IF, DURING THE YEARS, you've watched WOR's sponsors with any degree of interest, you've probably noticed names long associated with it. Names like Dugan Brothers, Breyer's, N. Y. Telephone Co., Beech-Nut, Pepsi-Cola. Names like Kellogg Co., General Foods, Bristol Myers. Names of America's smartest and most finicky local and national timebuyers. Such recognition is no mere coincidence. They like many things about WOR. Among them — the speed with which this power-full station accelerates the fingers which open pocketbooks in the majority of 4,704,675 homes with radios in a great, 7-state area containing 16 cities with more than 100,000 people each.

So, if you have a message to a people who respond to any good offer faster than a cat succumbs to catnip, you could do worse than follow the example of all those WOR sponsors who are among this country's shrewdest users of one of America's great stations. In fact, makers of good things who have not advertised them over WOR, have no idea how subtly and surely this station spreads a mood of welcome for them. But regular WOR advertisers have a very clear idea of this hard-to-describe advantage. The cost? Why, gentlemen, it's fundamentally a Scotch treasurer's idea of what ALL advertising should cost!

wor

—that power-full station at 1440 Broadway, in New York
Like the railroad dispatcher who guides long trains through the yards and out to their destinations, WLS programs move merchandise on twenty-two-year-established routes, into Midwest homes.

$12,000 SHIPMENT

Listeners to the number of 15,623 requested a canning booklet offered in the summer. Another 7,261 ordered an assortment of shrubs, priced at $1.69 — a $12,271 “shipment” routed to the family folks who respond so quickly to sales messages on their neighborly Chicago station — WLS.

Your merchandise will be “dispatched” more effectively through your outlets in Midwest America, if your story is told in the friend-to-friend WLS way. Write us or ask a John Blair man for all the facts on WLS constant audience response . . . on the retail and direct-mail sales stimulated throughout the Midwest.
WPEN goes out of its way to win friends. It starts with good programming—giving Philadelphians the kind of entertainment they want. And it does a lot more.

WPEN talks up its shows weekly in Philadelphia's Evening Bulletin—the nation's largest evening newspaper. Unusual car cards brighten panels on subway, elevated, and suburban trains. 270 appliance and radio stores regularly post WPEN displays. And then there are mailers and streamers and stickers and stuffers and bumper strips...ad infinitum.

Results? WPEN now reaches more Philadelphians than ever before. Mistletoe-time—and all the time—WPEN's a favorite. That's why several score new advertisers came our way in '46.

We'll be glad to share with you, too, some Hooper ratings that glow with a holiday flush—the whole year round!

kiss 'em under the mistletoe
Closed Circuit

WILL FM become successor to ear card advertising? Ingenious plan now being discussed to have busses and street cars FM equipped, with sponsorship to be sold to national advertisers following Barron G. Collier pattern on national advertising? Ingenious plan now being discussed to committee chairmanships. Though Republican veterans are hungry for leadership assign- ment, he's slated to become Senate Majority Leader in new Republican Congress but covets committee which he could have automatically except for more important leadership assignment. He'll try to get both and may do it even though Republican veterans are hungry for committee chairmanships.

SOME STATIONS wondering whether newspapers are using newspaper shortage as means of cashing in on radio program-list advertising. One such instance reported in Florida saw newspaper drop all program listings and then offer paid space to stations at regular rates.

IF CHARLES R. DENNY hadn't been appointed permanent chairman of FCC last week, it is thought he would have resigned from Commission. He has had several tempting offers lately to become general counsel of large corporations and also to go into private law practice.

JEB. WALLACE H. WHITE Jr., father of present radio law, torn between two political loves. He's slated to become Senate Majority Leader in new Republican Congress but covets committee which he could have automatically except for more important leadership assignment. He'll try to get both and may do it even though Republican veterans are hungry for committee chairmanships.

Upcoming

Dec. 9: Color Television Hearing, FCC, 10 a.m., Commerce Dept. Auditorium, Washing-

Dec. 9: NAB Research Committee, 10 a.m., Hotel Statler, Washington; BMB Forum, 2 p.m.


Dec. 11: RMA Board of Directors, Biltmore Hotel, New York.

Dec. 13: Quarterly meeting, MBS Board of Directors, Chicago.

(Other upcomings, page 72.)

Bulletins

TRANSCRIPTION companies at late Friday meeting in New York offered AFRA 20% salary increase. Offer likely to be considered tonight (Monday) at special AFRA national board meeting. Board also expected to consider latest proposal of networks (story on page 20).

WATL Atlanta granted CP Friday increase from 250 w unlimited to 5 kw unlimited, di-
rectional night, moving from 1400 to 1380 ke. FCC reconsidered Nov. 21 decision setting re-
quest for hearing.

SETTLEMENT of controversies between Rus-

NEW RECORD for receiving tube produc-

RECORD TUBE OUTPUT

FCC Friday announced 116 hearings in-
volving 206 applications, designated for hear-
ing before Dec. 1, will begin Jan. 6 (complete list to be published in Dec. 16 BROADCASTING). All field hearings in cities where operation is proposed. If on applications for two or more cities, hearing commences in city of applica-
tion bearing lowest docket number, then trans-
fers to next lowest, etc. Hearings in Washing-
ton, D. C. arranged in order of file number of lowest application involved. Any hearing dates previously set by FCC stand.

All six pending “Blue Book” renewal hear-

Business Briefly


FOX HEAD NAMES • Fox Head Waukesha Corp., Waukesha, Wis. (Fox Head 400), planni-
g to expand radio, appointed Reineke Meyer & Finn Inc., Chicago, to handle nation-
al advertising.

CARNATION RENews • Carnation Con-
tected Hour, Mon. 9 p.m. (CST), renewed
16th year full NBC network by Carnation Co. effective Jan. 6. Agency, Erwin, Wasey & Co.

KVET APPOINTS • KVET Austin, Tex., 1300 kw, 1 kw, appointed Forjoe & Co. na-
tional representative. KVET manager, John B. Connally, War veterans own station.

ARTHUR MURRAY SPOTS • Ruthrauff & Ryan, New York, reportedly will start spot campaign for Arthur Murray School of Dance-
ing.

ALLIED ARTISTS PLACES • Allied Artists (national motion picture distributing com-
p) asked to handle advertising. Radio included in $250,- 000 budget for film, “It Happened on Fifth Ave.”

FURRER APPOINTS • Penn Fifth Ave., N. Y. (furrier) appointed Julius J. Rowen Co., N. Y., to handle advertising. Radio will be used.

TATHAM LAIRD ACCOUNTS • Tatham Laird Inc., Chicago, named by Majestic Radio & Television Corp., and St. Charles Bear Brand Hosliery Co. Agency probing media for hosliery, will announce Majestic plans in 60 days.

NEW FCC HEARING SCHEDULE ANNOUNCED

P. O. EXEMPTS DISCS

TRANSCRIPTIONS and other recordings exempt from Post Office Dept. embargoes on shipment of packages, but shippers asked to keep packages under 5 pounds and within 18-inch length and 60-inch length and girth combined whenever possible.

Post Office original Order 33433 issued Dec. 3 failed to include transcriptions in list of items exempt from bargo. They were included in exemptions Friday un-
der Item 8, which covers second class matter and mats for newspapers, since these disseminate public information.
SOMETHING DIFFERENT

Noteworthy programs, built by the talented KCMO staff, grow in number and listener appeal as they keep pace with KCMO growth toward 50,000 Watts.

And the best is yet to come, as KCMO programming gets under way with bigger and better shows for a receptive Mid-America.

National Representative:
John E. Pearson Co.

KCMO
Basic ABC • Kansas City, Mo.

December 9, 1946 • Page 5
GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Mgr.

AVERY-KNODLE, INC.
National Representatives

5 Male Get the MAIL

The phenomenal job the Stumpus Boys have done for the Manchester Biscuit Company this year is only one of many that can be told and will be told about WDGY.

Under new ownership and management, WDGY has proven its value time and time again to radio advertisers in the great Northwest Central market. Coverage of Minnesota? Yes! Expert programming? Yes! Skillful merchandising? Yes! Knowledge of market? Yes!

Whether you are a purveyor to Her Majesty, The Housewife, or a manufacturer of livestock remedies, WDGY is equipped to serve you profitably.

5000 Watts
1130 KC

MINNEAPOLIS
WDGY
SAINT PAUL

ROBERT K. RICHARDS, Editorial Director

Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

BROADCASTING • The News Magazine of the Fifth Estate.

Published Weekly by Broadcasting Publications, Inc.

EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES: 870 National Press Bldg., Washington 4, D. C. Telephone: ME 1072

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director

ART KING, Managing Editor; J. Frank Betsy, Bill Bailey, Rufus Orter, Associate Editors; Fred Fitzgerald, Asst. to the Managing Editor, STAFF: Lawrence Christopher, Paul Fulmer, Irving Kimes, Kathryn Swanson, Mary Zurborn; EDITORIAL ASSISTANTS: Margaret Elliott, Elizabeth Jo Halley, Cleo Rathus, Frances Tyman; Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS

MAURY LONG, Business Manager

Bob Breslau, Adv. Production Manager; Harry Stevens, Eleanor Schall, Tom Stack.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Director

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, Manager,

NEW YORK BUREAU
250 Park Ave., Zone 17, Plaza 5-8566

EDITORIAL: Edwin H. James, New York Editor; Florence Small, Billiard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.

CIRCULATION: C. T. Taishoff, Irving C. Miller, Viola Sutherland.

HOLLYWOOD BUREAU
5000 Sunset Boulevard, Zone 28, 8811

BUREAU
417 Harbour Commission Bldg., ELgin 0775

James Montague, Manager.

DIRECTORS:

MELVIN DRAKE
Vice President & Station Mgr.

AVERY-KNODLE, INC.
National Representatives

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

BROADCASTING • Telecasting
In case you haven't heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying "This is CBS—the Columbia Broadcasting System."

We're glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary—they'll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State. Now with WTRY's robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They're nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they'd like to earmark some dollars for what you have to sell.

Why don't you talk to them and suggest it via WTRY—CBS?

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

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
TO ALL STATIONS
Represented by THE KATZ AGENCY

Re: BMB Maps

This is the BMB Coverage Map format which we recommended to you in our memo of November 4th. We are now in the process of preparing BMB Maps in this form for all of the stations we represent.

This map tells at a glance the important facts of the BMB Station Audience Report. It shows:

- a summary of BMB data for each 10 percent level and for the 25 percent level,
- the exact BMB percentages for every county.

It facilitates comparisons between stations at various levels. It permits agencies and advertisers to adapt BMB figures to their constantly changing problems — without the limitations of arbitrary coverage standards.

Before deciding on this format we consulted several agencies. We feel that this map and table meet the requirements of most buyers of time.

THE KATZ AGENCY, INC.
TWENTY-FIVE years of progress in portable radios is shown in these pictures, the first taken in the spring of 1921, the second just released.

The baby carriage is the frame of what is supposed by General Electric to be the first "portable" radio receiver ever built. It was equipped by Union College students in Schenectady as a stunt for the sophomore soiree. At that time, though there weren't half a dozen receivers in the city, Union College broadcast a record program every Thursday.

Students stretched an antenna between the two poles at either end of the carriage, fastened a storage battery to the underscarriage, and attached a cheer leader's megaphone to an ear phone. The rubber tire was removed from the right rear wheel to effect a ground.

When the baby carriage was wheeled through the streets of Schenectady, it attracted wide attention, as it was the first time most of the residents had ever seen one. (Continued on page 73)

Sellers of Sales

Making your first sale the station's largest and then losing it is a tough shake. Yet Frank Samuels, ABC Western Division sales manager, had that happen when he was working for KOIL Omaha.

He had sold three newscasts daily, five days a week to a chain of stores there. Then when they discovered that a discount was not in order for a local firm with more than two stores they said no. A crestfallen young man sat in his office but Don Searle, his boss, would not break a policy.

As the frustration mounted, Frank had a phone call. The prospect had changed his mind on premise that the station's integrity was unaltered when it refused to buckle in face of heavy business. Despite initial disappointment, Frank had absorbed a valuable lesson. That was in 1940 before he became regional sales manager of Central States Broadcasting Inc. (KOIL, KPAB, KFOR).

Later when Don Searle went to San Francisco in May 1943, to become general manager of KGO there, he took his apt student along as sales manager. Then in January 1946, when Mr. Searle became ABC Western Division vice president in Hollywood, he named Frank Samuels as Western Division sales manager.

Now he heads a 17-man sales staff which digs 11 western states for local, regional and transcontinental business. And the diggings are there in the light of an estimated annual billing of close to $4,000,000. In addition they care for servicing eastern accounts and procurement of national spot business.

Though reared in Omaha, he is a native of Riverton, Iowa, born there August 1, 1911. He was graduated from Omaha Central High School in 1930 and was about to enter Nebraska U. that fall. Then a friend called to say that a job was open in advertising sales with Omaha Bee-News. After falsifying his age, the job was his and he started as national advertising solicitor, remaining until September 1933.

Next he shifted to Standard Brands for a year, working in sales and merchandising. A flattering bid from the Bee-News brought him back to work as assistant national advertising manager. He remained until October 1937 when paper was sold. Then he started with Arthur H. Hagg & Assoc., Omaha, as office manager, overseeing Minneapolis and Kansas City offices as well.

Marrying his high school sweetheart, Fayne K. Smith, in Omaha, March 23, 1930, Frank was a young breadwinner. The family consists of Jack, 16, and Garth, 2. Frank is a member of Los Angeles Ad Club, Sales Managers Assn. of Southern California, Masons, and Lakeside Country Club.
Ever count how frequently Western Electric Cardioid mikes pop up in news pictures?—how often you can see them handling sound pick-ups for broadcasting, television and public address?

Cardioids are chosen so often because these 3-way and 6-way directionally selective mikes are tops for versatility, high quality and all-around usefulness! They help "mike" men do an outstanding pick-up job even under difficult conditions.

If you have never used the 639 type Cardioids—or if you would like to have more of them—talk to your local Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, New York.
WHY OUR “LOCAL” SHOWS DON’T SOUND THAT WAY . . .

Take four high school students, a microphone and a discussion topic, and you have what too easily can be a hard-to-listen-to radio program. But intelligent planning, thorough production and plain hard work can make it extremely good listening, as is the case with “Junior Town Meeting,” broadcast Sunday evenings on WSAI. Now in its third successful year under the sponsorship of The John Shillito Company, Cincinnati’s largest department store, “Junior Town Meeting” is another example of the program administration that has made WSAI known as "the 5,000 watt station with 50,000 watt operation.”

Planning and direction are the responsibility of the key personnel of the "Junior Town Meeting" series: Miss Dora Slutz, right, director; with Brenton Grant, WSAI commentator who acts as moderator, and Miss Marilyn Hilvers, assistant director. Forty-five high schools in the Cincinnati area participate in the program during the school season.

Important contributors to "Junior Town Meeting's" listener awareness and prestige are the hundreds of programs and tickets printed and distributed through the schools for each week's show.

Excellence of the discussions is assured by a painstaking screening process. From 20 to 30 students are auditioned each week and selections made on interesting delivery, ability to "think on their feet," and microphone personality. The four chosen work with WSAI staff members in rehearsal sessions to develop both alertness and ease before the mike.
Studio audience interest is sharpened and given direction by an informal free-for-all discussion before going on the air. At right, announcer George Palmer holds the microphone as a member of the audience asks a question.

Over 150 man-hours of preparation precede each Sunday night 30-minute broadcast from WSAI's polyacoustic studio A. This intensive effort pays dividends in the form of a sparkling, fast-moving production which holds interest for listeners of all ages. Finish and pace are characteristic of all WSAI-produced shows.

The John Shillito Company, whose great store is shown at left, and "Junior Town Meeting," are both Cincinnati institutions. And WSAI is the dominant station for the radio advertising of all Cincinnati's great retailers. WSAI consistently carries more than twice as much department store broadcasting as all other Cincinnati radio stations combined. (83 quarter-hours per week.)

WSAI
115 EAST FOURTH ST., CINCINNATI 2, OHIO

A Marshall Field Station
Represented by Avery-Knodel, Inc.
AMERICAN BROADCASTING COMPANY
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Analyze the difference between any champion and any dub, and you'll usually find it's a matter of a little extra skill—and a little extra effort.

The same thing is true of radio-station representatives. A little extra skill and effort make a whale of a difference in results. Take F&P's record, for example. Because of our extra efforts to give our customers what they want and need, F&P's sales this year are well above the industry figures as a whole. Don't you think this might indicate we can serve you better?

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

- ALBUQUERQUE: KOB
- BALTIMORE: WCBM
- CAUMIC: KDAM
- BUFFALO: WGR
- CHARLESTON, S. C.: WCCS
- CINCINNATI: WCKY
- COLUMBUS, S. C.: WJS
- CORPUS CHRISTI: KRXS
- DAVENPORT: WOC
- DES MOINES: WHO
- DULUTH-SUPERIOR: WDSM
- FARGO: WDAY
- HOUSTON: KXYZ
- INDIANAPOLIS: WISH
- KANSAS CITY: KMBK
- LOUISVILLE: WAVE
- MINNEAPOLIS-ST. PAUL: WTCN
- NEW YORK: WMCA
- OKLAHOMA CITY: KOMA
- PEORIA-TUSCOLA: WMBD-WDZ
- RALEIGH: WFPT
- ROANOKE: WDBJ
- SAN DIEGO: KSDJ
- ST. LOUIS: KSD
- SEATTLE: KIRO
- SYRACUSE: WFRB
- TULSA: KTUL

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

EXCLUSIVE REPRESENTATIVES:

- ALBUQUERQUE: KOB
- BALTIMORE: WCBM
- CAUMIC: KDAM
- BUFFALO: WGR
- CHARLESTON, S. C.: WCCS
- CINCINNATI: WCKY
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- SEATTLE: KIRO
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- TULSA: KTUL
FCC Reorganization Hinted by Reece

Majority Should Be Republican, He Believes

By BILL BAILEY

REORGANIZATION of the FCC by the new Congress, with the majority of its Commissioners Republicans, was hinted Thursday by Carroll Reece, chairman of the Republican National Committee, in his report to the committee at its victory meeting in Washington.

Mr. Reece mentioned specifically the FCC, the Interstate Commerce Commission, and Federal Trade Commission as creatures of Congress over which the Congress has supervision. That the 80th Congress which convenes Jan. 3 might well enforce Republican majorities on the so-called legislative agencies, such as the FCC, was indicated in Chairman Reece's address when he said:

"In each case the Congress provided that such agencies should be bi-partisan, meaning in practice that the majority of the Commission should be composed of members of the party which held a majority in Congress, and that the minority of the Commission should be composed of those belonging to the minority party in Congress."

Not Satisfied

Mr. Reece made it plain that the Republican Party is not satisfied with the past performances of some commissioners who were appointed (by a Democrat President) as Republicans. On the FCC are two such members, Ray C. Wakefield, of California, whose term expires next June 30, and Rosel H. Hyde, former FCC general counsel, whose home is Idaho.

"As we all know, during the past decade or more, there have been numerous instances in which so-called minority representatives on such agencies have not been in actual fact real representatives of the minority viewpoint, even though technically they were qualified for such positions," said Mr. Reece. "Now that the complexion of the Congress has changed and there will be Republican majorities in both Houses after Jan. 3, it may be well to suggest the possibility that where opportunities exist some changes should be made in these important agencies in order to carry out both the spirit and the letter of the laws creating these various Commissions."

He said he referred only to those Commissions and agencies "which were set up to administer delegated legislative authority," such as the FCC. "But I believe," he asserted, "that if a Republican Congress agrees that a Democrat President should be assisted by Democrat assistants in the exercise of his executive powers, a Democrat President should likewise agree that a Republican Congress should have real Republicans in charge of those agencies responsible to that Congress."

It was generally understood in Republican circles that the new Congress would insist not only that the majorities of legislative commissions and agencies be Republicans but that the chairman of each be a Republican. In such event the FCC might well be headed by a new appointee. The present make-up of the Commission follows:


Two Democrats Might Go

Should the Congress be successful in obtaining a Republican majority, it is conceivable that two Democrats would go, inasmuch as Mr. Jett was named as an Independent, and the new Congress would insist on four Republican Commissioners, under the present setup.

Mr. Reece said he was not undertaking to speak for the Republican leadership in either branch of Congress" but that he was "throwing out this suggestion" for the "consideration of those who will be responsible for the administration of government during the next two years."

Observers, however, considered that Chairman Reece, as head of the Republican Party and as a retiring member of Congress, spoke with authority. It is no longer a secret that a "ripper bill" to abolish the FCC and set up a five-man commission is being drafted (BROADCASTING, Dec. 2). If such a bill is passed the Commission would consist of three Republicans and two minority members, either Democrats or Independents.

Some close to the Republican inner circle saw in Chairman Reece's remarks an invitation to President Truman to make good his promise to cooperate with the new Congress. They expressed the belief that should the President cooperate by naming a majority of Republicans to the FCC as well as

(Continued on page 74)

Disc Identity Rule Is Eased Slightly

Requirement Dropped For Spots Under One Minute

MUCH MORE AKIN to the existing rule than to the liberalized version that had been proposed, FCC's amended regulation covering identification of broadcast recordings and transcriptions was revealed Friday.

The only revision made in the old rule (3.407) makes possible the broadcasting of transcribed or recorded material of one minute or less without an explanatory announcement that it is transcribed or recorded.

Too Many Interruptions

"It appeared that the rule tended to require more interruptions for explanatory announcements than was necessary to avoid deception of the public," FCC declared in a public notice accompanying the order of amendment.

The adopted version, considered a victory for NAB and for CBS, NBC and other licensees which had opposed the proposed form of liberalization, is in some respects even less liberal than some of these groups had recommended.

The new rule is more strict than the liberalized plan supported by a number of smaller stations and by ABC, which asked that provision be made for carrying such transcribed programs as its Philco-sponsored Bing Crosby Show without announcing them as transcribed.

The amended rule exempts from identification any transcriptions or recordings of one minute or less, and, as in the old rule, exempts those used for "background music, sound effects, station identification, program identification . . . or identification of the sponsorship of the program proper . . ."

For transcriptions or recordings of one to five minutes duration, identification must be made preceding their use for those longer than five minutes, identification is required both before and after, or every 30 minutes (announcement at the 30-minute interval is not required if it would interrupt continuity of a transcribed uninterrupted speech, play, religious service, etc.)

The version which FCC had proposed when it initiated the study last June would have continued to forbid affirmative attempts to identify transcribed material was broadcast live but otherwise would have required no identification of transcriptions or recordings except those in which the time element was significant and presentation of which would create the impression

that the event was occurring simultaneously.

NAB originally endorsed the June proposal but later submitted a compromise plan embodying the general principles of the version finally adopted by FCC, except that NAB suggested that transcribed programs between 1 and 30 minutes in length need be announced only before or after, not both. NBC, whose plan was more in line with the adopted version, took no position on identification of transcriptions under one minute's duration but felt that transcribed programs between 1 and 5 minutes need be identified either before or after, and that those between 5 and 30 minutes should be identified both before and after. Oral argument was held Nov. 25.

Only One Change

Following is the text of the order of amendment. Except for changing "mechanical reproductions," the only departure from the old rule is addition of the clause starting "Provided, however," in Subsection C.

ORDER

At a meeting of the Federal Communications Commission held in its offices in Washington, D. C., on the 5th day of December, 1946.

The Commission having under consideration the proposed amendment to

(Continued on page 85)

BROADCASTING • Telecasting

VOL. 31, NO. 23
WASHINGTON, D. C., DECEMBER 9, 1946
$5.00 A YEAR—15c A COPY

December 9, 1946 • Page 15
Bemelmans Makes Color Video So-o-o-o Easy

**A Glimp, My Dears, Looks Like a Horse**

BY CHARLES E. MILLER

LATEST IN the CBS broadside for promotion of color television has just emerged from the print shops, neatly timed for the television hearings which open before the FCC today.

The Broadsides are in the form of a fairy tale. A 48-page cartoon illustrated the FCC today.

shops, neatly timed for the television hearings which open before the FCC today.

The man-glimp is black-and-white and the woman-glimp is color. The man-glimp lives in a little room with plain white furniture, light grey curtains and dark grey woodwork. And by golly he has a black-and-white television receiver.

The woman-glimp, who is a "lovely shade of orange," has "upholstered her furniture with blue flowered material, and her white curtains had red polka dots to make them prettier." And by golly she has a color video receiver.

The two glimps glimpse all sorts of television productions on their respective receivers. But the woman-glimp, the colorful one, keeps talking about pretty red dresses, and green bananas, about cherry tarts and strawberry cupcakes-to impress a demonstration of Du Mont color video television at Passaic, N. J., and a further demonstration of CBS color at New York. The Commissioners, to be accompanied by some of their top staff men, frequently have made similar trips, but this is the first time in recent months that they have scheduled a tour at the beginning of the week.

While the hearing itself—based on the CBS petition for commercial color operation in the ultra-high frequencies—is expected to be largely an engineering battle, it appeared likely that the Commission also will get an on-the-scenes look at the respective color video systems of CBS and one of its major opponents in the hearing, Allen B. Du Mont Labs., before the proceedings are completed.

The Commission accepted an invitation to go next Monday to witness a demonstration of Du Mont color television at Passaic, N. J., and a further demonstration of CBS color at New York. The Commissioners, to be accompanied by some of their top staff men, frequently have made similar trips, but this is the first time in recent months that they have scheduled a tour at the beginning of the week.

**BROADCASTING** Telecasting

**Second Luncheon Held In Miller-Denny Series**

SECOND of the series of lunches between NAB President Justin Miller and FCC Chairman Charles R. Denny was held Wednesday at the Carlton Hotel, Washington, with 12 attending. The luncheon developed into a congratulatory session for Chairman Denny, whose appointment to permanent chairmanship had been announced by the White House an hour before.

Subjects discussed included delay by Civil Aeronautics Administration in clearance of transmitter sites. Others present for NAB were A. D. Willard Jr., executive vice president; Don Petty, general counsel; and four NAB board members: Clair McCollough, WGAL Lancaster; John J. Gilpin, WOW Omaha; Les Johnson, WHBF Rock Island; Paul Morency, WTIC Hartford. With Chairman Denny from the FCC, Commissioner E. K. Jett; George Adair, chief engineer; John Wilbourgh, assistant chief engineer, broadcasting; Vernon Wilkinson, assistant general counsel, broadcasting.
Miller Proposes Legislative Program

Definition of FCC Power Is Urged
By NAB Chief

A LEGISLATIVE program for radio, which would see Congress sharply define the limits of FCC power and end incursions into program content and structure last week was blocked out by NAB President Justin Miller. It will be presented to the board of directors at its meeting in San Francisco Jan. 5-7.

After more than a year of intensive exploration (he assumed the NAB presidency on Oct. 1, 1945), Judge Miller unfolded his preliminary plan last Sunday in an address before the semi-annual banquet of the Florida Assn. of Broadcasters at Miami. In the absence of Judge Miller, a cross-section of Florida's officialdom including: Governor Millard Caldwell; Senator-elect Spessard L. Holland; Reps. J. Harold Peterson, Emory Price, Joe Hendricks, George Smathers and Robert F. Sikes, as well as other Florida state and local officials.

Meeting Springboard
Judge Miller employed this first meeting of broadcasters with their state delegation as the springboard for what appears to be the opening gun of an all-out legislative campaign in the Republican-controlled Congress which convenes next January. The NAB president, it was logically presumed, will consult with his newly appointed legislative committee, headed by J. Harold Ryan, vice president and treasurer of the Fort Industry Co. and Mr. Miller's predecessor as president, as well as the board of directors, before formalizing his legislative campaign.

Thus, the broad outline unquestionably is subject to change in substance, but the guideposts are set. As enumerated to the FAB session, these subjects for "possible amendments" to the Communications Act of 1934 were mentioned by Judge Miller:

1. Define more clearly and liberally the rights of the licensee.
2. Make renewal automatic except upon protest by FCC within a limited period.
3. Make revocation and renewal upon protest, triable in Federal District Court:
   a. With fair hearing and usual guarantees.
   b. With FCC as party complainant.
   c. With right of appeal as in other cases upon all usual grounds—factual as well as law.
4. Provide that to extent discretion of licensee is removed re political broadcasts and broadcasts of controversial issues, his liability for libel and for other penalties should be removed.
5. Enlarge scope of judicial review of Commission's decisions:
   a. To cover interpretations of its power where decision itself is not adverse.
   b. To permit appeal by any citizen where freedom of speech is abridged.
6. Make explicit the scope of free speech limitations:
   a. Expressly repudiate the scarcity theory as a limitation upon freedom of speech.
   b. Provide expressly that FCC shall have no supervision over program content or structure.

Taishoff Speaks
Preceding President Miller's dinner address, Sol Taishoff, editor and publisher of Broadcasting, addressed a luncheon session of the FAB also attended by most members of Florida's Congressional delegation. In a discussion of problems confronting radio, he cited this year's Blue Book as a direct and grave threat upon radio's freedom and one that might spell the end of a free competitive radio unless the FCC is "put back on the track."

Mr. Taishoff had cited the "scarcity factor" as related to availability of frequencies in all fields as the vehicle used by the FCC to engage in stringent regulation. This advice, he said, likewise was employed to enter the sphere of program regulation and that the FCC thus went beyond the "traffic cop" function originally prescribed for it by Congress.

"In other words," he said, "the traffic cop, whose job the law presumes is to direct the traffic and arrest the offenders, now is stopping the motorist in mid-journey to ask him not only where he is going, but where he has been and why he is traveling."

Use Public Interest Clause
The FCC has used the public interest clause of the Act as the basis for its intrusion into regulatory fields presumably forbidden to it under express terms of the Act, Mr. Taishoff asserted. This clause, he said, had become known as the "Santa Clause—for in successive Commissions, for the last (Continued on page 79)

Denny Becomes Youngest FCC Head

Officially Named as Body Faces Investigation
Threats
By RUFUS CRATER

CHARLES R. DENNY, moving from youngest member to youngest chairman in FCC history, last week was promoted to regular command of a Commission Immersed in an unprecedented volume of broadcast activity and threatened with investigation if not complete reorganization by the new Congress.

President Truman's appointment advancing the 34-year-old acting chairman to the regular chairmanship, announced at the White House last Tuesday, brought little surprise in industry circles despite occasional past flurries of speculation that some other appointee might be chosen.

Vacant Post
It did serve to increase speculation about the seventh commissionership, left vacant since last March when Chairman Paul A. Porter became OPA Administrator and Mr. Denny was made acting chairman.

The President indicated at his news conference Tuesday that he was still not ready to fill the nine-month-old vacancy. Behind the scenes, several separate movements were on foot. Democrats urged selection of a Democratic "mammy" Congressman or one with previous experience in House or Senate, preferably one also with broadcasting experience, whose record in Congress might assure him of Republican as well as Demo-

(Continued on page 76)
Supreme Court to Get Petrillo Case

Petrillo Case Ruled Unconstitutional By La Buy

(See text of opinion, page 37)

REVERSAL of a Federal District Court decision which held the Lea Act unconstitutional will be sought within a fortnight of the Supreme Court by the Government, it was learned last week.

A Dept. of Justice spokesman said an appeal would be filed immediately after the decision of Judge Walter La Buy, handed down Monday in Chicago, is studied. A Supreme Court decision is expected by March.

Judge La Buy sustained motion of James Caesar Petrillo, president of the American Federation of Musicians, to dismiss charges of violating the Lea Act against him when he called a strike last May 28 at WAAF Chicago, because the station refused his demands to employ three additional music librarians.

Act "Unconstitutional"

In an eight-page decision Judge La Buy, last of the late President Roosevelt's federal bench appointees, upheld contentions of Joseph A. Padway, chief counsel for Mr. Petrillo, that the Lea Act (Section 506 of the Communications Act of 1934) violated the First, Fifth, and Thirteenth Amendments to the Constitution.

Judge La Buy ruled that the statute violates the Fifth Amendment "because of the indefiniteness and uncertainty in the definition of a criminal offense"; that it violates the First Amendment "by its restriction upon freedom of speech by peaceful picketing"; that it violates the Fifth and Thirteenth Amendments to the Constitution.

The decision by Judge La Buy, handed down in the Chicago Court. Candidly and without explanation it will be convinced that they now have the hardihood to claim constitutional protection even for the grosser of their activities as was evidenced in the Court here at the Supreme Court. [End story page 17].

"I am glad to learn that this decision will be vigorously accepted," said he agreed with Mr. Lea's statement "whole heartedly," that it "is still thoroughly convinced of the constitutionality of the Act," that "the decision is applicable to the case before him. Fortunately this decision is not determinative of the issue."

The federal government will not appeal the decision and the government will be able headway on Capitol Hill last week in the new Congress would initiate overall labor legislation shortly after the new Congress convenes Jan. 3. Inasmuch as the Lea Act was passed by overwhelming vote in the Houses, the new Labor Committees of Senate and House were expected to give serious consideration to a proposal that provisions of the Lea Act be made as part of overall legislation.

That proposal gained considerable headway on Capitol Hill last week among Senators and Representatives in Washington, particularly following Judge La Buy's decision.

After holding Section 506 (a) (Continued on page 83)

Author of Petrillo Law Presents His Views

By REP. CLARENCE F. LEA

THE DECISION of the Chicago Court as to the constitutionality of the Act of Congress passed for the purpose of curbing racketeering against the broadcasting industry is just one phase of the problem now confronting the country to stop racketeering in the name of labor.

The pitiful helplessness which the country finds itself in combating this labor racketeering has its foundation in events of the last 20 years. The explanation is not that the members of labor unions as a whole are different from the rest of the population. The facts are violent and the same. Any specialized group in our citizenship given dominating power under irresponsible leadership, will inevitably create class government and favoritism at the expense of the rest of us.

Some decades ago strong employer groups so organized themselves that they could crush their competitors and combine to prey on the consumers of the country by the control of products and prices. Anti-trust legislation became necessary to protect the public against this type of racketeering. The country now has a similar necessity to curb those racketeering at the expense of the public in the name of labor.

The coercive powers exercised by these racketeers have been built up by three main methods: fear of physical violence and economic injury to persons and property by those whose rights they transgress; fear of political power exercised against those in public life; and the consequent catering, compromising and yielding to their demands by representatives of local, State and Federal authorities.

Great numbers of citizens have been deterred from exercising their normal rights through fear of physical violence and economic injury to persons and property. Innumerable men in public life at every level have yielded, compromised and surrendered public rights for their own political convenience or advancement.

I feel that Congress has, unduly delayed in combating these influences; but in fairness to Congress it must be conceded that its efforts to afford the public protection against these racketeers has largely been nullified by Court decisions, by administrative favoritism and by vetoed bills passed by Congress.

Now the issue is clearly presented to the country.

REP. CLARENCE F. LEA (D-Calif.), author of the Lea Act to curb excessive demands of James Caesar Petrillo and his AFM on broadcasters, presents herewith, exclusively to Broadcasting, his views on the Chicago Federal District Court decision that held the Act unconstitutional. He refers to Petrillo practices as "racketeering," and adds, "It must be stamped out."

These racketeers have so long enjoyed immunities and favoritism in the law and its administration that they have been able to claim constitutional protection even for the grosser of their activities as was evidenced in the Court here last week.

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Now the issue is clearly presented to the country.
Get Ready... Get Set...!

1. A Richmond jeweler decided to test his Monday-through-Friday nighttime show on WLEE.

2. On Monday, March 18, he started an offer, planning to continue the offer for two weeks.

3. On Tuesday, March 19, at 4 P.M., this client called WLEE to discontinue the offer immediately. The response in one day had cleaned him out... one... two... three!

   When you want sales in Richmond, WLEE is the way to do it. All it takes is a phone call or a letter to get your sales rolling.

W-L-E-E

Mutual... in Richmond

TOM TINSLEY, Director
BROADCASTING • Telecasting

IRVIN G. ABELOFF, Gen. Mgr.

Represented by Headley-Reed
December 9, 1946 • Page 19
Radio Employment, Payroll Increasing

Programming Far Most Costly Operation

EMPLOYMENT by U. S. networks and 901 standard stations in 1945 increased from 34,690 in January to 37,757 in December, and monthly compensation averaged $116,272,747 for the year, rose from $8,511,883 to $12,931,979 during the same period.

In broadcast expenses, with salaries and wages distributed among the various departments, programming was by far the costliest operation, totaling $52,526,797 in 856 stations whose time sales exceeded $2,500. This figure does not include stations with time sales under $25,000. This figure does not include employment data of networks and month-

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### 75% FM Grantees Already in AM

**Application, CP Study Released by FCC**

**Shows Figures**

Over seven out of every 10 FM applications (70.8%) filed as of Oct. 1, 1945, came from persons in the AM field, the FCC disclosed Thursday in an analysis of AM and FM applications and grants. Another 12.3% were from non-AM newspaper interests and the remaining 15.6% from persons without either AM or newspaper interests (see tables).

In all, 34.2% of the FM applications came from persons with newspaper interests, the FCC found. The analysis covered applications and grants between Jan. 1, 1939, and this autumn.

As of Oct. 1, 74.6% of FM authorizations (CPs and CGs) were issued to persons in the AM field, with 15.6% issued to non-AM newspaper interests and 11.9% to persons without AM or newspaper interests; 37.8% of authorizations were issued to persons with newspaper interests.

### 615 FM Grants

The FCC found that 615 FM grants had been issued as of Oct. 1.

Over half of the 365 AM construction permits authorized between V-J Day and Sept. 19, 1946, were issued to cities having no existing station as of late 1945, the FCC found. All of these cities had

### Regional Networks

outside the U. S., were shown as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Number</th>
<th>Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>34,690</td>
<td>$8,511,883</td>
</tr>
<tr>
<td>February</td>
<td>35,081</td>
<td>$8,653,509</td>
</tr>
<tr>
<td>March</td>
<td>35,456</td>
<td>$9,185,069</td>
</tr>
<tr>
<td>April</td>
<td>35,582</td>
<td>$8,790,964</td>
</tr>
<tr>
<td>May</td>
<td>35,729</td>
<td>$9,202,195</td>
</tr>
<tr>
<td>June</td>
<td>35,584</td>
<td>$9,400,300</td>
</tr>
<tr>
<td>July</td>
<td>36,643</td>
<td>$9,717,795</td>
</tr>
<tr>
<td>August</td>
<td>36,095</td>
<td>$9,874,001</td>
</tr>
<tr>
<td>September</td>
<td>36,263</td>
<td>$9,811,355</td>
</tr>
<tr>
<td>October</td>
<td>36,988</td>
<td>$9,903,058</td>
</tr>
<tr>
<td>November</td>
<td>37,542</td>
<td>$10,439,288</td>
</tr>
<tr>
<td>December</td>
<td>37,757</td>
<td>$12,931,979</td>
</tr>
</tbody>
</table>

TOTAL $116,272,747

A breakdown of these figures shows that 801 stations increased employment from 20,841 in January to 29,293 in December, with employment compensation rising from $6,015,700 to $9,888,321 between the terminal months and aggregating $82,617,228 for the year.

Compensation paid by the four nationwide networks and 10 key stations totalled 352,740,768 in 1945. Their employees increased from 7,625 in January to 8,136 in December, and monthly compensation rose from $2,402,550 to $2,966,556 during the same period.

Comparable figures for six regional networks are as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Number</th>
<th>Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>23,300</td>
<td>$67,627,814</td>
</tr>
<tr>
<td>February</td>
<td>23,800</td>
<td>$63,580,024</td>
</tr>
</tbody>
</table>

### Plus $25,000

Total expenses: $146,223,620.

Thirty-five stations with time sales under $25,000 reported broadcast expenses totaling $852,654, bringing the grand total for 891 stations (excluding network keys) to $146,806,314.

The same 891 reported total broadcast revenues (time sales and other revenues less commissions, etc.) of $231,433,880.

### Table I

<table>
<thead>
<tr>
<th>City population</th>
<th>No existing station</th>
<th>One more than one station</th>
<th>Grant total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000</td>
<td>41</td>
<td>25</td>
<td>66</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>34</td>
<td>23</td>
<td>57</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>29</td>
<td>21</td>
<td>50</td>
</tr>
<tr>
<td>25,000-100,000</td>
<td>19</td>
<td>19</td>
<td>38</td>
</tr>
<tr>
<td>Over 100,000</td>
<td>11</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>187</td>
<td>92</td>
<td>279</td>
</tr>
</tbody>
</table>

### Table II

<table>
<thead>
<tr>
<th>AM Grant total</th>
<th>More than 50,000 population Unlimited</th>
<th>50,000 population Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>56</td>
<td>198</td>
</tr>
</tbody>
</table>

1. Census of Population, 1940. All cities of 50,000 or more are metropolitan districts. Cities of less than 50,000 are independent cities outside metropolitan districts.
2. Census of Population, 1940. All cities of 50,000 or more are independent cities outside metropolitan districts. Cities of 50,000 or less are independent cities outside metropolitan districts.

a population under 50,000.

Of the AM grants during the year, the most common type was the 250 kw unlimited time station in a community under 50,000, amounting to half of the total. Next most common type was the 1,000 kw limited time station, amounting to 28.

The FCC disclosed that seven of 10 permits (71.3%) were issued in the South Atlantic, South Central and Mountain-Pacific areas. In every region except the Northeast the majority of grants were in cities under 50,000.

As of last September only 15.6% of these AM grants had applied for FM stations.

In analyzing the AM grants the FCC found that between 1939 and
52 Times A Year
Twelve FM Actions
Announced by FCC
Four Conditional and Eight Final
CPs Are Issued

CONDITIONAL GRANTS for
four FM stations and construction
permits for eight were announced
by FCC last Monday.

All but one authorization in
each group were for Class B oper-
ations. They were issued by the
Commission en bane on Nov. 29.

The Commission at the same
time granted the request of Grant
Union High School and Technical
College for cancellation of the non-
commercial educational station
construction permit granted it on
July 18 for use of 90.5 mc (Chan-
nel 213) with 0.8 kw at North
Sacramento, Calif. [BROADCASTING,
July 29].

Modified construction permits
were issued to eight permittees, all
AM licensees, and operating as-
signments were listed for two FM
applicants—KPDR Alexandria, La.,
and Times-Star Publishing Co.,
Alameda, Calif.—which were au-
thorized to change their condition-
al grants to cover Class B instead
of Class A operations [BROADCAST-
ing, Dec. 2].

Of the four new conditional
grants, Class B authorizations sub-
ject to further review and engi-
neering approval went to the li-
censees of WMYG Montgomery,
Ala.; KDON Monterey, Calif., and
KROY Sacramento.

Conditional grant for a Class A
station, subject to the same con-
ditions, was issued to Siskiyou
Broadcasting Co., owned by busi-
ness and professional men of Ash-
land, Ore. Siskiyou, also seeking
an FM station at Ashland, is
headed by George Madden Green,
general manager of the Daily Tid-
ings, Ashland's only newspaper,
who has a 58.8% stock interest.
Other Siskiyou stockholders in-
clude Harry R. Morris, owner of
Oak Street Tank and Steel Co.,
22.1%; Elmer C. Biegel, city su-
perintendent, and William M.
Briggs, attorney, 7.8% each.

Construction permits were is-
ued to the following, with AM
association of permittee firms
shown in parentheses (power giv-
en is effective radiated power;
anenna height is height above
average terrain):

Buffalo Broadcasting Corp. (WLPF),
Suffolk, Va.—Class B; 93.9 mc (Channel
239); 152 kw; 190 feet.

Alameda, Calif.—Class B; 96.3 mc (No.
243); 177 kw; 525 feet.

Greater Muskegon Broadcasters Inc.,
Muskegon, Mich.—Class B; 99.1 mc (No.
256); 3.3 kw; 300 feet.

KOMIC Inc. (KOMIC), Beaumont, Tex.—
Class B; 102.1 mc (No. 271); 19 kw; 405
feet.

Oakhill Broadcasting Co. (WOSH),
Oshkosh, Wis.—Class B; 102.3 mc (No.
242); 177 kw; 525 feet.

KRIC Inc. (KRIC), Beaumont, Tex.—
Class B; 102.1 mc (No. 256); 20 kw; 500
feet.

KTEM, Tex.—Class A; 105.9 mc (No. 290);
20 kw; 155 feet.

Greater Muskegon Broadcasters Inc.,
Muskegon, Mich.—Class B; 99.1 mc (No.
256); 3.3 kw; 300 feet.

Williams Broadcasting Co. (WIBX),
Utica, N.Y.—Class B; 93.1 mc (No.
225); 20 kw; 500 feet.

WPAM Inc. (WPAM), Lafayette, Ind.—
Class B; 102.3 mc (No. 272); 13 kw; 360
feet.

West Virginia Radio Corp. (WAJR),
Morgantown, W. Va.—Class A; 104.3 mc
(No. 282); 270 w; 2 feet.

Modifed Construction Permits
The following were authorized
construction permits in lieu of
previous conditions specified:

Sunbury Broadcasting Corp. (WKOS),
Sunbury, Pa.—Class B; 99.3 mc (No.
257); 4.4 kw; 875 feet.

WIXX Broadcasting Co. (WINX),
Washington, D. C.—Class B; 92.9 mc
(No. 225); 20 kw; 500 feet.

Bell Broadcasting Co. (KTEM), Tem-
ple, Tex.—Class A; 104.3 mc (No. 282);
120 w; 80 feet.

Westchester Broadcasting Corp.
(WFAS), White Plains, N. Y.—Class A;
104.3 mc (No. 283); 120 w; 675 feet.

WIBM Inc. (WIBM), Jackson, Mich.—
Class A; 105.9 mc (No. 290); 675 w; 280
feet.

WIXX Inc. (WIXX). Utica, N. Y.—
Class B; 97.9 mc (No. 250); 9 kw; 680
feet.

Twin City Broadcasting Corp.
(KWJX), Longview, Wash.—Class A;
103.9 mc (No. 262); 40 w; minus 450
feet.

Trubue Building Co. (EJLX), Oak-
land, Calif.—Class B; 94.1 mc (No. 231);
20 kw; 150 feet.

Following are the engineering
conditions in connection with au-
thorizations announced November
29:

Central La. Broadcasting Corp.
(KPDR), Alexandria, La.—Class B; 100.5
mc (No. 263); 55 kw; 435 feet.

Abram Forman & Sara F. Kofman,
d/b as Times-Star Publishing Co., Al-
ameda, Calif.—Class B; 103.3 mc (No.
290); 750 w; 278 feet.

3 Kw FM Station Starts
Operations in Paducah
WPAF-FM, new station of Pad-
ducah (Ky.) Broadcasting Co.,
went on the air Nov. 27 and is
operating daily, 2:00 p.m. The sta-
tion is using a 3 kw Federal trans-
mitter and a one-loop Federal an-
tenna, installed at the 240-foot
mark on WPAF's AM tower. The
new FM outlet is featuring tran-
scriptions, live talent, UP and AP
news, religious and public interest
programs, W. Prewitt Lackey,
general manager of Paducah, an-
nounces.

"So far no effort has been made
to sell commercial time because of
the limited number of receivers,"
Mr. Lackey says. He estimates that
there are probably not more than
100 FM receivers in WPAF-FM's
temporary listening area. Station is
operating on a conditional per-
mit.
This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.
Radio News Widely Read, Survey Shows

51% of Women, 40% of Men Scan Columns on Broadcasting

RADIO news and programs are read on the average by 51% of the women and 40% of the men readers of 100 representative newspapers throughout the country, according to the 100-Study Summary of the Continuing Study of Newspaper Reading newly published by the Advertising Research Foundation.

Study shows that of the seven editorial departments of a newspaper, radio news and programs rank fourth with women and fifth with men. Editorial page items are first for men, with an average readership of 85%; followed by comics, 80%; sports news or pictures, 77%; editorials, 45%; radio news or programs, 40%; society news or pictures, 37%; financial news, 26%. For women the scores are: Society news or pictures, 84%; editorial page items, 80%; comics, 78%; radio news or programs, 51%; sports news or pictures, 35%; editorials, 29%; financial news, 9%.

Summary shows further that the average readership of radio news and programs increases with the size of the city. For example, only 32% of the men and 40% of the women in communities of fewer than 100,000 population are readers of this type of editorial feature, while in cities of 250,000 to 500,000 such items are read by 44% of the men and 55% of the women. The percentage figures are median averages based on readership percentage scores recorded in the 100 individual studies.

Radio news and programs readership also varies somewhat according to the occupational status of readers, the study shows. For families in which the major income earner is in the business or professional class, 35% of the men and 41% of the women read such items. Where the breadwinner is in the salaried employee group, radio readership is 35% for men and 45% for women. In the skilled worker class, the percentages are 40% for men and 48% for women. For unskilled workers, the scores are 41% for men and 49% for women.

Study Cost $350,000

Pictures of radio stars are also popular with daily newspaper readers. The 160 pictures of theatre, movie and radio celebrities measured in the 100 studies averaged a readership of 31% among men and 48% among women.

Possibly the most significant report ever compiled in the field of daily newspaper readership research, the 64-page summary presents the aggregate results of seven years of intensive measurement of American newspaper reading, conducted at a cost of more than $350,000. Study is based on examinations of 100 papers representing a combined daily circulation of 7,700,000, requiring careful analysis of the readership of more than 3,000 newspaper pages and the tabulation of some 45,000 interviews.

Newsapers surveyed ranged in size from 16 to 56 pages and in circulation from 8,570 to 264,287. They contained a total of 13,364 general news stories, 2,383 pictures and 6,735 ads of 70 lines or more.

Two radio station ads were among the 10 national ads most read by women. Both appeared in the Nov. 29, 1940 issue of the Arizona Republic (Phoenix) and both appeared on the same page—an amusement page in the second section of the paper. A 113-line ad for KTAR Phoenix won a readership of 58% of all women interviewed in that newspaper's survey, while KOY Phoenix used only 88 lines to reach 57% of the women.

The KTAR ad holds ninth place on the list of best-read national ads for all newspaper studies; the KOY ad ranks tenth on the roster.

The Continuing Study of Newspaper Reading was launched in 1938 to determine the amount of attention readers give to the various items making up daily newspapers. It is conducted by the Advertising Research Foundation in cooperation with the American Newspaper Publishers Assn., which pays most of the costs. The Foundation is sponsored jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Field work for the study is conducted by Publication Research Service.

FM Set Sales Up

TOTAL number of FM radio receivers in the Omaha area now stands at approximately 700, a survey just completed by Omaha radio distributors and dealers indicates. When KOAD went on the air July 1 it was estimated that there were only 20 radio sets in Omaha capable of receiving FM. Dealers report that all sets sold since that time have been combination AM-FM models.
There's plenty of meat for advertisers—especially food advertisers—in this ABC success story:

Today the American Broadcasting Company leads all other networks in volume of food advertising. Since 1942 all network food advertising has increased 55%. But during this same period ABC has registered an increase of 343%—over six times the figure for the industry!

An increase as big as this one doesn't just happen. It is caused to happen. And in this case the causes were three:

1. COVERAGE: ABC provides intensive coverage of America's major food markets from within—and presents your message at economical rates which result in a low cost per thousand listeners.

2. PROGRAMMING: ABC morning programming, which has risen to top listener ratings over the past three years, is built to order for America's product-buying housewives.

3. PROMOTION: ABC stations—now more than 230 of them—do a terrific job locally, put plenty of enthusiastic promotion behind their network programs.

The moral: follow the lead of top advertisers like Swift, General Mills, Kellogg, Quaker Oats, Derby Foods, and Libby, McNeill & Libby, just to mention a few, and ship your goods to market via ABC.

* First 9 months 1946
P. I. B.
8 New AM Stations Authorized

Rawlins, Wyo., Gets Two
Of Grants; One Goes
To Pittsburgh

GRANTS for eight new standard stations, including two for Rawlins, Wyo. (pop., 5,531) and a seventh outlet in Pittsburgh, were announced by FCC last Monday. The authorizations represent construction costs estimated at $208,-

712.

One of the Rawlins grants went to a firm headed by Tracy C. McCracken, president of KFBC Broadcasting Co. (Frank A. and Harold E. Van Wagenen) for a new station at Provo and set the application for hearing with those of United Broadcasting and Ogden Broadcasting Co. requesting the same facilities for new stations at Ogden. The action was taken on joint petition of United and Ogden.

KWHN, new station at Fort Smith, Ark., was granted modification of permit to authorize an increase in power on 1320 kc from 5 kw day and 500 w night to 5 kw fulltime, directionalized at night. Comr. Clifford J. Durr voted for hearing.

One of the Rawlins grants went to a firm headed by Tracy C. McCracken, president of KFBC Broadcasting Co., executive of several Wyoming newspapers, and including KFBC General Manager William C. Grove and KFBC transmitter operator Winfield Clark Grove, with approximately 50% interest held by Rawlins Newspapers Inc. Other Rawlins grants went to G. Stanley Brewer, retail merchant.

The action, taken Nov. 29 by the Commission en banc, also included a grant to WAJR Morgantown, W. Va., for a new 250-w fulltime station at Elkins and 1450 kc at Endicott, N. Y., respectively, were granted on applicants’ petitions for approval without further hearing.

At the same time the Commission denied the petition of Endicott Broadcasting Corp., an applicant for the frequency granted Empire Newspapers-Radio, asking that its application be designated for hearing with those of Empire Newspapers-Radio and Mr. Meachem.

The Endicott Broadcasting application was designated for hearing alone, as was that of Elmina Broadcasting Corp. requesting the facilities assigned to Mr. Meachem.

List of Grants

Grants were as follows:

- Rome, Ga.—News Publishing Co. 670 kc, 1 kw, day only. Grantee publishes daily News-Tribune and is owned by H. H. Mooney (79%) and members of his immediate family. Granted Nov. 29.
- Thomaston, Ga.—Thomaston Broadcasting Co. 1290 kc, 250 w, day only. Principals: Chester A. Bryan, Superior Court judge, president and 50% owner; A. W. Marshall Jr., controlling stockholder of WKEU Griffin, Ga., respectively, were granted on applicants’ petitions for approval without further hearing.
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Pot Luck

ATTENDING a war assets sale at Port Hueneme, Calif., Bill Berns and Bill Raidt, MBS ex-GI rover reporters, gathered pots as well as a story. Raidt gagged a bid for 32 oversized coffee pots and came away for $160. Valued at $6,000, Raidt has concluded "we’re lucky hav-}


gins when so many have so few."

Principals:

James H. Ottaway, publisher Endicott Bulletin, 43.8%, stockholder Oneonta (N. Y.) Star, which has FM grant, and 12.5% stockholder Port Huron (Mich.) Times-Herald, also FM grantee, president and controlling stockholder; Mrs. Ruth R. Ottaway, owner 43.8%; Oneonta Star; Byron C. French, co-publisher Endicott Bulletin and owner 7.5%; Oneonta Star, granted Nov. 29.

- Pittsburgh, Pa.—Pittsburgh Broadcasting Co. 1080 kc, 2 kw, day only. Principals (owning 12.5% each): Henry A. Bergstrom, attorney, president; Donald C. Lott, president of Port Duguay Steel Co.; Thomas L. Campbell, half owner of Dyke Automotive, Greenville, Pa.; still founder of Coal City Towing Co.; Fred C. Babcock, vice president of Babcock Lumber Co.; Victor president; George M. Harter, attorney; Lee V. Dauler, vice president of Neville Co. (chemicals); W. A. Turner, president of McLain Fire Brick Co.; F. Garrett Richter, Army veteran. Granted Nov. 29.

- Elkins, W. Va.—West Virginia Radio Corp. 1450 kc, 250 w, fulltime. Grantee is licensee of WAJR Morgantown. Granted Nov. 29.


- Rawlins, Wyo.—Rawlins Broadcasting Co. 1240 kc, 250 w, fulltime. Principals: Rawlins Newspapers Inc. (Daily Times), approximately 50%; Tracy C. McCracken, president of KFBC Cheyenne and Cheyenne Newspapers Inc. (principal stockholder of KFBC) and executive of several publishing firms including Rawlins Newspapers, president, 1 share of stock; William C. Grove, KFBC vice president and general manager, and Winfield Clark Grove, KFBC transmitter operator, approximately 25% each. Granted Nov. 29.


- Endicott, N. Y.—Empire Newspapers-Radio Inc. 1450 kc, 250 w, fulltime. Principals: James H. Ottaway, publisher Endicott Bulletin, 43.8%, stockholder Oneonta (N. Y.) Star, which has FM grant, and 12.5% stockholder Port Huron (Mich.) Times-Herald, also FM grantee, president and controlling stockholder; Mrs. Ruth R. Ottaway, owner 43.8%; Oneonta Star; Byron C. French, co-publisher Endicott Bulletin and owner 7.5%; Oneonta Star, granted Nov. 29.

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**TEEN Thousands**

**Thrill to These Top KSO Youth Programs**

KSO is the favorite radio station of a lot of young people in Des Moines and Central Iowa. The big reason for this is KSO's youth activity program under the direction of Tom Lewis.

Youth in this area know and like KSO... have listened eagerly to the recently completed high-school Football Rally Series... as well as "Careers in the Making", offering vocational inspiration to career-minded teen-agers... and the new "This Is America", workshop type program, produced in the classrooms of various schools.

Tom Lewis, left, and Gene Shumate, KSO's sports editor and dean of Iowa's sportscasters, at the kick-off of a typical high-school football rally. Pep aplenty on this show!

Rafters ring as one of the football rallies gets under way. This season completes three years of the Football Rally broadcasts under the same sponsor, Frankel Clothing Company. Educators, coaches, parents, and students praise these public-spirited broadcasts.

"Careers In The Making" appeals to the serious side of the high-school student and, along with "This Is America", rounds out an audience-building program that provides vocational guidance as well as entertainment.

"The old rickety rack" for KSO!... from a thousand shrill voiced youngsters. Yellers later become listeners when the transcribed show is aired... new loyal fans for KSO.

**KSO**

**DES MOINES, IOWA**  
**5000 WATTS**  
**Basic Columbia for Central Iowa**

Murphy Broadcasting Company, Kingsley H. Murphy, President  
George J. Higgins, General Manager  
Headley-Beck Co., National Representatives

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COLLEGIATE NETWORK MARKS FIRST DECADE

THE INTERCOLLEGIATE Broadcasting System, a nationwide group of college radio stations, last week celebrated its tenth birthday in a special program broadcast Dec. 4 over the Yankee Network.

The campus network, which originated at Brown U., now has 25 stations. The stations use standard studio facilities, and leased lines are used in exchanging programs throughout the network. A major item on each fall schedule is the cooperative broadcasting of Ivy League football games over distances as great as 400 miles. A regional network has been in operation in the Philadelphian area for more than a year.

Audience preferences are studied in uniform surveys conducted on campuses throughout the country, and programs emphasize educational features and symphonic music.

ENTRY LIST GROWS FOR PEABODY AWARDS WITH DEADLINE STILL OVER MONTH AWAY

ENTRIES for the 1946 George Foster Peabody Radio Awards are being received in large numbers though closing date is not until Jan. 16, 1947, according to John E. Drewry, dean, U. of Georgia Henry W. Grady School of Journalism.

Entries for the seven awards may be submitted by stations, networks, radio editors of newspapers, magazines, listener groups and others wishing to direct attention of the Peabody Board to a program. The board will not be restricted to entries, however, and will consider reports of its own listening-post committees. Entries should be sent to Dean Drewry at the school, Athens, Ga.

Each entry should give title of program; name of station or network; address; classification in which entry is submitted; name of person making entry; whether entry is accompanied by transcription; brief description of program, with reasons why it should be considered for an award.

Purpose of the awards is to give recognition for disinterested and meritorious public service rendered by the broadcasting industry. NAB assists the Grady school in their sponsorship. Awards will go to these classes:

1. That program or series of programs inaugurated and broadcast during 1946 which made an outstanding contribution to the welfare of the community or region the station serves.
2. Same, for local stations (1000 w or under).
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

FM-AM COMPARISON

WMBD BUILDS TINY TRANSMITTERS

Hear the NEW FM Radio

WMBD

WMBD's demonstrators before a display sign.

AM-FM comparative demonstrations by WMBD during National Radio Week, Nov. 24-30, afforded the Peoria, Ill., station a chance to promote advantages of the newer form of radio.

WMBD, which has applied to the FCC for an FM outlet, decided to preview FM for listeners in eight department and radio stores of the city. The station engineering department constructed an exhibit with two miniature transmitters, each with an approximate power of one watt. One was AM, the other FM.

Each day the demonstration was placed in a different store for the salesmen to show respective merits on same programs. Interference for AM was accentuated by static generated by a Ford coil. The operation of the coil demonstrated how FM cut out interference while the AM was distorted.

WMBD promoted the demonstrations over the air and in newspaper space, while many of retail stores played up the exhibit in their advertising.

Tyler TV Book

WHAT television is and how it works, from the video camera to the home receiver, is clearly told in language not too technical to be grasped by the interested layman by Kingdon S. Tyler, a CBS construction engineer, in his new book, Telecasting and Color [Harcourt, Brace & Co., New York. $7.50]. Illustrated with many diagrams and photographs of the equipment described in the text, the volume covers the history of sight-and-sound broadcasting, its present state, including ample explanations of production techniques as well as of the workings of cameras, transmitters and receivers, and its probable future. Color transmission, chiefly the CBS method, is dealt with at some length, and the networking of video programs by cable, radio relay and Stratovision is also covered. Book is a companion volume to Mr. Tyler’s earlier Modern Radio.
The Trident and Time-Buyers

- The trident, three-pronged emblem of Neptune, is the symbol of dominion over the seas. In mythology it is shown firmly grasped by the God of the Oceans, emerging from the briny depths to survey his watery domain.

To the knowing time-buyer the letters WCBM are a radio symbol that stands for Baltimore, and Baltimore stands for ocean-borne commerce. WCBM gives the advertiser complete coverage in this city, a great seaport with a firm grasp on maritime trade. Like the trident, WCBM is a three-pronged emblem. (1) it gives prestige to your product; (2) it assures you intensive metropolitan coverage; (3) it spells economy in effective advertising. If Baltimore is your market, WCBM is your medium.

Baltimore's Listening Habit

Free & Peters, Inc. Exclusive National Representatives

George H. Roeder, General Manager
NAB Meeting Gives Critics Chance to Hit BMB Reports

BMB will be laid open to the praise and criticism of the broadcasting-advertising industry at 2 p.m. today (Monday) in the Hotel Statler, Washington. Proponents and opponents alike will be guests of the NAB Research Committee at a special clinic designed to give them a chance to speak freely about the findings of the research agency.

Committee action is in line with decision reached by the NAB Board of Directors at its Oct. 25 meeting after the board was notified that the station would be operated in Chicago. The board at that time decided that the BMB board to be prepared to justify its station coverage information when the NAB directors meet again in San Francisco Jan. 5-7.

Heeding widespread and violent criticism of BMB, NAB decided to hold a session on BMB as a typical critics could let down their hair and tell what they don’t like about the joint broadcasting-advertising industry data. At the same time the case for BMB will be heard. The group invited to the meeting is small, but is believed to represent fairly the divergent viewpoints of industry elements.

Prior to the afternoon meeting the new NAB Research Committee will hold its first session, convening at 10 a.m. with Carl J. Burkland, WTOP Washington and committee chairman, in charge of proceedings. Membership of the committee comprises last week, follows: Mr. Burkland; Gene L. Cagle, KPJZ Ft. Worth; Dietrich Dirks, KTRI Sioux City, Iowa; J. C. Tully, WJAC Johnstown, Pa.; George P. Scott, KTTC Vancouver, Calif.; William T. Lane, WAGE El Paso; Elmo Wilson, CBS New York; Hugh M. Beville, NBC New York; E. P. H. James, New York; Edward Evans, WJZ New York.

Fred Allen Assumes Top in Hooperating

Replaces Benny in Lead Spot; Bob Hope Rated Third

FRED ALLEN, for the second time this fall, was first among the first 15 evening programs listed in the Nov. 30 Program Hooperaings released last week, with Jack Benny in second place and Bob Hope third.

Average evening sets-in-use reported were 32.3, up 0.4 from last report, 26.6 from last year. The average evening rating was 10.3, up 0.1 from last report and up 0.9 from a year ago.

Average available home was 80.1, up 0.4 from last report, up 0.9 from the same period last year.

The current total sponsored hour index was 71.4 as compared with 71.1 last report, 81.4 a year ago.

The first 15 programs listed were as follows: Fred Allen 29.4, Jack Benny 27.9, Bob Hope 27.4, Fibber McGee & Molly 26.4, Charlie McCarthy Show 24.9, Radio Theatre 23.2, Bandwagon 22.8, Walter Winchell 22.7, Red Skelton 20.7, Andy & Elsie 20.7, Dragnet 20.6, Mr. District Attorney 20.1, George Burns & Gracie Allen 18.5, Duffy’s Tavern 18.0, Take It Or Leave It 18.5.

Backstage Wife led the list of the 10 weekend programs in the report with Right to Happiness in second place and When a Girl Marries third.

The top 10 weekend programs listed were: Backstage Wife 73.1, Right to Happiness 7.1, When a Girl Marries 7.1, Young Wadder Brown 6.9, Romance of Helen Trent 6.9, Breakfast in Hollywood (P&G) 6.8, Just Plain Bill 6.8, Aunt Jenny 6.7, Stella Dallas 6.7, Breakfast in Hollywood (Kellogg) 6.7, Portia Faces Life 6.5.

Advertising Course

THE ADVERTISING Women of New York are teaching patients of the Veterans Administration and Hoopering Bronx “How to Get a Job in Advertising.” A course by that name which began last week. Course, which will last three weeks, features guest speakers from New York agencies.

New Manager at KUGH

KUGH Eugene, first radio station in Lane County, Oregon, has a new manager, S. W. McCreedy, whose appointment was announced last week by the owners, C. H. Fisher and B. N. Phillips, operating as Valley Broadcasting Co. Mr. McCreedy, who has served in radio management and engineering capacities in the Northwest for more than 16 years, succeeds Ralph Hanson, resigned. Mr. Hanson had been manager since KUGH opened early last summer. He has announced that he plans to take a position with a Northwest firm.

TV’s Value to Farmers Is Stressed

the service they offer to farm audiences, the association agreed. The code also directed that the association should recommend that air time be denied to sponsors that:

Make statements known to be false, deceptive or exaggerated.

Make unfair attacks upon competition.

Use offensive terms to describe animal functions or ailments.

A spokesman for the NARFD, in reference to the latter clause, said this was directed against many manufacturers of cathartics and patent medicines, among them some of farm radio’s largest advertisers.

Rain Brings ‘Flood’

SWITCHBOARD of WGAR Cleveland was unable to handle flood of incoming calls which resulted from postponement of last Monday night game of Cleveland Browns pro football team, despite explanatory announcements over the station. WGAR, which carries Browns games exclusively, had planned to broadcast, game from Miami, but postponement, caused by rain, ensued too late to notify newspaper radio editors. Check with telephone company showed that total number of calls handled was 70,000 to 80,000 greater than usual Monday traffic.

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and Homer Martz, KDKA Pittsburgh, secretary-treasurer. Mr. Beaty had served as secretary-treasurer in 1944.

Earlier during the Sunday session delegates approved a resolution drafted by the resolutions committee headed by William Draps, NBC Central Division agricultural-cultural director, deploring recent Congressional action reducing personnel of the U.S. Department of Agriculture which has eliminated many government radio farm services.

First NARFD code of ethics, approved Monday, to be used as a supplement to the NAB code, pleads to farmers to "resist any subordination of the group’s interest in the welfare of farm people to the selfish purposes of others.

Commercial sponsorship of farm programs does not detract from the service they offer to farm audiences, the association agreed. The code also directed that the association should recommend that air time be denied to sponsors that:

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THE SOUTH’S GREATEST CITY...

and its greatest selling power
Of the 9 top cities of the deep South—

- 3rd Dallas
- 7th Fort Worth
- 8th San Antonio
- 4th Houston
- 5th Memphis
- 6th Birmingham
- 1st New Orleans

...and WWL is the greatest selling
BUYING POWER

Buying power in New Orleans more than doubled in the past 5 years according to a survey by the magazine *Sales Management*.

INCOME

Effective income in New Orleans is higher than the U. S. average — and increasing faster. In 1945, the national index was 226 compared with the New Orleans index of 262.

RETAIL TRADE

Retail trade in New Orleans increased 29% in the first half of this year as compared with the same period of 1945. This increase is greater than average for the U. S.**

INDUSTRY

New Orleans industry continues to grow in spite of lost war production. New Orleans now shows an index of 146 as compared with an index of 100 in 1939. This year, 30,000 more industrial workers are employed than in 1940.

*Source: *Sales Management.*

Map shows rank in wholesale sales.

Retail sales rank:

1. New Orleans  
2. Houston  
3. Atlanta  
4. Dallas  
5. Memphis  
6. Miami  
7. Birmingham  
8. Fort Worth  
9. San Antonio

**Dun's Statistical Review.*
New Orleans is the 2nd PORT IN U. S. A.

... First in Efficiency

New Orleans ranks as "Second Port in U.S.A." in value and diversity of export and import cargo—first in efficiency. New Orleans has more than 7 miles of modern wharves, coordinated ship-rail-barge lines, grain elevators, fruit conveyors, one of the world's finest coffee terminals and all banking and factoring services. Over-all port costs at New Orleans are lower than at any other gulf port.

SERVING THE MISSISSIPPI VALLEY—New Orleans is the logical inlet-outlet for this rich trade territory where more than 41% of the Nation's retail sales are made. New Orleans is the heart of the world's greatest system of inland waterways and the proposed Tidewater Channel will further enhance the position of New Orleans as a great port.

SERVING LATIN AMERICA—New Orleans is closely linked with Latin America by tradition and temperament— is greatly favored as a trade mart. Recently added steamship and airline facilities provide further attractions to Latin American trade.

SERVING WORLDWIDE MARKETS—More than 50 steamship lines sail to and from 48 of the 50 leading world ports and to hundreds of smaller ones. Frequent sailings speed service and reduce port costs. At a recent International Week celebrated in New Orleans, ambassadors, ministers and other representatives of 30 foreign countries were in attendance—in recognition of New Orleans' importance to world trade.

... and WWL is the greatest selling
New civic enterprises speed growth and prosperity in New Orleans

INTERNATIONAL HOUSE — One of New Orleans' most recent enterprises is International House which, in a beautiful ten-story building of its own, affords a meeting place for emissaries of world trade. Here every facility is available—the appointments of a modern club, meeting rooms, offices, research library—many other features and services. International House is a non-profit, non-trading institution supported by public-spirited citizens.

FOREIGN TRADE ZONE — New Orleans offers the facilities of a foreign trade zone—the second to be established in the United States. From this zone goods may be trans-shipped to foreign ports without passing through custom barriers. Foreign goods can be re-labeled, re-packaged and manipulated without recourse to a bonded warehouse. Judging from the record of the first foreign trade zone, New Orleans will now enjoy another substantial and rapid gain in import-export volume.

INTERNATIONAL TRADE MART — A model of modern architecture and twentieth century efficiency, this building will house a comprehensive display of raw materials and finished products from many countries. The International Trade Mart will be one of the finest, most complete wholesale trading centers in the world. It is expected to be in operation late in 1947.

WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Moisant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans—"Air Hub of the Americas"—serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Moisant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans—"Air Hub of the Americas"—serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

Proposed design of New Orleans' New Union Station which will accommodate 9 of the nation's major railroads.

power in the South's greatest city
WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive program.

Folks turn first to...

WWL - the FM Station
Folks in New Orleans turn to first

The Greatest SELLING Power in the South’s Greatest City
50,000 Watts - Clear Channel - CBS Affiliate
Represented Nationally by the Katz Agency, Inc.
**Text of Opinion Voiding Anti-Petrosillo Act**

(See story in this issue.)

The text of the decision handed down holding the Leo Act unconstitutional follows:

The information filed herein charges that the Fourteenth Amendment, Section 3, of the Federal Communications Act of 1934, as amended by the Acts of 1939, 40 and 41, [radio station] WAFB, located in Chicago, has for many years, or at least from about May 28, 1946, to the present, been the object of complaints by the Chicago Federation of Musicians, theretofore a union of musicians, not to accept new members, or by law to engage in concerted attempts to induce any person as a picket in front of the place of business of such licensee.

As a result of this information, WAFB is said to have been guilty of the following:

(1) By directing and causing three musicians, members of the Chicago Federation of Musicians, to refuse to accept new members, or by law to engage in concerted attempts to induce any person as a picket in front of the place of business of said licensee.

(2) By placing and causing to be placed in a class separate and apart from the place of business of said licensee.

(3) To employ and agree to employ, and to perform actual radio broadcasting business of such licensee.

The Court considers, in the first place, the constitutionality of the Leo Act. The text of the decision handed down by the United States Supreme Court is as follows:

The prohibition which the personal servitudes or services contained in theLeo Act, is not defined to be an evil of the section.

The information further charges at subsection (1) of Section 506.

Such act is not defined to be an evil that not applicability to broadcasting station employees and no others.

The Fifth Amendment imposes a restriction on the right to engage in concerted attempts to induce any person as a picket in front of the place of business of such licensee.

The union has not accepted these terms and was planning to hold a strike the latter part of last year and to determine future policy on this point.

Humbrooke Named

R. M. K. F., Northwestern director of equipment and engineering for Musak, Chicago, has been named president of that corporation. He joined the company in 1942 after having been an engineer with Western Electric.

WAGE ISSUE DELAYING

WORLD-GUILD COMPACT

EXECUTIVES of World Broadcasting System and the United World Directory of America (CIO) Radio Guild, have agreed to the major portions of a contract for the company's white collar workers, with the exception of slight decreases in weekend pay. For a weekly wage, it was learned last week.

The company and union have come to terms for a 371/2-hour work week, a job security clause, arbitration on all disputes, a 371/2-hour work week with overtime set on a daily basis, and elimination of the contract's retroactive date, Nov. 1.

However, wage scale terms are still in dispute, it was said. The company offered the union the following terms:

For those who have been with the company from 6 months to a year a $2 raise; from one to two years, $3; from two to three years, $4; from three to four years, $5; and four years' service with the company, $5.

The union has not accepted these terms and was planning to hold a strike the latter part of last year and to determine future policy on this point.

From those of all other employees in the United States.

Verily, love your neighbor as yourself. It does not apply to employees who are engaged in communication or radio broadcasting companies, but is definitely limited in its application to broadcasting station employees and no others. As a result of the court's ruling, the station employees are single out and held to a more rigid rule than any other employees.

A penalty which defines lawful acts as unlawful and vice versa is imposed.

Neither will employees be subjected to illegal penalties, as the court is no power to impose such penalties.

The court finds it necessary to hold that the case does not involve a question of indefiniteness and uncertainty in the definition of Fifth Amendment. That the Fifth Amendment by its restrictions upon freedom of speech by its prohibition of class legislation, and Thirteenth Amendment by its restriction of freedom of speech by its prohibition of class legislation, and Fifth Amendment by an arbitration clause, does not deprive the employer and employees under such contract, of the right to enter into such a contract.

Whether or not the objectives sought to be attained by this statute are, or are not, economic evils which may be restrained or suppressed are questions which are beyond the reach of federal legislative power.

The only question before the court is whether the statute as it was written by Congress, and as it is to be construed by the courts, violates the First and Fourteenth Amendments.

An order may be entered dismissing the information and discharging the defendant.
WBBQ to Start Operating
At Augusta, Ga., Jan. 12
WBBQ will start operating at Augusta, Ga., on Jan. 12, having purchased the complete facilities formerly used by WGAC Augusta, George G. Weiss, manager, announces. Mr. Weiss is president of Savannah Valley Broadcasting Co., owners of WBBQ. Station will be basic Southeastern outlet for MBS and will operate fulltime on 1340 kc with 250 w power. AP and INS news services will be used. National representative is Joseph Herhey McGillvra Inc.

Staff of WBBQ will include George M. Scott, formerly of WGAC and the New York Times, program director; John W. Watkins, formerly of WGAC, WING Dayton, WCKY Cincinnati and WGRC Louisville, commercial manager; David Freeman, formerly of WGAC, chief engineer.

ITINERARY CHECK is made by James M. Gaines (i), manager of WNBC New York, and Richard F. Flood, general chairman of the Bayonne, N. J., program committee for a special events broadcast, Bayonne Day on WNBC. Station brought all its personalities to the New Jersey city for the first of its salutes to communities in its area.

WLAT Transaction Gets FCC Approval
Owner’s Sale of Half Interest in Conway, S. C., Outlet OK’d
SALE of half interest in WLAT Conway, S. C., by owner Loyd Maudon Hawley to an associate for $5,023.64, and five assignments or transfers involving no changes of ownership, were approved by FCC on Nov. 29, the Commission announced last Monday.

The WLAT transaction, arising out of a July 1945 partnership agreement, transfers half interest to Herman Lee Hawks, chief engineer of BROADCASTING, Nov. 2. WLAT is on 1490 kc with 250 w fulltime.

FCC also approved involuntary transfer of control of A. H. Beo Corp., licensee of WPAA Dallas 50 kw on 850 kc, sharing time with WBAP Ft. Worth, from George B. Dealey, deceased, to three trustees under Mr. Dealey’s will; Edward M. Dealey, J. M. Moroney, and George Waverly Briggs.

Assignment of license of KROD El Paso from Dorrance D. Roderick to Roderick Broadcasting Corp., which is owned by Mr. Roderick, was approved after capitalization plans were revised. The original application, calling for the company to issue $200,000 worth of bonds at 6% payable over a 10-year period, had been set for hearing. Under the revised plan, the company will issue $200,000 in preferred stock to Mr. Roderick. KROD is on 600 kc with 1 kw day and 500 w night.

Other Actions
Other license assignments approved by FCC:
License of WNAX Yankton, S. D. (570 kc, 5 kw), from WNAX Broadcasting Co., a move designed to simplify the corporate structure of the Cowles interests.
Involuntary assignment of license of WEMP Milwaukee (1340 kc, 250 w), as a result of the death of Mrs. Genevieve S. Nesbit, whose 6.25% interest goes to her husband, Wellwood Nesbit, himself owner of 63.65%. There are eight other stockholders including Robert M. La Follette Jr., Progressive Party Senator who was defeated in his campaign for renomination last spring.

KXOA Sacramento (1490 kc, 250 w) from Lincoln Dellar to Sacramento Broadcasters Inc., wholly owned by Mr. Dellar.

Keystone Adds 11

Page 38 • December 9, 1946
The New GATES 250 WATT TRANSMITTER

...is here...!

This is an outstanding FM Transmitter—in engineering, in design, in performance—assured by GATES "Know-How" of 24 years standing and months of pre-testing in the GATES laboratories of those features declared best for FM transmission, which it incorporates.

...WITH THESE BUILT-IN OPERATING ADVANTAGES

This Unit provides ALL features you want most. Besides its vertical chassis for easy accessibility, the three-quarter length front and full-length rear doors, plus modern styling, it gives you:

DIRECT CRYSTAL CONTROL
...eliminating the necessity of specially designed motors or critically tuned circuits—an important engineering accomplishment.

SIMPLIFIED ADJUSTMENTS
Only a limited number of components and controls are used—for simplicity of adjustments and ease of operation.

THE BASIC UNIT FOR ADDED POWER
Permits increase of power by the addition of a 1 KW or a 3 KW amplifier constructed in a matched cabinet. Hence obsolescence is obviated.

FORCED AIR COOLING
...is used throughout on all power amplifier tubes to secure long life.

EXCEEDS ALL FCC STANDARDS
All requirements of the Federal Communications Commission are exceeded by the characteristics of this FM Transmitter.

THE "INSIDE" STORY
Note the simplicity of assembly, the full length door exposing the inter-unit construction—and how accessible all parts are thus rendered.

GET THE FULL SPECIFICATIONS...!
THEN PLACE YOUR ORDER!

GATES RADIO CO.
QUINCY, ILLINOIS

NEW YORK OFFICE:
9th Floor, 40 Exchange Place

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

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922

MODEL BF-250A
The modern, streamlined cabinet is beautiful in appearance with all controls at eye level. Two large doors extending to control panel, are easily opened. This Unit will add "showmanship" to any Broadcasting Studio.

December 9, 1946 • Page 39
Doherty Urges Positive Federal Policy To Stop Destructive Industrial Strife

INDUSTRIAL strife has the potential power to destroy the American way of life unless the nation formulates a positive labor policy, Richard P. Doherty, NAB director of employee-employer relations, told the Alabama State Broadcasters Assn., at its meeting held in Birmingham.

A positive labor policy, he said, must not be borne of punitive motives but must have as its primary goal creation "of an environment conducive to effective mutuality in collective bargaining." He said this policy must proceed on the thesis that the economic welfare of this policy must proceed collectively and union officials who weaken collective bargaining by their inept, militant and destructive techniques," he said.

Compulsory arbitration, if adopted as the way to industrial peace, would cause the disappearance of genuine collective bargaining and bring in its place bureaucratic control of economic society, he predicted, recalling the experience of the war.

He suggested that an approach to fair solution of the problem would not attempt to control legislatively the collective bargaining process; since this should remain bilateral between labor and management; would seek to correct abuses, or potential abuses, arising from destructive practices; would provide a Federal commission on fair labor practices much as the Federal Trade Commission functions in unfair trade practices, operating within an area of

Mr. Doherty said no single piece of legislation can fully cover specific bargaining abuses of unfair practices, but felt it would lay down principles and concepts leading to greater flexibility and to curb destructive practices. Need for governmental and other mediation and conciliation machinery would continue, he added.

D. C. RADIO INSTITUTE IS TO SET U. S. PATTERN

PATTERN for a nationwide series of radio institutes, designed to give civic leaders practical information about the use of broadcasting, will be set in Washington Jan. 28 when the local Assn. of Women Broadcasters meets at the Washington Gas & Light Co. auditorium, 1:30-5 p.m.

Speakers will include A. D. Willard Jr., NAB executive vice president; Dorothy Lewis, NAB coordinator of listener activity, and Arthur Casey, assistant manager of WOL Washington. Panel discussion, talks, skits and program demonstrations will supply answers to questions most frequently asked by organization leaders.

Radio Reminiscences

DR. A. HOYT TAYLOR, chief consultant for electronics at the Naval Research Laboratory, Washington, D. C., will review important developments in the history of radio at a meeting of the Washington section of the Institute of Radio Engineers tonight in the Potomac Electric Power Co. auditorium. His topic will be "Radio Reminiscences." Annual election of officers will be held.

Gate-Crashers!

BROADCASTERS, accustomed to gate-crashing when celebrities are about, saw it work in reverse last week. Florida Assn. of Broadcasters had arranged a Water Show at the world's largest salt water pool, at the head-quarters hotel, McFadden-Deauville, Miami Beach, to wind up the Dec. 1 semi-annual meeting. Impromptu spectators, admitted after FAB President Jim LeGate (WIOD Miami) gave his as-sent, included: Governors Thomas E. Dewey, N. Y.; R. Gregg Cherry, N. C.; Clarence W. Meadows, W. Va.; Herbert B. Maw, Utah; Mil-lard F. Caldwell, Fla. P. S.; They were at Miami Beach for a governors' conference.
The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job—at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
40 AFA CLUBS ENTER ESSAY COMPETITION

Forty affiliated clubs of the Advertising Federation of America are participating in the high school essay contest on advertising sponsored by the Federation.

The essays, limited to 1000 words, will be written on "What Advertising Can Mean to the Future of America." The winning essays in the local contests are to be in the hands of the national judges by April 15. Winner of first honors in the national contest will be given an all-expense trip to the Federation's annual convention in Boston, May 25 to 28, and $500 in prizes. Among cities holding local contests are Chicago, Boston, Washington, New York, Cleveland, Detroit, St. Louis, Dallas, Louisville, Birmingham, Peoria, Columbus, New Orleans, Jacksonville, Denver and Philadelphia.

The Doorway to a 460 Million Dollar MARKET!

Corpus Christi's yacht basins are as modern as any found on the eastern coast lines, boats as long as 75 feet being easily accommodated. The Corpus Christi waterway has handled a grand total of 135,964,402 tons of miscellaneous cargo since 1926, standing in eleventh place among the Nation's harbors. The inter-coastal ship, an integral part of an inland waterway system destined to become the greatest in all the world, is making increasingly greater contributions to the economic well-being of all the coastal cities of Texas, and other Southern States! As a port, Corpus Christi is the recipient of ever-mounting revenue--and KEY-195-Examiner's Cut-in this valuable area--is the station to reach it!

250 watts
1490 kc

Corpus Christi, Texas

AAF ROCKET TRANSMISSION

First Successful Test Expected to Reveal Facts on Behavior of Upper Air

FIRST successful transmission of radio signals from the upper stratosphere and ionosphere, achieved by Army Air Forces in a V-2 rocket, is expected to reveal important facts on behavior of the upper air. The signals were transmitted up to the top of the rocket's 63.5 mile trajectory, and during the descent as well.

Motion pictures of oscilloscope readings of the rocket's signals are being studied by AAF scientists at the Cambridge Field laboratory in Boston. At least two months will be required for preliminary tabulations of the reflective and refractive habits of the upper air.

The findings, scientists hope, will not only increase present knowledge of what happens when a radio wave hits upper air layers but will permit more accurate predictions of best frequencies for radio communications.

New Tests Planned

Even as results of the rocket transmissions are being studied, AAF and its scientific consultants are looking forward to the firing of other rockets at the White Sands, N. M., station. Past efforts to transmit from the rocket have been unsuccessful, aside from various types of telemetering instruments that measure temperature of the rocket skin and other factors.

AAF hopes first of all to receive transmissions from higher levels since the 63.5 mile height attained by the last rocket, which took motion pictures of the earth, was disappointing. Highest altitude attained by a rocket was 102 miles but the missiles are designed to reach 140 miles.

The latest missile received radio pulses of 6 and 470 mc from the ground. The 470 mc wave tripped a modulator which caused a transmitter in the rocket's warhead to respond on 493 mc with a pulse 165 microseconds long. The 6 mc signal also brought a response which was superimposed on the 493 mc pulse. These signals were photographed on an oscilloscope. The 6 mc pulse was known to be strongly affected by the density of the ionized layers, whereas the very high frequency signal remains unaffected. By measuring the scope signals the density and characteristics of the layers can be determined.

In the next rocket AAF plans to transmit a signal sweeping between 3.5 and 6 mc, frequencies used in the daytime for communications. Later on AAF plans to place a receiver in a rocket to pick up signals transmitted from the Bureau of Standards in Washington. From this operation it hopes to obtain data on the intensity of the signal at various heights, with sharp indication of when the rocket goes through various layers as a telemetered signal on 500 mc is received. This may provide data on thickness of various layers.

Highest altitude attained by radiosonde balloons is 65,000 feet. Bureau of Standards measurements of upper air habits, based on reflected pulses, were greatly expanded and improved as a result of war operations.

Still beyond immediate AAF attainment are the F1 and F2 layers, which range from 130 to 175 miles, and the mysterious aurora polaris which ranges up to 600 miles above the earth.
Fairchild is now in a position to accept additional orders for the NEW Unit 524 Transcription Turntable on a newly established . . . 30-day delivery basis.

Here again, Fairchild has anticipated the needs of FM with the Unit 524 Transcription Turntable. It's completely new. It offers 'WOW'-free performance without turntable noise, rumble or vibration for either FM or AM recorded broadcasts; for dubbing from disc to disc, or to film; and for laboratory uses where extraneous noise and distortion cannot be tolerated. It has been engineered for wide dynamic range, minimum distortion content and wide frequency range — to keep the record alive!

The drive and turntable have been newly designed for cabinet installation. They are not portable units set in a console. A vibration-proof rubber coupling connects the synchronous motor and drive which are spring mounted and precision aligned in a single heavy casting—at the bottom of the cabinet—as shown in the illustration above.

'WOW'-free operation is assured at either 33.3 or 78 rpm by a carefully maintained evenness of speed. Split-second timing is guaranteed by the positive Fairchild direct-from-the-center turntable drive. 30 to 10,000 cycle frequency response is provided by Fairchild's patented 25 gram 'floating' pressure Lateral Dynamic Pickup—as shown below in the typical production line frequency-response curve!

For complete information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
Dear Time Buyer:

Here is the WCKY story.

Seven months ago we started block programming and the six months' Hooper shows a big gain in audience for WCKY. We have gained every month for six straight months. Our Hooperatings are much higher and our mail response tremendously higher than at any time during our 17 years of broadcasting.

We have not only gained tremendously in our Cincinnati Hooperatings, but we have received more than 350,000 letters on our Jamboree program from 33 states - 76% of the mail coming from 12 states in our intense listening area (this represents our plus coverage).

See Free & Peters, our national representatives, for details on six months' Hooperatings and mail response.

INVEST YOUR AD DOLLAR WCKY's-ly.

L. B. Wilson

L. B. Wilson

POWERFUL AS ANY RADIO STATION IN THE ENTIRE UNITED STATES
HOOPER STATION LISTENING INDEX

CITY: CINCINNATI, OHIO

City Zone

MONTH: OCTOBER, 1946

Total Coincidental Calls—This Period 16,113

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A SPECIAL HOOPER BREAKDOWN SHOWS THAT, IN THE PERIOD FROM MAY 1 THRU OCTOBER 31, 1946, FROM 8 AM TO 8 PM, MONDAY THRU FRIDAY, WCKY LEADS ALL CINCINNATI STATIONS, EXCEPT ONE.

WCKY
FIFTY THOUSAND WATTS OF SALES POWER

DOING THE REAL JOB FOR THE ADVERTISER
Editorial

Grass Roots Radio

OUT OF a one-day meeting of the Florida Assn. of Broadcasters in Miami Beach last week came action of profound importance to all. This state association has done things in the past—on ASCAP, on labor unions and on state sales and franchise tax attempts. It isn’t that Florida broadcasters have problems any more pressing than those of other states. It is simply that they do something about them. The Georgia Assn. of Broadcasters a week before collaborated with the U. of Georgia in holding the first state Radio Institute to indoctrinate its journalism students and its faculty with practical radio operations to supplement class-room theory—another forward step.

These developments demonstrate the value of the grass-roots approach. Radio’s policies and tradition are established, not in such centers as New York, Hollywood and Washington, but in the typical American communities where Main Street means something and local self-expression is more than a catchphrase.

In its decade of existence, the Florida association has become an effective force in the state. That is because a number of its members have been willing to give freely of their energy and time and have provided the leadership so essential in getting things done—such men as Fred Borton of WQAM Miami, NAB district director and Jim LeGate, WIOD Miami, FAB president.

The FAB had as its invited guests at its Sunday session most of the Congressional delegation from Florida, the Governor and members of his staff along with other men in public life. It set up a plan to retain a representative in the state capital during the legislative session, to work with an FAB member assigned to Tallahassee on a rotation basis each week of the session. It voted against the 2% cash discount to advertising agencies and cited cogent reasons why. It adopted a resolution calling upon the FCC to break the bottleneck in clearing transmitter sites. It induced NAB President Justin Miller to keynote and tell Florida’s Congressional delegation the facts of radio life, legally and legislatively.

The Joint legislative-FAB meeting was frankly an experiment. Both sides profited, it was evident. State organizations can work effectively on the state level. They also can perform with value as tributaries of the NAB.

Radio shop talk with the men who make the laws can go far in dispelling the fog of confusion spread by the professional critics of radio. Developments of projects like the Georgia Radio Institute gives radio an opportunity of presenting favorably the advantages of American radio to those young men and women who some day will assume leadership in our affairs.

State broadcasters’ associations would do well to emulate that which has been started so well during the last fortnight in Georgia and Florida.

Caesar Sells La Buy

“THANK GOD for the Federal courts.” That was the statement uttered by James C. Petrillo when he was informed that Judge Walter J. La Buy had ruled that the Lea Act, designed to curb Petrillo shenanigans, is unconstitutional.

We join him—fervently. If the Lea Act is unconstitutional, then let’s cancel it. But let’s pass a law that is constitutional. A law that will stop not only Petrillo, but all other strong-arm artists.

Judge La Buy, in his decision, said: “This court does not hold that Congress is powerless to act or that the declared objectives of this law are beyond the reach of Federal legislative control.”

The new Congress sits Jan. 3. The Lea Bill passed the House by a vote of 222-43. It passed the Senate by a 47-3 vote. That was in the retiring Congress, and enthusiasm against Petrillo will run even higher in the 80th Congress.

The La Buy decision is conclusive of nothing. We thought the Lea Bill was constitutional. So did the President, on advice of the Attorney General, for he signed it.

Two alternatives are open. The way is cleared for Supreme Court adjudication. Judge La Buy had that course in mind. Congress can enact a constitutional bill. With the Lewises and the Petrillos and the AFRA’s flying high, and with the new Republican Congress committed to curb labor excesses, we think the chances are better than good that a foolproof law will be passed.

Mr. Chairman Denny

CHARLES R. DENNY now is chairman of the FCC. He has earned the tribute implicit in President Truman’s appointment last week.

Mr. Denny’s spectacular rise to the chairmanship is legend now. He became Acting Chairman very much on the recommendation of Paul A. Porter, and when Mr. Porter, leaving the OPA, decided to forsake Federal service, there can be little doubt that he used his good offices with Mr. Truman to urge Mr. Denny’s appointment to the chairmanship.

Since assuming the chairmanship in an acting capacity last March, Mr. Denny has racked up many important accomplishments. He has streamlined licensing activity of the Commission, he has established “processing lines” which do much to liquidate the age-old problem of political pressure.

Of course, Mr. Denny inherited the Blue Book, which was ready for issuance at about the time he relieved Mr. Porter. The Blue Book wasn’t his baby, but he has contributed to its upkeep. This may be an accomplishment by his own lights, not by ours.

And if he should fail in his administration of the Commission, we feel it will be on this issue to which he so stubbornly clings—that the Blue Book has force in law.

At all events, he’s still the hard-hitting, able young Charlie Denny who fought his way through a Congressional investigation to fame at an early age. His appointment is on merit and none can deny it.

Our Respects To—

HARRY WILLIAM WITT

WHEN one of your accounts can triple dealer tie-ups in a matter of days, it’s time to respect the advertising medium responsible. So reasoned Harry William Witt late in 1933, when he decided to leave Norman W. Tolle & Assoc., San Diego advertising agency, to become sales manager of KGB, then CBS-Den Lee station there.

Since then he has progressed to his present post as assistant general manager of KNX Hollywood and of Columbia Pacific Coast operations. As chief of staff to Donald W. Thornburgh, CBS western division vice president, Harry is responsible for general supervision of sales, programs and administration.

As an undergraduate at the University of California, Berkeley, he received his first impulses in direction of advertising from a member of the faculty. Charles Raymond, who enjoyed a fair reputation as a copy writer at that time, was also teaching a course in advertising copy.

Mr. Witt was a pupil. Not content with mere writing exercises, though, he sought further experience in another realm of prose. To this end, he spent a year as campus correspondent of the San Francisco Examiner. No byline came his way, he laughingly recalls, but it did bring him into a variety of situations which called for a form of salesmanship to get his story.

Since his graduation from University of California in 1925, he has been associated with the broad field of advertising sales constantly. Upon graduation, he joined sales department of Porter & Kleiser, San Francisco, outdoor advertising firm. After a year’s training in his natal city, he was shifted to Los Angeles for two years and then to San Diego where he remained with the organisation until 1932. Next he sought a broader view of all advertising media. With the Tolle agency, he recalls that a little of everything was all of his job, “almost getting to the point of sweeping out but not quite.”

Grasping the power of radio during this period, he was most susceptible to a proposition from Lincoln Dellar, then manager of KGB. This proposition took the form of station sales manager.

Cautiously, he approached his new responsibility, determined to tread carefully until he had a firm grasp of the medium. This was not to be his luck. His second day on the job, a glum auto dealer approached him with a problem. Being a newcomer to the city, he said he was having trouble gaining acceptance in the community.

To familiarize the dealer’s name, Mr. Witt

(Continued on page 48)
Fred Robbins Tells You All There Is To Know About His Select and Ardent Audience

AGE, sex, income, where and how they live . . . to our knowledge, Fred Robbins is the only emcee who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered listeners to WOV's "1280 Club" program, broadcast nightly from 6:30 to 9:00 p.m. The results really give you the dope. For example:

The "1280" "Club" delivers 1280 listeners for a dollar.
Their average age is 23 years.
56% are women . . . 44% are men.
96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this most revealing of all listener surveys. You'll discover that the "1280 Club" is a "must" in New York. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
thought three nightly spot announcements would turn the trick. In each announcement, KGB listeners began to hear the name constantly quoting him as follows: “Mark Hanna says…” After several days, strangers began to stop Mark Hanna on the street, wondering what he had to say. At this point, Mr. Hanna appealed to Mr. Witt for a change in the copy line.

That was only the beginning. The station’s local business bloomed from a puny annual $17,000 billings to more than $80,000. Modestly, he tries to explain this away. When asked for an explanation, he says they simply sold advertisers who had never used radio before. But there’s more to it than that when you sell a local department store, public utilities and the community’s oldest bank.

For a job well-done, he was named general manager of the station in April 1935. Then in February 1936, he was named sales manager of KNX Los Angeles. When CBS purchased KNX in February 1936, he was named sales manager. Then in April 1935, he was named general manager of the station.

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Although born in San Francisco, Mr. Witt is a Southland Californian entirely by choice.

The Witt foursome now lives in Brentwood, a suburb of Los Angeles, where Mr. Witt apportions his hobby hours between gardening and golf with a heavier accent on the former. Though hardly an orchard, his garden includes a representative collection of fruit trees.

From 1939 to 1941, he served two terms as president of Southern California Broadcasters Assn. He has also been a director of the Los Angeles Ad Club. Currently he is a director of SCBA and member of the University Club. On the Greek side, he lists membership in Alpha Sigma Phi and professional membership in Alpha Delta Sigma, national advertising honorary.

La Jolla for their honeymoon. Today they boast two sons, Harry Walter, 11, and Stephen Jeffrey, 8. Although born in San Francisco, Oct. 10, 1901, and educated at Polytechnic High School there, before attending college, Mr. Witt is now a Southland Californian entirely by choice.

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Respects

(Continued from page 46)

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How KLAC became Los Angeles' favorite for news—among other features—stems from local leadership in news, plus the 1946 inauguration of "on the spot" reporting that has scored an amazing number of news "beats". KLAC's mobile unit is always seen wherever sensational news is being made... adding to the most complete international, nation, state and local coverage. KLAC news, fed by the major wire services and its own local staff of reporters, is "clocked" on arrival and aired on the hour.

KLAC NEWS STAFF

Fred Henry, director of news and special events.
James McNamara, mobile reporter, "on the spot" local news.
Edward Hargrove
Roger Patrick
Marx Hartman
Sam Bolter (Sports)

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Sam Bolter (Sports)
FOOTE, CONE & BELDING has appointed six new directors to its board, as was simultaneously announced by EMERSON FOOTE, FAIRFAX CONE, and DON BELDING, who previously have been agency's sole directors. New directors are: WILLIAM E. BERCITOLD, vice president and chairman of the board, New York; COL. HARRY A. DERR, vice president in charge of the western division, San Francisco; HUGH E. DAVIS, vice president and manager of the Chicago office; WILLIAM J. PRINGLE, vice president and manager of the Los Angeles office; H. K. REYNOLDS, vice president and manager of the San Francisco office and WILLIAM R. SACHSE, secretary-treasurer.

LOUIS EINSTEIN, former display advertising salesman of Los Angeles Examiner, has joined Raymond Keane Adv., that city, as account executive.

RAYMOND R. MORGAN Co. has moved its San Francisco office to new quarters at 280 California St.

LUTHER BANKER, separated from Navy, has been made radio timebuyer of The Tullis Co., Los Angeles.

KAY DALLY, formerly fashion editor of Chicago Herald- Tribune, has joined Foote, Cone & Belding, San Francisco, as fashion director.

E. FRED FRANKLIN has joined Smith & Drum, Los Angeles, as vice president in charge of product merchandising and campaign planning. In addition he will handle newly acquired accounts of California Savings and Loan League and Diezel Inc., Los Angeles.

EDWIN BRANDT, recently head of Los Angeles office of Tiltex, and HOWARD COHN, formerly in that department, have formed their own agency under name of Brandt & Gar- rich Adv., Hollywood.

JOE MORGAN, assistant director of radio at Young & Rubicam, New York, Dec. 1 before the Atlantic Council AAAA at the Players Club, Philadelphia, on radio commercials.

CAROL BULKLEY, former program assistant to WILLIAM N. ROBSON at CBS and prior to that assistant production manager at ABC, New York, has joined the New York office of Gordon M. Day Adv. as radio production director to handle musical commercials and dramatic shows.

ANTHONY ALDINO has been named comptroller of Buchanan & Co., New York. He had previously been with Halcyon, Hicks and Montgomery (Ferry-Hall Co.) and Donahue & Coe.

GEORGE ENZINGER, vice president of Buchanan & Co., Chicago, Nov. 31 married Mrs. Irene Castle McLaughlin, well-known partner of dancer Vernon Castle.

GEORGE F. GOUGE, vice president and director of BBDO, will retire from that position Dec. 31. Mr. Gouge joined the former Barton, Durstine & Osborn agency in 1921 when it was in its second year. He was active in the merger of the firm with the George Batten company in 1928 and was in personal charge of the servicing of many of the company's largest clients during his 25 years with the agency.

BBDO New York last week reported that its Los Angeles office has been conducting a survey of United-Revell's retail advertising program at the request of the client with thought of possibly taking over entire operation next year. Agency has been handling part of the U-R retail campaign. Move would involve one of the largest retail advertising budgets in country, estimated at over $2,900,000 yearly for United-Lowe's, Sontag, Benno, Land and other company-owned stores. N. W. Ayer & Son continues to handle Jimmy Durante- Days Show on CBS.

ARKADY LEOKUM has been named vice president in charge of copy of Robert W. Orr & Assoc., New York, new advertising agency opening Jan. 1. He was formerly with D'Arcy, Mitchell & Foote, Cone & Belding.

CHANDLER STEWART, (Deo) WOOL- LEY, following five years of service with the government, has resigned as advertising branch chief, War Assets Adm., Washington, and rejoined Roy S. Dur- stine Inc., New York, as account executive.

THOMAS C. BUTCHER, formerly with Doherty, Clifford & Shenfield and prior to that with Benton & Bowles, New York, has joined the executive staff of Wally & Co., New York.

JOHN M. BINGHAM has been appointed manager of the new Toronto office of Russell T. Minton, Ont.

BRUCE JOHNSON has been appointed manager of the Winnipeg office of J. J. Mohnson Ltd., formerly manager of the Winnipeg office, has been appointed manager of a new Winnipeg office of Stewart-Lovick Ltd., Vancouver.

JACK CULINER, for two years manager of the New York office of Ellis Adv., has been made manager of Chicago, Ill.

W. A. BROWN, formerly with Holcomb & Co., has joined the New York office of Ellis Adv., as account executive.

JACK M. KLINE, of Baker & Hosking Advertising, New York, has been appointed research director of the agency.

THOMAS F. BAIN-SMITH has succeeded Nat Wolff as Director of the company's advertising agency opening Jan. 1. Mr. Wolff continues as executive editor of the company's advertising agency, New York, as account executive.

RICHARD DEGNER, account executive of Milton Burbank Adv., Los Angeles, has joined the agency.

ADDISON SMITH, former writer-producer for Benton & Bowles and a veteran Army discharged, has sold original script, "The Hitchhiker," to Paramount Pictures Corp.

JACK M. KLINE, of Baker & Hosking Advertising, New York, has been appointed research director of the agency.

CARL BROWN, vice president of Sherman & Marquette, New York, arrived at Hollywood last week to confer on Mel Blanc (Colgate) show.

ROBERT JURIN, in association with Harry S. Goodman Adv., New York, has formed his own agency incorporated in St.

(Continued on page 54)
Down where KFJZ and WRR cover the billion-dollar Fort Worth-Dallas markets, good things are coming in pairs this year... for these two established 5000 watt stations have joined hands to offer you two shots at one of the nation's important areas... for ONE price, and at simultaneous or separate hours.

Budget-watching is still good business.

... Compare the cost and you'll agree it's Texas' Best Radio Buy.

KFJZ Fort Worth - WRR Dallas
HOLLYWOOD

For A

BIG-NAME BANDS
SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN
SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINERS

BIG-NAME SINGERS
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY
BUDDY COLE'S FOUR OF A KIND
FRANK DEVOLS POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

HEAR ALL THE FEATURES
that make the Capitol service different.
Capitol will be glad to send you a recorded demonstration transcription.

Every Capitol Star Is
The shortest distance between Pine Ridge and Hollywood . . . is the Capitol Transcription Library Service.

To any local radio station and sponsor—in Pine Ridge or anywhere—Capitol Transcriptions now present Hollywood’s big stars, outstanding tunes and arrangements, and programming skill. All the sparkling elements of high-cost, live-talent productions . . . available for any station to build its own network-type musical shows—shows that sell!

Capitol offers a basic library of more than 2000 selections . . . plus more than 50 new numbers each month. Programming aids too: brilliantly arranged opening and closing themes for 22 shows and musical interludes to background commercials.

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood’s foremost program specialists to your own station staff.

An Audience Builder
Continued from page 50)

NORMAN F. FOWLER, manager of Humbert & Jones and Benton & Bowles, has been appointed director of media and research for Erwin Wasey & Co., New York, as copy writer.

THOMAS W. WEEKS, formerly with Humbert & Jones and Benton & Bowles, has joined Lennen & Mitchell, New York, as assistant director.

NORMAN F. BEST, discharged from RAP and prior to service with Lennen & Mitchell, New York and Hollywood, has been appointed director of media and research for Erwin Wasey & Co., Seattle.

NORMAN HARTFORD, former advertising copy writer of Capitol Records Inc., has resigned to join Ralf Spangier & Assoc., Los Angeles, in similar capacity.

FLOYD HOML, account executive in the Detroit office of Grant Adv., has been promoted to vice president and general manager in charge of agency's Rio de Janeiro and Sao Paulo offices. He assumes new duties Dec. 15.

MALCOLM C. McDONALD, former account executive at St. Georges & Keyes, New York, has joined B. R. Leon Adv., New York, in same capacity.

HELEN BRIDGE UNDERHILL, former account executive at St. Georges & Keyes, New York, has joined Young & Rubicam, New York, in same capacity.

JIM STRAIN, program director of KLIG Hollywood, has resigned effective Dec. 15 to become national commercial manager of KHIC, new 300 w. 1240 kc station at W. Eureka, Calif. Mr. Strain has been with KLIG (previously KMTK) for three years.

HOWARD GRAY, commercial manager of KPLO Portland with that station since 1936, has resigned effective Jan. 1 to enter business for himself.

TOM DURAN, WCAB Pittsburgh account executive, is recuperating from an appendectomy.

REED MAYER, television representative and account executive of WGN Chicago, is in Hollywood for two weeks concerning west coast television interests.

H. ROY MARKS, local sales manager of WERI Boston, is recuperating at home following an operation.

DEAN UPTON, former commercial manager of WBSM Nashville, has been appointed commercial manager of WKKH Shreveport, La.

WGNI Wilmington, N. C., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

JAMES MCKNIGHT, formerly of WIBC Indianapolis, has been named local sales manager of WWOK Flint, Mich., new outlet to begin operations early next year on 1470 kc with 1 kw full-time.

A RULES amendment (to Sec. 1.301) permitting a licensee in services other than broadcast to submit blanket instead of separate applications for renewal or modification of licenses was adopted by FCC on Nov. 29 and announced last Monday. Effective on adoption, the amendment provides for blanket applications of this type "where a licensee holds several licenses which are identical in terms, or which are identical with the exception of station locality."

Philip S. Newsom, general manager of the UP radio news division, left last week for Argentina to supervise extension of UP service to the Belgrano network. The network consists of 17 stations and has the largest audience of any South American channel. Mr. Newsom also will study extension of the Esso Reporter news.
Chicago Directors Win Salary Boost

Three networks, CBS, NBC and ABC, and their owned and operated Chicago stations formally signed a new contract with the Chicago Radio Directors Guild authorizing a 15% salary increase Friday, Dec. 6.

With I. E. (Chick) Showerman, vice president and general manager of NBC Central Division, Ed Borroff, vice president and general manager of ABC Central Division, and Frank Falknor, general manager of WBBM, CBS station, representing the networks, and Burr Lee, president of the CRDG for Chicago directors, the pay increase will be retroactive to Sept. 15 [BROADCASTING, Nov. 25].

Under terms of the contract minimum pay will be $62.50 per week. Other conditions of the contract include four weeks' termination notice or two weeks' pay. Other conditions of the contract include four weeks' holiday and state that the Guild had been carried on a "highly amicable and satisfactory" scale.

Original proposals made to the network executives by the Guild last Aug. asked minimum pay $100 per week and $50 for each half-hour local program. Those requests were dropped during subsequent negotiations.

Lyndon Whitaker

LYNDON CY WHITAKER, 60, former head of the San Francisco office of MacGregor & Solle, radio advertising agency, and former director of the San Francisco Advertising Club, died Nov. 27 in St. Louis, where he had resided for the past six years.

PUBLIC'S DUTY TO RADIO IS CITED IN PALEY TALK


Mr. Paley, appearing on the new program to be conducted over an extended period by CBS Counselor on Public Affairs Lyman Bryson, said that the criticism leveled against broadcasting today "stems from the basic, extraordinary fact that private broadcasting in America must be two things at the same time."

"First and primarily," said the network executive, "radio is a mass medium which must serve the masses. Next and secondarily, it is a medium which must also serve the specialized needs of minority groups."

Following up the recommendation he made before the recent NAB convention in Chicago, Mr. Paley said that his proposed Code of Program Standards should be created and enforced and applied to all broadcasting. He called for a code that would "stimulate and encourage the whole industry to broader accomplishments on a still higher plane.

Future Sunday afternoon programs in the "Time for Reason—About Radio" series will feature

Mr. Paley (I) and Mr. Bryson

Lyman Bryson in discussions of problems, policies, the public's role, appraising of broadcasts, and the obligations of broadcasters in radio.

WDBJ Listeners Have 24.6% of Virginia's Buying Income!

Twenty-four dollars out of every $100 earned in the entire State of Virginia is earned by people who live in WDBJ's listening area. And the competition for these people's listenership is so much less than in larger, more metropolitan areas that your ratio of buying power to advertising costs is even more significant.

WDBJ—alone—gives you Roanoke and most of Southwest Virginia, and at moderate rates. Ask us, or Free & Peters, for complete facts.

WDBJ

FREE & PETERS, INC., National Representatives

December 9, 1946 • Page 55
Presenting a Concise Listing of Participating Programs on KFI

A highly diversified group of advertisers are finding this station’s participating programs to be the ideal medium for outstanding sales results at a very economical cost. Your clients with products that lend themselves to this type of radio advertising can miss out.

LADIES DAY

Bill Stulla, assisted by Bob Mitchell, pianist-organist, and Bill Shirley, tenor, turn out a daily song and patter program that is a high light in morning listening in America’s third market. The time: Monday thru Friday, 9:15 to 10:00 a.m.

What do you say?
Joan Schafer conducts a sensational Voo Poo program in which listeners argue controversial issues via letter. Miss Schafer’s role as moderator is a constant test of her abundant charm and ingenuity. The time: Monday, Tues., Wed. and Fri., 10:15 to 10:30 a.m.

Art Baker Notebook

Philosopher with the common touch, Art Baker, gathers a mendous listening audience each weekday afternoon to hear his thoughts on people, place and life in general. A great salesman with a great reputation, Art Baker’s Notebook is now in its seventh year on KFI. The time: Monday thru Friday, 4:30 to 5:00 p.m.

New Type Peak-Limiting Amplifier is Developed

A NEW TYPE of peak-limiting amplifier which is to become standard equipment for CBS-owned stations has been developed by a member of the engineering staff of WBMB Chicago. This C.A. Chamberlain, CBS chief engineer, announces. The amplifier, designated the CBS Type 1-A Automatic Gain-Adjusting Amplifier, makes it impossible for any broadcast program to exceed the pre-determined maximum output level, Mr. Chamberlain says.

E. E. Schroeder, the WBMB technical staff invented and developed the amplifier under direction of J. J. Beleney, formerly chief engineer of WBMB and now chief engineer of KALW, Los Angeles.

It has been in operation at WBMB for nearly a year. Its performance has been so superior that it is planned to make it standard equipment at all CBS-owned stations, Mr. Chamberlain says.

CORSAGE presentation to Film Star

Virginia Mayo, was made on “Strictly Chicago” manager of Broadcasting and now conductor of that program on WJTL Chicago. Flowers were furnished by the Society of American Florists as part of National Flower Week.

PFC. MARVIN L. BRYAN has been transcribed noon show director of KFOX Long Beach, Calif., in similar capacity. BILL BROOKS, former announcer of KFKJ Hollywood, has joined KFOX Hollywood in a similar capacity.

JOE TUCKER, formerly of WCAM Camden, N. J. and a lieutenant colonel with the AAF in the Pacific during the war has been appointed program director of WJAL Newport News. TERRY BURG, a retired manager of KFWK Pennsylvania Dallas, is m.c. of six weekly, 60-minute transcribed noon show starting June 6.

KIT CRANE has joined WPTF Raleigh as women’s director replacing FRANCES MCGUIRE. Miss Crane will present week-end morning program, “Kit’s Chatterbox.”

WALLY ASHLEY, program director of WTHB Baltimore, has returned to the station after an illness of three weeks.

JOHNNY JEFFERY in Texas radio for 20 years, is now director of a 7-day, 24-hour p.m. show on KGKO Port Worth, Tex. He is being sponsored by EVERS. Title of show is “576 Matie.”

WILLIAM CONRAD, radio actor-producer, has been assigned to a term film contract by Enterprise Film Productions, Hollywood.

FRANK LOVEJOY, radio and screen actor, is convalescing from a bile accident.

JOHN REED, announcer of WJTL, Vancouver, B. C. has left to join the announcing staff of KOL Seattle. PATRICIA YOUNG, English novelist, has joined the CBS Continuity staff of CKMO.

ALAN YOUNG, star of the “Alley Cat” show on NBC was awarded a plaque for being the third market, Los Angeles, American Veteran of the Year.

OZZIE NELSON, star of “The Adventures of Ozzie and Harriet” has been named musical director of the show rewritten in narrative form. He is being sponsored by a member of the engineering staff of WBBM Chicago.

HERBETT DICK is now director of the NBC Network News Department.

DON CORL, former announcer of KHJ Hollywood, has joined KGFJ Hollywood.

DOUG WHALEN, formerly of KFOX Port Arthur, Ont., and JIM GRIFFITH, released from the Canadian armed forces, have joined the production staff of WBBS Buffalo as announcers.


RUSSELL ENUSDEN has joined the staff of WJBS Hollywood as a weekend announcer.

CONNIE EVANS, formerly of Philadelphia, is the new announcing staff of WHAT that city.

GENE CRANE has left WIP Philadelphia to return to the announcing staff of WJAC that city.

JOHN ASHER, Columbia Pacific Network chief copywriter, is the father of a girl, Susan

JOSPEH P. MANFIELD, NBC producer, is the father of a boy born Nov. 27.

Ralph Silber, Jr., WPAT Paterson.

N. J., continued to become a radio personality. Richard F. Thompson were married last week.

Production

5000 WATTS

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Ed Tucker, formerly of WCAM Camden, N. J. and a lieutenant colonel with the AAF in the Pacific during the war has been appointed program director of WJAL Newport News.

Ted Toll, Hollywood writer-producer-above right, began handling the “Nifty Nick” show on that network.

Sam Rowland, record editor of Look Magazine, has joined KJNW Pasadena, Calif., as m.c. of six weekly, 60-minute transcribed noon show starting June 6.

Kit Crane has joined WPTF Raleigh as women’s director replacing Frances McGuire. Miss Crane will present week-end morning program, “Kit’s Chatterbox.”

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Details about these features available at KFI Sales or at Edward Petty Company.

Subject: Clear Channel KFI NBC for Los Angeles

Represented Nationally by Edward Petty and Company, Inc.

5000 WATTS

World’s Mermorable Market

Attitude & Quality

5000 WATTS

BROADCASTING & Telecasting

NBC IN RICHMOND, VA.
OKLAHOMANS and FCC broke bread at a luncheon welcoming the new Commission monitoring station at Broken Arrow, Okla. Those present included (1 to r): William B. Way, vice president and general manager of KVVO, Tulsa; FCC Comm. Paul Walker and his long-time friend, J. W. Walton, who introduced the Commissioner; F. F. De Bardeleben, chief engineer of the monitoring station; and Paul Miller, chairman of the Broken Arrow Chamber of Commerce.

Okla. Group Welcomes New FCC Monitor Station

RADIO station executives and personnel of NAB 12th district were guests of honor at luncheon given Nov. 22 by Broken Arrow, Okla., Chamber of Commerce as official welcome for FCC's new monitoring station at Broken Arrow. Commissioner Paul Walker, an Oklahoman, was guest speaker. W. B. Way, vice president and general manager of KVVO Tulsa, as representative of host station, introduced visiting radio people.

Station representatives present, besides Mr. Way, were: L. W. Stinson, Gustav K. Brandborg, Howard Hamilton, Miss Bonnie Trotter, John Barth, Mary G. Everage, Tom DeVore, F. M. Randolph, Johnny Ryan and Harry Rasmussen, all of KVVO; Bud Blust, George Ketcham and Bob Snyder of KTUL Tulsa; Harry Schwartz, owner of KOME Tulsa; Jack Hoffman and Tom Johnson of KFMY Tulsa; Robert K. Lindsay of KFBI Wichita; Matt Bonebreak of KOCY Oklahoma City; Fred Case of KWON Bartlesville, Okla., and Vernon E. Reed of KFH Wichita.

WTDJ Covers Dispute

BECAMERE of recent developments and interest in Allis-Chalmers dispute, affecting 11,000 workers, in effect since April 30, WTMJ Milwaukee presented half-hour public interest program in which both sides in dispute were represented in an effort to give public concise view of situation to date.

**WGST PROMOTION**

ALL-OUT PROMOTION drive was put on by WGST Atlanta and Thomas J. Lipton Inc., sponsors of Vox Pop, for the broadcast of that program from the stage of the Fox Theatre, Atlanta, for the world premiere of Walt Disney's "Song of the South." Posters were displayed throughout the city, and several special broadcasts were aired promoting the Vox Pop local origination. In addition, the Lipton firm gave parties in four large Atlanta stores, all broadcast by WGST.

Both the Atlanta Constitution and the Atlanta Journal ran pictures and stories on the promotion stunts and on the Vox Pop origination. "Summing up the entire promotion," wrote Orville H. Klugel, Southeastern division manager of Lipton, "and comparing it with any previous effort of this kind, I feel it is far the finest yet."

Mattison Named

RICHARD MATTISON, former wholesale division manager of Tung-Sol Lamp Works, New York, has joined the Minerva National Sales Corp., New York, as general manager. In his new position Mr. Mattison will direct the sales of the Minerva line of radios, radiophone combinations, F.M. and television sets.

**SGT PROMOTION**

"Because of recent developments and interest in Allis-Chalmers dispute, affecting 11,000 workers, in effect since April 30, WTMJ Milwaukee presented half-hour public interest program in which both sides in dispute were represented in an effort to give public concise view of situation to date."

**A Sure-Shot-Show for Sale**

The most outstanding 5-minute strip in its field . . . 156 recorded spots, 3 for each week in the year . . . SPECIAL SEQUENCES FOR CHRISTMAS AND EASTER. FOR SALE, because of the illness of its producer, for less than mechanical cost of production.

**increases Power**

SIX YEARS to the minute from the time it first went on the air, WGSC Augusta on Dec. 1 at 5 p.m. switched from 250 w on 1240 kc to 5 kw on 580 kc. Augusta business leaders participated in special program arranged for the occasion. WGAC recently completed $200,000 expansion, including new studios and offices. The station had a staff of nine when it started in 1940 and now has 30, J. B. Fuqua, manager, says. It is locally owned. Licensee is Twin States Broadcasting Co.
MARTIN J. PENDERGAST, with Lever stations: KFRC KGB KFIO quarter hour transcribed "Band Con-
Francisco (tooth powder), has renewed 26 years.
DAVIS, who has retired at the end of
been elected as secretary of the company.
Agency is Benton & Bowles, New York.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (tooth powder), has renewed "75-cent" hour transcribed "Band Cancer" Sunday mornings on the following Don Lee stations: KFRC KGB KFIO KALI KFJ KXOA. Contracts for 52 weeks were placed by McCann-Erick-

STANDARD Oil Co. of New Jersey, New York, Dec. 9 switches "Your Reso Television Repoters" on NBC's video net-

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

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

LOUISVILLE'S WAVE
N. B. C. AFFILIATE
FREE & PETERS, INC.,

Page 58 • December 9, 1946
Symposium on ‘Radio and Children’s Needs’ Dec. 10

THE United Parents Assn. of New York City, an organization composed of parents whose children attend the city schools, will sponsor a symposium Dec. 10 on the question “Is Radio Meeting the Needs of Our Children?”

Chairman and moderator of the program will be Robert Hudson, educational director of WCBS New York. Other participants will include: Josette Frank, educational consultant on radio, books of the Child Study Assn.; Dorothy Gordon, conductor of the New York Times “Saturday Youth Forum;” and author of “All Children Listen”; Grace Johnson, director of women’s and children’s programs of ABC; Mrs. Nathan Straus, director of educational programs for WMCA New York; Dr. Ernest L. Dichter, psychologist, formerly with CBS; James F. McAndrew, co-ordinator of radio broadcasting for New York City board of education; and Dr. Charles E. Siepman, New York U. professor, author of “Radio’s Second Chance.”

Decca Dividend

DECCA RECORDS last week declared year-end dividend of 40 cents per share on 776,850 outstanding shares of new capital stock, payable Dec. 30 to stockholders of record Dec. 16.

FM PROGRAM TIME, 12-12:15 p.m. Monday through Saturday on WITF-FM Baltimore has been purchased by O’Neill’s, Baltimore department store. Checking detail for O’Neill’s is Sefton Abbott, advertising manager, as two WITH officials, Thomas Tinsley (l), president, and R. C. Embry, Mr. Tinsley’s assistant, look on.

Auction of Bankrupt ARA Nets Creditors $265,000

AUCTION of American Recording Artists Inc., bankrupt Beverly Hills, Calif., record producing firm, will net creditors about $265,000, results of two-day sale disclosed.

ARA, whose value leaped from $600,000 to $800,000, then collapsed to be sold for $10,000, was in the red some $900,000 when creditors applied for bankruptcy proceedings. Testimony at hearings blamed faulty master recordings for ARA’s downfall.

Gross receipts from auction will reach some $300,000, it was said. After deduction of auctioneers’ 10% and $500 sale expenses, ARA creditors will get about $10,000 more than the highest court bid of $255,000.

‘Stradivari’ Dropped

PRINCE MATCHABELLI Perfumes, New York, Dec. 29 discontinues the Stradivari Orchestra program on CBS, Sun. 2:30-3 p.m.

Program has been broadcasting its advertising message towards the Christmas season and reported last week that it will be back on the air next fall. Agency is Morse International, New York.
JOSEPH WERSHBA, former CBS news writer, has been appointed WCBS New York news editor. Proceeding the late J. E. (Dinky) DOYLE who died last October. Mr. Wershba joined the CBS news writing staff in November 1944 and served 2 years in the Army.

GEORGE CARSON PUTNAM, MNR news commentator, and his wife, LEE CARSON PUTNAM, former INS war correspondent, Nov. 25 became the parents of a girl, Tracy Ann.

MARK AUSTAD, news analyst of WWDC Washington, is featured in show about agricultural cooperation among the United States, Canada, Mexico, and central America.

TAP GOODENOUGH, skiing authority and outdoor editor of the Boston American, has started a series of skiing broadcasts over WNAC Boston, heard Wed.-Thurs.-Fri. 6:45-6:50 p.m. Mr. Goodenough gives review of skiing conditions throughout New England, tips on skiing techniques, and interviews skiing authorities.

JULIAN F. GRANGER, for seven months news editor of WTAR Norfolk, Va., has joined United Press Bureau in Atlanta, Ga.

MIKE HUNNICUTT of WWDC Washington, is m.c. of a sports quiz contest sponsored by the Silver Streak (Mrd.) Lion’s Club Dec. 3 with Washington newspaper sportswriters competing against radio sportscasters. Two teams consisted of: Newspaper sports writers-FRANCIS STANN, Evening Star; SHIRLEY POVICH, Post; WALTER HAIGHT, Post; ROGER THREAT, Daily News; BOB ADDIE, Times Herald; Radio Sportscasters-TONY WAREMAN, WWDC; ARCH MCDONALD, WTOP; DUTCH BERGMAN, WRC; BILL BRIDGER, WOPX; DIDGE, WOL: BOB WOLFF, W WINX.

BRINGING the news to CBS listeners direct from the scene of the Lewis trial, despite restrictions on broadcasting from the court building [BROADCASTING, Dec. 2] are (1 to r) Bill Shadel, Larry Beckerman and Gunnar Back. Picture was taken with a time exposure to avoid attention-getting glare of a flash bulb. CBS originated three broadcasts from court corridor the first day of the trial.

PAUL DUPUIS, former war correspondent for the CBC in Europe, is now starting in Canadian motion pictures at St. Hyacinthe, Que.

RICHARD PAGE, WFBL Associated Press of Agricultural writer, is the father of a girl, Margaret Teresa.


ARTHUR J. (Dutch) BERGMAN, former coach of the Washington Redskins, professional football team, has been signed by Ourisman Chevrolet Co., Washington, to give sports commentaries and scores on WRC that city Mon. through Sat. 6:30-6:35 p.m. Contract is for 3 yrs.

ALFRED KANTOROWITZ, former head of CBS shortwave listening station, is en route to Berlin where he will assume the chair of the U. of Berlin’s history department. JACK GERBER, former CBS news editor, now in Army at Camp Kinnel, N. J., awaiting transport to Germany.

SOUTHERN CALIFORNIA radio newsmen adopted the organizational name of “Radio News Club" at monthly Hollywood meeting Dec. 4. Additional off-the-record speech by Roman Toporoff, ex-lieutenant of London Polish exile government (now known as London exile government), outlined issues at stake between the two groups.

W. R. Parker Heads Sales Division, General Foods WESBY R. PARKER, former vice president and general sales manager of Igleheart Brothers Inc., Evanville, Ind., is now general manager of the Sales Division of General Foods Corp., New York.

Ralph Watts, advertising manager of Igleheart and an associate advertising manager of General Foods, now in charge of the Sales Division, has been appointed director of market research of the firm.

New FM Outlet CALL LETTERS of the Milwaukee Journal’s new FM station at Wausau, Wisc., as approved by the Federal Communications Commission, will be WMYT. WMJ IT is the second FM venture for the Journal. The first, WTMJ-FM, has been operating since 1940. The Wausau FM outlet will be a local station with its own studio facilities and staff. Its programs will cover north and central Wisconsin, the Journal management announces. Transmitter is located atop Rib Mountain, highest peak in the state.
OCT. 24, 1946

ONE OF THE GREAT STATIONS
be inaugurated Dec. 14 by WOL (thatcity). Show will be aired from 1:30 to
will featuring D. C. choirs and choral groups,
SERIES of quarter hour broadcasts daily
radio by a staff member.
station's studios, followed by address on
schools, members of chorus attend full-
N. C., in cooperation with the public
organized radio activities for the League, directs
students and WFMJ records the pro-
problems of the day are discussed by the
auditoriums.
programs to be broadcast Sat. 11-11:30 a.m.
Town Meeting of the Air.” Vital prob-
opinions of teen-agers are aired on
Started by Dick Diespecker, program
Christmas season is presenting “Nickel
CJOR Vancouver,
selections by Mr. Bales and an informal
classical music, commentaries on the
presentation of symphonic and semi-
Art Gallery, Format includes informal
Sage “What’s Cooking at WWDC.”
trade in Washington with teaser mes-
wife are recorded as she goes through her actual cooking. As advanced pub-
kitchen and comments of the house-
to the studio to appear on the pro-
for, by and about the housewife in the
kitchen, aired at 9 a.m. weekday morn-
ings. Instead of asking women to come to the
studio to appear on the pro-
gram, WWDC goes into each housewife’s
collection of the house-
were recorded as she goes through
her actual cooking. As advanced pub-
licity for the program, frying pans and
other cooking utensils were sent to the
trade in Washington, with teaser mes-
“What’s Cooking at WWDC.”
Music Appreciation
NEW series of musical appreciation programs titled “The Inside of Music” was started Dec. 2 by WOL Washing-
Aired Mon. 10-10:30 p.m., program is
written and presented by Richard Bales, director of music for the National Art Gallery. Format includes informal presentation of symphony and semi-
classical music, commentaries on the
selections by Mr. Bales and an informal discussion period featuring Washington’s foremost musicians.
CJOR ‘Nickel Club’
CJOR Vancouver, B. C., for tenth Christmas season is presenting “The Nickel Club,” a program to raise funds for
Christmas food for children and the underprivileged. Started by Dick Diespecker, program director of CJOR, club takes contribu-
tions of five cents and up, to give
everyone a chance to contribute to Christmas charity. Contributions sent in money each season.
Forum Resume
OPINIONS of teen-agers are aired on WFMJ Youngstown, Ohio, with resump-
tion by the Junior League of Youngstown. Teen
Town Meeting of the Air,” Vital prob-
jects of the day are discussed by the
students and WFMJ records the pro-
gram to be broadcast Sat. 11-11:30 a.m.
Mrs. John J. McDonough, chairman of radio activities from
directs programs which originate from school
Student Chorus
STUDENT chorus of 40 voices has been organized by WJJS Winston-Salem, N. C., in cooperation with the public
schools and group appears each Saturday
morning as part of WJJS children’s programs. Representing elementary schools, members of chorus attend full-
hour rehearsals twice weekly at station’s studios, followed by address on
radio by a staff member.
Choral Groups on WOL
SERIES of quarter hour broadcasts daily from Pulsask Park, Washington, D. C., featuring D. C. choirs and choral groups,
with service band brass quartets, will be inaugurated Dec. 14 by WOLF (that city). Show will be aired from 1:30 to 2:00

MAY-STERN & Co., Pittsburgh de-
partment store, in cooperation
with WCAK Pittsburgh and the
public school music department, is pro-
viding $600 in music scholarship awards for the most worthy pupil in grades 7 to 12. Those accepted in school auditions in various categories compete on Saturday broadcasts started Dec. 7 at May-Stern auditorium. Well known Pittsburgh musicians serve as judges and also as guests on programs.

WBT Honored
CAPT. L. W. HENKLE, traffic chief of the Charlotte (N. C.) Police Dept., has commended WBT Charlotte for its fine
work in promoting traffic safety edu-
cation through spot announcements and safety broadcasts. As a practical demonstration in WBT’s highway safety
campaign, two traffic officers staged a set
of 14 miles from the city’s downtown Charlotte to the airport. The
two cars drove through heavy city traffic
and time was 13 minutes 18 seconds
that the rules and 20 minutes
for the one that obeyed all regulations.

WWDC in Kitchen
WWDC Washington has started “What’s Cooking,” new fifteen minute program,
for and about the housewife in the
kitchen, aired at 9 a.m. weekday morn-
ings. Instead of asking women to come to the
studio to appear on the pro-
gram, WWDC goes into each housewife’s
collection of the house-
were recorded as she goes through
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Read the above text and then answer the following questions:

1. What is the purpose of the "What’s Cooking at WWDC" program?
2. Who started the "Nickel Club" program, and what is its purpose?
3. What is the subject matter of the "Youth Opinions" program?
4. How do the "Youth Opinions" and "Youth, Our Best" programs differ in content or purpose?
5. What is the significance of the "Count of Monte Cristo" program in the Christmas series?
6. How are the "Christmas Gifts" programs broadcasted, and what is the format of the programs?
7. What is the role of the Christmas message and music in the "Christmas Gifts" program?
8. What is the purpose of the "Youth Opinions" and "Youth, Our Best" programs, and how do they differ in content or purpose?
9. How are the "Youth Opinions" and "Youth, Our Best" programs broadcasted, and what is the format of the programs?
10. What is the significance of the "Count of Monte Cristo" program in the Christmas series?
Final Grants Issued For Three Proposals

Station CPs Given Augusta, Fort Worth, Port Arthur

PROPOSED GRANTS looking toward a new 1-kuw regional station at Fort Worth and 250-w fulltime locals at Port Arthur, Tex., and Augusta, Ga., were made final by FCC last Monday. None of the competing applicants in the cases had filed exceptions to the proposed decisions.

The Fort Worth grant, proposed Oct. 28 [BROADCASTING, Nov. 4], went to Fort Worth Broadcasting Co., principally owned by Mr. and Mrs. M. Skinner, owner of clothing stores in Fort Worth and Austin, for use of 1360 kc with 1 kw fulltime, directionaled at night. The application of Dr. Leslie Halton Luck and Myron Birdsell "Patt" McDonald doing business as Luck-McDonald Co., requesting the same facilities, was denied.

The Augusta grant, Georgia-Carolina Broadcasting Co., is controlled by Walter J. Brown, WSPA Spartanburg general manager and former special assistant to Secretary of State Byrnes, and his nephew, Naval Comdr. Edgar W. Teasley, a Georgia native who will manage the station [BROADCASTING, Nov. 4]. Mr. Brown, a native of Thomson, Ga., near Augusta, has 30% interest and Comdr. Teasley has 21%. The grant is for 1250 kc with 250 w fulltime. Associates of Mr. Brown and Comdr. Teasley are P. S. Knox, Thomson businessman (25%), and John T. Cash, a business associate of Mr. Knox (24%).

Competing Denials

Two applications for the same facilities at Augusta were denied. They were filed by Voice of Augusta Inc. and Augusta Chronicle Broadcasting Co.

The Port Arthur grant, for 1340 kc with 250 w fulltime, went to Port Arthur Broadcasting Co., an equal partnership composed of Branch C. Todd, Mary A. Petru and Gray R. Harrower, who were associated in H. W. Cornell Associates. They were denied.

WHOB Debuts Dec. 15

WHOB Gardener, Mass., new outlet assigned 250 w on 1490 kc, expects to be on the air effective Dec. 15 using what it claims to be General Electric Co.'s first 250 w AM transmitter to be built and put into operation in this country. David W. Liechman is president of The Gardener Broadcasting Co., station permittee.

ARRANGING for RKO - Yankee Network promotion for the picture, "San Quentin," are (l to r) Terry Turner, RKO publicity chief; Linus Travers, Yankee's executive vice president; Don Thompson of RKO's radio department. Two-week campaign preceded the 100-city New England premiere, Dec. 5. Plans were announced at Yankee station managers' meeting in Boston.

Stewart-Warner Dividend

STEWART-WARNER Divip, Chicago radio receiver manufacturing firm, has declared a 25-cent extra dividend on the $5 par value common stock. Dividend is payable Dec. 28, 1946, to stockholders of record at the close of business Dec. 7, 1946.

Frank J. Prime, associated with the Sylvania Electric Products Corp. staff since 1932, has been named assistant to the vice president of the radio tube division.

Marvin Taub, advertising manager of Radio Receiver Co., New York, has been elected membership chairman of the New York advertising chapter of the American Veterans Committee.

David E. Green, head of New York publicity firm of David E. Green Assoc., is in Hollywood to open new West Coast offices at 1222 Sunset Blvd. COY WILLIAMS, CAROL NYE and BOB MUCKS are associated.

Gerald Mohr has purchased radio rights to the late Louise Joseph Vance's motion picture series, "Zene Wolf." Mr. Mohr, who plays lead on the screen, will produce as well as star in the radio version.

Warren Lee Peirson, president of the American Cable and Radio Corp., has been elected a director of the Vermont-Camaguey Sugar Co. of Cuba. Mr. Peirson also is a director of the International Telephone and Telegraph Corp., All American Cables and Radio Inc., Transcontinental & Western Air Inc., and other corporations.

WMAZ Expands

WMAX Macon, Ga., has completed enlargement of offices and studio space in the Bankers Life Insurance Bldg. Enlargement was necessary to provide PM transmitter, control and studio space as well as to provide larger area for local news department.

The First Word on Markets

At least twice during the planning of every advertising campaign, the sales executive becomes vitally important to media sellers. First, when he selects the MARKETS where the sale of his product will be pushed and initiates media recommendations; last, when he gives the final word on the list of MEDIA to be used in reaching these markets.

BROADCASTING • Telecasting

December 9, 1946 • Page 63
**Nov. 29 Decisions**

**BY COMMISSION EN BANC**

**Television**

WTTG Washington, D. C.—Granted modification of CP to change directional condition for Class B station to a Class A station, subject to engineering conditions.

Central La. Bstg. Corp., Alexandria, La.—Granted modification of CP to change directional grant for a Class A station to a Class B station, subject to engineering conditions.

Brooklyn Bstg. Service Inc., New Rochelle, N. Y.—Authorized an additional grant for a Class A station, subject to further review and approval of engineering details.

**AM Renewals**

WRP Ponce, P. R.—Granted renewal of license for the period ending Nov. 1, 1947.


KOFJ Los Angeles, Calif.—Considered application for renewal of license, removed same from the hearing docket and granted renewal for the period ending Feb. 1, 1949.

WBLJ Dalton, Ga.—Granted renewal of license for the period ending Feb. 1, 1949.


**Licenses**

License for the following stations were further extended upon a temporary basis only, for the period ending Feb. 1, 1947, for the reasons shown:

KABC San Antonio, Tex.—Pending action on application for temporary authorization of control of licensee corporation.

KYNJ Logan, Utah.—Same.

WACO Waco, Tex.—Same.

WBOR Fort Worth, Platte, Neb.—Pending final decision upon renewal application of WOW.

*Comr. Durr for hearing.

**FM Broadcast**

Times-Star Pub. Co., Alameda, Calif.—Granted modification of CP to change directional condition for FM station.

WACO Presque Isle, Me.—Pending consideration of information required in connection with application for transfer of control of licensee corporation.

WBAX Wilkes-Barre, Pa.—Processing of application delayed due to litigation involving station.

WBLK Chicago, Ill.—Pending consideration of information requested under Sec. 308(b) of the Act.

WROA Evansville, Ind.—Pending final determination upon application for assignment of license.

WING Dayton, Ohio.—Pending action upon application for license to cover CP.

WJXN Jackson, Miss.—Pending filing of application in name of assignee.

WNOE New Orleans, La.—Pending further consideration of applicant's qualifications.

WOY New York.—Pending outcome of litigation involving transfer of control of station.

WPAR Parkersburg, W. Va.—Pending action on renewal application of WCHS and action on application for transfer of control of licensee corporation.

KERO Sioux Falls, S. D.—Further extended special temporary authorization of the period ending Feb. 1, 1947, pending staff study of application for license filed Nov. 14, 1946.

KSOO Bottineau, S. D.—Further extended temporary authorization for the period ending Feb. 1, 1947, pending further staff study of renewal application.

**AM Renewals**

WECW Mayaguez, P. R.—License to cover CP granted for new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WABY Albany, N. Y.—Pending disposition of application for renewal of WOGO.

AM—1190 kc

Elias I. Godofsky, Hempstead, N. Y.—Pending consideration of information requested under Sec. 308(b) of the Act.

AM—1450 kc

WIKAL Rome, N. Y.—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.

AM—1540 kc

Fred B. Ballard, Charles W. Metcalf and Richard H. Goodlette, Hazard, Ky.—Pending consideration of information requested under Sec. 308(b) of the Act.

AM—1490 kc

Robert B. Silsby, San Bernardino, Calif.—Pending consideration of information requested under Sec. 308(b) of the Act.

AM—1190 kc

**ACTIONS OF THE FCC**

**WBC**

Nov. 29 Decision

WING Dayton, Ohio.—Pending action upon application for license to cover CP.

IN CANADA

WINNEPEG is a "MUST" buy

Men Who Know

ASK YOUR LOCAL

Graybar

BROADCAST REPRESENTATIVE

BROADCASTING • Telemarking

**IN CANADA**

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Applications Returned:

AM-1490 kw
WWNS Statesboro, Ga.—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.
Applications Tendered for Filing:

AM-1480 kw
WWJ Detroit—CP to install new directional antenna for night use, new transmitter and change transmitter location.

AM-1480 kw
WHBC Canton, Ohio—Modification of CP to make changes in directional antenna night and install FM antenna on top of the north end of directional array.

AM-1420 kw
Pochontas Best, Corp., Bluefield, W. Va.—CP for a new standard broadcast station to be operated on 1420 kc, 250 w and unlimited hours of operation.

AM-890 kw
John J. Powell, owner and operator of Carolina Broadcasters, Anderson, S. C.—CP for a new standard broadcast station to be operated on 890 kc, 1 kw and daytime hours of operation.

AM-1350 kw
KCOR San Antonio, Tex.—CP to increase power from 1 to 3 kw, hours of operation from daytime to unlimited, install directional antenna for day and night use, new transmitter and change transmitter location.

AM-1550 kw
Western III. Best, Inc., Jacksonville, Ill.—Modification of CP for a new standard broadcast station to be operated on 1550 kc, 250 w and unlimited hours of operation.

AM-1360 kw
KGEM Boise, Idaho—Modification of CP to assignment of construction permit to Idaho Best, and Telephone Co.

AM-1140 kw
KGEM Boise, Idaho—Modification of CP for change in frequency from 1340 to 1360 kc, power from 250 w to 500 w, and change daytime hours of operation.

AM-1230 kw
Carnas Radio, Inc., A. J. Ragona, P. B.—CP for a new standard broadcast station to be operated on 1230 kc, with unlimited hours of operation, and change daytime hours of operation.

AM-280 kw
WWNC Asheville, N. C.—Modification of CP for change in directional antenna system, operating on 5 kw, unlimited time, and directional antenna night.

AM-4190 kw
WCOE Inc., Nashville, Tenn.—CP for a new standard broadcast station to be operated on 1410 kc, 5 kw, unlimited hours of operation and directional antenna.

AM-1440 kw
Lt. Col. Elwyn F. Quinn, William S. Quinn, John William Chadwick and Robert L. O'Brien, partners, d/b as the Napa Best, Co., Napa, Calif.—CP for a new standard broadcast station to be operated on 1440 kc, 500 w, unlimited hours of operation and directional antenna.

Dec. 2 Decisions . . .

BY COMMISSION ENG BANC
FM Conditions Granted
Dixie Best, Co., Montgomery, Ala.—Granted a conditional grant for Class B station, subject to further review and approval of engineering details.
Montery Peninsula Best, Co., Monterey, Calif.—Same.
Harmco Inc., Sacramento, Calif.—Same.

Sistikyo Best, Co., Yreka, Calif.—Same, except for a Class A station.

FM Final CPs

The following were authorized construction permit, conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

- Suffolk Best, Corp., Suffolk, Va.—Class B; channel: 96.3 mc (No. 225); 3.3 kw; 300 ft.
- ARRC Inc., Beaumont, Tex.—Class B; channel: 102.1 mc (No. 271); 19 kw; 605 ft.
- Oshkosh Best, Co., Oshkosh, Wis.—Class B; channel: 102.3 mc (No. 272); 20 kw; 290 ft.
- West Virginia Radio Corp., Morgantown, W. Va.—Class A; channel: 104.3 mc (No. 282); 275 w; 2 ft.

Modified FM CPs

The following were authorized construction permits in lieu of previous conditions specified. (Note: power given is effective radiated power; antenna height given is height above average terrain):

- Sunbury Best, Corp., Sunbury, Pa.—Class B; channel: 96.3 mc (No. 257); 4 kw; 675 ft.
- WIXX Best, Co., Jackson, Mich.—Class A; channel: 96.1 mc (No. 280); 220 w; 500 ft.
- WWRX Best, Corp., White Plains, N. Y.—Class A; channel: 104.3 mc (No. 282); 123 w; 675 ft.
- WBBM Inc., Jackson, Mich.—Class A; channel: 105.9 mc (No. 282); 60 kw; 230 ft.
- WIBB Inc., Urbana, N. Y.—Class B; channel: 97.9 mc (No. 250); 9 kw; 660 ft.
- Twin City Best, Corp., Longview, Wash.—Class B; channel: 105.4 mc (No. 282); 410 w; minus 420 ft.

Tribune Building Co., Oakland, Calif.

Situations:

ENO. 5 IN A SERIES

MINNEAPOLIS
ST. PAUL

The DOUBLE-DUTY STATION
Serving two-thirds of the state's buying power rural—urban

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

December 9, 1946 • Page 65
Complete Production Facilities for SPOT ANNOUNCEMENTS • SHOWS • BANDS • AIR CHECKS • LINE CHECKS

Everything you need for your radio work.

Chicago's Largest Independent Studio

State 5635

Cleveland Institute of Radio Electronics

BROADCASTING • TELECASTING

UNIVERSAL

RECORDING CORPORATION

42nd Floor
20 No. Wacker Drive
Amb. 2142 • Chicago 6 • State 5635

Cleveland 13, Ohio
FCC Plans Hearing On WGAP Proposal
Smith Claims ‘Coercion’ Used In Contemplated Sale

FCC announced last week it would hold a hearing before passing upon the tangled case in which it was first asked to approve, and later not to approve, the proposed $2,500 sale of half interest in a Maryville, Tenn., permittee company.

Date for the hearing was not set. The option in the sale, however, expires Jan. 9.

The application involves the sale of George Byrne Smith’s 50% interest in Gateway Broadcasting Co., permittee for WGAP Maryville (1400 kc, 250 w) to George R. Dempster, president of Dempster Bros., construction equipment manufacturers, and former city manager of Knoxville.

When the application was filed last spring, the projected withdrawal of Mr. Smith, former WNOX Maryville engineer, was attributed to ill health [BROADCASTING, April 15]. Subsequently Mr. Smith asked the Commission to disregard the application, claiming Y. H. McLean, his partner, used “coercion...to get full control” of the company [BROADCASTING, Sept. 16]. This petition has not been acted upon by the Commission, according to FCC authorities, because copies were not served on other parties to the proceeding.

One complication was removed from the case when Public Service Broadcasting Corp., headed by Knoxville Mayor Cas Walker, withdrew its competing bid for purchase of the station under provisions of the A Lc Rule [BROADCASTING, Nov. 18].

Service Directory

FREQUENCY MEASURING SERVICE

Exact Measurements at any time
R.C.A COMUNICATIONS, INC.
64 Broadway New York 4, N.Y.

Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
1130 N. Alvarado Los Angeles 28, Calif.

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
5317 Kenmore Ave., Dayton, Ohio

J. B. Hatfield
CONSULTING RADIO ENGINEER
556 35th Ave.  Prospect 7660
SEATTLE 22, WASHINGTON

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon

A. R. Bitter
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

FCC Actions

(Continued from page 68)

Dec. 3 Applications . . .

FM—108.7 mc
WIZZ-FM Boston, Mass.—CP for special frequency as channel 264, 108.7 mc, effective radiated power of 30 kw, radiation pattern of 30 kw, in a new standard broadcast station—AMENDED: to change transmitter location, to provide transmitter site from Newbury Port, New, Mass., to Soldier’s Field, Boston, and make changes in antenna system.

AM—580 kc
WLOU Detroit, Mich.—CP to specify frequency as channel 493, 585 mc, effective radiated power as 20 kw, install new standard transmitter in new location, transmitter site from Newbury Port, New, Mass., to Soldier’s Field, Boston, and make changes in antenna system.

FM—89.5 mc
WWPF Patuxa, Fla.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change transmitter location and to specify antenna location—AMENDED: to make changes in antenna and change transmitter location.

AM—530 kc
Rock Creek Bestg. Corp., Washington, D. C.—CP for a new standard broadcast station to be operated on 530 kc, 5 kw, unlimited hours of operation and directional antenna.

AM—1250 kc
Interlake Bestg. Corp., Renton, Wash.—CP for a new standard broadcast station to be operated on 1250 kc, 5 kw, unlimited hours of operation and directional antenna.

AM—555 kc
KSMO San Mateo, Calif.—CP to install new standard transmitter, change transmitter location and make changes in directional antenna system, operating on power of 1 kw and unlimited hours of operation.

Application Returned

FM—Unassigned
Capital City Bestg. Corp., Des Moines, Iowa—CP for a new FM broadcast station to be operated on frequency to be determined by FCC—DRP: 25 kw. (Incomplete.)

(Continued on page 69)
SURVEY SHOWS WHO'S WHO AMONG GENERAL AD TRADE PAPERS

New Study Reveals Great Influence of General Trade Press Among Leading Executives

PRINTERS' INK Tops Field

On Many Counts

A recent survey brings out pointedly the importance of general advertising trade papers among leading executives. Probably the most complete personal study ever published, the survey covered 641 top management men, both advertising sponsors and agencies, in key cities.

The survey was originated by Printers' Ink to determine the degree and character of readership of trade papers among this group. The survey was conducted by A. S. Bennett Associates and tabulated by the Barnard Company. Printers' Ink had no voice in the selection of persons to be covered and saw none of the results until the survey was completed.

Four copies per person

Among the many notable disclosures of the survey was the fact that this group of 641 executives read on the average a total of 2,488 copies of the 6 advertising papers. This is almost 4 copies per person. Printers' Ink alone was found to be read by 86 per cent of the group.

A large number of "firsts" were established by Printers' Ink. Not only did P.I. lead in total readership, it was found also to be the trade paper "most frequently read for helpful information." It was also named as "most authoritative" of all the six magazines.

The survey showed that many persons take the trade papers home to read. Printers' Ink is taken home by 43 per cent of these executives—more than any of the other publications. And P.I. was found to be read "most thoroughly" of the whole group.

For nets, stations, representatives

While truly proud of this proof of leadership in the field, Printers' Ink is equally glad that the survey verifies the strength of these papers as a group in reading and influencing top management.

Networks, stations and representatives who wish their messages to reach and influence these men who make advertising and marketing decisions should see the results of this survey.

A summary of the study will be mailed to you on request with no obligation whatever. Write to Printers' Ink, 205 East 42nd Street, New York 17, N. Y.

December 9, 1946 • Page 69
Our trained, experienced foreign language speakers—unless your coverage in any way fails to meet your New York coverage:

FM - Unassigned
Continental Bect Co., Atlantic, Iowa - CP for new FM (Class B) broadcast station to be operated on 107.3 MHz, 1 kw, and unlimited hours of operation.

AM - 1250 kc
WJSX New Orleans, La. - Modification of CP which authorized a new FM broadcast station to change type of transmitter and for extension of commencement and completion dates.

FM - Modification of CP
WMXJ Mt. Vernon, Ill. - Modification of CP which authorized a new FM broadcast station to change type of transmitter and for extension of commencement and completion dates.

FM - Unassigned
KFGQ Boone, Iowa - CP to make changes in transmitting equipment.

FM - Unassigned
Continental Bect Co., Atlantic, Iowa - CP for new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC. ERP: 3.1 kw, height above average terrain 245 ft.

FM - Unassigned
WKBU Dubuque, Iowa - CP to install a new directional antenna and mount FM antenna on tower of AM for FM antenna.

FM - Modification of CP
WIBW-FM Kansas City - Modification of CP which authorized a new FM broadcast station to change type of transmitter.

FM - Modification of CP
WFRN-FM Wisconsin Rapids, Wis. - Modification of CP which authorized a new FM broadcast station to change transmitter, to change type of transmitter, and for extension of commencement and completion dates.

FM - To Be Assigned
Pacific HRT Inc., Los Angeles, Calif. - CP for new FM broadcast station to be assigned by FCC. ERP: 4.8 kw, height above average terrain 900 ft.

FM - Modification of CP
KOIN-FM Portland, Ore. - Modification of CP which authorized a new FM broadcast station to change effective radiated power to 23 kw, make changes in antenna system, and for extension of commencement and completion dates.

AM - 1270 kc
KTVI Twin Falls, Idaho - Modification of CP as modified which authorized increase in power, installation of new transmitter, and change and add city of license, for extension of completion and finalization of license.

Applications for Renewal of Standard Broadcast License Filed:
Central Oregon Bect Co., Bend, Ore. - KQDR Central Oregon Bect Co., Bend, Ore. - KQDR

FM - To Be Assigned
K 1900
T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership of 1/3 each, and operated by Kansas City Broadcasting Co., Ltd.

Applications Tendered for Filing:
Mound Bect Corp., Newark, Ohio - CP for new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM - 1350 kc
KUCA Astoria, Ore. - Modification of CP which authorized a new standard broadcast station to be operated on 1350 kc, 150 w and unlimited hours of operation.

AM - 1450 kc
KUOM Moorhead, Minn. - CP for new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Dec. 5 Decisions
By COMMISSION EN BANC
Modification of CP
WBST Chicago, Ill. - Granted modification of CP granted 7-4-46, to make changes in directional antenna for night time operation.

Assignment of License
WEOA Evansville, Ind. - Granted con to voluntary assignment of license of station WEOA from Evansville to the Board of Governors, for a consideration of $200,000.

Assignment of License
KPRC Houston, Tex. - Granted con to voluntary assignment of license for AM station KPRC and Conditional grant for Class B FM station, from Houston Post Co. to Houston Post Co. (first assignee) and from Houston Post Co. to Houston Post Co. (second assignee). (First assignee did not have authority to own and operate a station.)

Transfer of Control
KYIC Victoria, Tex. - Granted con to voluntary transfer of control of Radio Broadcasting Inc., licensee of KYIC, from Morris Roberts to J. O. Long, for a consideration of $132,000, consisting of 250 shares of common stock.

WIAC Hato Rey, P. R. - Granted con to transfer of control of station WIAC, Inc., licensee of station WIAC, from Mrs. Enrique Abarca Sanfins, executrix of Estate of Enrique Abarca Sanfins, deceased, to Mrs. Enrique Abarca Sanfins.

AM - 1110 kc
Ononta Broadcasting Co., N. Y. - Granted CP for a new station to operate on 1110 kc, 250 w, during daytime only; engineering conditions.

AM - 1350 kc
James Valley Bect Co., Houston, S. Dak. - Granted CP for a new station to operate on 1350 kc, 250 w, unlimited time.

AM - 1450 kc
Intermountain Bect Co., Alamos, Colo. - Authorized a new station to be operated on 1450 kc, 250 w, unlimited time; engineering conditions.

AM - 1760 kc
Southeastern Broadcasting Co., Clanton, Ala. - Granted CP for a new station to operate on 1760 kc, 250 w, unlimited time; engineering conditions.

KEYS Corpus Christi, Tex. - Designated for Transfer of Control for CP to change facilities from 1490 kc, 250 w, unlimited time, to 1460 kc, 5 kw, 1,000 w.

Three GOOD STATIONS
KRBC Big Spring
KTBST Abilene
KGGK San Angelo

Serving 32 rich West Texas counties in which BMB reports show a daytime audience of 10% or more.

JOHN E. PEARSON CO.
Representatives
In connection with the grant of a CP on Nov. 21, 1946 to Harold M. Wheelahan d/b as Radio Station KGB San Diego, Calif., to increase its power from 2 kw to 42.3 kw and make changes in antenna system.

**Applications Accepted**

<table>
<thead>
<tr>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM-1240 kc</strong></td>
<td>Granted CP for a new station to operate on 1240 kc, 250 w, unlimited time, day and night, for a period of two years, subject to engineering conditions.</td>
</tr>
<tr>
<td><strong>AM-1500 kc</strong></td>
<td>Granted CP for a new standard broadcast station to be operated on 1550 kc, 1 kw, unlimited time, day and night; engineering conditions.</td>
</tr>
<tr>
<td><strong>AM-1600 kc</strong></td>
<td>Granted CP for a new FM broadcast station to be operated on 1600 kc, power of 500 w and unlimited hours of operation.</td>
</tr>
</tbody>
</table>

**Change Frequency**

- **AM-1230 kc**: Permitting the operation of a new station to be operated on 1230 kc, power of 250 w and daytime only.
- **AM-790 kc**: Permitting the operation of a new station to be operated on 790 kc, 1 kw, unlimited time, DA-N, in a consolidated proceeding with applications for other stations.

**Station Frequency Changes**

- **AM-700 kc**: Permitting the operation of a new station to be operated on 700 kc, 1 kw, unlimited time, day and night; changes in antenna.

**FM Broadcast Stations**

- **FM-93.5 mc**: Granted CP for a new FM broadcast station to be operated on 93.5 mc, power of 500 w and unlimited hours of operation.

**Applications for Hearing**

- **AM-1240 kc**: Applications for a new station to operate on 1240 kc, 250 w, unlimited time; engineering conditions.

**Renewal Hearing**

- **AM-1010 kc**: Denied application for a new station to operate on 1200 kc, 1 kw, daytime only; engineering conditions.

**Applications**

- **AM-1030 kc**: Granted CP for a new station to operate on 1030 kc, 1 kw, unlimited time; engineering conditions.

**Modification of CP**

- **AM-1350 kc**: Denied application for a new station to operate on 1350 kc, 1 kw, daytime only; engineering conditions.

**Applications for Filing**

- **AM-1450 kc**: Granted CP for a new FM broadcast station to be operated on 1450 kc, power of 500 w and unlimited hours of operation.

**Applications Tendered for Filing**

- **AM-1490 kc**: Petaluma Broadcasting Co., Petaluma, Calif., for a new FM broadcast station to be operated on 1490 kc, power of 500 w and unlimited hours of operation.

**Final Settlement**

- **AM-1500 kc**: Final settlement for an undisputed amount of $160,000 and threatened court action which never materialized.

**Ford Campaign**

-FORD MOTOR Co. Dealers, Detroit, Mich., Dec. 2 started special four week Christmas spot campaign, J. Walter Thomson & Co. offices in New York, Chicago, and the West Coast are buying time.

**Holds the Cards**

Alabama is our territory. 60 miles away in Cullman, WSGN has more listeners (8 A.M.-6 P.M.) than any other Birmingham station. That's one reason why WSGN is Alabama's leading station.

December 9, 1946 • Page 71
The Winning Time
is the Time You Buy on
WINR
BINGHAMTON, N. Y.
* N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

Television
(Continued from page 10)
by their own estimates, upwards of 24 hours. Cross-examination is expected to take almost as much time, and oral arguments by counsel, planned by at least some of the participants, would further lengthen the proceedings. Unless the Commission foregoes its regular Thursday meeting, only four days will be available for the hearing this week.
The session will open at 10 a.m. in the Commerce Dept. Auditorium on 14th Street between E and Constitution, Washington. Harry M. Plotkin, assistant general counsel, will serve as Commission counsel. CBS, which had notified FCC it would present seven witnesses for 12 to 18 hours of direct testimony in support of its plan for commercial color in the 480-520 mc band, meantime added another witness to its slate. The network reported that Andrew Alford, consulting engineer, would testify for approximately 30 minutes on antennas and propagation effects.

Goldmark Principal Witness
Principal CBS witness will be Dr. Peter C. Goldmark, director of engineering research and development, whose time estimate was six to ten hours. Others include President Frank Stanton, Vice Presidents Adrian Murphy and Lawrence W. Lowman; Donald Horton, manager of CBS Television Audience Research Institute; William B. Lodge, director of general engineering, and Paul H. Reedy, chief engineer, engineering research and development.

Chief opposition to the CBS proposal is expected to come from RCA and NBC, Du Mont, and Television Broadcasters Assn. Dr. C. B. Joliffe, executive vice president of RCA in charge of the RCA Labs. division, will be among the RCA-NBC witnesses. Dr. Allen B. Du Mont and Dr. Thomas T. Goldsmith, research director, will appear for Du Mont, and Jack R. Poppele, vice president of WOR New York and president of TBA, will testify for the television broadcasters group, which may also put on other witnesses.


Mail Pouch Switch
MAIL POUCH TOBACCO Co., Wheeling, W. Va., Dec. 23 switches Fishing and Hunting Club on the Air program from ABC, Wed. 8:30-9 p.m., to MBS, Mon. 10-10:30 p.m. Agency is Walker & Downing, Pittsburgh.

Why?
OBERVERS with one eye on FCC reorganization plans of Congressional Republicans cocked both eyebrows last week when it was learned that Charles R. Denny, whose office door has carried the word "Chairman" but not his name during his tenure as acting chairman, does not propose to have his name added now that he's permanent chairman.

Upcoming
864 Small Stations Will Get Spot Plan
MODEL program by which individual small stations can get a larger share of the national spot advertising dollar, adopted by the NAB District 2 Small Market Stations Committee, will be presented to the country's 864 small stations during the NAB 1947 area and district meetings and at other regional gatherings.
The plan is based on closer cooperation between stations and representatives. It was developed by the District 2 committee in cooperation with station and representative groups. Committee chairman is Simon Goldman, WJTN Jamestown, N. Y., with Michael R. Hanna, district director, as board liaison member. J. Allen Brown, director, NAB Small Market Stations Division, will present the plan at area and district meetings.

Small market stations, seeking to expand national spot business on an individual rather than group basis, were urged to: Analyze cost of engaging representative plus advertising, promotion and trips; work closely with representative; supply more complete and better market and station data; avoid switching representatives every year; study market for tips; see local dealers of national productions, urge them to apply for advertising support, and then inform representative; stick to card rates; make trips to agency centers to sell specific accounts and contact representatives; provide consistent merchandising support; use carefully planned trade paper advertising; use NAB standard program schedule form to inform agencies and advertisers about programs and availabilities; take yearly listener survey.

Representatives were advised to: Be candid with station; visit every station on list for first-hand information; give small market stations same importance as others in trade paper advertising; help managers arrange itineraries in advance of trips; make certain that adequate service can be offered.
More Committees Appointed by NAB

Program, Engineering, Labor and Research Groups Named

MEMBERS of four industry committees were announced last week by the NAB, in addition to those made public the previous week [Broadcasting, Dec. 9]. Newly-named committees are Program Executive, Engineering Executive, Employee-Employer Relations and Research. They follow:

Program Executive Committee—Marie S. Jones, WOL, Washington, chairman; E. R. Vadenbous, WSYT, Syracuse; Edgar L. Bill, WBI, Los Angeles; Howard J. Bedwell, WHO Des Moines; H. W. Blair, WMC Memphis; Arthur B. Church, KMBC Kansas City; Stanley Hubbard, KSTP St. Paul; I. R. Lounsberry, WGR Buffalo; Glenn R. Snyder, WLS Chicago; James E..thread radio a "loud speaker."

The 1946 GE edition of a portable radio operates from a small storage battery in the set, or from regular household current. The battery operates the receiver for 20 hours. It can then be recharged merely by plugging into a home outlet. The antenna is mounted inside the top cover, and the loudspeaker is also inside the receiver.

The 1946 model with the model is Monica Lewis, radio songstress. Studio lass of 1921 is unidentified.

NRDGA and NAB Sponsor Retail Program Contest

A CONTEST to determine country's best retail radio programs created during 1946 is being conducted by the Sales Promotion Group of the National Retail Dry Goods Assn. in cooperation with NAB. The stores, which may enter not more than two programs, will be in three categories according to sales volume as follows: Class A, stores with annual sales below $1,000,000; Class B, stores with annual sales between $1,000,000 and $5,000,000; Class C, stores with a volume above $5,000,000.

Scripts and transcripts must be received by the judges before Dec. 31. The 100 best entries will be judged by a committee of experts at the annual NRDGA convention which opens Jan. 13 at Hotel Pennsylvania, New York. Complete rules of contest are issued by Sales Promotion Group, National Retail Dry Goods Assn., 100 W. 31st St., New York 1, N. Y.

Canadians Visit NAB

HENRY S. DAWSON, newly-elected manager of the Canadian Assn. of Broadcasters, and T. Jim Allard, CAB director of public relations, were in Washington last week observing operations at the NAB headquarters office. They conferred with President Justin Miller, Executive Vice President A. D. Willard Jr., and other executives.

Reach the Housewives

For they do the household buying. And let WLAW, the leading morning station in Industrial New England, be your economical, effective sales booster!

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES WEED & CO.

people must like us...

We've spent a lot of time, believe us, creating the kind of special programming that our 1,000,000 listeners in four states really go for. We want them to consider WMMN a spot on their dial they never care to tune away from.

But we're never prepared for some of the things that happen... things that show us how very much people in this Monongahela Valley prefer the local programs we offer them. For example, when WMMN's live talent shows go travelling through our 30 counties and annually attract more than 60,000 paid admissions—well, even we're amazed.

That same audience loyalty enjoyed by our local stars extends also to the advertisers who back them. Last year distributors, the program including special programming that our 1,000,000 listeners in four states really go for. We want them to consider WMMN a spot on their dial they never care to tune away from.

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December 9, 1946 • Page 73
quick returns

thirteen minutes after the polls had closed in a special election Dec. 3 at Hartford, Conn., to determine whether city should have charter for city-manager type of government, WTIC was on the air with the final returns. WTIC reporters posted in each of Hartford’s 39 precincts phoned returns to station. The first report and the final tabulation both were broadcast during 15-minute newscast at 6:30 p.m. Proponents of charter won by 2-1 margin.

Party Used Radio

He told the committee how the Republican Party made good use of radio during the fall campaign. “The Radio Division, headed by Edward T. Ingle, operated during the campaign as a part of the Publicity Department, but on what was practically an autonomous basis except where questions of policy were involved,” said Mr. Reece.

He told how GOP headquarters prepared transcriptions, helped candidates in their individual radio speeches and how the Republican Party throughout the country used radio extensively. He said broadcasters had been liberal with time to discuss important issues.

“Throughout the campaign the Radio Division made it a practice whenever possible to get out advance announcements of programs in which Republican speakers participated,” said Mr. Reece. “This enabled Republicans throughout the country to advise friends and neighbors to listen and also made it possible for them to request that local stations carry the programs in which they were interested.”

On election night the Radio Division supervised arrangements by which the four major networks did more than 30 direct broadcasts from Republican headquarters in Washington, the chairman added. “Comments reaching headquarters indicate that this coverage from headquarters was very much appreciated,” he said.

Mr. Reece paid tribute also to William Murphy, director of publicity for the National Committee, and to the various staff members at headquarters.

vote for free enterprise

Rep. Clarence J. Brown (R-Ohio), campaign director of the National Committee, said “the people voted for free enterprise. Unless we make those things work, then this victory of last November will be a hollow one.” Rep. Charles A. Halleck (R-Ind.), chairman of the National Republican Congressional Committee, predicted that the new Republican Congress would “move pretty rapidly” to “give the nation a sane and sound Government.”

He declared that the Republican Congress would cooperate with President Truman, but “if he sends up some kind of radical program it is inconceivable that we will cooperate.”

At a Republican Victory Dinner Thursday night at the Statler Hotel, Washington, Rep. Joseph W. Martin Jr. (R-Mass.), Minority Leader who is slated to become Speaker Jan. 3, reemphasized the words of Chairman Reece when he declared that one of the first jobs of the Republican Congress will be to clean out the various Government bureaus. “The welfare of American citizens must no longer depend upon the whims or the prejudices of a Washington filing clerk,” he stated.

Commissioners Wakefield and Hyde and their wives were among guests of honor at a reception given by Mr. and Mrs. Reece Thursday evening at the Sulgrave Club in Washington, for the National Committee members and state finance chairmen.

Cpa functions will pass to liquidation agency

functions of Civilian Production Administration, including its restrictions on non-housing construction, will be transferred to a new Government war liquidation agency, soon to be organized, following resignation Thursday of CPA Administrator John D. Small. Restrictions on construction are to remain in force until the materials shortage ends, CPA indicates.

Pay increase plan

five percent pay increase for all salaried employees of KABC San Antonio went into effect Dec. 1, the first of a series of four raises to be granted under the station’s new Guarantee Pay Raise Plan, Charles W. Balthrope, KABC manager, announces. All employees (except musicians under contract) who have been with the company six months participate in the plan, inaugurated July 1. It provides for 5% increases at the end of the first and second six months of employment and a 10% increase when an employe completes two years with KABC. “In many cases,” Mr. Balthrope says, “increases have exceeded the guarantee and have been given before the end of the periods outlined.”
Station Tax Claim Surplus Was Needed For Expansion Is Denied by U. S. Court

PRECEDENT governing accumulation of surplus by broadcasting stations for future expansion of plant and preparation for superpower, FM, television and facsimile is found in a decision handed down by the U. S. Tax Court in a case involving WOAI San Antonio, licensed to Southland Industries Inc.

Tax attorneys point out that broadcasting corporations have the opportunity on the basis of this decision to obviate penalties under Section 102 of the Internal Revenue Code which governs accumulation of surplus and provides penalties for improper accumulation.

The court’s decision shows that Southland had net earnings of $161,925 at the end of its taxable year July 31, 1940 and paid a dividend of $75,000 to G. A. C. Halff, sole owner, carrying the balance to surplus. From this surplus, according to the decision, Mr. Halff made a loan to an oil company in which he owned all shares of stock.

In its decision the court held that the taxpayer had accumulated earnings beyond the reasonable needs of the business and had not proved its purpose was not to prevent imposition of a surtax on the taxpayer’s income. The court did not accept Southland’s contention that the surplus was being accumulated at that time for 500 kw AM operation, FM, television and facsimile.

WWPG-FM to Start

WWPG Palm Beach announced Dec. 2 that it expected to be on the air “within the next ten days” with its 3 kw FM station. The installation is Federal Telephone and Telegraph, according to announcement from Charles E. Davis, president of Palm Beach Broadcasting Corp., WWPG licensee.

**TABLE IV**

<table>
<thead>
<tr>
<th>City population</th>
<th>No. of AM grants issued</th>
<th>Percent of AM grants issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000</td>
<td>449</td>
<td>96.5</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>257</td>
<td>81.3</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>176</td>
<td>70.9</td>
</tr>
<tr>
<td>25,000-50,000</td>
<td>77</td>
<td>56.3</td>
</tr>
<tr>
<td>50,000 or more</td>
<td>54</td>
<td>48.8</td>
</tr>
<tr>
<td>Total</td>
<td>822</td>
<td>100.0</td>
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</tbody>
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**TABLE V**

<table>
<thead>
<tr>
<th>City population</th>
<th>FM Stations as of V-J-Day</th>
<th>FM Stations as of Sept. 19, 1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>82</td>
<td>68</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>49</td>
<td>37</td>
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<tr>
<td>25,000-50,000</td>
<td>21</td>
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<tr>
<td>50,000 or more</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>116</td>
<td>94</td>
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**TABLE VI**

<table>
<thead>
<tr>
<th>City population</th>
<th>FM Grants as of Jan. 1, 1939</th>
<th>FM Grants as of V-J-Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000</td>
<td>144</td>
<td>136</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>79</td>
<td>78</td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
<td>25,000-50,000</td>
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<tr>
<td>50,000 or more</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>238</td>
<td>234</td>
</tr>
</tbody>
</table>

**TABLE VII**

<table>
<thead>
<tr>
<th>Type of applicant</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the AM field, with newspaper interests</td>
<td>400</td>
<td>74.0</td>
</tr>
<tr>
<td>Not in the AM field, with newspaper interests</td>
<td>200</td>
<td>50.0</td>
</tr>
<tr>
<td>Total with newspaper interests</td>
<td>600</td>
<td>100.0</td>
</tr>
<tr>
<td>Total without newspaper interests</td>
<td>150</td>
<td>25.0</td>
</tr>
<tr>
<td>Total</td>
<td>750</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**TABLE VIII**

<table>
<thead>
<tr>
<th>Type of permittees or grantees</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
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<tr>
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<td>750</td>
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</table>

**TABLE X**

<table>
<thead>
<tr>
<th>City population</th>
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<tr>
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</tr>
<tr>
<td>Total</td>
<td>750</td>
<td>100.0</td>
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**TABLE XIV**

<table>
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<td>25.0</td>
</tr>
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<td>Total</td>
<td>750</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Chairman Denny's appointment became official on Wednesday—the effective date of Former Chairman Porter's resignation from OPA, which had been viewed as clearing the way for promotion of the acting chair to permanent status [BROADCASTING, Dec. 2].

Mr. Porter reportedly is the favored candidate for the presidency of BMI, whose board meets next week and may name a president at that time. At OPA Mr. Porter was succeeded by Maxwell L. McCullogh, his senior deputy, as interim administrator pending establishment of a holding agency combining remaining functions of OPA, Civilian Production Administration, Office of Contract Settlement and several minor related agencies.

The announcement that Mr. Denny would become chairman was made by Presidential Secretary Charles G. Ross after President Truman at his Tuesday news conference, apparently misunderstanding a question about the chairmanship, replied that he would make the appointment as soon as he could find a man to fill the job. Queried afterward, the White House press secretary said Mr. Truman was thinking of the vacancy rather than the chairmanship, and that Mr. Denny would be the new chairman.

The Presidential letter of appointment arrived at Mr. Denny's office Wednesday morning.

His elevation to the chairmanship came two months less than five years after he joined the Commission in February, 1942, as assistant general counsel in charge of administration and litigation. He was made general counsel eight months later, and became commissioner on March 30, 1945, to fill the vacancy created when the term of T. A. M. Craven expired the previous June.

Term to 1951

The new chairman's term extends to June 30, 1951. Mr. Denny was born April 11, 1912, in Baltimore, attended Western High School in Washington, and was graduated from Amherst College in 1933 and from Harvard Law School in 1936. For two years he practiced law in Washington, and then, from 1938 until he joined FCC in February, 1942, he was in the Lands Division of the Department of Justice first as attorney in the Appellate Section, then as assistant chief and finally as chief of the section. He also served as a special assistant to the Attorney General.

His first major assignment with FCC was preparation of the commission brief on the question of FCC jurisdiction in promulgating the chain broadcasting regulations. He argued and won the case when it was remanded to the District Court for the Southern District of New York by the Supreme Court.

He represented the Commission before a number of Congressional committees, including the House Select Committee investigating the FCC.

During the nine months he served as acting chairman of the Commission, FCC continued and stepped up the pace of its actions on broadcast matters and inaugurated a number of "streamlined" procedures to hasten decisions on pending applications and, particularly in some of the non-broadcast services, to cut the amount of paper work required by both applicants and the Commission. Plans already are under way for extending the streamlining policy further into the broadcast field [CLOUDED CIRCUIT, Nov. 25].

Chairman Denny is married to the former Elizabeth Woolsey of New York. They have three children: Alison Byrd, 6; Christine, 3, and Charles Jr., 2, and live at 2825 49th Street, N. W., Washington.

Yule

BE A LOT HAPPIER IF YOU CHOOSE TO RIDE THE Tide

OF INCREASED BUSINESS IN THE "BUSY CITY"

HIGHEST PEACETIME

• INDUSTRIAL EMPLOYMENT 33,000
• WEEKLY PAYROLL $1,650,000

Canton's 40% gain in department store sales in October from 1945 daily average tops 11 major cities in 4th Federal Reserve District!

LET'S GO—CHECK RAMBEAU

WHBC

5000 WATTS SOON! represented by RAMBEAU

your good neighbor in CANTON, OHIO always a busy city

Caray on WTMV

HARRY CARAY, winner of The Sporting News award for the best National League play-by-play baseball broadcasts [BROADCASTING, Dec. 2] is employed by Grissedock Brothers Brewery Co. of St. Louis and is heard over a number of stations including KXOK and WEW St. Louis and WTMV East St. Louis. His baseball broadcasts were made over WTMV and not over KXOK as announced.
11 New AM Stations Granted; Day Outlet on WLW Channel

WLW Cincinnati, sole occupant of the 700 kc clear channel, took exclusive use of the wavelength with the grant last week of a 1 kw daytime outlet in St. Paul to a group headed by John W. Bolter, chief executive of the defunct North Central Broadcasting Company. (story on page 85). Eleven new AM outlets were granted last week by the FCC.

Two pairs of grants were made, one to same applicant, the other to same town. Intermountain Broadcasting Co., won for same applicant, 1340 kc, 250 w, unlimited engineering conditions. Paul McEvoy, president and managing engineer, W. E. Hodges, junior engineer and program director, and treasurer.

A pair to same town. Intermountain Broadcasting Co., 1340 kc, 250 w, unlimited, engineering conditions. Paul McEvoy, president, one-third interest, and partner WALTERS (840 kc), W. E. Hodges, vice president, one-third interest, partner Burks & Hodges Lumber Co., W. J. Barron, secretary, one-third interest.

Middlesexboro, Ky. - The Middlesexboro Broadcasting Co., 560 kc, 500 w, daytime only, engineering conditions. E. L. Harris, president, 38.89%, president of Harris Oil Distributing Co., D. Brenner, treasurer, 38.89%, also general manager, has interests in Kentucky Brewers Assn. and Fisher-Kramer Trade Assn.; Fred L. Seale, secretary, 20.39%, owns Cumberland Mountain Hotel; J. E. Peak, 1.67%, assistant manager, WPAD Paducah.

St. Paul, Minn. - Middle West Broadcasting Co., 700 kc, 1 kw, daytime only. John W. Bolter, president, 25%, is president and general manager of KJIB Jamestown, N. D., owns 29%, KVOK Moorhead, Minn., 12.5%, of St. Paul North Central Broadcasting System; John Ruane, vice president, 19.34%, owns Ruane Broadcasting Co. of Minneapolis, and 30%, KJIB Marshalltown, Ia.; Howard S. Johnson, secretary, 15%, vice president of KVOK, Joseph F. Rosenfield, treasurer, 13.7%, lawyer, owns 29%, KJIB; Kenneth A. Durham, director, 1934, owns 25% of St. Paul North Central Broadcasting System; Arthur Sanford, 18-1/4%, is president of KJIB; Markel, Kenyon of TV and radio equipment for the fiscal year ended Aug. 31 exceeded those of any prewar period of The Halli- crafers Co., Chicago, the company's annual report to stockholders last week showed. Combined and government surplus sales totaled $15,218,201, the report stated. Net income for the first postwar year was $149,429.98, as compared with $571,779.75 in 1945. Net earnings for 1946 represented a net income of 6.14% on net sales or 73 cents per share.

Radio Panel

WASHINGTON radio experts Dec. 14 will participate in panel discussion of radio at meeting of the American Association of University Women. Conducted by Art Casey of WOL, each speaker will make three minute address followed by questions from audience. Participants include: Helen Moberley, WPRO; Bryan Nash, WMAL; Richard McNamara, WINX; Hazel Kenyon Markel, WTOP; Gene Juster, WRC, and Frank Fletcher, WARD.

KPHL, new 250 w, Paso Robles, Calif., station operating on 1550 kc, is announced by Dan Lee Broadcasting System as an increase in station's local off-gateway network to 41. Leslie Henry Hacker is station owner.

Contractors' Group Asks Capital Outlet

DeQuincy V. Sutton, Washington radio consultant, is vice president, general manager, and chairman of the new radio firm of Sutton Broadcasting Corp., which applied to FCC last week for a new Washington daytime station on 840 kc with 10 kw. The company also plans to apply for operating on 1550 kc for the network and only remaining Washington FM channel, which is withheld from assignment until July 1, 1947, under the channel reservation plan.

Controlling interest is held by the following in Stone Heating & Ventilating Co. (contractors and suppliers) of Washington; Lerewer C. Stone, who owns 45.6%, and is president of the new radio firm; Helen C. Stone, wife of Lerewer, 11.8%, and Edmund F. O'Connell, secretary-treasurer, 16.6%. Lloyd Fletcher, Washington attorney, is a director.

The Rock Creek group's application requests the same frequency (840 kc) sought by Lamar A. Newcomb Jr., Washington consulting engineer formerly with the field service of FCC and its predecessor Federal Radio Commission, for a new 250 w daytime station at Falls Church, Va., near Washington.

"and to think I didn't believe that lady on WFDF Flint."

BROADCASTING  Telecasting

Miss Annette Kennedy
Arthur Meyerhoff, Inc.
Chicago, Ill.
Dear Kay:

Just giving over a news item that came in over the wires today. It starts out: "SALES TAX RECEIPTS Hit ALL-TIME HIGH... Reflecting strong buying power and heavy consumer demand, West Virginia consumers' sales tax collections hit an all-time high in September and brought the nine months' total to more than 15,000,000 above record breaking 1945." And who was that old, that's gold in them there hills?

Yrs, Aigy

WCHS
Charleston, W. Va.

Cleveland's Chief Station cooks up program magic that builds sales in the great Cleveland market.

Better local programming and top-rated national shows form the recipe that backs your advertising message with the power of more daytime dialers per dollar than any other regional station.

December 9, 1946  Page 77
FAB Seeks to Break CAA Bottleneck

Group Adopts Resolution Seeking to Speed Approvals

(See other FAB story, page 17)

LAUNCHING what may become a nationwide campaign, the Florida Assn. of Broadcasters, at its semiannual meeting Dec. 1 at Miami Beach, unanimously adopted a resolution urging the FCC to break the bottleneck on approval of station transmitter sites. Growing out of “inordinate delays” in clearance by the Civil Aeronautics Administration, a strongly worded resolution offered by Col. A. Frank Katzentine, Miami Beach attorney and owner of WKAT, called upon the NAB board of directors to “urge the FCC to give “prompt relief” to the nation’s broadcasters and prospective owners in order that “a more abundant public service” may be rendered.

The FAB, which has originated numerous projects of national significance radiowise, approved the resolution after Col. Katzentine had cited difficulties encountered in getting CAA site approval for both AM and FM transmitters. Col. Katzentine recently returned to active direction of WKAT after four years of Army service.

In addition to difficulties encountered on the Federal level, stemming from CAA’s control over purported hazards to air navigation, the former Miami Beach mayor cited the interplay of State, county and municipal governments, through zoning boards, port authorities and public and private airport authorities in passing on transmitter locations. He told of his own experience in seeking an FM location, which resulted in preliminary approval of several sites, only to have them vetoed on grounds that future aviation or airport developments might be impeded. Other FAB members cited somewhat similar experiences.

Miller to See Denny

NAB President Justin Miller, principal speaker at the FAB convention, not only commended the organization for its action but said he informally would discuss the resolution with FCC Chairman Charles R. Denny Jr. The resolution will be presented to the NAB board at its meeting in San Francisco Jan. 5-7. Fred W. Burton, WQAM Miami, NAB 8th District director, asserted he would press for prompt board action in view of its urgency.

At a fast-moving morning session Dec. 1, the FAB, with President Jim LeGate, WIOD general manager, in the chair, cleared up an agenda of a half-dozen topics. Present were about 60 broadcasters representing practically all of the State’s two-score stations.

A determined stand against the 2½% cash discount for advertising agencies, now the goal of a nationwide campaign by the American Assn. of Advertising Agencies, was taken after Bill McBride, commercial manager of WDBO, Orlando, had pointed out that the NAB Sales Managers Executive Committee had discouraged its acceptance and several delegates had voiced objections. Few stations now are allowing it, Mr. McBride contended. He brought out that Charles Franco, Young and Rubicam radio manager, had argued in a recent letter to broadcasters that 80% of the nation’s newspapers allow the cash discount but
that it had been ascertained that this 80% does not represent as much as 50% of the newspaper industry's nationwide readership.

David E. Smiley, publisher of the Tampa Times, which owns WDAE, and former head of the North American Newspaper Alliance, asserted that the increasing movement among newspapers to discontinue the discount. "Predicting that this movement would grow, he said that he personally is "very much opposed to the discount."

Resolution offered by Stephen P. Willis, WJNO West Palm Beach, endorsing NAB committee's action inveighing against the 5% discount and citing the further grounds that the discount is not based upon recognition of the agency or its ability to make payment, was unanimously adopted.

The FAB authorized appointment of a legislative representative in the state capital at Tallahassee to work with its Legislative Committee in obtaining recognition of radio in the state and in ferreting out measures which might adversely affect industries.

President LeGate named a committee comprising Col. Katzentine, Col. Ben Phipps, owner of WTAL Tallahassee, and Douglas Silver, president of WIRA Ft. Pierce, to select the representative.

President LeGate explained the association would continue to rotate seven of its members at Tallahassee for the duration of the legislative session each to enable a week on the scene. The broadcaster would counsel with the legislative representative and with members of the legislation.

Col. George C. Johnston, president of WDBO and dean of Florida's active station owners, admonished the FAB that "great wisdom" is required in selecting the Tallahassee representative. He pointed out that there will inevitably arise efforts by state legislators to tap new sources of revenue and that radio broadcaster's numerous extravagant stories about its wealth, is certain to become a target.

"Give them a little time and they'll get to it—that's their racket," he asserted.

Vote Down Rotation

A proposal that the NAB district directorship be rotated among the three states comprising the district (Florida, Alabama, and Georgia) was voted down, largely on the ground that it was not in the interest of democratic way. John Prosser, manager of WKAT, initially opposed it. Glenn Marshall Jr., general manager of WFOY St. Augustine, after observing that the district should not be deprived of the continuity of able representation on the board, such as that given by Mr. Borton, made a motion that the rotating plan be voted down. His motion carried.

Previously, Director Borton had endorsed rotation, and suggested that the other states in the district nominate individually, with the district as a whole to vote its choice.

President Miller praised not only Mr. Borton's board stewardship, but also Mr. LeGate's direction of FAB.

Among other actions, FAB resolved to continue in force its present by-laws governing nomination and election of officers, to inquire into the feasibility of continuing to make 15-minute transcribed reports to the state by Florida's Governor; and to study the matter of dues for daytime stations along with a proposed new classification of association membership.

S. O. Ward, owner of WLAK Lakeland, was named chairman of the latter committee.

Attending the Sunday, Dec. 1 business sessions:

John Browning, WSPB Sarasota: Douglas Silver, WIBA Fort Pierce; Thomas Watson, WIBA; Jack Hopkins, WJAX Jacksonville; Harry Cunningham, WJAX; Glenn Marshall, WGBB Jacksonville; Spencer Mitchell, WDAI Tampa; David Smith, WDAE, Col. George Johnson, WDO Orlando; Jim Varnurnow, WQAM Miami; William McHund, WIBO; Harold Daniels, WIBO; Charles Backens, WIBA Tampa; Tram Green, WFPA; Ted Chapeau, WJHP Jacksonville; Alfred Tenner, WJAX; Lake City; S. O. Ward, WLAK Lakeland; Wright Recht, WMJFP Daytona Beach; M. W. Wright Recht, WMJFP; Reggie Martin, WPFT Port Lauderdale; Jack McCullagh, WQAM; Ben Woodford, WQAM Fort Myers; Col. Phipps, WTAL Tallahassee; Ms. Foster, WTAL; Fran Katzentin, WKIT Miami Beach; John Collins, WKAT; W. W. Wampum, WKAT; Robert Beuten, WKAT; Stanton F. Ket, WQAM Miami; N. Babcock, WGBB; Fred Bordeaux, WQAM Miami; Fred Mizer, WQAM; Louis Riglestone, WQAM; Jean Johnson, WQAM; Frances Kretser, WQAM; James M. LeGate, WIOD Miami Beach; Tom G. Smith, WIOD; Warren Silver, WIOD; Bob South, WIOD; Joe Nyat, WIOD; Earl Bain, WIOD; C. T. Kennedy, WQAM; Martha Henriquez, WIOD; Milton Scott, WIOD; Bob Wilde, WJNO West Palm Beach; Markham Hammis, WJNO; Charles R. Davis, WWPO Palm Beach; Jonas Wieland, WNZ Hollywood.

Miller

(Continued from page 17)

20 years, there has been no predicting what's coming out of the bag next."

Judge Miller in his extemporaneous remarks, said that since the FCC has "illegally abused" its powers under the existing law, solution of the problem lies in legislation "strictly limiting the power of the FCC to the area of technical and rate regulation making it perfectly plain that each licensed broadcaster has the same privilege to editorialize as do the newspaper editors throughout the country."

He alluded to the so-called Mayflower case of five years ago used by the Commission as a means of banning editorializing on the air by station ownership or management. He said it was his belief that since he had begun his crusade several months ago against this ruling, "some stations have been editorializing again."

The age-long history of public discussion proves to us that we need not more, but less government control," Judge Miller said. "Our object should be to eliminate restrictions, rather than to increase them."

Judge Miller cited the "better working relations" of the NAB with the FCC, pointing out he was now holding monthly luncheon discussions with Chairman Charles R. Denny Jr. "We can agree that we can disagree, and work things out," he asserted.

In elaborating on his projected legislative program, Judge Miller said that the amendments to the Act should expressly provide that the FCC shall have no supervision over program content or structure and mercilessly repudiate the so-called "scarcity theory" and a limitation upon freedom of speech. Declaring there is no question of scarcity, he said that if it exists, "the FCC has created it." FM broadcasting, he pointed out, provides almost limitless opportunities for expansion in the ultra high frequencies.

Criticizes Present Policy

In urging automatic legal license renewals, except upon protest by the Commission, Judge Miller criticized the present practice of "temporary renewals" which he said was in the nature of "receivership" sanctions against stations. Revocation or renewal proceedings should be triable in the appropriate Federal Court, with the FCC itself made a party complainant so that it could take a "laboring oar."

Urging also that the scope of judicial review of Commission decisions be enlarged, Judge Miller criticized the FCC for being unduly "judicial review." He proposed further that the law provide for appeal by any citizen where freedom of speech is abridged.

Reiterating previous observations pertaining to regulation, Judge Miller opposed legislative proposals that any Federal agency be given the power to control broadcast stations; praised some newspapers for taking up the cudgels in defense of freedom of radio; warned against imposition by states of franchise taxes upon radio; cited moves against radio involving juvenile delinquency; touched upon the music problem developing within pending renewal of contracts with ASCAP; and enumerated possible anti-trust pitfalls in self regulation of radio and developing the Broadcast Measurement Bureau. Of fundamental importance to radio's future, moreover, he said, are problems in the international area, having to do with allocation of frequencies which will become the subject of next year's international telecommunications conference.
First Nationalwide Organizational Meeting of the newly-formed FM Assn. will be held in Washington Jan. 10 at the Statler Hotel, 521 of Washington. The meeting will be addressed by the FMC Committee and owner of KTLF and KOPF (FM) Houston, announced last week.

Invitations to attend the meeting, called for 10 a.m., will be mailed this week to 5,500 FM enthusiasts, Mr. Hofheinz said. With the letters of invitation will go application blanks for membership.

"It is our view that the most important problem facing the industry now is to publicize and promote FM throughout the nation," the letter will say. "The FMC Committee has been awaiting renewal of license, [BROADCASTING, Nov. 25]."

Tentative Agenda

Tentative agenda, prepared by Leonard H. Marks, counsel and treasuer; Edward M. Jansky Jr., and Wayne Coy, members of the Steering Committee, includes the appointment of regional directors among the membership; election of officers; adoption of constitution and by-laws; adoption of a plan for promoting FM broadcasting.

The Jan. 10 meeting also probably will select an executive director, who will function on a paid basis with offices probably in Washington. No members have been filed for the post. A committee probably will be formed to develop FM broadcasting. The Jan. 10 meeting also will consider the appointment of regional directors among the membership; election of officers; adoption of constitution and by-laws; adoption of a plan for promoting FM broadcasting.

Supplementary Points

The supplementary points proposed by Messrs. Pearson and Allen are almost identical with those adopted early in November for WTBOL Toledo and KMAC and KONO San Antonio [BROADCASTING, Nov. 11], which with WBTOL and two other stations are awaiting renewal proceedings called on program grounds. They include:

- Comparison of program promises and performance; commercial versus own commercials, announcing and commercial spot announcements; time devoted to discussions of controversial issues and to local live talent programs; nature of programs substituted for network sustaining shows; a breakdown of sustained, commercial, and live talent programs at night; data on broadcast income and amounts spent on programs; admission policy regarding these matters.

The petition, filed Wednesday by the Washington law firm of Cohn & Marks, asked FCC to issue a declaratory ruling on whether the formal issues do or do not entitle "among other things," the specific points taken from issues in WTBOL KONO KMAC cases.

"A definite statement on this question will (1) remove any question that might be raised at the time of the hearing; (2) will afford all parties ample opportunity to prepare testimony directed to this phase of the case, and (3) will assist the hearing officer in the admission of evidence," the petition asserted.

The hearing is slated Jan. 13. WBTOL, one of the stations cited by the Commission in its Blue Book for purported over-commercialization, has been awaiting renewal hearing since last February. Messrs. Pearson and Allen, newsmen and former co-authors of the daily Washington Morning-Glo-Round which Mr. Pearson handled alone since Col. Allen entered the Army, filed their application for the 50 kw, 1090 kc facilities of WBTOL last September [BROADCASTING, Sept. 23].
Revised FCC Questionnaires Issued

Objections May Be Filed Until Dec. 20; Will Delay Mailing

REVISED to eliminate principal industry objections to the first version, a new proposal for the form of FCC questionnaires on station and network employees and their compensation was released by the Commission last week.

FCC authorities said the new forms—Schedule 13 of Form 324—could not be distributed this month since interested parties have until Dec. 20 to file objections to the new proposal and the Commission may then, if it sees fit, call for oral argument. Heretofore the forms have been sent out in October. The week to be covered in the report will be one subsequent to the date the forms are distributed.

Proposal Outgrowth

The new proposal is an outgrowth of a revision suggested last September and discussed at an informal conference of FCC, industry, and union representatives on Sept. 20 [Broadcasting, Sept. 28].

It differs from the September proposal primarily in its omission of questions relating to distribution of employees according to wage brackets. Industry authorities, led by NAB, had objected strenuously to inclusion of such questions, while union spokesmen supported the entire September plan.

The revised form’s chief differences from the Schedule 13 which has been used for the last eight years, FCC officials said, are that it calls for segregation of time from straight-time earnings, and reorganizes the various occupational classifications.

A separate schedule—13-B—is provided for reporting the number of full-time and part-time employees according to job classification (other than non-supervisory program employees, covered in Schedule 13-B), and the number of weekly hours and amount of weekly compensation for each group, the total of unscheduled overtime hours worked during the week, and the total compensation of unscheduled overtime hours.

Classification

Employees are classified in Schedule 13-A as follows:

I. General officers and assistants.
II. Clerical employees: (a) supervisory; (b) others.
III. Program employees: (a) supervisory; (b) non-supervisory, to be reported in Schedule 13-B.
IV. Technical employees: (a) chief engineers and supervisors of engineers; (b) studio engineers or technicians, segregated according to those holding first-class radio-telephone licenses and “others”; (c) transmitter engineers or technicians, segregated according to those holding first-class licenses and “others”; (d) research and development employees; (e) other technical employees.
V. Sales and advertising employees: (a) supervisory; (b) non-supervisory, segregating outside salesman, promotion and publicity, and “others.”
VI. Building service employees.
VII. All other employees.

In Schedule 13-B, the non-supervisory staff program group is broken down as follows: Announcers; singers; sound effects men; production men; musicians; writers; news personnel, and “others.”

Non-supervisory non-program employees are classified as: Announcers; singers; actors; musicians; writers; news personnel, and “others.”

Revision of the old Schedule 13 was designed to elicit more meaningful and complete employee and compensation data to be used, in compiled form by FCC and other agencies such as the Department of Labor’s Bureau of Labor Statistics, according to FCC. Dallas W. Smythe, assistant chief accountant in charge of the economics branch, directed preparation of the proposal. Whether oral argument will be held will depend upon the reaction of industry and “other interested persons,” the Commission indicated. Objections must be submitted to FCC in writing by Dec. 20.

WEOA Sale for $200,000, KVIC for $192,000 Okayed

ANOTHER of the few remaining duopoly cases was cleared last week as FCC approved sale of WEOA Evansville, Ind., from Evansville on the Air Inc. to WFBM Inc. for $200,000. Evansville on the Air also is licensee of WEF and WMIL (FM) Evansville and has filed for purchase of WTMV East St. Louis, Ill. [Broadcasting, Nov. 18]. WFBM Inc., owned by Harry M. Bitner and associates, is licensee of WFBM Indianapolis.

WEOA, which operates on 1400 kc with 250 w, is a CBS affiliate as is WFBM. Mr. Bitner, former Hearst publisher, owns WPEA Manchester, N. H., and 30% of WBFM. Members of his family own most of the remaining interest in the Indianapolis outlet. Evansville on the Air, owned by Curtis Broadcasting Co., which holds AM and FM stations in Evansville, is to pay $320,000 for WTMV, which transfer application now is following Ace procedure.

KVIC Sale Approved

At the same time the Commission also approved $192,000 purchase of KVIC Victoria, Tex., by John G. Long from Morris Roberts. Mr. Long is theatre owner and a partner in Bay City (Tex.) Broadcasting Co., which holds AM and FM stations in Bay City. His application for purchase of KSAM Huntsville, Tex., for 42,500, was approved last October.

KPRC Houston, Tex., was granted voluntary assignment of license from Houston Printing Corp. to The Houston Post Co., wholly-owned subsidiary. No money is involved. Included in switch is condition that the licensee qualify for a Class B FM station.

In Puerto Rico, WIAC San Juan was granted by FCC involuntary transfer of control of its licensee corporation, WICAI Inc., from Mrs. Enrime Abearca Sanfeliz, executors of the estate of her husband, to Mrs. Abearca Sanfeliz as an individual. No money is involved.
Help Wanted

Wanted—Two engineers with first class tickets for 250 watt midwest station. Salary $11.00 hour forty hour week. Write Box 298, BROADCASTING.

Wanted—Operator for midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of application and starting salary. Box 330, BROADCASTING.

Announcer, competent record jockey and general announcing. New Pacific regional station. Replies confidential. Box 316, BROADCASTING.

Wanted—New midwest radio station needs experienced announcer with knowledge of board. $50.00 per week. Metropolitan. Box 330, BROADCASTING.

Wanted—Closing with first class license for 48.00 for 40 hours. North Carolina station. Box 234, BROADCASTING. W. E. 1480, Raleigh, North Carolina, Virginia. Box 335, BROADCASTING.

Wanted—Man for continuity director—Pecos, Texas. Announcer who can punch commercials and reference. Will write a daily special feature show. Salaries approximately $4,000. Send full details, WOAI, San Antonio, Texas. Box 335, BROADCASTING.

TIME SALESMAN WANTED

This is a once-in-a-lifetime opportunity with Chicago's most aggressive independent station, WABC, to sell advertising to some of America's leading advertisers. If you have a record of proven success as a salesman—preferably with an independent record—this is your opportunity. Give full qualifications, experience and salary required. Box 330, BROADCASTING.

Announcer—wants capable, versatile announcers. Write box number.

Writer-Producer

50,000 watt network station in middle Atlantic state expects experienced writer-producer with ideas, man or woman who can create salable programs and who has the energy to follow thru. Write listing background, experience and salary desired. Box 348, BROADCASTING.

WANTED—First class licensed engineer. New station. Salary competitive. Box 353, BROADCASTING.

Program Director—$8,000 and better, if you are an operator—preferably with an independent record—this is your opportunity. Give full qualifications, experience and salary desired. Box 353, BROADCASTING.

COOPER CO-AXIAL CABLE

500 ft. Andrews 1 1/2 inch O.D. with 1 1/2 inch I.D. 50 gauge nichrome wire. Khows to match. 60 feet F.O.B. Our warehouse. Wire, write or phone.

BROADCASTING

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue. See back page boxes to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted (Cont'd)

Established 250 watt Mutual station wants capable manager of continuing opera-tory program. Must have controlling interest. Territory is serve. Pleasant southwestern town, high standard of living. Salary and bonus arrangement which makes possible permanent position. Please send full details, WOAI, San Antonio, Texas. Pay $7,000 to $8,000 per year. Please send qualifications, reference, experience and photograph. Box 344, BROADCASTING.

New station needs announcer-operator with sportscasting ability, some continuity writing. Must know his business and be congenial. Here is a good place to work immediately. Box 361, BROADCASTING.

Situations Wanted

Disc jockey, Top seasonal announcer. Record shows of all types specialty. Picture auction handle. Top references. Box 322, BROADCASTING.

General manager—Excellent record, top ten stations. Established station location in east or south. Young, active executive, seeking a progressive station. Please write Box 335, BROADCASTING.

Announcer—Young man, 23 years old, desires permanent position at progressive station. College graduate; one years' experience in production. Large city area. Box 291, BROADCASTING.


Engineer—Sixteen years experience AM/FM. First class broadcast engineer, thorough working knowledge of both engineering and sales. Experience in advertising or promotion, special events director, services, will work as敞开 at station salary. Box 338, BROADCASTING.

Chief engineer small station, ticket six dollar salary. Excellent opening with progressive network. All inquiries answered. Box 321, BROADCASTING.

Woman—Inexperienced in all phases of radio work, desires to enter the field either working, including make work, promotion, special events director, sales, office work, might as well try to do it. Let me show you what I can do. Box 340, BROADCASTING.

Looking for place to live. Program director with family wants secure apartment or house. 10 years experience in all phases of radio. Desirable to new station in securing experienced staff, training young people, organizing, programming, maintaining, traffic. Would make trip to apply in person if desired. Box 339, BROADCASTING.


Radio executive with some advertising background, thoroughly experienced in all phases of radio station operation. Excellent record. Experience in advertising or promotion. Will work as suitable position can be found. Reply Box 340, BROADCASTING.

Newscaster—Script writer, experienced, looking for opportunity. Box 350, BROADCASTING.

Engineer with first class telephone and high class telegraph license desires a change. Have three years of small station experience. Age 25, single, no smoking, dependable and good references. Have degree in E.E. Box 351, BROADCASTING.

Postpaid

Send cash, check, or money order to Times Clock, Box 119, Topeka, Kan.

WANTED

Two expert announcers, who know how to produce and present record shows. Knowledge of the basic principles of sports and news. Also desirable services of expert copy writer, man or woman. These positions are with aggressive stations. Work will be recognized quickly. No prasoms or bozos. Men and women are desired. Box 301, BROADCASTING.

TRANSCRIPTION COMPANY

Wants Sales & Promotion Man. Also seeks transcribers. Must have experienced in the business end of producing and merchandising syn-

BROADCASTING • Telecasting

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For sale - 3000 feet of ground wire, tape, a set of operating tubes and one set of power supply, priced reasonable. Available early spring 1947. RCA type 96A limiting amplifier, transmitter, cutting needles, long shanks, just resharpened, used.

1 1/2 hours recording time. Good as new. Film recorder, model A.

Ridgewood, L. I.

Betty Wason, former war correspondent for CBS. "Your course is a provocative beginning for the service in radio, and an excellent opportunity for the person who wants to go into this kind of technical work."

Betty Wason, former war correspondent for CBS. "Your course is a provocative beginning for the service in radio, and an excellent opportunity for the person who wants to go into this kind of technical work."

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING
1566 Irving St., N.W., Dept. 104, Washington 10, D. C.

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Coal Strike Hits Radio Set Deliveries

Rail Shipment Embargo Affects Distributors, Dealers, Public

BECAUSE of the walkout of the soft coal miners many an American family will not find that new radio set under its Christmas tree on Dec. 25. The embargo on freight movements put into effect by the government as a coal saving measure during this critical time means a virtual halt in the flow of materials and parts into radio factories and of finished receivers from the manufacturing plants to warehouses, stores and homes.

In addition to blocking deliveries of parts and materials to factories and of finished receivers to dealers, the halt in shipping also will inevitably add thousands of workers in the radio manufacturing plants to the roll of the nation's unemployed. While they asked to be quoted directly on the subject because of possible adverse effects on employe morale, executives of several major manufacturing companies said that if the shutdown continues through this week they will have no alternative but to shut down completely.

Henry G. Baker, general sales manager of the RCA Victor home appliance division, said: "There is no question about the seriousness of the situation." L. J. Kaar, manager of the receiver division of General Electric Co. at Bridgeport, stated, Receivers have been moved as fast as they could be loaded on the local freight train and there was an opportunity to build up a reserve supply, either at the factory or on the dealers' shelves. Some dealers may still have a few sets on hand, he said, and there are some receivers in transit which may still be delivered, but no more can be shipped as long as the embargo is on, which means a definite curtailment of the anticipated volume of pre-Christmas sales.

Emerson Radio & Phonograph

U. S. Coal Drive

BROADCASTING stations were asked last week by Secretary of the Interior J. A. Krug to join the campaign of the state governors to conserve coal. The Solid Fuels Administration has prepared and distributed to governors of most States a kit of radio material. This kit includes a 15-minute talk and 10 one-minute announcements. Already governors of 32 States have pledged to cooperate in the campaign.

Coal Corp. also will be "seriously affected" by the embargo, Charles O'N. Weisser, sales promotion manager, stated. The company's shipments of merchandise to dealers for Christmassale are far from completed, he said, and Emerson had planned to continue deliveries right up to Christmas Eve. Trucks will be used as far as possible to handle deliveries, he said, admitting that this would not be of much help for points very far away from New York.

Philo Hard Hit

Philo, too, will be hard hit. A spokesman for this organization pointed out that labor troubles earlier in the year had prevented the building up of any backlog of receivers and that Philo dealers are still rationed, getting only fractional allotments of sets instead of their full orders.

Truman Coal Talk

PRESIDENT TRUMAN was to be heard on all four networks Sunday at 9:30 p. m. with a message on the coal strike. It was recalled that the nationwide railroad strike was settled last spring just two weeks before the President made a radio appeal for employers to return to their jobs.

Du Mont to Televise Yankee Baseball and Football Games

ALL home games of the New York Yankee Baseball Club and the New York Football Yankees during 1947 will be televised exclusively by the Du Mont Television Network, it was announced last week by Larry S. MacPhail, president of the Yankee Baseball Club; Daniel R. Topping, president of the Du Mont Companies; and Leonard F. Cramer, executive vice president of Du Mont.

The Du Mont Network presently includes two stations, WABD New York and W7DO Washington, both owned by the Du Mont organization, but by the opening of the baseball season next spring two more video affiliates may be added, giving the network outlets in Philadelphia and Boston as well.

In addition to the 77 home baseball and seven home football games scheduled to be played at Yankee Stadium, next year's Du Mont contract also calls for telecasts of 11 Yankee baseball games from each of three other cities, Washington, Boston and Philadelphia, facilities permitting, and if clearance for the telecasts can be secured from the American League teams in those cities, Philadelphia and Washington will be added.

If the Du Mont contract is accepted by the League, the National Football League and the National Basketball League, the network may televise up to 200 professional and college contests in both football and basketball.

WABD, owned by the Du Mont Companies, has homes in New York and New Jersey. W7DO is the Du Mont station in Washington, D. C.

WTOD-FM Starts

WTOD-FM Toledo was scheduled to open Saturday at noon, with a broadcast of the intersectional football game between Toledo U. and Bates U. as the inaugural program. FCC has authorized station to broadcast with unlimited time and using power up to 25,000 w. on a frequency of 97.7 mc. Initially WTOD-FM will broadcast seven days a week until 9 p. m., Edward Lamb, president of Unity Corp., owner, announces. Studios, transmitter site, programming and other features are separate from the standard station, WTOD.

SPEAKING at dedication ceremonies WIBW-FM were (1 to r.): Henry Blanke, general manager of Capper Publications Inc.; Ben Ludy, general manager of WIBW, WIBW-FM and KCKN; Sen. Arthur Capper, president of Capper Publications, and K. C. Marquardt, chief engineer.

Following the dedicatory broadcast WIBW gave a dinner at Topeka's Jayhawk hotel for business leaders, radio dealers and distributors, who witnessed a demonstration of FM broadcasting and hearing. Practical application of FM broadcasting in the commercial world was explained by Everett Dillard, owner of KOZY Kansas City and W3XL-FM, Washington, D. C.

WIBW-FM is operating daily 2-10 p. m. on 102.5 mc, FM channel 275.

Oakland Stations Continue on Air

OAKLAND stations stayed on the air during the two-day general strike which tied up the city last week, providing public service during the critical period.

KLX, operated by the Oakland Tribune, operated without AFRA announcers and union engineers when the Tribune Bldg. was picketed and the employees refused to cross the line. The station cancelled commercial programs but continued with announcements and recordings.

KWBK KRE and KROW were not picketed and operated normally during the stoppage, joining KLX in keeping the public informed of strike developments. With suspension of Oakland newspapers and stoppage of deliveries of San Francisco newspapers the stations have been a sole source of information and news.

KGO San Francisco set up headquarters in Oakland during strike.
AFRA Negotiations Are Suspended

Sustaining Wage Scale
Reported Reason
For Halt

AFRA-NETWORK labor negotiations, after more than nine weeks, halted Thursday night in what was authoritatively described as a "temporary suspension."

AFRA officials walked out of negotiations shortly after 6:15 p.m. Thursday. Neither they nor the network executives would officially disclose the reason for the break-down, but a responsible source reported that AFRA may have been precipitated by a dispute over wage scales in the sustaining program code which had been under discussion.

AFRA was mum about its plans, but it was thought that the union leaders may intend to present a report on the state of negotiations to the AFRA executive board and station representatives at a meeting shortly. A national representative which had represented both WKBW and WGR was present at the week-long negotiations which had been solved by the negotiators.

AFRA has been tentative and would not be committed to any of its plans, but it was thought that the union leaders may intend to present a report on the state of negotiations to the AFRA executive board and station representatives at a meeting shortly. A national representative which had represented both WKBW and WGR was present at the week-long negotiations which had been solved by the negotiators.

Terminals of the contract will extend to April 1, 1947, without modification thereof for extension of completion date to Jan. 24. CP was originally granted in 1942.

The committee will serve as a "fact finding" group on AFRA-network differences which would include "unfair stations" disputes. It will not have the power to act as a arbitrator in any of the disputes but will make recommendations to the industry and AFRA, after investigation.

Out-of-town network principals present at the week-long negotiations were: from the West Coast, Lewis Allen Weiss, Don Lee Broadcasting System; Sidney Strotz, KGB and KHJ; WINS, NBC; Frank Samuels, and Don Tatum, ABC; from Chicago: Glenn X. Snyder, WLS; James Stirtont, ABC; Frank Balkner, CBS, and Jules Herbivouux, ABC.

Indications that the present breach may not be irreparable was seen in the "on-schedule" departure of many of these executives for their home bases.

GB Radio Freedom Is Cited by Winant

Great Britain's BBC Experience
Used to Illustrate Talk

JOHN G. WINANT, former U. S. Ambassador to Great Britain, last week said that freedom of radio information exists in Britain despite "conditions approaching governmental monopoly."

Speaking at a dinner of Survey Assoc. held at the Beverly Hotel, Mr. Winant, now U. S. Representative to the UN Economic and Social Council, specifically referred to Great Britain's experience with the BBC. He said that freedom of information under governmental monopoly was possible "provided that people believe in such freedom and link the power of monopoly by the political control of democracy."

Mr. Winant explained that "we should not accept such conditions but progress toward a freer flow of information can be made in spite of them. The struggle to extend the rights of people to know can be won in the long run only by combining constructive action in this broader sense with attacks upon specific censorship and monopoly. The whole cause could be lost if we dissipate our strength in ideological arguments."

WINS Denied SSA

CROSLEY outlet in New York, WINS, last week was denied by FCC its application for a two month special service authorization for unlimited time operation of 10 kw watts on frequencies of 50 and 50 kw to local sunset, employing directional fulltime. WINS is assigned 10 kw fulltime on 1010 kc, holds construction permit for 10 kw in 1000 kc, with restricted modification thereof for extension of completion date to Jan. 24. CP was originally granted in 1942.
FCC ISSUES 17 FM CPs; 6 CONDITIONAL

SIX FM conditional grants and 17 FM CPs announced Friday by FCC. CPs include two issued “in lieu of previous details.”

Comr. E. K. Jett dissenting, Commission denied KONO San Antonio petition for grant of AM-FM application out hearing. FM case consolidated with KONO renewal application, one of six awaiting hearing on program factors, now set for Jan. 6.


FM conditional grants to KUOA Siloam Springs, Ark.; KHSI Chico, Calif.; Everglades Broadcasting Co., Miami, and Independent Broadcasting Co., Des Moines, for Class B stations, all subject to further review and engineering approval. Conditional for Class A stations to stations to Station Inc., Flint, Mich., and KSPI Stillwater, Okla.

Construction permits as follows (power is effective radiated power; antenna height, height above average terrain):

Mobile, (Ala.) Daily News—Class B—94.1 mc (Channel No. 231); 21 kw; 285 feet.

WGBO Inc. (Trenton), N. J.—Class B—99.4 mc (No. 253); 46 kw; 300 feet.

Times Picayune (New Orleans), New Orleans—Class B—94.5 mc (No. 261); 270 kw; 575 feet.

Havertelli (Mass.) Gazette Co.—Class B—96.1 mc (No. 241); 20 kw; 250 feet.

Knight Radio Corp., Detroit, Mich.—Class B—95.5 mc (No. 237); 20 kw; 500 feet.

Springs, Ark.; KHSL Chico, Calif.; Gabriel Broadcasting Co., Huntington Broadcasting Corp., Los Angeles; Gabriel Broadcasting Co., FM grantee for one of six awaiting hearing issued “in lieu of previous details.”

Announced Friday by FCC. CPs issued to Advertiser Press Inc., WJNO Inc. (WJNO), W. Palm Beach, Fla.; APR Inc. (APR), W. Palm Beach, Fla.; WJNO Inc. (WJNO), W. Palm Beach; Great Lakes Broadcasting Co. -Class B; 94.5 mc (No. 282); 710 w; 130 feet.

PAUL MOWREY, ABC agency account executive.

At Deadline

SAYS NEWSPAPER OWNERSHIP NOT BANNED BY CONGRESS

NEWSPAPER ownership issue came up in hearing before Examiner Abe Stein Friday afternoon in competing applications for 1490 kc, 250 w facility in Midland, Mich. Rep. Roy O. Woodruff (R-Mich.), veteran Congress man, a witness, questioned by Attorney Joseph F. Federson, Farnsworth House Inc., said he felt no provision in 1927 or 1934 radio laws precluded newspaper from owning station, even if no other newspaper or station in community. Company publishes Midland Daily News.

Rep. Woodruff conceded newspapers and broadcast stations are competitive in dissemination of news, on questioning by Guilford Jameson, attorney for second applicant, Midland Broadcasting Co. Hearing wound up after proceedings started early in week at Midland.

TWO AM STATIONS GRANTED FORT WAYNE

GRANTS for two new AM stations at Fort Wayne, Ind., and one at Woodward, Okla., announced by FCC Friday:

Fort Wayne Broadcasting Corp., eastern Indiana Broadcasting Co., 1380 kc, 5 kw, directionalized fulltime, engineering conditions. William A. Runkle Jr., publisher Fort Wayne Journal Gazette, owner, holds options to purchase 75% within 15 months.

Fort Wayne Broadcasting Co. 1090 kc, 1 kw, day only. Principal, Edward H. Thomas, engineer Indiana Bell Telephone Co., president, 33.75%; Clarence Schust, 10%; John Tootshill, president-general manager Burnes-Smith Co., station representative, 25%.


XXEL PLEA TO HEARING

XXEL Waterloo petition “for continuation of exclusive nighttime assignment of 1540 kc to XXEL” designated for hearing, FCC said Friday. At same time FCC denied XXEL petition to set aside Motion to rescind the action allowing Hofheinz and W. N. Hooper (owners KTIH Houston) to amend application for new New Orleans station to specify 1540 kc to XXEL, DA fulltime. XXEL now 50 kw on 1540 kc, Da full time.

TELEVISION SYMPOSIUM

VIDEO demonstrations by WBKB, talks by television leaders to feature Chicago TV symposium Wednesday. Commonwealth Edison Co., sponsor, and Chicago broadcasting account executives. Speakers: Paul Moore, AWC television director; Dick Hooper, RCA-Victor sales manager; Arden B. Rodner Jr., Commonwealth video promotion director; Reinald Wrrenwerth, NBC special events director. Directing plans: Fran Harris, Ruthrauff & Ryan, chairman; Alan Wallace, Needham, Louis & Brorby; Ken Craig, McCann-Erickson radio director; Russ Tolg, BBDO radio director.

DAY LISTENING UP

DAYTIME LISTENING up, evening down in three-month period ending Sept. 15, new C. E. Hooper Inc. audience report shows. Evening index 60.25; for same period last year 70. Daytime sponsored hours index increased 82.75 in 1945 to 84.75 this year.

COLOR VIDEO APPEARANCES

FCC announced order of appearance at color television hearings starting 10 a.m. today (Monday) in Dept. of Commerce auditorium as follows (story on page 16): CBS, Frank Stanton, Adrian Murphy, Lawrence W. Lowman, Dr. Peter Goldberg, Donald Horton, William B. Lodge, Paul H. Reedy; NBC, Dr. C. B. Jolliffe; Philco Corp., Farnsworth Television & Radio Corp.; Farnsworth Television & Radio Corp.; Continental Television Corp., Richard L. Campbell, Jr., leases, army, joins Fuller & Smith & Ross, N. Y.

FORT INDUSTRY GETS VIDEO AND FM PERMITS FOR TOLEDO

CONSTRUCTION PERMITS for both television and FM at Toledo issued to Fort Industry Co., FCC announced Friday. TV grant for 1490 kc (1540 kc, day only) 25 kw, visual power 27.4 kw, aural 14.4 kw, antenna height 524 feet; FM grant for Class B station, 98.5 mc (Channel 253), 20 kw, antenna height 480 feet.

Commission said two television applications dismissed “because of lack of prosecution”; those of Connecticut Television Co., Thomas Hill, Conn., and Institutum Foundation, Cincinnati.

TWO TV WITHDRAWALS BY DOROTHY THACKREY

WITHDRAWAL of television applications for New York, San Francisco without prejudice, leaving one for Los Angeles stand, sought of FCC by Dorothy Thackrey interests. Don Federson, vice president-general manager West Coast operations, said action taken since “full justice could not have been done with all three stations or even two.”

If Mrs. Thackrey obtains Los Angeles grant, he added, “concentrated effort” will be made in that operation. “It is entirely possible that Mrs. Thackrey may later request reinstatement of applications for New York, San Francisco, perhaps one at a time,” said Mr. Federson.

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