"WELL, I'LL..."

cried the first assistant to an agency v.p. when he learned...

that WOR's daytime mail-area

1. Contains 23,472,375 people who spend $14,030,592 in all kinds of retail stores every year.

2. That this same area has more than 20% of the nation's homes with radios, or 5,934,329 occupied by people who have $31,623,860 to spend for all kinds of things advertisers have for sale.

What WOR has done—and is doing—to simply and economically divert these people and their money toward hundreds upon hundreds of advertisers, it can also do for you. WOR's file of 106 great success stories can amply prove this to anyone who will call or write WOR—that power-full station at 1440 Broadway, in New York

Mutual
The Alfred Zachery family lives on a 160-acre farm near Judyville, Indiana. They have about two thousand dollars invested in machinery and equipment. Last season, Mr. Zachery had 86 acres in corn, another 45 acres in soybeans, and raised a few hogs, while Mrs. Zachery tended the flock of 125 chickens. More important, they are raising a fine crop of young Americans—three boys, Michael who is 6 months old, Jimmy, 2 and Terence, 4; and two girls, Jaquita, 5 years old, and Gweneth, 7. The youngsters have their own favorite livestock: a pony, a goat, and a dog.

The Zacherys moved to Indiana from Kentucky. They had been regular WLS listeners there . . . when they moved to Indiana, they found WLS broadcasts even more useful. "You have helped us in so many ways," Mrs. Zachery says. She points out how Dinner Bell Time, weather reports, farm news and other WLS programs filled their need for information on Indiana soils, weather and farming methods. Their favorite entertainment program is WLS Smile-A-While at 5 a.m. and they are regular Prairie Farmer readers.

It is on this home and family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.
She sparkles cheerfully like sleigh-bells—twice daily, five times a week. And, listening, Philadelphia women can forget their winter and rough weather. For Frances McGuire whisks her audience into a feminine dream world of home hints and fashions and celebrities, too.

Frances McGuire's is a new program. But it is fast winning friends for this progressive station. Owned and operated by The Evening Bulletin—America's largest evening newspaper—WPEN knows Philadelphia tastes.

At 950 on the dial, Philadelphians of both sexes find what they want when they want it. That's why more Philadelphia listeners know WPEN than any other independent—and one network outlet. That's why advertisers find WPEN an open sesame into the prosperous homes of the nation's huge third market. You can, too.
BROADCASTING... at deadline

Closed Circuit

GRADUAL RETIREMENT from FCC of non-Corp. Service department heads is being speculated upon in light of Republican control of Congress. FCC has been Democratic since its creation in 1934 during first Roosevelt Administration. Republican patronage dispensers are looking toward replacements in all governmental agencies including top Commission level itself.

MOVE TO have NAB Board of Directors at San Francisco meeting this week call off exploratory conversations with James C. Petrillo's AFM and have stations and others deal with musicians union on local level as union procedures contemplate, will be made by Wayne Coy, WINX Washington vice president, who attends his first NAB meeting as director for local stations. Refusal of Petrillo to do more than shadow box with NAB President Justin Miller believed motivating move.

WHEELER WILL join Wheeler when former Senator from Montana hangs out his shingle in Washington this month. Former Chairman of Senate Interstate Commerce Committee Burton K. will have as his associate Edward Wheeler, his son, who has been practicing as member of Washington firm of Vesey, Wheeler & Prince. Firm will start out with at least one big radio client, either RCA or one of its communications subsidiaries, or Gene McDonald's Zenith Radio Corp. which now has suits pending against RCA involving television patents.

IT'S ANYBODY'S GUESS now on Paul A. Porter and BMI presidency. Last week he advised BMI presidential selection committee he still was unable to make decision on his availability until after completion of his ambassadorial Greek mission but it is understood door was left slightly ajar. BMI Board doesn't meet again until February. Porter mission returns in late March or early April. Understood Porter already has turned down one private industry offer substantially in excess of $40,000-$50,000 stipend indicated for BMI presidency.

NEW FARM regional network in New York to debut in spring with two or three legs extending up Hudson Valley and west to Buffalo, with 80-kw New York City outlet included. WWSC Glens Falls and WLB/T Liberty (due to open in spring) to be key stations. Outlets likely to be in Poughkeepsie, Kingston, Schenectady, Buffalo, Rochester, other points. Cooperative combination rate for full network or portions in making.

JOHN B. KELLY and Anthony J. Drezel Biddle Jr. reported negotiating for sale of their combined 49% interest in 10 kw WIBG Philadelphia. Each has 24.5%. Mr. Kelly is

(Continued on page 86)

Page 4 • January 6, 1947

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-9: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.


Jan. 13-14: NAB District 44 Meeting, Hotel Utah, Salt Lake City.

(Other Upcomings page 77.)

Bulletins

FCC's second retreat from Blue Book stand seen Friday in announcement that WIBG Philadelphia, one of seven stations originally set for renewal hearings because of programming, had been given renewal "on a regular basis." Action came in grant of WIBG petition for reconsideration. KGPF Los Angeles, similarly set for hearing on program grounds, won regular renewal few weeks ago. [BROADCASTING, Dec. 2]

PORTABLE development broadcast station at Laurel, Md., to test transmission of broadcast programs over local power lines granted Herbert L. Spencer, Baltimore, by FCC. CP for experimentation only. Mr. Spencer denied applications for similar stations at Rockville, Gaithersburg and Westminster, Md.

MITCHELL FAUST CHANGES


President Watches

PRESIDENT TRUMAN showed intense interest in telecast of Congress opening Friday noon, watching proceedings on 10-inch screen. Receiver, installed at desk, will be moved to his study after message to Congress today. President saw House proceedings from WTTG, Du Mont Washington station. First telecast of Chief Executive delivering message to Congress to require about 40 minutes.

Business Briefly

CITRUS CAMPAIGN • Southern California Citrus Foods, Redlands, Calif. (Real Gold orange juice), subsidiary of Mutual Orange Distributors and new to radio, Jan. 6 starts for 12-week participation in women's programs on KIRO Seattle, WINS Milwaukee, WFIL Philadelphia, WTCN Minneapolis. Other stations will be added. Agency, J. Walter Thompson Co., Los Angeles.

FORUM NOW CO-OP • America's Town Meeting of the Air Jan. 9 becomes ABC cooperative available for local sponsorship. Program broadcast Saturdays, 5:30-9:30 p.m.; sponsored since 1944 through Nov. 29, 1945 by Readers Digest.

WINE GROWERS SHOW • California Wine Growers Guild, San Francisco, Jan. 11 starts Murder and Mr. Malone on 80 ABC stations, Sat. 9:30-10 p.m. Contract is for 52 weeks. Agency, Honig-Cooper, San Francisco.

SNO-MIST PLANS • Phillips & Benjamin Co., New York, appoints Lindstrom, Leach & Co., New York, to handle advertising for Sno-Mist, powder spray deodorant. Radio will be used.


FCC EXPLAINS DENIAL OF CLEAR CHANNEL PLEA

EXPLAINING Nov. 13 denial of Clear Channel Group's petition against licensing daytime stations on clear channels and channels adjacent to clears [BROADCASTING, Nov. 18], FCC said Friday grant of petition would mean no action could be taken on applications for 610 to 1690 kc "since all of these ... are either I-A channels or are adjacent (within 30 kc) to I-A channels."

All daytime grants on clears, Commission emphasized in Memorandum Opinion, subject to whatever rule-changes result from clear channel hearings. FCC further reasons daytime clear-channel applications granted consistent with rules and "fulfill definite public need": Of 103 CP's for clear channels granted since Oct. 8, 1945, 53 in cities having no other AM station. That many daytime stations being used to help finance FM "is an additional reason" for denying CCG petition, Commission added.

FCC insisted denial would not adversely affect outcome clear channel hearing or preclude power above 50 kw if higher power deemed advisable.

DON LEE HOLLYWOOD PLANS

GROUND BREAKING for new $2,500,000 radio and television studies of Don Lee Broadcasting System, Hollywood, will take place early this year, according to Lewis Allen Weiss, vice president and general manager. Site is at Vine St. and Fountain Ave., Hollywood.
GOOD REASONS

why KCMO programs are keeping right up with KCMO's growth toward a bigger, more powerful station (50,000 watts Day, 10,000 watts Night, at 810 KC—now under construction).

These are representative "samples" of the talented, wide-awake KCMO staff that is turning out popular appeal programs for a listening Mid-America.
In One Year since joining the American Broadcasting Company-KOIL has become ABC’s No. 1 single network station.*

KOIL's success story is echoed in the story of its advertisers. Top flight performance in the big, responsive Omaha-Council Bluffs market has been demonstrated again and again to time buyers throughout the nation. KOIL can reach many thousands of receptive urban and suburban homes daily for you.

* As indicated by August-September Hooper Station Listening Index for ABC stations.

Edward Petry & Co., Inc.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters
SOL TASHOFF
Editor and Publisher

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CIRCULATION AND READERS' SERVICE
HERNOLD PLATT, Director
Dorothy Young, David Astor, Leslie Hoam, Patulline Arnold. Mary A. Cook.

PROMOTION
WINFIELD R. LEVI, Manager.

NEW YORK BUREAU
250 Park Ave., Zone 17, Plaza 8-8888

EDITOIAL: Edwin H. James, New York Editor; Florence Small, Hilliard H. Wolfe Jr., Patricia Byrd; Dorothy Managan, Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. Paul, New York Advertising Manager; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CENtral 4114
Fred W. Sampie, Manager; Jean Edgerton.

HOLLYWOOD BUREAU
600 Sunset Boulevard, Zone 28,quasi-818
David Glickman, Manager; Ralph G. Tuchman, Adrianne West, Southman.

TORONTO BUREAU
417 Harbour Commission Bldg, EGLin 0775
James Montague, Manager.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING**—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Off

Copyright 1937 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $3.00 PER YEAR, 15c PER COPY

BROADCASTING • Telecasting
In “days of old,” knights bore their coats of arms as important symbols of identification. Armorial bearings were a mark of great valor, honor and the performance of chivalrous deeds. The crest shown here is that of the Washington family, and, as you can see, it was the inspiration for our flag.

The letters WCBM are a symbol of worthy performance. To the observant time-buyer they identify a dependable medium for his message. They stand for a station that gives complete coverage in metropolitan Baltimore. If you are seeking performance plus in radio advertising, ask what has been accomplished for others by WCBM.

Baltimore’s Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives
George H. Roeder, General Manager

John Elmer, President
Sales IMPACT! That's what Spot Radio offers your product. It provides the punch — the power to create and stimulate sales in a given market, yet is so flexible you can confine your efforts to match distribution. No promotion is fulfilled without Spot Radio — no radio campaign complete without the stations listed.

**Spot Radio List**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford</td>
<td>MBS</td>
</tr>
<tr>
<td>KPOA</td>
<td>Honolulu</td>
<td>T.H.</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>ABC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAZ</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KGW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KYVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Conn.</td>
<td>MBS</td>
</tr>
<tr>
<td>KTH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

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**Represented Nationally by**

**Edward Petry & Co., Inc.**

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

**The Yankee and Texas Quality Networks**
Feature of the Week

WWDC, Washington independent, boasts city-wide news coverage, thanks to its “tipsters” all over town. Every day following the 8:15 a.m. news show and after either the 8:30 or 9:30 p.m. news spot, WWDC announces: “Would you like to earn from $1 to $5? If you witness an accident, fire or other big news story, call WWDC, National 7203, ask for the newsroom. We will pay $1 for the best story of the day, $5 for the best story of the week.”

The announcement brings tips from cab drivers, housewives, storekeepers, and “innocent bystanders” throughout the city. There are some regular callers who have often hit the weekly $5 for the best tip of the week.

Outstanding among these unofficial reporters is a nine-year-old boy. “We don’t know how he gets all his news,” said Fred Hoffman, head of the WWDC newsroom. “Things just seem to happen in his neighborhood. Or maybe he makes them happen. Anyway, several times he has won the $5, in addition to the $1 for the day’s best tip.”

Although the system has been in operation for a year, the station’s newsroom staff says there hasn’t been one “phony” call. Many of the tips are not newsworthy, but all persons calling are answered politely, and with no indication of whether the tip is a good one or not.

The staff even lends a police ear to a long account of sister Gussie’s wedding, or of an office party at the FBI, or even to a “hot tip” on news two days old.

The tips are mostly concerned with accidents, big fires, plane crashes and murders. Often WWDC has scored a beat on local stories, such as a big bus crash on Memorial Bridge, a triple murder in Montgomery County, a policeman who was shot just a block from the station. All tips are checked through the police or by a news staff member.

Regular news staff of WWDC includes Mr. Hoffman, Dave Berlin and Mrs. Audrey Dillman.

Sellers of Sales

Looking more like a photographer’s model than a model timebuyer, attractive Lucille Joan Vella is responsible for buying more than $450,000 worth of radio time annually for several BBDO New York clients.

Miss Vella first joined the agency in 1938 as a stenographer. One year later she was transferred to the radio production department as a secretary. She remained in that department for five years, and one day in 1943 she was promoted to the time-buying division as an assistant timebuyer. It was shortly after that she was appointed a full-fledged timebuyer.

Lucille buys radio time for Nehi Corp. (Royal Crown Cola and Par-T-Pak), New York Telephone Co., and the Ethel Corp. (cleaner). Born in Brooklyn on Dec. 7, 1919, she has lived in the same house located in Brooklyn all her life. She is especially fond of watching baseball and basketball games and is, of course, an avid Dodger fan.

On the more feminine side, she loves to bake and is a whiz at making chocolate chip cookies.

Her hobby is dancing. Her fiancée, Anthony Piazza, and she manage to make a dancing appearance in at least one new York night club every week.

The young couple, who have been engaged for the past two and a half years, are planning to set a wedding date just as soon as they can find an apartment.
MORE LISTENERS PER DOLLAR
in the Pittsburgh Market

Climb aboard our magic carpet! It covers a concentrated market of a million and a half people. And you'll be in smart company with scores of local and national advertisers who for years have harnessed their sales wagon to WWSW. The big retailers, the largest department stores and many national accounts use our sales power more than any of Pittsburgh's four other stations.

No trick mirrors. No sleight-of-hand. It's traditional with us to have our magic carpet loaded with listeners.

Always first in SPECIAL EVENT coverage. There are 30 remote lines serving Pittsburgh all the time.

Always first in SPORTS coverage. 14 years of major league baseball, 11 years of big-time football and now basketball, 14 years of pro-hockey, national tennis and golf tourneys, plus comprehensive coverage of local collegiate and scholastic sports.

There are many more reasons why you should be riding our magic carpet—make reservations now.

IN PITTSBURGH, PA., FM AFFILIATE WMOT

The City's Only Independent & 24 Hour Station

*Go ahead, ask Forjoe & Co.
YOU CAN'T DRAW A BETTER HAND

KLAC NEWS QUINTET IS SETTING SALES RECORDS

A large group of advertisers in the Los Angeles area can attest to the effectiveness of KLAC "clocked news" as a sales-getter. The station's reputation for news...including everything from sports to on-the-spot broadcasts...hinges greatly on the wide experience and ability of these five radio newsmen considered tops in their field. For a client who wants a "guaranteed" audience, you can recommend, with confidence, KLAC news.

National Representative: ADAM J. YOUNG, Jr., Inc., New York & Chicago
An Outstanding Success!

Raytheon's RC-11 STUDIO CONSOLE
for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer's Booth and Nine Remote and Two Network Lines.

First unveiled at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides complete high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever-action, three-position key switches, eliminating nineteen controls and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan...the efficient, functional look of it...will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Ill.

Compare

THESE OUTSTANDING FEATURES
WITH ANY OTHER CONSOLE

1. SEVEN built-in pre-amplifiers—more than any other console—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. NINE mixer positions—more than any other console—leading to 5 microphones, two turntables, one remote line and one network line.
3. NINE remote and two network lines—more than any other console—may be wired permanently.
4. TELEPHONE-TYPE lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. FREQUENCY RESPONSE 2 db's from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. DISTORTION less than 1%, from 50 to 10,000 cycles.
7. NOISE LEVEL minus 65 db's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. ALL FCC REQUIREMENTS for FM transmission are met.
9. DUAL POWER SUPPLY provides standby circuit instantly available for emergency use.
10. POWER SUPPLY designed for mounting on desk, wall or relay rack.
11. INSTANT ACCESS to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

Devoted to Research and Manufacture for the Broadcasting Industry

BROADCASTING • Telecasting

January 6, 1947 • Page 13
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

We don’t know how many storks it takes to deliver a baby elephant, but we do know about the extra team-work and the extra effort required to “born” a really big spot-broadcasting campaign.

That’s one of the times when the size of our organization is simply a life-saver. We’ve seen times when every one of our six offices, when literally teams of our “Colonels”, got together and worked as a unit to get fast action for a big new break in spot-broadcasting. And got results!

Team-work is another big F&P “plus”. Want to see some of it?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
G.O.P. Leaders Urge Woman for FCC

Miss Marion Martin
Given Backing
Of Group

By BILL BAILEY

A CONCERTED campaign to have Miss Marion Martin, former executive of the Republican National Committee, named to the FCC was underway Friday as the new Congress convened.

Guy P. Gannett, president of Portland (Me.) Broadcasting System (WGAN) and prominent publisher, proposed Miss Martin’s nomination at the White House late last week, he told BROADCASTING Friday. Mr. Gannett said he had soldiored with Pres. Truman in World War I and that he and the President were friends of long standing. He said he had not personally recommended Miss Martin to Mr. Truman.

I asked Harry Vaughan (Maj. Gen., Harry Vaughan, Military Aide to the President) to pass my recommendation on to the President.

"I felt they should feel that the increase in the number of stations will make radio a more expensive medium to use in the future. These are salient opinions expressed by a cross-section of advertising agency personnel in BROADCASTING TRENDS first survey of agency opinion on pertinent broadcasting problems.

The survey was conducted by Audience Surveys Inc., New York, in early December. Questionnaires were answered by a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business.

The panel was asked (1) how the continuing expansion in the number of radio stations will affect their expenditures for radio time; (2) which advertising medium provides the best information about itself; and (3) which is the cheapest to use.

Questions, the Results, The Comment of the Editors

Questions were addressed to advertising agency personnel who were concerned directly with radio problems—such as timebuyers; and to others whose interest lay in administration of ALL media problems—in order to obtain impartial views on the use of broadcasting outlets.

The results of the survey are shown in the tables which follow.

TABLE 1

<table>
<thead>
<tr>
<th></th>
<th>Percent of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>More money</td>
<td>61</td>
</tr>
<tr>
<td>About the same money</td>
<td>31</td>
</tr>
<tr>
<td>Less Money</td>
<td>5</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
</tr>
</tbody>
</table>

Comment: Three out of five agency executives feel that as the number of stations increases, advertisers will have to spend more money to get the same advertising results they now get from radio. Half as many (31%) feel that they will get the same results by spending the same money. Only 5% of the panel feel they will get the same results by spending less money in the future.

When asked to explain why they felt as they did, virtually all who felt radio would cost more shared the opinion that the new stations would further divide the audience, resulting in less listening for each station and increasing the cost of reaching the same audience.

Implicit in this opinion and mentioned by many respondents are these considerations: (1) the radio audience will not increase in total size in the future; and (2) no rate reductions can be expected. Although this was the predominant thinking behind the "cost more" opinions, other panel members commented on: The general increases in operating expenses which will make radio time more costly regardless of new stations (broadcasters expect operating costs to increase an average of 14.4% per station—see BROADCASTING, Dec. 30); the improved (but more costly) programming which will result from increased station competition; and the further division of present station audiences by FM and television.

Those who felt that radio costs would remain about the same in spite of the rising number of stations stressed one major argument in support of their belief: Rates will be reduced as the audience grows.

(Continued on page 85)
Radio Laws Unaffected
By Truman Proclamation

PROCLAMATION by President Truman officially ending World War II hostilities at noon Dec. 71 did not affect statutes having a direct bearing on broadcasting or communications, according to one FCC source. Among laws of interest to broadcasters which become inoperative as a result of the proclamation are these:

Hatch Act, preventing distribution of pernicious political propaganda: Certain provisions in.

Surplus Property Act: Expires in three years.

Act authorizing two additional Assistant Secretaries of State: Expires not earlier than one year after the termination of hostilities. Total of six assistants authorized by Congress, but duties are not specified by law as to foreign broadcasting activities of State Dept. is not known.

WINNIE ENDS SPORTS ANNOUNCING CAREER

R. G. (Russ) WINNIE, station manager of WTMJ and WTMJ-FM Milwaukee since June 6, 1946, closed his 18-year career as sports broadcaster Dec. 28 and is now devoting his entire time to his administrative duties.

Mr. Winnie has spent all of his 18 years in radio with WTMJ, the Milwaukee Journal station. He handled routine announcing jobs and filled in as an announcer of Milwaukee Brewer baseball games during the early months of his broadcasting career, but soon took over the regular assignment as sports broadcaster.

In all, Mr. Winnie has presided at 7,000 to 8,000 sports broadcasts. He has given play-by-play depictions of Green Bay Packer football games for 18 years, U. of Wisconsin football and basketball games for 18 years, and Milwaukee Brewer baseball games for 7 years. His Sports Flash has been a daily-except-Sunday feature at WTMJ for 18 years.

For the last 14 years Mr. Winnie's wife has been his assistant in the broadcasting booths, providing him with information on players, substitutions and other facts as play progressed.

Porto Poy Suits

TWO RADIO receiver manufacturers were included among 17 suits involving $35,000,000 for terminal payment by pay filed last week in Federal Court, Chicago, by the CIO United Electrical Radio and Machine Workers of America on behalf of 20,000 union members. Principal defendants in the suit are Stewart Warner Corp., which was sued for $12,000,000, and Belmont Radio Corp., which was sued for an undisseted amount. (See story page 48).

WKBW Transfer to Churchill Tabernacle Group, Settlement of Litigation Likely

LIKELIHOOD of an agreement for transfer of WKBW Buffalo by Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., representing the Churchill Tabernacle, for $375,000 plus settlement of litigation involving claims of roughly a like amount, was indicated last week. Total consideration is expected to be between $750,000 and $800,000.

While reaching of an agreement for the transfer was announced in Buffalo last week by the tabernacle, it was learned that accord has not been finaly reached by the parties and some provisions remain unsettled.

Negotiations between the parties got under way a fortnight ago when N. Y. Supreme Court Judge Raymond C. Vaughan called both sides into chambers. At the conclusion of the conference it was indicated that an agreement might be signed in the near future.

STANLEY SPEER NAMED HEAD OF UNITY CORP.

STANLEY SPEER, radio and newspaper consultant, has been elected president of Unity Corp., operators of WOTD and WOTD-FM Toledo, succeeding Edward Lamb (see story page 48), who resigned to devote his full time to the practice of law and will become head of Lamb, Goerlich and Mack.

Mr. Speer for many years was general manager of the Toledo Blade, also acted as chairman of the board of the Paul Block newspapers, and for a number of years was associated with the Hearst organization. He announced there would be no change in personnel at WOTD or its FM affiliate. William H. Spencer is WOTD general manager and Howard Malcolm is program director.

Unity Corp. is applicant for radio stations at Mansfield, Ohio, Erie, Pa., and Springfield, Ohio.

DON MENKE IS NAMED WEOA'S NEW MANAGER

APPOINTMENT of Don Menke as general manager of WEOA Evansville, Ind., was announced last week by officials of WFBM Indianapolis following suit transfer of ownership of WEOA from Evansville On the Air to WFBM Inc.

Mr. Menke, a native of Indiana, has been in radio and advertising work since 1929. He became associated in 1929 with the National Advertising Co. of Chicago, which later became Edward Petry Co., and two years later went to work for WFBM as continuity director.

After leaving this post and operating his own Indiana advertising agency for a time he became associated with the Miner Advertising Co. in California. Then in 1940 he returned to Indianapolis to take charge of continuity and aid in production at WFBM. Shortly afterwards he was made assistant manager, the position he held prior to his appointment as WEOA general manager.

Under its new management WEOA will be represented nationally by the Katz Agency Inc. Station will be operating from 610 Vine St., Indianapolis, but as soon as construction materials are available the old Continental room in the basement of the Vendome Hotel will become its first broadcasting and will become WEOA's new home, the management announces.

Wm. J. Newens Named Manager of KOIL Omaha

WILLIAM J. NEWENS, of Omaha, has been named manager of KOIL Omaha and will take over his new duties on Feb. 1. The appointment was announced in Lincoln last week by Charles T. Stuart, president of the Stuart group of stations (KOIL Omaha, KFOR Lincoln and WDGY Minneapolis).

For ten years before World War II Mr. Newens conducted his own advertising agency in Lincoln. From October 1945 to December 1946 he served in the U. S. Naval Reserves and was discharged with the rank of lieutenant. He was overseas for 15 months. During the past year Mr. Newens has been an account executive for the Allen & Reynolds advertising agency in Omaha.

WBBC to MBS

WBBC Flint, Mich., operating with 1000 w on 1330 kc, will join MBS on or about May 1 as the network's 384th affiliate. Currently under construction, WBBC is owned by John L. Booth.

"The Carnation Contented Hour is considering a canned show, they say."
FMA First General Session on Friday

Manufacturers Join Other Industry Supporters

FIRST general meeting of the FM Assn. will be held Friday, Jan. 10, in the Congressional Room of the Hotel Statler, Washington, with FM broadcasters, holders of construction permits, advertising agencies, equipment manufacturers, news wire services, transcription firms and others attending.

In addition to the Congressional Room, which seats 600, FMA has taken four private dining rooms—three for display of late model FM sets and the fourth as news headquarters. Advance registration will begin at 5 p.m. Thursday in Private Dining Room 5.

To Elect Officers

Agenda of FMA Meeting
THURSDAY, JAN. 9
5 p.m. Advance Registration, Dining Room 5, Hotel Statler.
FRIDAY, JAN. 10
9 a.m. Registration.
10 a.m. Opening Meeting, Congressional Room, Hotel Statler.
Welcome Address—Roy Hofheinz, Steering Committee Chairman.
“Aims and Objectives of FMA”—Everett L. Dillard.
Talk by Prof. E. H. Armstrong.
“What the Agency and Advertiser Expect of FM”—Hugh D. Lavery, McCann-Erickson, New York.
“FM Set Outlook for 1947”—Dr. Ray Manson, president, Stromberg-Carlson Co.
“FM Today”—FCC Chairman Charles R. Denny.
Showing of GE Film, “Listen to FM.”
12:30 p.m.—Luncheon, with members of FCC as guests.
2:15 p.m.—Panel on FM Promotion—Lester H. Nafziger, WELD Columbus, Ohio; Leonard L. Asch, WBCA Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.; W. W. Robertson, KTRN Wichita Falls, Tex.; Frank E. Shopen, general manager KOAD-FM Omaha.
3:15 p.m.—General invitation to affiliate with FMA.
3:30 p.m. Business Session.
1. Committee Reports (Aims and Objectives, Everett L. Dillard, chairman; Finance, Gordon Gray, Gray; Membership and Nominations, F. A. Gunther, chairman).
2. Report of Temporary Secretary, C. M. Jansky Jr.
4. Election of Board of Directors and Officers.
5. Appointment of Permanent Committees by new Chairman.
WKRC Calls 550 kc Procedure Illegal

Charge Station Deprived Of Right to File Exceptions
WKRC Cincinnati charged last week that FCC's procedure in the 550-ke case, in which grants for 10 of the 11 applicants were issued subject to certain limitations in some instances [BROADCASTING, Dec. 16], was "illegal and should be set aside."

Noting that the Commission's final order disposing of the petition was a final decision, WKRC argued that "since the Commission has not issued any proposed report or findings of fact and conclusions ... this petitioner has been deprived of its right of appeal... exceptions and point out wherein the Commission's proposed report or findings of fact and conclusions were erroneous." Nor was there any opportunity for argument, the station added, citing court decisions in support of its claims.

Grant Subject to Conditions
The station also contended that the Commission’s ruling disregards the evidence ... and purports to grant but substantially denies" WKRC's application "on facts which were not added in this proceeding."

WKRC, seeking to increase power on 550 kc from 5 kw day and 1 kw night to 5 kw fulltime directionalized day and night, received a grant subject to conditions limiting its radiation toward WJIM Lansing, which was given a 1-kew operation on 550 kc (also directionalized).

"There was no proposal before the Commission for WKRC to operate at its proposed location with restricted limit of 175 millivolts per meter in the direction of WJIM," the Cincinnati station declared. "No notice or opportunity to be heard of a Commission proposal by this petitioner. Furthermore, there is no evidence before the Commission as to the service that would be rendered by such operation and especially on a comparative basis with the service that would be rendered by WJIM, and hence there cannot now be a determination as to which would best serve the public interest, convenience and necessity."

WKRC contended the "Commission might just as well have granted all of the applications on a conditional basis without the necessity of making a separate grant and Order... which... would have been obtained from its engineering department at that time."

The station asked the Commission to set aside the decision insofar as it relates to WKRC and WJIM, to proceed "in accordance with the Rules and Regulations of the Commission and the provisions of the Communications Act," and to reopen the case for hearing. The petition was filed by George O. Sutton, William Thomp- son, and John H. Midlen, WKRC Washington attorneys.

Other Grants
Others which received grants in the case included KS St. Louis, KTSA San Antonio, WGR Buffalo, KOAC Corvallis, and WDEV West Hartford, all to increase operations on 550 kc; WJIM and KCRS Midland, Tex., to move to 550 kc from other frequencies; and the Atlanta Constitution and Montana Broadcasting and Television Co. for new stations at Atlanta and Butte, respectively. The 11th application, Atlantic Radio Corp.'s for a new 5 kw Boston station set for hearing with the request of WNWB New Bedford to change from 250 w on 1340 kc to 5 kw (directionalized at night) on 550 kc, not yet on file.

In addition to the WKRC petition, KTSA has asked the Commission to adjust the radiation conditions to permit it to continue present radiation values toward Midland. No other objections to the decision have been filed.

Pearson and Allen Add Stockholders
Thirteen Hold 29% Interest in Reorganized Firm

REORGANIZATION of Drew Pearson and Robert S. Allen's Public Service Radio Corp. to add 13 new stockholders as a condition, 29% interest was reported to FCC last week for approval. Action on the petition to amend the application so as to reflect the new set-up will be taken by the Recon. Commission, probably this week.

The company, originally owned in equal interests by the two newsmen, is seeking WBAL Baltimore's 1020, 550-ke channel assignment and is awaiting hearing, now scheduled for Jan. 13, in consolidation with WBAL's license renewal application.

Messrs. Pearson and Allen's holdings are reduced to 35.5% each in the reorganization, and 10 to 20 of their combined interests would be made available to stockholders. The application was granted, reducing their joint holdings to 51 to 61. Although a revised financial statement shows total assets totaling $256,000, of which $200,000 was in stock subscriptions, largest block of shares among the new stockholders, all of whom are in the Baltimore area, would be held by Samuel H. Hoffberger, who has bought or subscribed for 10% at a total of $25,000. Mr. Hoffberger is president of Union Federal Savings & Loan Association, Real Estate Holding Co., Pompeian Oil Corp., Hoff- berger Bros. Fund Inc., and chairman of Merchants Terminal Corp.

Messrs. Pearson, McCormick, president and 10% stockholder of McCormick & Co. (spices and tea), has acquired 5% interest for $12,500. Joseph F. Peery, whose business interests include partnerships in real- estate and theaters in Maryland Trust Co. and Central Savings Bank, Baltimore Transit Co., the Canton Railroad Co. and the Canton Co. (land and wire), has paid $1,500 for 10% subscribed for 3.6% at $9,000.

Other new stockholders and the percentages of stock they have subscribed or paid for are as follows, with cost of the stock shown in parentheses:

Irving Blum, half owner of Ross Corp. and 15% owner of Blum's Inc., (pharmaceuticals, 5%; ($5,700)); Elizabeth H. Downes, acting Maryland State Chairman of the Women's Action Committee for Lasting Peace, vice president of the Maryland League of Women Voters, and active in a number of other organizations, 0.6% ($1,500); George M. Engler, real estate owner, 2% ($5,000); Robert E. Ennis, minority stockholder in Arundel Corp., and chairman of National Brewing Co., 2% ($8,000); Eli Frank Jr., attorney, secretary of the applicant, 0.6%.

(Continued on page 71)
NAB Opens 'Area' Meets on Coast

Department Heads Will Make Winter Tour; Board Meets

INTENSIVE schedule of forums covering all phases of station operation and regulatory developments will be given broadcasters by a flying squadron of NAB department heads who will make the abbreviated "one" tour this winter. First meeting on the NAB's new "area" agenda will be the Area A session Jan. 8-10. The NAB board opened its three-day session yesterday (Jan. 5), with both gatherings booked in the Mark Hopkins Hotel, San Francisco.

The area plan is designed to bring key NAB officials to district meetings and to ease the travel burden on association officials as well as other industry officials who make the annual circuit. The 17 NAB districts have been divided into eight areas.

 Election of Directors

The West Coast tier comprising Area A (District 15—Calif., Nev., Hawaii; 16—Ariz., S. Calif., N. M.; 17—Alaska, Wash., Ore.) will take part in a two-day area agenda Wednesday and Thursday, followed by separate district meetings Friday. The area plan permits each district to retain its autonomy and district officers continue to operate with the same powers.

Directors will be elected this year by odd-numbered districts, to serve regular two-year terms. Even-numbered districts elect directors on even-numbered years. Thus Districts 15 (incumbent William B. Smullin, KIEM Eureka, Calif.) and 17 (Harry R. Speene, KYAK Abernathy, Wash.) will elect directors this Friday.

Attending the Area A meeting for NAB are President Justin Miller; A. D. Willard Jr., executive vice president; Louis L. Jones, Jr., secretary-treasurer; Don Petty, general counsel; Robert C. Coleson, assistant to the president; Frank E. Pellegrin, director of broadcast advertising; and Ben Brown, assistant director of broadcast advertising in charge of Small Market Stations Division; Richard F. Doherty, director of employee-employer relations; Kenneth H. Baker, director of research; and Charles A. Batson, director of information.

Labor Relations Report

At the combined area meetings Messrs. Miller, Willard, Arney and Petty will report on policy, regulatory and legislative matters. Mr. Coleson tends West Coast matters as head of the NAB Hollywood office.

- Report on labor relations will be given by Mr. Doherty, who will go into the new functions now performed by his department. Mr. Baker will take part in BMB discussions along with other research matters and will deliver an illustrated talk on the National Opinion Research Center survey of listener attitudes.

Work of the employee-employer relations and research departments has assumed new importance in the past year. Attendance of the department heads at the winter meetings will give broadcasters a chance to discuss their problems with association specialists.

Another new feature at the meetings is the session for small market stations, which Mr. Brown will conduct. Since formation of a separate division for these stations, fastest growing segment of the industry, small stations have received special attention in solving their problems. Among topics to come up will be operator requirements under FCC Rule 91-D; daylight saving time; dual AM-FM costs and demand for universities for high fees to broadcast athletic events; means to increase use of radio by retailers; religious sponsorship (see story, page 24); public interest programming; salesmen's compensation; station rates; local news; group selling; obtaining bonds; personnel and professional compensation of announcers; personnel training; radio management study conducted by Arthur C. Stringer, NAB director of special services; network cooperative programs.

News Clinic Slated

Mr. Stringer will conduct one of his series of radio news clinics during the Area A meeting Jan. 10-11 at Grand Hotel, Salt Lake City. Area B comprises the large mountain region (District 14, Col., Idaho, Utah, Wyo., Mont., western S. D.). Past news clinics have been confined to individual states but the area clinic embraces all of District 14. Since the area includes only one district, the complete area program will be conducted with the news clinic occupying the entire third day.

Mr. Pellegrin's broadcast advertising meetings will be conducted by other staff members at Salt Lake City since he must be in the East at that time.

Long-Range Plans of Petry Progress; Personnel Added, New Office Opened

James G. Sandison, formerly of the sales staff of WTMJ Milwaukee, has been named manager of the new Boston office of the Petry company. Charles F. Grisham, who spent four years of Army service had been with WLW and with the Ralston Purina Co., has been appointed Atlanta manager. Mr. Sandison, a native of St. Paul, worked in the advertising departments of various newspapers in Minnesota and in Philadelphia before joining WTJM in 1933.

Mr. Grisham was released from Army duty just prior to the outbreak of war, and was assigned to the advertising department of the Petry company. He remained with WLW two years, and joined Ralston Purina in St. Louis to handle radio advertising in their Feeds Division, remaining until he entered the Army in 1941.

Petry simultaneously announced that its original study of the effectiveness of commercials [BROADCASTING, July 1, 1946] will be continued. First presented in the summer and fall of last year, the project is now being broadened through an extensive direct mail campaign to both radio and non-radio advertisers. Further researches designed to prove the effectiveness of spot radio are under way for future presentation, it was said.

First Ayer Award Is Made to Radio

Football Announcing and Station Promotion Recognized

WINNERS of the first Ayer radio awards, to be presented to radio stations for promotion activities and to color-commentators, were announced yesterday by N. W. Ayer & Son, New York.

The awards were made in connection with the annual winter meeting of football radio and television broadcast stations placed during the 1946 football season by the agency for its clients—U.S. Army recruiting service, Atlantic Refining Co. and Goodyear Tire & Rubber Co.

The station winners named were: Stations under 5,000 w—first, WITM & WITB Asheville, N. C.; second, WHJP & WMTW Portland, Ore.; third, WHQ & WMSG Fort Collins, Colo.; stations of 5,000 to 50,000 w—first, WPTF Raleigh; second, WBN'S Columbus, Ohio; third, WOAM & WREL and WURJ & WREL Silver Lake, Wis. The $250 bronze loving cups will be sent to the station winners shortly.

Announcer awards were given in two classifications: (A) for men handling high school games and (B) for men handling all other games. The two classifications were further broken down by putting announcers and color-commentators in two separate categories with equal prizes of $200 for top spots and $100 for second places.

In the high school games group, Announcer Joe Salsburg, WARM Scranton, Pa., and Colorman Everett W. Rubendall, WRAK Williamsport, Pa., were top winners. Second places in this division were won by Announcer Ted Pierce, West Easton, Pa., and Colorman Milton Grant, WARM Scranton.

In the college announcements category, the top places and the $200 awards went to Announcer Lee Kirby, WBT Charlotte, N. C. and Colorman William C. Sutherland, KDKA Pittsburgh.

Announcer J. L. Pettus, WLLC Las Vegas, Pa., and John B. Eagan, WCAU Philadelphia, who tied in their group.

How Awards Were Made

The station awards were made as follows: 30 points were given for live and/or retranscribed announcements, chain breaks or participation in local station shows, 32 points for graphic support, newspaper advertising, 15 points for air college football assignments, 13 for cards and billboards, and 10 points for unusual ingenuity.

Announcer awards were figured as follows: 50 points for work at home, 40 points for preparation of game, and 10 points for personal alertness and cooperation in sending in reports promptly.

January 6, 1947 • Page 19
Johnpoll Would Alter FCC Blue Book

One Advocate Changes His Opinion After He Polls Listeners

The VOICE of the people changed one man's opinion of the FCC Blue Book.

Once an ardent advocate of the philosophy enunciated in the March 7 Blue Book, Bernard K. Johnpoll now thinks it should be rewritten.

Holder of a construction permit for a local station in Liberty, N. Y., Mr. Johnpoll, a war veteran, had ideas about programming a station. When the Blue Book was issued he applauded it, said the Commission was dead right; radio needed to do more "public service" broadcasting.

Now Mr. Johnpoll has done an about face because he learned that the 69,000 people his new station, WLBC, will serve don't agree with the Blue Book's policy. Mr. Johnpoll, who has had a lot of experience in conducting surveys, studied the Agriculture Dept. survey made for the FCC for the Clear Channel hearings. He studied the Blue Book, too.

Conducted Own Survey

Then he set out to conduct his own survey. After his construction permit was granted, he wanted to know what type of programs the people he was to serve liked best. His station is scheduled to go on the air in early spring with 250 w power on 1240 kc.

Mr. Johnpoll sent out 1,000 questionnaires. As of last week 670 had been returned. Since 52,000 of the 69,000 population in his area live in the rural sections, he wanted to program primarily for the farmers. After tabulating the results personally and reading every reply, Mr. Johnpoll declared: "At one time I defied the Blue Book. Now I've convinced it should be rewritten to reflect the views of the people served by radio and not those of the Federal Communications Commission." He doesn't think so much of that Agriculture Dept. survey, either. "Maybe it reflects the views of midwestern farmers but it certainly doesn't stack up with the wants of the farmers in our area," he asserted.

Mr. Johnpoll's questionnaire contained queries about program preferences, when farmers wanted their market reports, weather, news, etc. He found that, contrary to the Commission's contentions, the people of Sullivan County, N. Y., and the adjacent townships which WLBC will serve don't care much about the so-called "public interest" programs. They want, first of all, to laugh. Comedy programs were chosen as the number one preference by 83% of the rural dwellers and 71% of the urbanites. A close second was news, with 82% of the farm listeners listing it as first preference and 61% of the urban dwellers ranking news first. Third in line were dramatic presentations (not serials). Preferring the drama were 65% of the farmers and 61% of the city folk.

Other Programs

Other programs listed in the order of their preferences:
- Local events (sports) — 50% farm; 48% urban; (politics)—29% farm; 22% urban; (civic programs)—4% farms; 68% urban.
- Music (popular)—29 farm; 35% urban; (western or hill-billy)—6% farm; 3% urban; (classical)—3% farm; 13% urban.
- Religious broadcasts — 17% farm; 71% urban.
- Serial drama—14% farm; 26% urban.

Of the farmers replying to questionnaires 78% prefer farm news in the morning, the majority favoring such broadcasts between 8 and 10 a.m., with noon to 1 p. m. second and 6 to 8 p. m. third. Market news when farmer was similar, with the majority favoring such reports in the morning, next highest number in the early afternoon and none at night.

To the question, "Do you think farm news should be broadcast hourly?" 79% of the farm listeners and an equal percentage of urbanites replied in the negative.

A weather report, however, 97% of the farmers want them hourly. City dwellers were less concerned about the weather, only 29% wanting reports each hour.

Only 30% of the farmers care for full coverage of local events while 58% of those living in towns think radio should give full coverage to local happenings.

To majorities, the replying to the WLBC questionnaire reported high school education. Here is the way the educational status lined up: College graduates, 21 farm; 6 urban; one year or more of college, 13 farm; 8 urban; 2 years or more of high school, 528 farm; 15 urban; less than high school education, 77 farm; 2 urban.

Mr. Johnpoll's sample of 670 was surveyed is 60% agriculture, with dairy and poultry farming leading. Sullivan County is the largest poultry producing center in the U. S. He is also favored with the milk belt for New York City.

"We are going to arrange our programming according to the people's wants," said Mr. Johnpoll.

WDBC ESCANABA SALE WINS APPROVAL BY FCC

SALES of WDBC Escanaba, Mich., to three executives of the Escanaba deathless, for $9,000, and of one-third interest in WJOI Florence, Ala. for $18,492 were approved by FCC last Monday.

Comr. Clifford J. Durr voted for a hearing on the WDBC transaction. Buyers were Frank J. Linnenthal (52%), business manager of the Daily Press; John P. Norton (47%), editor and publisher of the paper, and William J. Duchaine (1%). Mr. Linnenthal is also publisher of [Broadcasting, July 1]. Sellers were Gordon H. Brozek (55%), Frank J. Russell Jr. (30%), and Leo G. Brott (15%). The license, for 250 w fulltime on 1490 kc, remains in the name of Delta Broadcasting Co.

In the WJOI transfer, owners Clyde W. Anderson and Joe T. Van Sandt sold one-third interest to L. S. Caine, San Francisco. The three now own equal shares in Broadcasting Co., Inc., the licensee. WJOI is on 1340 kc fulltime with 250 w.

New York's 'Firsts'

BRIG. GEN. DAVID SARNOFF, head of RCA, hailed New York's radio "firsts" in an article entitled "That's What I Like About New York" in the January issue of the magazine of the New York City Center, published by Sarnoff, president of the firm, and director of the World Broadcasting Co. Magazine. "It was in New York," said Gen. Sarnoff, "that the first radio network spread a dream into reality; that grand opera was first broadcast to the people; that Maestro Arturo Toscanni first directed a great radio symphony. . . Television, which did so much to Americanize New York, is adding sight to sound."

Miller Asks Dime Aid

BROADCASTERS were asked to support the 1947 March of Dimes campaign in a letter sent Dec. 31 to all stations by Justin Miller, NAB president, who is chairman of the National Radio Division, National Foundation for Infantile Paralysis Inc. The campaign will be conducted between Jan. 15-30. Live and transcribed announcements and programs will be sent to stations.

Richfield Adds 31

RICHFIELD OIL Corp., New York, Dec. 31 reduced its sponsorship of the Arthur Hale news program on MBS from three a week to two times weekly and at the same time added 31 MBS stations. The program's producer is heard Tues. Thurs. 7:30-7:45 p. m., with Saturday broadcasts discontinued. Agency is Hixson-O'Donnell Ad., New York.
The time's coming. The big time... when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes... pretty soon the marbles will be down... and you'll get the W-I-T-H listeners in Baltimore.
CBS Gross Shows 8.7% Drop for Year

Young & Rubicam Leads Agencies; P&G Tops Net's Sponsors

CBS had gross billings of $80,065,905 in 1946, a drop of 8.7% from the gross of $65,724,831 in 1945, whose total had itself lagged slightly behind the gross of $65,724,831 in 1944, the all-time CBS high to date.

Drugs and toilet goods advertising was the leading classification on CBS, with gross billings of $18,973,500. Food and food beverages were second with gross billing of $18,359,843. Laundry soaps and household supplies placed third with expenditures of $5,994,502.

Procter & Gamble Co. was the largest individual advertiser on CBS last year, spending $6,444,551, nearly 21% million ahead of its rival soap concern, Lever Bros., whose CBS bill, before discounts, came to $3,964,263. American Home Products Corp. was third with $3,601,846; General Foods Corp. fourth with $3,713,323, and Campbell Soup Co. fifth with $2,481,030. Young & Rubicam was top advertising agency in placement of business with CBS last year, spending $6,601,846 (before discounts) for CBS time. Next was Dancer - Fitzgerald - Sample, spending $5,644,749; then Blow Co., with $5,156,544. Ruthrauff & Ryan was fourth with $4,138,455; J. Walter Thompson Co. fifth with $4,072,533.

Itemized listings follow:

![CBS Gross Billings 1946](image)

**ADVERTISING AGENCIES: CBS GROSS BILLINGS 1946**

**Young & Rubicam**

**Dancer-Pigottt-Smith-Sample**

**Blow Co.**

**Ruthrauff & Ryan**

**J. Walter Thompson Co.**

**Poole, Cone & Belling**

**Compton Adv.**

**Benton & Bowles**

**Ward Wheelock Co.**

**BBDO**

**Wm. Esty & Co.**

**Duane Jones Co.**

**Geyer, Cornell & Newell**

**A. N. Ayer & Son**

**McCann-Erickson**

**Foster & Ryan**

**Gardner Adv. Co.**

**Buchanan & Co.**

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**MIDCONTINENT BROADCASTING CO., INC.**

**SIOUX FALLS, SOUTH DAKOTA**

**Consider!**

**THE MARKET**

1. **SIoux Falls is the largest city in five north central states—Montana, Idaho, Wyoming and the two Dakotas.**

2. **South Dakota gained 16% in per capita income last year. The nation gained two percent.**

3. **October livestock receipts were $6,279,681.07—A gain of $2,356,365.06 over October '45.**

4. **S. D. bank debts have increased 30% over last year. Corn yield 183,000,000 bushels.**

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**Consider!**

**THE STATION**

1. **KELO is the only network station in Sioux Falls.**

2. **KELO is the only NBC affiliate in South Dakota.**

3. **KELO is the only unlimited time station in Sioux Falls.**

4. **KELO has the newest and most modern studio facilities in the Midwest.**

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**CBS ADVERTISERS: GROSS BILLINGS 1946**

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<th>Agency</th>
<th>Gross Billings 1946</th>
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<td>Procter &amp; Gamble Co.</td>
<td>$6,444,551</td>
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<tr>
<td>Lever Brothers Co.</td>
<td>$3,964,263</td>
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<tr>
<td>American Home Products Corp.</td>
<td>$3,601,846</td>
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<td>General Foods Corp.</td>
<td>$3,713,323</td>
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<td>Campbell Soup Co.</td>
<td>$2,481,030</td>
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<td>Bremer &amp; Peters</td>
<td>$1,715,631</td>
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<td>Colgate-Palmolive-Feet Co.</td>
<td>$1,516,331</td>
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<td>Philip Morris &amp; Co.</td>
<td>$1,446,405</td>
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<td>Manhattan Soap Co.</td>
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<td>Sterling Drug Inc.</td>
<td>$1,432,413</td>
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<td>Borden Co.</td>
<td>$1,189,557</td>
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<td>General Electric Co.</td>
<td>$1,186,537</td>
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<td>American Tobacco Co.</td>
<td>$1,083,544</td>
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(Continued on page 24)

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**BROADCASTING • Telecasting**

Page 22 • January 6, 1947
... cover Texas' Twin Cities with WRR-KFJZ

Here's a set-up that now gives the wise advertiser a chance to snooker those ad-budget troubles ... with double results for one price:

Take (1) two great markets (2) two dominant 5000-watt stations (3) a billion-dollar buying income (4) a simultaneous-or-separate-hour schedule, and (5) a long-established listener-loyalty — then watch the happy combination rack up double-dollar results at single-dollar expense.

For buying power look to Dallas and Fort Worth.

For pulling power look to WRR and KFJZ.

Steer your budget clear of the eight-ball now ... get two for one price.
Local Religious Commercials

TREND toward elimination of local commercial religious programs by small market stations is shown in a survey of NAB District 2 (N. Y., N. J.) by Simon Goldman, WJTN Jamestown, small market station chairman for the district. More time was devoted to sustaining religious broadcasts, he found. At the same time small stations are devoting more care to apportionment of religious sustainer as the calibre of religious programs improves, according to Mr. Goldman, who is a member of the NAB Small Market Stations Executive Committee.

Total amount of religious programs among small market stations (under 5 kw in cities under 50,000) increased an average of 28 minutes a week in 1946 compared to 1945, the survey showed, the overall 1946 figure coming to 7 hours 29 minutes per week. Total religious commercials averaged 3 hours 17 minutes weekly in 1946 compared to 2 hours 51 minutes the year before [Broadcasting, Feb. 15, 1946].

Local religious commercial programs were carried by 40% of the small market stations in 1946, it was shown, with an average of 2 hours 45 minutes a week. Network religious commercials were carried by 53.4% of the stations, averaging 1 hour 43 minutes a week. National spot religious programs were carried by 86.7% of the stations, averaging 1 hour 15 minutes a week.

Religious Sustainers

Total religious sustaining for the week averaged 4 hours 12 minutes, an increase of 49 minutes per week over 1945. The stations carried an average of 3 hours 23 minutes of local sustaining. The 53.4% of stations carrying network religious sustaining programs averaged 59 minutes a week.

Mr. Goldman’s survey showed that the network religious programs are of higher quality than national spot, with local sustainers third and local commercials the poorest. He found that 86.6% of small market stations in District 2 don’t believe all religious time should be sustaining. He also learned that 61.6% of the stations believe they should accept both national and local religious commercials.

Dellar Owns 90% Interest

LINCOLN DELLAR, owner of KXOA Sacramento, is president and owns 90% stock interest, not 79% as previously reported, in Valley Broadcasting Co., which received an FCC grant Dec. 17 for a new 1-kw station on 1280 kc at Stockton, Calif. The earlier report [Broadcasting, Dec. 23] was based on Valley Broadcasting’s original application, which showed California Broadcasters Inc., an applicant for Bakerfield, as 20% owner of the Stockton company. A subsequent amendment transferred California Broadcasters’ interest to Mr. Dellar. The remaining 10% is owned by Morton Sidney, vice president and sales manager of KXOA.

GRAND TOTAL $60,065,905

BROADCASTING  Telecasting

BROADCASTING, January 6, 1947
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 sur-
rounding 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
HAVE YOU DISCOVERED THE OUTSIDE AUDIENCE

on the Pacific Coast, too?

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

The outside audience is well worth discovering on the Pacific Coast. It represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year. You can reach this prosperous market by radio only if you use the Don Lee network.

All four networks give you inside audience coverage, but Don Lee is the only network big enough to deliver the big outside audience also. Don Lee has 41 stations on the Pacific Coast, more than all other networks combined. (ABC has 13 stations; CBS, 10; NBC, 7.)

Why are so many stations needed to deliver the Pacific Coast? Mountains! Most markets of the region are surrounded by mountains 5,000 to 15,000 feet high, and the long-range broadcasting of other networks can't reach them. It takes a great number of strategically-placed stations to do the job... Don Lee has a station in every important mountain-surrounded market from the Canadian border to Mexico.

If you want to make the most of radio on the Pacific Coast, broadcast your show to the outside audience, too. Put it on Don Lee, where everyone can hear it. As you probably know, more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 9: CHICO, CALIFORNIA
An exclusive Don Lee outside market
TOTAL RETAIL SALES $18,912,000
Sales Management, 1946... Survey of Buying Power

The Nation's Greatest Regional Network
Van Curler Asks Grant of License

Supreme Court WOKO Decision
Clears Way, Corp. Says

V A N C U R L E R Broadcasting Corp., applicant for WOKO Albany's 1460 kc frequency, asked FCC last week for immediate consideration and grant of its application, now that the Supreme Court has upheld the Commission's denial of license renewal to WOKO.

The petition pointed out that its application has been heard and is not in conflict with any existing station in view of the Supreme Court decision, or with any application. Even if a competing application were now filed, the petition asserts, it would have to be dismissed pending action on the Van Curler application, under FCC rules providing for such treatment of rival applications filed less than 20 days before hearing on the prior application.

Van Curler is owned by some 20 stockholders under a reorganization which merged the company with several of the principals in two other firms which originally were competing with Van Curler for the WOKO frequency. William W. Farley, Albany real estate man, is president and owns 4%. The application is for 5 kw fulltime at Albany, compared to WOKO's assignment of 1 kw day and 500 w night.

FCC, awaiting the Supreme Court mandate, meanwhile has taken no further action in the WOKO case since the Supreme Court upheld its revocation of the station's license on grounds of concealment of ownership [Broadcasting, Dec. 16].

DU MONT SEES RECORD PRODUCTION IN 1947


"I look at 1946 as a period of change-over from war production during which time new products were being developed and put into production, resulting in losses to the company," stated Dr. Du Mont. "I look at 1947 as a year in which we should be able to achieve record production with these new products and with this production recoup our losses from this change-over period," he continued.

"Television is bound to expand in 1947, with transmitters being built in some 26 states, creating a much wider market for our television transmitters, receivers and telecasting networks. The use of oscillographs and cathode-ray tubes is also bound to expand as the many electronic developments of the war are put to peace-time use."
"American radio belongs to the American people and we consider it a sacred trust."

COLONEL ROBERT R. McCORMICK
If you sell anything that goes into new buildings—over one-fifth of all your Virginia sales should be made in WDBJ's listening area.

WDBJ, by itself, covers Roanoke and most of Southwest Virginia—is the ONLY station that does. May we send you all the facts? Write—or ask Free & Peters.

5000 Watts
CBS • 960 KC
ROANOKE, VA.

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, INC.
National Representatives

---

WDBJ LISTENERS DO 21.6% OF VIRGINIA'S BUILDING!

---

Manager, Engineer
of KCRG Announced

Appointment of Orville Rennie as manager and Wayne L. Babcock as chief engineer of KCRG Cedar Rapids, which expects to begin operations next summer, was announced last week by the Gazette Co., owners of the new station and publishers of the Cedar Rapids Gazette.

Mr. Rennie, a resident of Cedar Rapids, who obtained his first radio experience 25 years ago at KS00 Sioux Falls, is widely known as a theatre and radio station manager and producer of radio programs. He has managed theatres in Omaha, Rock Island, Ill., and Cedar Rapids. While at Rock Island he produced radio shows for WHBF.

For a time he was general manager of KHAS Hastings, Neb. He has been national sales manager for Chick Bed Co., a subsidiary of Bupane Gas Co. of Cedar Rapids, for the last two years.

Mr. Babcock, who will supervise the construction of KCRG, comes to the station from KSTP St. Paul, Minn. While associated with KSTP for nearly 17 years he has been free to devote part of his time to the planning and building of radio stations throughout the Northwest.

Mr. Babcock, who was in the Air Corps during the war, came out of service last February with rank of lieutenant colonel.

KCRG will operate with 5000 watts on 1600 kc and will be affiliated with MBS. The Gazette Co. also plans to operate an FM station.

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Michael C. Carries on

WWDC Morning Man Finds Body, His Show Continues

The MORNING MAN at WWDC Washington, Mike Hunniccutt, carried on with his sprightly music and chatter show last Monday with the audience totally unaware that during the program he had discovered the body of a woman slumped over the wash basin in the station's wash-room.

The woman, Elza Ketterl, about 35, had been in a cab which Jack Ridge, m.c. of WWDC's all-night show, had hailed earlier in the evening. When she complained of feeling ill, Mr. Ridge suggested they go to the studio. The next morning, Mr. Ridge was found asleep in the waiting room, and a half hour later, Mr. Hunniccutt discovered the woman's body. The coroner declared she had died of natural causes. She was shot.

From midnight Sunday to 6 a.m. Monday, the time during which the death occurred, is the only night in the week WWDC is not on the air. Ben Stoupe, station manager, said that because there is a ruling the station must not be visited while it is not on the air, Mr. Ridge was discharged. Mr. Ridge's name is John H. Brown. Bill Cox, WWDC announcer, replaced him as night m.c.

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Explosion in Home Kills A. R. Mathias

ALBERT R. MATHIAS, 43, a consulting engineer who recently invented a radio receiving set half as big as a pack of cigarettes, was killed instantly on Dec. 28 when the water-tank of a hot-water heating system which he was installing in his home at Poundridge, N. Y., exploded. Also killed was John W. Tyler, 36, superintendent of Mr. Mathias'宅, who was helping with the installation.

Mr. Mathias was a consulting engineer before the war and served several years in the Navy. His radio receiving set was designed to receive time signals every 15 seconds and very short news bulletins.

---

TV Panel Set

Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes—$561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over $4,000.
- WHBF serves a prosperous farming area...52 rich counties in the very heart of the Corn Belt.
- WHBF is the first station in the Quad-City area to apply for and receive an F.M. grant.

1270 KC WHBF 5000 Watts Full Time
and WHBF-FM

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Exclusive Representatives—AVERY-KNODEL, INC.—New York, Chicago, Los Angeles, San Francisco

January 6, 1947 • Page 31
KONO Puts Blame on Blue Book

Program Interpretation Changes Picture, Says Station

KONO San Antonio told FCC last week that it had "materially" lived up to its past program promises but that the Blue Book's new method of computing commercial and sustaining time made the results look different.

The station asked that it be granted license renewal without the hearing, now set for March 9, which the Commission had ordered for program reasons. It was one of seven stations originally set for renewal hearings because of programming. The petition was filed on behalf of Eugene J. Roth, KONO licensee, by Andrew W. Bennett, Washington counsel.

KONO said its last preceding renewal application, in April 1943, contained no proposals for future service. "Definite proposals" outlined in a modification application in 1941, the station said, "have been materially carried out."

Between 1943 and now, KONO's petition asserted, the percentages of commercial time increased and sustaining time decreased "basically because of a change in the method of computing these two categories of program time." The present method of computation was outlined in the Blue Book.

Since the 1941 application had stipulated 71% commercial and 29% sustaining time, the petition continued, KONO felt it was carrying out its promises, "with only minor and necessary changes."

"Due to the later method of computation" petitioner now is attempting to make changes to conform to original promises under the new standards of computation," the station declared.

KONO conceded that the total of spot announcements previously carried was "excessive," but said it took steps in June 1945 to reduce their number. A 76% rate increase was announced July 1, 1945, to become effective on existing accounts Sept. 1, 1946. The Blue Book and associated FCC requests for program analysis breakdowns, the station explained, were issued in the meantime, while KONO was still bound by contracts in effect before rate increase was announced.

Spots Drop

The number of spot announcements dropped from approximately 2,450 during the week around last July 1 to slightly more than 1,100 during the week ended Dec. 7, the petition pointed out.

Since it is "still a purely local station, operating 18 hours per day of local programming without any commitment to networks," the station argued that its "overall announcement load of approximately 1,200 announcements is not too great and is in keeping with good broadcasting, particularly since approximately 420 of these announcements are run on station breaks, between programs, and not in the body of the programs themselves."

Restrictions

Like KMAC San Antonio, which also is seeking to avoid a renewal hearing [Broadcasting, Dec. 23], KONO emphasized that small businesses ordinarily cannot sponsor entire programs and therefore must depend largely upon spot announcements for their radio advertising.

Further, the station noted, spot advertisers "do not question or try to change or dictate program policy, whereas many program sponsors do try to dictate program structure." Thus, the petition said, KONO has "more flexibility and easier control over its programs."

It said it would try to keep the spot announcement average at three per quarter-hour, and emphasized that most of its spots are 20 or 40 seconds in length.

The station said it had tried to encourage local live talent broadcasting "but the majority of such talent in the general San Antonio area is not suitable for broadcasting. It felt that good programs of records and transcriptions were preferable to poor programs of live performers."

KONO considered the Blue Book's basic principles of good broadcasting "to be 'good and true,'" but said they should be applied to all stations, "with temperate considerations to changing conditions in various locales."

DR. ERNEST DICHTER, consulting psychologist formerly with CBS, will discuss "How to Determine Methods of Motivation of the Consumer" at the American Marketing Assn. marketing research luncheon Jan. 9 at the Hotel Sheraton, New York.

MORE THAN 1,000 telephone calls were received at ABC in New York and WGBS Miami switchboard was flooded on Dec. 29, following a nationwide appeal made by Walter Winchell on his 9 p.m. Jergens Journal broadcast from WGBS. He asked for an immediate donation of type "AB" blood, needed to save the life of Rudy Kovarik, who was in Biscayne Hospital, Fla. An estimated 600 clamored at the hospital to give their blood, and the Miami Herald front-paged the story for two days.

Blood was found through the broadcast, and flown to Miami for the transfusion.

The Best Dollar Buy in Philadelphia

The larger your audience per dollar of radio time,
the larger your sales per dollar invested.
That's why WDAS carries so many new advertisers
... and 78 percent renewals.

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Broadcasting • Telecasting
IF IT'S WALRUS YOU WANT...
Use a harpoon in Greenland!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC
50,000 WATTS
DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
work and fulfilling of supporting men which was not inclined to turn, it provides the

This means that the networks'

Some larger-than-average results were seen in New York.

It is clear, of course, that agency media managers do more than keep track of their own facts and information. Newspapers rank second. Radio, as a medium (the sum of votes for network and non-network radio) is

Comment: Spot radio leads all other media by a significant margin in the cost-per-thousand-impressions comparison. This is particularly significant in the light of agency opinion previously reported that in 1946 agencies and advertisers had set aside only 29.15% of their budgets for network and 70.84% for network-averaged figures. Taken together, spot and network radio are considered the least expensive advertising media by two-thirds of the panel. This figure probably will be affected adversely by radio for recent sharp increases in the cost per page of magazine advertising and similar advances in newspapers.

Radio is considered the lowest cost medium (for mass appeal products) by 2 3/4 times as many agency executives as consider network radio the cheapest medium, by 4 1/4 times as many as consider magazines (or outdoor) cheapest.

The rather surprising result which showed spot radio favored over network radio as the most economical buy puzzled audience survey Inc. researchers, who felt that possibly their sample—which had been carefully devised to produce a cross-section report—might have been weighted too heavily against New York agencies, which buy the largest proportion of the network time. In order to confirm the findings, an additional study on this question alone was undertaken among New York agencies. The results confirmed the findings above; in fact, showed that New York voted top for spot in the ratio of 46% as against 28% among all other agencies.

This survey also asked agency executives for their views on radio's "commercialism" and where they place responsibility for it if it exists; what they think of locally produced programs; and what radio can do to increase its value to advertisers. Responses to these questions will be published Jan. 20.

Signs 41 CBS

METROPOLITAN LIFE INSURANCE Co., New York, Feb. 17 started its own hour five-times-weekly news program on 41 CBS stations, Monday through Friday 6:15-16 p.m. Agency is Young & Rubicam, New York.

WOR New York Rejects New LaGuardia Series

INSISTENCE of WOR New York on exclusivity of its commentators or staff for its new Saturday night series on Mutual without a New York outlet, unless WOR changed its mind at the last minute, which the station management showed no signs of doing earlier in the week. The former mayor of New York started on Mutual Jan. 4 as a co-commentator program, available for local sponsorship on any MBS outlet.

Reason for WOR's rejection is Mr. LaGuardia's contract with the Hearst-New York Post for a weekly broadcast in New York which still has three years to run. During 1946 this series has gone on WJZ Sunday night, in addition to Mr. LaGuardia's Sunday evening broadcast on the ABC network. With the latter switching to MBS, the dairy company might have jumped from WJZ to WOR, but was unwilling to increase its time costs by the difference between the WJZ daytime and the WOR nighttime rates, amounting to an extra $10,000 a year.

WQQW in Formal Bow;

Plans Few Commercials

AFTER OPERATING on a test basis for a week WQQW was scheduled to make its formal bow as a Washington, D. C., outlet in a three-hour inaugural program Tuesday, Feb. 6. WQQW will operate on 570 kc at 7:30 a.m. to 5:15 p.m. schedule.

Inaugural program was designed as a capsule presentation of WQQW's daily schedule based on "music to listen to" and other features—primarily the best obtainable classical and semi-classical music. Programming is devised by Edward M. Brecher, station general manager, said.

WQQW has announced that it plans to have no more than four commercials an hour, no commercial of more than 60 seconds and no two commercials in a row.

Roark Seeks Two

APPLICATIONS FOR 250-w stations on 1220 kc at Coleman and Kerrville, Tex., were filed with FCC last week by W. W. Roark, businessman of Temple, long associated with radio. Mr. Roark's application was for 250 w at Breckenridge, Texas, was dismissed without prejudice. Mr. Roark joined KTEM Temple in 1936 and has served as announcer, salesman and program director. From January 1941 to December 1946 he was a member of the Texas House of Representatives. In 1943 he organized Roark Bus Lines at Temple and was owner of the Temple Insurance Agency and the Roark Nash Co. He will be sole owner and manager of the proposed stations.
Mr. Johnston

HENRY P. JOHNSTON, managing director of WSGN Birmingham and president of WHBS Huntsville, Ala., and Miss Louise Feagin, the "Miss Ann" of a daily program broadcast on WSGN for the last several years, were married Dec. 26 at Uniontown, Ala.

Mrs. Johnston is director of speech at Phillips High School in Birmingham. Mr. Johnston is president of the Alabama Broadcasters Assn. and chairman of ABC’s Planning and Advisory Committee. He is executive vice-president of Birmingham News Co., licensee of WSGN, and president of the News’ subsidiary, Huntsville Times Co., licensee of WHBS. He is a native of Uniontown, where he is chairman of the board of Planters and Merchants Bank, and is a graduate of Washington & Lee U.

Cowles Marries

GARDNER COWLES, president of Cowles Broadcasting Co., Look magazine, The Des Moines Register and Tribune and chairman of the board of The Minneapolis Register and Tribune, Dec. 27 married Fleur Fenton, former executive vice president and director of Cannon International-Pettingell & Fenton, New York. Ceremony was performed in Stamford, Conn.

Enzinger Named

GEORGE ENZINGER, veteran Chicago advertising executive, has joined the Chicago office of Roy S. Durstine Inc. as a vice president. Mr. Enzinger has been executive of Buchanan & Co. since 1938. From 1919 to 1938 he headed his own agency in Chicago, Milwaukee and New York.

Drowned Out

ONE WAY to get a program off the air is to literally drown it in its own product. CBS Newsman Gunnar Back found last week Mr. Back knocked a cup of coffee into the push-button controls of his radio and in a few minutes, the program faded out, accompanied by a strong smell of burning coffee. The program was The Facetfinder on WTOP Washington. "And so help me," says Mr. Back, "the coffee was Wilkins." Wilkins sponsors The Facetfinder.

WSGN-WHBS Executive Marries Louise Feagin

Mr. Boulette worked on script and production at WLS Chicago; did free-lance script writing for network shows; served for a time as program director of WDAN Danville, Ill., and later as sales manager of WIZE Springfield, Ohio.

During the war Mr. Boulette wrote scripts for The Lone Ranger and The Green Hornet. He was an aviation as well as a radio enthusiast. After establishing his advertising agency he bought an airplane, learned to fly, and last July started an aerial photography business. His wife, Carol, and three children, Janda, Harris and Margaret Lynn, survive him.

KSL-FM Salt Lake Starts;
On Air Daily for 6 Hours

KSL-FM Salt Lake City began operations Dec. 26 on 100.1 mc and, after several days of special broadcasts and a dedication program Jan. 1, inaugurated a regular broadcast schedule. Present program plan for programs of classical and concert music and news from 9 a.m. to 12 noon and 6-9 p.m. daily, according to Ivan Sharp, vice president and general manager of KSL, Salt Lake’s 50 kw CBS outlet.

Edward B. Kimball, who has had 20 years’ experience in radio, has been named program manager of KSL-FM. He started as an announcer with KSL in 1926, later was with NBC Washington, D. C., for three years. His most recent post was with KSL as supervisor of public service broadcasts.

C. Richard Evans, chief engineer of KSL, supervised construction and installation for KSL-FM.

Name Miss Sanders

APPOINTMENT of Hildred (Hilly) Sanders, vice president and radio director of Mitchell-Faust Adv., Chicago, as copy supervisor on the General Mills accounts has been announced by Dancer-Fitzgerald-Sample, Chicago. Miss Sanders’ resignation from Mitchell-Faust, which she joined six years ago, is effective Jan. 31. Miss Sanders entered radio as copy editor at WDWS Champaign-Urbana, Ill., and also worked on Procter & Gamble copy with Kaster & Sons Adv., Chicago.
Emerson Hopes to Double Volume in 1947—Abrams

IN A YEAR-END message to all American and foreign market distributors last week, Benjamin Abrams, president of Emerson Radio and Phonograph Corp., predicted greater radio value to the public and established a doubling of the 1946 quota as the company’s 1947 goal. According to Mr. Abrams, overall volume of Emerson Radio products during 1946 exceeded that of any like period in the firm’s history, the highest pre-war mark, in terms of units alone, being 1,200,000 sets of all types.

“We face the coming year with undiminished demand for Emerson Radio products of all types,” stated Mr. Abrams. “Our engineering, production and promotion facilities are geared for more than double the 1946 volume which will include in addition to many new standard models, several FM and television receivers.”

COMPLETION of arrangements in Detroit for new Sunday Evening Hour, to be heard over ABC stations beginning Jan. 19 under sponsorship of Musical Digest Magazine, is celebrated by (1 to r): Neil Mulhern, ABC sales representative in Detroit; Jack Donohue, ABC’s Detroit area sales manager; Henry R. Reichold, president of both Musical Digest and Detroit Symphony, which will be featured on program; Karl Krueger, director of the Symphony; Ian Smith, manager of Kenyon & Eckhardt’s Detroit office; William B. Lewis, vice president and radio director of Kenyon & Eckhardt, New York.

New Phone Service

NEW TELEPHONE information service called “Information If You Please” has been started in Los Angeles by Ruth Arnold, West Coast manager of C. E. Hooper Inc. Although currently concentrating on radio program information and events of public interest, service will expand later to include other fields of entertainment. Fees for same will be paid for by various attractions listed. Although headed by Miss Arnold, new service is independent of Hooper.

Nathan's Theory of Wage Boosts Nonsense—Robery

BRANDING Robert Nathan’s theory that corporate profits can support a 25% wage increase without price rises as “statistical nonsense,” Dr. Ralph Robery, chief economist of the National Assn. of Manufacturers, told a news conference in Washington last week that “the system of individual enterprise can survive only where there is free competition.”

Featherbedding by labor unions is one of industry’s most difficult problems, he explained at a luncheon for Washington news personnel at the Carlton Hotel, Monday. “What to me may seem featherbedding to others may seem essential,” he said. The Nathan report, which the CIO has adopted as “guidepost,” was based on “misinterpretation” of data and “guesswork” on the part of Mr. Nathan, said Dr. Robery.

Mackay to Build

PLANS for construction of three new coastal radiotelegraph stations were announced by the Marine Division of the Mackay Radio and Telegraph Co., New York, as part of an expansion program designed to offer the maximum in communication services and safety measures to ships at sea. New stations, for which authorizations have just been issued by FCC, will be located at Kailu in the Hawaiian Islands. Mackay Radio also expects to establish similar facilities in Manila in near future.

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NU, MR. ALLEN?

Safevpost Takes Trip Down—Allen's Alley

"IT'S LIKE going into a pool room," says Fred Allen of network censorship. "You rent a table. Then the guy hides the cue from you." The NBC comedian’s "Allen's Alley" is the subject of an article in the Jan. 4 issue of Saturday Evening Post, titled "Backstage in Allen’s Alley," by George Sessions Perry. According to the Post story, Mr. Allen's Sunday night program has hit its peak. "... It is generally conceded that the Allen program is one of the most intelligent programs on the air," says the article, and attributes its great popularity to the fact that "radio audiences may be growing up." Mr. Perry recounts his attendance of an Allen-and-writers meeting on Wednesday before the show goes on the air. He tells of how the writers and the comedian try out gags and situations, then Mr. Allen jots down infinitesimal notes—mostly one key word per joke. Later he writes the final script.

Fred Allen's pet peeves, says the Post, are interfering network vice presidents and comedians who steal his jokes.
new national sales manager for Lee Stations

With a new national representative and a new national sales manager, WTAD is set to give even better service during 1947. Walter J. Rothschild, new national sales manager for Lee Stations, was formerly General Manager of WTAD. Call upon him for help in connection with your sales and merchandising problems in the rich farm and town areas covered by Lee Stations, WTAD, Quincy, Illinois, and KGLO, Mason City, Iowa. Equal distribution of farm-town coverage makes these stations ideal for test markets. Get details on complete coverage data and availabilities. Ask your Weed & Company representative.

Rothschild at 6200 Quincy. Or your Weed & Company representative will gladly furnish all information to meet your requirements.
The 3-kilowatt FM broadcast transmitter
with the famous Phasitron Modulator

✓ FEWER TUBES
✓ FEWER CIRCUITS
✓ FEWER COMPONENTS

✓ FEWER MAINTENANCE MINUTES
✓ FEWER PROGRAM OUTAGES
✓ FEWER INVESTED DOLLARS

Built for performance and economy, General Electric's new BT-3-A offers to broadcasters a completely self-contained 3-kw FM transmitter with every electrical and mechanical feature required by modern broadcast station owners and engineers. Designed with the revolutionary Phasitron Modulator and with fewer stages and fewer tubes than 3-kw FM transmitters of other design, here is 3000 watts of FM power that guarantees maximum audience and advertiser service—assures you lower cost per hour of operation.

For the full facts see your nearest General Electric broadcast sales engineer, or write the Electronics Department, General Electric Company, Syracuse 1, New York.

**LOOK! New On-the-air reliability**
Fewer stages  Fewer tubes  Fewer outages  Complete fusingless overload protection with fast-acting circuit breakers  Automatic power reclosure after power failure  Longer tube and component life with air-blower system and lifetime air filters  Highest quality components used throughout  Simple, straightforward, all electronic circuits  Delta-Wye switching with instantaneous high-low power transfer for uninterrupted programming  Power amplifier tubes quickly interchangeable.

**New Electrical Features**
Push-pull tetrode power amplifier using the new ring seal GL-7D21's  No intermediate amplifier between 250-watt exciter and 3-kw amplifier  Critical neutralization eliminated  Includes the Phasitron Modulator  Block-built design for combining units to meet future power requirements  Complete metering  Power supply 208/230 volts ± 5%, 50/60 cycles, 3 phase.

**New Accessibility**
Completely self-contained  Full-length doors front and rear  Vertical chassis easy-to-get-at  Tubes, components, adjustments and controls — at your finger tips.

**New Ease of Installation**
Only 75 inches high, 72 inches wide, and 25 inches deep  Two easily-joined space-saving units for convenient transportation through standard doorways and in elevators.

**New Styling**
Husky and handsome  Matches other G-E FM transmitter units  Stainless steel trim  Rounded corners  Baked synthetic enamel with beautiful opalescent finish  Utility and beauty contribute to station appearance.
Power Amplifier

Two plug-in, radiator-type GL-7D2's in clean-cut symmetrical push-pull circuit. Neutralization adjustment is unnecessary. Tubes are replaced easily.

New G-E 3-kw FM Transmitter, type BT-3-A

Meets all FCC standards and latest proposed RMA standards.

Air-radiator type GL-7D2

New h-f tetrodes used in the BT-3-A power amplifier. In push-pull, delivers 3 kilowatts of power with only 120 watts of driving power.

Block-Build to higher power

The BT-3-A includes a G-E 250-watt FM exciter and a 3-kw FM amplifier. If you now own a 250-watt exciter, simply add a G-E 3-kw amplifier. And if you anticipate swinging ultimately to higher power, then simply add a G-E 10-kw FM amplifier to your 3-kw G-E unit.

In combining G-E FM Transmitter units, there is no expensive equipment duplication, no equipment obsolescence, no relocation of existing units. Simplified wiring insures easy inter-unit connections. Size and appearance of all G-E units are harmonious and adaptable to future additions for higher power.
Savannah’s Radio Dealers To Be Guests of WTOC-FM

REPRESENTATIVES of radio sales and service establishments in Savannah, Ga., will discuss FM and see a film on the subject following a buffet supper which WTOC-FM Savannah will give for them Jan. 7 at Savannah’s DeSoto Hotel. Discussion will be led by Reeve Owen, chief engineer of WTOC and WTOC-FM, and the film will be shown by John Klenke of the Atlanta General Electric Corp.

WTOC-FM has been on the air since Nov. 29. It is operating on Channel 253 (88.5 mc) with 250 w and has FCC sanction for 47,000 w. Transmitter is housed in a recently-constructed penthouse atop the Savannah Bank and Trust Bldg.

Special booklets explaining FM broadcasting have been distributed to Savannah dealers by WTOC-FM for dissemination among FM owners and potential purchasers of FM sets. In addition, advertisements have been run in Savannah newspapers and billboards are to be used.

AMONG GUESTS at party CBS and Benton and Bowles Inc. gave when Rise Stevens (center) joined CBS Prudential Family Hour were (1 to r): Walter Craig, vice president in charge of radio for B & B; Jimmy Carroll, who sings on show; Miss Stevens; Carroll Shanks, president of Prudential Insurance Co., the sponsor, and Frank Gallup, the announcer.

ENTRY DEADLINE NEAR FOR PEBODY AWARDS

JAN. 10 IS CLOSING DATE for entries in the George Foster Peabody Radio Awards competition sponsored by the U. of Georgia's Henry W. Grady School of Journalism, with the cooperation of NAB. Many entries already have been received, but John E. Drewry, Grady School dean, last week announced that all radio stations, networks, radio editors, listener groups and any other persons or organizations wishing to direct the Peabody Board's attention to a special program or series of programs should do so at once. Entries or recommendations should be addressed to Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Dean Drewry explained that the annual awards are designed to give recognition for the most distinguished and meritorious public service rendered each year by the broadcasting industry and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U. of Georgia.

The awards—winners to be announced in the spring of 1947—will be made in seven categories: (1) Program or series of programs inaugurated and broadcast in 1946 by a regional station (above 1000 w) which made outstanding contributions to welfare of the community or region served by the station, (2) program or series of programs of a local station (1000 w or under) which made outstanding contribution to community's welfare in 1946, (3) outstanding reporting and interpretation of the news, (4) outstanding entertainment in drama, (5) outstanding entertainment in music, (6) outstanding educational program, and (7) outstanding children's program.

In making its awards, the Peabody Board will not necessarily be restricted to entries, but will consider the reports of its own listening-post committees and may on its own initiative select a program or a station for an award. He emphasized that all entries should include the title of the program, name and address of station or network, classification in which entry is submitted, name of person making entry, indication as to whether or not entry is accompanied by a transmittal, and a brief description of the program with reasons why it should be considered.

Campaign Preview

PREVIEW of the Advertising Federation of America 1947 campaign to promote better public understanding and approval of advertising will be given to advertising leaders and the advertising press Jan. 7 in New York by Ralph Smith, executive vice president, Duane Jones Co., chairman of the AFA committee in charge.

KMLB
MONROE, LOUISIANA

Announces the Appointment of

AMERICAN BROADCASTING COMPANY
1440 KILOCYCLES
5000 WATTS DAY • 1000 WATTS NIGHT

TAYLOR HOWE-SNOWDEN
Radio Sales
AS NATIONAL REPRESENTATIVE
EFFECTIVE IMMEDIATELY!

Savannah’s DeSoto Hotel

Page 40 • January 6, 1947
Beam your sales message into this tremendous market

The XL STATIONS

DEPENDABILITY

Merchandizable Area

Bonus Listening Area

Based on BMB Survey

OFFICES

ORPHEUM BUILDING
PORTLAND, ORE.

SYMONS BUILDING
SPOKANE, WASH.

P. O. BOX 1955

6381 HOLLYWOOD BLVD.

Hollywood 26, Calif.

THE WALKER COMPANY, 551 5th Ave., N. Y., N. Y. 350 N. MICH. AVE., CHICAGO

PACIFIC NORTHWEST BROADCASTERS

**84**

YEARS

of Dependable Broadcasting

KXL / / Portland

ESTABLISHED 1922

KXLY / / Spokane

ESTABLISHED 1922

KXLE / / Ellensburg

ESTABLISHED 1946

KXLF / / Butte

ESTABLISHED 1929

KXLI / / Helena

ESTABLISHED 1937

KXLO / / Bozeman

ESTABLISHED 1939

KXLK / / Great Falls

OPENING JANUARY, 1947

KXLL / / Missoula

OPENING MAY, 1947

You get the benefit of this "lifetime" of radio experience, both network and local, with a single PNB contract... plus the extra discounts that make it the best buy in radio.

Portland, Ore.

Spokane, Wash.

Butte, Mont.

841 HOLLYWOOD BLVD.

Hollywood 26, Calif.

THE WALKER COMPANY, 551 5th Ave., N. Y., N. Y. 350 N. MICH. AVE., CHICAGO
WAPA on Air Jan. 15; Hull Is Named Manager

WAPA San Juan, PR, P. R., is to begin operations with 10 kw on 680 kc Jan. 15, according to announcement last week by José Ramon Quinones, owner of the new station, who also stated that Harwood Hull Jr., former NBC correspondent in the Caribbean and information director for the U. S. Dept. of Agriculture, had been appointed general manager. Rafael Acora, former with WKAQ San Juan for a number of years, is chief engineer of WAPA and Hector A. Moll, former studio technician at the Puerto Rico School of the Air, will act as chief studio engineer. Santiago Garcia, known in both Cuban and U. S. radio, has been named chief announcer.

Paul H. Raymer Co. has been appointed national sales representative for WAPA. Standard Oil Co. of Puerto has signed for four daily broadcasts of the "Esso Reporter," Monday through Saturday, replacing through McCann-Erickson. Construction of studio building at Stop ¾ Ponce de Leon Ave. is nearing completion and arrangements already are underway for inaugural programs. Mr. Quinones is president of Puerto Rico Farmers Assn.

New Rochester Station To Be Dedicated Feb. 2

THE NEW WRNY Rochester will be dedicated on Feb. 2, according to an announcement last week by Lester W. Lindow, general manager. Mr. Lindow, who during the war served as public relations officer in the European theatre, leaving active duty as lieutenant colonel, formerly was general manager of WFBM Indianapolis.

Mr. Lindow also announced appointment of Add Penfield as the station's director of sports, news and special events. A lieutenant in infantry, Mr. Penfield succeeded Maj. Ted Steele, now radio vice president of Benton and Bowles, as officer-in-charge of radio for the European theatre.

Mr. Penfield returned to the U. S. last fall and immediately was retained by N. W. Ayer & Sons as football play-by-play announcer for Atlantic Refining Co. He was formerly with WDNC Durham, N. C., WPTE Raleigh, director of sports publicity at Duke U. and sports editor and night news editor of WSB Atlanta. From 1938 through 1940 and again in 1943 he was under contract to N. W. Ayer for football play-by-play schedule of Atlantic Refining.

"LIBERTY" IN CANADA TO COOKE, THOMPSON

JACK K. COOKE, president of CKEN Toronto, and Roy H. Thompson, president of Northern Broadcasting & Pub. Co. (CFCH CJKL), Timmins, Ont., have bought the Canadian edition of Liberty magazine for $400,000. Mr. Cooke is president of the new company and Mr. Thompson is chairman of the board.

Liberty has had a Canadian edition for a number of years, but its present sale marks its first Canadian ownership. The Canadian publication, issued weekly, will continue to have access to any material in the United States publication, and will continue to expand Canadian articles and stories.

Messrs. Cooke and Thompson started their radio careers in northern Ontario, where the latter bought his first station, CFCH North Bay, in 1931. Mr. Cooke joined him as a salesman, soon became general manager, and in 1944 bought former CKGL Toronto, for $500,000, changing its call to CKEY. Mr. Thomson also operates National Broadcast Sales, a station representation firm in Toronto and Montreal, operates CKWS and CHEX in addition to his own three stations, in recent years bought six small Canadian daily newspapers, and is currently negotiating for purchase of stations in the British West Indies.

Martin Settles

CASH SETTLEMENT of $17,500 won by Tony Martin following threat to sue Foot, Cone & Belding because CBS Bourjois program was cancelled. Martin contended option renewal assurance given him before cancellation.

TOTAL sales of electronic items in war surplus stocks were $55,514,000 in November, up $23,000,000 from October, according to War Assets Administration.

BROADCASTING • Telecasting
Pittsburgh's new 5,000-watt KQV station will shortly offer greatly improved reception to its expanding radio audience.

Facilitating their transmission to selected areas is this directional array of five 350 ft. vertical radiators, designed and erected by Blaw-Knox.

**BLAW-KNOX DIVISION**

**OF BLAW-KNOX COMPANY**

2038 Farmers Bank Building, Pittsburgh 22, Pa.
INVEST YOUR AD
IN THE GREAT CIN
Ask Free & Peters for
absolute proof of H
ratings and tremendous
mail response
OLLAR WCKY's-Ily

CINNATI MARKET

FIFTY THOUSAND WATTS OF SELLING POWER

DOLLAR WCKY's-IV

WCKY

L.B. Wilson
Let's Call the Roll

A NEW SESSION of Congress is under way. The Republicans are in control for the first time in 14 years. Many predictions have been made since the stunning defeat of the Democrats at the polls last November. We're going to have all kinds of remedial legislation. But don't take it for granted. The professional lobbyists of labor—the strongest lobby in Washington—have反弹ed. They'll do their utmost to render innocuous the projected Case-Ball bill to outlaw secondary boycotts and neutralize the advantages of labor over management under the existing laws. They realize that public sentiment favors restrictive legislation and that they can't block enactment of a new law altogether.

The anti-Petillo bill passed so overwhelmingly by Congress last session—and a Democratic Congress at that—now is before the Supreme Court. It was held unconstitutional by Federal Judge Walter LaBuy of Chicago a few weeks ago, on grounds that it was class legislation, aimed narrowly at AFM President James Caeser Petillo. The success or failure of both television and FM may depend in large measure upon the attitudes of unions such as AFRA and AFM. Already there is word that AFM is prepared to permit feeding of network musical programs to FM stations without extra fees. If this eventuates—would it be simply another Petillo maneuver to defeat Congressional committee?

In between the Congressional sessions, the unions were flying high. And the unions were flying high. Petillo maneuver and to have all kinds made implication enterprising broadcasting trends industry. Under the aegis of the National Association of Broadcasters, the American Broadcasting Company has started a new drive to interest the public in radio. Radio stations are turned-radio-executive ever since high school days when an uncanny ability to hit the pinpoints needed for high school growth a now-forbidden baseball celebrity of the day—which has superseded the more formal John in all except the innermost family circles.

It was born in Welmerding, Pa., March 6, 1897, seventh of 14 children of John Joseph and Mary Mullen Conley. His Westinghouse interest comes naturally from his father, who died recently at the age of 88, and who was an employee of the Westinghouse Air Brake Co. for more than 50 years. His mother, still active at 85, is one of his staunchest boosters.

After public school in Wilmerding, and graduation from Union High School, in nearby Turtle Creek, he enlisted in the Army early in World War I. Badly gassed while defending a road junction in the Argonne, he spent the next 18 months in hospitals in France and the U. S. On recovery Steve Conley was discharged from the Army, and in 1920 entered the U. of Pittsburgh. Four years later—with the aid of that prophetic thesis—he received his Bachelor of Science degree in business administration.

After one year in the real estate business in Detroit, the Westinghouse inclination cropped out, and Steve Conley headed back to Pennsylvania, entering the accounting department of the parent Westinghouse Electric Corp. at East Pittsburgh. The next 11 years saw him moving up rapidly—first as manager of the tabulating division and later as manager of general accounts. It was during this time, too, that he had his first experience with broadcasting, handling accounts for KDCA WBZ and KYY. With this sound background in finances and

(Continued on page 18)

P. R. Job Ahead

FROM THE public relations standpoint, 1946 was a pretty good year. In fact, an organized campaign was carried on against commercialism and commentators. The FCC's Blue Book was the springboard.

Radio answered back. But it wasn't an organized effort. The FCC had the advantage of official office funds to spread its story. Such organizations as American Civil Liberties Union, the various college forums, the anti-radio labor unions and that segment of the anti-rad o press pitched in.

Legally radio has had no opportunity to test the validity of the Blue Book as an overt incursion into radio's freedom. And high-sounding phrases like the constitutionality of the acts just don't register with the public. Meanwhile the boring from within continues, with shrieks of over-commercialism emanating from those quarters which would see radio Government-controlled for political or economic reasons.

This week radio begins its annual series of district and area meetings under the aegis of the NAB. The new NAB board holds its first meeting in San Francisco to chart radio's course for the coming year. There's no subject before it more important than radio's public relations.

The problem is complex. It entails more than the mere issuance of statements. It involves basically the extent to which radio will indulge in self-appraisal and self-regulation. It means development of a program which will convey to the public what American radio really is.

Some years ago David Sarnoff (whose contributions to radio probably never will be fully appreciated) made this observation:

"In America the richest man cannot buy for himself what the poorest man gets free by radio."

There is the theme for a public relations program for radio. Lawson Taylor, manager of KFPM Tulsa, suggests to us that its repetitive use on the combined facilities of American radio—as a tag line for station and chain breaks—would make it a great slogan.

The statement may be too long, and possibly too sententious, for a slogan. But the idea is there. It's a good starting point, perhaps for a national contest in which the public would participate.

Research Lesson

Broadcasting Trends report in this issue (Page 15) relating the opinions of advertising agency personnel on questions of import to all in broadcasting should be kept before every enterprising radio executive throughout 1947. Here's what they believe:

(1) That sets-in-use will not increase as the number of stations increases—which means lower audience per station, in most cases.

(2) That commercialism is far too inadequate a job in supplying agencies with data about the medium—is less effective in this way than newspapers and magazines.

(3) And on the radio side—radio currently is the lowest cost-per-thousand medium for mass produced license, with national spot leading network in this category.

The fact that agency executives believe that sets-in-use will not increase and that, consequently, audience per station will be less, does not necessarily make it true. But stations are never going to convince agency people that it is NOT true unless, in response to the obvious implication in Number (2) above, they supply better information about their medium.
At nine o'clock each weekday morning, Ruth Welles steps up to the KYW microphone... and thousands upon thousands of Philadelphia women make it a point to listen!

What makes Ruth Welles and her "Home Forum" the leading program of its type in the nation's third market? Well, Mrs. Welles' personality, for one thing. Women like her voice, her pleasantly informal manner, and her interesting comments on clothes, food, cooking, home decorations. Philadelphia women have confidence in Ruth Welles. Here's just one example. When she produced a fashion show recently, in conjunction with Strawbridge and Clothier, more than a thousand women crowded in to see it!

The "Home Forum" is one of the most effective sales media on Philadelphia's airways, as present sponsors cheerfully affirm. A few participations are still available. NBC Spot Sales can tell you where, when, and how.
company policies, Steve Conley was a natural choice when the parent company began looking about for a combination auditor-treasurer when the subsidiary Westinghouse Radio Stations Inc. was formed in 1936. Four years later he deserted strict finances for the broader horizons of station management, becoming head of WOWO and WGL, both in Fort Wayne.

In late 1944 WGL was sold, and KEX Portland, Ore., purchased by WRS. This meant new problems and new opportunities—and shortly Mr. Conley was packing bags and heading for Oregon.

In slightly more than a year the Conley touch had made itself felt at KEX, and, with the station well established, he got the nod when Westinghouse top radio executive Walter Evans needed a manager for WRS headquarters at Philadelphia early this year.

Mr. Conley's present job, biggest to date, is the exacting business of keeping six AM stations—KDKA Pittsburgh, WBZ Boston, KYW Philadelphia, WOWO Fort Wayne, WBZA Springfield, and KEX Portland; five FM stations (one in each city except Portland); one international shortwave station, WBOS at Boston; and an upcoming television station also in Boston—operating at peak efficiency.

It's a tough but interesting job, and it hasn't fazed Steve Conley's golf, which is still in the low 80's and good enough to make him just about head WRS man on the links. Fishing is his other spare-time pursuit, along with spectator baseball.

He does a bit of gardening at his new home in suburban Penn Valley, but only under the not-too-subtle urgings of Mrs. Conley, the former Cora Biggs, a Wilmerding girl and sister of ABC Announcer Glenn Riggs.

Pride-and-joy of the Conley household is six-year-old Nancy Jean, just starting to school and quite a cosmopolite as a result of following her hop-scotching daddy from coast to coast. Nancy Jean likes radio too and long before school age—when she was just two—made guest appearances on the Hoosier Hop at Fort Wayne, home grounds of the Hoosier Hot Shots.

Hershel Signs MBS
HERSHEL CALIFORNIA FRUIT PRODUCTS Co., Los Angeles (Contadina Tomato Paste), Jan. 6 for 26 weeks sponsorship of Easy Does It on MBS, Mon.-Wed.-Fri., 11:30-11:45 a.m. Agency is E. L. Brown Adv., Philadelphia.

FOR FOURTH consecutive year Louis A. Wehle, member of the board of Monroe Broadcasting Co., operators of WRNY and WBNY-FM Rochester, N. Y., has been named New York state chairman for the March of Dimes, sponsored by National Foundation for Infantile Paralysis. Mr. Wehle is board chairman of Genesee Brewing Co.

Unity Corp. President Urges Back-Pay Caution
EDWARD LAMB, the lawyer who started a number of employe overtime suits, is urging the unions to proceed cautiously, according to the New York Times. Mr. Lamb is president of the Unity Corp., which operates WTOD and WTOD-FM Toledo. He is also co-publisher of the Erie (Pa.) Dispatch-Herald-Sun.

"Attorneys filing these suits for back pay," he said in the Times AP dispatch, "shouldn't try to name the sum they think is due the workers. Such a suit itself is only an accounting action, asking the court to say how much . . . [such sums] frighten industry and may stir Congress to adopt restrictive legislation in the coming session."

NBC Crew Going to Brazil in May to Cover Eclipse
NBC will participate in the National Geographic Society-U. S. Army Air Forces expedition to Brazil to observe the total eclipse of the sun on May 20, 1947, it was announced last week by the network. The expedition will be headed by Dr. Lyman J. Briggs, chairman of the National Geographic research committee.

NBC will send a commentator, a crew of radio engineers and television motion picture personnel with the expedition. There will be a series of broadcasts before, during and after the eclipse.

The last time that NBC sent a crew outside of the U. S. to describe a solar eclipse was in 1937 when George Hicks broadcast the total eclipse of June 8 from the Canton Islands in the Pacific.
ROBERT H. BISHOP, director of sales, and CONDA P. BOGGS, director of manufacturing of Sylvania Electric Products, have been elected vice president of that firm. Mr. Bishop has been with Sylvania since 1938. He was appointed director of sales for the entire company in April 1946. Mr. Boggs, one time with General Electric and RCA, joined Sylvania in 1932, becoming director of manufacture in 1942.

HAL W. BARBER, sales promotion manager for tube division of electronics department, General Electric Co., Schenectady, has been named sales representative for tube division with office at 576 Lexington Ave., New York.

THOMAS B. MOSELEY, former secretary-treasurer and chief engineer for International Electronics Corp., Dallas, Tex., and chief radio engineer, Signal Officer, Headquarters 8th Service Command during World War II, has been named broadcast sales engineer for southwest area of Collins Radio Co., Cedar Rapids, Iowa.

GRADY L. ROARK, sales manager of General Electric Musaphonic Radios, Bridgeport, Conn., has been appointed assistant superintendent of the receiver division.

LOUIS S. KIMBALL, former general manager of fluorescent fixture division, Sylvania Electric Products, has been elected vice president in charge of operations of Colonial Radio Corp., Buffalo, a Sylvania subsidiary. Colonial makes sets for Roebuck & Co.

WOODROW W. WIBEL, former vice president of Billie Gould Inc. New York, publicist and merchandising service, has formed his own publicity and merchandising counseling service. W. W. Wibel Associates, with offices at 70 Park Ave., New York Marge Daugh- ton, former fashion advertising manager of the Des Moines Register and Tribune has joined the new organization as vice president.

COMDR. VERNON J. CHEEK, to be relieved from Navy, has been appointed sales engineer of Specialty Distributing Co., southeastern distributor for Gates Radio Co., broadcast equipment manufacturer. He formerly was with the engineering departments of WDR Charlotte, N. C., and WAGA Atlanta. Ga., Commander chees present-ly is stationed in Washington with Office of Chief of Naval Communications.

Kersting, Brown & Co., public relations firm, has been formed at 142 Cedar St., New York, through merger of Kersting & Co. and Harry Whit- ing Brown. Latter has been public relations and fund raising consultant and becomes president of new firm CARL A. KERSTING, former president of his own firm, becomes chairman of the board of the new organization. Other officers are ROBERT LODGE, vice president and secretary, and SIDNEY P. HOWELL, vice president.

NORMAN LISS, former freelance writer, has joined Frank Law Publicity, New York, as director of the newly created radio and television department.

Hawk Puts WENY Elmira Off Air 3 Hours Dec. 25

WENY ELMIRA, N. Y., was forced off the air for three hours Christmas Day — by a sparrow hawk. The bird, deciding to rest on a "phone of" a 6600-volt utility line, completed a circuit which caused one of the lines to burn off. This line fell across the 2300-volt line which furnishes power to the WENY transmitter and burned it off too.

Utility crews repairing the broken lines found that the hawk — its tail feathers and other feathers on one side of its body burned off — still held its Christmas dinner, a dead field mouse, in its mouth.

INSIDE the lions' cage was the scene for Inside Evansville program, when Margaret Rosenzweig of WEOA Evansville, Ind., originated the show from that hot spot. She took her courage and her wire recorder into the cage filled with lions and tigers, which were part of the Shrine Circus, and described the feat while the beasts' howls filled in as very real sound effects.

WGAT Utica, N. Y., Plans To Take the Air Jan. 15

INAUGURAL BROADCAST of WGAT Utica, N. Y., is scheduled for Jan. 15, with a welcoming address by Governor Dewey highlighting the opening day activities. Operating on 1100 kc with 250 w, WGAT will be an ABC affiliate. Studios and transmitter are located in Marcy, N. Y., and offices in downtown Utica.

WGAT is owned by Central Broadcasting Co. of Utica, J. Eric Williams, president. Mr. Williams also is part owner of WNOC Norwich, Conn.

Radio Programs, News Draw Newspaper Readers

RADIO programs and news "won high attention" in Study No. 103 of the Advertising Research Foundation newspaper readership study, covering the Oct. 10 issue of the Cleveland Press. The continuing study is conducted by the foundation in cooperation with the American Newspaper Publishers Assn.

The study shows that the women's score of 76% and the men's rating of 72% tied for third place for readership of any radio programs and news for the 103 studies completed to date.

*Offered Subject to Prior Sale

Fulton Lewis, jr.

available now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 231 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

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

*CO-OP

COOPERATIVE PROGRAM DEPARTMENT

EIGHTH EDITION of Radio Operating Questions and Answers, compiled by Arthur E. Nilon and J. L. Hornung, has just been published by The Maple Press Co., York, Pa. ($3.50). This is the high year of publication of the book, a standard technical review on radio communication. It is of special aid to those preparing to take one of the FCC radio operator license examinations.
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
PAUSES...

Pine Ridge Commercial

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.

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

An Audience Builder
COLLEGE forum including participa-
tion by five institutions of higher
learning in the Pittsburgh area
starts Jan. 31 on WWSW Pittsburgh.
Titled "The University Stockbox," forum
will be heard Tues. 9-9 p.m., originating
from University Club ballroom. Working
on rotation basis, one student from each
college is represented with two stu-
dents arguing for and two against a
question posed by the fifth student.
School identifications are omitted.

KOMA Selected
KOMA Oklahoma City has been noti-
ified by the Southwest Monitor, Okla-
oma City Negro newspaper, of its selec-
tion as the "choice" station of that city, announced by the paper's
editor, Forde Edward Ross. Mr. Ross
offered full cooperation of his paper in
keeping Negro people informed of spe-
cial programs and features of interest.

Social, Family Problems
DISCUSSION series on current social
and family problems begins Jan. 6, Mon.
5:30-5:45 p.m., on WTOP Washington,
presented in cooperation with the Wash-
ington Federation of Churches. Fash-
tioned and titled after CBS network
show, "In My Opinion," the local pro-
gram will be moderated by Dr. Arthur A.
Fleming, president of the Washing-
ton Federation of Churches.

Student Dramatizations
STUDENTS of Washington Lee High
School, Arlington, Va., have started
series of dramatic presentations titled
"Washington-Lee Presents" over WARD
Arlington. Group made its debut on
Christmas Eve presenting Clement
Moore's "The Night Before Christmas," fol-
lowed New Year's Eve by Maxwell
Anderson's "Miracle on the Danube." Show is written, produced and directed
by students, who hope to make WARD
a radio workshop for experiments with
new dramatic forms and techniques.
Kibboue Castell, WARD general man-
ger, has put station facilities at their
disposal and given them weekly time
allocation.

Newsmen on Spot
SERIES featuring government leaders
quizzing newspapermen will start Jan. 7
on WWDC Washington, 8 p.m. Titled
"Panning the Press" show will be con-
ducted by Esther Van Wagner Tufty,
and will present important elected gov-
ernment leaders putting authoritative
newspapermen "on the spot."

Theatre Telecast
DIRECT telecast from the stage of a
theatre was made Dec. 27 when WBST
New York televised Larry Adler, harmon-
ious virtuoso, and Paul Draper, dancer, in
a specially arranged show from the stage
of the City Center in New York. Tele-
cast 9-9:30 p.m., show replaced reg-
ularly scheduled Friday night fights
from Madison Square Garden.

Continues Series
ABC will continue its current series on
"Labor, USA" and the "Voice of Busi-
ness," public service programs, during
1947. Heart Supt. 6-6:30 p.m., "Labor,
USA" is presented under the auspices of
the AFL and CIO and the "Voice of
Business," broadcast 7-7:15 p.m. is
heard under the auspices of the NAM
and the U. S. Chamber of Commerce.

Santa in Helicopter
OCCASION for holiday season special
events broadcast by KOY Phoenix, Ariz.,
was arrival by Bell helicopter of Santa
Claus (KOY Station Manager Al John-
son) before assemblage of 4,000 children
and parents at station's Christmas
party held in local high school stadi-
um. Event was recorded for broad-
cast playback. Santa addressed gather-
ing while descending via stadium PA
system and KOY's relay transmitter.

New ABC Variety
NEW ABC variety program, "The Tommy
Bartlett with Tommy Bartlett,
baritone Skip Farrell and an orchestra,
has been started in Mon. through Fri.
3-3:30 p.m. (CST) period. Format includes audi-
cence participation stunts in which val-
uable prizes are offered to participants.
Special emphasis is placed upon music-
ical portion of broadcast.

Juniore Television
SUNDAY morning "Children's The-
ate" has been started on CKWS To-
ronto with youngsters as nucleus of the
program. Personal contact has been made
with local public schools in an effort to bring new youthful talent to
listeners. Productions include "Alice in
Wonderland" and "Thrill in the Look-
ning-Glass."

Music-Comedy on CBS
SUSTAINING music-comedy series titled
"Once Upon a Time" begun on CBS Jan. 3, Sun. 9:30 p.m. (CST).
Series starts with a backlog of 25 pro-
grams which have been aired in Brit-
ain during the past two years over
BBC.

All Night Show
WHCM New York, beginning Dec. 31,
New Year's Eve, started "After Hours" all-night record program, midnight to
5:30 a.m., seven days weekly, giving the
station 23 hours of operation daily.

KGRH Takes Air in Home
Town of U. of Arkansas
KGRH, an MBS affiliate operating fulltime on 1450 kc at Fayette-
ville, Ark., home of the U. of
Arkansas, held its inaugural broadcast Dec. 15. Station is owned
by a partnership including Russell
Bennitt, manager, George Bennett
and Hal Douglass.

Staf members, in addition to
Manager, Bennitt, include: George
Doton, chief engineer; Roseo
Parker and Harold Lindsay, as-
tistants; Al Collier, sales man-
ger; Lee Belding, program di-
rector; Peter Harkins, production
manager.

Quartz Crystal Output
Drop Reported by CPA
POSTWAR output of quartz crys-
tals for radio use declined sharply
from the record production of 30,-
000,000 devices in 1944, according
to the Civilian Production Admin-
istration. Prewar production aver-
age was 65,000. The report, released
by CPA, output last August was
one-third the figure for the same
month in 1944.

Though one of the commonest
minerals, quartz of radio grade
comes mainly from Brazil. In-
creased efficiency in manufacture
and use of smaller devices have
brought a higher yield per pound
of quartz. During the war crystals
were necessary components of ra-
dio, radar and sonar equipment,
sound detection devices, long-dis-
tance telephone transmission lines
and precision instruments. Quartz
oscillators are described by CPA
as among the most accurate devices
of modern science. Despite this,
production was increased tre-
mondously to meet wartime re-
mens.
Provides Place of Worship

WMT Cedar Rapids has made its Radio Theater available to the members of St. Mark’s Lutheran Church in the Iowa city for Sunday morning services. The parishioners were without a place to worship following a recent Sunday morning explosion and fire which destroyed the church edifice shortly after 75 Sunday school pupils had been led to safety.

Imposter Apprehended

AFTER RECEIVING several complaints that a man claiming to be a representative of WCOP Boston had been soliciting money and magazine subscriptions, the station broadcast several announcements on the afternoon of Dec. 18 denying the knowledge of the individual and urging anyone solicited to call the police immediately. That evening the impostor was apprehended by police of Brookline, Boston suburb, after a WGBH cameraman refused him admittance to his house, watched him enter a neighbor's and called the police.

Aid Crippled

NEWEST bowl fracas, Tangerine Bowl in Orlando, Fla., is being sponsored New Year’s Day by Orlando Elks Club for benefit of Eilks Home for crippled children. WSTP Salisbury, N. C., will broadcast play by play description of game, between Catawba College, Salisbury, and Maryville College, Maryville, Tenn. Expenses for broadcast have been assumed by Salisbury Chamber of Commerce and announcer will be Jim Turner, WSTP sports director.

Saved Mother

WHEN the life of a Seattle mother depended upon immediate transfusions of rare, negative blood, Merrill Ashe, newscaster at KOMO Seattle, was notified. Mr. Ashe made two pleas to the public for donations of RH type blood and ten people responded to these announcements. Blood was received in time to save the mother's life.

WOR Finds Homes

WOR New York, following up its on-the-scene coverage of the fire explosion in Washington Heights, New York, Dec. 12, has aided the families left homeless by fire by appealing for homes for the families, and broadcasting fire prevention talks. By Dec. 14 the station's campaign netted 75 responses, more than enough to care for the stricken families.

Notices to Pupils

"NO SCHOOL" signal service for 70,000 children in its main service area has been started by WCHS Portland, Me. Forms were distributed to students with hours at which announcements are to be broadcast in bad weather. The forms were sent to school superintendents of nine counties by Managing Director William H. Rines.

CFOS Aids Family

CFOS Owen Sound, Ont., went quickly to the rescue of a family of five whose home was burned down. CFOS broadcast an appeal for clothing for the three children of the family, 3 years, 2 years and 15 months old, and so much clothing came into the station within the hour that the problem of what to do with the surplus became serious. Surplus was turned over to charitable organizations.

Diathermy Channel

ASSIGNMENT of 2450 mc for industrial, medical and scientific purposes—diathermy and industrial heating—was announced by FCC last Monday. Effective immediately, but subject to any future regulations that may be adopted, the frequency may be used for such purposes without license, provided emissions are confined between 2400 and 2500 mc, and provided no interference is caused to authorized communications services by spurious or harmonic radiations. The assignment followed a hearing conducted Dec. 18-19.

RADIO SELLS BEER

Gulf Brewing Begins Seventh

—Year on Texas Regional—

BROADCAST ADVERTISING has played an important part in making Grand Prize Beer a sales leader in Texas, according to Dwight D. Thomas, executive vice president of the Gulf Brewing Co., whose beer is advertised extensively on Texas stations. With renewal of the five-times weekly quarter-hour Headliner Show on a Texas regional network, Gulf Brewing Co. began its seventh year on a regional network embracing KPEC Houston, WOAI San Antonio, WRR Dallas, KFJZ Fort Worth, KRGV Weslaco, KRIS Corpus Christi.

In addition to the five-weekly quarter-hour, which features Lynn Cole, soloist, K. Bert Sloan's orchestra and Steve Wilhelm, commentator, Gulf sponsors these programs: Emmette Ward, tenor, three-weekly (11:30-12 midnight) on Lone Star chain—KGKO Fort Worth, KXYZ Houston, KSTA San Antonio, KRIS Corpus Christi; local programs on KRLD Dallas, KXYZ; one and two-hour recorded Saturday night music on KVAL Brownsville, KRIS. Gulf Brewing Co. is owned by Howard Hughes. Agency is William-Laughlin-Wilson & Assoc., Houston.
Who selects the Markets?

Would it help you to know exactly which executive in each company has the most to say about picking markets for the sales and advertising program?

Here’s one way of telling: Find the men who constantly use information on markets — information on things like the sales, income and population of cities and counties.

For example, SALES MANAGEMENT subscribers have bought 2,447 copies of our County Outline Retail Sales Map in the past six months. A map that gives the level of retail sales for every county in the nation and is useful only in studying and selecting markets. If you would like to see a list of names showing typical SM subscribers who bought this map, write and ask for: “Men Who Bought the Sales Map.”

These same sales executive subscribers of ours have, for the tenth consecutive year, completely exhausted our supply of the annual SALES MANAGEMENT Survey of Buying Power, published last May. 13,500 copies were printed. 10,737 took care of one original copy to each SM subscriber, and 2,763 extra copies have been sold in the past five months...showing again that SM readers are the men who decide on markets.

Remember: For THE FIRST WORD ON MARKETS and THE LAST WORD ON MEDIA, talk to the sales executive audience through a consistent advertising campaign in SALES MANAGEMENT.

Trammell Sees ’47 As ‘Decision’ Year Shortsightedness Can Retard Television, NBC Head Says

1947 WILL BE a “year of decision for several of the groups upon which television depends for its progress,” Niles Trammell, NBC president, declared in his year-end statement. Mr. Trammell named no names but he is obviously pointing directly at CBS, which is advocating immediate commercialization of color television by the mechanical process developed in the CBS video dyes, in opposition to the RCA-NBC view that black-and-white television should be pushed now, while all-electronic video color is readied for service some four years hence. Mr. Trammell said:

“By shortsightedness or selfishness they can retard this lusty new art and a new industry which offers the promise of new jobs and the expenditure of millions in its development. The spectacular development of all-electronic color television by RCA in 1946 has rendered academic technical objections voiced by some small segments in the industry. In 1947 there is literally nothing except a lack of cooperation by the human elements involved to retard television’s progress.”

Foresees Video Network

Pointing out that television’s development in the final months of 1946 was so “rapid and spectacular...that it is difficult to predict accurately the progress it can make in 1947,” Mr. Trammell said that the new year will see “the first really large production of television receiving sets and transmitting stations” and the beginning of the video network.

Sound broadcasting, he declared, will “play a major role in the creation of new markets” for the new products born of the basic research which will be introduced to the consumer in 1947, “and thus raise our national level of prosperity.”

“Radio’s great progress in the past quarter century has been made possible by the support of its listeners and advertisers,” Mr. Trammell concluded. “As we enter 1947, our listeners understand better than ever why our American system of broadcasting is the world’s best. They will resist with greater vigor than ever those who would seek to change it. Our advertisers who have, with each passing year accorded us still greater support are more anxious than ever to enlarge the use of our medium for the distribution of their new products. There can be no new progress without a prolonged period of industrial harmony. This is 1947’s greatest need and our greatest hope.”

WITH shortage of audience studios to accommodate clients, CBS Hollywood has contracted on yearly basis for facilities of Sunset Radio Center, that city, to originate “Hollywood Play Time” sponsored by Cresta Blanca Co.

BROADCASTING • Telecasting
AM Engineering Standards Ready

Those Interested Given Until Jan. 23 to Ask For Changes

FCC was awaiting the reaction of industry engineers to its proposed amendment of AM engineering standards. In a letter to the FCC, Commission spokesmen said, "will determine whether oral argument is called and, to a substantial extent," will guide FCC in setting the effective dates of the proposed changes, if and in whatever form it is adopted.

Given until Jan. 23 to file comments objecting to the proposed changes, engineers have not yet indicated what position they will take. The project amended an extended FCC-industry conference and a general hearing last summer [BROADCASTING, July 29, Aug. 12].

Commission authorities said principal changes embodied in the proposal relate to the plan for computing RSS interference; provide a method of computing nighttime limitation on local channels; and revise the table of interference limits, eliminating the existing mileage-separation tables and making specific provisions regarding frequency-separation for stations in the same or adjacent areas [BROADCASTING, Dec. 30]. Assignment of stations in the same city or as little as 30-kc separation, originally suggested, would not be possible, but 50-kc separations for adjacent cities would be permitted under specific engineering conditions.

Text of the proposed amendment: In the matter of amendments to Standards of Good Engineering Practice concerning standard broadcast stations.

NOTICE OF PROPOSED RULE MAKING


2. The Standards of Good Engineering Practice concerning standard broadcast stations will be revised to the following extent:

(a) The method for computing RSS interference as appearing in paragraph 8 on page 7 of the Standards of Good Engineering Practice concerning standard broadcast stations is to be amended to read as follows:

"With respect to the root-square-value of interference from interfering stations, referred to herein, calculation is accomplished by the squares of the interfering signals in order of decreasing magnitude, adding the squares of the interfering signals, 

(b) The sum, of the squares of the higher signals already included.

The RSS value will not be considered to be increased when a new interfering signal is added which is less than 50% of the RSS value of the actual separation from existing stations, which at the same time is not larger than the smallest signal included in the RSS value of interference from existing stations. However, for the purpose of computing the RSS in service in cases where it is proposed to add a new interfering signal between the value permitted above, the RSS limitation after the addition of the new signal shall be calculated without excluding any signal previously included. Similarly, for the purpose of studying the interference in the same service in a case in which it is proposed to add a new interfering signal between the value permitted above, the RSS limitation after the addition of the new signal shall be calculated without excluding any signal previously included."

Examples:

1. Existing Interferences:

<table>
<thead>
<tr>
<th>Station No.</th>
<th>1.0</th>
<th>0.58</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station 1</td>
<td>1.0</td>
<td>0.58</td>
</tr>
<tr>
<td>Station 2</td>
<td>0.58</td>
<td></td>
</tr>
<tr>
<td>Station 3</td>
<td>0.58</td>
<td></td>
</tr>
</tbody>
</table>

The RSS value from No. 1 & 2 is 1.29 m/m; therefore no interference from No. 4 is excluded for it is less than 50% of 1.29 m/m.

3. Station A receives interference from:

<table>
<thead>
<tr>
<th>Station No.</th>
<th>1.0</th>
<th>0.58</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station 1</td>
<td>1.0</td>
<td>0.58</td>
</tr>
<tr>
<td>Station 2</td>
<td>0.58</td>
<td></td>
</tr>
</tbody>
</table>

It is proposed to add a new limitation of 0.67 m/m. This is more than 50% of 1.29 m/m, the RSS value of No. 1 & 2. The RSS of Station No. 1 and the proposed station would be more than twice as large as the limitation from Station No. 2 or No. 3. However, under the above provision the new signal and the three existing interferences are nevertheless calculated for purposes of comparative studies, resulting in an RSS value of 1.46 m/m. However, if the proposed station is ultimately authorized, only No. 1 and the new signal are included in all subsequent calculations for the reason that Nos. 2 and 3 are less than 50% of 1.29 m/m, the RSS value of the new signal and No. 1.

3a. The following approximate method may be used. It is based on the assumption of constant skywave reflection coefficient with distance less than 250 miles, or 0.58 antenna height, and 88 m/m at one mile effective field for 250 watts power. Zones defined by circles of various radii specified below are drawn about the desired station and the interfering 10% skywave signal from each station in a given zone is considered to be the value tabulated below. The effective interfering 10% skywave signal is taken to be the RSS of all signals originating within these zones.

(Continued on page 57)

TRUSCON engineers are ready to help you plan your radio tower installation for maximum efficiency.

CALL IN TRUSCON ENGINEERS during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decisions—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.


BROADCASTING • Telecasting

January 6, 1947 • Page 55
Sid Collins, acting program director of WCKX Kokomo, Ind., and former announcer for Armed Forces Radio Service, has been named permanent program director.

Jim Flenniken, production head of WCKB Youngstown, Ohio, and previously with WBLK Clarksville, WBKB Welch and WJAF Morgantown, has been named program director of WCKW Chicago.

George Glick, Chicago announcer, and George Barry, Youngstown, have also joined WCKW staff.

Harold Hughes, producer of "The Vagabond Dreamer" on KBN Omaha, Mo., has joined the station.

Jack Guinan, former program director of WBAS Pittsburgh, has resigned.

John Russell, formerly with WIOB Winnepeg; Dick Winters of WGOV Valdosta, Ga., and Lade Conlee, with WREC Memphis, have joined announcing staff of WHBQ Memphis. All are veterans of World War II.

Jack Guinan, chief announcer and program director of WFTN Jamestown, N. Y., has joined WOR Buffalo.

Sam Moore, writer on NBC "Great Gildersleeves" and national president of Radio Writers Guild, was to leave Hollywood Jan. 2 for New York to present RWG plans to various council and membership groups. He returns to Hollywood about Jan. 18.

Fran Hodek, onetime NBC Hollywood 20th-Fox musical director, now in Alaska, has been mustered out of service and returns to California Feb. 15.


Wally Lancton, producer and director at WHR Detroit, resigned from staff Dec. 30.

Edmund T. Wilson, former soloist with Worcester Symphony and supervisor of music for 16 years, has joined WNEB Worcester, Mass., as music supervisor.

Allen L. Lewis, former announcer with WGR and WKBW Buffalo, has been named chief announcer of newly formed WOR Broadcasting Corp.

Johnny Murrany, formerly with WOGM Gulfport, Miss., has joined WDSU New Orleans as conductor of "Dawn Patrol" program 2-6 a.m. daily.

Evelyn Soule Kennedy has joined WDSU continuity staff as head of script department.

Ernest De La Osa, NBC director of personnel, has been appointed to the National Labor Panel of the American Arbitration Assn.

Kate Smith, CBS singing star, was chosen as "Woman of the Year in Radio," according to the 1946 poll of editors of the Associated Press.

Les Mitchell, producer of such network programs as "Hit Parade" and "Star Playhouse," has taken over the direction of "Skippy Hollywood Theater," the production sponsored on a number of stations throughout the country by the Skippy Peanut Butter Co., Minneapolis. Agency for Skippy is Garfield & Guild, San Francisco.

Virginia Marucci, orchestra leader at WLW Cincinnati, is in Jewish Hospital, that city, suffering from respiratory disorder.

Joseph Deane, recently returned to WGR Buffalo, has been named advertising manager for WGR, Buffalo, and other New York stations.

Bob Leeman is producing CBS "Command Performance," Armed Forces Radio Service.

George Hope has resigned as script writer of CBS "Eddie Bracken Show.

Al Gordon, night production manager of WPBS Hollywood, and George Karas, announcer, have announced their resignation.

Howard Blake has resigned as writer-producer of CBS Pacific network network "Meet the Mr. and Mrs. Mr. and Mrs. Miller." He will handle full-time to "That's Life," which he will handle for another network.

Lois Corbett has joined cast of ABC "Kenny Baker Show.

Georgia to Have Second Radio Institute May 4-6

Committee representing the Georgia Assn. of Broadcasters, meeting in Macon last week, set May 4 and 5 as dates for the Second Georgia Radio Institute to be held at the U. of Georgia in Athens. Success of the first institute last November led to a decision to make the affair an annual event. Committee members then decided to hold the institute in the spring.

The group planning the second institute is headed by Dwight Bruce, WTAS Savannah, and includes Wilton Cobbb, WMZM Macon, who was chairman of the committee in charge of the first institute, Charles Pittman, WBWR Macon, Marcus Bartlett, WSW Atlanta, Russ Holt, WGGI Gainesville, Abner Israel, WALB Albany, and John E. Drewry, dean of Berry W. Grady School of Journalism, U. of Georgia.
**Standards**  
(Continued from page 55)

<table>
<thead>
<tr>
<th>Zone</th>
<th>Radius Miles</th>
<th>Signal</th>
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<tr>
<td>A</td>
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<td>30</td>
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<td>B</td>
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<td>C</td>
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<td>F</td>
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<td>G</td>
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<td>H</td>
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<td>J</td>
<td>60</td>
<td>0.53</td>
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**TABLE VIII**

The ratio of the desired 50% Skywave of the Class 1 station to the undesired groundwave of a station 10 km removed is 1 to 5.

**TABLE V**—Interference Ratios

<table>
<thead>
<tr>
<th>Desired Groundwave</th>
<th>Desired 50% Skywave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundwave</td>
<td>Skywave</td>
</tr>
<tr>
<td>20</td>
<td>10</td>
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<tr>
<td>30</td>
<td>15</td>
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</table>

**Note:** Two stations are considered to be operated synchronously when the carriers are maintained within one-fifth of a cycle per second of each other and they transmit identical programs.

The proposed amendments had been widely discussed with interested persons, specifically with Engineering Committees appointed to study the Commission's actions in the matter of Clear Frequency Assignment (CFA). The proposed amendments will have the same general effect as those approved for North American Regional Broadcasting Commission, according to the standard of Table VIII-H on page 16.

The following tables are to be used for determining the minimum ratio of field intensity of a desired to an undesired signal for interference-free service. In the case of a desired groundwave signal interfered with by two or more Skywave signals on the same frequency, the BIS value of the latter is used. Table VIII-H on page 16.

**TABLE VIII-H**—Frequency Separation of Desired to Undesired Signals

<table>
<thead>
<tr>
<th>Desired Groundwave</th>
<th>Undesired Groundwave</th>
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The proposed amendments had been widely discussed with interested persons, specifically with Engineering Committees appointed to study the Commission's actions in the matter of Clear Frequency Assignment (CFA). The proposed amendments will have the same general effect as those approved for North American Regional Broadcasting Commission, according to the standard of Table VIII-H on page 16.
NORMAN BLACKBURN, office manager and talent buyer of J. Walter Thompson Co.,, Hollywood, has been named a vice president.

EARL AVERY ADV. SERVICE, San Francisco, Jan. 1 changed name to Averay陬Nolan Co. Offices remain at same address: 317 Montgomery St. Principals of new company are C. EARL AVERY, president of former company, and NORBERT N. NOLAN, who joined Earl Avery Adv. Service last year.

LUTHER WEAVER & ASSOC., St. Paul, has been elected to membership in American Assn. of Advertising Agencies.

STANLEY NELSON, radio production director of Pittuck Adv. San Antonio, and writer-announcer-producer of "Memory Lane" for Taylor Bedding Manufacturing Co. on Texas Quality Network, has become a member of San Antonio Junior Chamber of Commerce.

SINDEY K. LENBY Adv., Chicago, has moved to larger quarters in the same building at 166 N. Michigan Ave. W. W. LIPEY has joined Lenby staff as account executive and ARTHUR A. KONN as radio director.

JACK MONIE, recently out of the RCA, and formerly with Salada Tea Co., Toronto, has joined Russell T. Kelley Ltd., Hamilton.

JAMES NEWTON, formerly with Western Family Magazine, has joined W. Earl Rothwell Adv., Hollywood, as assistant to NATE TUFTS, West Coast manager.

RICHARD M. ALLERTON, radio research director of Free & Peters, New York, has been appointed market research director of Abbott Kimmel Co., that city.

PETER HURST, formerly of Fielder, Sorenson & Davis, Jan. 1 became vice president and a director of Harrington & Buckley Adv., San Francisco. Mr. Hurst started his advertising career with J. Walter Thompson Co. and later became San Francisco manager of McManus, John & Adams, Detroit.

FORD & DAMM Adv., Sacramento, has moved from San Francisco offices at 22 Taylor St. with ADAM K. JOHNSON in charge as manager. Mr. Johnson was formerly account executive of Smith, Bull & McCrery.

JAMES CLARK has been made production manager of Gerth-Pacific Adv., San Francisco.

HENRY MORTON and JOHN GIESS have joined House & Leland Adv., Portland, Ore., as account executive and production manager, respectively. Mr. Morton, who served four years with Navy in South Pacific, was formerly account executive of Russell T. Gray Inc., Chicago, Mr. Gieys Army veteran, was formerly with Fred Meyer Inc., Seattle.

WILLIAM J. BONAA has discontinued his Denver agency known as MacGruder & Co., to join Gray & Co., that city, as active member.

DAVE YOUNG, for four years producer of Russell & Ryan, Hollywood, has resigned.

JOHN COHEN, radio director of Hillman-Share Adv., Los Angeles, has resigned to free lance.

HEINTZ, PICKERING & Co., Los Angeles, has changed name to Heintz & Co., Inc., in keeping with current trends.

GEORGE MARCH, president of March Advertising, has moved to San Francisco office.

W. B. ROSS & Assoc., Los Angeles, has moved to 672 W. Washington Blvd.

ROMIG Adv., Reading, Pa., has been appointed production manager of Alton Adv. in charge of Alton & Co., Reading.

JULIAN M. STARKS, president of Alton Adv., has been appointed production manager of Alton Adv. in charge of Alton & Co., Reading.

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WRAL-FM FINDS KILROY

STORY OF KILROY, the original as claimed by WRAL-FM Raleigh, N.C., and broadcast on Mutual's Spotlight on America program, 10-10:30 p.m., provides foundation for this array of American uniforms as worn by WRAL staffers. Claimed as first Kilroy is Averington M. Kilroy, who in 1771 appeared in Wake County Court to maintain his civic dignity by establishing proof that his mutilated ear was not a prior punishment for crime but the result of a fight with another citizen.

The story goes that his spirit has continued on down through the pages of American history and its several wars, always seeking to effect "reconciliation between himself and his ear, and also the warring factions."

Dressed in costumes loaned by the North Carolina Department of Archives and History are (l to r): Lloyd Bell, musician, Revolutionary War; Paul Montgomery, pianist, War of 1812; Sid Bard, public service department creative writer, Mexican War; Fred Fletcher, general manager, Civil War; Cullen Johnson, announcer, Spanish-American War; Jack Cook, salesman, World War I, and Howard Maschmeier, program director, World War II. Mr. Maschmeier holds photostatic copy of Wake County record which concerns Averington M. Kilroy.

10 MILLION BRITISHERS HAVE RECEIVING SETS

MORE THAN 10 million Britishers pay annual radio licenses, current statistics released by the British Post Office Department disclose. Actual number of radio sets in use, however, is known to be far in excess of 10 million, the Post Office points out, explaining that the difference is made up of 'pirates.' Pirates are described as persons who listen but do not pay until detected and are forced to forfeit their radios.

Of the total of 10,706,000 broadcasting receiving licenses in force in Great Britain and Northern Ireland, 3,350 are television licenses, but here also the figure does not represent the actual number of video sets in use. The Post Office drive to detect unlicensed sets continues.

Production goal among UK manufacturers is 1,750,000 new radio sets for the year ending in May 1947. Of these some 400,000 will be for export. The Post Office says that in September 77,000 receivers were put on the home market for sale, against 67,000 in August and 89,000 in July. Production has expanded from a level of 45,000 in January of this year.

"H'rrumph!"

Croesus J. Jones is a big manufacturer. He makes finnegan bars and nibblin pins and all kinds of stuff. He has a program on WTCN. That makes him a SPONSOR! So naturally we love him. But Croesus J. Jones occupies a particularly warm spot in our hearts, because he once wrote us a letter saying he listened to WTCN. Plenty of big wheels listen to WTCN. Got something you want to sell to a big wheel?

The DOUBLE-DUTY STATION

NOW—WTCN-FM

ABC...plus High-listener locals!

FREE and PETERS
National Representatives

January 6, 1947 • Page 59
Coverage Map Based on Mail Response Called Inaccurate

By JOHN BARRON
Consulting Radio Engineer

SEVERAL coverage maps for stations, carried in recent issues of BROADCASTING, make it obvious that the coverage claimed in accordance with the recommendations of Broadcast Measurement Bureau gives a very inaccurate picture. I am merely using these advertisements as examples and do not want my comments construed to indicate that any station was making an improper claim. I am using these advertisements as samples of the misleading information resulting from disregard of engineering conditions.

Some of the stations referred to operate with directional antennas. In one case, a directional pattern is used both daytime and nighttime, which has a maximum radiation of 17 kw in the southwest direction and a secondary lobe in the east direction which is almost as large as in the southeast direction, and the coverage in the direction of the minima is equal to, or greater than, the coverage in the maximum direction.

It is also shown that the nighttime coverage is practically identical with the daytime coverage, which would seem to be in error as this station operates on a regional frequency and must be subject to a rather high level of co-channel interference at night as compared to interference free coverage during the day.

This leads to the conclusion that either the method of coverage analysis, under BMB's method, is erroneous or that directional antennas do not work. The coverages show no relation to the directional antenna patterns which would certainly seem to prove my contention that coverage maps, which have no relation to field intensity contours but are based upon mail response only, do not give a worthwhile indication of the coverage of the station. I believe that any method of coverage analysis which entirely loses sight of the engineering facts is practically worthless.

Season's Spirit

FOR JUST A FEW minutes Bruce Robertson, New York, senior associate editor of BROADCASTING, had two television sets—one a prewar console in his home, the other a postwar RCA $500 table model. He won the small set at a Radio Executives Club Christmas luncheon in New York. Two days after Christmas he won over a check for $350 to REC, proceeds of the sale of the set, with the stipulation that the money be used for an "appropriate charitable purpose." Mr. Robertson's suggestion was that the REC give serious consideration to the use of the money "as the beginning of an REC scholarship fund." The REC, meanwhile, donated $500 to the New York Times "Hundred Neediest Cases" Christmas fund, and $500 to the New York Herald Tribune "Fresh Air Fund."

Adler Resigns

SIDNEY ADLER has resigned as international representative of the Broadcast Division of American Communications Assn., CIO union, following his return to that position from Army service. Before joining ACA, Mr. Adler had handled production on Major Bowes programs, and had served as right manager of WHN New York.

Commercials

TED NICHOLAS, program director at WIRE Indianapolis, has been named account executive of WFBM Indianapolis, succeeding DON MENKE, appointed general manager of WPDA Evansville. Ind., station recently purchased by WFBM.

ABC National Spot Sales Dept. has opened a Detroit office at 1700 Stroh Bldg., coincident with the acquisition of WXYZ Detroit. GORDON LLOYD, ABC Spot Sales account executive, has been appointed manager of the new office and GEORGE DITRICH, former New York representative of WON Chicago, succeeded Mr. Lloyd in New York. ALMA F. GRAEF, former account executive of the MBS contract and estimate department, has been named assistant manager of MBS sales office. RUTH K. WARD, former assistant contract manager, has succeeded Miss Graef in the contract and estimate department.

DUDLEY At STAGG has joined KFAC Los Angeles as sales contact and promotion director. He succeeds KENNETH C. McCARTHY, resigned.

TRENT CHRISTMAN of the sales and program department of NBC Hollywood is the father of a girl born Dec. 23.

BOB TAYLOR, veteran of World War II, has joined sales staff of WINS Memphis, Tenn.

KEX Portland, Ore., has named Free & Peters an exclusive national representative.

CLARK-WANDLESS Co., New York, has been appointed exclusive U. S. representative of Radio Belgrano, LBS Buenos Aires, Argentina; Belgrano Network, comprising 20 stations in Argentina and Paraguay; and La Voz De La Democracia, TSQ San Salvador, El Salvador.

LARRY NIES, formerly with KOL Seattle, has been named account executive of WIVY Seattle.

WALTER L. AMIDON, former announcer, producer and traffic manager of WOR and WNEW Buffalo, has been named head of the traffic department of newly formed WOR Broadcasting Corp.

PE MONTECUT, formerly of CBS Chicago, has joined the traffic and program department of WDSU New Orleans.

Home Wire Recorder

STROMBERG - CARLSON Co. plans to place on the market within six months a magnetic wire recording machine for home use, according to a dispatch in the Wall Street Journal. The firm's senior engineer, Roy S. Anderson, said the recorder's range will be restricted only by limitations of the loudspeaker system used with it. Estimated cost of the set is from $200 to $300.

FIRST

In the general advertising trade press, TIDE is the FIRST CHOICE of radio stations and networks as an advertising medium ... and more of them use more pages of advertising in TIDE than in any other general advertising publication.

The reason is simple: TIDE is read by advertising executives who control or influence the spending of millions of dollars a year in radio time.

To make sure these important users of radio use your facilities, advertise in TIDE—the leader among general advertising publications in radio station and network advertising!
Revenue Boost Needed

To Offset Cost of CBC

"OPERATING a nationwide radio system is probably more expensive per head in Canada than in any other country in the world," A. D. Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corp., told the Ottawa branch of the Canadian Club. "In a regular day's operations the CBC uses over 20,000 miles of landlines connecting stations, and land lines cost plenty of money."

Mr. Dunton intimated more commercial broadcasting on CBC stations and new ways to boost revenue, in addition to the annual listener license fees which make up the bulk of CBC revenue. Because of the Canadian geography, he pointed out, Canada needs far more transmitters and wire lines than other countries to reach the same number of listeners. Costs also went up because of maintaining service for five time zones and for two main language groups.

IDEA SPREADS

WBML's Chamber of Commerce

Show Is Model-

WBML, MACON'S local public affairs program sponsored by the local Chamber of Commerce, has been selected by the National Chamber of Commerce for adaptation in cities of comparable size throughout the nation.

The announcement was made Dec. 18 by Larry P. Dickey, manager of Southeastern division of the U. S. Chamber of Commerce, at a meeting of the Chamber of Commerce public affairs committee.

Benning M. Grice is chairman of the public affairs committee which has sponsored the weekly series of public forums over WBML since September.

Dr. Edmund F. Cook, retired Macon minister, has acted as moderator of the programs which featured discussion of current topics of national and international affairs by local citizens. Plans for the 1947 series beginning Jan. 8 were also discussed at the meeting.

STROMBERG-CARLSON CO., New York, will increase national advertising division during 1947, Stanley H. Melin, manager of advertising and public relations, announced Dec. 30. Radio division schedule will more than double that of 1946, using suggestions supplemented by newspaper advertising in all important markets. Agency is McCann-Erickson, New York.

WPEN Essay Contest

AN ESSAY competition for high school students in the Philadelphia area in connection with the city-wide observance of the 150th birthday of Benjamin Franklin on Jan. 17 has been announced by WPEN Philadelphia. Two $500 scholarships to the Charles Morris Price School of Advertising and Journalism will be awarded for the best 600-word essays on the theme: "What would Benjamin Franklin say to the United Nations about living together in peace?" A special savings bond award will be made by the Poor Richard Club to two teachers of the winning students, with certificates of entry to the schools which the winners attend. These two scholarships, one for a boy and the other for a girl, will be presented at a United Nations representative at the annual banquet of the Poor Richard Club on Jan. 17 at the Bellevue-Stratford Hotel.

Souvenir Issue

IN HONOR of its recent Open House Week, WOCP Boston has issued its regular monthly sales spotlight publication in the form of a souvenir book, picturing the new studios and facilities of WOCP as well as the station's personnel. Sales Spotlight is usually delivered to dealers who sell products advertised on the ABC outlet. Souvenir issue is done in two colors in large page size. In addition to local personalities the program stars of the network also are featured. WOCP executives also are introduced.

Consumer Folder

PREPARED for dealer distribution to consumers, a new folder issued by home appliance department of RCA Victor describes new model television and combination sound equipment of that firm. Four models, two table sets and two console sets, are described in detail in the folder along with the RCA Victor development, "Cheyenne," a "Witzen Picture Synchronizer," all-electronic tuning system, "Golden Throat" tone systems, and 13-channel automatic station selector and the RCA Victor television owner policy.

Dairy Heifer Contest

THIRD ANNUAL Dairy Heifer contest being sponsored by WMT Cedar Rapids in cooperation with Iowa Dairy Assn. Boys and girls, December 18, fill out questionnaires on general subject of good dairy farming, winning entries to receive purebred dairy heifers and 15 cash prizes offered by WMT. Winners will be announced March 15 and awards made at banquet in Waterloo, Iowa, March 22.

Album to Jewelers

LONGINES-WITTNAUER WATCH Co., New York, has sent jewelers a record album with selection of the "World's Most Honored Music" played by the Longines Symphonette on the transistorized Radio of that name, sponsored by the company on more than 150 stations under "An Evening in Carnegie Hall," album is the fifth in an annual Christmas series and commemorates the first public appearance of the orchestra, arranged for the annual convention of the American National Retail Jewelers Assn.

Radio Time Calendar

THE KATZ Agency, station representative, is distributing to timebuyers its revised edition of "Calendar of Expired Dates," showing starting and ending dates of 13-week, 26-week, 39-week or 52-week cycles.

Cuban Report

REPORT on survey of advertisers Assn., of Cuba is being distributed by RHC-Cadena Azul, Havana, emphasizing that RHC is "in first place. Figures don't lie." Report gives official figures of September, October and November surveys made by AAO, showing rating of RHC in comparison to other Cuban stations.

Cheesecake Calendars

FEMININE stars of 12 Mutual programs in cheesecakes poses adorn the monthly pages of a 1947 calendar sent to editors Dec. 31 by the "MBS press gang."

Book Matches

WIS Columbia, S. C., is distributing 25,000 book match folders through cigarette machines in Columbia area.

PROMOTION PERSONNEL

SAM ELFERT, former account executive at Shirley Kay Assoc., New York, has joined WLJB New York, as chief of promotion and publicity, succeeding ALFRED BUDA, who has resigned to devote full time to writing the MBS "Crimes of Carelessness" program and other freelance work.

MILDRED PARISIETTE, formerly merchandising director of WPTF, Philadelphi-a, has joined KEX Portland, Ore., as assistant sales promotion manager.

DOROTHY LEE MICKELSEN has joined WDGY Minneapolis as assistant promotion manager.

Correction

ANNOUNCEMENT by MBS (BROAD- CASTING, Nov. 3) that the agency for the Radio Bible Class, Grand Rapids, Mich., which renewed its program on that network, was Erwin, Wacox, New York, was incorrect. Agency is Stanley G. Boynton Co., Detroit.
THE 1126C is the latest version of Western Electric's popular level governing amplifier incorporating improvements to fulfill the needs of highest quality AM and FM broadcasting.

It has an extremely short attack time—and eliminates such results of overloading by peaks as (1) splash distortion of other transmission which may cause the guard band to be overridden and also distortion to occur in the receiver; and (3) instantaneous overload and consequent distortion on other transmission systems.

For full information, call your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

**AM**—1450 kc
Inter-American Radio Corp., Caguas, P. R.—Granted CP for new station on 1450 kc, 250 W, unlimited time.

**FM**—1460 kc
American Telecasting Co., Westwood, N. J.—Extended application for CP to cover seven additional frequencies on which to operate.

**Dec. 27 Decisions**

**BY COMMISSION EN BANC**

Transfer of Control


WEMP Milwaukee—Granted assignment of license of WEMP and associated facilities (including the broadcasting station as such, and the transmitting and receiving facilities). Associated with WEMF Chicago.

Licensing of License

WWWB Jasper, Ala.—Granted renewal of license of WWBW from W. B. Atwood to W. B. Backlund Bostg. Co., (from individual to corporation).

KOMA Oklahoma City—Granted renewal of license for operation of KOMA.

**AM—1690 kc**
Bermac Radio, LaCrosse, Wisc.—Granted CP for new station on 1690 kc, 250 W, unlimited time; engineering conditions.

Reinstatement

KCID Caldwell, Idaho—Granted request to reinstate application for CP for new station (which was denied Nov. 11, 1946) and extended time within which to file evidence to support such permit to transmit radio signals.

KFMB San Diego, Calif.—Adopted order granting application for CP to change facilities from 1340 kc, 50 kw, unlimited time, to 1440 kc, 1 kw, unlimited, time, and accepted evidence in support of change in engineering information contained in application as to reflect change in frequency and power.

Valdosta Bestg., Valdosta, Ga.—Granted petition for leave to amend application for CP so as to specify 310 kc, 5 kw, unlimited time. Instead of 950 kw, 1 kw, unlimited, time, and to change in engineering information contained in application so as to reflect change in frequency and power.

Santa Cruz Bestg., Santa Cruz, Calif.—Dismissed without prejudice application for CP for new station on 350 kc, 325 W, unlimited time; contrary to Rule 1387(b) (3).

AM—920 kc
Associated Broadcasters, Wadena, Minn.—Granted application for CP for new station on 650 kc. "Immediate construction" and completion of station.

AM—1400 kc
Coastal Bestg., Lakeland, Fla.—Denied application for CP for new station to operate on 1400 kc, 325 W, unlimited time; contrary to Rule 1387(b) (3).

License Renewal

KIRO Seattle, Wash.—Granted renewal of license for period ending Nov. 1, 1949.

Request Denied

Public Service Radio Corp., Baltimore—Denied counsel's request for advice as to whether Certain Long and Joe J. Brown, for consideration of $37,500, would constitute "good and valuable consideration" for assignment of license.

WEMP Milwaukee—Granted assignment of license of WEMP and associated facilities (including the broadcasting station as such, and the transmitting and receiving facilities). Associated with WEMF Chicago.

Associated with WEMF Chicago.

**AM—1126C**

The Western Electric 1126C is a versatile and powerful transmitter designed for AM broadcasting. Its features include a high degree of linearity, good frequency stability, and a broad range of power outputs, which make it suitable for a variety of broadcasting applications, from low-power community stations to full-power commercial operations. The 1126C is equipped with a sophisticated temperature compensation system to maintain consistent frequency and output levels over a wide range of environmental conditions. Its compact design and ease of installation make it a popular choice among broadcasters. The 1126C is available in several configurations to meet the specific needs of different broadcasting scenarios. Whether you're looking for a reliable and efficient transmitter for your community station or a powerful tool for your commercial flagship, the Western Electric 1126C provides the performance and reliability you need to deliver high-quality broadcast signals to your audience. For more information on the Western Electric 1126C, contact your local Graybar Broadcast Equipment Representative.
December 30 Decisions
BY COMMISSION EN BANC
Conditional FM Grant
Ashland Bestg. Co., Ashland, Ky.—
Authorized conditional grant of Class B station, subject to further review and approval of engineering details.

TV Unassigned
WTG Washington, D. C.—Granted application for temporary assignment of channel 25 to Class B station, subject to condition that applicant act expeditiously and submit appropriate modification of permit within four months.

Dec. 30 Applications
ACCEPTED AND ALLOWED
AM—1360 kc
The Bridgeport Bestg. Co., Bridgeport, Conn.—For new standard station on 1360 kc, 1 kw and daytime only.

AM—700 kc
Richard Asbury Reams, Cumberland, Md.—For new standard station on 1320 kc, 250 w and unlimited hours.

Marvin Handelman and Howard P. Handelman, a partnership d/b as Worcester Bestg. Co., Worcester, Mass.—For new standard station on 700 kc, 1 kw and daytime only.

Heard by most... Preferred by most... in the BUYING... Kirk-La-Tex

The Shreveport
50,000 Watts

Shreveport Times Station
Represented by the Branhom Co.

BROADCASTING  •  Telecasting

Shreveport
50,000 Watts

Shreveport Times Station
Represented by the Branhom Co.

BROADCASTING  •  Telecasting

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Shreveport Times Station
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BROADCASTING  •  Telecasting

Shreveport
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Shreveport Times Station
Represented by the Branhom Co.

BROADCASTING  •  Telecasting

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The Shreveport
50,000 Watts

Shreveport Times Station
Represented by the Branhom Co.
Applications Tended for Filing:

Beverley Radio, Beaver Falls, Pa., application for new standard station on 1340 kc, 250 w and daytime hours, AM-1430 kc.

Columbia-Montour Bstg. Corp., Bloomsburg, Pa., application for new standard station on 1780 kc, 250 w and daytime hours, AM-780 kc.

KQCB Galveston, Tex., application for new standard station on 1340 kc, 10 w and unlimited hours, AM-1340 kc.

KFCO Spokane, Wash., application for new standard station on 780 kc, 250 w and daytime hours, AM-780 kc.

Community Bstg. Co., Erie, Pa., application for new standard station on 1460 kc, 250 w and unlimited hours, AM-1460 kc.

KFKO Petersburg, Va., application for new standard station on 1550 kc, 250 w and daytime hours, AM-1550 kc.

WGBC Columbia, S.C., application for new standard station on 590 kc, 250 w and daytime hours, AM-590 kc.

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Community Bstg. Co., Erie, Pa., application for new standard station on 1460 kc, 250 w and unlimited hours, AM-1460 kc.

KFCO Spokane, Wash., application for new standard station on 780 kc, 250 w and daytime hours, AM-780 kc.

KQCB Galveston, Tex., application for new standard station on 1340 kc, 10 w and unlimited hours, AM-1340 kc.

KFCO Petersburg, Va., application for new standard station on 1550 kc, 250 w and daytime hours, AM-1550 kc.

WGBC Columbia, S.C., application for new standard station on 590 kc, 250 w and daytime hours, AM-590 kc.

Applications Tended for Filing:

Beverley Radio, Beaver Falls, Pa., application for new standard station on 1340 kc, 250 w and daytime hours, AM-1340 kc.

Columbia-Montour Bstg. Corp., Bloomsburg, Pa., application for new standard station on 1780 kc, 250 w and daytime hours, AM-780 kc.

Community Bstg. Co., Erie, Pa., application for new standard station on 1460 kc, 250 w and unlimited hours, AM-1460 kc.

KFCO Spokane, Wash., application for new standard station on 780 kc, 250 w and daytime hours, AM-780 kc.

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WGBC Columbia, S.C., application for new standard station on 590 kc, 250 w and daytime hours, AM-590 kc.
RADIO CENSORSHIP AGAIN IS IN EFFECT IN ARGENTINA

Radio censorship in Argentina, lifted in October 1945, has been reimposed. The censorship has proved to be a useful tool in maintaining control over the flow of information to the public. The government has been able to limit the amount of information that is disseminated, and this has helped to prevent the spread of harmful ideas and information.

Meanwhile, aides of President Juan Peron were denying that there was any intent to gag radio. The Federal Post Office's director of broadcasting, Humberto Russi, confirmed that the government had asked for the cooperation of all broadcasters in Argentina to ensure the smooth running of the public service. The government wanted to prevent any kind of opposition from being expressed on air.

Senor Russi said that two copies in English and two Spanish translations of each broadcast were required. No Sunday or holiday broadcasts were made needed in the new ruling unless scripts are submitted to the government. The government announced that all broadcasts must be read and stamped as approved by the department before they can be made.

In Toronto, Canada, the government has announced that it will take steps to control the use of radio broadcasts in the country. It is expected that these measures will be put into effect in the near future.

New TV License Fees

The Canadian Broadcasting Corporation has announced new fees for television licenses. The fees are expected to generate additional revenue for the corporation, which will be used to support its programs and services.

Radio reception is a major concern in many countries, and the government is taking steps to ensure that all citizens have access to reliable and accurate information. The government is also working on ways to improve the quality of radio broadcasts, and this includes improving the infrastructure and technology used to transmit the signals.

In conclusion, the government is working to control the flow of information and ensure that all citizens have access to reliable and accurate information. The new measures are expected to help in this effort, and the government is committed to continuing its efforts to improve the quality of radio broadcasts and ensure that all citizens have access to reliable and accurate information.
**Music Fee Hearing**

**MUSIC COPYRIGHT FEES to be paid by Canadian broadcasters for 1947 will be set at a hearing of the Canadian Copyright Appeal Board, Ottawa, on Jan. 7, when Canadian Association of Broad- casters and Canadian Broadcasting Corp. will appear before the board to present briefs against tariffs set by Composers, Authors and Publishers Association of Canada (CAPAC) and BMI Canada Ltd. Tariffs filed by CAPAC and BMI Canada, call for payment of $221,053 plus 2% of gross revenue of stations to CAPAC and $63,156 or 40% of whatever fees the Canadian Copyright Appeal Board sets to BMI Canada [BROADCASTING, Nov. 18]. Fees were set during the war years at 5 cents per licensed receiver to CAPAC and 1 cent per licensed receiver to BMI Canada. Last year the Copyright Appeal Board intimated that the entire copyright fee system needs overhauling, and it is expected that whatever rate is decided on this year will provide formula for rate settlement for some years.**

**WCAC Philadelphia is making its audio available for community affairs run by various service and nonprofit organizations.**

**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

**Exact Measurements • at any time**

R. C. A. COMMUNICATIONS, INC.
84 Broad Street New York 4, N. Y.

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Organization
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District 1295

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**Radio Towers**

Erection, lighting, pointing & Ground Systems
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Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

**RADIO ENGINEERING CO.**

Consultants
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1535 Market Street Room 1010
San Francisco 5, California Phone Market 6173

**J. B. HATFIELD**

CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7600
SEATTLE 22, WASHINGTON

**A. R. Bitter**

CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

**ROBERT M. SILIMAN**

CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
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Washington, D. C.

**CUSTOM-BUILT**

Speech Input Equipment
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District 1640

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**ED BERLIANT**

Atlanta 5, Ga. Vernon 7003

**Barclay & Saxon**

Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

**FREQUENCY MEASURING SERVICE**

Highest Accuracy—Anytime

**STANDARD MEASUREMENTS**

Division of Radio-Electronics, Inc. Phone 2642 Enid, Okla.

**ECHOLAP**

RUSSELL G. DAVIS, field representative for RCA in San Francisco area and wartime head of recording for OWI on the West Coast, has resigned to become chief engineer of new GENIE HURPHY stations in Arizona. He will supervise construction and direct technical operations of the Phoenix-Odelland, KQSL Yuma, KPAK Flagstaff and newly organized Radio Arizona, regional network.

ROBERT W. LARSON, former assistant manager of RCA Engineering Laboratories, Lancaster, Pa., and previously member of engineering staff of General Electric Research Lab., has been named administrative assistant to director of General Electric Research Lab., Schenec- tady, N. Y. He will aid in planning and operating new laboratories being built in Niskayuna, N. Y.

GARRARD MOUNTJOY, president of Electronic Corp. of America, has re- signed to devote a v o t e fulltime to practice as consulting radio engineer.

SAMAEL J. KITTO, president of ECA, has resigned to direct an early indication of his intention to presidency of ECA which he founded.

JOHN J. SITIT, director of First Colony Corp., New York, has been elected chairman of the board of RCA.

RAYTHEON MFG. LINDSEY RIDDLE, former chief engi- neer of WBZ Kansas City for 14 years, has been named chief engineer of WDBU New Orleans. He succeeds CHARLES L. WHITE.

DAVEN Co., New York, has announced a new frequency meter, Type 838, a di- rect reading instrument designed to measure frequencies in the audio and superluminal spectrum with applications in electrical, radio, accountance measure- men ts as well as telephone and tele- graph laboratories.

found for several hours. His where-abouts were still unknown when KOIN got a teletype message from CBS in New York asking for information about him to be used for Robert Trout’s 3:45 p.m. (P. S. T.) broadcast. KOIN then broadcast an appeal to residents of Banks for information about Mr. Smith. Mr. Smith himself telephoned the station and gave an autobiographical sketch which was teletyped to New York in time for Mr. Trout’s broadcast.

**RADIO SENDS HAND**

KOIN Finds Homestead Winner

And Couple Hurt in Fire

TWICE during December KOIN Portland, Ore., assisted in locating persons whose names figured prominently in news of particular interest to Oregonians, Lester Halpin, the station’s news editor, reports.

In one instance when word was received that Mr. and Mrs. Louis Gilbert, Portland new- lyweds, were among those injured in Atlanta’s Wineoff Hotel fire. After unsuccessful attempts to identify the couple or locate relatives, a listener to a KOIN news- cast telephoned News Editor Halpin and furnished the local ad- dress of Gilbert’s sister who identified the couple.

KOIN also gave assistance in locating Robert Smith of Banks, Ore., whose name was the first to be announced as a winner of one of the 56 homesteads given away by the government Dec. 18 at Tule Lake, Calif. Mr. Smith was not present to claim the homestead immediately and could not be

**REPRESENTED Nationally by Adam J. Young, Inc.**

In New York by Joseph Long, 31 W. 47th Street

**BROADCASTING • Teletcasting**
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Radio Engineers</td>
<td>National Press Bldg., Washington, D.C.</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td></td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Radio Engineer</td>
<td>Munsey Bldg., District 8466, Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Consulting Radio Engineer</td>
<td>Paul A. de Mars Associates, 1409 Church St., N.W., Washington 5, D.C.</td>
<td>202-467-5592</td>
</tr>
<tr>
<td>MAY and BOND</td>
<td>Consulting Radio Engineers</td>
<td>1422 P St., N.W., Wash., D.C.</td>
<td>202-462-6225,宅邸 3984</td>
</tr>
<tr>
<td>HAROLD B. ROTHROCK</td>
<td>Consulting Radio Engineer</td>
<td>1909 Eye St., N.W., Washington 6, D.C.</td>
<td>202-833-0650</td>
</tr>
<tr>
<td>LENT and POAST</td>
<td>Consulting Engineers</td>
<td>1319 F St., N.W., Washington, D.C.</td>
<td>202-452-1127</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio Engineers</td>
<td>Washington, D.C.</td>
<td>202-234-2500</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>Consulting Radio Engineers</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga.</td>
<td>404-351-2320</td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>Consulting Radio Engineers</td>
<td>363 E. 75th St., Chicago 19, Triangle 4400</td>
<td></td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>Consulting Radio Engineers</td>
<td>1519 Connecticut Avenue, Washington 4, D.C.</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Radio Engineers</td>
<td>1703 K St., N.W., Washington, D.C.</td>
<td>202-638-8888</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Radio Engineer</td>
<td>1100 W. Abram Street, Arlington, Texas</td>
<td>202-1228</td>
</tr>
<tr>
<td>SINGLETON and BARNARD</td>
<td>Consulting Radio Engineers</td>
<td>AF FM Television Marine, 2438 S.W. 4th Ave., ATwater 4594, Portland 1, Oregon</td>
<td>202-292-8300</td>
</tr>
<tr>
<td>GREther Radio Electronics Corp.</td>
<td>Consulting Radio Engineers</td>
<td>Norfolk 2408, Virginia</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation Field Engineering</td>
<td>20 Algoma Blvd., Oakl, Wis.</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>Consulting Radio Engineers</td>
<td>3208 16th St., N.W., Washington 10, D.C.</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3820 E. Singleton, South Carolina</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>H. V. Anderson</td>
<td>Consulting Radio Engineers</td>
<td>715 American Bank Bldg., Tel. Raymond 0111, New Orleans 12, Louisiana</td>
<td>202-296-8300</td>
</tr>
<tr>
<td>JOHN F. BLAIR</td>
<td>Consulting Radio Engineer</td>
<td>2322 E. Gregory Boulevard, Kansas City, Mo.</td>
<td>202-296-8300</td>
</tr>
</tbody>
</table>

Broadcasting - Allocation Field Service GILLE BROS. CONSULTING RADIO ENGINEERS 1108 Lillian Way, Hollywood 4178, CALIF.
GREENVILLE, S. C.

...A SHORT DRIVE TO BUY

F R A N K R. B R O D S K Y, with Peepedent Co., since 1945, has been named di- rector advertising for Peepedent Division, Lever Bros.

NOMA ELECTRIC Corp., New York, has named: Mr. Frank-Quinn Co. Inc., New York, to handle advertising of the Kansas and Missouri Divisions, the E. I. du Pont Division and the Refrigeration Corp. of America. The agency will be handled by Mr. R. J. Flaherty.

BROOKLYN UNION GAS Co., Brook- lyn, in the event of a prolonged period of inclement weather, plans to use spot an- nouncements on six New York stations to inform consumers that service may be curtailed. Agency is N. W. Ayer & Sons, New York.

NOVELTY TOY Co., New York, has appointed with Leon S. Gollnick & Assoc., Baltimore.

RICE GROWERS Assn. of California, Sacramento (cooperative), and Ayer Inc., San Francisco (stabilized dairy products), have appointed McCann- Erickson, San Francisco, to handle advertising.

ANGEL CALIFORNIA NATIONAL BANK, New York, has appointed Foote, Cone & Belding, that city, to handle advertising.

VERNON MFG. Co., Los Angeles (sportscovers), has appointed Kemmerer Inc., Hollywood, to handle national ad- vertising. Appointments will be annual and will be re-ap- pointed later.

CHARBONNEAU PACKING Corp., Yak- ima, Wash. (West apple), has appointed Ruthrauff & Ryan, Seattle, to direct Pacific Coast advertising.

HAROLD DANI S O N has been de- nesed director of Television pro- grammation for PRC Pictures, Hollywood. He succeeds D. M. McWILLIE, prom- oted to special sales post.

BELFAST BEVERAGES, San Francisco, has appointed Weiser Adv. that city, to handle advertising.

GENERAL FOODS Corp., (Maxwell House coffee), has started one hundred transcribed announcements on a number of Canadian stations. Agency is Baker Adv., Toronto.

SEARS ROEBUCK & Co., Philadelphia, sponsors of evenings quiz show and afternoon children's program on WPTZ that was sponsored telecast of the city's New Year's Day Mummers parade at the time of a miniature video tape shown by company. Agency is Beglium Advertising Co., Philadelphia.

U. S. RUBBER Co., New York, has re- newed for 11 weeks its sponsorship of weekly half-hour "Campy's Outhouse" television program on WNTJ New York. Fri. night's show is Campbell's E 1 1 8 M o r t , New York.

P R E T ZEL F I FTH AVE., New York (fun), has announced increase in advertising budget for 1947. Firm will increase use of radio spots and programming. Lew Kasha Adv., New York, is agency.

DELWARE FLOOR PRODUCTS, New York (Vinylite plastic floor tiles and floor coverings), has appointed J. M. Mathis Inc., New York, to handle ad- vertising. Media plans are being made.

THOMAS A. GONZLER, former vice-presi- dent of Northwestern U., has been appointed director of personnel and pub- lic relations of Lever Bros. Co., Cam- bridge, Mass.

F. W. BAN T N E & SONS, Newark, N. J. (Ballantine Ale), and General Cigar Co., New York (White Owl Cigars), will co-sponsor live broadcast of all the Yankees World Series games in the city on WINS New York. MEL ALLEN will describe games, both from the stands and from Walter Tappeiner Radio New York.

B R I T 0 L - M Y E R S Co., New York (Pills and Vitalia), Jan. 5, started sponsored TV "Dear Dr. Myles" which is re- aired on WCBS-TV New York, Sun. e 9-9:30 p.m. Show changes name to "British-Myles Party Line" and expands its Network to "Sports Almanac," Agency is Doherty Cilli Photographic, New York.

LUE R PACKING Co., Vernon, Calif. (canned meat products), has appointed

for 711,711 PEOPLE

GREENVILLE is the shopping stop for 711,711 people living within a short driving distance of 50 miles. It's the heart of Greenville County—top county in S. C.'s 1945 Retail Sales ($73,645,000). It's a 100,000 plus market—first on your South Carolina "A" schedule.

Network Accounts

NEW BUSINESS

PROCTOR & GAMBLE Co., Cincinnati (Soap and related products), network for "Pepper Young's Family" from 125 CBC stations Mon. through Fri. 9:30-10:15 p.m. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

THE BORDEN Co., New York, March 1, renewal for one year of "County Fair" for 11 weeks on CBS, Sat. 12:30-2 p.m. Agency: Kenyon & Eckhardt, N. Y.

LAMONT & C O R LI S S Ltd., Toronto, has renewed for one year "The Sarnia Room" on CBC stations, Mon. through Fri. 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

EAGLE PENCIL Co., Canada, Toronto, has appointed James Fisher Co., To- ronto, to handle advertising.


Radio Effective in Drive To Prevent Forest Fires

RADIO is giving "very broad and effective help" in the prevention of forest fires, R. M. Evans, regional forest director of the U.S. Department of Agriculture Forest Service, said in commenting on reports the Ser- vice has received on the participa- tion of radio stations in this public service project.

"Based upon the expressed desire of NAB to cooperate in this pro- gram to save public and private property from destruction," Mr. Evans said, sitting in the offices of the division's headquarters.

"My idea is that they can be used as a time schedule permit during the spring and fall fire seasons. With our letter of trans- mittal we enclose a prepared postal card, which we ask the stations to fill in and return at the close of the forest fire season.

"Broadcasters who advise that they have used forest fire preven- tion spot announcements then receive a letter from the Department of Agriculture acknowledging their cooperation and extending the De- partment's thanks for reminding their rural listeners to be careful with fire in the woods," Mr. Evans said.

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PST Round Table Series Is Undergoing Change

WHEN IT BEGAN its second 13- week period on Jan. 1 Public Serv- ice Transcriptions Inc., Washing- ton, D. C., local, "Uncle Sam Speaks and Issues of the Week" in a single Washington public affairs program under the latter name, Selden Meneweef, FSEC executive di- rector, announced. Plans are to use Republican Congressional leaders frequently.

Reasons for the change, according to Mr. Meneweef, are: (1) Stations have shown more interest in the more controversial "Issue pro- gram," and (2) Uncle Sam—the Ad- ministration—speaks with less au- thority since the election.

In place of Uncle Sam Speaks on Jan. 11 PST started syndi- cating World Affairs Forum, which Oliver Knauth has been pro- ducing and moderating on WINX Washington for several months. The series Science and You, third in the series' original offerings, con- tinues as before, except that new production techniques such as sound effects are being used, Mr. Meneweef says.

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Mutual’s 1946 Gross Billings
Up 26% for All-Time Record

MUTUAL hit a new all-time high in gross billings during 1946 with total time sales of $25,933,651, an increase of 25.7% over the 1945 total of $20,637,365. Total for 1946 includes an estimated figure for December and may be altered slightly when the network issues its official report later this month. This is also true of the figures for the ten advertisers and ten agencies planting the most business with Mutual during 1946.

Coca Cola Co. was top MBS client for the year, spending $2,015,251 for network time, before discounts. Others in the top 10 were: Ralston Purina Co., $1,497,764; Bayuk Cigars, $1,219,400; Seru- tan Co., $1,136,996; R. B. Semler, $1,048,131; Carter Products, $1,044,224; Miles Labs, $1,027,408; Procter & Gamble Co., $1,007,361; Kellogg Co., $967,524; General Motors Corp., $903,729.

Arno Hutch to Work
Radio Lectures

LECTURE series on international broadcasting will be conducted by the New School for Social Research, New York, starting Feb. 4 under guidance of Arno Hutch, formerly of Geneva in a private radio [Closed Circuit, Dec. 18]. Lecturers will include prominent guest speakers. Among these are Dr. Benjamin Cohen, Associate Secretary General of the United Nations; Kenneth Fry, chief of the broadcast division of OIC, State Dept.; Lyman Bryson, CBS director of education, and Fred Bate, manager of NBC’s international division.


KFIQ Expansion

COINCIDENT with filing of application for change of assignment on 5 kw on 720 kc for KFIO Spokane, Wash., an application also was filed with FCC for consent to transfer of control of Spokane Broadcasting Corp. from Arthur L. Smith, president and treasurer, to the licensee corporation. Latter application, contingent upon the approval of the former for change of assignment, involves increase of $300,000. A number of businessmen each have subscribed to minor holdings. Mr. Smith would receive $50,000 to cover his present interest and would acquire from $250,000.

KFIO now operates on 1320 kc with 250 w.
ABC Gross Shows 1.4% Gain for Year

General Mills Is Leader Of Those Placing
Time in 1946

ABC gross time sales in 1946 totaled $40,617,320, topping its 1945 gross of $40,045,666 by 1.4% but still lagging behind the network’s all-time high of $41,566,129 in 1944, when the regular commercial business was bolstered by sales for political broadcasts preceding the Presidential election.

Foods and food beverages was the leading classification of advertisers on ABC in 1946, with gross expenditures of $12,292,273. Drugs and toilet goods formed the second class, with $9,483,783, and stationery and household supplies were the third, with gross billings of $7,351,241.

Top agency with ABC for the year was Dancer-Fitzgerald-Sample, which placed $4,076,892 worth of business. J. Walter Thompson Co. ranked second, with gross purchases of ABC time amounting to $3,766,584. BBDO was third with billings of $3,507,199; Kenyon & Eckhardt fourth with $2,993,995; Compton Adv. fifth with $2,905,677.

ABC carries 12 programs for cooperative sponsorship, with well over 500 stations participating. The network reports its program department is auditioning several other co-op programs to start on a staggered basis.

Plans for FM

With lifting of controls on equipment, ABC has specific plans for building FM stations in New York, Chicago, Detroit, Los Angeles and San Francisco. During 1946 thorough consideration was given to various sites in each locality and an engineering study completed with respect to the availability of facilities, such as power lines, telephone lines, water, roads and other public utilities. Preliminary plans have now been drawn, and orders have been placed with several manufacturers for FM transmitters, antennas, monitors and test equipment.

ABC expanded its television facilities during 1946. As the year began, the network had access to three outlets, New York, Schenectady and Philadelphia. This number has been expanded to five, with the use of the AT&T line to Wash-ington, and an arrangement with WBKB Chicago for the use of that outlet. ABC is now awaiting action on its applications for television in New York and San Francisco.

ABC has been granted permission to construct outlets in Chicago, Detroit and Los Angeles.

ADVERTISERS:

GROSS BILLINGS 1946

| Foods and Food Beverages | $12,292,273 |
| Stationery and Publishers | $1,859,782 |
| Detergent, Cleaning and Polishes | $1,858,765 |
| Tobacco | $1,829,240 |
| Drugs and Toilet Goods | $1,799,200 |
| Soap and Other Household Products | $1,735,100 |
| Radio, Phonographs and Other Electrical Appliances | $1,500,000 |
| Soap and Housekeepers | $1,454,000 |
| Automotive Industries | $1,254,000 |
| Cigarettes, Cigarettes and Tobacco | $1,105,900 |
| Foods and Food Beverages | $971,888 |

TOTAL: $40,617,320

INDUSTRY SUMMARY: GROSS BILLINGS 1946

<table>
<thead>
<tr>
<th>Industry</th>
<th>Gross Billings</th>
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<tr>
<td>ABC</td>
<td>$916,702</td>
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<td>Libby, McNeill &amp; Libby</td>
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<td>U.S. Steel Corp of Del</td>
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Other Industry Summary:

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<tr>
<th>Industry</th>
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<td>Kroger Co</td>
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ADVERTISING AGENCIES: GROSS BILLINGS 1946

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<th>Agency</th>
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<td>Sears, Roebuck &amp; Co</td>
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OTHER AGENCIES:

General Mills | $1,712,271 |
ABC | $1,688,722 |
ABC | $1,798,765 |
ABC | $1,521,703 |
ABC | $1,454,000 |
ABC | $1,454,000 |
MEMBERS of the new NBC stations Planning & Advisory Committee will elect a chairman and secretary at their first meeting in New York Jan. 22-23. New members are: Paul W. Morey, vice president and general manager, WTIC Hartford, Conn.; Richard H. Mason, manager, WPFT Raleigh; Milton Greenebaum, president and general manager, WSTM Saginaw, Mich.; H. W. Slavick, director, WMC Memphis; John J. Gillin Jr., president, WOW Omaha; William B. Way, manager, KVOK Tulsa; Walter E. Wagner, general manager, KIDO Boise, Idaho; H. Quentin Cox, manager, KGW Portland, Ore.

The meetings will also be attended by Easton C. Woolley, NBC director of stations inparticular; Sheldon B. Hickox Jr. manager of station relations, and other NBC officials. Retiring chairman is Clair R. McCollough, WGAN Lancaster, Pa., and secretary Campbell Arnowx, WTER Norfolk.

Joins WHMH Memphis

HELEN POWERS, assistant manager of WHMH Baltimore since its establishment six years ago, last week joined the new WHMH Memphis as operations director. The station, operating on 1340 kc with 250 w, is owned by Herbert Herff, Memphis, and W. E. Herff, president, and operator of the Herff Motor Co., Ford dealer.

Pat McDonald is general manager of WHMH in charge of sales, with Mrs. Powers in charge of other operations. Mrs. Powers was radio supervisor of the Henry J. Kaufman Advertising Agency in Washington prior to joining with WHMH.

IN LISTENERS...In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market...43 county coverage.

IN AUDIENCE BUYING POWER...WHAM's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of WHAM MARKET DATA

PAGE 18 ($1,500); Frank A. Kaufman, interested in laundry and dry cleaning businesses 0.5% ($1,500); John C. Kirby, war veteran, John Henry Lewin, attorney and former special assistant to the U. S. Attorney General, Leo H. McCormick, 30% owner of Fresh Frozen Foods Inc., and John H. Searff, past president of American Institute of Architects and other organizations, 0.4% each ($1,000 each).

Messrs. Pearson's and Allen's stock purchases and subscriptions total $88,750 each ($13,312.50 paid and $75,437.50 subscribed). The petition to amend in application and show the reorganization was filed Tuesday by the Washington law firm of Cohn & Marks.

Pischke Joints Littell

VAIL W. PISCHKE, formerly with Kirkland, Fleming, Green, Martin & Ellis, Washington radio law firm, and S. King Funkhouser, specializing in trial work, are now associated with Norman M. Littell, Washington, in general practice of law.

Whole Village on 'We'

ENTIRE population of community numbering 25, located on edge of Great Smokies, moved Dec. 22 to Asheville, N. C., for Christmas party broadcast on CBS We the People. Party was one of seven given week before Christmas by Maj. Cecil Brown of Salvation Army for her "parish" which covers 50 square miles of mountain terrain. Maj. Brown holds one party each day in seven isolated communities with no telephone or telegraph lines, few roads and few radios.
FMA

(Continued from page 17)

the group attending the first FMA meeting in Chicago Oct. 21 and has since been active in its affairs. Commercial Radio Equipment of Washington have been used as temporary headquarters of FMA.

Mr. Hofheinz, a newcomer to the FM field, resided as county judge in Houston to enter radio two years ago when his license for KTHT was granted. KOPY, his FM adjunct, went on the air in early fall [BROADCASTING, Oct. 26].

Most members of the old FM Broadcasters Inc., which dissolved Oct. 21 during the Nab convention in Chicago [BROADCASTING, Oct. 28], are expected to attend the Friday meeting or send representatives.

Walter J. Damm, last president of FM Broadcasters Inc. and executive vice president and general manager of radio for The Journal Co., Milwaukee (WFLD and WTMJ), said L. W. Herzog, assistant general manager of the stations, would represent him.

Robert T. Bartley, NAB FM Dept. director, will attend as official representative of the NAB, which has given its blessing to the FMA. Because NAB cannot promote any segment of the broadcasting field, President Justin Miller expressed hope for an organization such as FMA and has offered the full cooperation of NAB.

These manufacturers have announced they will display FM receivers: Crosley Corp., Stromberg-Carlson Co., Zenith Radio Corp. RCA, Hallicrafters, General Electric Co., E. H. Scott Radio Labs., and Freed Radio Corp. Most have repayment of advances to Statler to demonstrate their sets.

WASH-FM and WINX-FM Washington will provide full-time program service. WASH-FM will broadcast from the old studios of FMA and air interviews with NAB members. WINX-FM will provide the full WINX schedule, which it duplicates.

Transmitter manufacturers will send representatives to discuss needs with applicants and broadcasters. Appearing on the program Friday morning will be representatives of GE, RCA, Graybar Electric Co., Radio Engineering Labs., Westinghouse Electric Corp., and Federal Telephone & Radio Co.

The FCC Engineering Dept. will set up a consulting office in the Statler Thursday, in charge of Cyril M. Braun, chief of the FM Section, Broadcast Division. The office will remain open Friday.

Press Assn., AP subsidiary, plans to install the AP radio wire at the Winter Monday morning, according to Joe Torbett, Washington manager of PA.

FMA was born as FMBI for-
mally closed its books in October. Led by Ira Hirschmann, president of Metropolitan Television Inc., New York, licensee of WABF, a group of 36 former members of FMBI laid the foundation for the FMA. The Steering Committee of 12 was created, with Mr. Hofheinz as chairman, to investigate the possibilities of forming a permanent organization to promote FM.


Four AM Station Grants Are Issued

Danville, Va., is Given Permit For Assignment Change

GRANTS for four new AM stations—at Duluth, Minn.; Asheville, N. C.; Hammond, La., and Mayaguez, P. R.—were authorized by FCC last Monday.

At the same time, with Comm. C. J. Durr voting for hearing, WBTM Danville, Va., was authorized to move from 1400 kc to 1375 kc with 5 kw day and 1 kw night, directionalized at night. The grant was subject to any interference that may be received from Evansville, Ind., licensed to the National Broadcasting Corp. and WJPS Inc., are applying for use of 1330 kc.

Some station authorizations were as follows:

Duluth, Minn.—Lake Superior Broadcasting Co., 1080 kc, 10 kw day, 5 kw night, directional antenna fulltime.

Principal: Thomas M. McCabe (president), 16 2/3%.

Duluth attorney; Frank E. Mahan (16 2/3%), president of Benson Electric Corp., H. B. Fryberger (16 2/3%), attorney; James R. White (16 2/3%), WOEC Duluth; John C. Harvey, manager of Timberland Producers Assn.; E. L. Gruber (8 1/3%), secretary, secretary-treasurer of Marvin Wilcock Fruit Co.; A. M. Cline (8 1/3%), attorney. Granted Dec. 30.

Asheville, N. C.—Skywave Broadcasting Assn., 1380 kc, 5 kw day, 1 kw night.

Principal: Charles M. Britts (29.2%).

Food broker at Greenville, S. C.; Joseph Britts (16 2/3%), manager and partner in Britts-McKinney Co. at Greenville, formerly with WMCO Greenville, Charles Britts (16 2/3%), electrical engineer; N. C. Shipbuilding & Drydock Co., Wilmington, N. C.; T. G. Moseley (10 1/3%).

Asheville attorney and service station owner; Charles Lee (8 1/3%), Asheville attorney; Charles G. Masters (8 1/3%), Asheville food broker; Mr. and Mrs. David Neil (8 1/3%), also with brokerage company. Granted Dec. 30.

Hammond, La.—Hammond Broadcasting Co., 1110 kc, 250 kw, day only. Owned by Frederick L. LeMieux (50%), manager of WMOQ Covington, Ga., and Mrs. Edna LeMieux (40%). Granted Dec. 30.

Mayaguez, P. R.—Radio Americas Corp., 1150 kc, 1 kw, fulltime.

Principal: 25% each: Alfredo Ramirez de Arellano, Jr. (president), Garcia Mendez, and Richard C. Durban (executives of Okelana Grupers & Procesores, Okelana Pla.), in addition. Minority stockholders, all residents, 25%, remaining 25% is held by the estate of Alfredo Ramirez de Arellano. Granted Dec. 30.


NOVEL CHRISTMAS tree of pheasant tail feathers grew as result of an announcement on KFAP Lincoln. Lyell Bremser, on a Sports by Bremer broadcast during pheasant season, offered a 12 gauge automatic Remington shotgun to the hunter who sent in the longest pheasant tail. He received 3,004 tail feathers. Longest measured 26 1/4 inches and was sent in by Charles Beatty, 16. That's Mr. Bremser holding the gun, with Charles Beatty pictured at left.

KGO PLACES ORDER FOR NEW EQUIPMENT

KGO San Francisco has started construction of a new transmitter plant for its 50,000 w installation at the FCC [BROADCASTING, July 29, 1946]. Civilian Production Administration approval has been granted for a new suite in West Bay salt water flats near Newark, at the east end of the Dumbarton bridge, according to Gayle V. Grubb, KGO manager.

Contract has been signed by Mr. Grubb and Fred Bodine, San Francisco manager of Westinghouse Electric Corp., for $138,000 in equipment, including 50,000 w AM transmitter, 5000 w standby transmitter and antenna phasing equipment. Total cost of the project will be $250,000.

When the new installation is completed in mid-1947 KGO will increase from 7,500 to 50,000 w. Present transmitting equipment has been in service since 1927.

Retirement Plan

DETAILS of a retirement income plan which became effective Sept. 1 for all employees of the Detroit News and its radio stations—WWJ, WENA and WWDT—was announced last week by William E. Scripps, president of the News Co. Every employee is eligible for membership in the plan at age 35 if he has completed at least five years of continuous service. Upon retirement employees receive regular income in an amount based on length of service and earnings. Normal retirement age has been set at 65.
Set Makers See '47 as Big Year

15,000,000 Units May Be Made, Some Chicago Firms Believe

CHICAGO radio receiver manufacturers anticipate the biggest selling year in their history, based on national figures compiled by the Radio Manufacturers Association.

Hinging upon an end of labor strife and government interference, many Chicago manufacturers think 1947 will see 16 million units produced, surpassing the 13,400,000 units for the industry's all-time high in 1941.

The past 12 months have produced close to 13 million sets, according to their figures. Of these, 1,066,749 were auto receivers, 110,525 were FM, and 1,075 were television. Biggest increase, they say, will be in AM-FM combinations, closely followed by television receivers, as more video stations go on the air.

E. A. Orth, general manager of Philco Distributors Inc., reported a heavy demand for phonograph combinations during the Christmas buying spree and predicted the demand will not diminish for at least six months.

E. F. McDonald Jr., president of Zenith Radio Corp., said the demand for nationally known brands will continue strong in 1947. "Zenith distributors and dealers begin 1947 with no sets on hand and large backlogs of orders, primarily as a result of the company's concentration of advertising for its 'Cobra Head' arm on its AM-phonograph combinations," he said.

Production of bigger combinations is increasing daily but is not nearly meeting public demand, he declared. Of all Zenith production, only sets selling under $50 will be without FM in 1947, Mr. McDonald said.

Harold Renholm, regional manager for RCA surviving black and white television receivers in 1947.

Big Backlog of Orders

Henry Randolph, district representative for General Electric, reported a large backlog of orders and an increase from 20% before the war to 80% in the demand for combination sets. He said that public's buying has been a great vindication of "brand name" promotion during years when production was virtually at a standstill.

R. Cooper Jr., Inc., General Electric distributor, reported a complete sell-out of sets following the holidays, and expects the demand to continue throughout the new year.

Paul V. Galvin, president of Galvin Mfg. Co., maker of Motorola auto radios, expressed pessimism concerning business prospects for many new companies. He contends that a "shakeout" will result, based on the opinion that more companies are now operating than necessary to meet consumer demand.

Scott Radio Laboratories, one of the industry's largest manufacturers of expensive receivers, with prices ranging from $1,000 and up, reported an 11.8% increase, effective Jan. 1, with a strong demand for receivers.

All companies anticipate price increases on all receivers with the possible exception of the most inexpensive sets, based chiefly on increased cost of cabinets and component parts and general wage boosts. Chicago department stores also reported a record demand for receivers with hundreds of unfilled orders, both during and after holiday buying.

Fort WJ BK Purchase Application Held To Await Filing Papers on WHIZ Sale

APPLICATION for FCC approval of Fort Industry Co.'s acquisition of WJ BK Detroit for $550,000 [BROADCASTING, Aug. 26] was placed in the Commission's pending files last week to await the filing of an application for Fort Industry's contemplated sale of WHIZ Zanesville, Ohio.

George B. Storer, Fort Industry president, said when the WJBK transaction was announced that the company would sell only one of its existing stations if FCC felt its ownership should not be expanded beyond its present seven stations. In line with this commitment, sale of WHIZ (1240 kc, 250 w) to O. B. Littick, president and publisher, and H. C. Littick, vice president and general manager of the Zanesville Times-News, and Ernest B. Graham, Zanesville attorney, for approximately $275,000 was subsequently agreed upon subject to FCC consent [BROADCASTING, Dec. 30].

The Commission was understood to have requested the application for the WHIZ sale before acting upon the WJBK transfer. The application is expected to be ready for filing within about two weeks. Besides WHIZ, present Fort Industry stations are WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WLOK Lima, Ohio. WJBK, on 1490 kc with 250 w, is licensed to James F. Hopkins Inc. Owners are James F. Hopkins (45%), president and general manager, and Richard A. Connell (55%), automobile distributor and real estate. The $560,000 sales price, a record local station figure, is exclusive of net assets at closing.

TINY TUBE (extreme 1), constructed in Advance Development Laboratories of Sylvania Electric Products Inc., is described by its manufacturers as "smallest radio tube in the world." Only 1/4 of an inch long and slightly more than 1/4 inch in diameter, it is shown in comparison with (r to l) the conventional tube of ten years ago, current lock-in tube and the proximity fuse tube. Sylvania produced more than 140 million proximity fuse tubes during the war.
The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other, morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina
5000 watts day and night, 597 Kz. Rep. by Holtenberg
CBS Station for the SPARTANBURG-GREENVILLE Market

COMMITTEE REPORTS ON SURPLUS SALES

BLUNT criticism of the War Assets Adm. and predecessor U. S. agencies selling war surplus electronics material was voiced in a report Thursday by the House Special Committee investigating surplus property, of which former Rep. R. C. Slaughter (D-Mo.), was chairman.

"The entire electronics program from its inception has been a costly, outrageous series of inexcusable, if not fraudulent, bungling," the committee concluded. Among recommendations was amendment of the surplus property act to eliminate all priorities with the exception of U. S. agencies.

Evidence taken at hearings held Sept. 23-Oct. 4 showed that of $97,500,000 in electronics surplus sold as of July, only $29,000,000 was received with a sales cost of $5,400,000. An estimated $2,000,000 in electronics surplus is or will be in surplus, the committee said.

CAUSES OF DIFFICULTY

Causas of difficulty cited by the committee are rapidity of personnel changes; lack of adequate personnel; lack of inventory; the 10% commission plan for agencies (plus expenses), now being replaced by a flat 35% fee; consignment of readily salable items to a few favored agents; lack of profit for agents on priority sales; inability of agents to get price approval or other action from WAA; shipment of valuable material to agents.

Sales have been practically at a standstill, according to the committee, with the market for surplus electronics material rapidly vanishing.

FM FACTS

WRUN Rome, N. Y. Acquainting Its Public With Service

WHEN in Rome, (N. Y.) you'll know about FM, if the new WRUN has anything to do about it. With the opening of the station scheduled for sometime next week, the station is going all out to make the public conscious of the advantages of the new service. Features and advertisements are appearing regularly in the Rome Sentinel, and in addition, a column called "WRUN Quiz" is published daily.

At 20 shows during a three-week period, more than 2,500 in Rome and nearby towns have seen GE's technicolor film, "The Story of FM." After each showing, a number of the WRUN staff presents a summary of station plans, and answers questions from the audience.

There is also a continuous program of personal contacts, displays for dealers, and sessions with radio repairmen on maintenance problems. Fritz S. Updike is director of the station, with Emlyn Griffith assistant.

FINIAL TERMS of contract for sponsorship of Elmer Davis (seated r) by Phillips Packing Co., Cambridge, Md., on WJZ New York Mon-Fri. 7-7:15 p.m. beginning Jan. 6 are discussed by Mr. Davis and Alphonse Phillips Jr. (with pen), vice president and general manager of the firm.

Listening in on the discussion are: A. King Atkinson, partner of Atkin-Kynett Advertising, which handles Phillips account; Michael Sweeney, ABC account executive; C. L. Doty, WJZ sales manager; and two Phillips Co. officials, Theodore Phillips, vice president, and S. Charles Wills, advertising manager and assistant to the president.

WMCA Submits Counter Offer To AFRA $115 Weekly Demand

WMCA New York executives last Thursday submitted a counter-suggestion to AFRA demands for the independent station's contract for announcers at a meeting between union and station executives. The union, had demanded a basic $80 minimum weekly wage with enough commercial spot announcements to bring the wage total to $115 per week. The station countered with an offer of an all-inclusive $156 weekly salary raise. Union negotiators and station officials are expected to receive negotiations today (Jan. 6).

The AFRA contract with independent New York stations WMCA and WNEW terminated Dec. 31. The contract with WINS expired Dec. 1, 1946. Negotiations with WNEW are expected to start soon.

The WINS negotiations have reached a temporary impasse and the station's AFRA members have taken a strike vote in event an agreement is not reached.

First of the two disputed points between AFRA and WINS is the salary raise. Here again AFRA has presented demands for $115 weekly wage ($80 basic salary with enough commercial spot announcements to make the $115 total). Current contract gives announcers a $75 weekly wage rate ($100 minimum salary including spot fees). The latter offer would contain a clause having each announcer announcing six quarter-hour shows free and also doing participating shows without extra pay. Broadcasting learned Thursday, however, that this clause may be dropped from the counter-proposal.

The other disputed point is that of AFRA's demand for a double fee on shows broadcast simultaneously on WINS and WLW Cincinnati, both owned by Crosley Inc. AFRA contends that announcers on the "two-station-network" should receive double the regular WINS fee. AFRA has already signed a one-year contract effective Oct. 1, 1946, with WWIN New York, which gives announcers a $70 basic salary plus enough commercial spot fees to total $115.

KRDO Plans To Go On Air Soon in Colorado Springs

KRDO, new 250 w Colorado Springs outlet, locally owned by Pixes Peak Broadcasting Co., expects to be on the air on 1240 kc the first week in February, Joe Rohrler, owner-manager, announces. The station, with offices, studios and transmitter in the Alta Vista Hotel, is licensed to operate full time.

Besides Mr. Rohrler, who for the past 12 years has been employed by KOA Denver, including nine years as control room supervisor, the KRDO staff includes:

Commercial manager, Cecil Swayne, formerly traffic manager at KPFL Denver for two and a half years and staff announcer and director of news and special events at KOA for three years; program manager, Mildred Fuller, who has had six years' experience at KFXJ Grand Junction, Col. chief engineer, Charles Eining, who was employed as an engineer at KVOR Colorado Springs five years before spending three years in the Navy.

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BROADCASTING • Telemarking
CREDIT for starting, single-handed, a "real revolution in the radio industry" is given to Bing Crosby by Fortune magazine in a January article titled "The Great Throat." In starting the "revolution" through his transcribed show (for Philco on ABC) Crosby accomplished "something that no group of stars or corporations or politicians has been able to bring about in more than 20 years," Fortune says.

The profusely illustrated article on Crosby covers eight full pages and eight half pages of Fortune. It calls the crooner the head man of entertainment—"first in films, first on the stage, and first in phonographs of his countrymen."

Top Achievement

But none of Bing's other achievements, says Fortune, "measures up to the magnitude of his assault on the established framework of radio. Each Wednesday night since Oct. 16, Bing has hurled in a transcribed half-hour program presented by Philco and its dealers over 202 American Broadcasting Co. stations and some 300 other stations. The news and the revolt and the historic potential all lie in the word 'transcribed'—the programs are recorded, before studio audiences, from six to eight weeks before they are broadcast." Fortune calls the transcribed Crosby show "a direct attack on the radio business as constituted—or at least on the two biggest networks, NBC and CBS. It points out that both NBC and CBS have "an absolute ban on transcribed shows for big-name stars (NBC does sell many cheaper recorded programs)."

"If complete top-caliber programs can be recorded and sold directly to individual stations, what is to become of networks as networks?" It says that the "two biggest chains also know very well—and deplore—the fact that most of their top stars are not only sympathetic to Crosby's revolt but envy him; and worse, that such top draws as Fred Allen and Fibber McGee may insist next season on new contracts permitting them the same freedom of transmission".

Pointing to the fact that the New York Times had concluded last October that "Mr. Crosby has delivered a major if not fatal blow to the outmoded and unsound prejudice against the recorded program" and had argued that a definite place remains for broadcasting companies as brokers of radio time, somewhere in the gaveling radio year, MBS agrees to this role, but that CBS and NBC are "unwilling to modify their established function without a fight." "Both," says the article, "have crammed their Wednesday night shows with flashy programs designed to be heard en bloc in an effort to keep listeners from tuning in on Bing, thus cutting down Crosby's Hoover rating."

First result of the Crosby "revolution" has been good programs, the article declares. "No Crosby program is hit or miss; if a gag goes sour, something better can be dubbed in to make the program hundred-proof. The second result is that Bing is freed from the strain of staying put in one place for 39 weeks each year, facing two days of ordeal each week. This freedom is as much a boon to listeners as it is to Bing: some week in the gaveling radio year every star usually goes stale under the pressure that Crosby now avoids."

Removal of Tariff Bans

On Radio Exports Sought

EASING or complete removal of tariff bans on radio sets is asked by the Export Committee of the Radio Manufacturers Assn. in a petition filed with the U. S. Committee for Reciprocity Information. The committee will open tariff hearings Jan. 13 in anticipation of reciprocal trade agreement negotiations with 18 nations to be started in the spring by the State Dept.

The EMA seeks elimination of trade barriers to a point where American manufacturers will have a fair opportunity to compete in world markets. It points to widespread foreign demand for American-made sets because of their superiority. Inclusion of a most-favored-nation clause is sought in all tariff agreements.

CROSBY'S RADIO REVOLUTION
Fortune Credits Crooner With Victory
Over Present Radio Policies

Mr. Stillwell

REORGANIZATION of Lloyd Larson Advertising, Chicago, effective this week when articles of incorporation were filed with the Secretary of State, was announced by Lloyd Larson, company president.

In announcing expansion of the firm, to be known as Lloyd Larson & Assoc., Inc., with offices in its present location, 65 W. Jackson Blvd., Mr. Larson said the company was also creating a radio department to be headed by John H. (Jack) Stillwell, who joined the firm as a vice president and radio director, effective Jan. 1. Mr. Stillwell has been continuity director of WLS Chicago since his discharge from the Navy on Nov. 10, 1944.

Before joining WLS in 1937, Mr. Stillwell was associated with WIRE Indianapolis as promotion and program director and later with KXSA San Antonio as sales manager.

Ann E. Kerwin, secretary of Larson & Assoc., will continue as copy chief and account executive.

CREI Home Study Course
First to be Accredited

BOTH the correspondence and residence courses in practical radio engineering offered by the Capitol Radio Engineering Institute, Washington, D. C., have been accredited recently by the Engineers' Council for Professional Development, E. H. Rietzke, president of the Institute has announced.

The CREI home study course is the first correspondence course ever to be accredited by ECPD, according to Mr. Rietzke, who for the past two years has been a member of ECPD's technical institute committee. On this committee Mr. Rietzke serves as representative of the member schools of the National Council of Technical Schools, of which he is president.

Engineers' Council for Professional Development is a "conference organized to enhance the professional status of the engineer through the cooperative efforts" of a number of national engineering organizations.

CREI was inspected last spring by a committee of outstanding educators headed by Dr. H. P. Hammond, dean of Pennsylvania State College's school of engineering. Dean Hammond also is chairman of the ECPD technical institute committee.

KAWT to NBC

KAWT Douglas, Ariz., joined NBC Jan. 1 as a member of the Arizona group and the network's 165th station. Operating with 250 w on 1450 kc, KAWT is owned by Carleton W. Morris.
Stage Actors Best For Work in Video
Experience in Memorizing Lines, Business Helps

STAGE actors are preferable to talent from either radio or the movies because the stage has given them experience in memorizing lines and business which the other media do not demand, Edward Sobol, senior television producer at NBC, told a meeting of American Television Society in New York.

Discussing a recent video production of the Broadway success, *Blithe Spirit*, he said that NBC had been fortunate in being able to secure a number of actors who had played in the comedy on the stage, including Leonore Corbett as the lead. But, he added, a drawback to the use of such talent is that they are so familiar with the stage version that they may find it difficult to adapt to the cuts made when it is shortened for television presentation.

Before the television version was broadcast, he said, two weeks of rehearsals were held—11 days of about four hours each without cameras and then three full days of rehearsals before the video camera. There is no comparison between television and radio in respect to rehearsals, he said, and to ask why it should take ten days or more to put on a video program when a radio program takes only four hours or so is like asking why it takes 90 days to produce a motion picture when a stage show can be ready in four weeks. They are different media, he said, and each has its own requirements.

Robert Wade, NBC television art director, described some of the problems of sets and costumes for the *Blithe Spirit* production, explaining how the single stage set was transformed into three sets for television, to inject more action into what was essentially a "talky" play, and how the costumes and makeup were designed and produced to present the ghostly effect necessary for the leading roles. He also discussed the problems of quick costume changes arising from NBC's policy of presenting shows with no intermissions, which they felt would interrupt the mood of the play.

Sponsor, NBC Sued
A $2,000,000 libel suit against British-MYERS Co. and NBC for alleged libel and defamation of character was filed last Thursday in Cook County Circuit Court, Chicago. The suit was filed on behalf of Clifford L. Niles, a publisher of Anamosa, Iowa, and his wife, Clare Louise. The couple charged that on the Oct. 30 broadcast of Mr. District Attorney over WMAQ Chicago and NBC they were portrayed as "politically ambitious and disreputable characters" and were subjected to gross humiliation by their friends and neighbors. NBC in Chicago said all characters mentioned on the program were "fictional" and no resemblance to persons living or dead was intended.

Hallicrafters Expedition To Seek Data in Africa
WILLIAM HALLIGAN, president of Hallicrafters Co., Chicago, manufacturer of electronic equipment, this week announced the sponsorship of a scientific expedition into the heart of Africa, led by Comdr. Attilio Gatti, famous explorer.

Mr. Halligan said the Gatti Hallicrafters expedition, which will get under way in August, will center with assignments from the U.S. Army Signal Corps, to study radio phenomena under climatic conditions ranging from snow capped mountain peaks to steaming equatorial jungles. The expedition will be in constant touch with amateur shortwave radio enthusiasts and make possible on-the-scene interviews with many little-known African tribes.

Over the Top
FOR THE THIRD successive year Bill Rea, manager of CKNW New Westminster, B.C., has gone over the top with his annual appeal for funds for British Columbia orphans. Two years ago, when the first appeal was made, $5,000 was raised, last year almost $7,000, and this year more than $7,000. In addition, more than $1,000 was spent in New Westminster and the surrounding districts for Christmas food hampers for old-age pensioners, Mr. Rea states.

U. S. VOICES LIKED
Dudley and Monaghan Rate With British
DICK DUDLEY, NBC announcer in New York, and George Monaghan, of WOR New York, who won popularity with British radio listeners through their *Duffelbag* and *Strictly Off the Record* AFN-AEFP broadcasts when they were with the U.S. armed forces overseas, still rate high with Britshers. Mr. Dudley who left London last February, says he has been informed that the BBC Forces program recently presented a half-hour of Mr. Monaghan and himself doing the *Duffelbag* and *Strictly Off the Record* shows—at the request of British troops in North Africa.

New Class B FM
CONDITIONAL GRANT for a new Class B FM station at Ashland, Ky., was issued by FCC last Monday to Ashland Broadcasting Co., licensee of WCMJ, one of the Nunn Stations. The authorization is subject to further review and approval of engineering details.
SIZABLE INCREASE in Havana's 8-11 p.m. listening audience occurred last month, according to the December survey conducted by the Advertisers' Asso. of Cuba, which showed a listener rating of 43.12 for the five-hour period. Eight leading stations accounted for 39.35% of the total, while the other 22 local stations accounted for the remaining 5.77%.

As a part of the survey 26,174 personal calls were made to determine how many homes had radios, and the tabulations showed that 88.74% had receivers.

The increase in overall rating, the survey indicates, was the result of tremendous interest in the Winter League baseball championship games. The four stations which broadcast the games — CWM, CMZB, COCO and CMX — accounted for 18.70% of the 43.12 total.

Monday through Saturday standings were: RHC-Cadena Azul, 9.82; CWM, 8.21; CMX network, 6.57; CMZB, 4.69; COCO, 3.78; CMBL, 2.12; CMX, 2.02, and CMBC, 1.71.

Outstanding programs, according to the survey, were: La Novela del Aire (books adaptation), daily 8:30-8:55, RHC, 37.32; Lo Que Pasa en el Mundo (news dramatized), daily, 8:20-8:30, RHC, 29.33; Tamakum (mystery serial), daily 8:00-8:20, RHC, 24.31; Kresto en el Aire (variety with guest artists), daily 7:59-8:23, CMQ, 17.77, and El Premunton Musical (Kay Kyser type show), M-T-S 7:20-7:35, CMQ, 17.75.

First Three

First three in the list of outstanding programs always have been tops among stations, and are sponsored by Sabatés, S. A., a Procter & Gamble subsidiary. Bestow Products sponsors the Kresto program, while El Premunton Musical is one of a series of shows presented daily by Crusellas y Cía., subsidiary of Colgate-Palmolive Co.

Ratings for the three outstanding night news broadcasts were as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>RHC</th>
<th>CMW</th>
<th>CMX</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>4.85</td>
<td>2.49</td>
<td>6.73</td>
</tr>
<tr>
<td>December</td>
<td>9.82</td>
<td>8.21</td>
<td>6.97</td>
</tr>
<tr>
<td>Totals</td>
<td>14.67</td>
<td>10.70</td>
<td>13.72</td>
</tr>
</tbody>
</table>

This brings the monthly total to 91.94, up 5.21 from November, when the total was 86.73. The increase is considered very gratifying in view of the keen competition of the 22 local stations.

**Upcoming**

**January 1947**

**January 7-17:** NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

**January 8:** First Formal Meeting, Hollywood Advertising Club, Knickerbocker Hotel.

**January 9:** NAB Annual Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

**January 10:** NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

**January 13:** NAB Annual Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

**January 14:** Don Lee Stations (5), renewal hearings, Los Angeles.

**January 15:** NAB District 14 News Clinic, Hotel Stalter, Washington.

**January 17:** NAB Employers’ Relations Committee, Hotel Mayflower, Washington.

**January 21:** Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.

**January 27-31:** American Institute of Electrical Engineers Winter Meeting, Engineering Society Building, New York.

**February 1-3:** NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

**Warnings of Low Gas**

EXTREME COLD caused such a heavy drain on gas lines in the Cheyenne, Wyo., vicinity on Dec. 26 that the Cheyenne Light, Fuel & Power Co. aware that the demands were exceeding the supply, asked KPBC to explain the critical situation to Cheyenne residents and request them to turn down gas furnaces to approximately 60 degrees, limit heat to one room and turn off all gas not actually needed. KPBC made 12 announcements advising residents to conserve gas, with the result that the power company was able to maintain slight pressure in the pipeline and prevent air from getting into them. First announcement was put on the air about 3 p.m., and when normal pressure was restored in the mains about 10 p.m. KPBC told its listeners the emergency had passed.

**Manager of new Fort Worth independent outlet, KFBC, James Rennie (l) receives congratulations from George Cranston (r), manager of WBAF-KGKO Fort Worth. Others shown are: Jimmie Jeffries, m.c., and Bob Everson, record m.c., who broadcast the KGKO 570 Mutual Program simultaneously over KGKO and WKBV to honor new station.**
**Successful Start**

TEMPORARY, initial operation by KTRN Wichita Falls, Tex., with 250 w on its FM assignment of 97.7 mc, has been most satisfactory according to report from the *Wichita Daily Times* outlet last week which stated that reception is adequate from surrounding towns, indicating a coverage of between 20 and 26 miles. Paper is investing $150,000 in FM, will soon boost power to 3 kw and then to full 26 kw [BROADCASTING, Dec. 30].

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**Milestones**

STANDARD OIL Co. of Pennsylvania, for Esso gasoline, started its 10th consecutive year on KYW Philadelphia, presenting 26 news periods a week with four five-minute periods daily and two five-minute periods on Sunday. Your *Esso Reporter* features spot news bulletins, weather bulletins and motoring news.

**Koin**

welcomes 1947 and eagerly accepts the responsibilities and opportunities it offers.

PORTLAND, OREGON

A MARSHALL FIELD Station

**AVERY-KNODEL, INC.**

National Representative

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**Most Listeners Apathetic About Radio Program Quality, Sales Manager Finds**

EDITOR, BROADCASTING:

Here, at our little station, we've about concluded that the average listener doesn't give a damn what comes out of his radio receiving set. Any man interested in national or world affairs, or even local affairs, that affect him personally.

We've got some pretty sound evidence upon which to base our conclusion. For two weeks we tried sincerely, to find out from our listeners, just what they like, and don't like, about radio programs—and why. We asked for suggestions for improving our service and for the kind of programs they'd like to hear.

Once each week, on a floating schedule (in a good listening period) we presented a simple, well-produced, 2-minute quarter-hour program called *Bouquets and Brickbats*. The "commercializers" on these programs were clearly and logically presented appeals to the listeners to tell us just exactly what's wrong—or right—with all types of radio programs—music, news, drama, variety shows, etc. No prizes were offered for the best letters—the listeners were not urged to send us "bouquets" (the contrary, in fact)—we wanted no accusations of attempting to "lead the witness" leveled at us.

Yet, the total response from these 13 programs was exactly 14 letters and post cards. We searched in vain through this avalanche of mail, for a constructive suggestion, or an intelligent criticism. One of the respondents was an illiterate crank, griping about beer ads on the air. One of them liked everything. A couple objected to singing commercials. One didn't like soap operas and one mentioned that one liked programs that offered prizes. Just one told us what kind of programs she liked, specifically.

Just Average People

That's the reason we say average listeners are just average people, with simple tastes, afflicted with a huge mental and physical inertia.

That's also the reason we say, if anybody thinks that radio is not doing a job that is satisfactory to its listeners, just let him ask the listeners. Yeah, ask 'em—and try to get 'em to answer! Just as we did, with our *Bouquets and Brickbats*. You'll find, as we did, that the vast majority of Mr. and Mrs. John Q. Public either just doesn't give a damn—or is too lazy to think.

However, we can tell you how you can get a deluge of mail. Just drop a hint, tell your listeners that next week the station is going to try something new. In a week you'll get 18,500 miles in the U. S. during the year. . . . Bill Brown, member of the production department of CJOR Vancouver, B. C., this month celebrates his 25th year in radio.

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**Selling Course**

Palmer Co. Plans Radio Sales Training for 100 Feb. 24-26

INTENSIVE COURSE in the basic principles of radio selling will be offered Feb. 24, 25 and 26 at Hotel Gibson in Cincinnati by the Fred A. Palmer Co., consultants on radio station management and operation, Fred A. Palmer, president of the firm, announces.

Attendance will be limited to the first 100 who submit applications, and the plan is to have general sessions for the entire group each morning, with two 45-minute lectures by instructors, followed by 45-minute instructor-moderated demonstrations. But in the afternoons the group will be divided into six small clinics for actual demonstrations of selling on assigned subjects by students. These demonstrations then will be discussed and criticized.

Among those who already have consented to serve as instructors are: Kenneth Church, executive vice president of WCKY Cincinnati; Charles C. Caley, executive vice president of WMIB Peoria; Fred Weber, partner, WDSU New Orleans; Clark A. Luther, national sales manager, KPH Wichita; J. W. Knodel, partner, Avery-Knodel Co., and Mr. Palmer, head of the Fred A. Palmer Co.

Commenting on the radio selling course, Mr. Palmer said: "This idea did not originate with us, but from a midwestern station which asked us if we could arrange such a school, due to the fact that they had such a chronic shortage of salesmen."
Preview of Network Audience Report Now Being Developed Given by Hooper

PREVIEW of a network audience report that will show the total number of U. S. homes listening to any national network program for any given week. Mr. Hooper, president of the audience measurement organization of that name, said that it was a major undertaking to survey network programs by use of an audience meter in each of the 50 largest metropolitan areas.

The report will be ready in March, 1947, after a long, arduous campaign to produce a network program audience report. The first such report was made for the Mutual Broadcasting System in 1942.

Mr. Hooper said that the report would cover all network programs, including local station programs, and that it would be the first complete network audience report ever made.

The report will be made available to network stations and networks, and will be sold on a subscription basis.

Mr. Hooper said that the report would be a valuable tool for network executives, and that it would provide valuable information for network program production and sales.

The report will be issued on a weekly basis, and will be available to network stations and networks on a subscription basis.

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NBC Executive Charts Are 'Ideal' Set-Up For Stations

By E. L. LYFORD
Assistant Manager,
NBC Station Relations Dept.

A SHORT time ago I was asked to speak before Columbia U.'s "Basic Course in Radio Broadcasting" on the general subject of radio station operation. As part of this talk I prepared for the students an organization chart for a typical radio station, borrowing liberally from a similar chart reproduced in the May 27, 1946 issue of BROADCASTING in connection with an article by Lewis F. Sargent.

Regular readers of BROADCASTING will notice many points of similarity. But, where Mr. Sargent's chart was theoretical and more than a shade idealistic, mine is strictly practical and functional—and I believe much closer to actuality. My thought in submitting it is that it may serve to "close the file" on the discussion started by Mr. Sargent and carried on in the June 17 issue by Lynne Smeby.

In the explanation of this chart I also admit to the borrowing of some of the apt phrases of Mr. Smeby's article. The Board of Directors and Station Manager, together with the (optional) Advisory Council and Legal Counsel, were lumped together and described as the administrative level. The chief engineer and the sales, program and promotion managers were designated as the staff level. The third row of boxes on the chart, starting with the accountant and ending with the office manager, was referred to as the operational level. Lines lead from the staff and operational levels to the bottom row of boxes, wherein are designated the functions of the various jobs.

I could not agree with Mr. Sargent that the program director should be given supervision over all other functional departments. Sure, we are all in the show business, and programming is important. But engineering is equally important, if we are going to get these programs on the air properly. And sales are important, if the program manager expects to have his salary paid regularly. As Mr. Frank E. Mullen, executive vice president of NBC, said in an address recently, "The best service that broadcasting can do for the American public is to stay solvent."

If it doesn't do that, and doesn't stay in business, then all the efforts of the program manager and everyone else will go for naught.

There may be some room for debate about including the promotion manager on the staff level. If I had drawn this chart five years ago, I probably would have shown him down on the operational level, reporting to the sales or program manager, but in recent years the job of publicity and promotion has become increasingly important in most of the leading stations. Come to think of it, perhaps that is putting it the wrong way around—it could be that they are the leading stations because they have stressed the importance of the promotional job. Whichever way that may be, there is little doubt that, in the present-day set-up, the promotion manager deserves staff level rank.

Obviously, this chart shows too many divisions and too many jobs for the average local-station set-up. In the usual 250-watter, the general manager may and often is his own owner and/or board of directors. He usually doubles, too, as either sales or program manager—and sometimes as both. The chief engineer doubles as a regular operator and, too often, the promotion job (if any) is handled by anyone around the place who isn't too busy with other things.

When we get into the organization of moderate-sized regional stations, I believe the accompanying chart shows just about the ideal set-up and fairly represents the average. At least, it does in the case of several representative, well-run regions with which I am familiar. Of course, by the time we get up to the 500-kilowatters, almost everyone on the staff level is apt to be a vice president in charge of this or that, with assistants and "assistants-to" showing up all over any chart you attempt to draw. But the framework — the essence of their organization — remains the same.

STAFF composed entirely of veterans began operation of WCTC, new station at New Brunswick, N. J., on Dec. 12. Owned by Chanticleer Broadcasting Co. of New Brunswick, WCTC is operating with 250 w on 1450 kc. Front row (l to r): Robert L. Williams, chief engineer, formerly USN; James L. Howe, president of Chanticleer Broadcasting Co., U. S. Army; Jerome H. Baker, program director, Army. Rear (l to r): Richard J. Mercer, continuity writer, Navy Air Corps; John S. Ward, engineering staff, Army; Robert Bell, announcer, Army; Ed Derryberry, sales manager, Army Air Corps; Frank Weingart, assistant sales manager, American Red Cross.
RADIO CONFUSION IN CHINA

Unlisted 5-watters Fill the Air; Two Big Transmitters Soon to Operate

By JESSIE E. STEARNS

DUE TO confusion within the Chinese National government, no one seems to know the fate of some 50 or so unregistered commercial broadcasting stations in Shanghai. Last May the figures was 106. Majority are 5-watters installed in basements. They do nothing else but advertise their own products and maybe some announcements following a record for one who pays cash.

Radio is managed by the Central Broadcasting Administration (CBA) in Nanking, capital of China, which owns and operates all official stations scattered over China.

In Chungking during the war years, American radio correspondents demonstrated the importance of programming. They were astonished when NBC or CBS would spend hundreds of dollars sending cables back and forth ordering facilities in San Francisco, Manila or Honolulu to relay, and in using Chinese equipment in Chungking to send out a “three-minute spot.”

In 1946 CBA sent engineers to America to study radio engineering but still no program personnel was sent abroad.

Foreign Stations

When the Communists in 1946 cried loudly for participation in the government a radio announcer on a Marxist mouthpiece was a target for political assault. CBA officials talked about going commercial and organizing CBA along the BBC lines as a service for the public and at the same time selling radio time as in United States.

Since the new trade treaty with United States, the Chinese Government has compromised and will permit a few foreign stations to operate. In Shanghai there is XMHA, former AFRS outlet and once used by the Japanese for propaganda purposes. The Tass News Agency operates XDRV stating it is the only Soviet station operating outside of USSR. A French station of long standing still broadcasts limited hours.

The Directorate General of Telecommunications handles all commercial stations in China with ten stations being allowed to each 50-middle province. Five of the ten stations may be commercial with power from 50 to 500 kw on medium frequencies and the remaining five are operated by the city government. Fifteen commercial stations are allotted to Shanghai.

The provincial government stations are financed by the provincial government and the advertisements range from nylon hose (which were selling on the black market in November at $10 a pair) to movies.

Format of all programs must be submitted to the CBA for censorship or approval, with listening stations checking at intervals.

The technical side of Chinese radio is handled by the Ministry of Communications.

XGOA Nanking, with 10,000 kw, and XORA Shanghai, 5,000 kw, are the two largest stations in China. Other stations are located at Kunming, Peiping, Foochow, Chungking, Canton, Changchun, Hankow, Tientsin, and Kweilin, with power varying from 50 kw upward and operating on medium and shortwave frequencies. Broadcasting starts at Shanghai remaining on air until midnight.

Commercial stations operate on unlimited time with licenses issued by Ministry of Communications. Call letters granted to China are XGTA-A with frequencies from 500 to 1600 kc.

Armed Forces Radio stations have popularized western music and when twisting the dial in confined areas among Chinese you hear our familiar songs played by Chinese instruments.

It is estimated there are 200,000 radios in China with 60,000 owned by Americans living in Shanghai. Estimated population is 400,000,000—one radio to 2,000 people.

Three Armed Forces Radio stations are operating in China: XMAG Nanking, XROY Peiping and XBR Tientsin. AFRS has promoted much goodwill in foreign relations. XMHA, American owned station in Shanghai, continues to use AFRS transcriptions for the few remaining troops in Shanghai area. Co-managers are former GI's and Newscaster Bill Concrete and Jerry McClellan. Cost of a one-hour show daily for one month is $130 U.S. currency.

China knows the possibilities of radio and knows it is too important to be a political toy. Two 20 kw stations ordered from United States will be installed at Nanking soon.

FTC Thanks Radio For Its Assistance

Has Aided in Eliminating Misleading Advertising

BROADCASTERS have shown a desire to aid in elimination of false and misleading advertising, the Federal Trade Commission said in its annual report made public Friday, in acknowledging cooperation from networks, stations and transmitters producers.

During the fiscal year ended June 30, 1946 the FTC examined 518,000 commercial broadcast continuities, of which 8,399 were designated for further study to determine if claims might be false or misleading.

The Commission said that “in cases where the advertising was determined to be false or misleading, and where circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the practices involved.” Analysis of the questioned advertisements, which were assembled in 915 cases and given legal review, disclosed that they pertained to 953 commodities.

During the fiscal year, the FTC reported, 23 of 61000 signatures by cited firms covered false claims made in radio and periodical advertising. Its examinations of periodical advertising covered 1,667 editions of newspapers, 28 issues of domestic foreign-language publications, 1,033 issues of magazines and farm and trade journals, and mail-order catalogs and circulars totaling 11,751 pages. An average of 4,547 pages of radio script was read each working day. In all, 371,000 periodical advertisements were examined.

Leading group among questioned commodities was the drug classification, including 65.5% of all items questioned. Others were cosmetics 14.4%; food (human) 2.2%; curative devices 1.5%; food (animal) 1.4%; and other products 14.7%.

In its report the FTC reviewed the reorganization of its divisions and functions last August, in accordance with the plan approved by President Truman. This plan provides for industry-wide investigations to replace the individual company and public complaint procedure.

Consumer Record

CONSUMER spending in 1946 reached an alltime record of $127,000,000,000 for goods and services, about 20% above 1945 and 70% above 1941, prewar peak, according to the report of the Department of Commerce. Expenditures for nondurable goods are high in relation to income, the department found, though deficiencies still exist in sales of durable goods and many services. Sales of all retail stores in 1946 were $6,000,000,000, 25% above 1945 and 75% above 1941.

KFXJ

Has come of age!

Next week we celebrate our twenty-first birthday. Since 1926 . . . same ownership . . . same management.

THE VOICE OF WESTERN COLORADO

GRAND JUNCTION

920 k.c.-MBS-1000 watts

KDFI

WORKS OF CBS

THE ONLY COMPLETE COVERAGE

600 KC•1000 WATTS

National Representatives:
Taylor-Howe-Snowden

WFMJ SELLS

The Rich Mahoning Valley

Ohio's Third Market at low cost-advertiser of the American Network.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

CONSUMER spending in 1946 reached an alltime record of $127,000,000,000 for goods and services, about 20% above 1945 and 70% above 1941, prewar peak, according to the report of the Department of Commerce. Expenditures for nondurable goods are high in relation to income, the department found, though deficiencies still exist in sales of durable goods and many services. Sales of all retail stores in 1946 were $6,000,000,000, 25% above 1945 and 75% above 1941.

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BROADCASTING • Telecasting
Help Wanted

Wanted—Manager for new progressive daytime Network station in downtown city. Must have... 

FOR SALE

New unused 5 kilowatt transmitter
Available now—one Western Electric 400-D-3-4, a major transmitter for operation from 230 volts, 60 cycle, 3 ph, complete with oscillators, vacuum tubes, voltage regulator, control console and three inch RCA oscillators, used in adjusting inductance. Complete unit ready for power at any time.

Classified Advertisements

Classified Advertisements

Help Wanted

Help Wanted (Con't)
Engineer—First class license 1 kw day

Situations Wanted

Situations Wanted

Anybody need a good production man? I'm open to propositions. Thoroughly experienced as all phases of radio. I've handled copy, produced, handled program work. To sell a product. Presently employed at metropolitan network.

FOR SALE

250 Watt Station
Complete property for operation under one roof. Land, building, self-sustaining tower in good condition and now in use. It is located on Pacific Coast in 1-station county. 1956 sales $20,000.00, in county. Present owner going to higher power. Purchaser to apply to FCC for new frequency.

Ready for Use
As is and where is in about 60 days.

Box 506, Broadcasting
Program director, ten years experience from 250 to 10,000, waves, all phases program op- eration, including production, engineering, sales, personnel. Desires change to midwest. Top references. Box 515, BROADCASTING.

Operator announcer, first twelve years of professional experience, including production, en- tertainer, musician, ad lb, ences, record- ing, proofing of mail pull. References. Herbert Leach, Fairmont, Indiana.

Capable, experienced announcer, seeks new position in future. Box 519, BROADCASTING.

ane at world-renowned station. Both are not afraid to work hard, stay, and grow. Excellent references. Give way. Box 468, BROADCASTING.

Listener for WSSV, 414, WTV. Five years chief engineer experience. Box 520, BROADCASTING.

Announcer-producer, six years experience. Box 521, BROADCASTING.

Observer, experienced in all phases of broadcasting, directing, in western station. Now employed CB affiliate, Box 490, BROADCASTING.

East coast opening desired by experi- enced newspaper, announcer, scripter. All offers considered. Box 491, BROADCASTING.

IME and AM/FM desires chief engineer position: Long executive, maintenance, operation all types equip- ment. Box 492, BROADCASTING.

On long ambition, but a bit short on ex- perience. Young announcer wants to states the new year for a progressive station. Good voice, good, good, good. Box 493, BROADCASTING.

Weekend position desired by experi- enced newspaper, announcer, scripter. All offers considered, Box 494, BROADCASTING.

Engineer utilized, seeks new position. Box 495, BROADCASTING.

Chief engineer, veteran. Twelve years experience. Box 496, BROADCASTING.

Experience announcer, well qualified, desires permanent position. Box 497, BROADCASTING.

Program director, strong on production and outgoing ideas. Box 498, BROADCASTING.

Executive—15 years personnel, produc- tion, programming experience. Desires small station. Idiosyncrasy, can make the most of you. Really excel- lent organizer, administrator. Locate anywhere. Top references. Box 499, BROADCASTING.

Announcer seeks position with progress- ive station, earns $15.00 per week. Box 500, BROADCASTING.

Sports announcer, play by play, out- standing sports show. Box 501, BROADCASTING.

Engineer, experienced, veteran. First phone. Want to work in northeast. Mar- ried, desirable, would like to invest in station. Box 481, BROADCASTING.

Chief engineer desires change, experi- enced AM and FM design, construction, operation and direction of antennas. Technical college graduate plus one year license. Box 482, BROADCASTING.

Program director-announcer—employed. Resides within 300 miles of N. Y. Base plus talent must equal or exceed $1,500. Box 483, BROADCASTING.

Crackerjack reporter, rewrite, features, 215 years comprehensive newspaper ex- perience. University graduate seeks situa- tion with station or agency. Box 484, BROADCASTING.

You need a hobby for your hooper? Disc jockey and newscaster now available. 8 years experience handling all typ- ical jingles. If you're not interested in making money for your sta- tion, please answer this, Box 485, BROADCASTING.

Girl wishes position in music dept. of Washington, D. C. or New York City sta- tion. Desires production, program plan- ner. Music college and instru- ments, excellent references. Address Box 516, BROADCASTING.

Sports announcer, veteran, married, ex- perienced in all major sports. Excellent reference, Box 517, BROADCASTING.

For sale—Services of experienced male continuity writer. Lively commercial voice that sells! Box 518, BROADCASTING.

Gates C. B. turntable complete in cabi- net with professional pick-up and orthochronous Stutter- $250.00. RODM, Stockton, California.


---2-Pole type transformers 2.5XV: 220- 440, 3200-6000 volts, $100.00. 8-204 MF disc shows, $120.00. 2-279 A W TUBE $150.00. 2-279 A W TUBE $175.00. $200 Y con- densor, 2-001 mf condenser, 1- 010.25 amp. R.F. ammeter (Weston), 500 Y condenser. D.C. Weston with multiplier, 1-0.25 amp. R.F. ammeter (Weston), 500 Y condenser. 2-1 amp choke and 1-5V transformer— each $385.25. Box 484, BROADCASTING.

For sale—250 watt station exclusive trade area Rocky Mountain west. Close- st and largest value in the country. Excellent volume and investment potential. More than exceptional good will. Present own- er desires fulltime enterprises. Replies confidential. Box 485, BROADCASTING.

Advertisement manager. Prefer mail- ing, telegraphing, ciphering, secretarial work. Stark, nationally famous author and educator. GA accredited.

Address inquiries to

NATIONAL ACADEMY OF BROADCASTING
1555 Irving St., N.W., Dept. 128, Wash- ington, D. C.

FOR SALE
—to immediate buyer for $10,000 cash— Radio Production business showing a profit.

Have suite of well- furnished offices, long-term lease, mid-town New York City area East Side—trans-cribed and live properties that have been tested and approved by commercial with your inquiry.

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ATTENTION—N Y C area!

Top-flight announcer-producer

Radio’s Reliable Resources
P. O. Box 413, Philadelphia 5.

FOR SALE

—Immediate delivery, copper ribbon for 10-A or 10-B, braided, 300 feet length, copper, 0.012 diameter, 0.08 inches thick, 32 inches wide, $15 each; automatic dry dehysterizing for up to 6 co- axial 600 ft long, $200. Electronic Industries, 431 W. Jefferson, Louisville, Kentucky.

Progressive and experienced radio manager. Growth type market. Background consists of two years experience in all phases of radio production, including personnel, sales, and management. Desires a position as program manager or general manager, with good future. Box 519, BROADCASTING.

LOOKING FOR A STATION MANAGER
Young, aggressive manager now available. Desires position of organization which will re- ward KNOW-HOW with com- pensation. Box 520, BROADCASTING.

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The National Academy of Broad- casting—oldest school in America teach- ing broadcasting techniques—offers a full course of study, including announcering, scripting, writing, etc. Address inquiries to Keith, nationally famous author and educator. GA accredited.

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1555 Irving St., N.W., Dept. 128, Wash- ington, D. C.
Section 9 (b) Is Analyzed

By Ex-assistant General Counsel of FCC

BY NATHAN DAVID

YOUR EDITORIAL of October 14, 1946 raising a question as to the applicability of Section 9 (b) of the Administrative Procedure Act to renewal and revocation proceedings of the FCC was indeed most interesting. In view of the fact that the primary section of the petition raises not only important legal questions but also serious questions of policy which go to the very roots of the relationship between the grantee of a one dollar political communications Commission, you may agree that the subject warrants further discussion and consideration.

Omitting language not here pertinent, Section 9 (b) of the Administrative Procedure Act provides:

"Except in case of willfulness or those in which public interest requires otherwise, no withdrawal, disapproval or revocation of any license shall be lawful unless, prior to the institution of agency proceedings therefor, facts or conduct which warrant such action shall have been called to the attention of the licensee by a notice to be given in writing by the agency and the licensee shall have been accorded opportunity to demonstrate or achieve compliance with all lawful requirements." Where applicable the net effect of this provision is, as you have pointed out, that a Federal agency may not terminate a license it has issued until it has given the licensee an opportunity to remedy the defects upon which it proposes to base its termination. If this section applies to the FCC, it follows that a notice of revocation supply a firm basis for reaching exactly the opposite conclusion.

Consider for a moment what would be required of the Commission if it must give warning to licensees before revocation or renewal proceedings. Would the reference to the debate still continuing on the power of the Commission to concern itself with program service, the Commission's authority to bring to the public the overall program structure of licensees would in general appear to rest on a secure legal foundation in the light of existing court decisions.

At the present time, if the Commission in the exercise of that power determines that a licensee has failed also vest in the FCC. It can forthwith proceed against him only by revocation proceedings or by hearings on the renewal of his license. Interpose the notice he is to be required by Section 9 (b), however, and something new has indeed been added.

The final section of your editorial accordingly reaches the conclusion that the renewal proceedings recently instituted against seven stations may therefore be legally ineffective because no prior notice was given to the licensees.

I would like to suggest two further observations: (1) there are exceptions written into Section 9 (b) which may have the effect of eliminating the requirements of notice in the case of the FCC; and (2) the facts or conduct for difference of opinion as to which result will leave broadcasters in a happier position.

Cecil DeMille Loses His Appeal in AFRA Squabble

CECIL B. DEMILLE, Hollywood film producer and former radio director-m.c., lost appeal on a Superior Court decision upholding his suspension from AFRA for nonpayment of assessment. District Court of Appeals in Los Angeles ruled AFRA's constitution empowered union directors to levy the assessment to oppose passage of a "right to work" measure on the 1944 California state ballot.

Mr. DeMille lost a $98,200 annual salary as director-m. c. of CBS Los Angeles Radio Theatre because he objected to the assessment. He brought suit before Superior Court Judge Emmett Wilson who upheld a union demurrer. Mr. DeMille then filed action with the District Court of Appeals. Judge Wilson, in dismissing held that the assessment was permissible under AFRA's articles of incorporation. The film producer, because of his break with AFRA, has been out of radio.

Well-verbed in FCC legal procedure, Nathan David is former FCC assistant general counsel, now engaged in radio law practice in Portland, Ore. with DeMille, Krieger and Jorgensen, Washington. For two years he was secretary to then Chairman James Law- rence Fy, and in 1942 was named Chief Engineer, the Division Enforcement of the Commission. During the war he served in the Navy. Here he states his views on the controversial Section 9 (b) of Administrative Procedure Act, its designation for hearing of a broadcast application for renewal would have to be preceded by a notice to the licensee of the conduct which the Commission found subject to criticism, to be followed by a fair opportunity to the licensee to remedy the matters called to his attention.

Your editorial accordingly reaches the conclusion that the renewal proceedings recently instituted against seven stations may therefore be legally ineffective because no prior notice was given to the licensees.

I would like to suggest two further observations: (1) there are exceptions written into Section 9 (b) which may have the effect of eliminating the requirements of notice in the case of the FCC; and (2) the facts or conduct for difference of opinion as to which result will leave broadcasters in a happier position.

Legislative History

In weighing the various factors involved, it may be helpful first to consider the legislative history of Section 9 (b) of the Administrative Procedure Act. A careful examination of that history reveals that the language in question, in substantially its present form, was in the original bill as introduced in the Senate by Senator MacCarran (D-Nev.) and in the House by Congressman Sumners (D-Texas). In interpreting the wording used, the House Committee on the Judiciary in one of its reports made the following statement with reference to the exceptions set out:

"The exceptions ... apply only where the demonstrable facts fully and completely support the public interest. Willfulness must be manifest. The same is true of 'public interest.' The phrase 'public interest' means a situation where clear and immediate necessity for the due execution of the laws overrides the equities or the injury to the licensee; the term does not confer upon agencies authority at will to ignore the requirement of notice and an opportunity to demonstrate compliance.

The Senate Report of the Committee on Judiciary contains almost identical language. It must be remembered that the Senate report was introduced at a time when it was well-versed in the policy and legal considerations combined to

TELEGRAPH FIRM MERGER

NEED IS CITED BY DURR

SUBSIDIZATION of Western Union or merger of the company with another communications agency will be necessary if the U. S. is to retain a nation-wide telex service. That is the opinion of FCC Commissioner Clifford J. Durr.

Among possible solutions he suggested merger with either the Post Office Dept. or the telephone system. Exemplifying the need for the merging of the telephone company as a truly national-wide service, he said the FCC should face Congress with the problem now and "not let it drift away." Comr. Durr, taking the position that the company's "accumulated inefficiencies have caught up with it," has been the lone dissenter in recent Commission proceedings granting rate increases to Western Union.

Fred R. Hover

FRED R. HOVER, 52, founder and manager of WFUN Findlay, Ohio, died suddenly last Thursd- ay, July 19. He had suffered from heart attacks for several years. Funeral services were held Sunday at his home in Findlay. Well known in the industry for his keen sense of radio problems and home-spun philosophy, Mr. Hover had established WFUN in December 1941. Last year a grant was received for a metropolitan FM outlet, now under the name of the Morgen Broadcasting Co. Hover and active in civic affairs, Mr. Hover was a member of the Ohio State Bar Assn. and the American Legion. A graduate of Ohio State U. Law School, he was veteran of World War I. He is survived by his wife, four sons and two daughters. Dimond Hover, a daughter, had been associated with her father at WFUN since its inception.

ARTISTS' PROGRAM

KVSF Santa Fe Show Designed

To Arouse Art Interest

A UNIQUE program intended to awaken interest in art is presented by the CBS Fe Fe outlet. The show, entitled The Artist's Hour, has been in production over a year and is steadily gaining wider audience. Alfred Morang, director of the School of Fine Arts in Santa Fe, is writer and producer of the show.

The non-commercial production begins with a ten-minute art news- cast followed by news of the bi-monthly changes of exhibitions at the Art Gallery of the State Mu- seum; news of the Museum Extension service; news of achievements of artists throughout the nation; and art news from all sections of the country. In addition to the commentators, leading artists are often interviewed by Mr. Morang.
**Miss Martin**  
(Continued from page 15)

Republican National Committee.  
She would fill the vacancy created last February when Paul A. Porter resigned to become OPA Administrator.  
According to sources close to the party, that President Truman held open for Mr. Porter’s Commission post, pending completion of his task at OPA.  
When Mr. Porter resigned in December from Government and service, however, President Truman immediately named Charles R. Denny permanent chairman.  
Mr. Denny had been acting chairman since January.  

With Miss Martin’s appointment the Commission would be made up of three Democrats — Comrs. Denny, C. J. Durr and Paul A. Walker; three Republicans, Comrs. Ray C. Wakefield, Rosel Hyde and Miss Martin, and one independent, Comr. E. K. Jett.  

Porter Vacancy  
Miss Martin, if named to the Commission, would fill the unexpired term of Mr. Porter—serving until June 30, 1949.  

A native of Kingman, Me., she is of Scotch-Irish ancestry.  She attended Bradford (Vt.) Academy and Westminster College and completed her university studies at the U. of Maine, receiving a Bachelor of Arts degree.  Miss Martin attended Northwestern University’s summer sessions and studied a year at Yale U. Law School.  In 1938 Bates College conferred upon her the honorary Master of Arts degree.  

One of Maine’s leading citizens, Miss Martin was elected to the Maine House of Representatives in 1930.  After two terms she was elected to the State Senate, where she was a member of the Joint Committee on Legal Affairs, and chairman of the Joint Committee on State Prisons.  She served also on the Committee on Federal Relations and the Recess Committee on Labor Relations.  

Committeewoman  
In 1936 she was elected Committeewoman from Maine and still holds that post.  In 1937 Miss Martin was appointed director of the Women’s Division of the Republican National Committee and had served continuously in that post until her resignation.  She also served as an assistant chairman under John Hamilton, Herbert Brownell and Carroll Reece.  

Miss Martin originated the National Federation of Republican Clubs and has spoken in every state except Louisiana, Mississippi, Georgia, South Carolina, Alabama and Arkansas.  She was out of Washington Friday and could not be reached yesterday.  

With the new makeup of committees in the Senate Miss Martin’s confirmation was assured.  Serving with Senator White on the Interstate and Foreign Commerce Committee are, in the order of their rank: Sens. Charles W. LEGISLATION clearly making it illegal for labor organizations to spend money during campaigns with elections, "whether or not expenditures are made with or without the knowledge or consent of the candidates" was recommended Thursday by the House Special Committee on Campaign Expenditures.  

The committee urged amendment of Section 313 of the Federal Communications Act to make any doubt as to its applicability to labor organizations.  

Supported Marcantonio  
In its report the committee reported that Virginia Foster Durr, wife of FCC Commissioner Cliff- fords, and Miss Durr, who is a former member of Supreme Court Justice Hugo Black, had contributed to the campaign of Rep. Vito Marcantonio, successful American Labor candidate for the 18th Congressional District in New York.  

The Communist Party actively supported Rep. Marcantonio, the committee stated, but it could find no report of its activities at election board or the House clerk’s office.  Furthermore, the committee said, no answer was received to a questionnaire it had sent the party.  

OPERATIONS STARTED  
BY WTNT AUGUSTA, GA.  

WTNT Augusta, Ga., NBC outlet, went on the air at 12:30 p.m. Jan. 1 as scheduled, and is reporting that it means a new field for construction in these times.  

The proposed construction permit was issued by the FCC Nov. 1; title to the location where the station is situated was not obtained until Dec. 1—and one month later it was on the air.  

Station was opened with brief addresses by officers of the Georgia-Carolina Broadcasting Co., licensees.  Litter included P. S. Knox, president; Edgar W. Teasley, vice president and general manager; John T. Carter, general sales manager, and Walter Brown, a stockholder.  Mr. Brown is general manager of WSPA Spartanburg (see picture, page 30).  

Rapid construction was made possible by employing prefabricated materials in building a news room, record room, control room and studio, which were shipped on a truck, put together at the factory and delivered complete, including acoustic treatment and flooring, aboard a trailer-truck.  WTNT is 250 w-full time operation on 1220 kc.

**BROADCASTING • Telecasting**

**Video Is Funny**  
“TELEVISION Is a Funny Business,” according to the title of a pamphlet privately printed by Allen B. Du Mont.  The pamphlet reproduces fragments from newspapers and magazines, which he says reflect the growing public interest in the medium, as well as some of its hopes and fears.  He is pleased to note that almost without exception, they show a large screen,” the pamphlet notes.  “This may be done for convenience although we should prefer to believe it reflects public taste.”

**Break Asked for Veterans**  
Relaxation of Operator Rules Proposed to Give Trained Men Employment  

COMPLAINT that World War II veterans, skilled in the operation of electronic equipment, are unable to obtain positions because they lack first-class licenses since FCC last summer handed down Order 91-D has been heard from stations and ex-servicemen.  

Typical complaint comes from Gordon C. Thompson, of Havre, Mont., who has been unable to obtain a position despite extensive technical experience. Mr. Thompson had attempted to get a position in his home town at KAVR.  

He explains that he attended college two years before entering the Navy, then graduated from several service radio engineering schools. He operated all types of shore and ship stations for three years, including maintenance work.  He adds:  

“I (and thousands of veterans like myself) played an important part in protecting the lives of other servicemen through communications systems. Now that the war is over, and most of us are back home, it seems reasonable that we should be able to get jobs in the various fields of work that the Government trained us to perform.”  

Edward J. Jansen, general manager of KHOI Burley, Idaho, who was appraised of the case, suggests: “Why not give these fine ex-service lads, who have received such splendid training from the Government, a break and allow them to operate a 250 w con¬ nected with first-class tickets for one year. At the end of this period they must qualify for a second-class license and then allow them one more year to secure their first-class ticket. It would give a large number of worthwhile GI’s an opportunity to take advantage of their bill of rights and relieve an existing headache of the small broadcasters.”  

Order 91-D requires presence at all times of a first-class operator though exception is made by the FCC in cases of severe hardship. The wartime Order 91-C greatly relaxed requirements due to shortage of personnel.

**January 6, 1947 • Page 85**
SIX NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for six new AM stations—250 w full-time locals at Bangor, Me., Somerset, Ky., and Atlantic City, and daytime outlets for Waterloo, Ia.; Meriden, Conn., and Paris, Tenn.—announced by FCC.

Two MBS executives and one of WOR New York received Atlantic City grant. Gannett Publishing Co. (Portland Evening Express and Press Herald) owner of WGAN Portland, also owns Bangor grant.

In Paris grant, to Kentucky Lake Broadcasting System (710 kc, 250 w, day), Commission set aside its former consideration of Kentucky Lake's engineeringly non-conflicting application for hearing with its 150 kc applications for Paris and nearby Murray, Ky. (BROADCASTING, Nov. 25). Latter three applications to be heard Jan. 21-24 at Paris and Murray.

In Somerset, Ky.—Southeastern Broadcasting Co., 1360 kc, 250 w, full-time, Principals (33-1/3/5 each): Earl M. Williams Jr., former president (president); Ralph J. Snow, Jr., partner in Cincinnati commonwealth and Journal newspapers; Pape Walker, real estate and banker; and O. W. Williams Jr., outgoing-treasurer; Sam C. Kennedy, attorney. Granted Jan. 2.

In Atlantic City, N.J.—Silver City Crystal Co., 1470 kc, 1 kw, day only. Equal owners: Carl A. Schults (president) and Walter J. Koehler (vice-president). Authorized by Gannett Publishing Co. (Portland Evening Express, Press Herald); headed by Guy F. Gannett. Granted Jan. 2.

FM CONDITIONAL GRANTS TO TOLEDO, GREENSBORO

CONDITIONAL GRANTS for Class B FM stations in Toledo, Ohio, and Greensboro, N. C., and CP's for six Class B and two Class A stations announced by FCC Friday. Another Class C CP issued “in lieu of previous conditions.”

Toledo conditional went to Ohio-Michigan Broadcasting Corp., headed by Lynne C. Smeby, Washington radio consulting engineer. Mr. Smeby and Harold True, WWJ Detroit news commentator, and Nicholas Walski, Toledo attorney, own 22% each, with Electric Auto Lite Co. of Toledo owning remainder. Grantee is AM applicant.

Greensboro conditional went to Capitol Broadcasting Co., licensee WRAL and WRAL- FM Raleigh, N.C., plus MBS.

CP's issued as follows, certain conditions in each case (power is effective radiated power; antenna height, height above average terrain; AM association shown in parentheses):

TO DROP RENEWAL


CONDITIONAL GRANTS

AFRA TO DROP RENEWAL

WJAC, Johnstown, Pa. (Class A; 525 kw; 150 w, day only). Effective Nov. 26, 1947.

WJAC-AM, Johnstown, Pa. (Class B; 95.3 mc., 1 kw, day only). Effective Nov. 26, 1947.


FCC ruled, due to financial difficulties, that AFRA cannot meet terms of contract with FCC, to continue station operations. Effective Nov. 26, 1947.

OPENING OF CONGRESS TELEVISIONED, LENS FALLS


Closed Circuit

(Continued from page 4)

board chairman; Mr. Biddle, U. S. wartime Minister to Governments-in-Exile in London. Remaining WIBG common stock held equally by President Paul F. Harron and Joseph Lang, who together own all preferred stock. Figure involved probably close to $500,000.

ARTHUR CHURCH, owner of KMBC Kansas City, has purchased Shrine Auditorium for nearly $200,000 to be converted into new radio city for CBS outlet. KMBC's Brush Creek Fordies originates at auditorium.

LOOK for meeting of new NAB-RMA liaison committee within month. With many common interests, two groups have never been closer. First major venture of both is to be joint effort to build 1947 National Radio Week into big-time nationwide promotion.
No apologies are necessary because each broadcasting day is not filled with music of the masters. The majority rules—and yet, that minority of serious music lovers is remembered. KMBC as one broadcaster is originating Efrem Kurtz and the Kansas City Philharmonic for the fourth consecutive season—in addition to carrying the unexcelled array of fine music emanating from CBS.

—KMBC of Kansas City
WKY's power to attract the majority audience in Oklahoma lies in its programming, both local and network.

Data compiled from a Diary Study of listening in 30 counties of WKY's immediate coverage area by Audience Surveys, Inc., demonstrate that WKY local productions are virtually as successful as NBC programs in attracting audiences. In many day-parts, in fact, WKY local programs achieve higher share of audiences than NBC originations.

There is no substitute for programs to build an audience, and there is no substitute for an audience to build sales.