov. 1. KPFM's two-story home, with 3,000 square feet of space on each level, is located atop Sentinel Hill overlooking Portland.

The station operates on Channel 285 with a frequency of 94.9 mc. Eventually its Western Electric 1 kw transmitter will be increased to 10 kw, according to Stanley M. Goard, KPFM manager and part-owner of Broadcasters Oregon, the licensee.

Musical shows predominate in KPFM programming. Both live talent and high fidelity transcriptions are used. The latter are vertically recorded to encompass the complete FM range.

KPFM staff includes, besides Manager Goard: W. K. Dallas, assistant manager; David L. Norton, program manager, and J. Land Gordon, musical director. Mr. Norton until recently was director of broadcasting at the University of Michigan.

WCOP’s Home Is Opened; Design Attracts Attention

WCP Boston officially opened its new home in mid-November with a preview tour and cocktail party for 1,000 special guests, including agency and advertiser representatives. The station now occupies 24,000 square feet of floor space on the ground floor of Boston’s New England Mutual Building.

Unusual feature of the new layout is the manner in which it is designed to attract attention of the public. Anyone stepping from the street into the huge lobby immediately sees a radio station in action. Through large glass observation windows the news room, master control room and three of the studios are in view. An illuminated wall board in the lobby automatically tells which studio is on the air.

Four WCOP studios have been completed. The fifth has been left unfinished until the station’s FM and television plans are complete and required facilities are determined. Offices and studios are air-conditioned, with separate temperature controls in each office.

FAX SERVICE IN 1947 FOR HOMES—FINCH

FACSIMILE service to homes will be available in the FM service area of about 12 cities early in 1947, Finch Telecommunications, Pasadena, N. J., has announced. The announcement was made in connection with a facsimile home receiver developed which students and faculty members of the school of journalism at Columbia U. witnessed last week. Broadcast originated from the Finch-owned FM station, WGHF New York.

Using Finch facsimile broadcast equipment, stations in New York, Chicago, Detroit, Los Angeles, Cleveland, San Francisco and San Bernardino, Calif., will begin operations shortly, the announcement said.

The preview of what might well be "the newspaper of tomorrow" was recorded on a new FM-AM facsimile home receiver developed by Finch. The broadcast was the first in a pioneering series to be produced by WGHF in an effort to determine the types of programs most appropriate for home reception. It took the form of specimen pages of a "magazine of the air." In text and illustrations aimed at the household audience.

Video Can Demonstrate Auto Engineering Feats

CAR BUYERS of the future will be able to see engineering performance of the automobile they are considering through television, Joseph E. Bayne, general sales manager of the Plymouth Div., Chrysler Corp., told the audience of WRGB, General Electric’s television station in Schenectady during WRGB’s first all-automobile television show.

The medium will solve a basic sales problem in demonstrating quickly and conveniently the benefits in safety and performance which engineering advances make possible. As an example, Mr. Bayne suggested that the Plymouth safety rim wheel could be demonstrated with actual pictures of a car whose tire blew out at 80 miles an hour.

Nationally Represented by
WEED and Company

WARD 1490 ON YOUR DIAL
CBS Network

Johnstown, Penna.
December 2, 1946

MR. ADVERTISER:

A year from now we expect WINC-FM will have to say sorry! no desirable availabilities....sold out! Right now WINC-FM with 14,000 watts radiated power and 25,000 square miles of perfect coverage offers you choice ABC co-ops for sponsorship: Baukhage, Walter Kiernan, Headline Edition, and Elmer Davis. The cost only $10.00 per time (exclusive talent charge). We have some good local shows including Mark Sheeler's Blues Chaser Club. The six, seven, eight, and nine o'clock night time station breaks are for sale at $4.00 each.

The WINC-FM transmitter is located on a mountain peak in the historic Blue Ridge surrounded by the fabulously rich and fertile Shenandoah Valley to the West and the Washington-Baltimore basin to the East. There are more than three million people living inside the 25,000 square miles served by WINC-FM. Our first week on the air brought hundreds of congratulatory letters and cards praising the finer WINC-FM tone quality, the superior WINC-FM signal strength and our showmanship and presentation of programs.

If you're a skeptic we would like to meet you at the Washington Airport and drive you out 75 miles or so in any direction and have you listen to perfect radio reception, WINC-FM. We'll show you how poorly this part of prosperous rural America is served by AM stations, even 50,000 watters while the WINC-FM signal is always perfect.

Write, wire, or phone Dick Lewis or John Morgan, Winchester 4855.

WINC-FM, WINCHESTER, VA.

Serving 25,000 square miles of rural and small town AMERICA WITH THE WASHINGTON, D. C. MARKET AS A BONUS.
The sun, in its rising and setting, is an ageless symbol of dependability.

The world is filled with things we can depend upon. They exist as surely as the sun itself...important phenomena such as the seasons, the tide, birth and death—and confidence and imagination.

Radio has been built of things you can rely upon—dependable ingredients developed by ingenuity, patience and foresight.

For a quarter of a century, the American people have grown with radio, accepting it as an indispensable element in their lives. They have deep faith in its reliability. They know that a turn of the dial can take them around the world, to a street corner in their own home town or to Carnegie Hall.

The Fort Industry Company's seven stations, situated in seven important markets, are symbolic of all that is dependable in American broadcasting. Serving 20,000,000 people day after day, they have grown steadily and strongly because they know the importance of dependability.

Listeners and advertisers alike look to Fort Industry stations for it. And like the sun, they never fail them.
Editorial

The Quick Brown Fox

IT LOOKS LIKE the quick brown fox has jumped over the lazy dog’s back—the q.b.f., in this case, being the FCC and the l.d. being the NAB.

If you will study the report of Broadcasting Trends in this issue (page 15) you will discover that about 75% of the nation’s stations have instituted program “reforms” after the pattern set down in the Blue Book.

You will find that station program expenditures have increased in 1946, over 1945, in the amount of a median 24%—in the process of instituting the reforms.

And you will discover that the managers, when asked whether the reforms constitute real improvements for the listeners, demonstrated only lukewarm enthusiasm about many of them. A study of the tables will show that many more changes were made than managers felt were of maximum benefit to the listener.

Previously [Broadcasting, Nov. 4-18] managers had reported that they felt there was a need for program improvement and had outlined as principal obstacles in its way the lack of talent, personnel and time. But they had expressly stated, in no uncertain terms, that they felt the responsibility for such improvement lay with station managers.

When one recognizes the existence of that sentiment, and then discovers that the “improvements” apparently have been made under compulsion of FCC pressures, is it important to ask who is programming American radio?

Of course the NAB and broadcasters, had they heeded the curious developments within the FCC—circa 1945—which led to the Blue Book, might have forestalled its issuance.

The result: Broadcasters, under the coercive threat of scores of temporary licenses, hastened to adjust their program schedules to the pleasure of the program directors who seem to inhabit the FCC these days.

This is program dictation of free American radio by its Government. It is no reflection as strong as in the case, of course, of the NAB and broadcasters, had they heeded the curious developments within the FCC—circa 1945—which led to the Blue Book. On the contrary, it is no reflection at all. It is no reflection upon the courage of broadcasters themselves that they obeyed the injunction inherent in the Blue Book. Courage is only as strong as the issue which inspires it—and in this issue, the issue which is freedom of speech, despite political speeches to the contrary, is just now, months after the Blue Book, becoming apparent.

Parenthetically, it might be noted that what courage has been displayed by the FCC in flouting the law under which it operates will be rapidly dissipated when a new and hostile Congress assembles next year.

Any way you look at it, the most precious right a station operator has is the privilege to program by his own lights, reflecting the wishes of his audience. Some of that privilege has been wrested from him by commercial interests. More of it has been wrested from him by the Government. He must regain it. And the NAB must now, as the hour grows later, back him up to the hilt.

Local Note

MONTGOMERY WARD is a million dollar radio account. This was shown in an exclusive report in Broadcasting, Nov. 25. And the large mail order firm’s radio appropriation is spent on spot business.

John A. Martin, Ward’s media director, points out one factor attending placement of radio for chain-store operations which should interest all local and regional station operators. Mr. Martin says that he must be careful to select outlets where coverage does not extend into other listening areas where Ward stores are located.

An item advertised in behalf of one Ward store might not be available in an adjacent area. This must be a situation which faces scores of other national chain operations. Stations, offering concentrated community coverage, will find profit in studying this problem further—for they will learn that there is virtue not only in lower rates, but likewise in modest signal strength.

Slip or Mischief

MANY broadcasters are evincing concern—and with just cause—over the release of confidential station financial information by the FCC to a rival applicant. The incident came to light during the hearing involving competitive applications of WCBM Baltimore and Tower Realty Co. of that city, for assignment on 680 kc., with regional power.

Counsel for Tower, in advance of the hearing, had requested certain information on WCBM financial structure, alluded to in the application. The FCC, however, sent full photostatic copies of the station’s annual reports from 1942-45, together with other contracts. This data had been supplied the FCC in the usual way, with the usual understanding that their confidential nature would be respected.

And witnesses for WCBM were not aware of this until the hearings got under way. No notice had been given them of the request or of the “compliance.”

Tower counsel can’t be reproved for requesting the data. The fault lies within the FCC. We understand the Commission itself learned about the incident through the story published in the Nov. 25 issue of Broadcasting. Examiner Abe Stein did the best he could under the circumstances, and ruled that only those portions of the financial reports which were responsive to the questions in the application form might be used for cross-examination.

Question has been raised in the past about the propriety if not the legality of the FCC’s annual collection of data from stations. Stations are not public utilities, even though certain members of the Commission may feel they should be. Rates are not fixed by the FCC. If the FCC condones such improper acts by its staff, it will make a mockery of its hearing procedures. The new Administrative Procedures Act is designed to root out unfair practices by administrative agencies.

Stations would be justified in questioning the FCC’s right to collect financial and contractual data, supplied now by acquiescence and with the strict understanding that it is confidential, if this practice persists. They would never know when it might be used against them in adversary proceedings.

Page 44 • December 2, 1946

Our Respects To–

MANN (HOLLY) HOLINER

PRIZE TURNIPS rather than high Hoopers might be holding serious attention of Mann Holiner, vice-president in charge of radio for Lennen & Mitchell Inc. today had he carried out original intentions. For “Holly” as he is known in the radio-advertising fraternity, undertook serious study of agriculture at Cornell University as a scholarship student from 1915-1917.

In-and-out of radio since early 1930, Mr. Holiner has the distinction of going back to work for the same advertising agency three times. Last time he returned to Lennen & Mitchell was on Aug. 1, 1945. He is now one of the four major partners of that agency as well as vice-president. He personally produces the weekly CBS Frank Sinatra show, sponsored by P. Lorillard Co. (Old Gold cigarettes). In addition he supervises all other radio for that agency in New York as well as Hollywood, his headquarters.

First time he joined the agency was in April 1944 as radio director. In that capacity he directed campaigns for Woodbury, Jergens Lotion, Lehn & Fink, as well as P. Lorillard. Mr. Holiner conceived and developed one of radio’s earliest sportscasts, Briggs’ Sports Page of the Air, an innovation in commercial radio then.

Resigning six months later, he devoted the greater part of the next two years to free lancing in both radio and the theatre. But in March 1947 he was summoned back to Lennen & Mitchell as a program trouble shooter. Shortly afterward he became radio director.

Resignation number two came in June 1940 when he again decided to free lance. After two months of this he found himself at Benton & Bowles Inc., as Hollywood producer of NBC Good News, later known as Maxwell House Coffee Time. He became manager of that office in mid-1941.

Mr. Holiner entered the Army in September 1942 as captain. For two years he served as chief of Armed Forces Radio Service program section. Emerging as a major in the fall of 1944, Mr. Holiner resumed free lancing until assuming his present post.

Born in Brooklyn, N. Y., on June 7, 1899, Mr. Holiner attended grade and Boys High School in that city, graduating from the latter in 1915. While pondering rotation of crops at college, theatricals attracted him. He took active interest in the Cornell Dramatic Society.

Great event it was in fall of 1916 when Wharton Bros. filmed old cliff-hanger thrillers
OREGON...is Christmas Tree Land...and Oregon trees brighten the homes of America this holiday season.

This is a double blessing...for our forests gain harder growth as a result of this selective thinning...

And Oregon has the largest stand of timber of any state in the Union.

As Oregon contributes to the nation's joys...so does KOIN contribute to Oregon's enjoyment.
Respects

(Continued from page 44) in the vicinity of the university.

Mr. Holiner and other neophyte thespians suped in "Mysteries of Myra." The acting bug by this time had taken firm hold. Young Holiner turned from plough to make-up kit.

Realizing the necessity of training, he left college to study at American Academy of Dramatic Arts, but World War I interrupted his stage career. He enlisted in the Army and with the Armistice was mustered out a sergeant.

Taking up where he left off, Mr. Holiner in late 1918 entered stock. He made early stage appearances with Mary Cahill and other known stars of that day. He also had his own song-and-dance act.

Dabbling around in song writing, he discovered that his lyrics had commercial value. Never lacking the courage of his convictions, the young hopeful decided in early 1935 to make writing a career. Skeptical at best of their son's theatrical ambitions, his family now was convinced that the young man was absolutely irresponsible.

It was about this time that Albert Nichols entered his life. She was another budding song writer. With lyrics by "Holly" and music by "Bert", their marriage was a natural. The time was December 22, 1926. Place: New York.

Their joint musical career started with Gay Paree, produced by the Shuberts, starring Winnie Lightner and Chic Sale. That was the 1926-27 edition, and it enjoyed an 88 week run. Another joint success was Rhapsody in Black with Ethel Waters, which ran for 90 weeks. The husband-wife team also collaborated on 1934-35 edition of Black Birds.

Following success of Gay Paree, Mr. Holiner, though not under contract, for next three years wrote almost exclusively for the Shuberts. Another success was Boom Boom, which represented combined efforts of Mr. and Mrs. Holiner and Werner Janssen, noted musical director-composer. Leads were Jeanette MacDonald and Frank McIntyre, with Archie Leach as featured player. Today Archie Leach is better known as Cary Grant, film star.

What boogie-woogie is to Young America today, jazz was then. And phrase "boogity" was by-word of the day. So for the musical Lonesome Girl, also written in collaboration with Mr. Janssen, Mr. Holiner penned "Come on and Make Whoopie."

Immediately Walter Winchell and James Watt, columnists, jumped upon that song as feeding material. Latter contended that there was entirely too much whooppee anyway and that the theatre at least could afford some relief from the current fad. When the pants had finished battling that song back and forth, it had become one of the day's top numbers.

Parallel to his theatrical career, Mr. Holiner, from that song back and forth, it had become one of the day's top numbers.

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Parallel to his theatrical career, Mr. Holiner, from that song, it had become one of the day's top numbers.
JACKSON LEIGHTER

Announces the appointment of

Adam J. Young Jr.

AS SALES REPRESENTATIVES OF

wLIB

IN NEW YORK CITY
AND NATIONALLY

Effective Dec. 1, 1946

*New York City’s fastest growing independent station

• NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO •
New Type "1200" Andrew Folded Quadrupole FM Antennas Immediately Available

The revenue you'll lose waiting six months or more for a permanent FM antenna can never be made up. The delay may jeopardize your license. This Andrew "1200" Folded Quadrupole is an emergency rig, ideal for stand-by use after your permanent antenna installation is made ... and it's available now ... enabling you to go on the air almost immediately.

The "1200" is a small, light folded dipole turnstile. It weighs less than fifteen pounds making it easy to install on any existing support. Its exposed surface, to wind from any direction, is less than a square foot. Two FM installations now are using these radiators with FCC approval. Each antenna is factory tuned to the center of your specified channel, and an individually measured radiation pattern is supplied.

The type "1200" FM antenna is priced at only $200.00 f.o.b. factory. For further information write for bulletin No. 40, or wire your order now for shipment within seven days. RG20/U, available at $1.25 per foot, or the permanent line will feed the antenna.

PROMPT FACTORY INSTALLATION SERVICE AVAILABLE

Andrew installation experts are available to handle all types of installation, transmission line transmitter, studio equipment, or complete turnkey job. Full information will be supplied on request.

Get your FM transmitter on the air NOW!
PARTICIPATIONS
THAT PRODUCE
PARTICIPATIONS
THAT PULL

For the sponsor, who is eyeing the ever-expanding rich northern California market, Les Malloy and his Twelve-Sixty Club offer a proven, sound vehicle for participations. The favorite of afternoon listeners, Les Malloy year after year continues to give advertisers the results they seek in this area.

LES MALLOY
3:10-5 P.M.
MONDAY THRU FRIDAY

Commercial

KUJ, KWVB Tower Lights Shot Out; Youths Jailed

THIRTY-DAY JAIL sentences were imposed on three young men over 21 who confessed they had shot out airway beacon lights atop the 200-ft. towers of KUJ and KWVB, both in Walla Walla, Wash., as a ‘Halloween’ night prank. A fourth youth, under 21, received a stern warning from Judge T. A. Paul, Walla Walla County Superior Court.

The young men were arrested by Sheriff Archie Shick of Walla Walla County after the two radio stations had posted a combined reward totaling $500 for information leading to arrest and conviction. Since none of the four arrested had previous records of misbehavior Judge Paul remitted all but five days of the 30-day sentences.

KUJ and KWVB installed temporary hazard lights atop their towers until the normal beacon light service was restored about Nov. 15.

Opportunity for GI’s

RADIO and appliance store business offers an opportunity for ex-service men, according to an article by Irene Carey, Business Structure Division, Office of Business Economics, writing in the November issue of Domestic Commerce, published by the Dept. of Commerce. The article points to danger that the number of such stores may increase too rapidly, with increased chance of failure.

Allied Arts

ROBERT S. CONLAN & Assoc., Kansas City (radio audience surveys), has been reorganized, obtaining additional funding for expanded service. Kansas City bank executive expected to join firm in active, full-time capacity.

WALLACE RUGGLES, Army discharged, has joined ABC television staff. Formerly producer, has been appointed Veterans Ad- ministration radio director, Los Angeles.

MAJ. FRANKLIN C. SALISBURY, just returned from Rio de Janeiro, Brazil, where he was director of Legal Division, Office of the Field Commissioner for Latin America, has become associated with AN- drew W. BENNETT, Washington, to engage in the practice of law before the FCC. The Office of the Field Commissioner was responsible for the disposition of U. S. surplus properties in Latin America.

MAJ. Salisbury during the war was in the legal division of Office of Chief of Operations. One time he had been administrative assistant to THAD BROWN (former Republican commissioner of the FCC, and subsequently was attorney in the Commissioner’s legal division, serving under WILLIAM DEMPSEY, then general counsel (1936-39).

ROSSO has added a complete line of industrial power equipment including power units and electric generator plants to its list for sale outside the U. S. Addition of new line was arranged by RKO International Division through an affiliate with two U.S. manufacturers of power equipment, the Hercules Motor Corp., Canton, Ohio, and the U. S. Motors Corp., Oak Park, Ill.

DAVID W. DOWLE, timebuyer and associate, has joined the staff of the New York office of Douglas Leighton, New York (radio audience surveys), has become associated with AN- drew W. BENNETT, Washington, to engage in the practice of law before the FCC. The Office of the Field Commissioner was responsible for the disposition of U. S. surplus properties in Latin America.

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"Complete, comprehensive and indispensable to the agency executive."

TOM HARRINGTON
Vice President and Radio Director
Ted Bates, New York

"Our people find the Broadcasting Yearbook an almost indispensable collection of radio data."

FAIRFAX CONE
Chairman Executive Committee
Foote, Cone & Belding, Chicago

"Broadcasting’s Yearbook is comprehensive, complete and factual. It’s really the bible of the industry."

TOM McDERMOTT
Radio Business Manager
N. W. Ayer, New York

"I regard Broadcasting’s Yearbook as a most important reference source. All of us have a copy."

CARLOS FRANCO
Associate Radio Director
Young & Rubicam, New York

"It’s a wonder to me how you gather so much useful radio material in your Yearbook. I use it throughout the year."

FRANK SILVERNAIL
Chief Time Buyer
BBD&O, New York

"The Broadcasting Yearbook contains the necessary and reliable source material for the advertising executive."

C. H. COTTINGTON
Radio Director
Erwin, Wasey & Co., New York

ADVERTISING DEADLINE DECEMBER 15th
Cleveland's Chief Station Has Great Following!

Listeners have long cast their vote for Cleveland's Chief Station...advertisers have found long profits result. For a landslide of sales in the rich Cleveland market—the nation's fifth greatest—elect WJW to carry your advertising message to a ready, responsive audience.

Standard Oil Co. account executive in agency's San Francisco office, has been named as Los Angeles manager. C. H. Ferguson, BBDO vice president and agency San Francisco manager, assumes title of West Coast manager.

Paul Smith, formerly with Industrias Electricity of Mexico, and prior to that a captain in the 2d Engineer Special Brigade in the Pacific, has joined the creative staff of Fuller & Smith & Ross, New York.

C. M. Robertson, Jr., president of Ralph H. Jones Co., Cincinnati, has been elected to the board of directors of the Provident Savings Bank and Trust Co. of Cincinnati. Mr. Robertson is also director of the Cincinnati Chamber of Commerce and the YMCA.

Ryder & Ingram, Oakland, Calif., has been elected to membership in the American Association of Advertising Agencies.

Major Everett E. Doten, recently discharged from the Army as major, has joined Inagalls-Minnet Co., Boston, as account executive. Prior to his entry into service he was with agencies dealing in advertising, merchandising and sales promotion.

MRS. FRANCES WALKER, formerly with Buchanan & Co., New York, has joined the Julius J. Rowen Co., New York, as vice president in charge of foods, equipment and allied fields.

James Knox, account executive of Ruthrauff & Ryan, Toronto, and formerly with H. N. Stovin & Co., Toronto, has left his post to become executive director of the new Broadcasting Association of Canada office, Quebec City.

Hal R. Makelim, president of Makepeace Associates, New York, has joined Faust Adv., Chicago, has joined Lennen & Mitchell, New York, and has joined Morse International, New York, as vice president and general manager.


Constance Hollander, formerly with Lazenby & Mitchell, New York, has joined More International, New York, as group copy chief of cosmetics divisions.

John La Farge has joined the copy staff of Buchanan & Co., New York.

Ed W. MacFarland, formerly with Campbell-Ewald Co. in Detroit and Chicago, has joined Lindstrom, Leach & Co., New York, as production manager.

Sidney W. Kahn, formerly with the Beverly Hills Bulletin, has joined Baas-Luckoff, Hollywood.

Nancy Moore, story editor of Kenyon & Eckhardt office in New York, is looking for script writer for ABC "Hollywood Story" sponsored by Kellogg Co.

James H. Turner, account executive and vice president of Mitchell-Feustad Adv., Chicago, has resigned to join Ruthrauff & Ryan, that city.

Alfred G. Freeman, former advertising director of Maico Co., New York, has been named account executive of Standard Oil Co., that city. He is Navy veteran.
Hollywood, Fla., Outlet WINZ Names Its Staff

STAFF of the new WINZ Hollywood, Fla., has been announced by Jonus Weiland, president of Hollywood Broadcasting Corp., licensee. Station went on the air Oct. 15 as WFVL and a fortnight ago was authorized by the FCC to change call letters to WINZ.

Sales department includes Monty MacFadyen, Fred Lockwood and Charles Dameron. John Newman and David Isenberg are in the engineering department.

Program directors are Stan Vain-righ for Miami Beach, Tony Chas-tain for Miami and Joe Kearns for Hollywood. Bob Bingham has been named sports director and George T. Carey publicity director.

WINZ maintains studios in the Great Southern Hotel, Hollywood; Cadillac Hotel, Miami Beach; Al-casar Hotel, Miami. Assignment is 1 kw daytime on 940 kc.

A Valuable Supplement to your radial ground system

TRUSCON COPPER MESH GROUND SCREEN

Ask your engineer or consultant regarding the value of a close mesh pure copper ground screen in the high intensity field immediately adjacent to the base of an antenna tower.

There is only one answer: A Truscon Copper Mesh installation is permanent and does not require frequent replacement.

This screen is fabricated by slitting and expanding solid sheets of pure copper into mesh sheets approximately 8" wide by 24" long. The usual arrangement at the base of a radio tower consists of twelve sheets with edges connected by means of brazing to form a screen 48" square.

Truscon Copper Mesh Ground Screen is available in stock. Obtain prices from our nearest sales office or our home office at Youngstown, Ohio.

Truscon Radio Towers, too, are now available.
AM—1520, 1490 kc
John E. Fitzgerald, Roy Jarman and Temple V. Ehrman, a partnership, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—Adopted an order granting application of John E. Fitzgerald, et al., for a new station at Oregon City to operate on 1230 kc, 250 w, unlimited time; engineering conditions; and further ordered application of B. Loring Schmidt, granted, for a new station at Salem, Ore., to operate on 1490 kc, 250 w, unlimited time; engineering conditions.

Assignment of License
KAND Cordova, Tex.—Adopted an order granting petition for leave to amend, reconsideration and appointment of application as amended, for voluntary assignment of license of station KAND from the Navajo Bcast. Co., to Alto Inc.

AM—1450 kc
New Mexico Bcast. Co., Inc., Clovis, N. M.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time; engineering conditions, and conditions re interference from Texas stations.

AM—1450 kc
South Plains Bcast. Co., Lubbock, Tex.—Granted CP of a new station to operate on 1450 kc, 250 w, unlimited time; engineering conditions.

AM—720 kc
Radio Virginia Inc., Richmond, Va.—Granted CP for a new station to operate on 720 kc, 1 kw, daytime only, engineering conditions.

AM—500 kc
WKAX Courier Broadcast Service Inc., Birmingham, Ala.—Granted request for permission to engage in commercial broadcasting. (CP for this station was granted Feb. 6, 1946, as a non-commercial broadcast station, to operate on 900 kc, with 1 kw, daytime only.)

Renewals
KGDE Ferguson Falls, Minn.—Granted renewal of license for the period ending Feb. 1, 1949.
WFTB Talladega, Ala.—Same.
WGKM Greenwood, Miss.—Granted renewal of license for the period ending Aug. 1, 1949.
WKX Springfield, Ill.—Same.

Winn Louisville Ky.—Granted renewal of license for the period ending Aug. 1, 1948.
WBBT Atlanta, Ga.—Same.
WKRC Cincinnati, Ohio—Granted application for voluntary dissolution of corporation. The amendment was accepted and application approved.

ACTION ON MOTIONS
BY COMMISSIONER HYDE
Crescent Bcast. Corp., Shenandoah, Pa.—Granted petition for leave to amend its application so as to show a new transmitter, etc.; the amendment was accepted.

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR
Page 54 • December 2, 1946
personality parade
for all of Peoriarea!

In many outlying communities of Peoriarea, the only professional entertainment available comes via the radio and the movies. To a natural desire for live shows, WMBD's "Personality Parade" with 20 top WMBD stars is a welcome event.

This regular Tuesday night feature is available for sponsorship by local community groups . . . a complete 1 1/2 hour show, with the last half hour broadcast direct from the community.

The first eight performances of Personality Parade attracted 30,000 people. Return performances are already being requested. This enthusiastic acceptance is a tribute to WMBD's success in local programming . . . and another big reason why WMBD is FIRST in Peoriarea.

(Foreground) Musical Director Ozzie Osborne, 325 pound Wayne West, M. C. Milton Budd. Dude Cowboys in background.

5000 WATTS
CBS AFFILIATE

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

PEORIA, ILLINOIS
you can't charge grandstand prices for a knot-hole view

Flush chairs and pink carpets won't help. Even if you talk the show up from the sidelines, you can't superduperize a performance if your reproducing equipment makes hash of brilliant dialogue or whips up a fog over clean high tones.

That's the reason engineers and station managers are going Altec Lansing all the way — on speakers and amplifiers for monitoring equipment. High fidelity speakers of motion picture studio calibre — and amplifiers of matching quality — will play back your transcriptions with living low bass, over clean high tones.

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

GO ALTEC LANSING ALL THE WAY
SPEAKERS AND AMPLIFIERS FOR MONITORING EQUIPMENT

Leading broadcasting stations and recording studios are rapidly adopting Altec Lansing monitoring equipment. They recognize the necessity for monitoring their broadcasts and transcriptions with the same quality speakers and amplifiers that are going into an increasing number of fine home phone-combinations. See your dealer or write for details.
BRENNER, who resigned to join KXYZ, has joined KVOO staff as assistant to BILL JOHNSTON, who resigned to become personal appearance advance man for BOB HOPE. HARRY LOU BRENNER, who joined KVOO staff as assistant to BILL JOHNSTON, who resigned to become personal appearance advance man and public relations chief, replacing FRANCES BRENCHNER, who resigned to join KJXX, Houston, Tex.

IRVING HAMLIN, news member of KFWB Hollywood, switches to publicity-promotion head, replacing GIL SIMON who rejoined to joined an advertising agency.

DWAYNE L. MOORE, formerly with Maxson Food Systems, and prior to that with McCann-Erickson, New York, has joined NBC staff as assistant to BOB HOPE. HARRY LAWTON, former Sling King, who does for picture, narrates radio show.

IRVING HAMLIN, news staff member for BOB HOPE. BETTY LOU BRASWELL, who resigned to join an advertising agency.

MAXSON Food Systems, and prior to that with McCann-Erickson, New York, has joined NBC staff as assistant to BOB HOPE. HARRY LAWTON, former Sling King, who does for picture, narrates radio show.

IRVING HAMLIN, news staff member for BOB HOPE. BETTY LOU BRASWELL, who resigned to join an advertising agency.

PENNSYLVANIA FARMS

RADIO STATIONS ON 85 OF 100 PENNSYLVANIA FARMS

Radio receivers were found on 85.5% of occupied Pennsylvania farms in early 1945 by the Bureau of Census, according to ownership figures just compiled on the basis of the 1945 census of agriculture. The Bureau found 143,282 of 167,842 occupied farms were radio-equipped, with 126,633 having electricity and 69,445 having telephones. Main Pennsylvania crops were dairy and poultry products.

In Tennessee 157,983 of 225,783 occupied farms, or 69.9%, had radio sets, with 70,769 having electricity and 69,445 having telephones. Principal crops were field crops and poultry. In Georgia's 214,566 occupied farms, 117,037, or 54.9%, had radios with 77,145 having electricity and 67,536 having telephones. Main farm production consisted of field crops and poultry products.

NEW WGNB UNIT

NEW TRANSMITTER unit put into operation for WGNB, Chicago FM station, will boost effective radiated power to 7.5 kw on 98.9 mc. Known as an intermodulator, unit will eventually be used as a driver for 15,000 w amplifier now on order.

1946-47 sports parade, listing 45 special events telecasts to be presented between the Nov. 4 and March 30 code money of Ford Motor Co. Telecasts include home shows, football, basketball, bowling, football, bowling, basketball, football, bowling, and football. All events originate at Madison Square Garden. Now that New York daily newspapers are listing video programs in their radio program columns, WGNB-TV is discontinuing its weekly mailing of program schedules to some 5,500 set-owners in the area. Stations have sent a questionnaire to its list of program buyers, asking for receiver ownership and quality of reception in New York's three video stations.

Affiliates Boosted

YEARBOOK NETWORK is sending out 2,500 four page mailing folders to agencies and clients announcing Yankee's new station line-up in Maine which provides four full time affiliates in four Maine markets. Listed in booklet are WMTW Portland, WPAA Augusta, WCCU Lewiston-Auburn and WJQJ Bangor. Inside spread lists outstanding Yankee-Mutual programs carried on these stations and the last page carries story of Yankee's new affiliate in Maine.

Newcast Posters

BEARING message picture highlight of the Nov. 4 and March 30 code money of Ford Motor Co. Telecasts include home shows, football, basketball, bowling, football, bowling, basketball, football, bowling, and football. All events originate at Madison Square Garden. Now that New York daily newspapers are listing video programs in their radio program columns, WGNB-TV is discontinuing its weekly mailing of program schedules to some 5,500 set-owners in the area. Stations have sent a questionnaire to its list of program buyers, asking for receiver ownership and quality of reception in New York's three video stations.

Liberty Poster

FOR USE IN LIBRARIES throughout the four-state area. Details of sports event and entrants are given.

Library Poster

WVL New Orleans is offering a photograph of members of the "Just Home Folks" cast to listeners.

THE OUTSTANDING STATION IN CHATTANOOGA STATION FOR 21 YEARS HAS BEEN

BROADCASTING • Telecasting

THE Fred. A. Palmer CO.

SEVENTH FLOOR

UNION TRUST BLDG.

CINCINNATI 2, OHIO

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

RAIO STATION

CONSULTANTS

MANAGEMENT

OPERATION

ADVERTISING • LISTENER ACCEPTANCE PUBLIC SERVICE

CBS

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

December 2, 1946 • Page 57
Iowa's Chickens Not "Chicken Feed"

Page 58 * December 2, 1946

FCC Actions
(Continued from page 54)

the further hearing scheduled for Nov. 27 for the presentation of any engineering testimony which may appear proper.

WTOL, Toledo, Ohio—Ordered that the further hearing on application of WTOL as scheduled for Dec. 1 at Washington, be transferred to Toledo.

Nov. 22 Applications . . .

AM—1450 kc WAGM Presque Isle, Me.—License to cover CP which authorized increase in antenna, for change of antenna, for change transmitter location and for authority to determine operating power by direct measurement of antenna power.

AM—1270 kc WSBR Springfield, Mass.—Modification of CP which authorized increase in power and change in directional antenna, for extension of completion date.

Transmitter Site

WTAG-FM Worcester, Mass.—The CP to change transmitter site, specify type of transmitter, specify effective radiated power as 10 kw and makes changes in antenna system.

AM—890 kc W.A.S.H. Bestg. Co., Washington, D. C.—As a standard broadcast station to be operated on 800 kc, 5 kw and daytime only—AMENDED: to change frequency from 5 to 7 kw and change hours of operation.

AM—1090 kc WMUS Minshagen, Mich.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and for studio locations—AMENDED: to change transmitter location.

AM—1150 kc WPAM Pottsville, Pa.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter and studio locations.

AM—1350 kc KORH Fayetteville, Ark.—Modification of CP as modified, which authorized a new standard broadcast station, for extension of completion date.

AM—1490 kc KCIU Houma, La.—Modification of CP which authorized a new standard broadcast station, for extension for completion date.

Modification of CP

KTRR-FM Houston, Tex.—Modification of CP which authorized a new FM broadcast station, to specify effective radiated power as 35 kw, make changes in transmitter system, change transmitter location and for extension of completion and operation dates.

AM—1020 kc WCIL Carbondale, Ill.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc KAFY Bakersfield, Calif.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc KRBY Fremont, Neb.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1140 kc KERS Elko, Nevada—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location at Elko, Nev., and to specify studio location.

AM—690 kc KSYO Richfield, Utah—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

Remote Pickup

Carl E. Hammond, Area of Tacoma, Wash.—CP for a new remote pickup broadcast station to be operated on frequencies to be assigned by FCC in 1520-162 mc, power of 15 kw and emission A.

Applications Tendered for Filing: AM—1450 kc Lake Worth Bestg. Corp., Inc., Lake Worth, Fla.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Nov. 25 Applications . . .

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

AM—1300 kc Manistee Radio Corp., Manistee, Mich.—CP for a new standard broadcast station to be operated on 1300 kc, 250 w and unlimited hours of operation.

AM—600 kc Penn Lincoln Bestg. Co., Inc., Carsline, Pa.—CP for a new standard broadcast station to be operated on 600 kc, 250 w and daytime only hours of operation.

AM—1290 kc Joseph A. Sims and Henry A. Mentz Jr., a partnership d/b as Superior Enterprises, Hammond, La.—CP for a new standard broadcast station to be operated on 1290 kc, 250 w and daytime only hours of operation.

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

AM—760 kc WHIT Durham, N. C.—CP to change frequency from 1560 to 1560 kc, hours of operation from daytime to unlimited, install directional antenna and change transmitter location.

New Antenna

WFNC Fayetteville, N. C.—CP to install new vertical antenna and mount FM antenna on top—AMENDED: to make changes in antenna and change transmitter location.

New Transmitter

WRBF Washington, D. C.—CP to install new transmitter.

AM—1260 kc William M. Dunshee, Sr., D. C.—CP to cover a new standard broadcast station to be operated on 1260 kc, 250 w and unlimited hours of operation.

AM—1360 kc KRS Corpus Christi, Tex.—Acquisition of the negative control over KRS by Frank Smith (100 shares—50%).

AM—1340 kc Winston O. Ward, Jr., a partnership d/b as Superior Enterprises, Hammond, La.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1350 kc WTMV East St. Louis, Ill.—Voluntary assignment of CP to St. Louis Broadcasting Co.

AM—1390 kc Waterloo Bestg. Co., Waterloo, Iowa—CP for a new standard broadcast station to be operated on 1390 kc, 250 w and unlimited hours of operation.

(Continued on page 60)

Iowa's Farm Wives' Pin Money Chores Become BIG BUSINESS in Iowa

In 1945 the value of Iowa's Egg and Poultry output was $195,076,000, exceeding the value of California's entire Citrus Fruit Crop of $180,320,000, and the combined value of the Citrus Fruit Crops of Florida and Texas of $194,845,000.

This BIG "Pin-Money" Industry comprises but a small part of the rich Iowa Farm Industry—and WMT reaches the prosperous farm buyers in the huge Eastern Iowa Area COMPLETELY!

* Iowa Development Commission Statistics.
An IBM Service Bureau where agency accounting, and statistical work is handled quickly, accurately, confidentially.

Through the use of IBM Electric Punched Card Accounting Machines, all advertising agency accounting functions can be handled with speed and accuracy. Close control over profits is effected; most efficient handling of accounting and statistical work is assured.

Market research data and sales figures may also be analyzed through the medium of punched cards.

Installation of IBM Machines may be in your own offices, or their benefits may be secured through the facilities of an IBM Service Bureau (branches in principal cities).

IBM ELECTRIC PUNCHED CARD ACCOUNTING MACHINES AND SERVICE BUREAU FACILITIES

ELECTRIC TYPEWRITERS • • PROOF MACHINES • •
TIME RECORDERS AND ELECTRIC TIME SYSTEMS

International Business Machines Corporation, World Headquarters Building, 590 Madison Avenue, New York 22, N. Y.
FCC Actions (Continued from page 58)

AM—1130 kc
WDGY Minneapolis, Minn.—CP to increase power from 500 w night and 5 kw day to 50 kw day and night, change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—850 kc
KFUO Clayton, Mo.—CP to install a new vertical antenna.

AM—1240 kc
Gordon H. Brozek, Marquette, Mich.—CP for a new standard broadcast station to be operated on 1240 kc 250 w and unlimited hours of operation.

FM—Unassigned
Dr. Delbert Joseph Parsons, John Edward Burwood and Bill Finn d/b/a Champion City Bestg. Co., Springfield, Ohio.—CP for a new FM (Class "A") broadcast station to be operated on frequency to be assigned by FCC, ERP 1000 w day and height above average terrain 225 ft.

AM—1290 kc
Frank R. Smith, Jr., Beaver Falls, Pa.—CP for a new standard broadcast station to be operated on 1290 kc 250 w and unlimited hours of operation.

WBBB Selma, Ala.—License to cover CP, which authorized increase in power and installation of new transmitter.

FM—41.3 mc
Macon Bestg. Co., Macon, Ga.—CP for a new FM broadcast station for night use only and change transmitter location.

AM—1320 kc
WFRP Savannah, Ga.—CP to install a new type of antenna (Brayton RA-250).

AM—1350 kc
WGWR Ashbrook, N. C.—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1370 kc
John C. Mullens, Phoenix, Ariz.—CP for a new standard broadcast station to be operated on 1370 kc 250 w and unlimited hours of operation.

AM—1370 kc
coast Bestg. Co., Laredo, Tex.—CP for a new standard broadcast station to be operated on 1370 kc 250 w and unlimited hours of operation.

FM—161.1, 107.9 mc
Citizens Bestg. Co., Abilene, Tex.—CP for a new FM (Class A) broadcast station to be operated on 161.1-107.9 mc. Limit time of night operation, height above average terrain 253 ft. and ERP 325 w.

FM—Unassigned
Laredo Bestg. Co., Laredo, Tex.—CP for a new FM (Class "B") broadcast station to be covered by FCC and ERP 11 kw.

AM—680 kc
Woodward M. Ritter, San Bernardino, Calif.—CP for a new standard broadcast station to be operated on 680 kc 250 w and daytime hours of operation.

AM—1170 kc
KSDJ San Diego, Calif.—Modification of CP as modified, which authorized a new standard broadcast station for extension of completion date.

Modification of CP
KDKD Colorado Springs, Col.—Modification of CP, as modified, which authorized a new standard broadcast station for approval of studio, for approval of transmitter and studio location.

AM—570 kc
KYI Tacoma, Wash.—Authority to determine type of transmitter and power by direct measurement of antenna power.

Applications Returned:
AM—1230 kc
Southern Baptist Corp., New Orleans, La.—CP for a new standard broadcast station to be operated on 1230 kc 250 w and unlimited hours of operation.

AM—1200 kc
John C. Mullens, Phoenix, Ariz.—CP for a new standard broadcast station to be operated on 1200 kc 1 kw and daytime hours of operation.

AM—1570 kc
KTFI Twin Falls, Idaho.—Modification of CP to increase power from 1 kw night and 3 kw day to 5 kw day and night and install directional antenna for night operation.

AM—1370 kc
Coast Bestg. Co., Thibodaux, Ore.—CP for a new standard broadcast station to be operated on 1370 kc 1 kw, daytime hours of operation.

AM—1200 kc
Voice of Western Colorado Inc., Grand Junction, Col.—CP for a new standard broadcast station to be operated on 1200 kc 250 w and unlimited hours of operation.

AM—1230 kc
Western Electric 2A Phase Monitor
You can't beat the 2A Phase Monitor for quick, accurate adjustment and monitoring of directional antenna arrays.

ASK YOUR LOCAL
Graybar
BROADCAST REPRESENTATIVE

The Munu Stations

1 ABC

2 CBS

3 NBC

4 ABC

5 CBS

6 ABC

7 ABC

8 ABC

9 ABC

10 ABC

11 ABC

12 ABC

13 ABC

14 ABC

15 ABC

16 ABC

17 ABC

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FRANK M. FOLSOM, executive vice president of RCA in charge of RCA Victor Division. Chicago, Il., and WILLIAM J. HALLIGAN, president of Hallicrafters Co., Chicago, have been selected to represent the War Dept. Certificate of Appreciation for contributions to the war. RCA Victor Division made many types of Army radio and electronic communications equipment. Hallicrafters built the M-102K mobile radio units for African, European and Pacific invasions.

RALPH DOGGETT has resigned from WBOA, because of illness. He is replaced at transmitter by LUTHER RYAN.

LEGION of Merit is presented Col. William E. Plummer (1), consultant radio engineer, to Brig. Gen. J. E. Moore, Second Army, for his "exceptionally meritorious services" from Dec. 1941 to April 1946 as assistant chief, Communications Liaison Branch, Plans and Operations Division, Office of the Chief Signal Officer. Colonel Plummer has reestablished his prewar association with Glenn D. Gillett in their Washington consulting engineering firm. During war in addition to his regular duties Colonel Plummer was War Dept. alternate member of the Joint and Combined Communications Boards. He has also received letter of appreciation from Secretary of the Navy for special efforts in coordinating joint and combined communications throughout the areas of operation.

MARIAN HUNTER has joined the headquarters engineering staff of Westinghouse Radio Stations (KYW).

RATHEON MFG. Co., Newton, Mass., Special Tube Section, is producing a sub-miniature thyratron tube, SK-61, designed for amateur and intercircuit service. Tube is particularly adaptable to remote control circuits where space and weight are a problem, such as in model aircraft and boats.

PARLIAMENT FERRY, formerly of WALB Albany, Ga., and WILLIAM GREGORY, formerly of WLOK Tupelo, Miss., have joined the technical staff of WHBC Hartsville, S. C.

P. H. HOFFMANN, field engineer, has been shifted from Washington, D. C., to Hollywood office of Herbert L. Wilson, consulting radio engineers.

JACK CHURCH has joined CFCN North Bay, Ont., as transmitter operator.

The Control Man
Who's the guy with smiling face, Happy with the human race, Loves to see it all as daytime's fading, Your control man! Who's the guy who's up at five, Happy, he be alive, And holds the air with raucous lull, Your control man! Who's the guy who loses copy, Raises sun and dances sloppy, Who's work is smooth and never choppy, Your control man!

Who's the guy who tell's awry, When all you guys have hit the bar, At twelve fifteen he ends his day, Your control man! Who's the guy who makes you weep, Who knows where blame be, Your control man!

Who knows d-oh where blame be, Who's the guy when things go wrong, Takes the blasts and hums some song, Your control man!

Who's the guy who toils away, At twelve fifteen he ends his day, Who's work is smooth and never choppy, Who's lost copy, Raises sun and dances sloppy, Who's who? It's You, control man!

Who's work is smooth and never choppy, Takes the blasts and hums some song, Your control man!

Who's the guy when things go wrong, Takes the blasts and hums some song, Your control man!

Who knows d-oh where blame be, Your control man! Who's the guy who toils away, At twelve fifteen he ends his day, Your control man!

Who knows d-oh where blame be, Who's the guy when things go wrong, Takes the blasts and hums some song, Your control man!

Who's the guy who tells awry, When all you guys have hit the bar, At twelve fifteen he ends his day, Your control man! Who's the guy who makes you weep, Who knows where blame be, Your control man!
RICHARD LINKROUM succeeds MARTIN WICK, production manager of WTOP Washington, Mr. Linkroum returned to production staff early this year after three years in Navy.

KEN LIND has been named production manager of KUTA Salt Lake City. He previously had been with WLW Cincinnati. KPRO Riverside, Calif. New additions to KUTA announcing staff are HAL MILLER (Herman Aanson), previously with WATT, Atlanta, and DOUGLAS PLEDGER, formerly with ABC on the West Coast. Organizer of new SKY RANGER, ED STORKE, formerly with KSL and KDY, Salt Lake City, joined KUTA. Formerly with KALL Salt Lake, joins KUTA continuity staff. Mr. STORKE, previously with C. E. Hooper Company, New York City, has been named KUTA office manager.

JOHN KUKAWSKI, Polish announcer and office manager, has been named KUTA continuity director. JOHN KUKAWSKI, formerly with KALL Salt Lake, joins KUTA continuity staff.

DAVIS, previously with C. E. Hooper Company, has been named KUTA continuity director. DAVIS, formerly with C. E. Hooper Company, San Francisco and prior to Army service with AAF. He is currently conducting a search for new radio talent among schools and colleges in the Dallas area.

ROBERT DON THOMPSON, NBC Hollywood, has joined KFRE Fresno, Calif., as program director. ROBERT DON THOMPSON, NBC Hollywood, has joined KFRE Fresno, Calif., as program director.

BUD ERNST, Hollywood producer of KBS "Hearts Delight," has returned to his home with double pneumonia.

NELLIE MARIE PETERSON, director of women's programs at KYVO Tulsa, Okla., has been married to Bill Skinner.

DICK ROSS, formerly with KPFP and KPJO Spokane, has been named chief announcer of KPVQ Portland, Wash.

KATHRYN NORTFINGER, student at State College of Washington, owner of KWSU, has been named music librarian.

JOHN D. SCHEUER Jr., production manager of WFMJ, Pittsburgh, will be dramatizing a case history showing an example of the work made possible by the fund.

MARK L. MASS, public relations and education director of WJR Detroit, who represented the Detroit area at the National Conference for the Prevention and Control of Juvenile Delinquency held in Washington, D. C., has been named to a special panel to study and report on press, radio and motion picture coordination activities.

JAMES R. ROBERTS, announcing staff of WSB, Canton, Ohio, and Beeley Major of Canton were married in Cleveland Nov. 27.

JOHN BAINBRIDGE, public service director of KFMB San Diego, Calif., is father of a baby, Christopher.

JOHN A. SAVAGE has joined the announcing staff of WAB, Worcester, Mass. He was formerly with WCAP Ambury, N. J.

**SERVICE DIRECTORY**

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Erection, lighting, painting & Ground Systems
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San Francisco 3, California
Phones: Market 8779

**J. B. HATFIELD**

CONSULTING RADIO ENGINEER
936 25th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

**A. R. Bitter**

CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

**BROADCASTING • Telecasting**

**December 2, 1946 • Page 63**
Folks turn first to

THE FIRST of a series of recordings titled "Voices of Alabama" was made by WAPI Birmingham Nov. 25, when George Hutcherson Denny, chancellor of the U. of Alabama, was honored at a testimonial dinner at the Tutwiler Hotel. A master record of the half-hour program was broadcast over WAPI and a state-wide network at 9 p.m. and then was placed in a special vault at the State Dept. Archives and History at Montgomery. Other outstanding Alabamians will appear on future programs.

City Promotion

NEW SERIES of Sunday afternoon quarter-hour public service programs for over WFBF Syracuse, Syracuse-Norfolk-Excelsior--A Great City," intends to better acquaint the residents of Central New York with the advantages of Syracuse as a place in which to live, work and play. Programs are under direction of Dr. Hans Kindler, are being presented in a nine-week series for presentation of one hour Monday evening concerts of one hour Monday evening concerts of the National Symphony Orchestra, featuring semi-classical and current music.

National Concerts

THE NATIONAL Symphony Orchestra is being presented in a nine-week series of Monday evening concerts which began Nov. 18 over WMAL, Washington. All of the concerts, under direction of Dr. Hans Kindler, are being made from District school auditoriums.

Script for Story

THE SCRIPT of the "Columbia Workshop" show, "The Last Delegate," broadcast Sept. 15 on CBS, will be used by the MacLean Magazine of Canada as lead article in a future issue. Script was written by Margaret Lewerth.

KOY Honored

KOY Phoenix, Ariz., has received a citation from the Veterans of Foreign Wars for cooperation in the interest of veterans and current Army recruiting drive. Presentation was made during program broadcast from Arizona by the Sixth Army Recruiting Personnel and VFW.

All Negro Show on MBS

ALL-NEGRO program started on MBS Nov. 25 in Mem. through Fri. 2:30-3 p.m., spot under title "Harlem Hospitality," using audience participation format, program originates from Savoy Ballroom, New York.

To Air Baseball

HOME GAMES of the St. Louis Cardinals and Browns next season will be broadcast over WTMV East St. Louis, Mo., by Harry Caary and Gabby Street commencing April 13.
<table>
<thead>
<tr>
<th>FCC Actions</th>
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<tr>
<td>(Continued from page 61)</td>
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<td>station, for change to type of transmitter; conditions.</td>
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<tr>
<td>KMOX St. Louis, Mo.—Licensed modification of CP, for extension of completion date to 6-30-47.</td>
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<td>WGNH Gadsden, Ala.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location to 200 Chestnut St. and specify studio location at 520 Chestnut St. Gadsden, Ala.</td>
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<tr>
<td>BY COMMISSIONER HYDE</td>
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<td>KMYT Houston, Tex.—Granted petition for leave to interview in the hearing upon application by Bryan Co., Bryan, Tex.</td>
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<td>Robert Burdette, San Francisco, Calif. — Granted leave to apply for new station so as to specify 5 kw instead of 1 kw, etc., and the amendment was accepted.</td>
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<td>BY THE COMMISSION</td>
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<td>KBRX Muskogee, Okla.—Adopted an order directing that the consolidated hearing on application for renewal of license of station KBRX and application for new FM station be conducted in Muskogee, Okla., on Jan. 15, 1947.</td>
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<td>Nov. 27 Applications . . .</td>
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<tr>
<td>AM—630 kw</td>
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<td>KPOA Honolulu, T. H.—License to cover CP as modified, which authorized a new standard broadcast station to specify studio location at Kealakekua Blvd. &amp; Date St., Honolulu and authority to determine operating power by direct measurement of antenna power.</td>
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<td>AM—1450 kc</td>
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<td>WATZ Alpena Township, Mich.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
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<tr>
<td>FM—Unassigned</td>
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<tr>
<td>Peoples Reast, Corp., Near Worthington, Ohio—CP for new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 360 kw.</td>
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<tr>
<td>AM—580 kw</td>
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<td>Crescent Broadcast Corp., Shenandoah, Pa.—CP for new standard broadcast station to be operated on 580 kc, 5 kw, unlimited hours of operation, and directional antenna for day and night use. AMENDED to change transmitter site from Roaring Creek Twp., Pa., to 2.3 miles approx. north of Hightown, Pa.</td>
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<tr>
<td>AM—670 kw</td>
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<td>Boyle Barton Long, Front Royal, Va.—CP for a new standard broadcast station to be operated on 670 kc, 5 kw and daytime only hours of operation.</td>
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<tr>
<td>AM—1340 kc</td>
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<tr>
<td>WJLD Bluefield, W. Va.—CP to increase power from 1 kw to 5 kw day and 2 kw to 5 kw day and night, install new transmitter and directional antenna for nighttime use.</td>
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<tr>
<td>AM—1340 kc</td>
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<tr>
<td>WJKM Clifton, Tenn.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
<td></td>
</tr>
<tr>
<td>AM—1340 kc</td>
<td></td>
</tr>
<tr>
<td>Wyland Hill, Mayfield, Ky.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.</td>
<td></td>
</tr>
<tr>
<td>AM—1340 kw</td>
<td></td>
</tr>
<tr>
<td>KMOB Columbia, Mo.—CP to change frequency from 1220 to 1350 kc, 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.</td>
<td></td>
</tr>
<tr>
<td>AM—730 kc</td>
<td></td>
</tr>
<tr>
<td>KCRS Ontonagon, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
<td></td>
</tr>
<tr>
<td>AM—1450 kc</td>
<td></td>
</tr>
<tr>
<td>KSBE Ontario, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
<td></td>
</tr>
<tr>
<td>FM—Unassigned</td>
<td></td>
</tr>
<tr>
<td>Applications Returned</td>
<td></td>
</tr>
<tr>
<td>AM—1490 kc</td>
<td></td>
</tr>
<tr>
<td>Howard R. Elvey, Forrest W. Hughes, Raymond W. Muriel, John A. Spirk, Paul A. Bartlett, D. B. Petula, Petula Broadcasters, Petula, Calif.—CP for a new standard broadcast station to be operated on 1490 kc. 250 w and unlimited hours of operation. (Incomplete.)</td>
<td></td>
</tr>
<tr>
<td>AM—1490 kc</td>
<td></td>
</tr>
<tr>
<td>Applications Tendered for Filing</td>
<td></td>
</tr>
<tr>
<td>WKX New York, N. Y.—CP to change frequency from 990 to 1140 kc, 1 kw limited time hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use and change transmitter location.</td>
<td></td>
</tr>
<tr>
<td>AM—1150 kc</td>
<td></td>
</tr>
<tr>
<td>KSRV Ontario, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
<td></td>
</tr>
<tr>
<td>AM—1490 kc</td>
<td></td>
</tr>
<tr>
<td>AM—1140 kc</td>
<td></td>
</tr>
<tr>
<td>WKAX Birmingham, Ala.—CP to change frequency from 900 to 1140 kc, 250 w and unlimited hours of operation from daytime to unlimited time.</td>
<td></td>
</tr>
<tr>
<td>AM—1150 kc</td>
<td></td>
</tr>
<tr>
<td>WJRD Tuscaloosa, Ala.—CP to change frequency from 1220 to 1350 kc, 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location.</td>
<td></td>
</tr>
<tr>
<td>AM—730 kc</td>
<td></td>
</tr>
<tr>
<td>WCRX Cherokee, N. C.—CP for a new standard broadcast station to be operated on 1350 kc, 250 w and unlimited hours of operation.</td>
<td></td>
</tr>
<tr>
<td>AM—1340 kc</td>
<td></td>
</tr>
<tr>
<td>King Broadcasting Co., Alexandria, Minn.—CP for a new standard broadcast station to be operated on 1340 kc, unlimited number of stations, unlimited hours of operation.</td>
<td></td>
</tr>
<tr>
<td>AM—1490 kc</td>
<td></td>
</tr>
<tr>
<td>Alexandria Best, Corp., Alexandria, Minn.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.</td>
<td></td>
</tr>
<tr>
<td>AM—730 kc</td>
<td></td>
</tr>
<tr>
<td>Frank Andrews, Mesquite, Calif.—CP for a new standard broadcast station to be operated on 1350 kc, 250 w and unlimited hours of operation.</td>
<td></td>
</tr>
<tr>
<td>AM—1290 kc</td>
<td></td>
</tr>
<tr>
<td>KORE Eugene, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.</td>
<td></td>
</tr>
<tr>
<td>AM—1340 kc</td>
<td></td>
</tr>
<tr>
<td>G. Stanley Brewer, Weber-Clark Service Co., Ogden, Utah—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.</td>
<td></td>
</tr>
</tbody>
</table>

| KYOU Springfield, Mo., for approval of antenna and transmitter location. Modification of CP |  |
| KTRF Thief River Falls, Minn.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change transmitter type, for approval of transmitter location and to specify studio location. |  |
| AM—1290 kc |  |
| KDNO Carthage, Mo.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location. |  |
| AM—900 kc |  |
| John C. Mullens, Phoenix, Ariz.—CP for new FM (Class A) broadcast station to be operated on frequency to be assigned. |  |
| AM—1130 kc |  |
| KVOX San Diego, Calif.—CP to increase power from 250 w to 5 kw, change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use and change transmitter location. |  |
| AM—1450 kc |  |
| KSVB Ontario, Ore.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power. |  |

**Open New Service**

ROBERT S. KELLER, for the past two years New York manager of Burn-Smith Co., has launched a "radio sales promotion" service for New York medium sized stations under the firm name, Robert S. Keller, 72 Barrow St., New York. The service, handled on a flat fee basis, includes creation and handling of promotion and publicity, personal contact with agency timebuyers, and weekly reports on spot and network business developments. No sales activity is included in the service, Mr. Keller says.

**Well Placed Dollars—**

New England's greatest spending month is RIGHT NOW. A few dollars for a WLAW spot... and watch the response! Your message will reach nearly 2 million listeners in 181 cities and towns.

**5,000 WATTS 680 Kc. 50,000 WATTS... SOON!!**

**Basic Station**

American Broadcasting Co.

**WLAW**

LAWRENCE, MASS.

**NATIONAL REPRESENTATIVES:**

WEED & CO.

---

**KUOA Listeners Kept Posted on UN Doings**

KUOA Sioux Falls, Ark., in a series of 13 specially recorded broadcasts from UN headquarters in New York, recently presented several United Nations officials in interviews with Station Manager Storm Whaley. The broadcasts were recorded on a wire recorder and sent by air express to the station, where they were put on the air at 45-hour intervals after receipt.

Mr. Whaley interviewed official UN interpreters, a UN representative from South Africa, a Brazilian newspaper correspondent and three grade school students in an effort to present a wide variety of viewpoints to the KUOA listeners. In addition, eight of the 13 broadcasts featured information about UN delegates, functions, press handling, meeting places and security regulations in effect at UN headquarters.

**Opens New Service**

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**Whit's a Gift**

There's a special package waiting for you in the Wichita market and it's sure worth reaching for. It's Kansas' greatest package of INCREASED popularity and purchasing power and it's getting larger every day.

It makes a pretty package, especially when KFH, that selling station for the Southwest delivers it to you.
Hollywood, in expansion move.

Superimposing the changes planned for the near future upon the record of changes recently made produces an approximate evaluation of the importance placed by broadcasters on several suggested methods of improving radio programming.

TABLE III
Changes made in 1946 combined with changes planned in near future

<table>
<thead>
<tr>
<th>Per cent of stations reporting this change</th>
<th>95%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce more public interest programs</td>
<td></td>
</tr>
<tr>
<td>Include more local news in news programs</td>
<td>92</td>
</tr>
<tr>
<td>Broadcast more local live programs</td>
<td>85</td>
</tr>
<tr>
<td>Apply stricter standards controlling the length or content of commercials</td>
<td>83</td>
</tr>
<tr>
<td>Broadcast more programs devoted to discussion of controversial issues</td>
<td>78</td>
</tr>
<tr>
<td>Arrange schedule to program in mood or type sequence</td>
<td>67</td>
</tr>
<tr>
<td>Reduce the number of spot announcements</td>
<td>46</td>
</tr>
<tr>
<td>Broadcast more news programs</td>
<td>41</td>
</tr>
<tr>
<td>Eliminate middle commercials in news programs</td>
<td>34</td>
</tr>
<tr>
<td>Schedule more network sustaining programs</td>
<td>31</td>
</tr>
<tr>
<td>Eliminate &quot;money give-away&quot;</td>
<td>22</td>
</tr>
<tr>
<td>Reduce the number of network commercial programs</td>
<td>12</td>
</tr>
<tr>
<td>Eliminate singing commercials</td>
<td>10</td>
</tr>
</tbody>
</table>

COMMENT: Remember that this table, which is in fact a combination of the preceding ones, indicates only what broadcasters have done and what they plan to do. The broad emphasis continues to be on local production and within this general category, the specific emphasis is on more public interest programs, more local news, more local live programs, stricter standards on commercials and more discussion or controversial issue programs with a majority voting in favor of arranging their schedules in mood or type sequence. This is what they have done or plan to do—and the close correlation between these activities or projected activities and the principles emphasized in the Blue Book deserves careful attention. But if this is what broadcasters have done or plan to do, are they doing so against their better judgment—do they believe that these are factors which will improve overall programming?

To determine which of the changes in program practices made during the year were considered to have the best effect on program structures, panel members were asked:

TABLE IV
Which one of the changes you have indicated above has done most to improve your service to listeners?

<table>
<thead>
<tr>
<th>Percent of all stations responding</th>
<th>34%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include more local news in news programs</td>
<td></td>
</tr>
<tr>
<td>Produce more public interest programs</td>
<td></td>
</tr>
<tr>
<td>Apply stricter standards controlling the length or content of commercials</td>
<td></td>
</tr>
<tr>
<td>Arrange schedule to program in mood or type sequence</td>
<td></td>
</tr>
<tr>
<td>Broadcast more local live programs</td>
<td></td>
</tr>
<tr>
<td>Broadcast more programs devoted to discussion of controversial issues</td>
<td></td>
</tr>
<tr>
<td>Reduce the number of spot announcements</td>
<td></td>
</tr>
<tr>
<td>Eliminate middle commercials in news programs</td>
<td></td>
</tr>
<tr>
<td>Broadcast more news programs</td>
<td></td>
</tr>
<tr>
<td>Schedule more network sustaining programs</td>
<td></td>
</tr>
<tr>
<td>Reduce the number of network commercial programs</td>
<td></td>
</tr>
<tr>
<td>Eliminate &quot;money give-away&quot; programs</td>
<td></td>
</tr>
<tr>
<td>Eliminate singing commercials</td>
<td></td>
</tr>
</tbody>
</table>

COMMENT: This, then, is the nub of the study: these changes in program policy having been made, of what value are they in overall program improvement? Although they have made the changes, broadcasters seem to deprecate the value of many of them. Only 13% thought for example that the production of public interest programs had done most to improve service to listeners. Only 8% thought that more programming in the controversial issue category had done most to improve service to listeners. Only 8% thought that what broadcasters have done or plan to do is in the best interest of their listeners. It is the 92% of those reporting a change (either effected or planned) included more local news in news programs.
providing service to listeners, it is approximately indicated that one out of every three who have made the change believe in it as the outstanding contributing factor to improvement. On the other hand, the combination table—No. 3—revealed that 95% had made or were making changes toward producing more public interest programs.

Since only 13% voted for public interest programs as the most important improvement in service to listeners, approximately one out of nine of those making the improvement feel that this was the most important change in service to listeners. In other words, there is a greater spread in opinions about the value of the changes actually put into effect during the year than in opinion about what changes should be made.

Some insight into how much these and other program changes have cost broadcasters is obtained from the answers to the next question:

**TABLE V**

_How much have you increased (decreased) your program expenditures in 1946 over 1945?_

<table>
<thead>
<tr>
<th>Stations reporting</th>
<th>All stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increases</td>
<td>102%</td>
</tr>
<tr>
<td>Decreases</td>
<td>76%</td>
</tr>
<tr>
<td>No change</td>
<td>2%</td>
</tr>
<tr>
<td>No answer</td>
<td>4%</td>
</tr>
</tbody>
</table>

The median increase was 24% for all stations reporting increased program expenditures (76% of the panel). Only 2% of the panel reported decreases. The range of increase is shown below:

<table>
<thead>
<tr>
<th>Range of Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-9</td>
<td>76%</td>
</tr>
<tr>
<td>10-19</td>
<td>23.4%</td>
</tr>
<tr>
<td>20-29</td>
<td>5.1%</td>
</tr>
<tr>
<td>30-39</td>
<td>2.2%</td>
</tr>
<tr>
<td>40-59</td>
<td>0.6%</td>
</tr>
<tr>
<td>50-59</td>
<td>0%</td>
</tr>
<tr>
<td>100 &amp; over</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

**COMMENT:** Detailed analysis by dollar volume, station size, city size and network, reveals no significant differences in per cent increase in program expenditures.

**SUMMARY:** Seventy-six per cent of the stations in the United States have increased expenditures in their program departments during 1946 over 1945 from 1 to 20% —with the median increase established at 24%. These increased expenditures have been devoted principally to developing local news for news programs; producing more public interest programs; applying stricter standards controlling the length or content of commercials (which requires more personnel and probably anticipates the cancellation of some accounts); broadcasting more local live programs; arranging schedules to program in mood or type sequence (which is a more expensive operation, demanding not only additional personnel but also local "fills" where otherwise network might be taken); broadcasting more programs devoted to discussion of controversial issues.

Now, in considering the increased expenditure for program operation, should the general rising costs in all businesses be overlooked (see Table IV). There are other areas, of course, in which these increased expenditures have been concentrated—but these, as the questionnaire results indicate, are the principal ones. Although these substantial amounts are being expended toward improvement of service to listeners, there is no conclusive indication that broadcasters believe they are getting their money's worth (see Table IV).

The conclusion seems indicated, if one considers this questionnaire's results in juxtaposition to the first questionnaire's compilations (Nov. 4 and Nov. 18) that broadcasters assume there is a need for more local programming, are willing to spend their money for it but do not have available sufficient time to schedule it most effectively or sufficient personnel of high enough caliber to do the maximum job.

If such premises are acceptable, then it might be concluded—although others may see different interpretations in the results—that broadcasters felt compelled to make revisions in their program policies coincident with Blue Book stipulations, whether or not they believed such changes were in the best interests of good listening. As part of its Ballot No. 2 among station managers, BROADCASTING TRENDS—through Audience Surveys Inc.—asked these two questions:

1. How much have you increased (decreased) your program expenditures in 1946 over 1945?

2. Do you consider the provisions of the FCC Program Report as regulations which must be followed by broadcast licensees?

A detailed report on the replies to these questions will be published in BROADCASTING, Dec. 16.*
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 the expense of 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 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 blueprints in the first place; he builds from them all the knowledge that only experience can give, with equipment that only national 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 ever begin construction. You are invited to write to Ed Berliant today.

ED BERLIANT
Chamber of Commerce Bldg., Atlanta 3, Georgia

Transcription

(Continued from page 18)

cation announcements be separated from the program itself.

When Commissioner Durr asked if NBC desired tightening of the rule, Mr. Margraf said the network merely desired that the public be informed of the nature of the program. He said the rule should be based on the encouragement and protection of live programs. He did not object to appearance of applause in transmitted broadcast.

Two Main Types

Mr. Haley, for ABC, said there are two main types of recorded programs—disc jockey or phonograph record broadcasts transmitted while actually being produced, and transmitted shows specially prepared for delayed transmission. The transmitted programs offer a chance to perfect timing and eliminate faults, he said, and offer no threat to development of talent.

He said the FCC rule should not require identification where broadcasts are delayed less than four hours because of time zone or daylight time situations. ABC’s use of recording during the daylight time period last summer worked well, he added.

Commissioners Hyde and Jett agreed the public doesn’t understand the word “transcription,” with the term “mechanical” or “electrical reproduction” suggested as an alternative.

During Mr. Haley’s appearance all Commissioners took part in a discussion of the public’s angle, giving the impression that the public should not be misled. Harry M. Plotkin, FCC assistant general counsel, asked if transcriptions would be used more than once if allowed. Mr. Haley said, “probably.” He said, in answer to Mr. Hyde, that he believed FCC had authority to hand down regulations covering identification.

Mr. Scott said his contacts among listeners in a rural area indicated they resented frequent identification of transmitted announcements, but didn’t mind them on programs of more than five minutes. Mr. Denny wondered if this was due to “the large number of spot announcements.”

Revision Proposal

Reed T. Rollo, appearing for KFI Los Angeles, submitted a brief calling for recognition of the merits of and advantages of live broadcasting and undesirability of misleading the public. The brief called for revision of the present requirement of announcement of the requirement of an announcement where talent is identified.

Leonard H. Marks, counsel for WPIK Alexandria, Va., and KHTT Houston reviewed the history of the regulation, recalling that in the early 20’s stations with a Class B signal—the best at that time—could not use phonograph records except in emergency and this concession was removed when these emergencies became too frequent. Mr. Marks contended that stigma is attached to the identification announcement and felt the FCC should determine at the time of license grant or renewal if stations are deceiving the public. The public is not naive, he said, and nonmetropolitan areas are fully aware that small stations are not presenting ranking artists in person. He suggested the rule should be revised and then be implemented by administrative interpretation. He felt there should be a distinction in the rule in favor of small stations.

American Federation of Musicians did not appear at the hearing, though it filed a brief in August opposing any liberalization of the rule as harmful to programming and cutting off employment opportunities [BROADCASTING, Sept. 2]. Briefs also had been filed by CBS, which called the proposed rule vague and confusing; by KVOO Tulsa, which argued identification is necessary when talent is named; by WTMJ Milwaukee, similar to KVOO.

Show Plan Dropped

PLANS to produce The Big Show starring Mickey Rooney, Groucho Marx, Irla Chase and other Hollywood talent for sponsorship by national department stores on participating basis were dropped Wednesday, Walt Schwinmer of Schwinmer & Scott, Chicago, told BROADCASTING. Mr. Schwinmer said difficulties in lining up a sufficient number of department stores was primarily responsible for his decision. Mr. Schwinmer is president of Radio Features Inc., the production company which was created several months ago to represent the agency’s radio interests and which would have produced the program. Although 28 department stores had signed contracts to sponsor the program over Mutual, Mr. Schwinmer said production and talent costs would have been too great for this limited number of sponsors. Several department stores generally are still not radio conscious on a national scale although their total advertising rank with tobacco, food and drug advertisers in dollars which volume. Contracts with talent which was to appear on program have been returned Mr. Schwinmer said.

MEN TO BYRD TRIP

THE FIRST four major networks last week announced correspondents who will cover the forthcoming Naval expedition of Adm. Richard E. Byrd to the South Polar regions.

Arthur Hannes, of the KMOX St. Louis staff, will represent CBS. NBC will send Max Hill. Lee Van Atta has been assigned by ABC to cover the expedition. He will also represent INS. Mutual has named Roy Gibbons, who will also represent the Chicago Tribune.

The Byrd convoy of Naval ships will leave early in December and is expected to reach the South Polar regions sometime in January. Broadcasts will be made from time to time by the correspondents while the expedition is en route, as well as during the stay in the Antarctic.
UNION TO NEGOTIATE FOR WORLD EMPLOYEES

THE RADIO GUILD, United Office and Professional Workers of America (CIO) has begun negotiations for salary raises and a union contract with World Broadcasting System, a subsidiary of Decca Records.

The union, in a statement to the press last week, said it sought a contract that would cover white collar employees who are asking for a salary increase of 35% or $15, whichever is higher for the individual, and a $30 per week minimum for all employees.

UOFWA said that no agreement has yet been reached with World. A union spokesman termed as "astounding and ridiculous" a World proposal to give employees a $2 per week raise. He said that future action will depend upon negotiations to be held Tuesday morning and indicated that the past two weeks of bargaining had accomplished nothing.

Officials at World Broadcasting System declined to comment upon the union demands.

Chicago Net Affiliates Ready for AFRA Action

(See story page 19)

IF AFRA strike had gone into effect, Chicago network outlets were prepared to replace AFRA talent with station personnel, from top executives down to office workers, with or without experience.

In addition to planning replacements for AFRA announcers and actors, NBC, ABC, MBS and CBS were prepared to fill in with live music and transcribed shows, if strike had ever come to a showdown. NBC and CBS particularly were in not too desperate situation since both WMAQ, NBC o&o station and WHHM, CBS o&o station employ large studio orchestras and vocalists, all under AFM.

Although recent Chicago AFRA meeting voted unanimously for the strike resolution, few members favored such action as a result of network's refusal to accede to the "secondary boycott" clause of new contract. Members felt that union has overstepped its authority in attempting to force networks to act as intermediary in any new negotiations with network affiliated stations.

Rosenbaum Honored

SAMUEL R. ROSENBAUM, former head of WFIL Philadelphia and now not active in radio, has favored such action as a result of network's refusal to accede to the "secondary boycott" clause of new contract. Members felt that union has overstepped its authority in attempting to force networks to act as intermediary in any new negotiations with network affiliated stations.

5 Seek Presidency Of N. Y. AFM Local

Richard McCann, incumbent, hopes to retain post

FIVE members of AFM Local 802, New York, are running for president in elections to be held Dec. 5 at union headquarters.

Richard McCann, blue ticket member who became president last summer when Jacob Rosenberg died, is a candidate to succeed himself. Pitted against him are Carmen Fleissig, representing the Unity group, and Harry Suber, Henry C. Topper and Samuel Wilson running as independents.

Struggle for control of the nation's wealthiest musicians' union burst to the surface last summer when a court action brought by Mr. Fleissig, charging illegal conduct of the 1944 union elections, resulted in a promise by the defendants, Rosenberg et al., that the next election would be held "on the up and up." The Utility group, a faction claiming 3000 followers within Local 802, wanted the 1944 elections declared null and void.

More than 27,000 musicians members hold membership in 802, but no more than 5000 votes have ever been cast in a previous election. Balloting will be done this year for the first time by machines.

WHHM New York, whose present offices are at 89 Flatbush Ave., Brooklyn, about Jan. 1 will move headquarters to 50th St., between Second and Third Ave., New York.

I'm worth $175,000,000... and for my money WRFR is as good as gold

*The 1945 Bright Leaf Tobacco
Ccep paid for $175,000,000

SOON 5000 WATTS

When it comes to selling the rich Eastern North Carolina market of more than 600,000 persons, WRFR is "as good as gold," because it is the only station that serves this fertile agricultural belt. For results in Eastern North Carolina, use WRFR. Write today for details.

930 KC - 1000 Watts

Washington, N. C.

*ABC Network
Tarheel Broadcasting Company
Mail Representatives
Pottier & Co., New York, Chicago, Los Angeles

WHHM

MEMPHIS

This is radio station

(No other station can make this statement)

 REPRESENTED NATIONALLY BY FORJEE & CO.
Argentina

(Continued from page 18)
taste as does a well-played and sung tango.

Radio is so good in Argentina that only a very small percentage of Argentine radio sets are ever tuned to stations outside the country. The fact that a high percentage of the country’s radio receivers are in Buenos Aires, where local stations are so strong that without a powerful shortwave set it is difficult to listen to stations outside the country, may figure in the high national average. The only time when it seems like a good idea to look beyond the borders for entertainment is when some windy politico takes over all the stations to discuss a personal or propaganda viewpoint.

The skillful development of Argentine radio programs, also, in my opinion, explains why shortwave gets so sparse an audience in Argentina. Although New York City is now only 32 hours from Buenos Aires by Clipper, it sounds much closer. The sponsors for whom advertising is suggested that you take it

WHERE THERE’S SMOKE THERE’S FIRE

and in the industrial fires of CANTON, OHIO, home of WHBC, are many famous ‘brand’ing irons that have made worldly impressions. Bobcock Presses and Borg-Warner Steel join such famous names as Timken Bearings, Hoover Cleaners, Republic Steel, Hercules Motors and many others.

New industries mean increased employment and greater buying power. WHBC goes 5,000 watts soon bringing 1,506,000 more people into our coverage area and $1,105,285,000 additional in retail sales.

Place your campaign on WHBC—resolved to do a real job for you in this market. Watch our smoke!

WHBC
5000 WATTS
SOON!
BASIC STATION MUTUAL NETWORK
represented by RAMBEAU
your good neighbor in CANTON, OHIO always a busy city

![WHBC Logo](image_url)

![WHBC Advertisement](image_url)

OINION METER makes its debut at WRGB Schenectady during a new television program in which two experts argue a national question. Composite opinion is obtained by each person of a jury of 12 recording his opinion on a small electronic instrument held in the hand. Fed into the opinion meter, decisions are recorded on large dial, with 50 and below considered negative, above 50 positive, or convinced by one of the experts. Howard Tupper, m. of the program, explains the use of the dials to be used on the program every other Wednesday night.

...
Tune-In Drive First NAB-RMA Project

Set in Every Room
Is Goal of Joint Campaign

ALL-OUT nationwide campaign to increase radio's tune-in, devised by the NAB Sales Managers Subcommittee on Sales Promotion, is slated to be the first joint NAB-Radio Manufacturers' Association project. The 30-day arrangement announced last week [Broadcasting, Nov. 25).

The program was endorsed by the NAB sales group at its first meeting, held last Monday in New York. It will be given priority on the subcommittee's agenda, according to John M. Outler Jr., WSB Atlanta, chairman.

With home ownership of radio sets now at the 90.6% point, the subcommittee decided that higher tune-in can best be effected by a promotional campaign directed toward multiple ownership by American families, especially extra sets for bedroom, kitchen and other parts of the home.

"In Every Room" is the idea, as Mr. Outler explained:

"We plan to capitalize on the tremendous wealth of fine programming because of divergent listening habits which cannot be reconciled by single set ownership.

"There is too much of this good programming being missed, usually because the most articulate member of the family hears the show that especially pleases him. With more than one reasonably priced set in the home, such as kitchen, bedroom, and similar models, more members of the family can and will listen simultaneously to good programs they now hear by accident."

Among other projects slated by the NAB sales promotion group for immediate action are: Preparation and distribution to the industry of three speeches on various phases of broadcast advertising; survey of NAB stations to determine the average percentage of gross sales allocated to sales promotion; survey and selection of outstanding audience and station promotion devices to be included in an exhibit at NAB district meetings.

Three Speeches

The three speeches are to be prepared for the NAB membership, and will include prescriptive questions which experience has shown are frequently asked at open forum meetings. One speech, suitable for presentation by a broadcaster to a radio audience, will cover industry questions such as advertising and its relationship to the national economy, ways of raising copy standards, and related topics.

Second speech will be for presentation to an audience of advertisers or advertising students and will deal with radio's advantages as a medium, its coverage, effectiveness, economy and adaptability.

Third speech will be designed for presentation to business and civic groups. It will deal with radio as an economic and social force, explain why the American system is supported by advertising, and present the argument on behalf of commercials.

Promotional devices will include mailing pieces, car cards, photographs of lobby and other exterior displays, and station publications. Promotional scripts for local use will be designed to build larger listener participation.

Subcommittee members who attended the meeting, held in the BMB board room, were: Mr. Outler; Joseph Creamer, WOR New York; Louis Hausman, OBS New York; John Carl Jeffrey, WKMO Kokomo, Ind.; Eugene Katz, The Katz Agency, New York; E. P. J. Shurick, KMBC Kansas City; Hugh M. P. Higgins, NAB assistant director of broadcast advertising.

RCA Names Halpin

DAN D. HALPIN, pioneer in the promotion of commercial television, has been appointed RCA Victor television receiver sales manager, it was announced last week by H. G. Baker, general sales manager of the RCA Victor Instrument Dept. Prior to the war Mr. Halpin was television sales manager for New York and coordinator of first large-screen theatre-television there.

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When You Buy Time
Buy An Audience

When You Buy Time
Buy an Audience

WTAG
Has More Audience
Than All Other Stations Heard
In the Area Combined

Latest Hooper Rating

---

SLAP HAPPY PAPPY

No—Pop ain't been drinkin', He's listenin' to his favorite program over WAIR and the thrill he's gettin' is sorta typical of the listening pleasure WAIR provides for this very fertile market. BUY A SELLER!

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

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Fly Attacks (Continued from page 20)
rupted argument frequently to ask questions of both counsel.
Mr. Cottone argued that the time contract actually gave the Tabernacle control over the station during its broadcast time, whereas the license, distinguished control in violation of the Communications Act.
He said, in reply to a question by Chief Justice Groner, that the long-term contract “might well have been” a factor in the Commission’s decision. He told the court that under the evidence the Commission could have taken no other action, inasmuch as the contract “gave to the licensee an interest in the license.”
Chief Justice Groner asked why the Commission “didn’t say to the licensee and appellant” that certain portions of the contract could not be continued, and give them an opportunity to amend the contract. Mr. Cottone replied the Commission’s proposed decision was issued on Sept. 12, 1945, “and they had ample time to correct the agreements.”

Hypothetical Case
Justice Miller posed this hypothetical question: “If the Coca Cola Co. wanted to buy a period of time every week for 80 years, would you consider the Commission object to it?”

Mr. Cottone said the FCC “might very well regard it as improper, but the Commission would not attempt to say what the program should be.” He said the WKBW sale by Hearst Radio Inc. to Crosley Broadcasting Corp. He said the Commission proposed to turn down the portions involved in the sale, and the time contract which involved a 10-year time commitment, but later approved the sale after the contract was amended. Mr. Fly told the court the Tabernacle was “very happy” to “work out something” after Chief Judge Groner asked if something couldn’t be worked out in lieu of a long-term contract. In rebuttal he branded Mr. Cottone’s contentions that the principals had ample time for readjustment of contract as “so much hush.”

He said the Tabernacle’s petition for rehearing was denied by the FCC. Justice Prentice wanted to know how the Tabernacle would feel if the court construed the Commission decision as applying to the exculpatory clause of the time contract. Sus- posing, he added, the court should require the Commission to order the contract modified, eliminating the long-term provision.

Mr. Fly said the Commission “might have inspired that” but didn’t. He contended the contract, as it stood, “would not give the Tabernacle as much control over that station as the network has.”
Actual operation of WKBW has been, he said, “in complete accord with Commission policy.” Mr. Fly informed the court, in reply to a direct question, that Churchill Tabernacle has filed suit in New York Supreme Court to recover WKBW, alleging breach of contract. He said the station terminated the contract “shortly after” the Commission’s decision, which gave the station 30 days from the effective date of the order—50 days all told—to comply.

Long-Distance Signal
TRANS-ATLANTIC transmission in the 50 mc band, highest-frequency radio signal ever utilized in two-way transoceanic communication, was accomplished Nov. 24 by an American amateur, the American Radio Relay League announced last week. Transmitting on 50,002 kc, Edward P. Tilton, operator of WHQD West Hartford, Conn., was heard in South Devon Eng- land, by Hiltom OFeeHer, operator of GBY, and in Essex by GDHY, owned by D. W. Height- man. Communication began at 11:16 a. m. EST and continued until 12:25 p. m. when the West Hart- ford signal faded and disappeared.
Sunday’s successful transmission may indicate, said the ARRL, that the 50 mc frequencies could be useful for reliable communication over greater distances than the present service area of about 100 miles. Mr. Tilton used a transmit- ter with 200 w input power and a fourteen-element rotatable beam antenna system to direct energy in the desired direction, increasing the effective power many times. Further exchanges between ARRL members and the Radio Society of Great Britain are expected Dec. 22 when conditions are expected to be favorable.

Violet L. Kimel
VIOLET L. KIMEL, 48, wife of David M. Kimel, WLRW Lawrence, Mass., sales manager, died last week at the Lawrence General Hospital of a heart attack. Surviving are her husband and two sons, Robert I. and Donald R.
Sale of Kay Daumit Inc. To C-P-P Is Completed
PURCHASE of Kay Daumit Inc. (Lustre Creme, White Shirt, For- ever Amber toiletries) Chicago, to Colgate-Palmolive-Peet Co. at a reported price of $4,000,000 was confirmed this week by Harry Daumit, president of the company which sponsors the 8-15 p.m. CST. portion of ABC Breakfast Club.

Transfer of the company to Colgate-Palmolive-Peet, one of radio's largest advertisers, was effective Dec. 1.

Sale of Kay Daumit Inc., which was incorporated in 1942 for $10,000, will have no effect on the company's sponsorship of the ABC Breakfast Club or its agency, Hill Blackett & Co. Chicago.

French Radio Officials Are Received in Capital
TEN-MAN group of French broadcasting officials conducting an inspection of U. S. television was received in Washington last week by Federal officials and industry representatives. They represent Radiodiffusion Francaise.

Members of the mission are: Stephane Mallevin, director of technical services and head of the mission; Yves J. Angel, chief of studies and works, division of television service; Gerard J. Lehman, professor at Superior School of Electricity and consulting engineer to the Central Laboratory of Telecommunications; Emilie L. Chane- nane, chief of research and re- search; Prof. Yves Roccard; Yvon L. Delbord, engineering chief, division of television studies and presi- dent of Commission of Television and Motion Pictures; Henry G. De France, technical director, Society of Radio Industry; Paul F. G. Huet, director of radio department, C'te Thomson Houston; Maurice Lorach, Le Television Francaise; Paul Mandel, research and service engineer, Television de la C' des Compteurs.

M. M. Mallevin, Angel and Leh- man were luncheon guests Monday of NAB President Justin Mil- ler.

Gifts for Party
APPROXIMATELY two dozen clothing and toy man- ufacturers have contributed merchandise for the WOR New York annual Christmas party to be held in the children's ward of New York's Bellevue Hospital. Committee of WOR employees, headed by Edythe J. Jereanand, assist- ant director of the news and special features division, is working evenings wrapping gifts for the underprivileged children who will receive them at a party Dec. 23.

GOVERNMENT TALENT FEATURED ON W3XL
A SERIES of public interest programs, ranging from choral groups to sportscasts, has been started by W3XL Washington, FM experimental station operated on 98.9 mc by Commercial Radio Equipment Co., of which Everett L. Dillard is president.

Featured is Government Talent on Parade, a half-hour program presenting Government employees and Army personnel, 6.6:30 p.m., EST., Tues., Wed., Thurs. These programs originate in the Dept. Interior studios and are fed over a high-quality FM telephone circuit with a 16 kc line to the W3XL transmitter atop the International Bldg. in downtown Washington.

On Tuesdays the series features a program built by Fort Belvoir personnel on behalf of Army re- cruiting. Transcriptions are cut and made available to other stations. Government Talent on Pa- rade is built and supervised by Willet Kempston, radio and television Director, and Henry (Pete) Meisinger, engineer, of the Dept. of Interior.

Other new programs on W3XL include: a 14-piece dance unit of the U. S. Army Band, Wed.; 50- voice chorus directed by Robert Frederick, Thurs.; twice-weekly hockey games from Uline Arena, Washington. W3XL is now operating from 3-11 p.m.

Commercial Radio Equipment Co. also operates KVOY Kansas City. Mr. Dillard is a member of the FM Assn. Steering Committee and chairman of its Aims & Objectives Committee.

KNX Gives Aid
BLOOD brothers had to be found when a Denver boy re- quired the rare RH-type blood. Noting this on a news- wire, Tom Hanlon of CBS- KNX Hollywood aird a appeal. Within a quarter-hour he obtained 12 offers and de- tails for transportation to the Denver hospital were worked out by phone minutes later.

Pulse Notes Drop In N. Y. Listening
Sets-in-use Up Over Year Ago; Benny Leads Top 10
NOVEMBER RADIO listening in New York dropped 2% below the October level. The Pulse Inc., New York, reported last week, stating that the drop from 24.5 in October to 23.9 in November was attributed to the October broadcasts of the World Series and National League play-off games which received large audiences.

Average quarter-hour sets-in-use for November 1946 was 2% higher than the same month last year, which was 23.5.

Top 10 Shows

The top 10 daytime shows were: Kate Smith Speaks 6.9, Our Gal Sunday 6.9, Helen Trent 6.8, News — H. Clark 6.5, Aunt Jenny 6.5, Big Sister 6.0, Rosemary 5.7, Mie Per- kins 5.6, Young Dr. Malone 5.5, Arthur Godfrey 5.3, Road of Life 5.3.


FCC and Industry Groups Agree on NARBA Data
PRELIMINARY meetings prepara- tory to the U. S. proposals for the third North American Re- gional Broadcasting Conference next year were concluded Wednesday with industry and FCC engi- neers in agreement on general rec- ommendations to the Commission, George P. Adair, Commission chief engineer, announced.

Although no announcement was made of accomplishments, it was understood the engineers agreed on standards of engineering prac- tice much along the lines of those in use domestically in the U. S., with some alterations applying on an international basis. Sessions held Nov. 19-20 [Broadcasting, Nov. 26] and Nov. 26-27 were punctu- tuated by lively discussions.

Proposals for the next NARBA must be in the Inter-American Radio Office, Havana, no later than Jan. 2, under an amended to the NARBA Interim Agreement which was adopted in Washington last Feb. 25.
AD POLICY IS GIVEN BY RELIGIOUS OUTLET

WKAX Birmingham, Ala., new daytime station which received an FCC grant Nov. 21 to charge from noncommercial to commercial but still nonprofit operation [Broadcasting, Nov. 25], last week announced its advertising plans and said its "chief motive" will remain "the preaching of the Gospel."

In its request for commercial operation, the station told FCC it had operated for 14 weeks on donations and could continue except for city building laws requiring a new studio structure. For this reason and in view of a possible PM application, WKAX said, commercial operation would be necessary at least for a while.

Station was granted last February, for 900 kc, 1 kw, daytime only. Licensee is Courier Broadcast Service, which is underwritten by Birmingham Bible Institute, Birmingham Gospel Tabernacle, Radio Revival and Radio Chapel. Dr. Glenn V. Tingley, board president, said "only that portion of time needed to supply sufficiently operating income and provide for expanded program and increased facilities will be sold." None, he said, will be sold for politics or for advertising alcoholic beverages, tobacco or theatres. Public donations, he added, will still be needed.

Plans Incomplete

Plans for a television series featuring Drew Pearson and sponsored by Frank H. Lee Co., Danbury, Conn., hat manufacturer which also sponsors commentator in a quarter-hour Sunday evening series on ABC, were still incomplete last week. William H. Weintraub Jr., television director of William H. Weintraub & Co., New York, said that no contract has been signed but that the idea is still under consideration. ABC video department, which had prepared "of the moment" programming, will remain in the studio during this period, he said. Mr. Weintraub was optimistic that it would materialize as planned. Show is designed as series of 13 half-hour programs, with national personal appearances by guests, to originate in Washington and sent by coaxial cable to New York for telecasting.

LISTENER INCREASES ARE CITED FOR WNAX

A COMPARATIVE study of listening in the WNAX Yankton, S. D. area, based on Nielsen listener diary studies was released by The Katz Agency, New York, national representative of WNAX. In an audience study of a regional station when the network and over the air, and the effect of the end of hostilities on radio listening habits, WNAX made identical listener diary studies in comparable weeks of 1945 and 1946 in the same 80-county area, using the same sample size and controls (500 cases: 43% farm, 57% non-farm). WNAX switched from CBS to ABC in the period between the two studies. The 1946 survey showed that the station ratings increased in 355 quarter-hours of the week, decreased in 134 and remained constant in 11.

The five principal NBC stations serving the area had a composite evening rating of 11.8, one point higher than ABC nighttime average rating of 10.9. CBS dropped from number one position in 1945 to third in 1946.

Audience composition statistics indicated that during the war, and generally more men listeners than in 1945, a change undoubtedly produced by the return of men from the armed forces.

Nielsen Showing

A. C. NIELSEN Co. will stage a series of demonstrations of its audimeter-period in the "American Radio Index" in New York this week and next, following a similar demonstration held some months ago at the company's Chicago headquarters. Starting at 4:30 in the afternoon at the Nielsen New York office, 500 Fifth Ave., the demonstration will cover the complete procedure used in collecting and tabulating the data from which the index is compiled. Demonstration will be followed by a dinner and discussion at the Biltmore Hotel.

Wakefield H. L. A.

FCC Comr. Ray C. Wakefield is slated to leave Washington Dec. 14 for Los Angeles to reside in hear- 

ing starting Dec. 16 on 1540-30-20 kc applications. The case has been expanded to include San Gabriel Valley Broadcasting's request for a new station in Los Angeles, Calif., station on 1520 kc, 1 kw, day only. Other applicants, all seeking new 5 kw daylight time stations: Huntington Broadcasting Co. (1540 kc), Huntington; K.L.P.C. Costal Radio Broadcasting Corp. (1540 kc), Los Angeles; Hollywood Community Radio Group (1830 kc), Los Angeles.

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WWON Woonsocket Is Now in Operation

WWON Woonsocket, R. I., new fulltime, 250- w outlet on 1240 kc, began operation in mid-November under direction of James A. Iodice, president. Owned by the Associated Electronic Enterprises, station has studios and offices in Commerce Bldg., 99 Main St.

Call letters previously had been WEBI, with identity listing in Broadcasting, Oct. 21. WWON was identified with WNHC New Haven, Conn. Vice president is Harold Michaels, radio engineer. Mitchell P. Stanley, formerly of WINN Louisville, Ky., and WNAB Bridgeport, Conn., is station manager.

ABC Affiliates Planning To Increase Programs

SOUTHEASTERN affiliates of ABC held their annual meeting at Ponte Vedra Beach, Fla., Nov. 16, 17 and 18. Plans for increasing programs in fields of public service, agriculture and news were discussed and plans for network rate structure were made which will soon be published.

Bill Bohman of WCOS Columbia, S. C., representative of the network advisory board presided at business meetings and WPDQ Jacksonville acted as host station.

Officers of the Florida-ABC Network are: Robert R. Feagin of WPDQ Jacksonville, president, who presided at the meetings; Pete Kettler, vice president; Frank Taylor Jr., secretary-treasurer; and Norman Brown, program director.

Ruth Braden of WBGR Pensacola was welcomed as eighth affiliate and appointed member of the board of directors. Other affiliates represented were: Miller Babcock, WGBS Miami; Norman Brown, WSUN St. Petersburg; Bill Davis, WMJF Dayton Beach; and Frank Pepper, WHRP Tallahassee.

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST, is looking for open-end, 15 or 30 minute programs that may have been transcribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcriptions where original may have been used regionally, but could be used for local sponsorship.

Write Box 325, BROADCASTING

CBC PLANS CANADIAN STUDY OF TELEVISION

A STUDY is to be made of the television possibilities in Montreal and Toronto by the Canadian Broadcasting Corp. Following the November board of governors meeting at Ottawa, CBC Chairman A. D. Dunton stated that the CBC governors “has decided that studies should be made of the possibilities of establishing publicly-owned television facilities in Montreal and Toronto. Included in these studies would be the possibilities of participation in the operation at such centers by others interested in the development of television in Canada.”

No definite date has been set for the study to be started. While about 18 stations have applied for television licenses in Canada, none have been granted by the Department of Transport, Ottawa, which only grants licenses on recommendation of the CBC board of governors.

Service Tilt

GILLETTE Safety Razor Co., Boston, last week added to its list of sports events by sponsoring the Army-Navy football game Saturday in Philadelphia. Game was televised by NBC’s television crew, using four image orthicon cameras, and was telecast by WPTZ Philadelphia, WNBC-TV New York and WRGB Schenectady. Fed from Philadelphia to New York by coaxial cable, the telecast was also sent to Washington where it was witnessed by a group of invited guests at NBC’s station, WRC. Bob Stanton and Ben Grauer did the vocal descriptions. Burke Crotty, NBC television director of field programs, handled production on the program, using the network’s telemobile truck as a control room.

Regional Net in Arizona Formed by New Grantees

FORMATION of an Arizona regional network, comprised of newly-licensed stations in Phoenix, Tucson, Mesa and Douglas, Ariz., was confirmed this week by Mrs. Gene Burke Brophy, owner-operator of KRUX (1340 kc, 250 w) Phoenix- Glendale. Operation of KRUX is expected to begin about Jan. 1, with other stations in Yuma (1400 kc, 250 w) and Flagstaff (1240 kc, 250 w) as yet unnamed, scheduled to begin operation later in 1947. Mrs. Brophy has an application pending for a station in Nogales, Ariz., which is expected to be part of the proposed regional.

Appointment of John D. Morgan, promotion director for WIND Chicago, as executive assistant to Mr. Brophy was also announced. Mr. Morgan will head promotion and publicity departments for both the individual stations and the state regional. Before the war he was radio director and copy chief of Phil Gordon Adv., Chicago.

Inaugural Program Marks WHOM Ownership Shift

A SPECIAL inaugural program was held Sunday, Nov. 24, signifying the transfer of ownership of WHOM New York to Generoso Pope, Italian newspaper publisher.

The program, broadcast from the Cascade ballroom of the Biltmore Hotel in New York City, included dedication ceremonies in which Mayor William O’Dwyer officiated and at which City Council President Vincent Impellitteri and Supreme Court Justice Ferdinand Pecora also spoke. Four metropolitan opera singers, headed by Vivien Della Chiesa, furnished music for the occasion.

The 90-minute broadcast was aired in two portions, one of which was in English and the other in Italian. The station was acquired from the Gowles interests and is Mr. Pope’s initial venture in radio field. Fortune R. Pope, son of the new owner, has been appointed executive vice president in charge of the station.

KDFS Has 50 Accounts As It Goes On the Air

STAFFED BY veterans under 30 years old, KDFS Texarkana, Tex., which went on the air in late October, operates on 1400 kc with 250 w. Fifty local 52-week commercial accounts are on the air.

General manager is David M. Segal, 24-year-old part owner, who was formerly manager of WROX Clarksdale, Miss. Henry N. Pones, chief engineer, is part owner of KDFS as well as part owner of WDSG Dyersburg, Tenn. Program director is Les Eugene, former NBC radio newsman, as well as WDBO-WTAM in- duction service, the station stresses local programming and carries newscasts of local events only.

WLOW Portsmouth, Va. Construction Is Started

WLOW Portsmouth, Va., which was granted CP for new AM station July 25, has begun construction of its studios and transmitting site.

Jack Siegel, who during four years of Army duty was chief inspector for Fifth Air Forces and saw service from the Philippines to Okinawa, is secretary-treasurer of the firm and chief engineer. William Manrov, formerly with WCHS Charleston, W. Va., is assistant chief engineer.

Hoke Vertical Radiator Co. will install 205-foot tower. Collins radio equipment will be used.

New WXWZ Schedule

SIX-DAY schedule of two to three hours daily was to become effective Nov. 1 for WXWZ, Holbrook, N. Y. Holbrook is the broadcast outlet of Paramount Picture Corp. WXWZ has acquired exclusive video rights to all of season’s hockey and basketball games played at Los Angeles Pan-Pacific Auditorium.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. Minimum 25 words. Close 48 hours.

Help Wanted

Applications are invited from broadcast engineering personnel capable of taking full charge as technical manager of a private FM station authorized for operation at Seattle, Washington. Applicant must have actual AM or FM station experience in the technical direction position and be capable of starting a new station from scratch. Applications will be provided at transmitter site. Write to: Amstel, President, 300 North Spring, Madison, Wisconsin.

Help Wanted (Cont'd.)

Wanted: man with first class license for transmitter operation on station WITF, Wilkes-Barre, Pa. Must be capable of standing blind box number. One inch ads, acceptable. $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Account executive: Previous radio selling preferred, to take over established account. Good nature, our necessity. Give complete information first letter. Want's confidential. Eastern Seaboard. Box 272, BROADCASTING.

Wanted at once: Man to assume general management and sales position of a coast-to-coast network chain. Good general station manager, with 15 years experience, available for manager or assistant. Box 304, BROADCASTING.

Commercial manager wanted for new daytimer station Oklahoma City, $90.00. 1000 watts. Workmanlike, qualified, and interested in personal selling; don't want sales management. Write three announcements who are World Wayne affiliates. Box 288, BROADCASTING.

Announcer—Skilled in all phases of general announcing, competent record. No experience required. Answer Box 290, BROADCASTING.

Wanted—Two engineers with first class license for midwest station. Salary $11.00 hour forty hour week. Position must be filled on or before December 7th. Box 399, BROADCASTING.

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter together with resume. Box 305, BROADCASTING.

Announcer, competent record checker and sales, for full time position at regional station. Replies confidential. Box 310, BROADCASTING.

Announcer with FM studio license, $250 per month plus bonus. Send transcripts. Experience, not necessary. Box 312, BROADCASTING.

Announcer—ABC affiliate in midwest has immediate opening for an experienced announcer. Should be thoroughly familiar with all phases of general announcing and capable of writing good commercial copy. Excellent working conditions. Good salary. Reply to: James S. Prout, WMCA, Elkins, West Virginia.

Announcer—WANTED: Young man, age 23 years old, with 27 years narrating and performing experience. Looking for a position with a station in the Midwest. Reply to: Frank Parker, Station KGBS, Harlingen, Texas.

Account executive: Previous Radio selling experience, capable of taking full charge as technical director of combination station. Experience necessary. Capable of organizing new station into a successful operation. Will assist in organizing and installing studio to station. Box 279, BROADCASTING.

Help Wanted

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Announcer—WANTED: Young man, age 23 years old, with 27 years narrating and performing experience. Looking for a position with a station in the Midwest. Reply to: Frank Parker, Station KGBS, Harlingen, Texas.
Allen and Caray Awarded Top Honors
For Play-by-Play Baseball Broadcasts

OUTSTANDING play - by - play sports broadcasters for 1946 season are Mel Allen (American League) and Harry Caray (National League) according to appearances just announced by The Sporting News, national baseball weekly.

Allen broadcast New York Yankee games over WINS, and Caray the St. Louis Cardinal games over KOKO.

Three sportscasters also were named by the baseball weekly as the No. 1 sports commentators of the year for their sections of the country—Harry Wismer, ABC director of sports, for the East; Sam Molen, sports director, KMBC Kansas City, Middle West, and Sam Balter, sports director of KLC Hollywood, Pacific Coast.

Both American League and National League play-by-play broadcasters for 1946 were named. Mel Allen began his radio career by broadcasting University of Alabama grid games in 1935 and 1936 over a Birmingham station with a law student. He joined CBS in New York as a staff announcer in January 1937, was assigned to do the color for CBS on the 1938 World Series, and took over the Yankee-Royals play-by-play assignment in 1939. Two years of Army service interrupted Allen’s broadcasting career, but since 1937 he has narrated three World Series, six All-Star games and numerous other headline sports.

Mr. Allen also has served as announcer for a number of network shows and is currently with the ABC Chesterfield Supper Club.

Although Harry Caray was selected for top honors in play-by-play announcing in the National League, he has broadcast games of the St. Louis American League team, the Browns, as well as the Cardinals. Mr. Caray started his radio career a few years ago with WCLS Joliet, Ill., later was with WKZO Kalamazoo, Mich., and joined KOKO St. Louis in 1944.

Besides his Cardinal broadcasts, sponsored by Griesedieck Brothers Brewery Co., Mr. Caray handles two nightly sports reviews on different programs, and a hot stove league program over a network of 20 Missouri and Illinois outlets.

Sound Components Ruled
Taxable in Video Sets

COMPLETE television sets are not subject to the Federal 10% excise tax, but certain sound components of the receivers are taxable. The ruling was based on request from RCA Victor Division for clarification of the tax law.

The Bureau held that video receivers without sound and not containing sound components are tax exempt. Subject to tax, however, are these units in a standard television receiver with sound: Receiver chassis, speakers, knobs for chassis, phonograph mechanisms, tax on radio receivers, the Bureau of Internal Revenue has ruled.

No one will therefore be required to pay excise taxes on the other headline sports.

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, script-writing, etc. Under the direction of Alph Ray, nationally famous author and educator, GI accredited.

The Academy has just opened its summer classes in Washington, D.C.

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108,
Washington 10, D. C.

You’ve not returned your Questionnaire

Please send it back today.

Additional changes should be air mailed as they occur so your listing in the 1947 Yearbook will be complete and accurate.

If your business fits one of the categories listed below, be sure you are listed in the Yearbook — the encyclopedia of broadcasting. Write for your questionnaire.

Are you a: new station, representative, program producer, sponsor, agency, LFM station, TV station, talent agency, equipment mfg.? Write for your questionnaire.

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

December 2, 1946 — Page 77
Carpenter Joins Bolling, Chicago Representative
KENNETH CARPENTER, former NBC Central Division sales manager, has been appointed Chicago manager of the Bolling Co., station representative firm recently organized by George W. Bolling, the firm's Chicago offices are located at 360 N. Michigan Ave.

Mr. Carpenter had been with NBC for 10 years when he resigned as sales manager of the Central division at the outbreak of the war to join the Treasury Dept. During the war he was director of Public Information, Radio, Press and Outdoor Advertising for the sale of War Bonds in Chicago. Genevieve Dunn, Mr. Carpenter and power supplies used at the Treasury Dept., also has joined the Bolling Co.

CBS Announces 52-Week Renewal of 3 Programs
CBS last week announced 52-week renewals for three full network programs.

The Continental Baking Co., New York, has renewed Grand Slam, Mondays through Fridays, 11:30-11:45 a.m., through Ted Bell, New York.

Curtiss Candy Co., Chicago, effective Dec. 28 renews the Warren Sweeney news program, Saturdays and Sundays, 11-11:05 a.m., through the C. L. Miller Co., Chicago.

The Borden Co., New York, on Dec. 7 renews County Fair, Saturdays, 1:30-2 p.m., through Kenyon & Eckhardt, New York.

New Mobile Unit
TERMED a virtual television studio on wheels, new mobile television unit has been developed by RCA for field work. Mounted on a standard 1½-ton truck chassis, unit can be used to transport all equipment necessary for picking-up, monitoring, and building remote television events to the8 rear of vehicle, facing two large shatter-proof windows, is special operating deck for monitoring, control of camera, and RCA image orthicon camera. Below windows are six cable reels mounted on crane like arms for easy operation. Roof is reinforced to support weight of equipment and operators.

Leaves VA Post
JOSEPH L. BRECHNER, director of radio for Veterans Administration, left that post Nov. 22 to open his new station, WGYA Silver Spring, Md., scheduled to go on the air early in December. Charles E. Dillon, Mr. Brechner's assistant for the last year, succeeds him. Mr. Brechner has been a freelance radio writer, and supervisor of AAF network programs for the Office of Radio Production, AAF.

Mr. Dillon was formerly officer in charge of the radio program section, Navy Public Information, MODIFIED SPANISH architecture is the design for the new home of KTSM El Paso. Building will be of completely modern construction, with the latest innovations in acoustics. There is also special emphasis on modern colored stucco is to be used, general manager, "the reddest tile roof we can possibly lay our hands on."

EMERGENCY STAND-BY FM ANTENNA OFFERED
NEW EMERGENCY stand-by FM antenna is now available, the Andrew Co., Chicago, has announced through its office, Burton Browne Advertising. Already used for two FM installations with FCC approval, the antenna is known as the type "1320'' folded quadrupole. It is a small, light folded dipole transistirg weighing less than 15 pounds, and, according to the manufacturing firm, is easy to install on any existing support.

Many holders of FM construction permits have been marking time awaiting for antennas to become available, and in some instances FCC has threatened to rescind such permits, the Andrew Co. states. Now, the company announces, it is prepared to ship the antenna within seven days after an order is received. The company also offers field installation service.

IRE Show Change
ANNUAL RADIO SHOW, part of 1947 National Convention of the Institute of Radio Engineers, will be held in Grand Central Palace, New York, instead of at the 34th St. Armory as previously announced. The dates, March 3 to 6, remain the same. Needs of the exhibitors could not be met in the smaller convention hall, hence change. No home model radio will be shown. Displays are of an engineering nature, including transmitters, equipment, instruments, components parts, and radio direction and location devices. Registration fee is set for non-members. Convention headquarters, and exposition, and some sessions will be at the Hotel Commodore.

Install Tele Sets
TWO establishments in New York have announced plans to install television facilities for patrons. Hotel New Yorker offers television in the Manhattan Room, the Grand and North Ballrooms, the East Room and Parlors F and G. RCA receiver models 630-TS were installed by Commercial Radio-Sound Corp. Manhattan Room unit employs four, all-direction screens. All stations are selectable. The Park Avenue Theatre, new movie house which sells season tickets so patrons won't have to stand in line, is installing in its clubroom a Du Mont Westminster unit, with 20-inch viewing tube and priced about $2,500. Patrons will receive advance notice of important telecasts.

NAB Building Is Lease To Canadian Government
NAB has leased its present head quarter space of 300 N St. N. W. in Washington, to the Canadian Government for five years. Lease is effective when the association moves across the street to No 1771, now undergoing remodeling. This work is slated for completion shortly after the first of the year but NAB may not be able to move until late February or early March. At the present location, site was acquired in 1942 when the Reconstruction Finance Corp. took over the Normandie Bldg., on K St. It had originally been a row house, later adapted to school use by Co-lumbus University. It contains about 14,000 feet of usable floor area, half the space available in the new building across the street. The NAB's new building has been occupied as an annex by the Can-dian Embassy at the time of its purchase.

Mrs. Mabel M. Storer
MRS. MABEL M. STORER, mother of George B. Storer, president of the Fort Industry Co., and of Evelyn, a vice-president of the Fort Industry vice president and former NAB president, died Monday at her home in Toledo following a lingering illness. She was survived by her son, Mr. Storer, in W. T. Storer's, Toledo, Ohio, Mrs. Storer, with her family, moved to Toledo in 1908 when her husband, the late George B. Storer, became president of the Toledo Chamber of Commerce. Mr. Storer, who died in 1926, later founded the Standard Tube Co. Besides her son and daughter, Mrs. Storer is survived by another daughter, Mrs. Conovers Goddard, Chicago.

Capacitor Report
MANUFACTURING details for metallized paper capacitors used in electronic equipment are disclosed in a British report available at the Office of Technical Services, Dept. of Commerce. Report describes the German process said to offer advantages other than foil and paper types. It was developed by Robert Bosch Co., of Stuttgart, which used a film applied in vapor form on the paper dielectric. Condensers are two-fifths smaller and cost less than conventional types, it is stated. In event of breakdown it has "self-healing qualities."

Brings Back Booklets
ISSUANCE of bound volumes of FCC decisions will be resumed "as soon as possible," FCC Acting Chairman Charles R. Denny Jr. has indicated. During oral arguments on proposed decisions, Paul M. Segal, Washington attorney, commented on the difficulty of keeping up to date on Commission decisions, since they are released intermittently rather than on specific "decision days." Chairman Denny said the FCC staff had been asked to bring decisions up to date "as soon as possible and that "advance sheets" might also be released. The volumes are printed through Government Printing Office, unless one was in August 1945; during the wartime freeze on construction, there weren't enough decisions to justify collection into a volume, FCC spokesmen explained.
under discussion. AFRA has reduced its original demand of a 35% rise to one of 26%, while the networks' first offer of 10% has risen to 17%. It was generally believed that an agreement could be reached on this point.

Also in active discussion was the problem of the 5 and 10-minute shows. The networks are seeking to initiate a sliding pay scale for these programs, but AFRA is insisting on retention of the present system wherein the 15-minute program exists. The networks are seeking an agreement could be reached under discussion. AFRA has reduced its original demand of a 35% rise to one of 26%, while the networks' first offer of 10% has risen to 17%. It was generally believed that an agreement could be reached on this point.

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**Strike Threat Aired**

Another item that occupied the negotiators was that of potential strikes. The networks have asked that AFRA abide by a no-strike policy for a "certain period" (probably a year) and then to strike, if it must, against all four networks rather than against the specific offender or offenders. AFRA, it was understood, has maintained that it would be unfair to the non-offending networks to punish them for the inequities of another.

Transcription policy was another factor in the negotiations. It was understood that AFRA has asked for a commercial fee for "live" announcers on transcribed shows. Currently NBC affiliates are the only stations which pay such a fee.

In general, what had once threatened to be a dramatic rupture of relationships between AFRA and the networks had now settled down to what may be a long and tedious siege of negotiation.

**ABC Video Reports**

Presidents of seven automobile companies are featured in ABC's documentary television film explaining the delay in production of new cars. First of a series, *Video Reports to America*, film is being made in cooperation with the Automobile Manufacturers Assn. and will be ready for televising over ABC's five outlets about the middle of December. Participating presidents are: C. E. Wilson of General Motors Corp., K. T. Keller of Chrysler Corp. and G. Hoffman of Studebaker Corp., George T. Christopher of Packard Motor Car Co., James D. Mooney of Willys-Overland Motors, George Mason of Nash-Kelvinator Corp. and A. E. Barit of Hudson Motor Car Co.

**Strike Still On**

Strike of NABET engineers at WDNC Durham, N. C., started Nov. 8 when station and technicians were unable to agree on wage increases, was still in effect last Friday, according to J. Frank Jarman, manager. Station is on air, having been put off only few hours Nov. 8-9. [Broadcasting, Nov. 18].

**Waiting on the Outside**

As AFRA-network negotiations were slowly on past luncheon Wednesday, Edgar Kobak, Mutual president, observed, "I'm hungry, and when I'm hungry, I'm mean." "I'm hungry, too," said George Heller, AFRA national executive secretary, "and when I'm hungry, I'm sharp."

To which Mr. Kobak replied hastily, "Let's eat." * SENSING significance in the worried frown of Ray Jones, AFRA assistant national executive secretary, one reporter pressed him for a report on negotiations. "Negotiations have broken off completely," answered Ray. "Between AFRA and the networks," asked the excited correspondent. "No. Between my landlord and me," explained Jones. "I'm also negotiating for an apartment."

CONFEREES were so close-mouthed at one point during the negotiations that when Jim Sauter, Air Features, was asked if it were true that he had no comment, he replied, "No comment."

THE CONFERENCE was so secret, and communications with officials so difficult that a few enterprising reporters voluntarily resigned their seats outside the negotiations chambers to take up their posts at the one spot where they considered occasional contact with negotiators to be inevitable--outside the men's room.

APPARENTLY reporters weren't the only folk suffering from confusion. Bill Brooks, NBC vice president in charge of news, staggered out of the conference room last Tuesday, wiped his brow, and turning to the enterprising reporters, inquired, "What's new?"

AFRA TALENT, negotiating for higher fees for their offerings provided much of their talent free at the marathon confabs. During a tense lull in the proceedings, AFRA's Minerva Pius, (Mrs. Nusbbaum on the Fred Allen show) donned her accent to relieve the tension with, "Noo, so you want a contract?"

ONE BROADCASTER confessed that it was the threat of a strike which moved many of the negotiators to speed the time and energy consuming discussion. "You mean you were convinced AFRA meant to walk out?" inquired a reporter.

"AFRA, my eye," said the executive. "I'm talking about our wives."

AMATEUR STATISTICIANS estimate that 3,200 hours were spent at the meetings, more than a million dollars worth of talent was engaged, 1,500 sandwiches were consumed, 800 cups of coffee were quaffed. In fact, the network hosts had gone out of their way to provide every form of diversion for the room-bound reporters at the radio negotiations. Every diversion but one, that is--no radio.

**Sunday Meeting Slated by Florida Association**

Federal and state legislators were scheduled to join with Florida broadcasters at Dec. 1 meeting of Florida Assn. of Broadcasters, MacFadden-Deauville Hotel, Miami Beach. President James M. LeGate, WIOD Miami, was to preside. Proceedings were to open with a business meeting at 10 a.m. Among topics on agenda was 2% cash discount discussion by William G. McBride, WDBO Orlando; Governor Caldwell's Report to the State plan; election of legislative representatives; vote on proposed rotation of NAB 5th District director among three member States. Luncheon was to be addressed by Sol Taishoff, editor and publisher of Broadcasting. Entertainment occupied afternoon agenda. Speaker at dinner was to be NAB President Justin Miller. Water show at 9 p.m. was last event on program.

**Fight Horror Shows**

Petitions asking broadcasting companies to refuse to air murder mysteries and horror programs are being circulated in Washington, D.C., and plans are under way to seek support from mothers in every section of the country to persuade broadcasters to take such programs off the air. Announcement of the plans was made last week by Mrs. George F. Hanowell, who with the assistance of 15 other mothers living in the Georgetown area, started circulating the petitions. Mrs. Hanowell said 4,000 signers had been obtained in Georgetown alone, and added that support of parent-teacher groups had been promised.

**ABC Mobile Phones**

ABC, which filed an application with the New York Telephone Co. several months ago for the new vehicular telephone service, already is using the new high-frequency radio mobile phone unit equipped on a network station wagon in its Central Division in Chicago. In recent test, E. C. Horstman, engineering manager of ABC's Central Division, called New York and talked with George Milne, director of technical operations for the network. They reported that the conversion was clear on both ends. When the network's New York application comes through ABC will install equipment on the station wagon used by network reporters for covering special events.

**TRAVERS IS PROMOTED BY YANKKNE W NETWORK**

Mr. Steffy Mr. Travers

Appointment of Linus Travers, executive vice president of Yankee Network, as general manager of the network and George Steffy as vice president in charge of operations was announced last week by John Shepard III, chairman of the Board. Both Mr. Travers and Mr. Shepard will continue as directors of Yankee and of MBS.

Responsibilities of the three men under the new set-up will be as follows: Mr. Travers--sales, production, station relations, promotion and advertising, and Yankee's news service; Mr. Steffy--engineering, accounting, maintenance, purchasing, copyright licenses, real estate and leases, and Muzak operations; Mr. Shepard--over-all policy and contracts with MBS.

**Worthy of an Engineer's Careful Consideration**

Your Station + PPROGR* = Improved Listening

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LOS ANGELES

December 2, 1946 * Page 79
Radio Income
(Continued from page 13)
$290,383,133 in 1945 and $275,298,-
611 in 1944.

Total broadcast Expenses—
$215,753,845 in 1945 and $185,026,-
760 in 1944.

Average station income, which
like the aggregate figures did not
include reports on 10 key stations
of networks, was computed at
$73,555 in 1945 against $80,506
the year before.

A major share of the decline
was attributed to the number of new
stations covering in the 1945 com-
putation—stations which normally
could not expect to show an “aver-
age” net income for the year and
which in some instances perhaps
showed deficits. Figures to be re-
leased shortly comparing 1945 and
1944 operations of only those sta-
tions covered in the 1944 compila-
tion, they said, will show only a
“negligible” decline and will repre-
sent actual business conditions.

The 1945 summary covered four
nation-wide networks, six regional
networks, and 901 standard broad-
cast stations. Figures for the year
before were for four major net-
works, five regions, and 876
standard stations.

The report showed 856 stations
with time sales of $25,000 or more,
as against 807 in 1944.

National networks and their key
stations aggregated $18,150,824 in
broadcast income before taxes in
1945 compared to $20,283,746 in
1944, a decrease of 10.62%. Their
revenues increased 7.75% (from
$79,220,411 to $86,515,978), while
expenses rose 14.0% ($58,746,703
to $67,001,351). Total revenues
from time sales, less payments to
networks and stations, were re-
ported at $89,794,744, an increase of
6.79%. Their net revenues from
time sales were listed as $88,669,-
076, an increase of 7.88%.

Only type of station in which the
average net broadcast income per
station was higher in 1945 than
1944, according to the report, was
the part-time regional. The average
per station for 57 outlets in this
class (compared to 60 in 1944) was
$37,525, an increase of 5.84%.

In other classes, the per-station
average broadcast income (rev-
ues less expenses before Federal
income tax) were reported as fol-
ows, showing the number of sta-
tion in each class, 1945 average
per-station income: second, 1944
third, and percent of decrease
fourth (figures on 10 keys of
national networks not included):

Clear channel 50 kw full-time—
41; $458,520; $496,247; 6.74%.

Clear channel 50 kw part-time—
4 in 1945 against 3 in 1944; $193,-
652; $305,582; 36.63%.

Clear channel 5-20 kw full-time—
57 in 1945 against 28 in 1944; $101,-
$195,591; 3.69%.

Clear channel 5-50 kw part-time—
2; $110,067; $127,845; 13.91%.

Regional full-time—284 in 1945
against 278 in 1944; $116,943;
$114,380; 6.50%.

Regional full-time—455 in 1945
against 433 in 1944; $22,556;
$22,421; 0.69%.

Local day and part-time—21 in
1945 against 20 in 1944; $10,714;
$10,900; 2.24%.

The report showed that of sta-
tions with time sales of $25,000 or
more, 74 clear channel outlets
had 1945 time sales totaling $67,-
375,965 before deductions; 336
regions, $106,846,573; 445 locals,
$44,275,903.

Net broadcast revenues for the
same groups (total revenues less
total expenses) were $22,538,741
for clear channel stations; $52,908,-
845 for the 336 regions, and
$10,478,164 for the 445 locals.

Sale of WTBO Cumberland, Md.
For $275,000 Filed With FCC

FCC CONSENT to the sale of
WTBO Cumberland, Md, by Au-
reli S. Becker, manager and 70%
owner, and Charles Z. Haskett,
city attorney and owner of 30%, to
the publishers of the Cumberland
Times and News for $275,000
[CLOSED CIRCUIT, Oct. 24] is
requested in an application pre-
furred for filing with the Commis-
ion last Friday.

In addition to WTBO, an NBC
affiliate operating on 1450 kc with
250 w fulltime, the sale covers
plans and data already prepared
by the station looking toward estab-
lishment of an FM affiliate. Con-
struction of new studios is contem-
plated by the purchasing firm,
Times-New Cumberland Co., a
wholly owned subsidiary of Times
& Alleghany Co. has
published newspapers in Cumberland
for more than 25 years. The
Times (morning) and Times (after-
noon) are the city’s only daily
daily newspapers. John J. McMullen
is president of both the publishing
company and its radio subsidiary.
This company is owned by the
estates of Joseph B. Finan (26% plus)
and John P. McMullen (22% plus) and
21 individual stockholders
with interests ranging from 5% to
less than 1%.

Officers of Times-New Broad-
casting Co. and the parent organi-
zation are the same: Mr. McMullen,
president; Thomas B. Finan, vice
president; Irene Kess, secretary-
treasurer; Harry J. Finan, assistant
secretary; James A. Black, assis-
tant treasurer.

Mrs. Becker and Mr. Haskett
plan to retire from radio broad-
casting, the application reported.
It was filed by the Washington law
firm of Segal, Smith, & Hennessey.

The purchasers may rescind the
contract if FCC consent is not
given within six months from the
date of the original agreement,
Sept. 23.

FCC Estimates Public Owns 66 Million Sets
A TOTAL of 66,000,000 AM re-
ceivers are used by United States
listeners, according to an estimate
by the FCC last Monday. The
Commission’s Economic Divisions
collated figures showing 500,-
thousand FM receivers and 7,000
television sets in the public’s hands.
400,000 of those FM receivers
were on hand prior to the war, the
FCC stated, adding its estimate
that 17,000 sets a month is the
present production rate.

Granik Absolved, Threatens to Sue
Planning to Demand $1,000,000
From Tucker, He Says
LIBEL SUIT for $1,000,000
Against Preston Tucker, president of
the Tucker Corp., proposed manufac-
turers of Tucker Torpedo automo-
toboles, will be filed by-backed
ourse (Ted) Granik, moderator of
the MBS American Forum of the
Air, Mr. Granik announced Friday.
This statement came after he
voluntarily testified before the
Senate War Investigating Commit-
tee of charges earlier made by Mr.
Tucker in a news conference in
Washington.
Mr. Granik, a New York and
Washington lawyer, appearing be-
fore the committee Nov. 22, termed
the charges that he implied he had
“influence” with the National Hous-
ing Administration, as “an unvar-
nished lie.” Mr. Tucker categorical-
ly denied that he had said or im-
plied that Mr. Granik had at any
time, could or would influence any
Government agency in behalf of the
Tucker corporation. He denied there
was any implication that
Mr. Granik could or would wield such
porupted influence. Mr. Tucker
told the committee:
“I’m grateful to Mr. Granik and
I hope some day to be able to pay
him. Mr. Granik is all right.

Meanwhile Wilson W. Wyatt,
National Housing Expediter, pre-
ented his version of the veterans’
housing program on MBS Wed-
nesday, 7-7:15 p.m., EST, the period
usually occupied by Fulton Lewis
jr. Mr. Wyatt was given time to
reply to alleged charges made over
a period of two weeks by Mr.
Lewis, who broke the story that led
to the Congressional investigation
and vindication of Mr. Granik.

Following the Senate hearings
the Washington Post commented
editorially: “The Senate War In-
vestigating Committee’s inquiry has
exploded the flimsy charges of
Preston Tucker that an unnamed
lawyer offered him protection.
Mr. Tucker’s wild innuendos now ap-
pear to have been nothing more
than an attempt to befog the issue.”

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RADIO MANAGEMENT CONSULTANTS
BOND BUILDING—SUITE 622
WASHINGTON 5, D. C.
At Deadline...

BLUE BOOK DESERTED IN KGFJ RENEWAL

IN FIRST outright abdication of Blue Book stand, FCC Friday granted regular license renewal to KGFJ Los Angeles, one of seven stations designated for renewal hearings on programming considerations. Comm. C. J. Durr dissented.

Renewal, to Feb. 1, 1949, given in approval of reconsideration request filed by KGFJ in defense of station's use of transcriptions and outlining scope of public service programming [Broadcasting, Oct. 21].

Action leaves six stations awaiting renewal hearings called for program reasons, but renewal application of one, WBAL Baltimore, consolidated with Drew Pearson-Robert S. Allen application for station's facilities and programming given only routine mention in hearing issues [Broadcasting, Nov. 25]. Program questions prominent in issues for WTLQ Toleda and KMAC and KONO San Antonio [Broadcasting, Nov. 11] and for KBIX Muskegon, Okla. [Broadcasting, Nov. 25]. Issues now turned on station of WBIG Philadelphia.

KGFJ renewal one of five announced by FCC Friday. Others: WPRP Ponce, P. R., to Nov. 1, 1947 (Comm. Durr for hearing); WFTC Kinston and WBLJ Dalton, Ga., to Feb. 1, 1949; WDHD Boston and auxiliary, to Nov. 1, 1948; WZRC Leominster, Mass., to Dec. 1, 1948.

Twenty stations meantime continued on temporary licenses to Feb. 1, 1947, for following reasons: KABC San Antonio; KVYU Logan, Utah; WACO Waco-Pending action on applications for transfer of control; KOBY North Platte, Neb.-Pending final decision on WOW Omaha renewal; KXSM Huntsville, Tex.-Pending final disposal of assignment application; KIEO Sioux Falls, S.D.—Pending further study of station ownership; KARL Albany, N. Y.—Pending disposition of WOKO Albany renewal application (now in Supreme Court); WJW Cleveland—Pending filing of an application of information required relative to transfer applicants.

WABX Wilkes-Barre, Pa.—Processing of application delayed by litigation involving station. WBLK Clarksburg, W. Va.—Pending action on renewal of WQED Charleston and application on applications for sales of WBLK and WQEX Charleston.

WOCU Lewiston, Me.—Pending further accounting statements.

WDRC Chicago—Pending consideration of information requested by FCC.

WBOA Evansville, Ind.—Pending action on license to cover CP.

WXJ Jackson, Miss.—Pending filing of an application in name of assignee.

WNOX New Orleans—Pending consideration of application for issuance for the assignees, WYPI New Orleans—Pending outcome of litigation over proposed sale.

TWO FM SHIFTS


FCC AUTHORIZES WTTG COMMERCIALS

OPENING WAY for future commercial television operations in Nation's Capital, FCC Friday granted special temporary authorization for 90 days to Allen B. Du Mont Labs. to operate WTTG Washington on commercial basis, using equipment of W3XWT, experimental video outlet.

One of first commercial shows will be professional hockey from Uline Arena, Washington, Dec. 10, sponsored by U. S. Rubber and others. Among WTTG sponsors will be Chevrolet, Ford and Brown & Bigelow, now sponsoring programs on WABD New York, Du Mont station. Plans are to carry New York sponsored programs on WTTG on commercial basis, said Leslie Arries, Du Mont Washington manager. WTTG also will air President's Christmas tree lighting ceremony, 4:30-5:30 p.m., EST, Dec. 24, piping to WABD.

SEARS EXPANDS VIDEO

SEARS, Roebuck & Co., Philadelphia, Friday started Mattinee for Youth, daytime video program for children, as Friday afternoon series on WPTZ Philadelphia. Series is second video effort of company, whose Thursday night Visi-Quiz was recently expanded to network proportions (now on WBNY New York and WRGB Everybody as well as WPTZ) in special pre-Christmas campaign by Sears stores in three cities. Both programs handled by Benjamin Eshleman Co., Philadelphia, agency for Sears in that city.

NARROW-BAND FM GRANT

TO DETERMINE whether narrow-band FM can be used for radiotelephone and radiotelegraph transmissions to alleviate interference among crowded amateur stations and that caused by amateurs to nearby broadcast receivers, operation of narrow-band FM by amateur stations of Lawrence LeKashman, N. Y., and James N. Whitaker, West English, N. J. (W2IOP and W2BFB) authorized by FCC Friday in special 90-day grant. Stations will operate, subject to frequency key shifting.

Public Bids

PUBLIC BIDS competing with proposed $320,000 purchase of WTMV E. St. Louis, Ill. by Evansville on the Air, licensee of WGBF-WEOA and WMLL (FM) Evansville [Broadcasting, Nov. 18], will be accepted by FCC for 60 days from Nov. 12 under Aeo Rule, Commission announced in Federal Register.

WTMV (1490 kc, 250 w) being sold by Myles H. Johns and family, also owners WOSH Oshkosh.

KFI TO JOIN ABC

KFI Idaho Falls, Id., Jan. 1, 1947 will affiliate with ABC as Mountain supplementary station and member of network's Idaho Group, bringing radio operation to 236. Full-time 250 w on 1400 kc, KIFO owned by Eastern Idaho Broadcasting & Television Co., will be managed by J. M. Brady.

JOLSEN DISC SERIES

TRANSFORMS series in works at MBS for Al Jolsen, along lines of Bing Crosby show but including story line. Walter Lurie, New York, exception producer, is reported to be doing November for talks with musical comedy talent.

Closed Circuit

NBC have "monopoly" on contracts whereby networks program their own station stations. Du Mont's Washington station, for example, will file complaint with FCC, reopening NARBA battle over duplication of 640 kc clear channel. Complaints allege that "Spanish music and talk" handled for ABC stations are not handled for Du Mont's Washington station telecasts games and fights from New York and Philadelphia, fed by AT&T's coaxial cable which now provides at no charge.

BECAUSE of mounting crescendo of complaints from California farmers about interference to reception of KFI, Los Angeles 50,000 watt, station of ABC stations, will file complaint with FCC, reopening NARBA battle over duplication of 640 kc clear channel. Complaints allege that "Spanish music and talk" handled by ABC stations, whereas State Dept. actually runs all California networks program their own shortwave stations, whereas State Dept. actually runs all others. It seems World Wide Broadcasting Foundation (WRUL WRUS, etc.) wouldn't object to contracts similar to those of two networks, but so far State Dept. unwilling to sign.

ONE OF FIRST new ideas on call letter assignments to be developed in years is plan by Ed Craney, operator of 2-Bar Network and other Pacific Northwest stations. He will shortly announce plan tying half dozen stations together through call letter combinations.

FAVORITE MEETING place of Washington's sports elite these days is an FCC Commissioner's home. Each Commissioner has table model television receiver on loan basis, that several times over duplication of 640 kc clear channel. Complaints allege that "Spanish music and talk" handled by ABC stations are not handled for Du Mont's Washington station telecasts games and fights from New York and Philadelphia, fed by AT&T's coaxial cable which now provides at no charge.

ANOTHER CBC executive understood leaving publicly-owned broadcasting for privately-owned broadcasting. Jack Radford, CBC supervisor of broadcast regulations, negotiating for controlling interest of CFMJ Brockville, Ont., 250 w station purchased about year ago by Jack Murray, of Jack Murray Ltd., Toronto agency.

INVESTIGATORS for House Committee Investigating Campaign Expenditures probing death of Republican ward captain (opponent of Rep. Vito Marcantonio, American Labor candidate), also running down tips that certain radio stations in New York were threatened if they failed to carry Marcantonio plugs for re-election.

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GM PLANS 1947 BASEBALL
 GENERAL MILLS confirmed reports Friday it intends to renew sponsorship of major and minor league baseball next spring on a nationwide scale. Chief difficulty in projected plans for radio sponsorship of both leagues will be securing time clearances from local stations now booked solid almost without exception. General Mills also releasing national spot campaign for food products division including newoggies, expect the biggest production in years. Spot campaign does not mean curtailment of present network commitments, GM spokesman declared.

BMM AUDIENCE LEVELS WEIGHTED DECISION as to whether BMM should establish primary, secondary and tertiary audience levels for stations, in addition to supplying numbers and percentages of BMM families for each station in each county, may be made at next BMM board meeting, Dec. 11. Executive committee meeting, meeting last week, pondered resolution, reached no decision. Committee members, all present: Justin Miller, NAB president; Paul West, ANA president; Fred Gamble, AAAA president; Roger Clipp, general manager, WFIL Philadelphia; Hugh Felts, BMM president.

OFFERING REPORT REPRINTS
REPRINTS of BMM station audience reports, with complete data but minus maps, offered for sale to advertisers, agencies and broadcasters desiring to study reports of other stations. Orders to be filled starting about Dec. 15, after subscribers have been mailed 100 extra copies of their own reports.

BRECHNER ON MANAGEMENT PITFAILS and tribulations starting new station are recorded in article to be published in mid-January issue of Saturday Evening Post authored by Joe Brechner, ex-radio director of Veterans Administration, titled “So You Want a Radio Station.” He is co-licensee of new WGAY Silver Spring, Md. (Washington suburb) expected to begin operation about mid-December.

NEW SWING COMMENTARY RAYMOND SWING, who relinquishes present quarter-hour ABC news program, Wed. and Fri., 7-7:30 p.m., Jan. 6 will take over Mon. through Fri. program he has been sharing with Mr. Swing.

WPIK Alexandria, Va., has opened Washington news bureau in National Press Bldg. to complement wire service.

ECHO FROM ORSON
GREATER Springfield area still excited Friday over re-edition of 1922 bulletin early in week in which destruction by fire of Mt. Holyoke College dormitory in S. Hadley, Mass., was reported, according to to WMAA Springfield. Residents of area deluged college, fire department and WBZA with queries. With all Springfield newspapers on strike, Boston stations joined in explaining incident, reminiscent of Orson Welles “Men From Mars” incident. Program part of 25th anniversary observance of WBZ.

SENATE PROBERS MAY HEAR BILBO RECORDING
SENATE CAMPAIGN Expenditures Committee, investigating new record, will hear recording of Meet the Press broadcast on Mutual Aug. 9 in which Senator Bilbo was interviewed by Al Warner, MBS Washington news director. If Ernie P. Lopilato, Newsewark Washington chief; Cecil Dixon, Gannett Washington Bureau; Bert Andrews, New York Herald Tribune Washington chief, and Lawrence Spivak, editor, American Mercury.

New Bourke B. Hickenlooper (R.Ia.), Committee member, in letter to Mutual requested recording of Meet the Press Bilbo broadcast. Charter Heslep, MBS Washington representative, Friday advised Senator Hickenlooper Mutual’s affiliate in Jackson, WJXN, who will provide turntables on written request so Committee could hear recording.

CBS TELLS CAMPAIGN STORY
CANNON, son of co-owner DAVID H. CANNON, will tell the story of his climb to executive position at CBS in speech at National Association of Broadcasters convention. He will discuss the future of television and radio, its impact on the public and the role of the industry in the life of the people.

CBS COMPLETES AUTO FILM
COMPLETION of filming automotive industry films by ABC video crews, announced by Automobile Manufacturers Assn., which cooperated in venture. Tentative plans are for televising in mid-December on five ABC stations in New York, Washington, Philadelphia, Chicago, following which 16 mm. prints will be made available to AMA for distribution.

People
EDGAR KOBAK, president of Mutual, to speak today before advertising and selling course of New York Advertising Club on “Qualifications for Salesmen.”


CHARLES BLONDELL, manager McCann-Erickson’s Paris office, arrived in New York for first postwar visit to agency’s headquarters in that city.

CHRIS DONOVAN, former account representative of J. Walter Thompson Co., new advertising manager of Liebman Breweries, N. Y.

HORACE C. CLEVELAND, with J. M. Mathes, N. Y., since 1937, elected vice-president of agency, in charge of accounts in textile, home furnishings and apparel fields.

A. R. HOPKINS, chief of communications and electronics equipment sales for RCA; was previously regional manager of RCA Engineering Products Dept. in Chicago.

PAUL KNIGHT, former program manager WPTZ Philadelphia, appointed television director of Benjamin Eshleman Co., Philadelphia.

DALE FISHER, recently in armed forces, joins operating staff of KFXD Nampa, Ida.

Paley Launches Series
INCREASED public interest in all aspects of broadcasting urged by William S. Paley, CBS board chairman, launching new CBS Time for Reason—About Radio in opening program Sunday, 1:30-1:45 p.m. Mr. Paley said, “Through this series, CBS hopes to get the public re-acquainted with standards to make a business controlled in all its ultimate decisions by the people themselves.” He started radio discussion idea in speech at NAB Chicago convention, Lyman Bryson, CBS public affairs counselor, will follow inaugural program with weekly discussion of broadcast problems [Broadcasting, Nov. 18].

FIRST CANADIAN station and probably first North American station to appoint executive British representative is CKEY Toronto, naming Fremantle Overseas Radio Ltd., London, as exclusive representative in Great Britain and Europe.

FIRST FM station in Intermountain Area, KFXD-FM Nampa, Ida., conducting equipment tests with operation scheduled at early date.

WQXR New York will observe 10th anniversary of call letters Dec. 3. Announcement, “This is the 10th anniversary of our call letters, WQXR New York” will be used in place of usual station break.

Broadcasting • Telecasting
Ready Now...

TWO NEW ADDITIONS FOR YOUR WLW FAXFILE...

about Farm Programming...

With our audience split almost 50-50 between urban and rural listeners, it’s small wonder that WLW presents such a comprehensive, well-rounded farm program service. For years we’ve been airing custom-built rural-appeal programs for our loyal listeners beyond the city limits. For the whole story, glance through the latest addition for your WLW Faxfile, "Farming Is Serious Business With WLW".

about Merchandising...

If the men behind the counter aren’t behind your campaign, your advertising dollar just can’t do its best work. That’s why the merchandising department at The Nation’s Station is such a beehive of activity the year ‘round . . . cultivating the good will and cooperation of the men who move your merchandise in this prosperous 4-state area. For Faxfile facts on this important work, read "It’s A Beautiful Friendship".

P. S. If you don’t receive your copies soon, drop us a line.

P. P. S. After perusing, slip both in that super-handly WLW Faxfile.
You feel as though you were right there at the
game—when you see it through RCA television.

Football fans as far as 250 miles away from the
stadium have enjoyed watching many of the big
games this fall through NBC telecasts. And foot-
ball fans become television fans when they see
how closely the camera follows the ball.

The sensitive RCA Image Orthicon television
camera sees every line plunge, kick, pass and run.
It may be a cloudy day or the sun may go down
but you still see a bright, sharp image—thanks to
the RCA Image Orthicon camera. It's right in
there bringing you the final play!

On the screen of your RCA Victor home television
receiver none of that bright sharpness is lost. For
after you've tuned in the game, the new RCA
Victor "Eye Witness" Picture Synchronizer auto-
matically "locks" the picture in tune with the
sending station—eliminates any wavering or dis-
tortion—assures you of brighter, clearer, steadier
television pictures.

For television at its best, you'll want the
receiver that features the most famous name in
television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio
City, New York 20, N. Y.

RCA Victor "Eye Witness" television receiver shown above, gives you 52 square inches of picture brilliance.

A referee's eye view of every play—by Television!

RCA Image Orthicon television camera—
developed at RCA Laboratories—makes
close-ups out of long shots. It enables
television to go anywhere by freeing it
from the need for strong lights or sun-
shine. Even dim scenes in autumn twi-
light can now be brought to you over
television—direct from the gridiron!