"TERRIFIC!*'

exclaimed a famous radio director when WOR repeated...

1. that 24% of all the coin that this country's people pay for things to eat and drink is passed across 46,157 counter places in the WOR area. We mean, $846,760,000!

2. that 20% of the nation's annual food sales are made in the WOR area. This amounts, we might add, to the more than merely comforting total of $2,066,534,000!

3. that 26% of all clothes sold in the U.S. are sold in the WOR area every year, and people pay $829,205,000 for them!

No matter what you make or sell, you can be pretty certain that WOR can economically divert a majority of the nation's buyers toward thousands upon thousands of counters for it. There's some wonderful evidence at 1440 Broadway, in New York, to support this.

*Actually, it's a quote.
The Richard Wassner family has lived in Chicago for 12 years, the last three in their present comfortable two-family frame house at 10002 South State Street. Mr. Wassner joined the Chicago Fire Department in 1941, now drives the big hook-and-ladder truck for the south side station at 47th and Cottage Grove.

A console radio is an important part of the comfortable Wassner living room and there is another set in the kitchen. But proudest "possessions" are three fine future Midwest Americans—Richard, who is 11; Kenneth, 6; and blonde, 3-year-old Nancy.

For 12 years, the Wassners have been consistent WLS listeners. They like the hearty friendliness of WLS announcers and entertainers—enjoy WLS news broadcasts, weather information, the Breakfast Club and the WLS National Barn Dance. They learned long since that out-of-town guests always want to see the Barn Dance at the Eighth Street Theater.

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.

The new South—"of freedom, unity and prosperity"—which Henry Grady prophesied sixty-odd years ago, has come into being in a BIG way.

In post-war progress . . . new industries, number of workers employed, increased payrolls, increased agricultural income . . . the South is pacing the nation!

In this new, prosperous, growing South, Atlanta is the No. 1 market—and WAGA is the fastest-growing station in Atlanta.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.
Closed Circuit

REVIVAL of organization of network affiliated stations being talked up about country. At area and district meetings of NAB independent broadcasters have discussed feasibility of re-establishing "IRNA" or some other organization exclusively of major network membership to interchange information on network contracts and renewals. AFRA negotiations and upcoming AFM-Petrito and ASCAP contracts largely motivate this move.

CONVERSATIONS reported in progress between A. C. Nielsen, head of audience measurement firm, and network executives which may result in widely expanded audiometer rating service and have bearing eventually on both national and individual market audience measurements.

ANNOUNCEMENT may come any time from State Dept. that World Telecommunications Conference will meet in Atlantic City July 1 for three-month session to settle world allocations, first time since prewar era. Preliminary broadcasting meeting slated May 15.

BATTLE of behemoths in recording field (RCA, Columbia Recording, Decca) seen with entry of Metro-Goldwyn-Mayer into record manufacturing, and possibly transcriptions by March 1. M-G-M in radio through ownership of WHN New York, and also has important music publishing house ties. Frank Walker, former RCA Recording Co. v-p, in charge advertising, has been developing Bloomfield, N. J. plant for year.

ASCAP's test case against WDRC Hartford, which seeks to require broadcasters to pay double performance fees for use of music written jointly by ASCAP and non-ASCAP members [BROADCASTING, Dec. 30] been watched closely as a possible cause celebre in connection with ASCAP pressure against BMI competition. WDRC, owned by Dr. Franklin M. Doolittle, one of radio's pioneering engineering experts, has been meticulous in maintaining copyright index and if case holds against it, other stations would be affected.

RESIGNATION of Keith Kiggins as senior vice president of ABC [BROADCASTING, Jan. 13] has provoked much consternation in network-affiliate ranks. Departure of certain other policy-level executives of network now being talked.

SENTIMENT in broadcasting ranks preponderantly opposes naming of Marion E. Martin, ex-assistant chairman and women's director of Republican National Committee, to FCC. Broadcasters, long chagrinned over use of Commission as political dumping ground along with appointment of those having common carrier concepts, favor someone with technical or broadcasting background. Generally they like such names as Commodore E. M. Webster. (Continued on page 86)

Silent


Jan. 20-27: REL FM Broadcasting Engineers Clinic, REL Hqtrs., Long Island City, N. Y.


(Other Upcomings page 84)

Upcoming

BULLETINS

SALE of John C. McCormack's 25% interest in KTBs Shreveport (1480 kc, 1 kw) to his three equal partners for $384,000 approved by FCC. Purchasers, who will have one-third stock interests each, are Allen D. Morris, Prentiss E. Furlow, George D. Wray, Sr. Comrs. Durr and Walker voted for hearing.

POSTPONEMENT of NARB engineering conference, now set April 1, to Nov. 1 requested by Mexico. State Dept. officials undecided of U. S. would react, but learned no serious objection to delay. NARB meetings, originally scheduled to start Jan. 1 under Interim Agreement signed last Feb. 25, already moved ahead three months at U. S. request.

IN SWEEPING procedural reorganization Friday, House Interstate & Foreign Commerce Committee will call all Government department heads under its control, including FCC, for report on activities, seek recommendations for legislation. Chairman Charles A. Wulverton (R-N. J.) announced. He promised consideration of all bills introduced. Pending is joint resolution by Rep. William Lemke (D-N. D.) to require FCC to allocate portion of 56-mc band to FM.

FCC Selects Dates for Blue Book Reports

DATES comprising 1946 "composite week" on which broadcasters must base program reports filed with FCC in 1947 were announced by FCC Friday.

Chosen under procedure enunciated in Blue Book, they are: Feb. 4, March 12, April 17, June 20, Aug. 23, Sept. 28, and Nov. 3, 1946.

"Throughout 1947 the Commission, in the absence of instructions to the contrary in special cases, will expect information on broadcast station performance for the days stipulated, especially in connection with AM and FM renewal applications," FCC said. "Likewise, this composite week will be used in all hearings during the current year upon applications of existing stations for different facilities, transfers, etc.

Commission "suggested" that licensees with AM or FM applications awaiting hearing "should come to the hearing with program analyses and supporting logs for the composite week stated; and that in all cases where a program showing is expected of a licensee, whether in connection with a hearing or otherwise, the same week should be used unless the Commission should specify a different period.

It was also suggested that broadcasters whose licenses expire this year—on May 1, Aug. 1, or Nov. 1—"may wish" to work out program reports before preparing remainder of their renewal applications "so that filing such applications within the 60-day period in advance of license expiration date will not be delayed."

Business Briefly

SUN RENEWS * Sun Oil Co., Philadelphia, renews Lowell Thomas news commentary on NBC (Mon.-Fri. 6:45 p.m. EST) for 52 weeks on 31 stations. Agency, Roche, Williams & Cleary.

GUM CAMPAIGN * Gum Labs., Clifton Heights, Pa. (Ivirony) to use five-minute transcribed "Story Time" on 100 stations in spring campaign. Agency, Makelim Assoc.

TOOTsie SPOTS * Sweets Co. of America, Hoboken, on Jan. 20 for 26 weeks starts participation in two women's programs in New York and two in Chicago on behalf of Tootsie Fudge Mix. Agency, Duane Jones, New York.

RACE SPONSOR * Perfect Circle Co., Hagerstown, Ind. (piston rings), to sponsor for second year Memorial Day Indianapolis Speedway Race on MBS, which has exclusive contracts, races Henri, Hurst & McDonald, Chicago, is agency.

CAMINOL COMMERCIALS * Caminol Co., Stockton, Calif. (Beacon gasoline), Jan. 19 started thrice-weekly (26 weeks) transcribed singing announcements on 14 Northern California stations. Agency, Dana Jones Co.

MONARCH INCREASE * Reid Murdoch & Co., (Monarch Finer Foods) to double prewar ad budget. One-third of $800,000 to $750,000 will be allotted to radio. Monarch using 6 to 20 spots weekly on 60 stations. Agency, Rogers & Smith, Chicago.

DON LEE HEARING ENDS

CLOSING FCC Don Lee hearing in Los Angeles Friday Comr. Rosei Hyde, presiding, reserved right for FCC to make specific charges after considering testimony (early story page 85). Paul Bartlett, manager, and J. E. Rodman, owner of KPFE Fresno, closing FCC witnesses, described relations with network and told of confusion over affiliate contract provisions and network demands for station time. Lewis Allen Weiss, network vice president and general manager, said network had never dropped any affiliate for lack of cooperation.
HARRISBURG, PENNSYLVANIA covers a market with higher-than-average buying power

Harrisburg is the capital city of prosperous Pennsylvania. Here the extensive railroad yards, steel mills and other plants combine with State and Federal employment payrolls to assure a prosperous market—stable employment. Because of the steady employment, residents of the Harrisburg area enjoy a higher-than-average standard of living. WKBO reaches these prosperous Harrisburg residents—your potential customers. We believe it pays you well to present your sales story over WKBO. Write for information.

"A Steinman Station"

Represented by RADIO ADVERTISING COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DALLAS
WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area...at lowest cost.

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.
WWJ, the first radio station in the nation, proudly acknowledges this award from NBC, the nation's first radio network, commemorating an affiliation of twenty years' standing.

It marks another milestone in the uninterrupted leadership achieved by these two pioneers, whose "teaming of talents"

has proved so enjoyable to WWJ's great listening audience and so productive for both WWJ and NBC advertisers.
NUMBER ONE ON THE WEST COAST!

National Honors for KLAC Sports Director; Starts California's Most Popular Independent on Largest Sportcasting Schedule for the year 1947

Rated the No. 1 sportscaster of 1946 by the national publication "Sporting News," KLAC sports director Sam Balter has inaugurated station coverage of sports in the Los Angeles area that is the most comprehensive program on the West Coast. One of three sportscasters, each representing a different section of the country, Balter was selected as "announcer of the year," said "Sporting News," on his "general ability, frankness and aggressiveness." These qualities are daily adding to KLAC's dial popularity.

WHY SPORTS FANS KEEP TUNED TO 570

KLAC regularly broadcasts Pacific Coast league hockey; American league and Pacific Coast conference basketball; Pacific Coast league baseball; All-American conference football; Olympic auditorium boxing. Regular KLAC sports features include: Sam Balter's "Sportsbook"; Fred Hamps's "Baseball Preview"; Sports Quiz Bowl; Sports Time; High School sports Page.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

LOS ANGELES
NOW... for the first time... KCBC and the MUTUAL Broadcasting System bring you basic coverage of Iowa's first and most important market: Des Moines, Iowa's Capitol city, and its primary trading area.

Just as no Iowa radio schedule can be complete without coverage of the Des Moines market... so is no Des Moines market coverage complete without KCBC-MUTUAL... dollar for dollar the first radio buy.

If you're already buying Basic MUTUAL... you've got it! If not, then write now for availabilities.

TOP, VETERAN IOWA RADIO PERSONALITIES MEAN IMMEDIATE LOCAL ACCEPTANCE

GLEN LAW and WES JONES
Local News Coverage and Commentary

GENE MILNER
Exclusively Reporting High School Sports

MJB
Variety that's Easy to Listen to

STELLA BARKER
A New Twist for the Woman's Viewpoint

WOODY HIRSCH
Programs Extraordinary

These top, veteran Iowa Radio personalities... assembled by KCBC... are names that present you with audience and product acceptance from the start.
Feature of the Week

THERE'S an unusual mixture of labor and management at WREN Lawrence, Kan., but the situation seems to be working well for all concerned. For the eighth consecutive time, WREN's general manager, Veri Brutton, has been re-elected president of Local 512, AFM.

Mr. Brutton joined WREN as a musician several years ago, with a degree in music from the U. of Kansas. He became a member of Local 512. In 1939 he was named general manager of the station, while still retaining his union membership. Shortly after he became general manager, he was unani-

mously elected president of the local.

No policy changes followed either Mr. Brutton's appointment as the station general manager or his election to the union presidency. With its membership solidly behind him, he administered his dual jobs to the best interests of all. It was his full knowledge of the needs and requirements of WREN staff musicians, coupled with his equally complete information about a radio station's administrative responsibilities, that combined to create a highly satisfactory working agreement between station and union.

Mr. BRUTTON and served to reelect him eight times to the union presidency.

Mr. Brutton still retains his skill at playing a great number of instruments. He frequently sits in with station musical units and takes over with the novachord, tenor guitar or banjo, clarinet or vibraphone. "It's good relaxation," he says, "and I enjoy it immensely."

Sellers of Sales

BACK IN 1942 when Hines Hatchett opened up a New York office for the John E. Pearson Co., national radio station representatives, the company consisted of Mr. Pearson in Chicago, Mr. Hatchett in New York, and the accounts of seven stations located throughout the country.

Today the company boasts of 40 station clients for which it is exclusive representative, 21 employees, and offices in Kansas City, St. Louis, San Francisco, Los Angeles, New York and Chicago.

Much credit for the company's rising success is due Mr. Hatchett, the No. 2 man in the organization, whose rise from a North Carolina farm to a Park Avenue office has been nothing short of meteoric. Born in Yanceyville, N. C., in 1909, Hines attended the local schools and graduated from the U. of North Carolina at Chapel Hill. After graduation he worked as a reporter for the Asheville Citizen and the Winston-Salem Sentinel for several months before launching out on an advertising career which took him to Lancaster, Pa.

There he worked for Lancaster Newspapers Inc.

Shortly after his arrival in Lancaster, his paper bought a 15 w station, WGAL Lancaster, and Hines was made manager. During his five years as station manager, WGAL increased its power to 250 w and became the key station in the Mason-Dixon Radio Group, which now consists of seven stations.

In 1946, the soft-spoken Tar Heel resigned to go to New York, where he spent a year and a half selling radio time for Hearst Radio. Leaving Hearst, he took a similar position with John H. Perry Assoc., radio representatives, remaining there until 1942 when he joined the Pearson Co.

His favorite hobby is receiving glowing reports from the 150-acre tobacco farm he owns in Caswell County, N. C. That's where the "time broker" wants to retire some day when he decides "to return to the soul."

Hines is married to the former Pauline Remminger, of Lancaster, Pa., and lives in Jackson Heights, L. I.
WELCOME HOME, WWVA!

WE'RE GLAD YOU'RE COMING BACK TO CBS!

You make the 19th CBS 50,000-watt station in the U.S.
With Wheeling as your home base you blanket the rich coal, iron, and steel belt of Ohio, West Virginia, and Pennsylvania.

YOUR HALF MILLION* RADIO FAMILIES WILL GIVE THREE CHEERS!

For, starting June 15, over their favorite radio station, they will enjoy radio's top entertainment and information programs carried by the Columbia network.

— AND ONE CHEER MORE FROM CBS ADVERTISERS!

Who have long been aware of the professional quality and technical skill typical of Fort Industry radio stations. They know the tremendous plus that top-notch WWVA local programming offers to their network shows. And they'll relish the big audience boost that will come from this basic CBS affiliate.

THE COLUMBIA BROADCASTING SYSTEM

*To be exact:
SMB audience to WWVA
300,776 families, day
492,344 families, night
Even when one is "doing what comes naturally", it's surprising what un-naturally big results a little extra effort will produce!

For instance we've been doing a great deal of exceedingly interesting analysis work for many agencies and advertisers, showing the cost-per-thousand radio listeners they are now getting, as compared with the costs of better offerings that we know about. The result? Well, we've opened a lot of eyes—"sold" a lot of time—and earned an amazing amount of good-will for the extra work and extra results of "F&P Service".

Want a hunk of same—now?
NAB Starts Drive to Revive Editorials

District 14 Action Called National Pattern
By SOL TAISOFF

RIGHT of broadcasters to editorialize over their own stations was catapulted into the national radio scene last week by unanimous action of the NAB District 14 meeting at Salt Lake City.

Action came with adoption of a resolution offered by Rex Howell, owner of KFXJ Grand Junction, Co., petitioning the NAB Board of Directors to establish the rights of broadcasters “to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech.”

National Pattern

Implicit in the resolution, and in the debate that preceded its adoption, was the repeal or redefinition of the FCC Mayflower decision which in dictum opposed editorial policies by stations. This case had involved editorial crusades by Yankee Network in Boston, and while the license of WAAB, Yankee station cited, was renewed, the FCC expressed its position in opposition to editorial opinions.

NAB President Justin Miller, who had cited the Mayflower decision as a glaring example of unwarranted assumption of power by the FCC in an address before the opening session of the meeting, promptly got behind the Howell resolution. He predicted the district action “might well set a national pattern.” Judge Miller for months has urged that steps be taken to reestablish the broadcasters’ right to editorialize.

Prior to adoption, Judge Miller had pointed out that a number of stations already are conducting editorial periods, largely in civic and community campaigns, and that he would like to see more. But he made it clear that in the light of established Commission policy, stations were doing so at their own risk.

Guarded statements by FCC Chairman Charles R. Denny and Comm. Clifford J. Durr that the Mayflower decision might be subject to revision and review were brought out. While the resolution won unanimous support, several delegates thought it might breed trouble, particularly if editorializing is attempted by inexperienced hands.

Judge Miller said establishment of editorial periods need not be mandatory but that right of stations to engage in such programming on equal footing with the press should be clearly decreed.

Before adoption of the Howell resolution, District Director Hugh B. Terry, general manager of KLZ Denver, who presided over the two-day meeting of 129 station executives, warned that affirmative action would be precedent-setting, and urged full discussion. He got it.

Local Campaigns

Mr. Howell, who established KFXJ 21 years ago, explained he had conducted an editorial period virtually since he began operations. He has not engaged in political crusades on the national or international level but has conducted campaigns aimed at civic betterment and community leadership.

Currently a campaign is under way on behalf of a county zoning ordinance. These editorials, he explained, are labeled as such and are run contiguous to established news periods.

A former radio “ham” who became a broadcaster upon graduation, Mr. Howell said he had achieved fine results in his community and felt that radio has been “too willing too long to be an entertainment medium.” Radio, he declared, to perform adequate public service “must assume its rightful place in the community.”

The district adopted a series of resolutions dealing with issues confronting radio. In the two-day business sessions Monday and Tuesday, executives and department heads of NAB and representatives of enterprises allied with

(Continued on page 14)

NAB Resolution on Editorializing

WHEREAS, broadcasters are constantly searching for ways and means of improving their service to the communities they serve and are anxious to fully discharge the duties and responsibilities of public interest programming;

And whereas, oftentimes service of great value to the community can be accomplished by assuming the leadership in promotion of civic, educational and cultural projects and by advocating community action that must necessarily stem from the establishment of an editorial policy by nature of public dissemination with a wide sphere of influence;

And whereas, by inference in its decision known as “the Mayflower Case” the FCC has thwarted assumption of editorial leadership by broadcasters under the theory that “radio must not be an advocate.”

Be it, therefore, Resolved, that the broadcasters of the 14th NAB District in convention assembled do, hereby, petition the Board of Directors of NAB to seek by appropriate action to bring about a revision of the said inference in the Mayflower case and establish the rights of broadcasters to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech.

FCC Appointment May Be Delayed

Democrats Are Opposing Naming Republican To Vacancy

Appointment of the seventh member to the FCC may be delayed by President Truman in view of controversy between the new Republican leadership in the Senate and leadership of the Democratic party, it was learned last week.

The nomination of Marlon E. Martin, former assistant chairman and women’s director of the Republican Committee, had been scheduled to go to the Senate more than a week ago, according to informed sources [Broadcasting, Jan. 6]. After Sens. Wallace H. White Jr. and Owen Brewster, Maine’s Republican Senators, had urged Miss Martin’s appointment in a conference with the President

[Continued on page 17]

January 20, 1947  Page 13
Look for the Gimmick

FROM THE mountain fastnesses of the 14th NAB District there emerged last week a resolution mandating the NAB Board of Directors to establish the rights of broadcasters to use their own microphones for editorial purposes.

The resolution seeks action by whatever course it deemed expedient to rescind the now celebrated FCC Mayflower decision, which stated in advance that radio may not be an advocate. This ruling, which became national policy by default because it was decreed in an opinion in which the station involved won its case on license renewal, is one of several cases which NAB President Miller contends has chipped away radio’s freedom of speech.

There’s no question about radio’s constitutional right to advocate causes which contribute to civic betterment and public welfare. Under the Mayflower decision broadcasters are denied the right to free expression guaranteed to every American citizen. They are penalized because they are broadcasters.

But the right to editorialize doesn’t mean it will be incumbent upon broadcasters to rush to their microphones on every national or international issue. That would be folly indeed. We shudder to think what would happen if stations acquired for themselves political party labels like the newspapers.

We stand behind the inalienable American right to freedom of expression. Whether that comes via a new definition of authority from Congress or through a repudiation of the Mayflower opinion isn’t fundamental. But it should bring about a move whereby stations would attempt to counsel on the national or international scene or delve into politics per se. Leave that to the commentators, to the forums and to the politicians.

FCC Chairman Denny favors a reappraisal of the Mayflower case, and Commissioner Durr has said he would vote to rescind it with the understanding that stations provide what would correspond to a “letters to the editor” page contiguous to the editorial period.

Why should Cliff Durr—he of the Government ownership philosophy and the commercial-radio-be-damned thesis—suddenly favor greater radio freedom? Is there a gimmick? We think there is nothing. Nothing would suit Durr and his CIO-Lawyer’s Guild walking delegates better than to have owners become political partisans. That would be an open road to program scrutiny on license renewals. Stations would be asking for it.

We’re for radio’s freedom to be free. We’re for that which Rex Howell, author of the resolution, has been doing at KFJX Grant Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting playgrounds, in improving the police force and water supply, and in other non-political pursuits on the local level. Even these now are construed to be possible conflict with the Mayflower decision.

To go beyond this would be playing with dynamite before many broadcasters had learned to play with matches. Let’s get the Mayflower decision off the books first, and then let’s let a law that can’t be mangled by any independent convention before all broadcasters essay to become pundits on the national scene.

NAB Drive

(Continued from page 13)

radio, followed the order set at the combined area meeting in San Francisco the preceding week in covering the state of radio affairs [BROADCASTING, Jan. 13].

Solid support of BMB, a burning issue at past sessions, was voted unanimously after Hugh Feltis, BMR president, had outlined functions of the organization, and had conceded past errors. The resolution took cognizance of the need for standard statistics relating to coverage, recognized that the first study has developed facts of value to agencies and advertisers as well as broadcasters, with studies under way of greater value. It called BMB for the “contribution which has been made to standardized radio as an advertising medium, in the minds of advertisers and agencies” and urged a “thorough study of all of the data developed in connection with the first study, to the end that techniques may be developed that will bring about more constructive results for future studies.”

Uniform Time Favor ed

The district adopted a resolution on uniform time. It brought out that periodic changes in time adversely affect the ability of the industry to serve the public and upset schedules. The resolution urged NAB to “cooperate with other industries similarly affected in developing some plans whereby uniform time may be applicable throughout the country and throughout the year.”

Implied opposition to the trend in labor relations, which finds the networks setting the pace through (Continued on page 72)

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More Emphasis on Local News Urged

Editors Stress Careful Processing to Reach Station Audience

LOCAL and regional news geared to the station’s audience should be given more attention, with national and international stories presented in clear, concise fashion, the Radio News Clinic held Jan. 15 by NAB District 14 was informed by news editors and managers from the mountain area.

The clinic was 16th of a series started in late 1945 under direction of Arthur C. Stringer, NAB director of special services. It was arranged by Hugh B. Terry, KLZ Denver and district director, after a poll of stations, and comprised the third day of the Jan. 13-15 district meeting (see story page 13).

Humanizing of news, rewriting, farm news and weathering programs to particular audiences were discussed at the clinic.

Opening the discussion Mr. Stringer stressed importance of adequate and qualified personnel. Wayne Kearl, news editor of KSL Salt Lake City, said women listeners should be given news that will interest them, along with carefully processed “heavyweight” stories. He said press association copy needs rewriting for the station’s own audience.

Frank K. Baker, supervisor of the KDYL Salt Lake City news staff, said news must be humanized if the audience is to continue growing. He suggested that editors weave stories of special interest to the audience into the who-what-when-where-why elements to give the copy perspective, life and force.

McCain, news editor of KLZ Denver, said his station has 40 correspondents on the payroll, with 120 others in small communities who produce about a story each month. Chic Crabtree, manager of KVMZ Twin Falls, Idaho, and Al Weeks, KFPM news editor, said they had nine correspondents and that all daily newscasts but one are opened with area news.

News Staff Growing

A. J. Mosby, owner of KGVO Missoula, Mont., said the station has four correspondents and plans to enlarge its news staff, with the director reporting directly to management.

News should be in the hands of professional newsmen and not under the program manager, according to Bud Blanchette, KGVO program manager. He explained the station’s 6:15-6:45 p.m. newscast consisting of ten minutes of national and international copy sponsored by Texas Co.; five minutes of local news sponsored by Texaco dealers; five minutes of sports delivered by the sponsor-owner of a sporting goods store; Behind the Headlines, beamed to men and sponsored by a department store; five minutes of movie news sponsored by a theatre. Four or five voices are used. A service charge is made for news programs, $4 for 15 minutes, $5.50 for five minutes, $12 per week for a strip.

William Day, news editor of KOA, submitted a paper on farm news, sponsored by a farm supply dealer. The plan was to have one editor handle state and local news, and another charge editor and continue news for the following month.

WEBER: “The political and social aspects of radio animated this corridor conference at the 14th District Meeting at Salt Lake City last week. Left to right, Jerry King, partner, Standard Radio; Richard F. Doherty, NAB director of Employ-Employer Relations Dept.; Hugh B. Terry, general manager of KLZ Denver, and district director who presided at sessions; C. E. (Bee) Arney, Jr., NAB secretary-treasurer.

BROADCASTING • Telecasting
IS RADIO too commercial and if it is, where does the responsibility for excesses lie?

This inquiry was made among advertising agency executives as part of a poll conducted for Broadcast Trends by Audience Surveys Inc., New York. (The first section of this poll was reported Jan. 6).

Fifty-one per cent of those replying to the questionnaire believe there is too much commercialism on the air—and they ascribe the responsibility principally to station owners and managers and advertisers.

The questionnaire was directed to a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business. It was answered not only by agency personnel involved principally in broadcast matters, but to those charged with responsibility for other media as well—in an effort to obtain a true reflection of agency thinking.

The results of the survey are shown in the following tables:

QUESTIONs, THE RESULTS, THE COMMENT OF THE EDITORS

TABLE I

"A recent nationwide poll conducted at the suggestion of the National Association of Broadcasters revealed that, while most listeners like radio, their most frequent criticism was leveled at radio's "commercialism." Do you feel that U. S. radio is too commercial, that it devotes too much of its time to advertising?

<table>
<thead>
<tr>
<th>Per cent of all respondents</th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>NO ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51</td>
<td>41</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

Agency opinion of radio's "commercialism" divides sharply: half of the panel feels radio is too commercial and forty per cent feel it is not. Only eight per cent of the respondents failed to register an opinion.

Those who reported that radio was too commercial were asked: (If you) "Which of these groups do you consider chiefly responsible for radio's overcommercialization?"

<table>
<thead>
<tr>
<th>Per cent of all reporting radio too commercial</th>
<th>Station owners and managers</th>
<th>Advertisers</th>
<th>Advertising agencies</th>
<th>Networks</th>
<th>Miscellaneous</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>46</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Comment: Agency people who feel radio is too commercial place the responsibility for it in equal measure on broadcasters and advertisers. Seventy-two per cent place the responsibility on agencies—less than half as many as believe the responsibility rests with advertisers or broadcasters. Only five per cent feel that the networks are responsible for the overcommercialism they detect in radio.

Respondents were asked to explain why they feel as they do about radio's "commercialism." Among those who feel that radio is overcommercial, these major criticisms (listed in order of frequency) emerged:

In general—commercialism are too long and too repetitious.

Specifically, critics said station managers and owners allow too many spots and chainbreaks; do not enforce strict enough controls (on commercials); are too concerned with revenue (and not programming); have grown careless because of profitable years; fail to provide public service programming—balance; should reserve more time for sustaining features, just as magazines do.

Advertisers pressure agencies too much; adopt a "to hell with listeners, I'm paying the bill" attitude; try too hard to get their money's worth; push because of heavy product competition; don't understand the medium.

Agencies are anxious to impress their clients; too rarely argue with their clients.

Of those who feel that radio is not overcommercial most respondents feel that: Commercialism is essential in our radio system, but why apologize for it if "it makes possible the finest and greatest variety of radio entertainment in the world"; the quality not the quantity of commercials is the root of the trouble—a long but good commercial could sound short.

Since most agency executives criticized station owners and managers, and directed relatively little criticism at the networks, it is important to learn what they think of locally produced programs and what suggestions they advance to improve such programs. Two questions were asked panel members in an attempt to provide this information:

TABLE II

"A recent poll of station managers indicated that many were producing local programs with a respectable audience-following but for which they were unable to obtain national advertising sponsorship. In your experience what is the chief obstacle to the purchase of national advertisers of more locally produced programs?"

Respondents were asked to reply in their own words. Analyses of their "free answers" reveals: Per cent of all respondents

| Difficulty of policing and checking them | 17% |
| Poor production | 16% |
| Cost too high | 14% |
| Poor talent | 13% |
| Inadequate data and information | 11% |
| Poor selling (of such programs) | 10% |
| Absence of national uniformity in a campaign | 5% |
| Lack of direct control | 4% |
| Easier to handle network shows | 4% |
| Poor merchandising | 3% |
| Poor times of broadcast | 3% |
| National advertisers prefer to produce own show | 2% |

Comment: Many of these reasons are interrelated. Those who commented on "the difficulty in policing and checking" (17%), "lack of direct control" (4%), "easier to handle network programs" (4%), were presumably saying the same thing in different words. Taken together, therefore, a total of 25% of the panel find the relative difficulty in handling local programs to be the major obstacle to their purchase for national accounts. The other major obstacles which were reported clearly result from implicit (or expressed) comparisons with network and transcribed programs: poor production (16%); poor talent (13%); and inadequate data (11%). Fourteen percent feel that the costs of locally produced programs are too high in relation to sales in the stations' coverage areas.

TABLE III

This second question was asked: "What can station managers do to improve the attractiveness of their locally produced programs?"

<table>
<thead>
<tr>
<th>Per cent of all respondents</th>
<th>Provide proof of results</th>
<th>14%</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Improve promotion and merchandising</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Improve quality of programming</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Provide more and better spots</td>
<td>7%</td>
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<tr>
<td></td>
<td>Get better talent</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Improve programming departments</td>
<td>5%</td>
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<tr>
<td></td>
<td>Lower production cost</td>
<td>5%</td>
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<td></td>
<td>Improve advertisers with the programs' local appeal and the variation of taste</td>
<td>2%</td>
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<tr>
<td></td>
<td>from section to section</td>
<td>2%</td>
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<tr>
<td></td>
<td>Standardize rates for time and talent</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Improve selling</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Build new ideas for programs</td>
<td>2%</td>
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(Continued on page 74)
FMA Liaison Committee Named To Meet Informally With FCC

Members Include Wayne Coy, C. M. Jansky Jr., Gordon Gray, Everett Dillard, L. H. Marks

FOLLOWING invitation of FCC Chairman Charles R. Denny to the FMA, Mr. Denny has added a liaison committee to meet periodically on an informal basis with the FCC, President Roy Hofheinz of FMA last week announced appointment of the FMA Liaison Committee.

When the FMA begins fullscale operations Feb. 1 the liaison committee will invite Chairman Denny and members of the Commission to meet on a more formal basis to discuss mutual problems, Mr. Hofheinz said.


Luncheons Profitable

Addressing the FMA luncheon Jan. 10 (BROADCASTING, Jan. 13), Mr. Denny said the Commission had found its monthly meetings with the NAB profitable for both broadcasters and the regulatory body.

"I think you ought to have an FMA liaison committee representing all your members to meet with the Commission informally and discuss any problems you might have," he said. "It would be helpful to us and I'm sure we could be of some assistance to you."

During a question period Mr. Denny had asked if he thought the "time was here" for FMA to set up a liaison committee to discuss possibilities of extending the FM band "in about five years," Mr. Denny emphatically stated that FM had been allocated 88-108 in the band and "there it stays." He added that the uncertainty of where FM was going to be had helped to delay transmitter and set manufacture, but now that the manufacturers know, they can go ahead with production.

Commenting on the future meetings with the FCC, Mr. Hofheinz said: "These meetings will not be social get-togethers. They'll be instructive and informative. Through the Liaison Committee we'll be able to keep our members informed of what is happening in the part of the Commission with reference to specific problems and we'll be able to present a better picture of our problems to the Commission."

The FMA executive office will poll members, he added, to learn what questions the membership wishes taken up by the committee.

Mr. Denny said he would ask various department heads having to do with FM broadcasting to attend the meetings along with himself and other commissioners.

Incorporation papers for FMA were filed Wednesday with the Recorder of Deeds for the District of Columbia. Incorporators were Messrs. Hofheinz, Jansky and Marks.

Four State Regional Will Air Ball Games

CONTRACTS for reported regional network broadcast of major league baseball season to be sponsored on a participating basis were signed Thursday in Chicago.

Formation of the Midwest Baseball Network will enable as many as 30 stations in Illinois, Indiana, Iowa and Michigan to broadcast all games of the Chicago Cubs effective April 18. The regional network gained permission from WIND Chicago, which has radio rights to all Cub games, to broadcast the games on a network basis.

Under terms of the contract the regional will underwrite the entire cost of leased wires, traffic and station time with national and local advertisers eligible to enter into participating sponsorship.

P. Lorillard Co. (Old Gold) through Lennen & Mitchell, New York, and Walgreen Drug Co., through Schwimmer & Scott, Chicago, will continue to sponsor the Cub games on WIND. Bert Wilson will do the play-by-play account for both WIND and the regional.

DISCUSSING FMA promotion campaign were these three experts who addressed FMA meeting in Washington Jan. 10 (1 to r): Dr. Ray Manson, president, Stromberg-Carlson Co.; FCC Chairman Charles R. Denny; Hugh D. Lavery, McCann-Erickson, New York.

Regional. WIND said it granted permission to Midwest to carry the games due to the intense interest in the broadcasts in areas outside its primary area.

Stations set for the new regional network include WQUA Moline, and WMMJ Peoria, Ill., and WMUS Muskegon, Mich.

Albert Crews Named to Fill Position As Chief of Radio Unit Under MacArthur

A NEW CHIEF of the Radio Unit, Information Division under General MacArthur in Japan, has been selected.

He is Albert Crews, production director of NBC Central Division, and former chairman of the radio department of Northwestern U. Mr. Crews holds an M.A. in speech and radio from Northwestern and is working on his Ph.D. in radio at that school.

He has had six years newspaper experience in addition to his radio work which includes direction on

Author's Playhouse, Hot Copy, Lights Out, Grand Hotel, The Basters, among others. Mr. Crews spent close to a year with the Army in Europe in 1945-46 as chairman of the radio department, U. S. Army University No. 2 at Blairritz, and was station manager of AFN Stations WJIB and WJIBR.

From 1943 to the present, Mr. Crews has been radio editor of Houghton Mifflin Publishing Co. He is also author of Radio Promotion Directing and Professional Radio Writing, published by that company in 1944 and 1946 respectively. At present he is giving a lecture series on advanced radio at Northwestern, and at the end of the series, will leave for Japan.

According to Maj. F. B. Simmons, of the Personnel and Training Branch, Civil Affairs Division, War Dept., over 50 letters and telegrams came to his office in response to an article in BROADCASTING, Dec. 30 telling of the need for a man to fill the post.

Pierce Program

PIERCE WATCH CO., New York, during the first week in April begins a quarter-hour once weekly transmitted series of programs, This Is America, featuring Edwin C. Hill, in four cities, San Francisco, New Orleans, Oklahoma City and Dallas. Series will be aired April through June and will be resumed October through December. Agency is Joseph Katz Co., New York.

Air-Wick Plans 200

SEEMAN Bros., New York, distributor of Air-Wick, Jan. 27 is to start national campaign to include reported 200 stations. Agency is William H. Wintraub & Co., New York.
Radio Division in All Stores Urged

NRDGA Told of Power Of Air Medium

In Soles

CREATION of a radio department in every retail store was advocated Wednesday morning at the radio session of the 34th National Retail Dry Goods Ass'n Convention held in New York last week, by Lee Hart, NAB assistant director of broadcast advertising and director of radio at Joske's of Texas during the store's championship in the field of broadcasting as a medium for retailers.

Warning store operators that they can't just "play around with radio," Miss Hart said use of the medium calls for careful planning and continuous guidance by some one who understands the power of the air. In her position. She said the department must not only assume the responsibility of planning and scheduling for radio but must develop skill in writing copy for its potential advertising impact.

In citing the power of radio as an advertising weapon, as demon strated by Joske's, largest depart ment store in the Southwest, Miss Hart said lessons learned from the clinic are available to all stores through a series of NAB publications. In class in the series, due for copy lessons will be published by NAB in a fortnight.

The broadcast medium offers stores the chance to use the air waves to turn listeners into customers and to develop a "persuasive, personalized selling voice" in the buyer's market, Miss Hart told the nation's retailers.

Joske Study Reviewed

A comprehensive report of the radio advertising study conducted in San Antonio by the large depart ment store, Joske's of Texas, in cooperation with the NAB, was presented.

Willard H. Campbell, sales manager of Sibley, Lindsay & Curr, Rochester, N. Y., was panel chairman. Mr. Campbell introduced the study, which described Joske's radio advertising program. He outlined the background of the Joske study, the most intensive radio advertising campaign ever undertaken by any retailer.

Using BMB, which Mr. Pellegrin compared with the Audit Bureau of Circulation for newspapers as a station gauge, Joske's launched a radio campaign featuring the "beam ed program technique," in which programs were aimed at the mass of listeners, he said. The results of the clinical test have been combined into a 90-page initial book, Radio for Retailers, with supplementary chapters soon to be available.

Value of Repetition

Outlining the development of the Joske radio advertising tests, Edward C. Sullivan, executive vice president and general manager of Joske's, said that after the beam ed program technique had been developed, the store set up a separate department for developing its advertising campaign. A training program was given writers so that "as a result, we now have a staff of competent script writers although none of them had had any radio experience before being at Joske's."

He credited radio with selling the slogan, "Joske's of Texas, the largest store in the largest State," taking it into San Antonio to such an extent "that it is practically a by-word in Texas and Mexico."

He said that although "most phases of the plan are now completed, we are continuing our extensive schedule. We are firmly convinced that radio is one medium in which repetition, repetition, repetition is of the utmost importance. We feel its value increases with use. Radio advertising is effective when properly planned, when used boldly, sufficiently and regularly. If you plan to stop, don't start. We know that our success has been due to careful planning, competent and thorough follow-through, and an adequate schedule regularly maintained."

NAB Wins NRDGA Prizes

James Black Dry Goods Cited For Broadcasts on KXEL

THE James Black Dry Goods Co., Waterloo, Ia., last week won two of three first prizes presented by the National Retail Dry Goods Ass'n in its first nationwide radio program contest.

The Iowa firm was awarded the grand prize for the outstanding program in the store contest and also for the outstanding program sponsored by a store with an annual business volume of less than $5,000,000.

The grand prize winner was RFD 1640, a farm and local news program which appears on KXEL Waterloo. In the smaller store group, Black's won top honors for the teen-age program, Music for Moderns, also presented on KXEL. McCurdy & Co. of Rochester won second prize honors in the smaller store group with its Little Symphony program.

Bullock's Wins Award

First prize for the outstanding program sponsored by stores doing an annual sales volume of more than $5,000,000 went to Bullock's of Los Angeles for its program Diamond Lens. This was a part of a series titled Favorite Story. Maas Bros. of Tampa, Fla., was second prize winner in this category with Melody Matinees. Third prize award went to radio William Hengler Co. of Buffalo for its Early Date at Hengler program.

The awards, which were presented at the 36th annual conven tion of the NRDGA at the Hotel Pennsylvania in New York, were presented by President Benjamin Naumn. Judges included Arthur Steiber, president of James M. Cowan Co. of New York, and Thomas D. Connolly, CBS director of program promotion; Margaret Cuth bert, NBC director of women's activities; Arthur Pryor, vice president and director of radio, BBD; Prof. Isabel Wingate, New York U.

Station Court Appeal Right Upheld

RIGHT of a station to go to court to settle legal questions concerning operation of its business was as sured in the Circuit Court of Appeals, 10th Circuit, in a decision sustaining a District Court ruling in the case involving the demand of New Mexico State College for specific time on KOB Albuquerque. KOB was sold in 1936 by the college board of regents to T. M. Pepperdax, publisher of the Albuquerque Journal.

The decision was handed down by Judge Orrie L. Phillips and concurred in by Judges Walter A. Huxman and Alfred T. Murrah, holds the station is bound by FCC regulations and by the Federal Communications Act to refuse specific time demands of the college, which had claimed right to an hour of free time daily on KOB under terms of the 1936 contract of sale.

In June 1945 the college had served Commission on KOB for quarter-hour and half-hour periods in the late afternoon and evening, as well as Sunday morning, without describing program plans. Judge Phillips upheld the station's duty to exercise its own judgment in control over and supervision of its programs. Refusal of college demands for specific periods, with no mention of program plans, was within KOB's rights, he held, ruling that the station may not surrender its rights or duties as a licensee through private contract.

Effect of the decision is believed to deprive the FCC of exclusive jurisdiction to decide contractual questions involving station public interest responsibilities.

District court decision holding that the company had sole right to exercise its judgment in refusing to surrender by private contract its right to choose program and designate time was handed down in December 1945, KOB receiving a declaratory judgment interpreting the 1936 contract.

Contract to KOB included W. Theodore Pierson, of Pierson & Ball; Sen. Carl A. Hatch and former Gov. A. T. Hannett. Representing the college were Philip J. Loucks and Joseph F. Zias, of Loucks & Scharfeld.

Other Cases Pending

Pending also in the U. S. District Court, New Mexico, is a suit filed by the Board of Regents, New Mexico State College, asking specific performances in the 1936 contract by which KOB was sold to the present owners. This contract, the board alleges, requires the station to mention "The New Mexico State College Las Cruces" on all KOB announcements. The board asks $2 for each of 250,000 alleged violations of contract provisions [BROADCASTING, June 17, 1947].

The FCC set for hearing, in an order issued Jan. 3, the petition of John J. Dempsey, who retired recently as New Mexico's Governor, alleging KOB broadcasts "false, defamatory and scurrilous allegations."

(Continued on page 75)
Color Telecast by Cable to Be Tested

Comparison With Local Transmission Sought

In Video Hearing

WHAT EFFECT does intercity coaxial cable transmission have on reception of color television?

Seeking an answer to the question, FCC announced last Wednesday that CBS program material would be transmitted from New York to Washington and back to New York via coaxial cable as part of the color video hearings in New York Jan. 27-28.

"This will enable the Commission to observe the reception of CBS color program transmission as broadcast locally, in comparison with the same program as broadcast after transmission over the intercity coaxial cable," FCC explained.

Effect of Cable

The cable's present effectiveness in transmitting color telecasts was discussed briefly during the first sessions of the hearing, held in Washington the week of Dec. 9 [Broadcasting, Dec. 16].

The cable transmission will be handled by American Telephone & Telegraph Co., pursuant to an FCC request that AT&T "introduce certain video signals carried by the Commission...concerning the operation of its coaxial cable."

AT&T also "will have a qualified witness at all future hearings to present testimony concerning various aspects of its coaxial cable in connection with the transmission of television," FCC asserted.

The demonstration of its mechanical-scanning color system "for the record" was requested by FCC. Allen B. Du Mont Labs. and RCA, which are opposing the CBS proposal, will use the frequencies of the 480-920 mc band for commercial color operation, volunteered to demonstrate their own video developments, also for the record.

Mr. Newhall also reported that Dr. Charles R. Denny and Comr. Ray C. Wakefield, who were unable to attend CBS's Dec. 16 demonstration for the Commission, were slated to view the network's development the past weekend. They were to be accompanied by New York by Harry M. Plotkin, assistant general counsel, and Curtis F. Harper, Jr., the Engineering Dept.'s Television Section.

The Jan. 27-28 session will be held in Room 703, U. S. Court House, Foley Square, New York, starting at 10 a.m.

CBS will lead off with a demonstration of color video transmission by the mechanical sequential method, broadcast from the network's experimental transmitter atop the Chrysler tower several miles north of the Court House and received on one or more color receivers in the hearing room.

Allen B. Du Mont Labs. will follow the CBS demonstration with one of its own, designed to show the limitations of the CBS system, which Du Mont believes is based on standards too low to produce a satisfactory video service. Two days have been allotted for these demonstrations, the present plans are to put on a program of about 20 or 30 minutes and to let the demonstration speak for itself, with only as much oral explanation as is necessary to explain the transmission process. How long the total CBS presentation will run will depend on the FCC and on the length of the cross-examination, he said.

Allen B. Du Mont, president of the Du Mont organization, told Broadcasting that the primary point the Du Mont presentation will attempt to make is that the CBS mechanical color transmission in effect limits the picture speed to 24 a second, in comparison with the 30 pictures per second produced in today's black-and-white picture transmission. "We believe," Dr. Du Mont said, "that the CBS standards are entirely too low and that the standards set for color video should be at least as high as those for black-and-white television."

Asks Same Subject

Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, Dr. Du Mont said, in contrast to the CBS pictures of 6-by-8 inches with brightness of only 20-foot lamberts.

The effects of room illumination on images of various degrees of brightness will also be demonstrated to show the importance of a bright picture to the televiwer, he said. Dr. Du Mont added that he had requested the FCC to hold the same subject transmitted at the same time by his station, WABD New York, and the CBS experimental color station, comparative tests showing the limits in the CBS laboratory set-up have so far made it impossible to reach a satisfactory basis for such an arrangement.

Dr. Du Mont also reported that he has asked the Commission to have CBS demonstrate reception of its color pictures in Yonkers, N. Y., Peekskill, West Point, Newburgh, Poughkeepsie and Saugerties. In all these communities, ranging from 12 to 100 miles from New York, tests have shown an acceptable reception of black-and-white video pictures on the present commercial band, he said, but an inability to receive the demonstration of the experimental color transmitter in the upper frequencies around 500 mc.

RCA's demonstration on Jan. 29, will feature color picture transmission by an all-electronic system which transmits the three basic colors simultaneously on three individual bands for reception by three television receivers which project their images together on a single screen where they combine into a composite color picture.

Demonstration, as outlined for Broadcasting by Dr. E. W. Engstrom, RCA vice president in charge of research, will also show how the colored telecast can be delivered as a monochrome image on a present day or preserv black-and-white receiver fitted with an inexpensive converter.

Final session will get under way in Washington Feb. 10 following completion. This will include testimony by Du Mont, which was deferred from the December session; and cross-examination of Dr. Peter C. Goldmark, demonstration of the color transmission system, and Ray D. Kell, in charge of television system research for RCA Labs.

AFRA Slow to Move on NAB Refusal

Union Marks Time on Board Failure to Approve Committeemen

THE HOT POTATO which the NAB dropped into the AFRA-network labor problem when it refused to participate in a labor-management committee, as specified in a compromise contract which AFRA and network executives had initially regarded as "a real issue."

Wrote Mr. Heller: "AFRA wants to create a labor-management committee willing to sit around a table and discuss affairs of mutual interest—only AFRA's interest please note—for the purpose of promoting amicable relations in the best interest of the radio industry."

The original composition of the committee to which AFRA and the networks agreed was four representatives from the networks, four to be appointed by the NAB, and eight from AFRA.

After the NAB board's decision in June to reject the AFRA proposal, the network executive was understood to have proposed that the four appointments which the NAB refused to make might be made by network affiliate advisory councils. Of the four major networks only Mutual is without such a council.

It was not known, however whether this plan would be acceptable to AFRA.

Heller's Letter

BROADCASTING

"In your editorial of Jan. 13 you approved of AFRA's actions in refusing a request by the NAB to proceed in building a committee for promoting better relations between the two groups. You also implied that the request by the NAB was 'insensitive' and that AFRA's reaction was 'massively correct.'"

AFRA tried to "eureke" network affiliates into a "secret covenant" simply does not stand up in the light of the facts. As is true in any negotiations the step by step course of the discussion was not published. But the present clause in the protest, until its text is made public, has been initialed by the authorized representatives of all the networks. This is nothing secret about it as far as AFRA was concerned.

Inasmuch as AFRA operates on a committee system, and naturally, when you term "a secret covenant" was referred to in AFRA's national board, (b) to local boards in New York, Chicago, Los Angeles, etc., and (c) to affiliate relations and file membership in the same four networks, it is not the sort of thing to be published. In the interest of the public, we are now bringing this matter to the attention of the industry.

The real issue involved is that AFRA wants a labor-management committee willing to sit around a table and discuss affairs of mutual interest. AFRA does not seek or want a "secret covenant" because that is not solely AFRA's interest, please note—for the purpose of promoting amicable relations in the best interests of the (Continued on page 75)
Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track!

But our radio point is this: just being big isn’t always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don’t forget this is a 5-station town! If you want low cost sales results ... put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember ... it’s W-I-T-H, the independent.

WITH
AM and FM
Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed
January 20, 1947  *  Page 19
WOKO Offers Reorganization Plan

Separation from WABY Also Anticipated In Petition

COMPLETE reorganization of WOKO Albany and separation of that station from WABY, now under common ownership, are proposed in a petition filed last week with the FCC by Dempsey & Koplovitz, Washington counsel for WOKO Inc.

At the same time an amended application for license renewal and increased power to 5 kw was filed. Within a fortnight application to transfer control of WOKO to The Press Co., Albany, and control of WOKO to Raymond M. Curtis will be filed, the petition stated.

Presented to the Commission Wednesday afternoon, the petition was filed two days after the U. S. Court of Appeals issued an order certifying the Supreme Court's decision which upheld the Commission's denial of license renewal to WOKO Broadcasting, Dec. 161.

Stock Is Sold
Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, has sold his 24% interest in WOKO Inc. to the corporation for $108,000, the petition recited. That transaction, which included $19,200 in dividends which had been withheld, was consummated on Jan. 9, petition stated.

Purchase of Mr. Pickard's stock, held in the name of Richard K. Phelps but beneficially owned by Mrs. Francke Pickard, wife of Mr. Pickard, was made with surplus funds by the corporation.

On Jan. 10, Harold E. Smith, who was found by FCC to have aided Mr. Pickard in the concealment of Mr. Pickard's interest, resigned as secretary, treasurer and director of the corporation and entered into a firm agreement whereby he relinquishes his 255 shares (25½%) of voting stock in WOKO and receives, in lieu, an equal number of non-voting shares. The necessary papers have been filed with the New York Secretary of State to permit issuance of non-voting stock.

Because of his ability as a station manager, the firm plans to retain Mr. Smith as manager, but without voice in policy or operations beyond technical and programming, the petition stated.

Replacing Mr. Smith as a director the stockholders have elected Samuel Jacobs, who also is the new secretary. Mr. Jacobs is assistant corporation counsel in the Law Dept., City of Albany, and formerly was counsel for the Dept. of Public Welfare, Albany County. He will prepare and execute all applications, reports and other documents which must be submitted to the FCC.

Messrs. Smith and Curtis, who own 510 out of 760 shares of WOKO, and 105 of 200 shares of Station WABY, on Jan. 10 made an agreement with the Press Co., owner of 250 shares of WOKO and 30 shares of WABY, to exchange their controlling interest in WABY for the Press Co.'s minority holdings in WOKO, subject to FCC approval. In addition Messrs. Smith and Curtis agreed to pay to the Press Co. $5,000 each, the petition said.

Pursuant to the new contract whereby Mr. Smith relinquishes a voice in WOKO's affairs, the 125 shares of WABY from the Press Co. will be turned over to the corporation for non-voting stock.

Submitted with the petition and amendment to the renewal application were letters from civic, charitable, religious and other organizations of Albany and Albany County, commending the service presented by WOKO under its present management.

At the same time WOKO filed application to increase power to 5 kw fulltime from 1 kw per day, 600 w night. Station operates on 1450 kc. WABY uses 250 w on 1450 kc.

At press time the FCC had taken no affirmative action on the appeals court order, pending complete study of the Supreme Court decision by the Commission staff. Meanwhile WOKO continues operations on special temporary authorization.

Pending before the Commission is the application of Van Curler Broadcasting Corp. requesting WOKO's facilities with 5 kw power. Should the Commission accept the amended WOKO application, a consolidated hearing likely would be held, said FCC sources.

Seek License Transfer
ASSIGNED ME full功率 license of WQUA, new 250-w station on 1230 kc at Moline, Ill., from a partnership to a corporation with no change in ownership is sought in an application reported by FCC last week. Bruff W. Olin Jr. owns 90% of the present licensee, Moline Broadcasting Co., and of the proposed licensee, Moline Broadcasting Corp.; Olin, G. Decker French and Howard P. Eckerman own 5% each.

Mr. Olin is president and treasurer of the corporation; Mr. French is vice-president, and Mr. Eckerman is secretary.
ELECTED NATION'S NO. 1 PROMOTIONAL HORSE IN CANTOR-PABST "GODIVA"

KGNC INGENUITY PAYS OFF TO TIMEBUYERS TOO!

Proud? You bet! But not cocky of the $1,000 first prize we won in promoting the Eddie Cantor Show for Pabst Blue Ribbon...just anxious to do a bang-up job for you, too! Contest or no contest...ours is a full-time merchandising and promotional job throughout the year. To you, KGNC means this...full, effective coverage of Amarillo and its vast trading area; super programming that has won not only national recognition, but a constant, loyal, local audience as well. We promise WINNING RESULTS FOR YOU, TOO!

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales
GOING TO 10,000 WATTS, 710 KC. SOON

KGNC
AMARILLO, TEXAS
1440 ON YOUR DIAL
Gold Drops News Editing To Write Capital Column

BILL GOLD, news editor of WINX, Washington independent owned by the Washington Post, has transferred to the Post as columnist. His column, "District Line," light commentaries on the Washington scene, started last Monday and will appear Monday through Saturday. Mr. Gold will continue his nightly Post Preview at 11 p.m. on WINX.

His successor as WINX news editor has not yet been named. Mr. Gold became the station’s news editor in the summer of 1944. He was formerly news editor of WCPO Cincinnati.

Covers Installation

INSTALLATION ceremonies at the Washington National Cathedral of the Right Rev. Henry Knox Sherrell as Bishop of the Episcopal Church in the U.S. was telecast last week by Du Mont station WTTG Washington and carried in New York by WABD and WNET.

AMONG TBA officers for 1947 (left to right, seated): Will Batin, TBA secretary-treasurer; F. J. Bingley, Philco; J. R. Foppele, WOR New York, TBA president; Curtis W. Mason, KFI Los Angeles. (Standing, 1 to r): G. Emerson Markham, WRGB Schenectady, TBA vice president; Paul Raibourn, Television Productions, TBA assistant secretary-treasurer; Allen B. Du Mont, Du Mont Laboratories.

NAB Says 7-8 a.m. Good Daytime Hour

Broadcast Advertising Dept.

Issues Listening Report

RADIO listening before breakfast (7-8 a.m.) is higher than that of six other daytime hours, according to a publication on audience measurements titled "It Pays to Know Your Radio Audience," published last week by the NAB Dept. of Broadcast Advertising.

The 16-page report covers results of several studies conducted during 1946 to evaluate types of radio research and their application to sales and programming, according to Frank E. Pellegrin, NAB director of Broadcast Advertising. The studies were conducted by the NAB Sales Managers Subcommittee on Audience Measurement. A report on the work was given at the NAB Chicago convention last October by Howard S. Meighan, CBS vice president and subcommittee member.

Charts depicting audience habits were prepared by the Research Dept. of CBS Radio Sales. The booklet will be distributed by NAB.

7-8 a.m. Superior

In a section on little known dimensions of a station’s audience, the booklet shows the superiority of the 7-8 a.m. hour over other hours from 6 a.m. to 6 p.m. Extent of outside area listening as against home county listening is pointed out, with the suggestion that city surveys are not adequate to tell the audience story. A chart on audience composition indicates that 7-8 a.m. and the noon hour draw large numbers of men listeners.

"Mood sequence" programming is advocated by the subcommittee’s report, based on “where a program’s audience comes from and where it goes.” "Mood sequence” is described as referring to mood of the audience during a sequence of time periods. Careful study of audience flow is advised, with charts and suggestions on how to win and hold listeners.

Third section of the subcommittee study shows how typical local programs were analyzed by the Lazarfeld-Stanton Program Analyzer technique, used by CBS and McCann-Erickson. The method is declared to show not only how listeners react, minute-by-minute, to a specific program, but also why. Cases are cited to show how stations can benefit by research findings.

Delay KBIX Hearing

HEARING on the KBIX Muskogee, Okla. renewal and a new FM station was postponed from Jan. 15 to Feb. 17 on FCC’s own motion, the Commission announced last week. It will be held at Muskogee. KBIX programming is involved in the renewal hearing.
Audiences are what count ...and in BUFFALO

the "New" WGR*

has the strongest program appeal in its long history

*WGR...Buffalo's oldest station...Columbia's basic outlet...is heading for new peaks in 1947 under the new ownership of two of the industry's most successful management pioneers...Leo J. ("Fitz") Fitzpatrick and L.R. ("Ike") Lounsberry.
WASHINGTON, as the news capital of the world, provided radio its greatest opportunity and responsibility in 1946—to report, speedily and impartially, news of the tremendous economic, social and political postwar upheaval.

The WOL-Mutual Washington Radio News Bureau (organized just a year ago) met this responsibility squarely: broadening the overall scope of capital news coverage—pioneering in the effective use of the wire recorder—relentlessly exposing intolerance and political immorality—scoring radio's most impressive list of news "firsts."

LOOK AT THE RECORD →
BILBO

Senate Investigation:

FIRST

to crack the ban against broadcasting Senate investigations.

VARIETY said: "WOL-Mutual newsmen for the second time this year pioneered in opening hitherto closely guarded Government sessions to radio mike."

GEORGIA

LYNCHINGS:

FIRST

with an on-the-spot wire-recorded survey of the Georgia scene following the Walton County multiple lynchings. WOL reporter Macon Reed flew direct to the scene.

ICKES

RESIGNATION:

FIRST

to crack the ban against broadcasting Cabinet press conferences. VARIETY said: "Big-time news scoop * * * Mutual's WOL broke the first taboo when it took a wire recorder into former Secretary of the Interior Harold Ickes' bow-out press conference." This program was named by RADIO DAILY one of the six outstanding broadcasts of 1946.

Congressional

Record Citations:

FIRST

radio news bureau ever to earn consistent Congressional Record references—seven times within seven months!

CONGRESS

TODAY:

FIRST

to provide regular daily comprehensive reports on Congress broadcast direct from Congressional galleries. Reported by WOL's Ray Henle, called by THE BILLBOARD "one of radio's top commentators."

CAPITOL

QUOTES:

FIRST

in Washington with the extensive use in news programs of wire-recorded direct quotations from personalities in the news.

Midland Broadcasting Co. to Acquire New Home for KMBC Kansas City, Mo.

ANNOUNCEMENT that the Midland Broadcasting Co., operating KMBC and KMBC-FM Kansas City, has contracted to purchase the American Red Cross building at 11th and Central streets, near the center of the city's downtown section, was made last week by Arthur B. Church, president of Midland.

The four-story marble building with more than 100,000 square feet of floor space will provide facilities for KMBC and KMBC-FM, and the studios of the new Midland station at Concordia, Kans., which the FCC authorized last November, also will be located there, Mr. Church stated. At present the stations operated by Mr. Church occupy the 11th and most of the 10th floor of the Pickwick Hotel in Kansas City.

Mr. Church said plans have not been completed for use of the spacious auditorium in KMBC's new home, but it is expected that the auditorium, now devoid of seats and furnishings, in time will be made available to Kansas City civic interests who will use it in conjunction with KMBC. The Red Cross may retain office space in the building until the end of 1948.

KMBC-FM, which operates on both the low and high FM bands, expects to begin operating with 12 kw soon, using newly installed equipment, Mr. Church announced.

Joins KRI0 Staff

APPOINTMENT of Bill Dickson, ex-Army public relations officer and writer, to the staff of KRI0 (Valley Broadcasting Assn.), which will begin operation about April 1, at McAllen, Tex., was announced last week by station's general manager, Ingham S. Roberts. Before entering the Army Mr. Dickson studied economics and government at the U. of Texas, where he was chief announcer and actor for the Radio House, an experimental radio production laboratory.
DEVICES OF DISTINCTION

Makers of early American pewter ware stamped "touch marks" on their wares to identify their craftsmanship. These marks not only symbolized the artisan's pride in his handiwork, but also served as a primitive type of advertising to encourage "repeat business."

In modern advertising the letters "WCBM" mean much to sponsors who continuously use this station. It is the type of "repeat business" that eloquently describes WCBM's ability to reach and sell to the people of metropolitan Baltimore. For your 1947 advertising, give full consideration to what WCBM can do for you.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
Grant for Jackson Outlet Made Final
FCC Also Okays KWFT and WROL
Power Increase Requests

PROPOSED GRANTS for a new station at Jackson, Miss., and for power increases for KWFT Wichita Falls, Tex., and WROL Knoxville, Tenn., were made final by FCC last week.

The Commission meanwhile rescinded its Dec. 8 grant to James S. Rivers, general manager of WMJM Cordele, Ga., for a new station at Sanford, Fla., on 1400 kc with 250 w fulltime [Broadcasting, Jan. 13]. FCC said the grant was set aside "pending further study of the qualifications of applicant." Mr. Rivers applied in the business name of Southeaster Broadcasting System.

The proposed grants made final involved three of six applications in a 620-kc proceeding [Broadcasting, Dec. 16]:

Rebel Broadcasting Co. was authorized to operate a new station at Jackson on 620 kc with 5 kw day and 1 kw directionalized at night. The company is owned by a partnership composed of C. A. Lacy, in broadcasting for 15 years, and Charles E. Russell, W. C. McCarty, and T. E. Wright, Jackson businessmen. CBS affiliation is planned.

KWFT was authorized to increase power on 620 kc to 5 kw fulltime, directionalized at night. The station now operates with 5 kw day and 1 kw night, directionalized fulltime.

WROL, now on 620 kc with 1 kw day and 500 w night, was authorized to operate with 5 kw fulltime, directionalized fulltime.

Engineering conditions accompanying each proposed decision were modified in the final grants.

The grants were issued after WRAL Raleigh, only applicant which received a proposed denial in the six-application proceeding, notified the Commission that it would contest only the proposed grants which were mutually exclusive with its own application: WDNC Durham's application to move from 1490 kc with 260 w to 620 kc with 5 kw day and 1 kw night, directionalized fulltime, and Public Information Corp.'s application for a new Durham station on the local frequency WDNF proposal to vacate. The WRAL application asked for a move from 1240 to 620 kc and a power increase from 250 w to 5 kw day and 1 kw night, directionalized fulltime. Oral argument on these three will be held.

Ad Club Host

LOS ANGELES AD CLUB will be feted by San Francisco Ad Club at Palace Hotel in latter city Jan. 22. Approximately 100 Los Angeles members will attend, with Robert L. Smith, executive vice president and general manager of Los Angeles Daily News, speaking on "Does Advertising Have A Conscience?" Fred Kerman, president of Los Angeles Ad Club, will preside, with Charles Levitt, vice president at Kerman, Levitt & Smith, Los Angeles, as chairman, and Red Skelton as guest star.

CP APPROVAL RAISED
43% TO $50 MILLION

WEELLY rate of construction project approvals has been raised from $35,000,000 to $50,000,000 per week, an increase of 43%; according to Maj. Gen. Philip B. Fleming, administrator of the Office of Temporary Controls. Control of non-veterans construction was imposed last March 27 by the Civilian Production Administration, a unit of OTC.

Besides easing the building limit, CPA has notified field offices they may approve foundations and structural frame work in areas of unemployment and where cement is in free supply, provided critical materials are not used.

Existing rules governing approval and denial of building projects by local boards otherwise remain unchanged. Broadcast stations are limited to $1,000 in construction projects unless CPA permits are granted by local boards.

buying the best radio station is not just a matter of luck

Rather, it is an accurate and factual business—a phase of advertising that requires keen sifting of facts and figures.

In Memphis, facts and figures prove WMC first by a convincing margin.

—the station with the billion dollar market area

WMC

MEMPHIS • NBC • 5000 WATTS
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' DOMINANT RADIO STATION
"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Page 28 • January 20, 1947

"TIMES' SUGGESTION"
Paper Takes Stand Against Sponsored Newscasts


"The advertiser under these circumstances, [sponsored newscasts] has the power," says the editorial, "to take off the air part of the news and opinion a station furnishes."

The Times continues that the present method of sponsored news and commentators is open to some grave criticism. Advertisers are being permitted to say what news is to be put on the air. The power and responsibility of such a choice is not properly put into their hands alone."

"Jack Gould, discussing the problem in this newspaper's columns, has suggested entirely separate commercials before or after news and comment periods but without any sponsorship connection. This is one logical alternative to a system that casts doubt on the impartiality of stations and newscasters," the editorial concludes.
You can't cover California's Bonanza Beeline without on-the-spot radio

California's great central valleys plus Reno and wealthy western Nevada — this is the vast Beeline market and it's a bonanza! It absorbs more retailed merchandise than San Francisco and Seattle combined.

But it's a market set apart by mountains — mountains that stop most outside radio signals cold. So, to radio-sell California's Bonanza Beeline, you need on-the-spot radio.

That means the five BEELINE stations. Each of this group (not a network or a chain) dominates its community. KFBK Sacramento, for example, with a 26-week nighttime local show rated an astounding 18.6 in a recent Hooper survey — outstripping the next best station nearly 6 to 1! See what any or all of these Beeline stations can do for you.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

McCLATCHY BROADCASTING COMPANY

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WLOX Attacks FCC Reasoning In Denying Biloxi Application

AN ATTACK on FCC's reasoning in its proposed denial of the WLOX Broadcasting Co. application for a new local station at Biloxi, Miss. (1490 kc, 250 w) is contained in a petition filed with the Commission by the WLOX group.

The proposed decision anticipated denial of the application on grounds that the principal stockholder, James S. Love Jr., "has consistently violated certain laws of the State of Mississippi" through the operation of slot machines and the sale of liquor on property which he manages [BROADCASTING, Oct. 14].

In its petition, the WLOX group argues that "the State has not even accused anyone involved in this proceeding of violating any state law, and, of course, has never found him guilty." It contends that "the Commission is without jurisdiction to 'try' anyone for the violation of any state law, much less to punish him by denying an application because of such alleged violation."

"If the Commission be assumed to be clothed with that function, it must impartially exercise it," the petition continued. By that standard, the petition contended, the Commission "must determine" whether the owners of WGCM Gulfport, which has a Biloxi application mutually exclusive with WLOX's, "have violated any of the Mississippi laws, particularly the statute making it unlawful to keep, have in one's possession, sell, or give away intoxicating liquor."

[This] means that anyone, even a representative of the Commission, who may have sipped a glass of wine in the State of Mississippi violated the law."

In its proposed decision, FCC anticipated denial of the WGCM application on grounds of duopoly. WGCM owners, Hugh O., William E., and James O. Jones, have offered to amend to withdraw William E. Jones from the Gulfport ownership and make him, instead, the applicant for Biloxi, so that "there will be no ownership connected between the Gulfport station and the proposed Biloxi station."

The WLOX group, although contending that Mr. Love paid liquor taxes as required by State law and secured and posted all necessary Federal licenses relating to liquor and slot machines, has petitioned for permission to amend its application to show Mr. and Mrs. Love, who owned 90% of the stock, as having 23½%, and to add six new stockholders. Vance M. Thompson, who had the remaining 10% in the original application, would retain 6½%. New stockholders would be: M. H. Dees, automobile dealer, president (16½%); L. J. Smith, dentist, vice president (16½%); B. B. O'Mara, physician, secretary (13½%); C. S. Wentzell, owner of the town, treasurer (16½%); Howard McDonnell, attorney and State Senator (3½%); Glenn L. Sweetman, bank cashier (3½%).

NAME NEW DIRECTORS AT MccANN - ERICKSON

Mr. Harper Mr. Deane
ROY M. ALDERMAN, Marion Harper Jr., and Julian Lowrie Deane, all vice presidents of McCann-Erickson, New York, have been elected directors of the agency.

Mr. Alderman has been associated with McCann-Erickson for 17 years, 12 of which were spent in Cleveland as vice president and manager of the agency's local office. He entered the Army in 1940, and following his release was assigned to the agency's New York office as vice president and a service group head.

Marion Harper Jr., joined McCann-Erickson as a trainee in February, 1939. He was named manager of copy research and later director of all research activities and was appointed a vice president in April 1945.

Julian Lowrie Deane, who is McCann-Erickson's account executive for Standard Oil Co. of New Jersey and affiliated Esso Market- ers, has been with the agency since 1934.

Complaint Filed

JOAN EDWARDS, whose option on the CBS Hit Parade program, sponsored by American Tobacco Co. (Lucky Strike Cigarettes) through Pente, Cone & Belding, was dropped after the current 13 weeks, has filed an objection with AFRA (Early story page 64). Miss Edwards claims that she had an oral understanding with the agency and sponsor indicating that her option would be picked up after 13 weeks and as a result moved her home from New York to the West Coast. AFRA is currently studying the case.
MIND IF WE TRY ON THIS GARLAND IN PUBLIC?

Hard Hitting Sales Promotion WINS Sales for Time Buyers—WINS Community Interest — WINS CONTESTS TOO!

...ALSO WON A PRIZE IN THE LONGINES PROMOTIONAL STINT!

TAYLOR-HOWE-SNOWDEN

We're serving the "Magic Valley"... but there's nothing magic about the way we get results down here! We're mighty proud of every tangible indication of achievement... like the prize won in the Eddie Cantor Promotional Contest... but our pride is second to our desire to do the same kind of selling job for you! Let us garland YOUR product with laurels, too!
NOW FOR THE LARGER STATION
Raytheon

FEATURES

High Fidelity Signal—flat frequency response 30 to 10,000 c.p.s.—distortion less than 3% at 95% modulation—noise level minus 60 db below 100% modulation.

Low Operating Cost—simple circuit design plus quality components operated at well below capacity assure exceptionally long tube life and economical operation.

Fast, Easy Maintenance—full length doors, large compartments and improved mechanical design provide maximum convenience and accessibility.

Instantaneous Power Reduction for nighttime operation through a single switch, without program interruption.

High Stability Crystal Oscillator with transfer switch. Provision for second crystal.

Easy to Operate—centralized manual or automatic plus remote console control. Minimum number of tuning controls, sixteen meters instantly check all circuits, full complement of circuit-indicating lights, modern motor tuning.

Automatic Recycling minimizes lost air time.

Easily Meets All FCC Requirements and is fully approved.

Enduring beauty! Modern functional design, finished in harmonious contrast of Dove Grey and Woodland Brown baked enamel, trimmed in chrome. A full complement of circuit indicating lights immediately localize a control circuit failure.

This handsome control console gives the engineer fully automatic control of all transmitter operations plus studio switching facilities for handling emergency programs originating at the transmitter. Controls audio and monitor switching; contains VU meter and remote antenna current meter. Finished in colors to match transmitter.
... all the basic advantages of Design!

Rugged and completely accessible. Compartments, large enough for a man to enter, make cleaning and servicing easy.

Brilliantly developed in this new

5 or 10 KILOWATT AM TRANSMITTER

Big station engineers all over the country designed this transmitter. It is custom engineered to their specifications—to give you exactly what you want and have asked for. That is the advantage of Raytheon design.

For the first time—complete accessibility including convenient servicing from the inside of any one of the roomy compartments.

Reliability that is built into every circuit plus extra safeguards against program interruption. Control features that instantly locate a failure, meter every circuit, allow manual or automatic operation at the centralized control panel or at the remote console.

Positive safeguards to equipment are provided—double protection to personnel—quiet high-velocity air cooling with an individual blower for each modulator and power amplifier tube.

The efficient high level system of modulation means real operating economy. The low initial cost will also surprise you.

Before you order your transmitter get all the facts on the RA-5 or 10. Write today for fully illustrated booklet containing complete technical specifications, inside views and schematic diagram.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7475 North Rogers Avenue Chicago 26, Illinois
Lower Technical Standards Protested

Vets Deplore ‘Gimme’ Attitude in Some Ex-Servicemen

VIGOROUS PROTESTS on the proposal to relax the FCC operator rules [BROADCASTING, Jan. 8] have reached Broadcasting from several veterans who feel that present requirements are not too strict for those who really know technical radio.

"Anyone who knows enough about transmitters to fill the position of transmitter operator will have no difficulty in passing the license examination," writes Eugene Hill of Little Rock, Ark. "The inference here," he continues, "is that relief should be given veterans by relaxing the requirements that stations employ first-class license holders. This is not relief to veterans nor anyone else, not even the stations. The veterans feel it would open a field of employment to them, but in reality it would remove a field because the rate of pay, already low, would practically disappear and the veterans would not want the jobs . . ."

Realize Obligations

Harold F. Jones, radio operator at WGY Schenectady, and a veteran, writes: "There are too many people more interested in lowering present standards than meeting them as others already have. . . . Surely Mr. Thompson [Gordon Thompson, who is referred to in past article] or anyone else wouldn't expect to become a doctor, lawyer, licensed electrician or plumber on what he learned in the service, then why a radio operator? I wonder if he realizes some of the obligations of good radio and responsibility to other stations. I'm sure I do after ten years of operating. I wonder if he knows that despite the rigid examination there are still darned poor operators. And he wants the standards lowered!"

Another technician, George W. Brooks, radiomarine technician, with several years commercial radio experience, says the article "makes my blood boil."

"Let's look at it truthfully," he writes. "First, only the 250 w class stations are mentioned. Why? First, they suffered most when, after the war the requirement that transmitter personnel have first class radiotelephone licenses was reinstated. That meant more personnel with only restricted permits. . . . They no longer could hire their technical staff on a shoestring, but must pay out hard-earned money for the men with sufficient ability to get the first class licenses. . . . If they make so little that they cannot pay men a decent salary for their existence, then the 250-watters shouldn't be in business. . . ."

"Second, is the ex-serviceman who operates a 250-watter really being trained under 'GI Bill' or is this another dodge to try to keep from paying good men what they are worth?"

"I spent the better part of my Army career," Mr. Brooks continues, "as an instructor at Ft. Monmouth, N. J., and imagine I saw between 50,000 and 100,000 men studying communications. [We gave] them enough 'book learning' and practice to enable them to service and maintain GI equipment well enough to maintain communications. Very few of these men, even when the war ended, were experts, and without additional training they could not expect to fit into professional communications. But if they had wanted to learn, they could have, and then they could and would have found their niche in communications. . . ."

"The quicker we realize that there are 52-20 clubs in radio, too, and the quicker the ex-serviceman realizes that his 'gimme' has got to stop, and that he has got to go to work if he wants to be paid, the quicker we can have a real 'Break for Servicemen'."

A radio operator of WTMA Charleston, S. C., former Army radio instructor, George H. Knapp, writes that he saw through experience that "an altogether too great a percentage of the men who went through Signal Corps training schools had little or no desire to learn and spent their entire time in the course being merely exposed to the training. . . . All these men are out looking for jobs on the civilian market now. Heaven help them and the civilian market. . . ." He thinks the FCC's present exam requirements and system are splendid. They've kept a high caliber of technician among the first class men. . . . There's too little training of 'first' men now, but new station owners should have counted their pennies before they went to the market to buy eggs. To cure that shortage by tearing down requirements means knocking the props out from under the wage-scale for the position. . . ."

"If anything," Mr. Knapp goes on, "I say increase the requirements for each respective class of license . . . equipment is not becoming less complex. "Give American young men higher stars to shoot at and you'll make better American men. . . ."

Berle for Vallee

PHILIP MORRIS & Co., New York, March 11 will replace its current Rudy Vallee program on NBC, Tues. 6:30 p.m., with a new variety show featuring Milton Berle. Agency is the Biow Co., New York.
A PREVIEW OF WBAL'S PLANS FOR 1947

The very best in broadcasting service is Baltimore's right!

That's why WBAL has continuously improved programs and facilities, through the years.

Now that our war job is over and materials and personnel are more plentiful, here is a preview of some of our plans for 1947...at a cost exceeding three quarters of a million dollars.

1—A NEW HOME—Now under construction, radio broadcasting studios—among the finest in this country. The quality and quantity of our studios will enable us to present ever greater programs to listeners in this area.

2—GREATER PROGRAMS—The WBAL organization has been augmented with additional personnel that during 1947 will raise WBAL programs to new heights of excellence.

3—TELEVISION—Within a short time, WBAL's television field car and personnel will be experimenting around the City. We hope to have WBAL's television station in operation in mid or late 1947.

4—F.M. and FACSIMILE BROADCASTING—WBAL has an application pending before the F.C.C. for a Frequency Modulation Station. Equipment for Facsimile Broadcasting has been purchased and experiments will begin as soon as possible.

We are proud to join with other progressive institutions in building for the future of Baltimore!
YOU MAY BE ABLE TO MAKE
A 289' SKI JUMP*—

BUT—YOU CAN'T REACH WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

A skier always will make several trial runs over a new course to look for hidden obstacles. But you can't look over the area surrounding Western Michigan and see the wall of fading that isolates this district from outside broadcasts.

When people in this area listen to their radios, they tune to their favorite “behind-the-wall” stations—WKZO in Kalamazoo and WJEF in Grand Rapids. This CBS combination gives you complete coverage of Western Michigan, with approximately a 10% greater “Share of Audience”, morning, afternoon or night, than all the stations of any one other network, combined! Let us send you all the facts, or just ask Avery-Knodel, Inc.

* Torger Tokle did it at Iron Mountain, Michigan, in 1942.
ABC Drops WABD As Video Outlet
Plans to Launch a Television Station if FCC Approves
ABC, which for several years has produced television programs, both sustaining and for commercial sponsors, on the Du Mont video station, WABD New York, has discontinued that arrangement, at least temporarily. Resumption, according to Paul Mowrey, ABC national director of television, depends on the FCC. If the network's application for its own television station in New York is granted in the near future, ABC will concentrate on getting that station on the air and probably will not again buy time from WABD for ABC video programs. If, however, the completion of the ABC station should be delayed, then the network probably will go back on WABD, according to Mr. Mowrey.

Network halted its program schedule on WABD last week, after the station had notified ABC of its intention to go off the air for the month of February while its new antennas is being installed. ABC had a full commercial schedule lined up for February, Mr. Mowrey said, but was putting its video shows on a sustaining basis this month and under the circumstances it seemed advisable to stop at that time and to save several thousand dollars in time and production costs that an additional three weeks operation would involve.

Meanwhile, he said, the network has received two image orthicon cameras and is making arrangements to use these for picking up sporting events on a closed circuit basis to give ABC an opportunity to develop skilled camera crews before it is ready to go on the air with its own station. In addition, ABC will continue its production of film video programs, Mr. Mowrey said.

Continues With WPTZ, WBKB
Outside New York, ABC is continuing its use of the Filico video station, WPTZ Philadelphia, and the Balaban & Katz station, WBKB Chicago, for both sports pickups and studio shows. Network has construction permits in Los Angeles, Chicago, Detroit and San Francisco, in addition to its New York application, hopes to build stations first in New York and then in Detroit this spring, moving westward as rapidly as possible. Mr. Mowrey estimated that, barring strikes or other delaying circumstances, ABC could go on the air in New York within five months of receiving authority from the Commission.

HOLLYWOOD HUDDLE centers about new radio promotion campaigns for CBS Mel Blanc show (Colgate-Palmolive-Peet) during visit of Art Marquett, vice president and treasurer of Sherman & Marquett, agency serving account. Gathered (1 to r): Mr. Marquette; Sam Fuller, agency radio director and program producer; Mel Blanc, program star.

AFFILIATES ADVISORY BOARD (CBS) TO MEET
THE CBS AFFILIATES advisory board will meet for the first time this year at CBS headquarters in New York on Jan. 23 and 24. Mutual problems of affiliates and the network will be discussed by the board members which represent the 187 independently-owned stations affiliated with CBS.

Members of the board are: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall, WFOY St. Augustine, Fla.; W. H. Lounsbury, WWL New Orleans; Frank Eighmey, WTAD Quincy, Ill.; Arthur Church, KMBB Kansas City, Mo.; Kenyon Brown, KOMA Oklahoma City; Clyde Coombs, KARM Fresno, Calif.

CBS executives who plan to attend the meeting are: Frank Stanton, president; Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, president and director of public affairs; Davidson Taylor, vice president and director of programs; Earl H. Gammons, vice president and director of CBS Washington office; J. Kelly Smith, director of station relations, and William A. Schadt Jr., Eastern Division manager of station relations department.

Radio Facts
INVESTORS Syndicate, Minneapolis, quotes facts and figures from Broadcasting and Broadcasting Yearbook in its recently published statistical booklet highlighting U. S. economic development between 1894 and 1945. Included in "Trends in American Progress" is a report on PM, a list of television stations in the U. S., figures on radio's development, and peace time applications of economics.

MORE FARM RADIOS IN IOWA than any other state—
—and most of them in EASTERN IOWA are tuned to WMT!

*91.2% of Iowa's farms have one or more radios, the U. S. Census Bureau reports. And you can bet that most of those set in EASTERN IOWA are tuned to WMT—only CB outlet in this sales-rich market. WMT's farm-wise programs are favorite listening here.

P.S.
That's not the whole WMTland story by half. Iowa has an industrial income equal to her agricultural income. And city Iowans are equally faithful WMT listeners. Only WMT covers EASTERN IOWA's sales-rich "Twin Markets" completely. Ask Your Katz representative for the COMPLETE story.

Convention Coverage
WLW Cincinnati carried special broadcasts Jan. 13-14 of third annual conference of Chicago Chapter of Foreign Policy Assn. "International Control of Atomic Energy" was topic of conference. Kentucky Press Assn. meeting, Louisville, Jan. 16-18, also was covered on special broadcast by WLW.
Straight-line Arrangement (over-all width, 208 inches). Unit-construction permits flexible station layout, advantageous use of available floor space.

U-shaped Arrangement—several versions possible down to a minimum width of 150 inches. Transmitting equipment also includes console; sideband filter, diplexer, and dummy load (three units at right, rear); water-cooling equipment (left, rear); and racks for test and other equipment (right, foreground).
Deliveries to begin soon on...

One transmitter . . .

the first postwar all-channel television transmitter

for all 12 metropolitan channels

This revolutionary, new RCA television transmitter, we believe, offers the last word in convenience, operating economy, and performance. Here, in one attractively styled group of cabinets, are all the necessary components of both the visual and aural transmitters.

Take a look at some of its features:

- Simplicity of operation . . . complete unification of control . . . no trick circuits . . . no neutralization of modulated power-amplifier stage required on any channel . . . only one easily adjusted modulated stage.
- Roomy, "walk-in" type construction . . . easy access to all parts through full-length front and rear doors . . . ease of handling and installation (each section only 2 1/2 by 36 by 80 inches).
- A revolutionary new tube used in both sound and picture power amplifiers—the RCA-6D21, a dual tetrode. Sets new records for stability, gain per stage, low grid current, linearity, and band width by employing advanced principles of screening, cooling, and electron optics.
- The separate sideband filter used in RCA’s high-level system (i.e., only last stage modulated) means more straightforward circuits; eliminates complicated adjustments; assures better picture quality.
- "Reflectometers" incorporated in both the aural and visual output circuits. Basically, these are uni-directional vacuum-tube voltmeters which provide an instantaneous check of the standing-wave ratio on the transmission line and peak power output; also used as safety devices to protect transmission line from power arcs caused by lightning, etc.
- Manual or automatic sequence starting. In automatic position, a three-shot recycling sequence returns transmitter to the air three times in case of momentary overload.
- A special "hold-in" circuit. Provides instantaneous return to air after momentary power-line failure.
- Console provides four-position, push-button monitoring of visual signal—transmitter input, modulator output, sideband-filter output, and "off the air." (Third or fourth position measures percentage modulation of visual carrier.)

Outstanding features like these—of benefit to the station engineer, manager, owner, and audience—have been built into all the new items in RCA’s complete television line. Deliveries on existing orders from 20 top broadcasters have already begun on such items as portable field equipment, synchronizing generators, and monoscope cameras. Initial shipments of transmitters and other equipment will be made this fall.

An early indication from you of your television plans will help us meet your delivery requirements. Write or call: Engineering Products Department, Radio Corporation of America, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
A TOTAL of 38% of U. S. cities with licensed AM stations on Jan. 1, 1946, were represented a year later in FM applications filed with or approved by the FCC. This was revealed in a Commission analysis showing no FM applications as of the first of this year from 208 of the 553 cities which had one or more AM stations on Jan. 1, 1946. Conversely 34%, or 62%, were represented in the FM roll.

"As would be expected," the Commission reported, more than half (53.6%) of the AM cities without FM applications "are located in the West Central, Mountain, and Pacific regions."

The computations did not take into account the large number of AM grants issued in 1946, "which created a large number of new AM cities." But, the Commission added, "the effect of such inclusion would increase the number of AM cities from which no FM applications have been received since relatively few FM applications were filed by the 1946 AM grantees."

West Central states "in which proportionately few AM cities have provided FM applicants" were listed as North and South Dakota, Nebraska, Kansas, Arkansas, and Oklahoma. In these six there were 57 AM cities, whereas FM applications have been received from 19, or one out of three.

In the Mountain region, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah had 44 AM cities. "FM applications have been received from only eight of them, or less than one out of five," FCC reported.

The analysis was released Jan. 11, along with a report on the status of pending FM applications and a study of construction permits and conditional grants already issued [Broadcasting, Jan. 13]. Findings are reflected in the following tables, prepared as of Jan. 1, 1947.

Table No. 1 analyzes grants to show the division between AM and non-AM and newspaper and non-newspaper interests. Table No. 2 makes a similar breakdown of applications. Table No. 3 shows the business interests of applicants and grantees who are not in the AM field and the number of applications filed by or grants issued to each group.

**Table No. 1**

<table>
<thead>
<tr>
<th>Holders of Construction permits and Conditional grants</th>
<th>Number issued</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the AM field</td>
<td>446</td>
<td>74.0</td>
</tr>
<tr>
<td>with newspaper interest</td>
<td>143</td>
<td>23.7</td>
</tr>
<tr>
<td>without newspaper interest</td>
<td>303</td>
<td>50.3</td>
</tr>
<tr>
<td>not in the AM field</td>
<td>76</td>
<td>12.6</td>
</tr>
<tr>
<td>with newspaper interest</td>
<td>31</td>
<td>14.3</td>
</tr>
<tr>
<td>without newspaper interest</td>
<td>47</td>
<td>62.5</td>
</tr>
<tr>
<td>Total</td>
<td>603</td>
<td>100.0</td>
</tr>
<tr>
<td>Total with newspaper interests</td>
<td>219</td>
<td>36.3</td>
</tr>
<tr>
<td>Total without newspaper interests</td>
<td>624</td>
<td>59.7</td>
</tr>
</tbody>
</table>

1 See Table No. 3 for other business interests of this group.

**Table No. 2**

<table>
<thead>
<tr>
<th>Total FM Applications</th>
<th>No. of applications</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the AM field</td>
<td>628</td>
<td>69.7</td>
</tr>
<tr>
<td>with newspaper interest</td>
<td>196</td>
<td>22.0</td>
</tr>
<tr>
<td>without newspaper interest</td>
<td>430</td>
<td>47.7</td>
</tr>
<tr>
<td>not in the AM field</td>
<td>901</td>
<td>100.0</td>
</tr>
<tr>
<td>with newspaper interest</td>
<td>398</td>
<td>33.1</td>
</tr>
<tr>
<td>without newspaper interest</td>
<td>903</td>
<td>86.9</td>
</tr>
</tbody>
</table>

1 See Table No. 3 for other business interests of this group.

**Table No. 3**

<table>
<thead>
<tr>
<th>Business Interests of FM Applicants and Grantees Who Are Not In the AM Field</th>
<th>Nature of applicant</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>Professional (engineers, doctors, lawyers)</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Labor unions</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Manufacturing</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Dealers and distributors</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Non-commercial institutions</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Real estate</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Non-commercial organizations (cooperatives)</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Banking, finance, insurance</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Transportation</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Retail and department stores</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Military service, veterans</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>&quot;As interests&quot;</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Not ascertainable</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>596</td>
<td>100</td>
</tr>
</tbody>
</table>

1 No one person or type of business interest holds 50 percent or more of the stock.
Look at those large mushroom type control knobs—made for finger-tip control and so easy to handle. Notice the flat type key handles, in two colors, with wide concave finger surfaces—and the easy-to-read volume indicators. See how all controls are functionally located for maximum ease in handling programs.

Designed by Bell Laboratories, the 25B handles AM and FM programs simultaneously—gives highest quality studio control. In the panel at right, you'll find more reasons why broadcasters go for this new Western Electric console.

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

Why broadcasters go for the 25B

- Designed for both FM and AM broadcasting.
- Frequency response ±1 db 50 to 15,000 cycles.
- Harmonic distortion less than 1 percent at +8 dbm single frequency output.
- Noise 70 db below peak signal.
- Minimum of lost air time—duplicate equipment permits instantaneous switching from one amplifier channel to the other.
- Maximum accessibility to all equipment.
- Complete equipment for 2-studio operation.
- Seven channel mixer circuit can be used with four microphone inputs and three line level inputs simultaneously.
- Operating controls arranged and coordinated for flexibility and convenience.
- Compact—only 36" high, 55 1/4" wide, 28 1/4" deep.
- Wired for plug-in connection to wall boxes.
- Simple and economical to install.

QUALITY COUNTS
A TOTAL of 142 FM stations in 33 states and the District of Columbia are now in operation, according to a list released by FCC last Tuesday.

The list exceeded by 53 the number reported in operation last November [BROADCASTING, Nov. 11], and was the biggest that the FCC announced 10 days ago were on the air as of Dec. 31 [BROADCASTING, Jan. 13].

"Nearly all FM stations are employing interim equipment pending completion of full construction," the commission said, "and in some instances operation may be interrupted due to equipment changes and construction."

Almost 50 of the 142 were licensed before the war and some of these are continuing temporarily to operate in the old FM band. In addition to the 142, FCC said, an FM program service is being furnished by a developmental station in Cleveland.

The FCC list of operating stations follows. In cases where the old FM band is still used, that frequency is shown in parentheses. Asterisks denote temporary frequency assignments. AM affiliation of the FM stations, if any, is shown in parentheses.

<table>
<thead>
<tr>
<th>State</th>
<th>Call Letters</th>
<th>Location</th>
<th>Megacycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>WAFM</td>
<td>Voice of Alabama (WAFM), Birmingham</td>
<td>94.3</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>KDFM</td>
<td>E. J. Rodman (KDFR), Fresno</td>
<td>102.3</td>
</tr>
<tr>
<td>KFJZ</td>
<td>KMJ</td>
<td>Don Lee B/C System (KDFR), Los Angeles</td>
<td>96.5</td>
</tr>
<tr>
<td>ERM</td>
<td>WEKF</td>
<td>Central Coast Broadcasting, Rialto, California</td>
<td>104.7</td>
</tr>
<tr>
<td>KFZU</td>
<td>KDRA</td>
<td>B/C Corp. of America (KDFR), Riverside</td>
<td>102.1</td>
</tr>
<tr>
<td>KRME</td>
<td>KOIM</td>
<td>KDRA Corp., Miami</td>
<td>103.7</td>
</tr>
<tr>
<td>KFMB</td>
<td>WBIO</td>
<td>Jack Cline B/C Co. (KDFB), San Diego, California</td>
<td>104.5</td>
</tr>
<tr>
<td>KRON</td>
<td>WJBN</td>
<td>Chrono Pub. Co., San Francisco</td>
<td>96.6</td>
</tr>
<tr>
<td>KJHS</td>
<td>WJBR</td>
<td>KJHS Broadcasters (WJBS), San Francisco</td>
<td>96.4</td>
</tr>
<tr>
<td>KRTM</td>
<td>WKFJ</td>
<td>E. F. Kief (KDFM), stockton</td>
<td>102.1</td>
</tr>
<tr>
<td>CONNECTICUT</td>
<td>WFTC</td>
<td>Travellers B/C Service Corp. (WTC),</td>
<td>96.7</td>
</tr>
<tr>
<td></td>
<td>WDRC</td>
<td>WDRC Inc. (WDRC), (46.5 mc), Hartford</td>
<td>106.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DISTRCT OF COLUMBIA</td>
<td></td>
</tr>
<tr>
<td>WASH</td>
<td>WMIN</td>
<td>Commercial Real Estate Co.</td>
<td>98.9</td>
</tr>
<tr>
<td>WINX</td>
<td>WINA</td>
<td>W WINA B/C (WINA), (46.2 mc)</td>
<td>98.9</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>WQAM</td>
<td>Miami B/C Co. (WQAM), Miami</td>
<td>96.5</td>
</tr>
<tr>
<td>WQFX</td>
<td>WCW</td>
<td>WCW Inc. (WCW), Los Angeles</td>
<td>96.5</td>
</tr>
<tr>
<td>WKAT</td>
<td>WFDF</td>
<td>A. Frank Katzentine (WFAT), Miami B/C</td>
<td>96.7</td>
</tr>
<tr>
<td>WSGM</td>
<td>WSGM</td>
<td>WSGM-Pub. Co., Miami</td>
<td>96.7</td>
</tr>
<tr>
<td>WOAF</td>
<td>WOA</td>
<td>WOA-Pub. Co., Miami</td>
<td>98.9</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>WRBL</td>
<td>Columbus B/C Co. (WRBL), Columbus</td>
<td>96.7</td>
</tr>
<tr>
<td>WGBA</td>
<td>WGBA</td>
<td>Georgia-Alabama B/C Co. (WGBA), Atlanta</td>
<td>96.8</td>
</tr>
<tr>
<td>WMLM</td>
<td>WMLM</td>
<td>Middle Georgia B/C Co. (WMLM), Macon 102.5</td>
<td></td>
</tr>
<tr>
<td>WMAZ</td>
<td>WMAZ</td>
<td>Southeastern B/C Co. (WMAZ), Macon    101.9</td>
<td></td>
</tr>
<tr>
<td>WRAV</td>
<td>WRAV</td>
<td>WRAV-Pub. Co., Savannah</td>
<td>98.8</td>
</tr>
<tr>
<td>WTCQ</td>
<td>WTCQ</td>
<td>Savannah B/C Co. (WTOC), Savannah      98.5</td>
<td></td>
</tr>
<tr>
<td>IDAHO</td>
<td>KIDO</td>
<td>KIDO Inc. (KIDO), Boise              102.1</td>
<td></td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>WBBM</td>
<td>CBS Inc. (WBBM), Chicago</td>
<td>99.3</td>
</tr>
<tr>
<td>WDLM</td>
<td>WDLM</td>
<td>Moody Bible Institute of Chicago       96.7</td>
<td></td>
</tr>
<tr>
<td>WGBN</td>
<td>WGBN</td>
<td>WGN Inc. (WGN), Chicago                 98.5</td>
<td></td>
</tr>
<tr>
<td>WGLF</td>
<td>WGLF</td>
<td>WGN Inc. (WGN), Chicago                 98.5</td>
<td></td>
</tr>
<tr>
<td>WJWL</td>
<td>WJWL</td>
<td>WGN Inc. (WGN), Chicago                 98.5</td>
<td></td>
</tr>
<tr>
<td>WQXY</td>
<td>WQXY</td>
<td>Commodore B/C (WQXY), Desatur          98.7</td>
<td></td>
</tr>
<tr>
<td>WMLL</td>
<td>WMLL</td>
<td>Evanille on the Air (WGBN), Evanille  94.7</td>
<td></td>
</tr>
<tr>
<td>WOWO</td>
<td>WOWO</td>
<td>Westinghouse Radio Stations (WOWO),   99.5</td>
<td></td>
</tr>
<tr>
<td>WBBW</td>
<td>WBBW</td>
<td>Associated Broadcasters (WBBW),        47.5</td>
<td></td>
</tr>
<tr>
<td>WSBF</td>
<td>WSBF</td>
<td>South Bend Tribune (WSBT), South Bend 106.3</td>
<td></td>
</tr>
<tr>
<td>IOWA</td>
<td>KBBR</td>
<td>Burlington B/C Co. (KBBR), Burlington 99.3</td>
<td></td>
</tr>
<tr>
<td>KJTS</td>
<td>KJTS</td>
<td>Topeka State Journal, Topeka           102.9</td>
<td></td>
</tr>
<tr>
<td>WBIV</td>
<td>WBIV</td>
<td>Topeka B/C Am. (WBIB), Topeka          102.5</td>
<td></td>
</tr>
<tr>
<td>KANSAS</td>
<td>KPLF</td>
<td>Central Kansas B/C Co. (KPLF), Topeka     101.5</td>
<td></td>
</tr>
<tr>
<td>KDY</td>
<td>KDY</td>
<td>Topeka State Journal, Topeka           102.9</td>
<td></td>
</tr>
<tr>
<td>KEL</td>
<td>KEL</td>
<td>Topeka State Journal, Topeka           102.9</td>
<td></td>
</tr>
<tr>
<td>KFMO</td>
<td>KFMO</td>
<td>Topeka State Journal, Topeka           102.9</td>
<td></td>
</tr>
</tbody>
</table>

**Wants a Wife**

DURING the eight years it has been on the air WPIG, Sharon, Pa., has followed the practice of radio stations from coast to coast in frequently offering its facilities without charge for worthy causes. But last week an earnest young Ohio farmer had the WPIG management and staff stumped. He wanted the station to send him a wife—one meeting these qualifications:

**"Pretty, preferably a brunette, 17 to 25 years old, 5 to 5½ feet tall, neither too fat nor too slim (enclosed was a photograph of Ann Rutherford of the movies as a sample of what would be the 'right size'), must never have been married. Also she needs to bring are her clothes and her sugar book."**

WPIG is to make delivery by April 1, probably so the young lady's arrival will not interfere with spring plowing. As inducements the young farmer offered the following:

**"Age 29, in good health, not too hard to please. Lives in a house, (46.5 mc) Philadelphia, in house and lots of rooms in yard, own a Victoria with 4000 watts."**

BROADCASTING: Telecasting
WHICH STATION WAS FIRST TO BE HEARD IN EVERY STATE OF THE UNION, IN CANADA, MEXICO AND ON SHIPS BOTH IN THE ATLANTIC AND PACIFIC OCEANS?*

THE SAME STATION WHICH WILL BE FIRST ON THE AIR IN ST. LOUIS WITH TELEVISION—KSD**

*Page 50, "The First Quarter-Century of American Broadcasting."
**KSD-TV is scheduled to begin operations in April, 1947.

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

Quite a few years ago we put down a number of ideas that seemed to us essential for good station representation. These we published at the time and are reproducing in the copy below and on the opposite page.

Now, as we start our fifteenth year, we realize how these principles of good business have evolved into our consistent guiding policy.

"A national representative should:

1. Value above all else the respect and confidence of recognized, progressive advertising agencies.

2. Give prompt and dependable information to be worthy of this respect and confidence.

3. Sell effectively without exaggeration or high pressure.

4. Employ only men with experience of ten or more successful years in selling national advertising.

5. Have enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.

6. Direct its entire energy to selling radio time, and not be dominated by the demands of competing media.
THEN — IT IS GOOD TODAY

7. Report to stations not only on business they will get, but in advance on orders that are slated for a competitor.

8. Sell each station individually as a unit, not just as part of a list.

9. Hold consistently to the same policies, without reorganization, refinancing or frequent change of men, over a period of years.

10. Have firmly established a proven record of success.

We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station’s organization rather than the station as ‘added to our list.’ We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the important stations with which we are associated.”

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO
Editorial

The Problem Is Clear

ADVERTISING agency executives, by majority vote (51%), feel that there is too much commercialism in American radio. Thus they cast their ballot with listeners generally, one third of whom believe commercial practices in radio could be improved. (The People Look at Radio, BROADCASTING, Oct. 14, 1946.)

The executives of agencies expressed their opinion in replying to a Broadcasting Trends poll conducted by Audience Surveys Inc. and reported in this issue.

Agency executives also place considerable responsibility for commercial excesses on broadcast station management and owners—as well as on advertisers.

Station operators will find much profit in studying closely the results of this poll. We're sure that even the Government critics of radio would agree that station owners do not condone practices which will alienate agency executives, who are responsible for placing business on stations, or listeners, who buy the advertised products.

Worth particular attention are the free answers given by agency people when they were asked what they could do to improve the situation. Note that many of them stressed quality of commercial over its quantity or length as a factor militating against good commercial practice. They believe preponderantly, in the case of network shows that commercials should be integrated more expertly with the production. And in considering national spot advertising, they seek elimination of "crude and objectionable commercials" from the air.

They make a special issue of repetition in commercials.

In this survey, agency executives expressed the belief that station operators should exercise a more strict control over commercials. They believe preponderantly, in the case of network shows that commercials should be integrated more expertly with the production. And in considering national spot advertising, they seek elimination of "crude and objectionable commercials" from the air.

The radio public, which has expressed itself so unreservedly, should begin to exercise its influence on commercial contracts and advertisements. It seems to state the problem clearly. The operators want control returned to them; and the agencies want exactly the same thing. It could be deduced from this, therefore, that any lag in improvement of the situation can hereafter be placed on the operators. They want control; the agencies want to have it. They should take it.

Of course, there's one obstacle: Old man sponsor. He still rates pretty high both with agency and station people as the mogul in the plot. Perhaps the answer is joint management-agency action to instruct the sponsor more effectively in the proper use of the medium. This doesn't apply to all advertisers—actually, it applies to the largest list of them who supply a bulk of the national revenue, because these have been employing radio long enough to have discarded outdated commercial practices. But it probably does apply to the newcomers and wrong early to many of those employing national spot.

The search, at all events, should be for self-improvement, for that is the more certain avenue to escape from the meddling of the marginal moguls who would like to assume the job of "reforming" radio.

Self-improvement, it becomes more evident daily, must come through strengthening of program operations down the line—with heavy emphasis on continuity acceptance.

Monopoly Warning

The following is quoted directly from a pamphlet entitled "Communist Infiltration in the United States—Its Nature and How to Combat It," issued by the Chamber of Commerce of the United States.

One of the most interesting attempts to totalitarian control of thought in the plans issued in July, 1946, for an American Authors' Authority. The Authority is to be a marketing monopoly which will copyright and lease to users all writings by American authors. It will begin to write scripts for screen and radio and articles for magazines. By controlling this lucrative field it will be the exclusive agent for America's most successful writers. The plan will result in a club to force all publishers and other users to embrace the only Authority method. The alternative will be the denial of manuscripts by the writers under the Authority's control. The grift on the publishers will then force recalcitrant authors into the Authority and the related guilds.

It is obvious that these techniques are similar to those used successfully by Petillo in forcing musicians to join his union and compelling radio and recording groups to follow his rule. The language and methods outlined when the plan was prepared leave little room for interpretation. Significantly, this proposal appeared in the "Screen Writer," edited by Dalton Trumbo, who writes for several Communist publications. It was overwhelmingly accepted by the Communists-dominated Screen Writers Guild and Radio Writers Guild. It is currently being considered by the Authors League.

In addition, over one hundred of America's most prominent authors have been compelled to divert their work from American Writers' Assn. to oppose thought control for the United States. Whether or not the Authority succeeds in its announced aims, it furnishes a good example of Communist objective. The event which it succeeds in its original form, Communists and their sympathizers, would have the authoritative, authoritative mandate from every publication agency for influencing public opinion.

The philosophy upon which the proposed American Authors' Authority is based is one which is closely interwoven with the Communist creed of regimenting thinking. Any such philosophy is diametrically opposed to the precepts upon which a democratic form of government is founded. Philosophy has no place in a free nation, and its acceptance can be interpreted only as surrender to forces which would destroy liberty as we know it.

Broadcasters should employ their full capacities in resisting the oratory of Communists and any other of its definition which might enter into the radio field.

The people are the only censors of their governments; and even their errors will tend to keep these to the true principles of the Constitution. These authors, who are too severely would be to suppress the only safeguard of the public liberty. —Thomas Jefferson (1877)

Sound Planning

YOU KNOW, if your maid does the shopping every day, and you complain about the second grade vegetables she brings from market, the censure might more properly be placed on you.

Perhaps your grocer has higher demands. For he's been employing radio long enough to have discarded outdated commercial practices. But it probably does apply to the newcomers and wrong early to many of those employing national spot.

The search, at all events, should be for self-improvement, for that is the more certain avenue to escape from the meddling of the marginal moguls who would like to assume the job of "reforming" radio.

Self-improvement, it becomes more evident daily, must come through strengthening of program operations down the line—with heavy emphasis on continuity acceptance.

THEODORE PENNINGTON JARDINE

IN EVERY generation there are boys who seem to be stamped from the mould first patterned by Horatio Alger. They usually come from poor but respectable families and their climb up the ladder of success is, as Horatio aptly put it, "Slow But Sure." In 1901, the year of Theodore (Ted) Pennington Jardine's birth, the Alger stories were more numerous than today, but few were indigenous to Bridgeport, Conn., his birthplace.

Consequently, young Jardine didn't follow the Alger boy career until his family moved to Chicago in 1907. By the time he had finished elementary school, he was ready to begin his career in the business world. His first job was messenger boy on skates for Western Union. Unlike the familiar WU messenger (this was before the late war, when they were still under 65) he worked in the main office, delivering messages on rollers. To this day, the sight of a pair of skates makes him slightly ill.

During his spare time, the youth's favorite hang-out was the telegraph room, where he looked on the tobacco chewing operators with typical hero worship of a 12-year-old. His greatest ambition was to become one of this romantic fraternity and he even went so far as to learn Morse code and apply for a job. Unfortunately, his mother put her foot down when a physical examination revealed it would be necessary for him to handle his too many removed (he doesn't yet know what tonalis had to do with telegraphy).

Mrs. Jardine found her son his next job by the simple expedient of looking in the classified ads. The job was errand boy for J. Walter Thompson Co., advertising agency. This was in 1917 and he had been on the JWT payroll ever since.

Today, as an account executive and vice president in the agency's Chicago office, Mr. Jardine not only handles three of its biggest accounts (Swift, Libby McNeil & Libby, Bow-man Dairy) but in point of service, is one of its three oldest employees. This honor he shares with George Pearson, head of sales, and with the manager's secretary. For a man who will be observing his 50th year with the Thompson agency next April, Mr. Jardine looks far younger than his 45 years should allow.

Returning, momentarily, to his WU days, Mr. Jardine credits his speed on skates with helping him when his big chance came along. That was the day when he made as much in 30 minutes as he did in a week ($10) by break-

(Continued on page 48)

BROADCASTING • Telecasting
PROMISE for the FUTURE...

The Pacific Northwest... Oregon, Washington... is America's most promising new industrial empire.

Those who are a part of the Pacific Northwest work unceasingly in the development of that promising future. Among these is...

KOIN

PORTLAND, OREGON

A Marshall Field STATION

AVERY-KNODEL, Inc., National Representative
Respects

(Continued from page 46)

KIRBY E. TORRANCE has been named commercial manager of KEVR of Exmoor, Arkansas. A former employee of KEVR, Mr. Torrance returns to the station after having been with a chain of radio stations for the past several years.

KEITH STONE BYERLY, formerly chan- nel manager of WBU and WRSH in Atchison, Kansas, has joined WBU as sales manager for the station.

JOHN CHARLES ATIOTTI has joined Melchor Olsman Co., New York, as time salesman.

FRANCES FARMER WILDER CBS consultant on daytime programs, told the Midwest Inter-City Conference of women's advertising clubs Jan. 1 at St. Louis that there is need for more research work in connection with radio commercials.

U. S. Chamber Expands Radio Department Work

USE of the broadcast medium by the U. S. Chamber of Commerce is being expanded under direction of Albert C. Leitch, C of C radio director, with participation in three network series and plans being drawn for a transcription program to be placed locally.

The C of C will take over the NBC America United series, Sunday 1:30 to 2 p.m., for the month of February. The program is a forum in which national organizations and persons prominent in public life participate. Starting April 5 the C of C will produce the ABC Voice of Business series, Sat. 7:15 p.m., on which it alternates for 13-week periods with the National Assn. of Manufacturers. C of C will change its formula to dramatize constructive achieve- ments by business and management, with less talk and more drama. The chamber takes part in the new Cross Section U. S. A. program on CBS, Sun., 1:13 p.m.

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA’S RICH ANTHRACITE REGION

1000 W
730 KC

IS A MUST!

“ANTHRACITE’S GREATEST DAYTIME COVERAGE”

NANTICOKE, PA.

FORIO & COMPANY

National Representatives

EXPECTED ON THE AIR SOON!
Gretchen Thomas, five mornings a week, presents the very latest in food news to Central New England's 125,000 housewives.
Otis Q. Bookworm

Naturally a fellow can't spend all his time sopping up Greek and Sanskrit. So Otis Q. Bookworm spends some time out of his well-ordered life listening to WTCN. Naturally nothing as frivolous and frothy as "Music and Marv" on platters would interest Otis, but he finds Der Bingle's "Jargon academically interesting," and his voice pleasantly relaxing." Otis listened to the political candidates, too. Besides all us normal people, lots of odd ducks like

The DOUBLE-DUTY STATION

NOW-WTCN-FM!

ABC...plus High-Listener Locals!

FREE and PETERS
National Representatives

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IMPOR TED SH OWS

British Package Firm Sends
Programs to U. S.

TOWERS of London Ltd., British radio consulting and package firm, has contracted with Oliver W. Nicoll, of Radio Features of America, to handle and distribute its radio shows in America. Harry Alan Towers is packaging firm producer.

First of the programs brought to the country will be Secrets of Scotland Yard, starring stage and screen actor, Clive Brook. Program will present outstanding crime stories gathered from the actual files of Scotland Yard. Scripts are to be edited in U. S., then recorded in London.

Mr. Nicoll, at the time at the Fairthorne Hotel in Hollywood, has also had an eye to the overseas market and has solicited a number of dramatic programs, especially from the United Kingdom. The shows will be distributed to stations who want to use them.

FCC REJECTS WNAC FREQUENCY REQUEST

WNAC Boston's bid for 50 kw full-time use of WOA San Antonio's 1290 kc clear channel [BROADCAST-ING, Jan. 6] was rejected last week by FCC.

The Commission reported Tuesday that it had returned the WNAC application for operation on the frequency because it proposed a "violation of Rule 3.25(a) and 3.25(b)." It was those rules, which designate frequencies to which various types of stations may be assigned, that WNAC sought to have amended.

Pending outcome of the clear channel proceeding, officials noted, FCC has consistently refused to consider applications which propose violations of clear channel rules.

The WNAC request, filed by the Washington law firm of Persoon & Ball, who contended there would be "no infringement of the service area of WOA," asked permission to move from 1260 kc with 5 kw to 1290 kc with 50 kw, direction-alized at night.

SERVICE

Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting
G.E.'s NEW 5-KW TELEVISION TRANSMITTER

COMPLETELY self-contained, General Electric's new 5-kw television transmitter combines every modern improvement for producing the finest pictures and sound that money can buy. Built-in sweep oscillators and crystal monitors make circuit adjustments easy for any operator. Plate modulation assures maximum modulation linearity. Elimination of vestigial side-band filter increases power-amplifier efficiency. New type power-amplifier triodes in push-pull, grounded grid circuit do away with neutralization and grid "swamping" resistors, speed up tube replacement, and cut tube costs. Important advancements like these are your assurance of unmatched program reliability, ease of control and maintenance, and lower operating cost.

See your G-E broadcast sales engineers for complete technical specifications or write today to the Electronics Department, General Electric Company, Syracuse 1, New York.

Higher-contrast pictures
Low-level plate modulation for greater modulation linearity over the full visual range. Video pre-emphasis unnecessary.

New advancements in circuit simplicity
Flat band-pass over full range. No vestigial side-band filter. FM sound transmitter designed with the famous Phasitron modulator. D-C insertion at low level.

Higher circuit efficiency
Pre-output shaping of vestigial side-band reduces power amplifier bandwidth 40 per cent — improves power amplifier efficiency. No power-wasting "swamping" resistors. No high-power video stages.

Easy circuit alignments
Built-in sweep generator, and crystal detectors in each RF stage provide simple alignment of transmitter.

"Block-built" for higher power
Transmitter design is coordinated with G-E high-power linear amplifiers. Power may be increased later without need for transmitter modification.

Complete accessibility
Full-length doors front and rear. Compact space-saving vertical chassis.

Write for these G-E Television Books
G-E Television Equipment Data Book — An illustrated description of G-E studio units, transmitters, and antennas. Will be sent free when requested on your company letterhead.

Television Show Business — 246 richly illustrated pages of television "know-how" by Judy Dupuy. An indispensable guide to better television program operation. $2.50 per copy.

GENERAL ELECTRIC
BROADCASTING * Telecasting

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ABY L. BROWN has been appointed program director of WAGA-AM and WAGA-FM, Atlanta.

WOODY HERMAN, orchestra leader now in Hollywood, has signed to handle the weekly session of "AL JARVIS' Make Believe Balloons" on KLAC that city.

DAVID NAUGLE, formerly with KSHB Kansas City, has joined announcing staff of WPFA Dallas. He was previous-ly with KPJZ Fort Worth, KAND Cor-ceans, and KTBK Austin.

KLAS LANDBERG, western television director of Television Productions, Hollywood, Paramount Pictures subsidiary and operator of WSKY that city, has signed five year contract with company.

TOM RODGERS, recently injured in an automobile accident, has returned to his announcing duties at KYW Philadelphia.

EDGAR BERGEN, star of NBC Chase & Sanborn "Charlie McCarthy Show," has been elected to serve as past president of recently organized Academy of Television Arts and Sciences. Term is for six months.

RAY INGHART and RALPH McGREW, both students at the radio department of Cincinnati College of Music, have been added to the production service department of WLW Cincinnati.

FRANKLIN PIEDDEE, formerly with KGEO Sioux Falls, S.D., and Nau- gher, has joined announcing staff of KFOM Omaha.

BILL BORUT, former featured artist with WCAU Philadelphia, has rejoined the announcing staff of WPTZ Paterson, N. J., where he had served as chief announcer.

WALTER OReefe, announcer, replaces BILL CULLEN as m.c. of CBS "Winner Take All" Jan. 15. The quiz show began June 3, 1946.

JOEY ROBERTSON, recently joined WPAT Paterson, formerly the production staff of NBC Washington, has joined the program staff of KFJO Scranton.

DON OTIS, former program director of Capitol Transcriptions, Hollywood, is handling nightly half hour show on KJH that city.

NORMAN GLADNEY, formerly in radio advertising sales field and also with WNYC New York, now is with WJAC Johnstown, Pa., as regional sales manager, starting Jan. 15 at Cincinnati Exchange Club. He discussed "Status of Television Today."

ESTHER BILZERIAN has been added to the music department of WTAI Woon- ter, Mass.

TOM WABER, former news and special events supervisor on WKRD Radio and also with WBT Cleveland, now is with WICU Pittsburgh, as news director for "Tune In." Jan. 15 at Cincinnati Exchange Club. He discussed "Status of Television Today."

ROBERT LABOUR, formerly of the production department of WBBR New York, has joined WNEW New York to handle new shows and talent. At BBDO Mr. LaBour had been a special production manager, and was former director of the Garry Moore program on NBC.

JOAN MEYERS has joined the program department of WCAU Philadelphia.

JOHNS LAWLOW, who has been on the program department, has resigned. Miss Meyers formerly had been with stations in Ala- bama and New York.

FRANCES BOYCE of the program department of KYW Philadelphia has an- nounced her marriage to Joseph McIn- tyre of Whitten Bain.

GEORGE CROWELL, who recently joined KFDR Los Angeles as staff an- nouncer, now is host for nightly mid- night show "Romance and Dance Time."

FRED ROBBINS, New York record m.c., has been signed to replace MARTIN BLOCK on weekly "Record Show" pro- grams over WNEW New York, Sat. 9:30.

LOIS ROACH has joined KSFO San Francisco, as producer-director.

MARIA PATTERSON, continuity writer at KQW Omaha, has resigned to accept teaching position at Platte City, Neb.

ROBERT W. SWAN, former announcer of KFLO Los Angeles, has joined KFAC Los Angeles in similar capacity.

KNOX MANNING, CBS Hollywood announcer, has narrated Warner Bros. short subject film describing annual Soap Box Derby.

HOWARD HARRIS has joined writing staff of NBC "Amos 'n' Andy" program.

JOSEPH WASHBURN, former CBS Hollywood production department member, has been named head librarian of continuity department.

VAL BROWN, former KFWB Holly- wood announcer, has joined KFAC Los Angeles in similar capacity.

VICTOR PERRIN and HERB BUTTEN-BART have joined cast of NBC "Mas- querade" program.

DIANA JONES has joined cast of NBC "Women in White" show.


GEORGINA FULLER, formerly with NBC New York in charge of auditions and casting, has joined ABC Hollywood production department.

SAM PIERCE, production supervisor of Ruthrauff & Ryan, Hollywood, has re- placed DICK UHL as producer of CBS "Dick Television,"

GORDON BARBINO, formerly of CKRM Regina, Sask., is now editor of new publishing firm Open Door Publish- ing, Regina, which aims to assist Canadian writers and artists and pub- lize their work.

HARRY R. LUBCKE, director of Don Lee television, addressed Burbank Junior Chamber of Commerce Jan. 13 on "Television Today."

WALTER ARNOLD, announcer of KEGA Hollywood, has joined ABC Hollywood as producer-director, replacing RALPH ROGERS who resigned to be- come program manager of KYO San Jose.

GEORGE F. CROWELL, formerly of WGDG Boston, has joined KSFO San Francisco as announcer.

CATHERINE MacIVER has been ap- pointed assistant to cue producer, replacing DICK HULL as producer of ABC Cue program.

KOIL San Francisco has named music director for his new program."
ANOTHER AWARD TO WOWO

Longines honors the Westinghouse station in Fort Wayne, Indiana, with FIRST PRIZE for effective promotion of one of radio’s outstanding dramatic programs “THE WORLD’S MOST HONORED FLIGHTS”

The “world’s most honored watch” helps make WOWO the nation’s “most honored” station! For this is the twentieth award won by WOWO in a two-year period... a record unmatched by any other station of this size. These twenty awards cover every factor that stimulates listener loyalty: local programming, promotion of network and spot programs, continuing service in the public interest. And each factor represents a basic tenet of Westinghouse policy.

The men and women of WOWO, and of the Westinghouse organization, accept this latest award as welcome recognition of their day-and-night efforts to serve both listener and advertiser.

WESTINGHOUSE RADIO STATIONS Inc

KD KA • KY W • KE X • WB Z • WA Z A • WOW O
National Representatives, NBC Spot Sales—Except for KE X • For KE X, Free & Peters

BROADCASTING • Telecasting

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EUGENE J. COGAN, has been appointed media director of Geyer, Newell & Ganger, New York. He formerly was media director of Ward Wheelock Co. and before that media director and business manager of Paris & Pearl. Mr. Cogan had been with that firm for 14 years. In his new post he succeeds CHARLES A. BROCKER, recently named vice president in charge of operations of Geyer, Newell & Ganger.

MARY MCKENNA, formerly in charge of media research at Benton & Bowles, New York, has been promoted to head of all spot radio time buying except on Procter & Gamble accounts. Latter will be handled by RUTH J. E. JONES.

PETER HILTON, former vice president of Mason Inc., has been named vice president and account executive of Donahue & Co., New York.

JAY E. KASHUK has been made partner in Lewis Kashuk Adv., New York. Name of agency becomes Lew Kashuk & Son. J. E. Kashuk heads new business department in addition to duties as account executive.

TOMMY BRIGGS has joined E. W. Reynolds & Co., Toronto, as radio director.

EVA RACE, former buyer of J. J. Gibbons Ltd., Toronto, has joined Ruthrauff & Ryan, Toronto, as media buyer.

A. CLAIRE has been appointed time buyer at J. J. Gibbons Ltd. to succeed her.

SHERWIN R. RODGERS, recently separated from Navy and former radio account executive and director of marketing for war rehabilitation, has been named account executive and publicity director of Harry J. Lazarus & Co., Chicago. He will coordinate agency publicity and radio activities.

LEWIS H. TITERTON, vice president in charge of radio of Compton Adv., New York, is in Hollywood for conferences with agency officials.

MARIAN RYAN, production manager of Jere Bayard & Assoc., Los Angeles, has resigned.

R. E. (Joe) MESSER has been named executive vice president of Robert F. Demul Inc., Los Angeles, in this capacity he will oversee all media production, including radio. Previously he had been general manager of Raymond B. Morgan Co., Hollywood, for 12 years. Mr. Messer will maintain his interest in Book Productions, Hollywood, and包装 packaging firm, which he recently organized.

BETTY GUNTER has joined Dancer-Fitzgerald-Sample, Chicago, in radio production department, replacing RITA McCULLOUGH, who resigned to marry.

ETHEL M. FORDSMAN, former media buyer with J. R. Kupsiek Adv., New York, has been appointed media director at Moore & Hamm, New York.

GIL SIMON, former promotion-publicity director of KPWB Hollywood, has been named manager of Jim Ward & Co., Hollywood. Mr. Ward was member of dissolved firm of Ward & Futterman Chicago (BROADCASTING, Dec. 30). Hollywood offices are at 2122 Catholic Ave.; telephone Hollywood 2122.

H. B. HUMPHREY Co., New York, now occupies the 22nd floor of the Fuller Bldg., 250 Madison Ave. For several years office has been in Graybar Bldg.


ROBERT SHIRLEY, former service representative of Walter Thompson Co., San Francisco, has shifted to agency's Los Angeles office.

JACK R. HOLMES, formerly of Smith & R. F. Drum, Los Angeles, has joined West-Moore as manager of newly opened Portland, Ore., office.

TOM ROSS, executive of The Tully Co., Hollywood, is to marry Helen Badger, Feb. 13.

DOUGLAS CRANE, formerly of Forest Lawn advertising department, has joined Associated Adv., Los Angeles, as vice president.

KNOLLIN ADAMS, Los Angeles, Feb. 1 will move offices from 350 W. 6th St. to Quinby Bldg., 650 S. Grand Ave.

H. F. FURBER, with Sportswear Inc. following discharge from the Army and formerly with Talon Inc. and Hand-Metzer Adv., has joined Julius J. Howen Co., New York, as account executive.

WALTER BLAKE, for eight years with Blaine-Thompson Co., New York, as an account executive at Rainier Bros. Pictures, has resigned effective Jan. 17 to join Los Angeles office of McCann-Erickson as account executive in Rainier Productions.

SULLIVAN, Stanfield & Co., New York, have taken over the fourth floor at 780 Park Ave., in addition to the tenth floor.

JAMES C. FLETCHER, president of Los Angeles Research Foundation, New York, has been named vice president in charge of research and labor relations for Buchanan & Co. that agency's research department. Entirely new activities of Berkshire Foundation, including facilities for coordination of advertising, public relations, labor, government, consumer and industry activities, will be available to all Buchanan clients.

CHARLES J. CHARNES, Assn., New York, has moved to larger quarters at 130 W. 46th St. Telephone: Chickerling 4-3262.

ISABELLE SHAVR, formerly with Anderson Davis & Platte, New York, has joined the copy staff of Ruthrauff & Ryan, New York, as member of home furnishings group.

JANE W. KALMUS, head of the publicity department of Hutchins Adv., New York, has temporarily resigned from that position to publish War Bites, vice president of the agency, takes over Mrs. Kalmus' duties for the time being.

DOROTHY YAKOWITZ, former publicity director of Wholesalers Assn., San Francisco, has joined Hugo Schiebner Bldg., Los Angeles, as assistant to publicity and public relations director.

ELIZABETH LEVI, former WAC, Joins agency as head of research department.

DAVID OWEN, general supervisor of daytime radio for Dancer-Fitzgerald-Sample, is new producer of the "Ma Perkins" show, which has moved to New York from Chicago. Sponsor is Procter & Gamble (Oxylon).

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FACING THE NEW YEAR

. . . if WE were a Radio Advertiser!

We'd make plans, right now, to go after a good slice of business in this productive area . . . with the help of CKLW. We'd remember that this station has 5,000 day-and-night watts at 800 kc., to give you concentrated coverage where you want it. We'd recall that CKLW has the lowest rate of any major station in this market . . . for results-per-dollar. Then, we'd begin making up a schedule now . . . and cash in on it!

In the Detroit Area, It's

CKLW

J. E. Campeau, Managing Director
Mutual Broadcasting System

---

Canadian Rep.,
H. N. STOVIN
& Company

---

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Water, drop by drop, can make an impression on the hardest stone. There being no particular objective behind this steady routine, you can hardly recognize in it any indication of genius. And yet it has the quality most often found in genius—unwavering perseverance.

By the same procedure, words and ideas can be directed to make permanent (and intentional) imprints of profitable value upon the daily lives of millions of people.

WTRY is doing just that, with a flow of words and ideas that leave strong impressions in nearly 200,000 radio homes throughout this rich Capital District of New York that we serve. We lay no claim to genius because we do this. We place the credit rather with a smart sense of programming and a popularity based upon giving people what they like and want.

In all three important urban buying centers of Albany-Troy-Schenectady, WTRY has won a high proportion of the listening hours. In eight surrounding and prosperous counties* our leadership is no less. And it costs so little to take advantage of this top audience popularity.

If you want to make a permanent impression on more than 600,000 consumers, you don't need genius. You just need the steady impact of WTRY, teamed with CBS.

*BMG calls it 12.

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
WHAT'S ALL THIS

FM — FINE MUSIC? . . . FLAWLESS MELODY? . . . FREQUENCY MODULATION?

FM is a welcome new alphabetical symbol in this shorthand world in which we live.

For FM are the initials of FREQUENCY MODULATION — a new kind of radio broadcasting and reception which banishes static and for the first time permits the listener to hear fine music, actors' voices and other sounds just as they are broadcast.

In fact, FM can even broadcast absolute silence which is itself a "radio miracle." It could broadcast the sound of a pin dropping if anyone wanted to hear it. No static can hitch a ride on an FM radio wave. FM has taken radio out of its scientific swaddling clothes.

FM, or Frequency Modulation, was invented and patented in 1933, after 20 years of research, by Dr. Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University. Dr. Armstrong refused to believe the old platitude that "static like the poor will always be with us."

Now, after 13 years of further experimentation and the overcoming of many natural as well as man-made problems, FM is with us on a practical commercial basis. Every week new FM transmitting equipment is being produced. New stations are being authorized and are abuilding.

New FM receiving sets are being produced and delivered to the public.

But, as with every new and better thing, FM already has imitators who hope to exploit the public's interest in scientific progress. While Dr. Armstrong has made the basic inventions covering "wide swing" Frequency Modulation, without the use of which it is impossible either to broadcast or to receive high quality FM radio signals, nevertheless, the public is already being offered "just-as-good" substitutes under beguiling titles like "Improved FM," "Superior FM," "John Smith's Better FM," etc., etc.

So, as the Romans used to say, CAVEAT EMPTOR — "Let the buyer beware."

If you buy an FM radio, beware to see that you get what you pay for.

As the buyer of an FM radio you are entitled to the Armstrong system of Frequency Modulation which represents the highest scientific development of the radio art.

On the opposite page are listed all of the receiving set manufacturers who are licensed under the patents covering Dr. Armstrong's invention of Frequency Modulation.

FM's PUBLIC DEBUT — On November 5, 1935, Dr. Edwin Armstrong and his long-time friend, C. R. Runyon, fellow pioneer of early amateur days, went "on the air" with an FM transmitter (Station W2AG) located in Mr. Runyon's home in Yonkers, New York. The occasion was a proof-of-the-pudding demonstration to a large and properly skeptical engineering audience, listening in a downtown New York auditorium, to hear if static had at last been really overcome. The FM broadcast, made on power scarcely sufficient to illuminate an ordinary light bulb, was received with "astonishing staticless clarity" from the home-made transmitter located 15 miles away.

FM, the Static-Free Radio of Tomorrow, Will Soon Replace the Old-Fashioned AM Radio of Today
The companies listed below are authorized and licensed to build radio receiving sets containing genuine Armstrong Frequency Modulation:

Airadio, Inc.
Ansley Radio Corporation
Browning Laboratories, Inc.
Espey Manufacturing Company, Inc.
Fada Radio and Electric Company, Inc.
Freed Radio Corporation
Garod Radio Corporation
General Electric Company
Hallicrafters Company
Howard Radio Company
Magnavox Company, Inc.
Maguire Industries, Inc.
Minerva Corporation of America
Pilot Radio Corporation
Scott Radio Laboratories, Inc.
Stewart-Warner Corporation
Stromberg-Carlson Telephone Manufacturing Company
Templetone Radio Company
Westinghouse Electric Corporation
Zenith Radio Corporation

On December 1, 1946

66 FM stations were in operation
564 stations had been authorized by the F.C.C.
307 applications were pending
65% of all established AM stations had already applied for FM licenses

AT ALPINE, NEW JERSEY

Dr. Armstrong operates his own experimental laboratory for continued research in FM broadcasting. Utilizing the heaviest steel radio tower in the world, two stations, W2XMN and W2XEA, are on the air daily. From Alpine, staticless FM signals are now being broadcast which can be clearly received 100 miles away.
The Winning Time is the Time You Buy on

WIN

BINGHAMTON, N.Y.

N.B.C. in the Triple Cities

HEADCASE REED

National Representatives

Keeping You in Mind

WLAW listener hears your spot, buys your product. It's a known fact...known brands sell first. Reach the two billion dollar market (Industrial New England) through its popular station—5000 watt WLAW. Send for facts.

Basic Station: ABC
50,000 WATTS SOON!

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Harvel Contest

A CONTEST, which began Jan. 19, is being conducted each week by the Harvel Watch Co. on its ABC Harvel Music Time, with winners receiving a Harvel Datograph watch as first prize and an AC-DC Cinderella washing machine as second prize. Presenting a scene from a new movie each week, the program asks listeners to determine how long it takes to enact the scene. Answers are mailed in, together with a statement of 25 words or less telling why the listener likes the part as a vehicle for the leading star. A different film will be used each week.

HURRELL ROBINSON, vice president in charge of radio of Fooht, Boise and Bangor, New York, leaves Jan. 20 for a one-week trip to Hollywood to be on hand for the Dinah Shore appearance on the "Hit Parade" Saturday on CBS, sponsored by American Tobacco Co. (Lucky Strike Cigarettes), through TCA.

Network Accounts

New Business

WILDROOT Inc., Buffalo (hair tonic), Jan. 15 started for 52 weeks "What's the Name of That Stellar, Don Lee Pan- cistic stations. Agency: BBDO, N. Y.

PROCTOR & GAMBLE Co., Cincinnati, Jan. 3 increased network for "For- don, M. D." from 101 to 143 NBC stations on Mon.-Sat. 10:46-11. P.M. Agency: Dancer-Fitzgerald-Sample, N. Y.

STANDARD BRANDS, Montreal (food products), has announced "belle Vue" on 9 CBC French network stations, Tues. 4-6 P.M. Agency: J. Walter Thompson Co., Montreal.

Renewal Accounts


A CONTEST, which began Jan. 19, is being conducted each week by the Harvel Watch Co. on its ABC Harvel Music Time, with winners receiving a Harvel Datograph watch as first prize and an AC-DC Cinderella washing machine as second prize. Presenting a scene from a new movie each week, the program asks listeners to determine how long it takes to enact the scene. Answers are mailed in, together with a statement of 25 words or less telling why the listener likes the part as a vehicle for the leading star. A different film will be used each week.

AIRWAVES! AIRWAVES! AIRWAVES!

Surrounded on the market by other networks, Airwaves must find a way to break through. A new logo, a new name, \"VOICE OF AMERICA\"...now "THE HAPPy MEDIUM \"...

\"it's no longer the LARGE BROADCASTING Medium\"...you are in the \"HAPPy Medium." Special Services for information.

FREE & PETERS

5,000 WATTS • TULSA

BROADCASTING • Telecasting

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Food and Assoc., Los Angeles, to handle national advertising.

MISSISSIPPI APPLIANCE Corp., Los Ange- les (Milton water heater), has appointed Harry J. Wendland Adv., that city to handle its advertising. Harvel will be used in major western and southwestern markets.

ASSOCIATED OIL Co., Los Angeles (gasoline), which conducted the successful So- cial Coast Conference games of USC and UCLA on KLAC Hollywood. Agency is Buchanan & Co., Los Angeles.

FLOTTIL PRODUCTS, Los Angeles (canned foods), has appointed The Tul- lls Co., that city, to handle national advertising. Regional and spot radio will be used.

BUBBLING WELLS DEVELOPMENT Co., Palm Springs, Calif. (real estate), has appointed The Tullis Co., Los An- geles, to handle its advertising. Northern California station will be used.

LEKTRO PRODUCTS, Montreal (pack- aged chocolate), has increased its weekly spot announcements on 13 Cana- dian stations. Agency is Cockfield Brown & Co., Montreal.


OXO (Canada) Ltd., Montreal (food products), has started spot announce- ments on a large number of Canadian stations. Agency is McKim Adv., Montreal.

PERFECTION CORSETS Co., Quebec, which makes and exports Real M. M. & Co., New York, has appointed The Tullis Co., Los An- geles, to handle its advertising in Southern California station will be used.

DOMESTIC SALES Co., New York (canned spaghetti), has appointed The Tullis Co., that city, to handle national advertising. Regional and spot radio will be used.

RYERSON & CO., New York, sub- sidiary of American Home Products Corp., has named Hollywood office of W. Earl Botwell Inc. to handle adver- tising on the West Coast. Radio is in- cluded in the company's overall handling about one-third of the total account, now has been added to the entire production line.

HARRY C. WELCH has been named ad- vertising manager of the grocery prod- ucts division of Borden Co., New York. He formerly had been assistant in that position.

SEARS, ROEBUCK & Co., Denver, has signed contract with KOA De- vor for sponsorship of the "Mule High Road Hour," through Sun. 6-6:30 a.m. (MDT). Program features Hal Renouf. KOA agricultural director, has been a sustainer for 2½ years.

CLARK BROS. CHEWING GUM Co., Pittsburgh (Clark's Tendermint Chew- ing Gum), has appointed Buchanan & Co., New York, to handle promotion and advertising.

P. LOHILLARD Co., New York (Old Gold tobacco), will sponsor the en- tire 1947 schedule of the home and away games of Cinergy Dodger baseball games on WEN New York, with Red Barber doing the regular commentaries. Games are Lennen & Mitchell, New York.

MacLey SNIFFERIZING SALONS and MacLey Equipment Corp., New York, has appointed Stuart Bart Adv., New York, to handle advertising. Firm is handling National, New York stations. Three participations with WJZ New York, three participations with WLS Chicago, three participations and one quarter-hour program on WINS, three participations weekly on WJZ and the firm has pur- chased all time signals available on WLW. In addion, MacLey presents a 30 to 90 word commercial and news flash every half-hour on WLW. Firm expects to start using WEN and WOR in addition to other stations.

HENRY REICHOLD of Detroit has com- pleted a three-month tour with the Detroit Symphony Orchestra. He is president of the Detroit Symphony, publisher of the Musical Digest which includes the orchestra in a weekly pro- gram over ABC, and head of Reihchold Chemicals which manufacture special unbreakable plastic records for use by the symphony in performing for Voice of America.

DANIEL H. STERLING has been ap- pointed general sales manager of Northstar Trading Corp., St. Paul, Minn., manufacturer of machinery preparation and paper devices. Mr. Sterling was for- merly sales manager in charge of de- partment stores for suitcases, brief cases and similar articles. He joined the company's sales force 15 years ago and previously was named sales manager of the syndi- cate division in addition to his present duties.

ALL PLASTIC MFG. Co., Los Angeles (plastic products), has appointed Davis-
BUCKE R. MEAD, newswriter for WJCL, Joliet, III., prior to when station's call was WCLZ, has resigned as station's advertising and promotions director. Mr. Mead, veteran newspaperman, was also employed at WJCL and also worked on the station as advertising director.

CHALMER ADAMS, former member of the news staff of The Michigan (Ohio) Journal, has been named trade news editor of WTVN, Columbus.

JACK CUMMINS, discharged from Navy and former sportscaster for WFJQ Jackson, Miss., has joined Broadcasting & Cable, New York.

T. MEAD, former member of the news staff of The Michigan (Ohio) Journal, has resigned.

WINIFRED GILLIN, Jacksonville, Fla., has resigned as former sportscaster for WFJQ Jackson, Miss., and former sportscaster for WFJQ Jackson, Miss., has joined Broadcasting & Cable, New York.

NEWSPAPER
The DISCUSSION is a monthly feature in which the editors of the New York Times and The Washington Post discuss current events. This month, the editors will consider the implications of the recent Supreme Court decision on abortion.

THE TIMES
The Daily Times is a daily newspaper published in New York City. This issue contains articles on politics, business, and culture.

BROADCASTING
THE BROADCASTER is a weekly radio industry publication. This issue includes articles on radio station management, programming, and advertising.

ADVERTISING
THE ADVERTISER is a monthly magazine devoted to the advertising industry. This issue contains articles on advertising trends, strategies, and case studies.

PRIMETIME PRIZES
PRIMETIME PRIZES is a television game show that offers prizes to viewers who correctly predict the outcome of a movie. This issue includes a profile of the show's host and a review of the latest movie release.

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JANUARY 10 TO JANUARY 16

The North Carolina Tar Heel nation.

The rich Bright Tar Heel is a fertile agricultural market.

Tobacco, of course, is king in this area, with the nation's largest tobacco production.

Now, as gold, tobacco is a major contributor to the state's economy.

The state's tobacco industry is valued at billions of dollars annually, making it one of the state's biggest industries.

In recent years, the industry has faced challenges, including changes in international trade policies and increased competition.

The state is working to diversify its economy and reduce its dependence on tobacco, but it remains a significant part of the state's economy and culture.

In this section, we will explore the current state of the tobacco industry in North Carolina, including its history, its impact on the state, and the challenges it faces.

In the Blake area,饼干比尔红卡חמ,饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡חמ饼干比尔红卡キャン
and ground system and change transmitter location.

AM—1340 kc
"Snow M." Best, Co., Rolla, Mo.—CP for new standard station 1340 kc, 250 w, unlimited.

AM—850 kc
Aberdeen News Co., Aberdeen, S. D.—CP for new standard station 930 kc, 1 kw, directional antenna day and night, unlimited.

AM—1310 kc
O. J. Falge, Ladysmith, Wis.—CP for new standard station 1340 kc, 100 w, unlimited.

AM—1340 kc

KWEZ Flagstaff, Ariz.—Modification of CP which authorized new standard station, for approval of antenna, change type of transmitter for approval of transmitter and studio locations.

AM—1340 kc

AM—550 kc
KFMB San Diego, Calif.—Change frequency from 1450 to 1460 kc, Increase power from 250 w day and night to 1 kw day and night and make changes in transmitting equipment—AMENDED to: change frequency from 1450 to 1460 kc, change type transmitter; install directional antennae for day and night use and change transmitter location.

AM—1340 kc
KGDQ Stockton, Calif.—CP to increase power from 2 kw day and night to 4 kw day and night, and make changes in directional antenna and install new transmitter.

AM—960 kc
Francisco Best, Co., Victorville, Calif.—CP for new standard station to be operated on 990 kc, power of 5 kw, day.

AM—710 kc
Contra Costa Publishing Co., San Pablo Island, Calif.—CP for new standard station 1710 kc, 1 kw day and night—AMENDED to: change studio location.

AM—1450 kc

KCNM Clovis, N. Mex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter and studio locations and to specify studio location.

AM—1220 kc
KXRO Aberdeen, Wash.—CP to change frequency from 1220 to 1230 kc, increase power from 250 w day and night to 1 kw day and night, install new transmitter and directional antenna for night use.

TV—License Renewal
WPTZ Philadelphia, Pa.—Renewal commercial television station.

Pickup License Renewal
Applications for renewal of remote pickup broadcast license filed by Reading Broadcasting Co., WREX, area of Reading, Pa.; Ashland Broadcasting Co., WBOB, area of Ashland, Ky.

TV—License Renewal
Applications for renewal of experimental television license filed by Philo Television Bstg. Corp., WPXW at Roanoke, Allen R. Gasaway, Mont Labs., WIXM WIXW WIXKT.

KCID Caldwell, Idaho.—Modification of CP which authorized new standard station for approval of antenna and for approval of transmitter location.

FCC Correction
IN DEC. 9 report of FCC re The News and Observer Publishing Co., Raleigh, N. C., assignment should be 830 kc with power 1 kw, DA night and engineering conditions, instead of daytime only.

AM—790 kc
KFIO Spokane, Wash.—CP to change frequency from 1230 to 790 kc, increase power from 3 kw to 1 kw, install new transmitter and directional antenna for day and night use and to change transmitter location.

Applications Tendered for Filing:
AM—1120 kc

AM—840 kc
WHAS Louisville, Ky.—Consent to assignment from WEFB to WHAS.

AM—1020 kc
Smithfield Best, Co., Smithfield, N. C.—CP for new standard station 1020 kc, 1 kw, daytime.

AM—930 kc
WZHD Inc., Warren, Ohio.—CP for new standard station 1030 kc, 1 kw and daytime.

AM—940 kc
Monongahela Valley Bstg. Corp., Charleroi, Pa.—CP for new standard station 890 kc, 100 w, unlimited.

AM—1260 kc
WMOA Marietta, Ohio.—CP to move studio location from Marietta, Ohio to Parkersburg, W. Va., increase power from 250 w to 1 kw, change frequency from 1400 to 1290 kc, install new transmitter and directional antennae for day and night use and change transmitter location.

AM—1340 kc
ledger Publishing Co., Lakeland, Fla.—CP for new standard station 1350 kc, 250 w unlimited.

AM—970 kc
WFLA Tampa, Fla.—CP to make changes in directional antenna, add night use, operating on 970 kc, power of 5 kw and unlimited time.

AM—1430 kc
WIL St. Louis.—CP to change frequency from 1230 to 1430 kc, power from 6 kw day and night to 2 kw day and night and install new transmitter and directional antenna for day and night use.

AM—1360 kc
Kenneth O. Tinkham, San Fernando, Calif.—CP for new standard station 1360 kc, 1 kw unlimited, directional antenna for day and night use.

Jon. 13 Decisions...
AM—Final Grants
Commission announced adoption of orders making the Final grants for: Relb Yellowstone, Co., Jackson, Miss.—To operate are new standard station 1420 kc, 1 kw, day, 5 kw, DA night, conditions.

AM—910 kc
WITF; WITW, Harrisburg, Pa.—To increase power from 500 w, DA night, 1 kw day, to 5 kw DA, unlimited, 630 kc, conditions.

AM—1370 kc
KWTT Wichita Falls, Tex.—To increase power from 1 kw day to night, DA, unlimited, to 5 kw, using DA nighttime only, 620 kc, conditions.

Order Rescinded
Southeastern Best, System, Sanford, Fla.—Adoption of order by Commission rescinding order rescinding an application for new station, 1400 kc, 250 w, unlimited, pending further study of objections of complainant.

Jon. 14 Decisions...
BY THE COMMISSION
AM—1460 kc
WMIR Jacksonville, Fla.—Granted change operating assignment from 1460 kc, unlimited, to 1450 kc, 5 kw, DA-N, unlimited; engineering conditions.

AM—1460 kc
Chattanooga Best, Co., Columbus, Ga.—Granted new station on 1460 kc, 1 kw unlimited, engineering conditions and subject to filing mod. of CP specifying modifications of signal antenna array.

AM—1420 kc
WRB Columbus, Ga.—Granted change operating assignment from 1420 kc, unlimited, to 1420 kc, 1 kw, unlimited; DA-N, unlimited; engineering conditions.

AM—1430 kc
WLAK Lakeland, Fla.—Granted change assignment from 1430 kc, 250 w, unlimited, to 1430 kc, 1 kw, unlimited; engineering conditions.

Applications Denied
City of Sebring, Sebring, Fla.—For new station, 1430 kc, 1 kw, unlimited.
A. Frank Kantsinuk, Okeechobee, Fla.—For new station, 1420 kc, 5 kw, DA-N, unlimited.
Muscopog Best, Co., Columbus, Ga.—For new station, 1450 kc, 500 w, unlimited.
WWPG Palm Beach, Fla.—To change operating assignment from 1450 kc, unlimited, to 1420 kc, 1 kw, unlimited.

BY COMMISSIONER WALKER
Louliaus Best, Co., New Orleans—Ordered that consolidated hearing on application of Louliaus Best, Co., be advanced from Mar. to Feb. 17 at New Orleans.

Publix Best, Service of Charlotte, N. C.—Removed from hearingocket application for CP.

KBIX Muskogee, Okla.—Commission on its own motion continued consolidated hearing on KBIX application for renewal and CP for FM station, now scheduled for Jan. 15 to Feb. 17 at Muskogee.

Atlantic Radio Corp., Boston, and Bristol Best, Co., New Bedford, Mass.—Commission on its own motion continued consolidated hearing on these applications from Jan. 1 to Feb. 19 at New Bedford.

WHA Madison, Wis.—Granted in part in consolidated hearing for approval of radio of Peoria and continued said hearing to Jan. 20.

BY COMMISSIONER WAREFIELD
Huntington Best, Co., Huntington, Calif.—Scheduled further hearing on application of Huntington Best, Co., et al., for Mar. 10.

Jan. 14 Applications...
ACCEPTED FOR FILING
AM—1460 kc
WHIN Geneva, N. Y.—Modification of CP which authorized new standard station, for approval of antenna and to specify studio location and to change frequency from 1460 kc to 1450 kc.

WWSC Glen Rock, N. J.—License to cover CP as modified, which authorised new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc
WBNZ Saranac Lake, N. Y.—License to operate CP which authorized change in frequency, increase power, change hours of operation, install new transmitter and vertical antenna and change transmission power, for approval of antenna and for determination of operating power by direct measurement of antenna power.

AM—1440 kc
WASL Annapolis, Md.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1410 kc
WTXU Wilmington, Del.—Modification of CP which authorized new standard station, to make changes in antenna, to change type of transmitter and to specify studio location.

FM—Commencement Date
WOLW Wilmette, Ill.—Modification of CP which authorized new FM station, to change antenna height, make changes in antenna system and change commencement and completion dates.

AM—1400 kc
WBOB Galax, Va.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1550 kc
WLOA Bradford, Pa.—Modification of CP which authorized new standard station and removal of antenna and transmitter location.

AM—1460 kc
WKMH Detroit, Mich.—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

AM—1320 kc
WNGO Mayfield, Ky.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

(Continued on page 68)
Applications Cont.: standard station and authority to determine operating power by direct measurement of antenna power.

AM-1570 kc

KAKC Tulsa, Okla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

KGGI San Antonio, Tex.—Authority to determine operating power by direct measurement of antenna power. AM-1400 kc

KEBE Jacksonville, Fla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1110 kc

WALT Tampa, Fla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

WHAL Shelbyville, Tenn.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1450 kc

WXNN Jackson, Miss.—Authority to determine operating power by direct measurement of antenna power. AM-1400 kc

WCUJ Columbia, Misc.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-600 kc

WESC Greenville, S.C.—Modification of CP which authorized new standard station and authority to change type of transmitter and authorize to specify antenna installation as unassigned. AM-1400 kc

WLOE Lebanon, N. C.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1340 kc

WCNI Wilmington, N. C.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

WSWC Elberton, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1110 kc

WRWT Rome, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

KORE Paragould, Ark.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

FM—Unassigned

Radis Best, Memphis, Tenn.—CP for new FM station on frequency to be assigned. FCC and coverage of 13,972 sq. mi.—AMENDED to change studio location from West Memphis, Ark. to Memphis, Tenn. AM-1450 kc

WTBC Tuscaloosa, Ala.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1340 kc

WGWC Selma, Ala.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1340 kc

FM—Unassigned

WHMA-FM Ashland, Ala.—Modification of CP as modified, which authorized new FM station to change type of transmitter, effective radiated power, antenna height, make changes in antenna system and change commencement and completion dates. AM-1400 kc

KSOK Arkansas City, Kan.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1250 kc

WCRP Birmingham, Ala.—Modification of CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

KXLW Clayton, Mo.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1430 kc

WIL St. Louis—CP to change frequency from 1.230 to 1.430 kc, increase power from 250 w to 5 kw, install new transmitter and direct antenna for day and night use and change transmitter location. AM-1400 kc

KOAD Omaha—Modification of CP which authorized new FM station, to increase operating power, change effective radiated power and change commencement and completion dates. AM-1330 kc

KFCF Los Angeles—Modification of CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1330 kc

KJCV Redding, Calif.—Modification of CP which authorized installation of new transmitter for extension of commencement and completion dates. AM-1430 kc

KAVX Havre, Mont.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1290 kc

KEYY Pocatello, Idaho.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1400 kc

KTRC Santa Fe, N. Mex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1540 kc

KUNI Grants Pass, Ore.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower. FM—Unassigned

Medford Printing Co., Medford, Ore.—Modification of CP which authorized new standard station and authority to determine operating power by direct measurement of antenna power. AM-1280 kc

WMIN St. Paul, Minn.—CP to change frequency from 1560 to 1290 kc, increase power from 5 to 50 kw and install new transmitter. Violation of Rule 325 (a) and (b). AM-1230 kc

Applications Dismissed:

KOBA Odessa, Tex.—Mod. of CP as modified, which authorized new standard station to change type of transmitter and to specify studio location. Request of attorney. AM-1350 kc

Applications Tended for Filing:

WMIN St. Paul, Minn.—CP to change frequency from 1400 to 1220 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter and studio location. Request of attorney. AM-1280 kc

License Renewal:

NBC New York—License renewal of commercial television stations WXYZW XWZBU. AM-1190 kc

KVSF Santa Fe, N. Mex.—License renewal. AM-1190 kc

Applications Tendered for Filing:

Borinquen Broadcasting Co., Caguas, P. R.—CP for a new standard station to be operated on 1230 kc, unlimited. AM-1400 kc

Catonsville Basting, Catonsville, Md.—CP for a new standard station to be operated on 1440 kc, 250 w and daytime. AM-1460 kc

The Lenganeen Company

Printed in U. S. A.

565 Broadway, New York 12, N. Y.

[Image of a Western Electric 9A and 9B Reproducers]

Western Electric 9A and 9B Reproducers

Both assure faithful reproduction of either vertical or lateral transcriptions. The 9A has a diamond stylus tip with a 2 mil radius. It is especially good for use with the narrow grooves of vertical cut discs. The 9B, with a sapphire stylus tip of 2¼ mil radius, is especially good for use with the wider grooves employed in the lateral cut records. For further details, write Graybar Electric Co., 320 Lexington Ave., New York 17, N. Y.
Jan. 15 Applications ... 

REMOTE PICKUP

American Colonial Bestg. Corp., Danbury, Conn.—For new standard station, 50 kw, 500 w, 1 kw, day, for Kansas City, Mo.

AM-510 kw

WASL Annapolis, Md.—Modification of CP as modified, which authorized new standard station, for extension of commitment and completion dates.

AM-510 kw

WAAR-AM Providence, R. I.—Modification of CP which authorized new commercial television station, for extension of commitment and completion dates.

AM-510 kw

The Fairleigh Dickinson Univ., Teaneck, N. J.—For new standard station, 250 kw, 500 w, 1 kw, day, for New York City.

AM-510 kw

TV—Commencement Date

WAXR-AM Providence, R. I.—Modification of CP which authorized new standard station, for extension of commitment and completion dates.

AM-510 kw

WTEL-AM Dallas, Tex.—For new standard station, 500 kw, 1000 kw, night, for Fort Worth.

AM-510 kw

Remote Pickup

AM-510 kw

The Fairleigh Dickinson Univ., Danbury, Conn.—For new standard station, 250 kw, 500 w, 1 kw, day, for New York City.

AM-510 kw

TV—Commencement Date

WAXR-AM Providence, R. I.—Modification of CP which authorized new standard station, for extension of commitment and completion dates.

AM-510 kw

Remote Pickup

AM-510 kw

TV—Commencement Date

Here's a setup that now gives the wise advertiser a chance to snare 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-schedule, 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.

... cover Texas' Twin Cities with WRR-KFJZ.
WHY did 193 DIFFERENT NEWSPAPERS

81 DIFFERENT RADIO STATIONS

advertise in SALES MANAGEMENT during the first six months of 1946?*

There are many important reasons but here are two big ones:

1. Media men realize the importance of effectively telling their story to the top sales executives, the man who has THE FIRST WORD ON MARKETS and THE LAST WORD ON MEDIA.

2. Media advertisers know that the one sure path to the sales director's desk is a consistent advertising campaign in SALES MANAGEMENT, the only publication edited for the sales officials of national advertisers, and the magazine with more sales executive subscribers than all other publications in the sales-advertising field combined.

*Lyndon Reports

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*Lyndon Reports
RMA Asks Removal Of Tax on Radios

10% Excise Levy on Receivers Called Handicap to Industry

REMOVAL of the 10% manufacturers' excise tax on radios and phonographs was asked last week in letters received by Sen. Eugene D. Millikin (R-Co.), chairman of the Senate Finance Committee, and Rep. Harold Knutson (R-Minn.), chairman of the House Ways & Means Committee.

The letters were sent on behalf of Radio Manufacturers Assn. by Joseph Gerl, chairman of RMA's Excise Tax Committee and president of Sonora Radio & Television Corp.

The tax, which is a permanent levy and not one of the war excise taxes affected by the President's declaration that hostilities had ended, was adopted in 1941, doubling the previous 5% impost.

Mr. Gerl wrote that the tax had the practical effect of increasing prices on radio receivers and television sets, thereby decreasing sales, production and employment in radio factories. He said that in the case of FM the tax cripples an infant industry by deterring the public from buying FM sets. Only the sound equipment in a television receiver is taxable under a recent Revenue Bureau ruling.

Competitive Inequities

The tax gravely handicaps educational and cultural activities, Mr. Gerl wrote. It results in competitive inequities in the radio industry, where the average net return is 2.7%, and is difficult to collect, especially when it applies to parts manufacturers. Yield to the Government is only 1.2% of the excise tax income from the bulk of manufacturing industries, he said, and many of these industries are not nearly as important to the American public as the radio industry.


KCOY on Air

KCOY Santa Maria, Calif., was to start operation Jan. 17, according to Frank R. Holles, station manager. Operating on 1400 kc, as an ABC affiliate, station is owned by News-Press Pub. Co., Santa Barbara, operator of KTMS that city.

Office is at 114 West Cook St. Two way line between KCOY and KTMS is maintained for exchange of programs.

CITATION for "exemplary endeavors in the field of radio journalism" was presented to Cliff Evans (r), managing editor of WLW New York News Bureau, by John McManus, president of the New York Newspaper Guild. This is the first time in radio history that the Guild has made such an award. Presentation was made at the Waldorf-Astoria for the Page One Ball.

Cultural Radio Programs Get Guatemala's Support

MINISTRY of Communications and Public Works of Guatemala has issued an executive order to Guatemalan National Radio Stations requiring them to devote the most time possible to cultural programs. At the same time, the stations were allowed the following time limits for commercial announcements:

Two minute commercial for a five-minute program, three and a half minutes for ten-minute programs, four and a half minutes for 15-minute programs, five and a half minutes for 20-minute program, six and a half minutes for 25-minute program, eight minutes for half hour program, 15 minutes for one hour program.

Scripts also will have to be delivered to the Ministry of Communication 24 hours before broadcast time.

"Ever since 'Bride and Groom' went on WFDF Flint, it's been like this."
THEODORE F. Searl has succeeded Frank N. Bernato as chief engineer of WIGA Ashatabula, Ohio. Mr. Bernato is attending Ohio State U.

John Sturek, recently discharged from Army Signal Corp as radio and radar technician, has joined IOAD Omaha engineering staff.

FEDERAL TELEPHONE & RADIO CORP., Newark, is manufacturing small-diameter, polyethylene insulated wire for the winding of loop antennas for home radio receivers. Identified as K-1046, the wire is constructed of bare soft copper and has an overall diameter of only .038 inches. The company claims the wire to be highly resistant to water, acids and oils, thus insuring efficient receiving operation under all atmospheric conditions. Federal last week also announced a new, low cost FM and television receiving antenna can be constructed with the use of 300 ohm lead-in wire K-1046, manufactured by the company. K-1046 is polyethylene insulated, which makes it weather resisting and flexible, even in sub-zero climate.

CROSLEY Division of the Aviation Corp. presented its first television receiver model at the American Furniture Mart's winter show at Chicago. Advertised features are a swivel tube mounting which pivots over a 90 degree angle; a continuously rotatable switch providing up to eight television stations; remote relays by means of channel selector plug-in units, and a channel selector. Set operates on standard band, FM band (88-108 mc) and also includes automatic record changer. Cabinet is 37 1/4 inches wide and 18 deep.

SYLVANIA ELECTRIC PRODUCTS, Inc., New York, Electronics Division, has developed two new types of Corder-Mounted tubes suitable for a wide range of laboratory and industrial applications. When used with auxiliary apparatus these tubes detect radiations emitted by radioactive substances by the individual sub-atomic particles and protons comprising such radiations. New tubes are designed for those engaged in the research and practical application of nuclear physics.

JAMES A. MacFarland, with WWSW Pittsburgh since 1924, and control room supervisor, has resigned to become chief engineer of Pittsburgh Broadcasting Co. As assigned new daytime station in that city on 1080 mc with 1 kw. During the war he served four years in the Pacific with the Navy as radio technician.

DAVE TULLER, CBS television technician, has been elected IBEW shop steward for this year for union members of WCBS-TV New York.

ALEX FILIPPOVICH is new first class engineer at WING Jackknife, N. Y. He replaces RAY CUMMINS, resigned.

KEN EYERUS, engineer at WING, New York, Wash., is recovering from strep throat infection.

EDWARD PARK, formerly with engineering staff of WPLI and WCAU Philadelphia, has joined KNBO Oahu, T. H. International short-wave station of State Dept., OIC, in similar capacity.

DR. IGOR N. ZAVARINE, former professor of physical metallurgy at Massachusetts Institute of Technology, has been added to the metallurgical research staff of Sylvania Electric Products, Inc., Bayshore, N. Y.

KYLE GOODMAN of WTOD Savannah, Ga., engineering staff is the father of a girl.

TELEVISION AGENCY OPENS IN NEW YORK

SACKETT & PRINCE Televisions Productions has opened offices at 681 Lexington Ave., New York, as an agency to produce and place television programs. According to Barney Sackett, general manager, the new firm will introduce new techniques designed to exploit television's full possibilities as an advertising as well as an artistic medium.

Company has announced more than 18 shows planned for this year, including Night Club, a video tour of Broadway night spots; Sports Quiz, piting sports writers against players and coaches; Disc Jockey, with performers playing their most popular recorded tunes; Lost of the Land, dramatic presentations of American legends, and others.

Staff includes Michael Prince, sports director; Pauline Sharpe, writing director; Andre Brummer, technical research director for live music; Harold Prince, head of the advertising and public relations department.

FEDERAL Telephone & Radio Corp., Newark, has developed a high-performance power triode designed to meet the specific requirements of FM transmission service in the 88 to 108 mc band with a maximum output up to 110 mc. Designated as the TC97, it is one of the first tubes that, in pairs, provides 10 kw output.

Ethridge Confirmed

NOMINATION of Mark Ethridge, publisher of the Louisville Courier Journal and Times as U. S. Representative on the United Nations Security Council Commission investigating Balkan problems, was confirmed Monday by the Senate. Mr. Ethridge sailed last week for Europe on a Balkan investigation mission. Before sailing he conferred with President Truman and former Secretary Byrnes.
"Broadcasting serves as a valuable aid here at Bulova. It keeps us posted on the business developments of radio. This is important because Bulova is one of the largest consistent users of spot radio time."

Ray Warren, Advertising Manager
Bulova Watch Company

"Broadcasting is the most comprehensive and best edited trade paper in radio or any other field."

C. A. (Fritz) Snyder
Account Executive
Biow Company

Broadcasting's growth has been synonymous with radio development itself during the last fifteen years. Pioneer broadcasting journal, it has consistently excelled in news volume covering mass radio media—AM, FM, television and facsimile—as the reliable, authentic, complete weekly news magazine. Nine independent surveys in nine years have voted Broadcasting the overwhelming favorite news medium of men in the business of broadcasting.
10 FM Conditionals, 20 CPs Granted

FCC Announces Actions; Six Grantees Also In AM Field

CONDITIONAL GRANTS for 10 FM stations and construction permits for 20 in the Miami-Dade area, in lieu of previous conditions, were authorized by FCC last Thursday. Six of the conditional grantees are also in the AM field. All given Class B authorizations, these and WOW Omaha, Crosley Broadcasting Corp., licensee of WLV Cincinnati and WINS New York, which received an FM grant for Columbus, Ohio; Larus & Bros. Co., WYRA Richmond, Virginia, which was given a grant for Norfolk, Va.; WGBR Goldsboro, N. C.; WNXE Macon, Ga., and New Haven Broadcasting Corp., AM grantee for New Haven, Conn.

Comr. Clifford J. Durr voted for further inquiry on the Crosley and Larus & Bros. applications.

Meanwhile, the Commission announced reallocation of two Class B FM channels—Nos. 224 and 231—to the Atlanta area, bringing the number immediately available there to five. With five Atlanta applications now pending and set for hearing, FCC said the hearing would be cancelled and the applications considered individually "if the situation remains unchanged for the next 30 days."

Atlanta Applicants

The Atlanta applicants, who had been given conditional FCC authorizations for additional channels so it could be granted [Broadcasting, Oct. 21], are WSB WAGA WATL WGST and Wilson & Cope. One of the channels added to the Atlanta area, No. 224, was taken from the Golden triangle, Ga., area, where no FM applications have been filed.

Griffin is left with one Class B channel (No. 222) and is eligible for at least two Class A channels, whereas Atlanta is not eligible for any Class B assignments. The other channel added to Atlanta, No. 221, has not been allocated in that area heretofore. The addition made seven channels for the Atlanta section, one of which has been assigned (to Constitution Publishing Co.) and one withheld under the channel reallocation plan.

Conditional grants to applicants not now in AM were as follows:

Pall River, Miss.—Nattressanett Broadcasting Co., Inc., application for construction permit. Owners are Clark S. Murdock (president, 14.3%), operator of a secretarial school in Providence; Albert Pilavin (42.8%), part owner of a tire and rubber business at Providence; George L. Shinn Jr. (14.3%) and Leonard Cohen (28.6%).

Albuquerque, N. M.—FM Broadcasting Co., Class A station. Owners are Harold B. Bishop, FM manager at Harrisburg, Pa., who has been WPGC radio engineer, and Joe L. Martinez, Albuquerque attorney.

Lockport, N. Y.—Lockport Union Sun & Journal Co., Class B station. The company, headed by Egbert D. Corson, publishes Union-Sun and Journal, the Buffalo Evening News, a daily newspaper, and Class B station. The company, owner of several buildings, is controlled by Stephen Quackenbush Jr. and wife. Stephen Quackenbush Jr. owns 8.1% and Elise N. Quackenbush, 4.7%.

Construction permits went to the following (power is effective radiated antenna height, height above average terrain; AM affiliation shown in parentheses):

Dixie Broadcasting Co. (WMGY), Montgomery; 99.5; (Channel 25B); 6; 415 feet.

Central Valley's Best Co. (KCA), Beecher; 101.2 (No. 211); 50; 350 feet.

Wichita Beacon Best Co., Wichita, Kan.; Class B; 103.7 (No. 278); 20; 400 feet.

Suffolk Best Co., Corp., Cormar, N. Y.; Class A; 109.3 (No. 290); 340; 410 feet.

Eastern Carolina Best Co. (WGBR), Goldsboro, N. C.; Class B; 99.1 (No. 236); 250; 500 feet.

The News & Observer Pub. Co. (AM granate), Raleigh, N. C.—Class B; 93.1 (No. 236); 250; 460 feet.

Ohio Best Co. (WHRB), Canton, Ohio; Class B; 91.1 (No. 247); 290; 390 feet.

Three County Best Co. (WCED), Du-Bois, Pa.—Class B; 97.3 (No. 248); 6; 415 feet.

Mon-Yough Best Co. (WMK), McKeesport, Pa.—Class A; 103.0 (No. 249); 500; 1000 feet.

Scranton—Wilkes-Barre—Pittston Best Co., Scranton, Pa.—Class B; 105.3 (No. 277); 2.5; 1.065 feet. WJZM, Wilkes-Barre, Pa.—Class B; 98.1 (No. 235); 2.1; 1.065 feet.

Mary Hardin-Baylor College, Belton, Tex.—Class B; 95.3 (No. 286); 2.9; 300 feet.

Sunshine Best Co. (RTBA), San Antonio, Tex.—Class B; 100.5 (No. 268); 144; 460 feet.

Wichita Monarch Radio (WCAA), Balti- more, Md.—Class B; 103.7 (No. 276); 20; 400 feet.

Hampton Roads Best Co. (WQH), Newport News, Va.—Class B; 92.3 (No. 222); 38; 390 feet.

Head of the Lakes Best Co., Superior, Wis.—Class B; 92.3 (No. 223); 82; 720 feet.

Western Roads Best Co. (WSAU), Wausau, Wis.—Class B; 94.9 (No. 230); 48; 415 feet.

In lieu of previous details.

Requests Are Filed for Video Station in Detroit and Miami

APPLICATIONS for commercial television stations at Detroit and Miami, filed by Fort Industry Co., have been filed with the Television Equipment Co., respectively, were reported by FCC last week.

Fort Industry, which has a video grant for Toledo (Broadcasting, Dec. 12), has applied for Channel 2 (54-60 mc) for its proposed operation at Detroit, where it has bought 250-w WJBK from James F. Hopkins Inc. for $650,000 subject to FCC consent [Broadcasting, Aug. 26].

Southern Radio, a new corporation, requested Channel 4 (66-72 mc). The company is headed by Robert G. McMillin, former general manager of WGBS Miami, who owns 66% stock interest and would be general manager of the Miami television outlet. Edward N. Coleman, real estate owner and investor, is vice president and owns 32%; Edward J. Nelson, attorney, is secretary-treasurer and owns 25%.

Fort Industry estimated initial installation costs would approach $229,000 plus $175,000 already spent on land and buildings for television and FM. Monthly operating costs are estimated at $35,000, with no revenue anticipated during the initial months of operation. Not expected video network facilities will be available to Detroit "much before the end of 1948 or early 1949," the company said it would carry studio programs, films, and remote pickups. Saturday and evening programs would be carried, to begin 20 hours a week.

Southern Radio anticipated initial construction costs of about $165,000 exclusive of land and buildings: monthly operating costs of $11,667 and monthly revenues of $9,750. The company plans to conduct a class at the U of Miami on "Practical Television Broadcasting," similar to a radio course instituted there by Mr. Venn while he was manager of WGBS.

Plans to "carry our cameras to locations where the relinquishing commercial interest is available may be obtained at reasonable cost," but without "Hollywood-type" productions at first, were reported. The station would operate four hours a day for four days a week at the outset, so maximum time would be available for rehearsals and other preparations.

"The applicant suffers from no illusion as to reward to immediate income from sale of time," the application pointed out. "Such revenue will be limited uncertainly until television sets are placed in a considerable number of Miami homes. The schedule has been planned to exact the greatest possible interest of residents per dollar expended for program costs."}

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FIFTH television station grant, the maximum number allowed in television, was given Allen B. Du Mont Labs. Thursday for a station in Pittsburgh, Pa. The Commission listed other Du Mont-Paramount television interests in announcing the grant.

A broadcasting station also was granted Maison Blanche Co., New Orleans, department store owning 50% of WSMB New Orleans. Television Productions Inc., Hollywood, listed by the FCC as a Du Mont-Paramount interest, was granted a video station Dec. 20 at which time the Commission made public corporate relations of the Paramount group [BROADCASTING, Dec. 23].

The New Orleans CP covers a station on the 66-72 mc channel (No. 4) with visual power of 13.6 kw and audio power of 7.2 kw. Antenna height will be 375 feet.

The Pittsburgh grant specifies the 60-66 mc channel (No. 3) with visual power of 14.6 kw and aural power of 3 kw. Antenna will be 818 feet high.

Five to Pending File
In announcing the Pittsburgh decision the FCC placed in the pending file five television applications of Du Mont-Paramount. They are: Allen B. Du Mont Labs., Cincinnati; Allen B. Du Mont Labs., Cleveland; Interstate Circuit, Dallas; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit.

Besides the Pittsburgh and Hollywood grants, Du Mont-Paramount interests operate WABY New York, WTTG Washington and WBKB Chicago. In its Hollywood grant the Commission noted that Du Mont-Paramount "has no stock ownership or management interest in Maison Blanche Co."

Higher Power Is Granted Three Stations by FCC

HIGHER POWER for three AM stations was authorized by FCC last Thursday.

WSAR Fall River, Mass., received a grant to increase on 1480 kc from 1 to 5 kw, directionalized fulltime.

WEAT Miami Beach, on 1360 kc, was authorized to increase daytime power from 1 to 5 kw, subject to correction of any interference complaints and on condition that it reduce power if necessary. Comm. Clifford D. Dunn voted for hearing. WEAT will continue nighttime operation with 1 kw.

KPAC Port Arthur, Tex., on 1250 kc, was authorized to increase daytime power from 1 to 5 kw to 25 kw and nighttime power from 250 w to 1 kw directionalized, subject to engineering conditions.

FIRST IN RADIO

More radio stations and networks buy more pages of advertising in TIDE than in any other general advertising publication.

These radio stations and networks are using TIDE for the best reason possible: they know that TIDE reaches the right people . . . the people with advertising say-so!

Be sure you're reaching those people too! Advertise your facilities in TIDE, the leader among general advertising publications in radio station and network advertising!

TIDE

The Newsmagazine of Advertising, Marketing and Public Relations

232 MADISON AVENUE, NEW YORK 16, N. Y.

Hooper Pays

WHEN FRED ALLEN, asked by Archie, on whose program he was a guest, how long he had been in radio, replied "so long that I lent Hooper the nickel to make his first call," C. E. Hooper promptly sent him a five-day press release with the message "All right. All right. Here it is!" and 20% in Charleston Broadcasting Co., AM applicant at Charleston, S. C.

Mr. Mullinax has been general manager of WLAG since 1941; he plans to resign that position to become general manager of the new station. Mr. Davis, executive assistant to Mr. Jenkins, is vice president and secretary of WLAG and vice president of Atlanta Radio Enterprises, but has no financial interest in either group.

Great Falls, Chester Grants Authorized

FCC Reissues Kinston, Po., CP Local Station for Nogales

A 5-kgw station for Great Falls Mont., and a 1 kgw daytime outlet for Chester, Pa., were authorized Thursday by FCC.

At the same time the Commission reissued to Kinston Broadcasting Co., Kinston, N. C., the grant which it had withdrawn "pending further investigation of qualifications of John G. Dawson," a 16 2/3% stockholder [BROADCASTING, Jan. 13]. The grant, for 1 kgw daytime operation on 1000 kc, was first issued Dec. 17 [BROADCASTING, Dec. 23]. The company is owned by 24 stockholders and headed by A. K. Jenkins.

The Commission also granted a fourth Arizona station to Mrs. Gene Burke Brophy, for use of 1240 kc with 250 w fulltime at Nogales. The grant was rescinded, however, because of complications arising from Mexican use of the 1240 kc channel.

The grants:

Chester, Pa.—Lou Poller. 1500 kc 1 kgw daytime, engineering conditions. Mr. Poller, former owner of WARM Scranton, has been engaged since January 14 in sale and purchase of various surplus goods. He is also treasurer and general manager of Bernard Communication Co., Philadelphia, engaged in plant clearance for RFC.

Great Falls, Mont.—Sun River Broadcasters Inc. 970 kc 5 kgw directional antenna at night. Principals: O. P. Soule, president, 25%; William H. Preservation, vice president, treasurer, and general manager of KKEI Postelcliff, Idaho, 1.79%; Ruth Fletcher, 8.7%; Florence Gardner, daughter of Mr. and Mrs. Soule and general manager of KTFI 21.43%; Hannah Soule, wife of O. P. Soule, 21.43%; A. L. McRuer, 30%; Montana operators manage for Beatrice Jillette Co. 4.79%; William R. Davis, insurance man, 3.34%; and L. K. Taylor, in automobile and ranching business, 4.79%.

JAMES BISHOP, public relations director of Hinson-O'Donnell Adv., Los Angeles, Calif., signs to form his own advertising firm.
NLRB Intervention Asked By WOR in Labor Dispute

Harold A. Smith, manager of Public relations of Young & Rubicam, New York, has been appointed director of publicity and public relations succeeding William H. Jenkins who resigns Feb. 1 because of poor health. Mr. Smith joined Young & Rubicam in October 1942, after having been with Liberty Magazine and the New York Daily News.

BROADCASTING • Telecasting

K PAC

MBS

BMB

January 20, 1947 • Page 71
Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

5000 watts day and night, 850 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

ON MOST IMPORTANT advertising desks in America

NAB Drive
(Continued from page 14)

negotiations with such unions as AFRA and AFM, was reflected in a resolution calling upon the NAB "to establish and promote policies of employer-employee relations which will recognize and make as effective as possible local and area negotiations."

The resolution observed that the prevailing trends throughout the industry tend to impose nationwide or industrywide practices and policies upon all broadcasters without due regard to the local and area conditions and that such practices were considered "economically unsound and destructive of most effective employer-employee relations in local stations."

Induced by an off-the-record discussion of the music situation by Sydney M. Keys, vice president and general counsel of BMI, the district adopted a resolution urging early renewal of BMI contracts and greater performance of BMI tunes. The resolution recited that BMI was established as a means to protect radio against unjust and unreasonable demands and to create healthy competition in music copyrights. Stations were urged to analyze their music used to the end that a larger percentage of BMI music may be employed "where such music on the basis of merit deserves such performance," and that every effort be made to popularize BMI tunes.

Public Relations Plan
A pledge of "wholehearted support" of President Miller in his "splendid efforts to bring about a better understanding in the minds of public officials and the public at large" was voted. It cited the "enlightened, constructive and forceful leadership" given by the NAB president in his 16-month tenure, and commended him for the "constructive contribution which he has made to a better understanding on the part of the public of the role which radio broadcasting occupies in the economic, social and political lives of the nation."

Another resolution "highly commended" District Director Terry for his two years of stewardship and voted him "sincere appreciation."

RALPH W. HARDY, executive assistant in charge of public affairs of KSI Salt Lake City, chairman of the arrangements committee for the district meeting, and the Salt Lake NAB member stations were voted thanks.

With 125 delegates registered from the 14th District States of Colorado, Montana, Utah, Idaho, Wyoming and Nevada, Director Terry said attendance at the meeting was an all-time high. The two-day business session was followed Wednesday by a news clinic conducted by Art Stringer, NAB director of special services—the first of the year. It was called following a poll of stations in the district, which voted overwhelmingly for it. (See story page 14).

Judge Miller's keynote address was off-the-record, but related generally to this new public relations thesis for radio set forth at the San Francisco area meeting (Broadcasting, Jan. 13). Executive Vice President Willard outlined the new structure and enlarged services of the NAB, and reiterated his San Francisco appeal for selective listening through selective programming by stations and consequent increase in the number of hours during which the public tunes in.

He urged support of the joint Radio Manufacturers Assn-NAB campaign for a radio in every room as one means of increasing tune-in. Articulate minorities would listen more if they knew about the hundreds of hours of serious programming on all stations, he said, advocating purchase of newspaper space by stations on editorial pages in book review sections and other preferred positions. He urged cross-announcing and辑-rolling of such features, to catch those who listen least and criticize most, pointing out that they are "thought leaders" and among the most influential people in the country.

Interest in FM
Walter J. Damm, vice president in charge of radio of the Milwaukee Journal stations WTMJ, WTMJ-FM and WTJW-TV, former NAB president and luncheon speaker Monday, sounded a note of optimism on FM's future and warned against lethargic broadcasters who might "find themselves on the outside looking in." He was questioned about the economic feasibility of the medium and its coverage prospects in the western plains and mountains.

Mr. Damm, who also had addressed the San Francisco sessions, contended that high-band FM coverage in many respects is superior to the old low band. He predicted that FM would provide more consistent coverage patterns day and night than AM, and that broadcasters should be prepared to go to FM promptly as the ultimate new service.

Holds Audiences
Mr. Damm contended that because of FM's noise-free qualities, his own experiences have shown listeners will stay tuned to FM even when they are not interested in the program because there are no annoying background noises.

Disagreeing with the concept that clear channels will remain even after FM becomes established, Mr. Damm said the present trend at the FCC is to restrict AM coverage to actual trading areas, and he felt all clear channels will give way to FM.

When John Baldwin, engineering director of KDYL, commented that the intermountain area consisted of one area where AM service will always be preferred to FM, Mr. Damm countered that AM service will be better everywhere in the country. Once the people listen to FM, they won't go back to AM, he argued.

He disagreed that cost of building of stations on mountain tops of the almost inaccessible Rockies to get unobstructed line of sight coverage, would be prohibitive.

At the music session, most of it closed, Messrs. Kaye, Glenn Del-
NAB 14th District Registration

REGISTRATION at the NAB District 14 meeting at Salt Lake City for the 1947 season was serialized in the District 14 Newsletter, published by the NAB Western Region.

Ackerley, Gene, KDI; Arney, C. E. Jr., KSL; Baker, Frank R., KDY; Baker, Ralph, KSL; Bank, Donald, WGY; Baker, Frank, KDY; Baker, Kenneth H., NAB; Baker, Mildred, KSL; Baker, Robert, KSL; Baker, Walton, John, KDY; Bate, Charles A., NAB; Bennett, Kenneth, KSL; Bennett, Roy, KSL; Beige, Al, KVNV; Blanchette, Blanche, KSL; Boggs, Peg, Twin, KSL; Burns, Jack, A. U.; Butt, Frances, KXPDX; Carman, Frank, KUTA; Carroll, Jim, KWYO; Carroll, Robert, KSL; Carter, F., KSL; Gart, KOVO; Connor, Richard F., KNAK; Conwell, George, KSL; Crabtree, Al, KVMY; Crandall, Mark, KFEL.

FCC Appointment

(Continued from page 13)

but it was considered doubtful if he would accept.

Sen. Homer E. Capehart (R-Ind.) said he favored the appointment of J. R. Jr., of Roberta & McInnis, Washington law firm. Son of the late Commissioner Thad Brown, of Ohio, Mr. Brown recently returned to law practice after serving in the Navy. His mother, Katherine Kennedy Brown, is Republican National Committee woman from Ohio and wields considerable influence in the Republican party. He has promised to support the Ohio delegation in Congress. Since Sen. Robert A. Taft (R-Ohio) heads the GOP Policy Committee, he was expected to favor Mr. Brown over Miss Martin.

Former Sen. James Mead (D-N.Y.), has been mentioned frequently as a candidate for the FCC, although it is definitely known he would accept nothing short of the chairmanship.

The name of former Sen. Hugh Mitchell (D-Wash.), who was elected by Gov. Mon Walgren of Washington and former colleague in the Senate of the President, no longer figures in the Commission setup, according to Democratic sources.

Reappointment of Comr. Ray C. Wakefield, whose term expires June 30, has entered into the conversations of political "horse-trading" involving the FCC. Republicans are set against Mr. Wakefield, and another seven-year stint, containing that he has been too close to the New Deal and has joined Comr. C. J. Durr too often on policy matters. On the other hand former Chairman Porter and chairman R. Danny, T. D., understood to have urged the President to rename Mr. Wakefield.

Some Republican members of the Senate Interstate and Foreign Commerce Committee say Mr. Wakefield cannot be confirmed for another term.

NAB Sidelights

RADIO DAY was observed by the Advertising Club of Salt Lake City Wednesday, in honor of the interna broadcasters, Hugh B. Terry, KLZ Denver manager and NAB district director, spoke on the responsibility of advertisers in maintaining a vi- rile radio; pointed out that only a solvent radio can be free, that advertiser dollars keep radio alive, and that a greater degree of understanding could be derived from teamwork.

Mr. Terry

CONFUSION pervaded the Tuesday afternoon Board of Delegates into the darkened meeting room to be confronted by motion pictures of the inside of cows, and other medical pictures. The Intermountain Veterinary Assn. held their annual meeting in the meeting room, a broadcast on the the radio has been shifted across the hall.

As Utah celebrates its centenary of historic progress, KDY is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

National Representative:

JOHN BLAIR & CO.

BROADCASTING • Telecasting

January 20, 1947 • Page 73
FIGHT INTOLERANCE
WGAR Cleveland Series Aimed
at Dissolving Prejudices

NEW QUARTER-HOUR weekly series, Inside Story, designed to combat and attack intolerance and prejudices, had its premier Sunday, Jan. 12, at 1:45 p. m. over WGAR Cleveland. Problems involved in Cleveland's mixed racial and religious backgrounds will be dramatized on the series, which WGAR is airing with the cooperation of the City of Cleveland Community Relations Board.

The opening script dealt with the ABC's of community living, and the program received favorable comment from Cleveland radio editors. Stanley Anderson of the Cleveland Press said Inside Story "may well be the top public service show ever flogged up by a local station." Bob Stephan of the Plain Dealer said the series is "in the right direction." Elmore Bacon of the Cleveland News commented that "judging from the introductory program the series is to have substance."

Sidney Vincent currently is preparing scripts for the series but guest script writers may be used later, the WGAR management announces. The race riot that didn't have to happen, based on a true story from police files of how police officers prevented a serious riot in Cleveland, was the theme for the second Inside Story broadcast scheduled for yesterday.

NINE MBS PROGRAMS HONORED LAST YEAR

NINE AWARDS were made to the Mutual network for outstanding broadcasts during 1946.

The Ohio State Institute made fast awards to the Mutual network in May '46: House of Mystery, for outstanding children's programs; Don't Be a Sucker, for personal and family problem programs; If I Was a Convict, for an intelligent approach to the problem of crime; and American Forum of the Air, as a good program on public issues.

Tom Slater, then special events director of Mutual, received the 1946 Radio Daily Award for "the person who has done most to bring credit and honor to the sports broadcasters profession during the past year." Fulton Lewis jr. and Gabriel Heatter were included in the top 10 commentators by American Institute of Public Opinion.

The MBS program Twenty Questions received the program of the month award made by Dramatist magazine's Advertisers and the U. S. Army Recruiting Service awarded the network a special plaque for Men of Vision. The network also received the Norwegian Broadcasting Gold Medal in 1946 "for the full cooperation given Oslo broadcasting during the war years."

TRENDS (Continued from page 15)

Advertise programs in the national business papers

Prove air-checks

Comment: While advancing these suggestions some agency executives were frankly pessimistic about the ability of local programs to overcome the obstacles to their acceptance by national advertisers: "I think it is a matter of economics"; "only money can lure the outstanding talent to the station's stable, and the cost to the advertiser may be prohibitive, especially when compared to mass-production transcribed shows, or spot radio"; "very little (can be done) without duplicating the facilities of major outlet points." Nevertheless, six of the above groups of replies (provide proof of results, 14%; improve promotion and merchandising, 9%; provide more and better data, 7%; impress advertisers with local appeal, etc. 2%; improve selling, 2%; and advertise programs 2%) of the 56% that had to do with improved selling by stations of their locally produced programs, implicit in the observations of this 56% is the belief that more would be bought if they were better sold.

The final question in this survey of agency opinion asked for suggestions for radio's improvement.

TABLE IV

What one thing would you like to see done to increase the value to advertisers of: Network Radio-Spot Radio.

Replies included a wide variety of suggestions. For network radio, major suggestions were:

--- Per cent of all respondents

Develop new stars and new types of shows

Improve commercial copy

Integrate with the show

Provide more accurate and detailed survey system

Eliminate station breaks, cow-catchers and hitch-hikers

Cut length of commercials

Better merchandising assistance

Broadcast programs at the same time in all time zones

Better control over commercial copy

Others suggested: reductions in talent charges; less monopoly of time by the same few advertisers; improve sectional networks by reducing the number of national programs carried by them; more understanding by radio of advertisers' problems.

For spot radio, advertisers hope for these improvements:

Eliminate crude and objectionable commercials

Better programs

Fewer spots

More good time

Reduction of the length of spot announcements

Uniform policies—make spot subject to standards of acceptability

LOOKING DOWN from Mt. Wilson, site of projected ABC Hollywood video transmitter, during recent visit of Robert H. Hinkley, network Washington, D. C., vice president, are (l to r): Frank Samuels, ABC Western Division sales manager; Mr. Hinkley; T. B. Palmer, ABC Western Division technical director; Donn Tatum, ABC attorney.

Expect Communications Subcommittee To Be Appointed in House This Week

WITH RADIO legislation slated to be introduced before the 80th Congress is many weeks old, the House Interstate & Foreign Commerce Committee, which deals with radio, is expected to be fully organized this week with naming of a subcommittee on communications.

The House Tuesday approved without dissent a report of the Republican Committee on Committees, making assignments under the Reorganization Act to the full House committees. A member may hold membership on only one major committee, except that serving on the District of Columbia and Un-American Activities committees may be named to one other major committee.

Heading the Interstate & Foreign Commerce Committee is Rep. Charles A. Wvolton (R-N. J.). Other Republican members, in order of their rank on the committee, are: Carl Hinshaw (Calif.), Evan Howell (Ill.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Conn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), Harris Elsworth (Ore.), Marion T. Bennett (Mo.), James I. Dooliver (Iowa), Edward J. Eiiaesass (N. Y.), John W. Helson (Mass.), Hugh D. Scott Jr. (Pa.), William J. Miller (Conn.), Henderson H. Carson (Ohio), John B. Bennett (Mich.).

Democrats in caucus Wednesday designated the following to the Interstate & Foreign Commerce Committee: Clarence F. Lea (Calif.), former chairman, now ranking Minority member; Robert Crosier (Ohio), A. L. Bulwinkle (N. C.), Virgil Chapman (Ky.), Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ariz.), George G. Sadowski (Mich.), Richard F. Harless (Ariz.), Dwight L. Rogers (Fla.), Benjamin J. Rabin (N. Y.).

Holdovers from the 79th Congress, who served on the Committee last session, are Wvolton, Hinshaw, Howell, Hall, O'Hara and Gillette, Republicans; all Democrats are holdovers.

Rep. Clarence J. Brown (R-Ohio), who was torn between Rules and Interstate & Foreign Commerce, finally was assigned to the Rules Committee, on which he is the ranking Majority member. Mr. Brown had been urged for the Interstate Commerce Committee because of his keen interest in broadcasting affairs.


Democrats on the Un-American Activities Committee are: John E. Wood (Ga.), former chairman, now ranking Minority member; John E. Rankin (Miss.), J. Hardin Peterson (Fla.), Herbert C. Bon- ner (N. C.).

WGFQ to ABC

WGFQ Kalama-zoo, Mich., will join ABC on March 1 as a member of the network's northeast group and the 237th ABC affiliate. Owned by Southwestern Michigan Broadcasting Co., station will operate full time with 1 kw on 1360 kc and will be managed by Harold Gross.
Ballard of Gardner Agency Transferred

Sam M. Ballard, formerly executive vice president of the Gardner Advertising Co., St. Louis, in charge of the Monsanto Chemical Co. and New York Stock Exchange accounts, has been appointed head of the agency's eastern operations and has transferred his headquarters from St. Louis to New York. He remains a member of the Gardner board of directors and of its executive committee.

Peter Geit III, art director on the Monsanto Stock Exchange accounts, also has transferred from the St. Louis to the New York office, and George B. Pampel, formerly of the St. Louis staff, has been named assistant manager in New York on eastern divisions of the Monsanto Chemical Co.

W. H. Gerstenberger, formerly of the agency's St. Louis organization, has been appointed account manager on the New York Stock Exchange.

Robert J. Hooper Jr. has been named production manager on accounts in the New York office and Paul W. Podgus has been added to the creative staff.

Appeal Right

(Continued from page 17)

tions" against him. His petition charged KOB with violating Section 317 of the Communications Act and allegedly failing to identify the sponsor of political broadcasts [BROADCASTING, Jan. 6]. Investigation of the character of Mr. Peperday, sole KOB owner, also was asked.

Another pending FCC petition filed by the Board of Regents calls for involuntary transfer of the KOB license to the board. The college sold the station to the Johnson family in 1936 for $25,000 and program time (about an hour a day). Its board claims KOB refused to comply with its request of June 30, 1945, for about an hour a day of specified evening and Sunday time [BROADCASTING, Sept. 2]. This petition has not yet been accepted by the FCC.

The New Mexico State Supreme Court heard argument a fortnight ago on right of the State to collect a 2% gross sales tax on stations doing business in the State. A State court had held the tax applicable to broadcasters after the State had given them notice in 1946. KOB appealed the decision.

The U.S. Supreme Court Oct. 14 upheld a three-Judge Federal court ruling in which the court had refused to accept jurisdiction in a challenge by the Whitmore stations of the constitutionality of a State tax on stations. The stations had contended they operated in interstate commerce and could not be levied under terms of the sales tax law.

Wait Programming Undergoes Changes

A radical departure from standard programming was in effect this week at WAIT Chicago, as a result of a new system initiated by Earl Withrow, program director. From sign-on to sign-off (7:15 a.m. and 6:45 p.m. CST) WAIT will concentrate on musical and news with no introductions to any musical selection by the announcers.

Announcers produce their own musical programs, deliver commercials or news. The last quarter-hour period of each hour has been set aside as public service on an all-out sustained basis with 10 minutes of music and five minutes of news.

The WAIT program director termed the policy an attempt to offer FM programming on an AM station. Twenty-five percent of WAIT's airtime will be sustaining as will all news programs. If, after a fair trial, the idea proves successful it will be used as a permanent policy.

Johnpoll Organizes Firm of Economic Consultants

Bernard K. Johnpoll, owner of WLB and Liberty, N. Y., is organizing his own economic consultant service for radio stations and station applicants in New York and Washington. The offices in Washington will be located at 303 Woodward Bldg., with the New York address yet to be announced.

The new organization, in addition to servicing established stations, will also service personnel applying for stations, checking economically on the business potential of the areas in which applicants are interested. Associated with Mr. Johnpoll will be a former professor of economics at West Point, whose name has not been announced.

Seek Pay Boost

The General Executive Board of the United Office and Professional Workers of America (CIO) and 150 delegates decided at a special meeting held in New York on Jan. 12, to seek pay increase of 20% or $15 a week, whichever was greater, for members of the union. The white collar workers of CBS are affiliated with the UOPWA. The union is also currently negotiating with WAIT New York for representation of its white collar workers.
NBC to Honor More 20-Year Affiliates
Nine Additional Stations Will Get Plaques at Jan. 23 Dinner

Nine more NBC affiliates will receive plaques honoring their 20th anniversary with the network at a special dinner on Jan. 23 in New York in conjunction with the NBC stations planning and advisory committee meeting. The stations are WGY Schenectady, WBZ-WBZA Boston and Springfield, KDKA Pittsburgh, WSM Nashville, WSB Atlanta, WMC Memphis, KVOO Tulsa, WFBA Dallas and KYW Philadelphia.

Niles Trammel, NBC president, will present the plaques to the following station representatives: Westinghouse Stations (KYW, KDKA and WBZ-WBZA), Walter C. Evans, vice president of Westinghouse; John B. Conley, general manager, Westinghouse Radio Stations Inc.; Walter Benoitte, vice president of Westinghouse; John C. Swartley, manager, WBZ-WBZA; Joseph Baudino, manager KDKA; Robert E. White, manager, KYW; Harry Stone, general manager, WSM; John M. Butler, general manager, WSB; Hank W. Slavick, director, WMC; William B. Way, vice president and general manager, KVOO; Martin B. Campbell, general manager, WFAB; W. A. (Al) Dealey, executive of the Dallas Morning News, which owns WFAB, and Robert S. Peare, vice president, General Electric Co., WGY.

Guests at the dinner will include Frank E. Muller, NBC executive vice president, other NBC officials and the following officials of stations honored late last year for their 20 years of affiliation with the network: John J. Boyle, managing director, WJAR Providence; Paul W. Morency, vice president and general manager, WTIC Hartford; Harold Bannister, general manager, WWJ Detroit; George M. Burbach, general manager, KSD St. Louis; William H. Rines, managing director, WCHS Portland, Me., and H. Dole Fitzger, manager, WDAF Kansas City.

A salute to the 21 stations whose 20th anniversaries with NBC fall due this year will be broadcast on NBC Jan. 23, 6:15-6:45 p.m., entitled The 20th Anniversary Salute, to be directed by Jack Hill. The remaining stations will be similarly honored at ceremonies later.

Distress Channel

A SECOND distress frequency, 828950, was placed in service in the U.S. last Wednesday by FCC. It will be used by maritime and aeronautical services in the U.S., in addition to the international distress frequency of 500 kc. Transmission on the new high frequency channel must cease twice hourly for three minutes, except for emergency or distress messages.

Television's Greatest Need Today Is Flexibility, Paul Belanger of CBS Says

FLEXIBILITY is the one thing most needed in television today, according to Paul Belanger, a CBS television program director, who spoke last week before the American Television Society in New York.

Mr. Belanger, who received the Television Broadcasters Assn. award in October for his outstanding artistic program Dance in Television, recommended:

"Flexibility in the lighting units, which will completely cover the ceiling, attached to a complex cat-walk which will crisscross over the entire studio area.

"Flexibility in the separation of the studio floor itself into individual sections to be lowered or raised on hydraulic elevators, giving an unlimited arrangement of platform levels.

"Flexibility in the treadmills and revolving stages which are part and parcel of the 20th century theatre ... and in the number of film projectors, so that problems presented by the cutting up of short film strips in quick succession will vanish.

"Above all, flexibility in the previewing of advance shots in the control room, with technical assistants feeding to the director's desk only those shots he is concerned with at any given point in the scenario—totally relieving him of the advance setting up of the sequence of his show, and leaving him free for a more precise polishing and editing of the final stages."

Mr. Belanger declared that the television industry is oversupplied with men who say, "It has to be done this way," and undersupplied with men who say, "Well, I'm not sure."

Urging differences of opinion because they "produce the greatest good for the greatest number," the CBS television director, on the other hand, urged respect for the "fundamental rule of creative thinking in any art or science—unity within variety."

In addition to the industry's need for flexibility, Mr. Belanger stated that "unity—united thinking, united planning—and modern conveniences" are the two other things most needed in television today.

Recommended the use of 10 cameras on a program, he attributed "every technical fault in the pace and visual variety of today's television shows to the use of two or three cameras on a program" instead of 10.

Savings Bond Series

The U. S. SAVINGS BONDS Radio Division last week began production on a series of transcribed variety programs which will be aired on more than 1,000 stations beginning Feb. 16. With Kenny Delmar as permanent m.c., such radio and film stars as Gladys Swarthout, Henry Morgan, Laurie Melchior, Gracie Fields, James Melton, Hildegard, Alec Templeton, and Zazu Pitts will make guest appearances. Discs will be cut on a two-week basis each Thursday afternoon before a studio audience at NBC, and will be released to stations for one-week airing as a public service presentation. The Joseph Katz agency, through the Advertising Council, supervises savings bonds transcriptions.
FUNKHOUSE AGENCY STAFF IS ENLARGED

APPOINTMENT of several men to the staff of Justin Funkhouse Advertising Inc., Baltimore and New York agency, as a part of the firm's reorganization and expansion program was announced last week by Justin Funkhouse, head of the agency.

As radio director, Harry H. Wright, former partner in L. C. Pedler agency and representative of several radio stations, will supervise all radio and television activities. New media director will be Jay Wingate, former vice president of Dorland International agency. Mr. Wingate will be responsible for all space buying operations, together with Richard Jeffrey, who has been appointed space buyer.

Public relations will be headed by Malcolm MacPherson, who directed publicity for the Ralph Jones agency and traveled as special adviser to the Republican presidential candidate in the last election. Production will be handled by Dan Wright, who was with Calkins & Holden for 16 years as production chief and who held a similar position with War Finance Division, Treasury Dept., for three years.

Paul Cornell, whose appointment as creative director of the agency and manager of the New York office was announced by Mr. Funkhouse in November, is noted for the copy writing he produced for his own agency and as president of Geyer, Cornell & Newell Inc. The New York office will open soon, Mr. Funkhouse says.

Radio Newsmen See Our Peaceetime Navy Operate

IN ORDER to inform the public of peacetime life at the sea, the Navy is sending out radio newsmen on a number of cruises. The U.S.S. Wisconsin Naval Reserve cruise left Norfolk Jan. 6 and returned Jan. 18, after a trip through the Panama Canal Zone. Reporters were allowed to make recordings during the cruise.

Radiomen aboard were: Edward S. Whitlock, vice president, Virginia Assn. of Broadcasters, and manager of WNVL Richmond; Allan Brown, news and special events director of WMCA Charleston, S. C.; Charter Helesp, Mutual Washington representative; W. Mitchell, manager of Radio Roanoke, WBO Roanoke; Edward N. MacWilliams, independent radio producer.

The U.S.S. Rochester on the first phase of a shakedown cruise from Boston to Guantanamo Bay, Cuba, returning to Washington Jan. 11, had aboard the following radiomen from Manchester, N. H.: stations: Warren Journay, WFEA; Hervey Carter, WMUR; William Carlyle, WKIR.

Other cruises are planned for the future.

WIZZ INSTALLATION WORK MOVING AHEAD

WIZZ(FM) Wilkes-Barre, now on the air in interim operation with broadcasts from noon to 9 p. m., expects to complete installation within three months for full use of its authorized facilities. President and General Manager Richard G. Evans announced last week.

The station is assigned 103.3 mc (Chapel Hill 277) with 2000-w effective radiated power and antenna height 1,065 feet above average terrain. Now operating with a 250-w GE transmitter, two-bay GE antenna and associated GE speech input equipment, WIZZ has received reports that it is heard in communities as far as 60 to 70 miles away.

Temporary studios are maintained at the transmitter site, Mountain Top, Pa. Permanent main studios will be in Wilkes-Barre. A Blaw-Knox tower will be installed, with a GE 90-foot four-bay antenna. WIZZ is owned by Scranston-Wilkes-Barre-Pittston Broadcasting Co., which received its final construction permit last September [BROADCASTING, Sept. 16]. It is owned by a number of businessmen and professional men including President Evans (17.32%), who is a former commercial manager of WBAE (Philadelphia); Simpson Goodfellow (11.07%), and Vernon K. Knowlton (5.52%), owner of a local electric service. Interim operation was started Dec. 13.

Orchids to KFAB

DON SEARLE, former manager of KFAB Omaha, was accorded the many persons who extended congratulations to the station on the occasion of its increase in power to 50 kw [BROADCASTING, Jan. 10]. Commenting on KFAB’s progress, Mr. Searle told BROADCASTING last week: “Although it has been several years since I have actively participated in the operation of KFAB, I cannot help but feel a warm glow of satisfaction in its growth to 50,000 watts. I am confident that under its present splendid management KFAB will take full advantage of this opportunity to better serve a greater audience.”

Places in Italy

STANDARD BRANDS, New York, has started a two-month campaign on behalf of Royal baking powder, Radio Milan, Radio Turin and Radio Genoa in Italy. The campaign features singing commercials by Elsa Miranda, known in the U. S. as the Chiupitas Banana girl. Fremantle Overseas Radio, New York, is handling campaign.

INVEST YOUR AD DOLLAR WCK Y's-ly IN THE GREAT CINCINNATI MARKET

L. B. Wilson

WCK Y

FIFTY THOUSAND WATTS OF SALES POWER

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ASKS UP, AP, INS MEN TO BE RADIO-MINDED

SINCE HUNDREDS of American radio stations are served by wire services, Dave Driscoll, director of news and special features at WOR New York, has urged wire service correspondents to recognize themselves as radio correspondents as well as newspapermen.

Mr. Driscoll, in a letter to UP Vice President and General Manager Edward Johnson, suggested that "in view of the fact that United Press has such an imposing list of radio clients, I'd like to suggest your consideration a policy for United Press wherein UP writers regard their own work...as newspaper and radio work."

In addressing similar letters to AP and INS officials, Mr. Driscoll said he believes wire services have no intent to forget radio. However, he doubts that wire service correspondents realize how much of their work is actually broadcast.

FM Affiliate of KFBC
To Go on Air in 60 Days

KFBA, FM affiliate of KFBC Cheyenne, Wyo., is expected to be on the air within 60 days, William C. Grove, manager of KFBC, announced. KFBA will operate on Channel 239 (98.7 mc).

The new FM outlet will use a 1 kw RCA BTF-1C transmitter. Mr. Grove states, installation of the new equipment is under way by direction of Clark Grove, chief engineer, with the assistance of Bud Roberts and Ray Versaw, transmitter engineers.

Save on Tie Lines

EFFECTIVE Feb. 1 the American Tobacco Co. will save approximately $100,000 on tie lines for its commercials on three shows by transferring the originating point of the commercial from New York to Hollywood. Currently the shows, Hit Parade, Jack Benny and Frank Morgan, originate in Hollywood but the commercials, which include the tobacco auctioneering chants, have been picked up from New York.

Under the new plan, F. E. Boone and Speed Riggs, the auctioneers, will move to the Coast. Footmen, Cone & Belding, New York, is the agency.

On CBC Forum

COL. KEITH ROGERS, president of Canadian Assn. of Broadcasters and CFCY Charlottetown, P. E. I., and chairman of CBC board of governors, will be heard on Citizen's Forum Jan. 21, 8:30 p. m. on CBC Trans-Canada network on "How Could Canadian Radio Serve the Public Interest." This is said to mark first major debate on a Canadian network of proponents of government versus private station ownership.

Program is to originate at CBL, Toronto.

ON 'DRONE' PLANE

Lyle, Rodda, Freeman Report

RADIO not only claims technical credit for facilitating the direction of the pilotless "drone" flight of the B-17 Army bomber Jan. 13 from Eglin Field, Fla., to Washington, but it also wins acknowledgment for complete in-flight news coverage of the historic event.

Aboard the drone whose movements were radio-directed from a "mother" plane were Bob Lyle, technical director and special events director of WGBS Miami, reporting for ABC; Walter Rodda, WKAT Miami Beach announcer, reporting for Mutual, and Pvt. Claude Freeman, formerly with WMRC Greenville, S. C., who was acting as "Voice of AAP" in preparing transmissions for WARL Arlington, Va., and WWQW Washington.

The Lyle report was used on the ABC Bakhage show and another on Taylor Grant's Headline Edition while a quarter-hour Rodda version was carried by MBS. The drone's high bombing practice target in the Atlantic, ended at Washington when bad weather set in. Mr. Lyle used this enforced vacation to acquire a number of special events interviews in the Capital, using WMAL facilities.

WASL on Air

BEGINNING with nine acres of virgin forest land and on the air within 46 days after clearing of land and erection of tower and studio and transmitter building—that's the record of WASL Anniston, Md., new daytime outlet on 810 kc with 250 w. Owned by Chesapeake Radio Corp., WASL began operations in late December. Manager is Harry E. Layman, formerly of WFCN Fayetteville, N. C., and Army Signal Corps veteran. Arline Turl, formerly with WITH Baltimore and WOV New York, is commercial manager. Doris B. Brown, previously with WAIR Winston-Salem, N. C., is business manager and Jill Allen, formerly with WRAL Raleigh, N. C., is program director. Chief Announcer Harrison Eagles had been with NBC Hollywood. WASL has Collins transmitter, RCA speech equipment and 260 ft. Lehigh self-supporting tower.

Ruppert to Place

JACOB RUPPERT, BREWER, New York, during the next two months will start an announcement campaign in the East using a theme that Ruppert beer is "Slow aged until it is full aged." Spots will be used in all Ruppert markets on the Eastern Seaboard. Theme also will be used on Stan Lomax's Round-Up on WOR New York and the New York Ranger hockey broadcasts on WHN New York. Campaign will continue throughout the summer. Agency is Lennen & Mitchell, New York.
LYMAN BRYSON, CBS counsel- lor on public affairs, in a recent Sunday afternoon Time for Reason program over CBS, said that the Columbia network is putting 23 hours of broadcast programs on the air every day, which amounts to 160 hours a week.

"Out of those 160 hours, at the present time, 81 hours are commercial and 89 hours are sustaining."

Program Cost

Mr. Bryson, discussing how radio is financed, said that "on the full CBS network a 15-minute period will cost the sponsor for every broadcast a price somewhere between $5600 and $7500 . . . depending upon the time of day when the broadcast is made." He stated that there are programs on the air that cost more than $90,000 for talent alone for each broadcast.

Speaking about the amount of advertising in CBS programs, Mr. Bryson said that more than half of the CBS network programs are sustaining and "carry no commercial copy whatever." The rest of them "include an average of two and three-fourths minutes of advertising copy for each program. If the station carries a larger proportion of advertising than the amount I have told you we carry on the CBS network programs, that is a matter of local responsibility and will have to be settled between the station and its own listeners."

Citing the cost of sustaining programs to CBS network, Mr. Bryson said that the Columbia School of the Air costs CBS "for program and administration more than $7000 a week, or $200,000 for the half-year it is on the air."

The commercial value of the time given to the School of the Air series is $1,438,091.

Network Editing

In the Jan. 5 Time for Reason program, Mr. Bryson discussed how radio programs are edited by the network. He named four chief points on which the editors, acting for the network, may question a program offered by a sponsor.

"The network," he said, "may refuse to carry the program because it advertises something which the network believes should not be talked about on the air. Or the network may refuse the program because of the character of the program itself, for a good many different kinds of reasons. Or it may refuse it because the advertising copy, the commercials, are objectionable. Or fourth, it may refuse a program because the commercials are too long. . . . The four chief points then are the thing advertised, the entertainment that goes with it, the character of the advertising, and the length of the commercial."

Mr. Bryson said that CBS does not sell time for programs on religion or controversy, but rather it donates time for such "valuable services to the listening public." He pointed out, however, one exception to the above rule. This, he said, is "during a political campaign, when time is sold to parties and candidates who have been duly nominated."

March 1 Entry Deadline For Fire Contest Awards

ENTRY BLANKS are now being supplied by the National Board of Fire Underwriters to civic associations and fire departments all over the country so that they may nominate local newspapers and radio stations for the national awards and citations covering fire prevention work in 1946.

Radio stations and newspapers also may send their entries and exhibits, without any formality, for consideration by the juries of impartial judges. Entries may be received up to March 1, 1947, for consideration in 1946. Entry blanks and information may be obtained from the board's headquarters, 85 John St., New York 7, N. Y.

Ceremonies bestowing the medals will be held in the local communities where the outstanding newspapers and radio stations may be acclaimed by the public "that has benefited from their public-spirited work."

See Competition

PREDICTING new challenges for Hollywood, Joseph Borkin, New York economic consultant for United World Films and Decca Records, in Hollywood Jan. 13, warned that television threatens the motion picture business with stiff competition. Author of Television: The Struggle for Power and former chief economist in the anti-trust division of the Department of Justice, Mr. Borkin slapped back at complacent motion picture industry wisecracks who claim that television will not affect the theatre business because people like to congregate in public. He warned that film producers will find the going tough but healthy.

'Town Meeting' Adds

THE NEW YORK Herald Tribune, New York, Jan. 16 for 52 weeks started sponsorship of America's Town Meeting of the Air on WJZ New York. Thurs. 8:30-9:30 p. m. [BROADCASTING, Jan. 13]. Agency is Donahue & Coe, New York. Since ABC announced the program would be available for sponsorship two weeks ago, more than 30 local organizations have signed with ABC stations to sponsor the show in their own communities.

So as radio grew . . . WJW grew also . . . earned a reputation as entertainer extraordinary . . . gained the full force of a potent selling medium and . . . has won a large listening audience. WJW has attained and maintained an enviable position in a great, rich market to be come . . . CLEVELAND'S CHIEF STATION.
**WKBB First in DUBUQUE**

Iowa's Fastest Growing City

D. J. CARPENTER
Executive Vice President

Represented by

HOWARD W. WILSON CO.

**KFXJ**

Has come of age!

Last week we celebrated our twenty-first birthday. Since 1926 ... some ownership, some management.

**THE VOICE OF WESTERN COLORADO**

in GRAND JUNCTION

920 kc. 

**KOSA (250 w) TAKES AIR AT ODESSA, TEX.**

KOSA Odessa, Tex., new CBS and Southwest Network affiliate, was scheduled to take the air yesterday (Sunday), operating with 250 w on 1450 kc. Licensee is the Southwestern Broadcasting Co., whose officers include Paul Moss, president; Dorrance D. Roderick, vice president; and Val Lawrence, treasurer. Mr. Roderick, publisher of the El Paso Times, is also owner of KROM El Paso and KSL Silver City, N. M.

Cecil Trigg is general manager of the new station. John Braze is program director and Harold Kitner news editor.

In order to produce stronger possible signal, the station has been built on a tower around which are ten acres of ground covered by a mesh of heavy copper wire buried just under the surface.

A Message to New Broadcasters

For that new broadcast station you are planning, let me assist you in every phase of its ultimate establishment, including site selection, engineering designs, layout, construction specifications, guidance of your architect, equipment selection, financing, sales, advertising, daily uses, studio furnishings, studio services, studio furnishings, color schemes, programming, network affiliation, plans, sales structures, promotion, operating procedure, personnel selection, and so forth.

Professional guidance will save you money and costly delays. Inquiries invited.

**HERNIE A. BARBEAU**

Radio Station Consultant
84 Fremont Street Shenectady, N. Y.
WHILE visiting Chicago, Prime Minister Alcide De Gasperi of Italy, delivered a speech to Italo-Americans direct from his hotel suite over WSBG Chicago. Pictured with him (1 to r) are: Robert O. Miller, general manager of WSBG; Professor Ferdinando Della Rocca, Secretary to the Prime Minister; Signorina Maria Romana De Gasperi; the Prime Minister; and Amerigo Lupi, president of the Roma Broadcasting Co.

77.5% Interest in WDSU Goes To N. Y. Broker for $580,000

CONTROLLING interest (77.5%) in WDSU New Orleans has been acquired by William Spiegelberg and associates for about $580,000 in a transaction consummated last week, subject to FCC approval.

Mr. Spiegelberg, a Wall Street broker, and his associates purchased the stock held by E. A. Stephens and H. G. (Bud) Wall, Fred Weber, former general manager of MBS and stockholder and general manager of WDSU since 1945, retains 22.5% of the ownership and continues in the managerial post. Total price put on station in consummating transaction was understood to have been $750,000.

The transaction was arranged by Smith Davis & Co., newspaper and radio brokers, under personal direction of the firm's vice president, Albert Zugsmith. Negotiations were completed Jan. 13. WDSU, New Orleans ABC affiliate, formerly had been owned solely by J. H. Uihlein, the founder, and became the property of Mr. Wall, Mr. Stephens and Mr. Weber in September, 1945. It is on 1280 kc with 5 kw.

Mr. Wall formerly was president of WIBC Indianapolis. With the sale of his interest in WDSU, he retains ownership in no radio properties. Before his activity in Indianapolis radio, he had been secretary and director of the Fort Industry Co., operating stations in Ohio, West Virginia, Georgia and Florida.

Mr. Stephens is a New Orleans automobile dealer and racing executive, long prominent in Louisiana politics.

The Spiegelberg interests, according to Mr. Zugsmith, are new radio. The same group unsuccessfully bid for WOOD Grand Rapids when it was sold to ABC (Broadcasting, Aug. 26, 1946).

JAMES LEAVING FCC; WILL PRACTICE LAW

WALTER E. JAMES, assistant to the General Counsel of FCC, has resigned effective Jan. 31 to enter private law practice in the firm of James, Adair & Emlor in Montgomery, Ala.

Mr. James joined FCC in 1941 as assistant to Comr. Clifford J. Durr and became assistant secretary of the Commission in 1943. Commissioned a lieutenant in the Navy in 1944, he saw action at Iwo Jima, Okinawa, and with the Third Fleet in the East China Sea.

When he returned to the Commission in early 1946 he was made special assistant to Chairman Paul A. Porter. Following Mr. Porter's resignation to become OPA Administrator, he was made assistant to the General Counsel on July 12, 1946. His successor in that post has not been chosen.

Mr. James formerly served as special assistant to the Administrative Management Division of the Commerce Dept. and as office manager of the Employment Division of Federal Works Projects Administration. He is a native of Montgomery.

AGENCY RADIO HEADS, MBS OFFICIALS MEET

MUTUAL EXECUTIVES met promotion and radio directors of five advertising agencies Thursday in Chicago to discuss a mutual problem—how to avoid conflict of promotional offers and ideas on their respective programs.

Ed Kobak, Mutual president, who conceived the idea of a network agency conference, denied reports that it was inspired by any desire to subject the networks' impressive list of juvenile programs to a sociological shot in the arm. Said Mr. Kobak at the conclusion of the meeting, "We had three objectives: (1) to work out a schedule for premium offers that would eliminate duplication (three of Mutual's clients recently had ring offers on their respective programs simultaneously); (2) to synchronize story outlines in advance and (3) to discuss promotion plans.

The MBS president said the meeting, which was termed the first of its kind he ever attended, anticipated many problems that might have come up in the future with each agency working independently of its competitors.

"We had no intention of toying with plot or characters because we both feel our juvenile programs not only entertain but inspire their listeners," he declared.

Participants Participating in the meeting were Mr. Kobak; Ade Hult, vice president of MBS Central Division; his assistant, Carrol Marts; Dorothy Kemble, MBS continuity acceptance director; Harold Coulier, MBS promotion director; Rex Metzger, radio director of Ruthrauff & Ryan, Chicago (Hap Harrigan); Robert Wolfe, Kenyon & Eckhardt, New York (Gordon & Jerry Kircher, vice president, Raislon Purina Co. (Tom Mix); Phil W. Cleland, Benton & Bowles, New York (Buck Rogers) and Robert Wilson, Hill Blackett (Captain Midnight).

As a result of the meeting each agency will prepare its story outline, premium offers and promotion sufficiently in advance to avoid duplication.

Ship-to-Shore Grant

SHIP-TO-SHORE radio communications for vessels operating in the upper Columbia River, from Bonneville, Ore., to Pasco, Wash., about 150 miles, was authorized by FCC last week in a grant to Tidewater-Shaver Barge Lines and Inland Navigation Co. for coastal harbor radiotelephone stations at Umatilla and The Dales, Ore. The 10 vessels operated by these companies, and Government and private boats regularly navigating the portion of the river will use the service. Both stations will operate on 2738 kc, the one at Umatilla with 100 w and the one at The Dales with 65 w.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted: $2 per word. All bids per word, count by blue or black number. One inch ads, acceptable, $12.00 per insertion, non-com- missible. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazines, 870 National Press Bldg., Washington 4, D. C.

FOR SALE

Midwest Radio Station

Deeply creates opportunity to a capable, well trained and interested station, network affiliate with fine record and great potential. Located in the heart of the Midwest market. Quick action necessary. Price $150,000.00.

Write or Phone
BLACKHAM-HAMILTON CO.
STATION BROKERS
SAN FRANCISCO, WASHINGTON, D. C.
Bay V, Hamilton James W. Blackham
283 Montgomery 1011 New Hamp-R
shire Ave., Over National 7405

WANTED

PROMOTION MANAGER

A 50,000 watt network station in an important Mid-Atlantic city will enjoy hearing from an experienced sales promotion man who appreciates full, rein, oppor-tunity for advancement, alert man- agement, and a generous budget to invest. Write fully in strictest confidence.

BOX 619, BROADCASTING

PERSONALITY

Here’s a new, refreshing personality for the hard-core listener. Will enjoy the familiar tones of an old-time radio. Attractive, friendly and easily approachable to disc, dancing stuff and single productions. Write in the old-time style. Sample advertise auditions on request.

BOX 579, BROADCASTING

For sale—1260 feet 1½ inch Isolatnle transmission

No. 854, Immediate delivery.
Current price, plus freight.

Page 82 • January 20, 1947

BROADCASTING • Telecasting

Top Radio Executive

with highly successful experience in broadcasting including station management, network and eastern area station operation experience in Washington, New York, Los Angeles, and Philadelphia and on key station, regional or network station, Box 569, BROADCASTING.

Desires Key Post—
either in national representation field, combination business manager-radio programming manager or radio director to advertising agency, station relations executive, or-specified Commercial or General Manager of station, regional or network station, Box 569, BROADCASTING.

Help Wanted

Assistant—For permanent or part time position with Washington Network. Must be capable of handling all types of network scheduling and the production of directional systems and completing production performance. Minimum qualifications: experience and salary required. Box 485, BROADCASTING.

Transmission engineer for progressive network affiliate in upstate New York. Good working conditions, and good qualifications a

Optional, Box 492, BROADCASTING.


New network affiliate needs first class engineer to complete staff. Opportunity to grow with progressive station to beautiful and prosperous community. Send qualifications, salary and requirements, Box 550, BROADCASTING.

Help wanted: Combination traffic and continuity writers; salesmen, and ex- pensive radio bookkeepers. For complete information in first letter, stating experience, expected salary etc. Positions open in three stations in eastern area. Can also send experienced news reporters to handle local news covering, Box 587, BROADCASTING.

Announcer—Progressive New England station looking for qualified disc jockey capable of doing all-round good job. Illustration of picture, and salary requirements etc, to Box 573, BROADCASTING.

Chief Engineer—Network affiliate in New England is looking for an experi- enced, dependable man who knows how to lead and direct men. The man we want does a top news- casting job and is an expert in station- tion promotion. Salary $400 with details first for two months if you are the man and we know you are the man, send complete details and picture to Box 574, BROADCASTING.

National transcription sales company has opening for salesmen. Commision basis. Write complete details. Box 575, BROADCASTING.

Salesman, Here’s hard work-hard working, but well paid job. Emphasis on and sell smaller local accounts, will pay off. Outstanding grammar and promotion of this young local network has a large and growing record of success. Properly trained man has already great accep-
tance of the business. Salary is to be raised by the “local” in the proper case. If you are the man write. Box 576, BROADCASTING.

WANTED

PROMOTION MANAGER

A 50,000 watt network station in an important Mid-Atlantic city will enjoy hearing from an experienced sales promotion man who appreciates full, rein, oppor-tunity for advancement, alert man- agement, and a generous budget to invest. Write fully in strictest confidence.

BOX 619, BROADCASTING

CAPABLE MANAGER AVAILABLE

After one year as manager of a long established network station, I am reducing my station as a factor of 10% lower than any previous year of its operation. I am capable in all phases of management and operating; strong on program- ming, audience, and program and leading. My deficiencies are in sales and the direction of sales. My ability in sales and sales direction are very high.

If you have a problem concerning the organization of a new station or the rejuvenation of an older one, I may be the man you need.

I have had a far more direct part in the station business, and my willingness to sound promotion than I am in the size of your station itself.

Buying of organizations in operation and there must be a real oppor-tunity to share in the pro-tin and increase for this industry.

I am favorably known in the industry and many references should be granted.

BOX 621, BROADCASTING

Personnel

Available

MANAGER

TOP SALES MAN

PROGRAM DIRECTOR

CHIEF ENGINEER

Average over ten years ex-
perience. Single station $15,000,000 market. Multiple station $25,000,- 000 market

BOX 581, BROADCASTING

TOWERS!!

IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guys and lighting. First come, first served.

RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIFORNIA
MARKET 8173
N. J. PATTERSON, OWNER

WANTED BY LEADING TRANSCRIPTION MANUFACTURER

Salemian interested in earning poten-tial income or more than $10,000.00 per year. Experienced radio station men to cover territories east of the Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal dis- count against commissions. Automobile necessary. Give full details to first letter, Box 620, BROADCASTING.

Do You Want to

BUY or SELL

A Radio Station?

The Blackburn-Hamilton Company, exclusive Radio Station Brokers can help you. Confiden-
tial NEGOTIATIONS—APPRASIALS—MARKET ANALYSIS—CONTRACTS—

WRITE

BLACKHAM-HAMILTON CO.
SAN FRANCISCO WASHINGTON, D. C.
Bay V, Hamilton James W. Blackham
283 Montgomery 1011 New Hamp-
shire Ave., Over National 7405

VERSATILE ANNOUNCER FOR NEW NETWORK STATION IN MIDWEST CITY OF 500,000.

Excellent opportunity for ambitious, gregarious, intelligent young man with "man-on-the-street" and disc jockey experience. Must have recent photo, references, and proven reputation. Must appear on "Man in the Limelight" program. Apply 30 days minimum required. Box 603, BROADCASTING.

WANTED—There's a talented youngster in radio looking for an opportunity! His name is Ron Ellis, 30, experienced in a Southern market and possesses the qualities and qualifications you seek. He's available. Box 606, BROADCASTING.

SITUATIONS WANTED

CRACKERJACK report writer, rewrite features, 21 years comprehensive newspaper experience, very good copy. Desires position with station or agency. Box 493, BROADCASTING.

NINE YEARS ANNOUNCING, PROGRAMMING, writing, and doing voice work. Good All-Observer. Some selling. Good musician and biologist. Desires complete situation. Including salary. Box 492, BROADCASTING.

ANNOUNCER—VERSATILE, 2 years experience disc shows, news, sports, football, radio dramas, etc. Excellent continuity control. Veteran. Markets toinclude available. Box 527, BROADCASTING.

STAFF nucleus composed of program directors, continuity continuity directors, and continuity writers. 3 years experience will be considered. Applicant must be residing locally. Locating permanently in west or south-west desired. Box 562, BROADCASTING.

Pro calmanner—assistant station manager-announcer. Seven years experience including 5 years with major network. Have also experience in typing, shorthand and dictation. Pleasant working conditions, short hours. Good pay, good prospects. Send picture and give full particulars in first letter. Box 611, BROADCASTING.

Promotion man for 5,000 watt CBS station. Send full details, background, salary requirements, late picture first letter. H. L. Cherwood, WHCM, Charleston, W. Va.

WANTED—Engineer, 1st class ticket. Ideal working conditions in college town. Contact WASL, Annapolis, Md.


Good announcer, with first ticket, $60 weekly to start. Network affiliate, KENO, Las Vegas, Nevada.

SALES MANAGER WANTED

MAN with excellent administrative and promotional ability. National and local background desirous of connection with agency or station. Will sell or manage. Outstanding references. Box 414, BROADCASTING.

Announcer, experienced, Studios. transmitters, recording, make offer. Box 456, BROADCASTING.

Applicant, bright idea, versatile, college, single, 2 years experience N. Y. station. Commercial, newscasting, narrating, will travel. Box 408, BROADCASTING.

SALES MANAGER WANTED

NEW station in one of the largest markets in the South is looking for a good sales man. With an excellent draw and commission arrangement, man selected for this job will be assured of a very substantial income. Excellent working conditions. Write in detail first letter. Box 615, BROADCASTING.

IMMEDIATE DELIVERY, copper ribbon for grounds, (4) 1063, 25 lb; brand new 3/16" copper control tubing, 10 ft length 70 ft.; 16 ft radar tower sections, 19 inches square, 10 feet, 2.250 ft. Electronic Service Co., 413 W. Jefferson, Louisville, Kentucky.

WANTED—NEW—A New England AM radio station. Basic network in control, 70% of profits approximately $450,000. Box 396, BROADCASTING.

SERIOUS WANTED—375 ft. antenna capable supporting FM addition. Give all details. Reply Box 485, BROADCASTING.

Equipment for 250 watt station complete, first class graduate. Also experienced engineers in management. Box 586, BROADCASTING.

Exist or interest in proposed 250/500 watt station or market? Repli-... continuing. Box 586, BROADCASTING.

WANTED TO BUY

Buy or sell radio and television stations and equipment. Personal. Box 586, BROADCASTING.

WANTED TO KNOWN HOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO?

Unless you have had specialized training or experience in the radio business—you may not have capitalized completely on your talent. Now is the time. Get in touch with us before you come into radio—to develop your capacities to the fullest degree.

Ernest Melvin, Washington editor for CBS News.“My work as news editor has greatly improved my desire for radio training, in this improved school. My writing and broadcasting ability was augmented greatly.”

The National Academy of Broadcasting—the oldest school in America teaching broadcasting techniques—offers a complete course of study including announcing, writing, acting, script-writing, etc. For information, address: Dr. Keith, nationally famous author and educator. G. A. A. accredited.

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING
1569 Irving St., N.W., Dept. 101
Washington 19, D. C.
RADIO SCHOOLS URGED TO STRESS OPERATION

MEMBERS of the Chicago Radio Management Club this week recommended that schools featuring radio courses de-emphasize instruction in programming, writing, production and show their students an unbalanced schedule to include operational activities.

Holman Faust, radio director of Mitchell-Faust Adv. Co., and president of CRMC, said the club had endorsed the recommendation. The program was conducted by Roosevelt College in Chicago and that members would assist in conducting courses in traffic, timebuying, salesmanship and other operational functions of station and agency relations.

A committee comprised of Mark Smith, Presba, Fellers & Presba; chairman; Kay Kennelly, Arthur Meyerhoff & Co.; Roy McLaughlin, WENR, and Art Harre, WJJD, will assist in selecting qualified members of Chicago radio stations and agencies to lecture during the radio course.

REL Meet Set

INDICATIVE of the interest in FM broadcasting and its technical problems, Radio Engineering Labs. last week reported more than 100 persons registered for the four-day REL FM Broadcast Engineering Clinic which the company is holding at its Long Island City headquarters starting Monday (Jan. 23). Reservations have been received from as far as Texas in the U. S. A. A number of Canadian broadcast engineers also are to attend, according to Frank A. Gunther, REL sales manager, who said that the most distant registrant up to last Thursday comes from Sydney, Australia. Sessions will include addresses by Prof. E. H. Armstrong, inventor of FM. Paul A. De Mars of Wilmot & Co.; C. M. Braun, chief engineer of the FCC's FM Division; Stewart Bailey of Jansky & Bailey and REL engineers, with ample time scheduled for questions and answers.

WRUN Full Power

WRUN (FM) Rome, N. Y., which started interim operation in late December, is making plans to go to full power with studios in both Rome and Utica as soon as materials can be secured and construction completed. Present operation from the Rome studios employs a 250-w transmitter and two bay antenna. Ultimate operating assignment is 43-kw effective radiated power on 98.3 mc, with antenna height of 370 feet. The station, owned by Rome Sentinel (U.S. Sentinel) is currently on the air from 3 to 9 p.m. daily but plans 18 to 19 hours daily when more FM sets are available. The company also has applied for a $6,250 license for the FM operation.

WHOB Gardner, Mass., went on the air Dec. 28, broadcasting a 24-hour salut program Dec. 29 in which leading citizens of the community participated. The broadcast also featured a talent parade salute from WHAI Greenfield, Mass., and a transcribed dramatization about radio from WEIM Fitchburg, Mass.

WHOB, which calls itself "The Voice of the Chamber City," is operating with 250 w on 1490 kc. Gardner Broadcasting Co. is licensed to David M. Richman principal owner.

Bob Fuller, formerly with WTAG Worcester, WHEB Portsmouth, N. H., and WCAU Burlington, Vt., is station manager, and program-program manager. Other WHOB staff members include:

Bet Hobley, formerly with WHWO Augusta, Me., assistant program director and chief announcer; James Drake, formerly with WKNE Keene, N. H., chief engineer; Hugh McCoy, with Boston's WOOP, program director; John C. Lord, announcer; Clifton Heffern, production manager; Ray M-Waters, technical manager; Max R. Curtis, sales manager; Mary Marble, former with WTAG, woman's editor; Jim Dunham and Dick Owler, announcers; June Gobright, program director; Susan Apel, promotion director; Ann Maloney, receptionist-scriptor; Henry Gendron and Joseph Theodore, commercial representatives; Claire Hiron, secretary and bookkeeper; Bill Bailey and Wallace McGregor.

WHOB last Tuesday was scheduled to air the first of a series of programs prepared and presented by Gardner High School students in their Radio Workshop.

IRE Meet Set

INSTITUTE of Radio Engineers 1947 convention will be held March 3-5 at New York's Commodore Hotel and the adjoining Grand Central Palace, where more than 150 manufacturers are scheduled to display the latest radio and electronic developments. Technical sessions will comprise reading of 120 papers on all phases of radio and electronic engineering. Registration fee for non-IRE members is $5, with a special fee of $1 for college students recommended by their department heads.

WANN on Air

WANN Annapolis, Md., new 1-kw daytime station on 1190 kc, went on the air Saturday, Jan. 11. The station, authorized last July 15, is licensed to Annapolis Broadcasting Corp. and is principally owned by Morris H. Blum, formerly with the FCC Radio Intelligence Division, is president and majority owner of the stock interest, and Charles A. Blum, Baltimore engineer, secretary-treasurer and 22% stockholder. Studios and offices are located in the Annapolis Banking and Trust Co. building.

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Five Stations Use One Antenna Site

Syracuse FM Outlets Solve Location Problem

FIVE FM stations in New York will operate transmitters and antennas from a four-mile site just three miles from Syracuse, N. Y. While four of them will be leased by competitive firms, they'll have the same coverage. The fifth will be the Onondaga County FM transmitter serving the Highway Dept. and other mobile equipment.

After months of study of available sites, WFBFL Syracuse selected the location for its FM transmitter. The site is 1,658 feet above sea level and with its antenna erected atop a 104-foot self-supporting mast, the overall elevation is figured at 1,782 feet above sea level and approximately 1,400 feet above the surrounding terrain.

FCC Conferences

After WFBFL purchased an acre at the site, other Syracuse stations which planned to enter FM began seeking available locations. A survey of the WFBFL property was made, engineers found it to be excellent for FM and informal conferences were held with FCC engineers.

As a result four FM commercial stations and the Onondaga County highway station will broadcast from transmitters and antennas within a few hundred feet of each other. The site has been named "Radio Village."

Sharing the site with WFBFL, and the county highway station will be Broadcasting Projects Inc., permittee. WNDR-FM and WOLF-FM. Quonset type buildings, 20 by 36 feet, will house transmitting equipment. Each antenna will be 890 feet above the average terrain, according to Commission records.

The Syracuse broadcasters say there are many advantages to the combined type of operation. More economical public utility service, such as telephone lines, power, etc., is possible. Construction by the same general contractor and the joint use of the tower even well are among other advantages resulting in economic savings.

United Front

"Probably the most important consideration," said a statement from the group, "is that after the four commercial stations go on the air, if it is found that certain areas do not receive proper service, the public should appeal to the FCC for correction will prove more effective than if such a condition affected only one station."

WFBFL-FM goes on the air this week, with the tentative date set at Jan. 21. Station's equipment includes the second 5-kw General Electric transmitting and the first GE four-bay antenna. WFBFL will start with full 8.5 kw radiated power and completely engineered antenna.

WNDR-FM and WOLF-FM are under construction. WOLF-FM will use GE equipment throughout, while WNDR-FM has contracted for RCA transmitter and antenna. WFBFL-FM will operate on 93.1 mc (Channel 226), WNRD-FM on 92.7 mc (Channel 224), Radio Projects Inc. (call letters to be assigned) on 94.3 mc (Channel 232) and WOLF-FM on 94.7 (Channel 234). Cyril M. Braun, chief of the FM Section, Broadcast Division, FCC Engineering Dept., said the Commission will watch the new coop-erative plan with interest. Such a setup insures greater safety for airplanes, he explained, inasmuch as antenna towers are not scattered with the towers concentrated, the CAA is less likely to complain about hazards.

Don Lee Denies Coercion of Affiliates At FCC Hearing Held in Los Angeles

DON Lee network has never dropped a station for failure to meet a clear time or cooperate nor has it coerced an affiliate into accepting a program, Lewis Allen Weiss, network vice president and general manager testified at the FCC's Jan. 14-11 hearing in Los Angeles. Commission Rosel Hyde presided with Bernard Koteen as FCC counsel.

At opening of the hearing William J. Dempsey, Don Lee counsel, asked specific definition of charges, but this was not produced. FCC allegations cover Section 3.104, option time; 3.101, exclusive affiliation; 3.102 terminal exclusivity; 3.105, right to reject programs.

Financial Setup

A. M. Quinn, Don Lee secretary-treasurer, explained the network's financing and gave a breakdown of network-affiliate financial arrangements. Sydney Gaynor, general sales manager, and Pat Campbell, director of sales relations, reviewed their operations.

Mr. Koteen produced a surprise witness, Melvin Marshall, former manager of KYOS Merced, Cal., endeavoring to show "pressure" in connection with his operation. The FCC sought appearance of Thomas S. Lee, network president, but Dr. J. M. Lacey, his physician, said he could not appear because of a chronic spine condition.

Mr. Weiss said he was personally responsible for the network's operations and discussed problems of the network, affiliates and advertisers in the station.

He showed how Don Lee has lost revenue due to affiliation with MBS, which it serves as a western leg. He said Don Lee affiliates had found affiliation profitable, often raising rates. He voiced opposition to the 56-day requirement for notice.

Statements in a letter from C. O. Chatterton, KWLK Longview, Wash., referring to a misunderstanding over option time, were misinterpreted, Mr. Weiss said, since the letter dwelt mainly with other subjects and the option complaint was far removed from the event to which it referred.

Transfer of KGEM Grant Follows Partner's Death

ASSIGNMENT of construction permit for KGEM Boise, Ida. (1340 kc, 250 w), arising out of the death of one of the four owners, was approved by FCC last Thursday.

The permit was held by Frank C. Carman, David G. Smith, Grant Wrathall, Washington consulting engineer, and Jack Powers, doing business as Idaho Broadcasting Co. The assignment, following the death of Mr. Powers, transfers the grant to Idaho Broadcasting and Television Co., owned by the surviving partners and Mr. Carman, as administrator of Mr. Powers' estate. The grant is associated in the ownership of KUTA Salt Lake City.

WATL Airs Feud

WATL Atlanta, MBS affiliate, was on the air 10 a.m.-2 a.m. Jan. 14 when it fed an 11-day stint of network of MBS outlets highlights and eye witness accounts of the struggle for the Georgia governorship between Herman Talmadge and Ellis Arnall. Mr. Jenkin, WATL program director, was in charge of the broadcasts.

MORTON HEADS K J R; STEFFNER IS NAMED

APPOINTMENT of J. A. (Arch) Morton as manager of KJR Seattle and the elevation of three other Marshall Field station managers to directorships was announced last week by Howard Lane, director of broadcasting for Field Enterprises Inc. Mr. Morton, who has been CBS Western Division sales manager since last June, [BROADCASTING, Dec. 2, 1946] takes over his new KJR post Feb. 10.

CBS announced that Wayne Steffner, manager of the network's San Francisco office and Pacific sales, will succeed Mr. Morton as Western Division sales manager.

Made Directors

Elevated to directorships in the Field organization are R. M. Sunderland, general manager of WSAI Cincinnati; Arthur F. Harre, general manager of WJJD Chicago, and Harry H. Bucken-dahl, general manager of KOIN Portland, Ore. That move was in line with Field policy to give station managers greater responsibilities in the policymaking of their respective operations, said Mr. Lane.

Mr. Morton entered radio in 1934 as a salesman for KOMO Seattle. Later he became account executive for Erwin, Wasey & Co., Seattle, and in 1937 joined the sales staff of KJR Seattle. In 1939 he was named KIRO sales manager. Three years later he moved to the CBS Western Division sales staff and in 1943 was made sales manager of KJR Seattle. He has been elevated to CBS Western Division sales manager.

Mr. Steffner joined CBS San Francisco sales division in 1942, shifting from KSFO where he had been account executive. Previously he had served with McCann-Erickson Inc. in San Francisco for seven years. He became CBS San Francisco manager in 1943 and took over management of the network's Pacific sales last year.

Mrs. Roy F. Thompson

MRS. ROY F. THOMPSON, wife of the managing director of WFBG Altoona, Pa., died Jan. 5 after a long illness. Funeral services were held the following Wednesday. Mr. Thompson is a former director of the NAB.

WARREN E. BRAGG, formerly in charge of media research in the Chicago office of Foote, Cone & Belding, has joined Chicago staff of American Newspaper Publishers Assn.

ROBERT S. KELLER, Inc., New York, Jan. 8 was appointed to handle national promotion for New York area for WKMO Kokomo, Ind.

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NEW AM STATIONS PROPOSED AT NEWNAN, GA., DANVILLE, KY.

PROPOSED DECISIONS anticipating grants for new stations to Newnan, Ga., and Danville, Ky. (1230 kc, 250 w, fulltime), and Grass Valley, Calif. (1400 kc, 250 w, fulltime) issued by FCC Friday.

Proposed Grant for Newnan went to Newnan Broadcasting Co.; Volunteer State Broadcasting Co. application for same facilities at Nashville, Tenn., given proposed denial. Decision based on relative needs of Newnan (Pop. 7,192; no stations) and Nashville (Pop. 167,402; four stations). But Commission said if Volunteer State finds local frequency for Newnan applicant before Feb. 7, grant of 1500 kc regional channel to Volunteer State will be considered.

Newnan Broadcasting owned by D. T. Mangen (one-third) and son, James (one-fifth), owners of weekly Newnan Times. Ada A. Thomas (one-eighth) wife of James. Volunteer State broadcast by Edward M. Kirby (40%), public relations counsel with offices in Nashville and Newnan. Mr. Kirby formerly was with WSM, Nashville, served as public relations director of AB 102, 122. He was civilian radio advisor to Secretary of War in 1941 and, with rank of Capt., was in charge of Broadcast Branch, Bureau of Public Relations 1941-45. Half interest is held by Frank W. Mayhorn, Texas publisher, who, with his wife owns 95% of KETM, Temple, and 10% of KFBE, Remulack Broadcasting Co. in Volunteer State owned by Earl C. Arnold, desm former San Antonio newspaperman.

Proposed grant for Danville went to Commonwealth Broadcasting Corp., principally owned by James D. Russell (49%), radio engineer of Kenneth Division, General Electric Co; William T. Isaac (president), 25% with John E. Williams (16%), manager. Commonwealth, owned by licensees plus 21% of Danville Broadcasting Co., would be station manager; David B. Highbaugh, president, who, with Mrs. Pauline Highbaugh, owns Danville Broadcasting Co.'s application for same frequency proposed by Commonwealth, which are said to be opposers active part in station affairs than Commonwealth and (2) owners of large block of Danville Broadcasting stock (Gerald Culbertson, Knox Swain, W. C. Aickley) also are associated with town's only daily newspaper. Proposed grant to Commonwealth was conditioned on firm applying for 250 w, instead of 100 w, on 1230 kc.

Proposed grant for Group One went to 4'er Broadcasting Co., owned by John G. Collins (26%), in lumber business; Harold W. Westbrook (20%), store owner; Edward W. Keegan (20%), insurance and real estate; Carlton C. Thoms (20%), insurance and investment broker; Robert T. Ingram (10%), editor-publisher of Grazal Valley daily Union; Earl John Cadman, owner, sales manager. Mutualty exclusive application of Town Talk Broadcasting Co. was under Commonwealth's lawyers (Robert W. Leckond, CBB author in Hollywood; Clarence B. Freeman, Ft. Lauderdale; Carl King, Ft. Meyers; Francis Clinton Jones, general manager Jacksonville) are less familiar with Grazal Valley than 4'er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

Clark A. (Fritz) Snyder, account executive of Blou Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule. Mr. Snyder is former account executive of Blou, Inc. Radio, advertising manager of Bulova Co., continues to direct overall placement of advertising.

Terence Clune, vice president of Free & Peters since 1937, takes Mr. Snyder's duties as Bulova account executive at Blou. Ray Warren, advertising manager of Bulova Co., continues to direct overall placement of advertising.

SECRETARY OF FCC given authority to extend time for completion of transfers of control of AM stations. General Counsel, announced Friday, provided general counsel approves action. Section 1.143 of rules amended.

VERNON BUCK, administrative assistant to Carl J. Meyers, WGN director of engineering, back in Chicago coordinating television, FM and AM engineering after research assignment in Washington.

EMPLOYMENT DATA FORMS SENT STATIONS, NETWORKS

FORMS calling for data on employees and payroll included in Jan. 28, 1947 sent to stations and networks Friday by FCC, to be returned by Feb. 24. Revised first time in eight years, forms ask data on parttime and fulltime employees and permit segregation by FCC of operators and nonoperators. First time proposed [BROADCASTING, Sept. 9], form does not require broadcasters to make segregation.

Replacing former Schedule 13 of Form 242 (annual report), new forms designated Schedules 13-A and 13-B. No. 13-A relates to number, hours, and compensation of all but non-supervisory program employees, which are covered in 13-B. Broadcasters asked to make separate report for each station—AM, FM, TV, facsimile or international—which is not jointly operated with another station. If licensee operates one station "to some degree jointly operated," submits joint operation report covering such joint operations is requested. But in such joint operation, separate report is requested containing "all available information relating to each non-AM part of the joint operation." In addition, licenses of more than one station are asked to submit consolidated report covering all stations.

STATION PROMOTION CONTEST WINNERS NAMED

WINNERS in station promotion contest covering final 13 weeks of weekly MBS Michael Shaw, Detective series sponsored by Hastings Mfg., Hastings, Wyo. (piston rings and castile), announced Friday.

250-w group—(1) WAXL Hanover, Pa. (2) WJFR Reading, Pa. (3) KGMQ Elmira, Mo. (4) WTPG 2500-w (1) WXYT Yuma, Wash. (2) WTOP St. Petersburg, Fl. (5) WKBW Buffalo, N.Y. (6) WRGB Schenctady, N.Y. (7) KTTY Kansas City (8) WMML Minneapolis (9) WMWB Joplin, KABR Aberdeen, D. S., WHK Cleveland


PROPOSED AM STANDARDS

FURTHER amendments of AM engineering specifications are brought into line with contemplated U. S. proposals to forthcoming NARBA engineering conference, proposed by FCC Friday.

Besides original changes [BROADCASTING, Dec. 30], new plan proposes chart on "Angles or Departure vs. Transmission Range," providing method of allowing for variations in height of relayer in computing angle of departure of pertinent radiation from transmitting antennas. Proposal includes "Iw9 Skewwave nighttime interference map," regional and local channels. Clear channels not affected pending further-changes.

New proposals outgrowth of FCC-industry engineering conference. Objections to these and originally proposed changes will be received until Feb. 7; oral argument may then be called.

FCC PROMOTES ADAMS

David C. Adams, FCC chief rate counsel, Common Carrier Division, promoted to assistant to General Counsel, succeeding Walter E. James, resigned (see story page 81). Mr. Adams, a radio pioneer, joined FCC in 1945, has specialized in common carrier work, and was one of American delegates to Five-Power Telegraph Conference at Moscow, 1944, recommendations in operation of international service. In Army from 1943 to September 1945, he became chief rate counsel last June after serving as chief of Internal Services Section and International Section, Common Carrier Div.
Folk Music . . .

There's a little hillbilly in the most of us. Millions, whether at Broadway or along the country's Main streets, find satisfaction to their inner-most cravings for such musical intercourse through the voice of radio. In the heart of folk music land KMBC conducts the "Brush Creek Follies"—now in its tenth consecutive season of successful Saturday night stands as one of America's great barn dance shows.

—KMBC of Kansas City
WKY programs are tops . . .

with listeners 93.3% of the time in the 30-county area immediately surrounding Oklahoma City, according to a Diary Study conducted by Audience Surveys, Inc. WKY programs have what it takes to attract listeners . . . what it takes to keep listeners.

Three-fourths of the listeners to the average WKY program, according to this same study, are inherited from the previous WKY program. There is no substitute for programs to build an audience and no substitute for an audience to build sales.