For the seventeenth consecutive year, WLS in 1946 received a million letters—1,071,540 to be exact! In its 17 years under the present management, 18,073,848 letters have been received—more than a million a year average for 17 years! To say it another way—the large and loyal WLS audience in Chicago and Midwest America responds to us and our advertisers—and so, WLS gets results!
From
Tiquisate . . . . . . . to Wagner, S. D.
Quetzaltenango . . . to Jamestown, N. D.
Chichicastenango . . . to Spencer, Iowa
Totonicapan . . . . to O'Neill, Neb.
Chimaltenango . . . to Morris, Minn.

CHRIS MACK
BRINGS THE STORY

WNAX Farm Director, Chris Mack, knew there were some startling agricultural experiments taking place in Guatemala. How about the Iowa State College Tropical Research Center near Antigua and its experiments in corn with stalks so tough and roots so extensive that the corn can live through anything in the lines of diseases and insects? Or the farms near Tiquisate with those interesting results from crossing India Brahma cattle with Holsteins and Brown Swiss?

"My listeners would like to know about those things," decided Mack, so last October, he packed himself, his satchel, his wire recorder and camera off to Central America.

Mack's back home on WNAX, now. (Also booked for lectures in 47 towns at this writing.) And folks in the Big Aggie neighborhood are clamoring to hear him tell about things happening in Guatemala for the advancement of agriculture. Folks in the WNAX area are progressive that way; want to keep up on the latest. And Chris Mack's trek to Guatemala is typical of WNAX's efforts to give its listeners the kind of broadcasts they want to hear.

Pays off, too . . . as your nearest Katz man will gladly show you.

WNAX is affiliated with the American Broadcasting Co.
To listen to Yankee home-town stations!

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose co-operation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

IF NEW "temporary expediting procedure" of FCC on standard broadcast matters works as planned, with all pending applications cleared by grant, denial or hearing designation between Feb. 7 cut-off date and May 1, logical expectation is it will become permanent procedure. In other words, each three months FCC would cut off applications, run them through, and then consider next accumulation on production line basis.

IF YOU WONDER what motivates FCC’s wholesale licensing of new AM stations in almost utter disregard of engineering standards, bend an ear to this bit of philosophy loosed by a member of FCC: "If we clutter up the broadcast band enough with new grants, we will force these guys into FM."

STRICTLY unmentionable have been actual figures on how effective radio was in tested programs during retail clinic at Joesk’s of Texas, but understood store may relent and divulge hints. Results are impressive—tested programs ballooned sales as high as 200%.

JACK HARRIS, assistant general manager of WSM Nashville, former Army Bureau of Public Relations radio chief, slated to take over general management of KPBC Houston, operated by ex-Governor and Mrs. (ex-WAC colonel) Hobby. Kern Tips, former general manager, has left to take partnership in Houston advertising agency.

NOW THAT Supreme Court has upheld WOKO in Sam Pickard-hidden ownership case, FCC can be expected to clear its docket of similar cases, hanging fire many months. These involve WORL Boston, WGKV Charleston, W. Va., and related case with respect to WCHS Charleston.

COULD SOME of those newly authorized day-timers on clear channels be planning party line network? There’s talk about daytime hookup of such stations with limited commercials keyed from Washington where Ed (Blue Book) Brecher’s WWQW now operates and with New York key which its backers are confident is upcoming. Unity group of stations, backed by CIA, also talked about as daytime party liners. One wag suggests group might borrow from NBC old “red network” tag.

THIS BUSINESS of ex-FCC bureaucrats entering radio may be contagious. On heels of departure of Ed (Blue Book) Brecher, who runs new WWQW in Washington, Walter E. (Red) James, assistant to general counsel, has resigned ostensibly to join Montgomery, Ala., law firm. But prior to Feb. 7 there may be applications for new station in that market in which James will be interested.

NOW THAT NARBA engineering conference, having to do with domestic broadcast allocations, is set for postponement from April 1 to Nov. 1 at request of Mexico and with acquisitiveness of FCC, postponement of final clear-

(Continued on page 94)

Upcoming


(Bulletins on page 87.)

Business Briefly

BROKER USES TV • Merrill, Lynch, Pierce, Fenner & Beane, New York broker, Jan. 30 sponsors 15-minute video show Money at Work, produced by New York Stock Exchange for educational purposes, on WCBS-TV. Other TV outlets to be used later.

QUAKER OATS RENEWS • Quaker Oats Co., Chicago, March 2 renews for 52 weeks Those Websters Sun., 5-5:30, MBS. Agency, Ruthrauff & Ryan, Chicago.

AFRA CONTRACT SIGNING EXPECTED THIS WEEK

FOUR MAJOR networks slated to sign western AFRA agreements early this week, despite disagreement between union and KFI Los Angeles, NBC affiliate, and fact that Seattle contract still being negotiated.

Strike threats waned. Final signatures to nationwide contract between AFRA-networks delayed pending West Coast settlement.

Substantial increase won by AFRA for announcers on WINS and WNEW New York, retroactive to Dec. 1, 1946, authentic reports state, but negotiations continue today (Monday). AFRA also negotiating with WMCA New York.

In Chicago five Class A stations—WGN WBBM WMAQ WLS WENR—signed contracts but stations and AFRA officials agreed to withhold announcement pending Coast settlement. Clause relating to shortwave, television, FM and facsimile talent fees eliminated from contract; will be taken up separately later.

PHILCO TO SHOW COLOR SYSTEM AT VIDEO HEARING

WPTZ Philadelphia, Philco television station, will participate in FCC color television hearing Wednesday (Jan. 29) at Princeton with demonstration of system previously shown to Radio Technical Planning Board.

Frank J. Bingley, WPTZ chief engineer, said system simulates color video system of sequential type, showing frame rate necessary to avoid flicker. System, he told Broadcasting, "is the basis for the RTPB’s recommendation for 60-color frames whereas CBS is using 48 frames."

(Earlier story, page 93.)

FCC NOT TO ACCEPT INCOMPLETE AM APPLICATIONS

ANTICIPATING what many observers believe will be last real deluge of AM applications, FCC Friday warned it will not accept incomplete applications rushed in to beat Feb. 7 "temporary expediting procedure" deadline.

Upsurge in filings already becoming evident since announcement that applications for new or changed AM facilities filed between Feb. 7 and May 1 will be kept in pending files while FCC staff and private consultants work on applications already on hand [Broadcasting, Jan. 19].

BROADCASTING • Telecasting
Country Stores with City Sales

Over 28 million dollars in annual sales—that's the total volume of general stores in the Nashville area... And the buyers in this rich rural market make as good sales prospects as their city cousins...

Harder to reach? Not when WSIX effectively covers the Nashville market area... And audiences in both city and country are attracted by the variety of top-rated shows broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

Represented Nationally by the
Katz Agency, Inc.

5,000 Watts • 980 KC

American • Mutual
PRODUCTION HELPS
Tailor-Made For You

The new WDGY is going all-out to make the most of every time dollar spent in the billion dollar Minnesota Market—and it's paying off. Service, performance and results are being enjoyed by advertisers who are now taking advantage of choice availabilities on the station that gives you Minnesota—and then some.

Wire, write or call Avery-Knodel. They will give you the complete profit picture.

MINNEAPOLIS
WDGY

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Lincoln, Nebr.

SAINT PAUL

AVERY-KNODEL INC.
National Representatives

BROADCASTING

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IN THIS ISSUE:...

- Law Will Limit FCC Powers...
- Petillo Bargains With Network Heads...
- NAB Group to Get Legislation Plans...
- FM Head Urges FCC Use Term "AM"
- TQN Upheld in "Rainey Case"
- WBAL Asks "Correction" on Blue Book
- Drive to Promote Retail Radio Planned
- Station-Network Labor Row Probed
- Refunds Due for Excess Tax Payments
- By A. R. Elman...
- 100 Engineers Attend FM Clinic...
- First Two Months Are WDAY's Hardest...

DEPARTMENTS:
- Agencies 54 Production 58
- Allied Arts 52 Programs 68
- Commercial 46 Promotion 72
- Editorial 50 Sid Mix 16
- FCC Actions 56 Sponsors 62
- Management 45 Technical 62
- News 74 Turntable 74
- Our Respects to... 50 Upcoming 87

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IF IT'S OPOSSUMS YOU WANT...

Use a hound dog in Kentucky!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Of the 9 top cities of the deep South—

7th Fort Worth
3rd Dallas
San Antonio
4th Houston

Memphis 5th
Birmingham 6th
New Orleans

... and WWL is the greatest selling
New Orleans is 1st in both wholesale and retail sales—

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

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

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

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

Folks turn first to—

50,000 Watts --- Clear Channel --- CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

power in the South's greatest city
Feature of the Week

A STATION that circulates the daily program schedule of its competitor side by side with its own— that's KTUC Tucson, Ariz.

This new promotion project is carried out with the aid of a KTUC advertiser each month. It takes the form of a monthly booklet, prepared by the 250-w CBS and Arizona Network outlet, containing the daily program log of KVOA and that of KTUC, a story about the advertiser's business and one relating to his program activities on KTUC.

The advertiser featured in the "issue" distributes the booklets with his monthly statements.

And the idea is catching on: "The listener is the one who really benefits," explains KTUC General Manager Lee Little, "and Tucson listeners are demanding this schedule each month."

As proof of the demand, the station points out that 5,000 copies of the November schedule were printed; the number doubled in December, and the January edition reached 12,000 copies. To meet the increasing demand, officials said, it will be necessary to print 15,000 copies of the February schedule.

In addition to the copies sent out by the featured advertiser each month, KTUC retains a supply for distribution by the station to listeners who request them. The cost of printing is paid by the station.

And what does KTUC expect to gain by sending into the homes of listeners not only its own program schedule but also that of a rival station?

The answer, according to Mr. Little, is more sets-in-home in the Tucson area. As the total number of listeners grows, KTUC expects to get its share of the increase.

Sellers of Sales

IT WAS through a blind date that Mary McKenna met her husband; it was blind faith in advertising that brought her into the radio business; but it was her own capabilities that brought her the recently acquired title of spot-time buyer in charge of all spot buying (except Procter & Gamble) for Benton & Bowles, New York.

Born in New York on August 14, 1915, the attractive brown-haired, blue-eyed Mrs. McKenna majored in finance and advertising at Columbia U. She received her B.S. in 1937. She knew then that she wanted to be in advertising but never thought it would end up in radio.

Her first job was with Calkins & Holden, New York, in the production department. Ten months later, she joined Young & Rubicam, New York. There she was in charge of handling the fan mail for the WLS The People show. In 1940, she joined Hearst Radio, station representatives for Hearst owned stations (no longer in existence), in the market research department. Two years later, she joined Benton & Bowles in charge of media research in Brooklyn.

The McKennas live in a three-room apartment on East 89th Street. Sailing is their hobby. They own a cruising motor-sailer, the Drizzle-puss III, which is docked during the winter months on City Island.

Music—Mrs. McKenna plays the piano—is another of their hobbies. They also collect records—jazz and classical. During the winter months, the McKennas ice skate on weekends in the country, and are also avid bridge players.

Mary McKenna

Represented by

Radio Advertising Company

Reading, Pa.

Write for information

Broadcasting • Telecasting
Showmanship

Such as has made Gil Newsome’s Teen Thirty Club* far and away St. Louis’ most popular program with teen-agers, in only three months:

* Sponsored by Royal Crown Cola.
10:30 to 11:00 a.m. Saturday
(Hooper Rating 11.2)

Talent

That group of veteran radio entertainers that has made KWK known as the station for “St. Louis’ outstanding personalities and locally produced shows”:

New job peak coming in 1947. (Currently 660,000). Wholesale sales over $1,164,000,000.00. Almost $1,000,000,000.00 in retail sales. Over $600,000,000.00 scheduled for 1947 building and expansion. $15,000,000.00 Post Office volume...another all-time peak.

For St. Louis’ Outstanding Personalities and Locally Produced Shows, it’s KWK Mutual

HOTEL CHASE
ST. LOUIS

PAUL H. RAYMER CO., Representative
These Western Electric FM Broadcast transmitters—22 in all—are now on the air in the 88-108 mc band...and others (not shown) are in operation for experimental purposes, or are in process of installation. In FM—as in AM—transmitters of Bell Telephone Laboratories design and Western Electric manufacture have acquired a reputation for quality,
dependability and low operating cost. For FM equipment from 250 watts to 50 kw, contact your local Graybar Broadcast Equipment Representative. He will be glad to tell you all the technical features and advantages which make them outstanding, or—write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y. QUALITY COUNTS
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Never let it be said that we would burst a lovely bubble of illusion, nor tear a veil from innocent eyes. But what is all this talk about network advertisers “not needing” spot-broadcasting?

Inasmuch as we all know that every network has weak spots in numerous markets—that no network can claim top coverage everywhere—isn’t it true that network advertisers can use spot-broadcasting just as sensibly and smartly as anybody else?

If you want some revealing facts on this subject, ask the nearest F & P office!

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

EXCLUSIVE REPRESENTATIVES:


Page 14 • January 27, 1947
Law Defining FCC Powers Ready Soon

White Plans Bill; Ed Cooper Named Radio Expert

By BILL BAILEY

LEGISLATION defining the powers of the FCC will be introduced this week by Chairman Wallace H. White Jr. (R-Me.) of the Senate Interstate and Foreign Commerce Committee.

He told BROADCASTING he would use the old White-Wheeler Bill (S-814) of the 78th Congress as a foundation for legislation that will express the intent of Congress with reference to FCC control over programs and business practices of stations. He has criticized the Supreme Court (so-called Frankfurter) decision of May 10, 1943, which upheld the FCC's chain broadcasting regulations. He has openly expressed the opinion that the Commission's procedure needs to be more definitely outlined by Congress.

White Critical of FCC

Senator White has made no secret of the fact that he feels the FCC has gone far beyond the intent of Congress in many policy matters, particularly with reference to programs and business practices. As co-author of the original Radio Act of 1927, the Communications Act of 1934, and the White-Wheeler Bill, Senator White has some definite ideas about radio legislation and interpretation of the law by the Commission.

Indicating that he means to leave nothing undone to provide the country with a sound radio law, the Senator named Edward Cooper as professional staff member in communications and charged him with the responsibility of supervising the proposed radio legislation.

Mr. Cooper has been chief of the Committee's subcommittee on international communications under former Chairman Burton K. Wheeler (D-Mont.).

Senator White also announced appointment of Edward Jarrett as clerk of the committee; Miss Vera Burgess as clerical assistant, and Alfred G. Davis as professional staff member to major in aviation.

Mr. Jarrett and Miss Burgess served the committee under former Chairman Burton K. Wheeler (D-Mont.).

As Senator White unfolded his plans for radio legislation, the House was getting for an all-out investigation of the FCC. Strategy had not been mapped as BROADCASTING went to press, although it was learned that the Republican leadership was considering two courses of action.

Involves Hearings

The first involves legislative hearings at which pertinent questions involving FCC policy and procedure would be developed. The second is for appointment of a select committee to devote its full time to investigating several executive agencies, with subcommittees to be named for specific probes of agencies such as the FCC, Maritime Commission and others now being scanned.

Speaker Joseph W. Martin Jr. (R-Mass.) Thursday afternoon called a meeting of standing committee chairmen to map an overall legislative program. Rep. Richard B. Wigglesworth (R-Mass.) has gone on record favoring a "thorough investigation" of the FCC. Since the 80th Congress opened he has been quietly assembling data looking toward a probe of the Commission.

Senator White said that so far as he knew there is no move afoot in the Senate to investigate the Commission. Sen. Charles W. Tobey (R-N.H.), who introduced a resolution in the 79th Congress to investigate the FCC, said Thursday he had not made up his mind whether to press for an investigation. He indicated he would be inclined to go along with Senator White on legislation to define and curb the powers of the FCC.

Chairman White said the need for legislation in his opinion is more imperative than an investigation. He added, however, that should hearings indicate that the Commission needed to be investigated, he felt that such a probe should be undertaken by Congress.

Hopes for Satisfactory Bill

"We attempted overall legislation in the last bill," said Senator White. "On some things Senator Wheeler and I were in agreement. On others we were far apart. I hope we can bring out a bill that will be satisfactory to everybody concerned."

Whether he will attempt overall legislation or "specific revision" of (Continued on page 78)

Petrillo Forecasts Contract This Week

Wage Increase Is Only Issue Yet to Be Decided

JAMES CAESAR PETRILLO announced late Friday that the American Federation of Musicians had agreed with the four major networks to negotiate for wage increases under a new contract to replace the present one which expires Jan. 31.

He predicted with confidence that the new contract will be signed this week and that it "will be in effect by Feb. 1." It will be negotiated locally in Los Angeles, Chicago and New York for a one-year period. The only issue will be wage increases, said Mr. Petrillo.

An earlier union demand that the present contract be continued until the Supreme Court decides the constitutionality of the Lee Act and that future pay increases be retroactive to Feb. 1 was rejected by the networks. Mr. Petrillo indicated that the retroactive feature no longer was an issue.

Among those who met with the AFM head and his international board were Niles Trammell, president, Frank E. Mullin, executive vice president, and John MacDon-ald, vice president in charge of finance, NBC; Frank Stanton, president, and Frank K. White, vice president and treasurer, for CBS; Mark Woods, president, Joseph A. McDonald, vice president and secretary, and Robert E. Kintner, executive vice president, for ABC; Edgar Kobak, president, Robert D. Sweezy, vice president and general manager, and Theodore C. Streibert, WOR president and executive vice president of MBS, for Mutual.

The network-AFM conversations have no direct bearing upon individual station contracts with union locals, which expire next month. Meetings held last spring between President Justin Miller of the NAB and AFM President Petrillo were abruptly ended by the latter after passing of the Lee Act.

While last week's conversations were regarded by some as a possibility of a rupture of negotiations was not overlooked. In the past Mr. Petrillo has repeatedly threatened work stoppages or strikes, on the ground that no law can force his men to work against their will.

The fact that Congress now is on the threshold of enacting new labor legislation along the lines of the Lee Act, which would be broadly applied to all industry, rather than narrowly to broadcasting, is believed to have some bearing on the surface harmony at the sessions last Thursday and Friday. Appearing before the Senate Labor Committee when hearings on new legislation opened Thursday, Sen. Joseph A. Ball (R-Minn.) denounced secondary boycotts (a chief AFM weapon against networks) and jurisdictional strikes.

It was conceded on Capitol Hill last week that Congress would favor making at least some Lee Act provisions applicable to all industry.
NAB Group to Get Legislation Plans
Definition of FCC Power Suggested
In Basic Proposals

PROGRAM of radio legislation will be submitted to the new NAB Legislation Committee, Feb. 10-11, President Justin Miller and Executive Vice President A. D. Willard. The new committee will hold its first meeting at the Hotel Mayflower, Washington, with J. Harold Ryan, Fort Industry Co., vice president and NAB director-at-large for large stations.

NAB this week is distributing first of a series of weekly legislative digests prepared by the Legal Dept., of which Don Petty is general counsel. The digests cover Federal and State legislation. It was authorized at the San Francisco board meeting.

The legislative program for committee study is expected to follow along the lines of Judge Miller's address to the MEMO Assn. of Broadcasters Dec. 1 at its Miami meeting [BROADCASTING, Dec. 9]. The program is understood to have been considered by the NAB board at its San Francisco meeting early this month.

Proposals

Basic proposals are understood to cover clear definition of the rights of licensees; automatic renewal except upon FCC protest; Federal court trial of revocation and renewal upon protest; further libel protection; enlarged scope of judicial review of FCC decisions; specific definition of free speech limitations. The program would sharply define the limits of FCC power and stop its dabbling in program standards.

President Miller returned to Washington over the weekend. NAB headquarters did not know whether he would confer in the near future with Congressional leaders, as directed by the board.


MBS Co-Op Record

COOPERATIVE sales of the Fulton Lewis jr. program on 250 stations—a record number—were reported by MBS last week. Since the end of the war in August 1945 the Lewis program, heard Mon. 7-7:15 p. m., has shown an increase from 161 stations sold to a new total of 250. Carrying this program on a sustaining basis are an additional 80 to 100 MBS outlets.

FMA Head Urges FCC to Drop Standard Broadcast, Use AM

REQUEST that the FCC delete all references in existing rules to "standard broadcast" and substitute "AM" was made of the Commission last week by Roy Hofheinz, president of the FM Assn.

In a letter to FCC Chairman Charles R. Denny, Mr. Hofheinz said: "We feel this request is most timely since it is generally recognized in the industry and by the Commission that frequency modulation offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any reference to an inferior service as a standard service."

Mr. Hofheinz pointed out that "within recent months the Commission has amended its rules" by deleting the term "high frequency" and substituting the term "frequency modulation or FM."

"We trust that the Commission may take such action at an early date and be assured if you feel our association may be of service to you in the consideration of the matter, please command us," wrote the FMA president.

"Within a comparatively short period of time I am confident that FM will become the standard method of broadcasting," said Mr. Hofheinz, president of the Texas Star Broadcasting Co. (KTHT-KOPY-FM), Houston. "A reed of receivers will be loosed on the market in the next few months and by the end of 1947 hundreds of thousands of homes will be enjoying the benefits of FM reception."

He predicted that within two years FM will be the "accepted standard" method of broadcasting.

Before leaving Washington over the weekend for Houston, Mr. Hofheinz called a meeting of the FMA executive committee for Feb. 10 in Washington to map plans for the organization's promotion campaign. Offices will be located at 1019 Denrite Bldg., 1010 Vermont Ave., N.W.

On the executive committee agenda will be such matters as an operating budget, determination of policy questions by the FCC Liaison Committee [BROADCASTING, Jan. 20], and tentative plans for the FMA's first annual convention, to be held in late 1947 or early 1948.

Sarnoff to Speak

BRIG. GEN. DAVID SARNOFF, board chairman of RCA, will be the principal speaker at the annual meeting of the Cincinnati Technical and Scientific Societies Council, Tuesday, Feb. 11, at Taft Auditorium. James D. Shouse, president of Crosley Broadcasting Corp., will introduce General Sarnoff at the meeting which is expected to attract an estimated 5,000 persons.

Mayor James Garfield Stewart of Cincinnati will welcome General Sarnoff at a dinner preceding the meeting. Officials of WLW that city are cooperating in arrangements for the event.

Revere Sponsors

REVERE CAMERA Co., Chicago, enters network radio Feb. 15 with sponsorship of Jan August and his trio, a Music Corp. of America package, on 17 Mutual stations, Sat. 5:45-6 p. m. Program will originate in Chicago. Agency is Roche, Williams & Cleary, that city.

TRUMAN QUERIED

Parries Questions on Filling Vacancy on the FCC

IF THERE'S any premature inside information on who President Truman is going to appoint to the FCC vacancy, and when, it isn't going to come out of the White House offices, especially the President's own headquarters.

At his Thursday afternoon news conference the President was asked: "Senators White and Brewster have recommended appointment of Marion Martin to the FCC. Can you say whether she will be appointed?"

The President said he had the recommendation under consideration.

"Do you plan to name a Republican to the vacancy?"

He answered that a number of people are under consideration.

"Do you plan to make an appointment soon?"

Mr. Truman said he would make an announcement when he was ready.

WHEELER REPRESENTS ZENITH IN RCA CASE

EX-SENATOR Burton K. Wheeler (D-Mont.) will represent Zenith Radio Corp., Chicago, in its legal battle over patent rights with RCA in the Wilmington, Del. courts. Commissioner LaVerne McDonald, Zenith president, said Tuesday.

Zenith filed suit Dec. 14 against RCA on the contention that patents now held by RCA have passed into the realm of public domain. Commissioner McDonald said Mr. Wheeler had been engaged because of his "long familiarity" with anti-trust cases before Federal courts and termed himself the nation's best legal minds."

The Zenith president also announced the appointment of Samuel Darby Jr., New York attorney, to handle the company's patent arguments against RCA.

Morency Is Chairman

Stations Planning Group

PAUL W. MORENCY, vice president and general manager of WTIC Hartford, Conn., was elected chairman of the NBC stations planning and advisory committee at the opening session of the two-day meeting held Jan. 22 and 23 in New York. Richard H. Mason, manager of WPTF Raleigh, N. C., was named secretary.

Niles Trammell, NBC president, welcomed the new SPAC members including William B. Way, manager, KVOC Tulsa; Milton Greenebaum, president and general manager, WPTF Raleigh; W. Slavick, director, WMEM Memphis; John J. Gillin Jr., president, WOW Omaha; Walter E. Wagstaff, general manager, KIDD Roche; H. Quentin Cox, manager, KGW Portland, Ore.

Page 16 - January 27, 1947

BROADCASTING • Telecasting
TQN Upheld by FCC in 'Rainey Case'

Newspaper Tie-in Issue Given Spotlight

DOES FCC INTEND to hold newspaper-owned stations more strictly accountable than others in handling controversial issues?

Reading the Commission's memorandum on the Rainey case, released last week, many broadcasting belatedly concluded that the Commission is moving in that direction.

Dr. Homer P. Rainey had charged that the four Texas Network stations, three of which are affiliated with newspapers which opposed him editorially, limited their political broadcast time in order to gain the advantage of the decision for Democratic nomination for Governor of Texas last July [BROADCASTING, July 8].

The Commission found these changes to be "not supported by the record." Calling the policies of the stations "unaccountable," the Commission said it would be "not supported by the record," the stations' limitations on political time date back to 1940.

Sequel to 'News' Case

In portions of the decision, however, some broadcasters saw a sequel to the dispute between the New York Daily News and the American Jewish Congress, now pending before the Commission, over FCC's right to consider editorial policies of a newspaper in passing upon the petitioner's application for a station [BROADCASTING, Dec. 16].

After reiterating that no station, whatever its ownership, should "arbitrarily deny or restrict" discussion of a public controversial issue, the Commission declared:

"Where the licensee has a connection with a newspaper in the community with which it is affiliated in regard to such controversy, then the failure, refusal, or arbitrary restriction on the right to present an opposing point of view of the controversy over the station, becomes aggravated."

Commission sources generally preferred to let the opinion speak for itself, but in broadcasting circles the inference was that the Commission will expect newspaper-owned stations at least to be "more circumspect" than non-newspaper affiliates in dealing with public controversial questions.

But insofar as Dr. Rainey's reference to unfavorable publicity in newspapers associated with the TQN group was concerned, the Commission held that the misrepresentations in the record which would suggest that this Commission has jurisdiction to make inquiry concerning the matter of such publicity.""The radio sources, but less unanimously, saw in the opinion an implication that a newspaper-owned station may be expected to make time available for answers to the editorial position taken by the newspaper matter of the controversy. In support of this interpretation they cited other portions of FCC's opinion, in one of which the Commission appeared to raise the question without answering it, as follows:

"It does not appear that the petitioner applied for the use of network facilities on these occasions for the specific purpose of answering the above-mentioned editorials and press notices appearing in the newspapers."

In another sentence FCC said it found no evidence of concerted action by TQN licensees to cause Dr. Rainey's defeat "by commenting upon him unfavorably in the newspaper and thereafter refusing him an opportunity to respond over the radio stations."

The TQN stations and the newspapers are: WOAI San Antonio; WBAP Fort Worth (Star-Telegram); WFAA Dallas (News); KPRC Houston (Post).

Although finding no violation of the Communications Act, the Commission did question the "reasonableness" of the limitations which the stations placed on political broadcast time, and the propriety of June 11 and July 13, and that "if additional open time is available it may be sold to candidates any time after June 11" on a first-come, first-served basis.

The purpose for a "test" of the opinion appeared slim. The stations involved were found to have committed no violation of the Communications Act, and Dr. Rainey, who lost the primaries, and the campaign, was reported to consider the tenor of the decision and the post-election breakdown of the TQN political-time agreement as a victory for the principles for which he fought.

SARNOFF SPIKES RUMOR

Denny Also Denies Report

Of RCA Video Threat

PUBLISHED RUMORS that Brig. Gen. David Saroff, president of RCA, had served notice that RCA would cease all television operations in the event the FCC granted a CBS request for establishment of color video standards were officially denied last week.

General Saroff "denied that he had made any statements to the FCC regarding the pending hearing, but lost the commission's relation to television." It had been reported that the RCA president had told FCC Chairman Charles R. Denny that RCA would relinquish its television station licenses and quit all other television activities if the Commission decision was in favor of CBS.

FCC Chairman Charles R. Denny said "there is absolutely no truth whatsoever to the report that General Saroff of RCA has made any statement to the Commission on the subject of color television. I don't know where this rumor started, but it is utterly without basis."

General Saroff said "this is not a dispute between any two rival companies, but represents a fundamental difference of technical opinion as to what is best in the public interest between one company that has been doing work with mechanical color and the major companies of the industry working on the development of television who are interested in advancing it as a new art and industry."

Bulova Discs

BULOVA WATCH Co., New York, will have available by March 1 a new series of station-break and transmissions titled Remember! and Music-Box for local sponsorship by Bulova dealers. Station managers can obtain these transmissions for their local Bulova retailers. The transmissions are scheduled to appear by the end of the Radio Dept., Bulova Watch Co., 630 Fifth Ave, New York 20, N. Y.

January 27, 1947 • Page 17
Drive to Promote Retail Radio Planned

NAB Sales Officials-Endorse BMB Activities

DRIVE, to promote use of broadcast- ing by retailers will be undertaken by NAB through a retail advisory subcommittee to be created by the NAB Sales Managers Division. Preliminary plans were set up last week at the Jan. 22-24 meeting of the NAB Sales Managers Executive Committee, held at the Mayflower Hotel, Washington.

The new committee will work with the National Retail Dry Goods Ass'n as well as other retail organizations and broadcast stations on problems of mutual interest. Personnel will be named for the project.

In addition, the committee will study a proposal to set up a retail research foundation within the broadcasting industry. Idea of this plan would be to promote cooperation among retailers and broadcasters. It was originally proposed at the NAB convention last October by James H. Calvert, president of Joske's of Texas, growing out of the 1945 retail promotion plan sponsored by the entire industry and the Joske clinical study of radio for retailers.

Recommendations

Four recommendations covering standard rate practices were adopted by the committee. They included:

Single rate card, with prices applicable to all advertisers.

If single rate is not used, division into general and retail rates, with these terms used on rate cards. Identical rate card format was recommended in such cases.

The retail rates would apply only to individual advertisers who sell retail and direct to the consumer, a commodity or service through outlets within the single local community under the same name, controlled by the advertiser whose signature and address appear in the advertising.

All advertising should be commissionable to a recognized advertising agency operating independently of the advertiser's business if agency has had a part in creation, production and servicing.

Cooperation by NAB in the radio-in-every-highway campaign of the Radio Manufacturers Ass'n was reviewed by John M. Outler, WSB Atlanta, head of the Subcommittee on Sales Promotion. Drive is designed to increase tune-in by sale of extra sets. NAB status will be asked to join the campaign in the late spring or early summer when plans have been completed. The full committee approved the plan.

Study of station expenditures for audience and sales promotion is under way, Mr. Outler's committee reported. Three speeches are now being prepared for delivery by NAB members to different types of audiences.

BMB Endorsed

The committee adopted a resolution endorsing BMB and asking stations to report experiences with the BMB material. The report would provide a basis for developing new means of utilizing the data, as well as refinements in methods.

A subcommittee will be named to explore sales opportunities in commercial television and to cooperate with broadcasters, agencies and advertisers. Suggestions were made on remaining studies in the FM management analyses, first of which was presented to the committee. The study covered operation of WBCA Schenectady.

Proposal to allow agency commission on talent costs was approved "as a recommended sales practice designed to improve the quality of radio salesmanship and to place greater emphasis on the building of better programs." Question involving payment of sales commissions on talent costs to local salesmen and national representatives was referred to the Subcom-

mittee on Sales Practices for further study. Lack of uniformity in agency billing practices was discussed. A subcommittee will be named to study the problem.

Course Proposed

Need for more trained radio salesmen along with additional training for present salesmen was considered. A resolution stressed the need for training and cooperation with colleges, ad clubs and other groups. A complete correspondence course in radio was proposed.

The 2% agency discount was discussed by a delegation consisting (Continued on page 80)

SALES AND ADVERTISING issues provided a full agenda Jan. 22-24 at the first meeting of the 1947 NAB Sales Managers Executive Committee. Attendees were (seated, I to r.): Lee Hart, NAB; John M. Outler Jr., WSB Atlanta; Hugh Higgins, NAB; Odin S. Ramsland, KDAL Duluth, committee chairman; Lewis H. Avery, Avery-Knodel; Arthur Hull Hayes, WCBS New York; C. E. Arney Jr., NAB; J. Robert Gulick, WGAL Lancaster.


SALES AND ADVERTISING

Station-Network Labor Row Probed

NAB Seeking Formula For AFM-APRA Relations

EFFORT to settle intra-industry differences in the handling of two major labor negotiations — AFN and AFM — will be made at the first meeting of the new NAB Employe-Employer Relations Committee, to be held today (Jan. 27) at the Mayflower Hotel, Washington.

With networks deep in negotiations on the national level, and affiliates more concerned about their local problems, the committee will explore all sides in search of harmonious handling of AFRA and AFM negotiations.

Though AFM contracts with the networks were to expire Jan. 31, James C. Petrillo, AFM president, late last week decided to continue present-contracts indefinitely. (See story page 15.)

Sharp differences over the AFRA negotiations arose at the San Francisco meeting of the NAB board [Broadcasting, Jan. 13]. The board refused to give President Justin Miller authority to name participants in an advisory council whose formation was proposed in the AFRA network compromise. This was construed as a blow at the networks, which had worked out a compromise contract.

The contract as finally agreed on had omitted the "unfair stations clause" which would prevent networks from feeding programs to affiliates engaged in disputes with AFRA. The NAB board took a firm stand against this, construing it as a "secondary boycott."

In fact, at the West Coast area meeting Jan. 5-10 a resolution was adopted calling for local-level negotiations and urging continued development of factual reports by the NAB Employe-Employer Relations Dept.

Action at Salt Lake

A few days later at the NAB 14th District meeting in Salt Lake City a resolution was adopted urging the NAB board and management "to establish and promote policies of employer-employe relations which will be responsive and make as effective as possible local and area negotiations." This resolution stated that "prevailing trends" in industry-labor relations tend to impose nationwide or industry-wide practices and policies upon all broadcasters; such practices also were deemed unsound.

At this meeting and at San Francisco, talk was heard of reviving the old IRNA affiliate organization, or forming a new affiliate group to interchange data on network contracts and renewals.

The new Employe-Employer Relations Committee has been vested with the functions of the NAB Industry-Wide Committee, organized in late 1945 by President Miller to advise him on labor relations problems, particularly AFM. The indus-

(Continued on page 79)
WHO Enlists Entire Midwest for BETTER FARMING!

U.S. Soil Conservation Chief Says WHO Promotion Probably Most Important Farm Event in History!

For many years WHO has sponsored the cause of Soil Conservation in Iowa and the midwest.

WHO has worked hard for Soil Conservation because productive farm land is the very basis of public welfare in Iowa.

The Annual WHO Corn Belt Plowing Match and Soil Conservation Field Day is just one of many WHO efforts in that direction. Growing greater each year, the fourth annual event, held in 1946, was pronounced "probably the biggest and most significant one-day demonstration ever given on farm land in this or any other country," by Dr. H. H. Bennett, Chief of the U.S. Soil Conservation Service.

Before an audience from all over "Iowa Plus", the 1946 event completely remodeled a run-down farm, converting it into a modern, scientific, and vastly more productive unit. Thanks to the 50,000 farmers who attended, and the countless farmers who followed the event by radio, it is safe to say that WHO's one-day promotion has tangibly improved many thousands of farms throughout the midwest.

That's WHO Public Service in action. It is the result of selecting great and inspiring public service projects—of organizing cooperation from literally hundreds of public-spirited individuals and civic organizations—of enlisting the vast public-service facilities of all logical governmental agencies—of enthusiastically throwing our own resources of talent, showmanship and persuasion unstintingly into the projects...

A great radio station like WHO draws its strength from the people, because it serves the people—and they know it. As an advertiser on WHO, you share that public confidence because you too are participating in constant Service.

WHO

+ for Iowa PLUS +

DES MOINES... 50,000 WATTS

B. J. Palmer, President • J. O. Maland, Manager

Free & Peters, Inc., National Representatives

January 27, 1947 • Page 19
Refunds Due for Excess Tax Payments

Relief Provisions Help Broadcast Industry

By A. R. ELLMAN
Director of Research
Broadcasters' Statistical Research

THERE usually is a aura of foreboding about the date March 15. The date is associated with writing a check made payable to the Collector of Internal Revenue. However, there can be an actual procedure on March 15, 1947. Broadcasters can present a bill for a refund of part of their excess profit tax payment for the year 1943 and for years subsequent to 1943. The Statute of Limitations for filing Form 991 under Section 722 of the Internal Revenue Code for 1943 expired on March 15, 1947 for calendar year taxpayers.

Corporate radio broadcasters who have not already filed a claim for refund of excess profits tax should review the relief provisions provided in Section 722 and their application to their own circumstances. The excess profit tax relief law is particularly favorable to the radio industry. The regulations in the application of provisions of the law mention radio stations several times, in fact more than any other type of business.

Three Groups

For the purposes of determining eligibility for relief, radio stations are divided into three groups as follows:

1. Radio stations starting operations prior to 1943.
2. Radio stations starting operations from 1943 to Dec. 31, 1943.

The largest group are those stations falling into Group 1. These stations presumably were well established at the beginning of the base period, and will have to rely upon certain qualifying circumstances occurring with the base period or immediately prior to the beginning of the base period.

At the beginning of the base period, there were 563 commercial broadcasting stations that continued in existence during the entire base period. Of these 563 stations, 274 increased their power, thus making them eligible under Sec. 722(b)(4) as having changed the character of their business. This increase in power is defined as a basis of relief in Regulations 112 as follows:

A radio broadcasting station increased its power during the base period, with the result that the station increased its coverage area and thus enlarged the area it served. The increase in power was granted at the beginning of the station's existence and is to increase its volume of advertising and advertising rates. Such radio station is deemed to have effected a change in the conditions of its business and thereby of production or operation.

The above quotation should undoubtedly be a qualifying factor for the 274 stations that increased their power during the base period. There remain 279 stations that were grandfathered at the beginning of the base period whose power was not increased during the base period. However, of these 279 stations, 129 stations increased their power within two years after the close of the base period. It is presumed that they could qualify as commitment cases. Many applications for increased power at the end of the base period were held in abeyance pending the ratification of the North American Regional Broadcasting Agreement.

How to Qualify

In order to qualify as a commitment, Regulation 112 is quoted:

Such a commitment may be proved by a contract for the construction, purchase or other acquisition of facilities resulting in such change, by expenditure, inventor of this method of broadcasting, at the end of the base period, or by any other change in position, to the extent to make the change and commitments necessary change in action leading to such change.

The filing of the application with the FCC should be considered as institution of legal action. The cost of preparing the application and the preparation of the engineering data should be considered as "expenditure of money in the commencement of the desired change".

Of the remaining 128 stations, nine made changes for the purposes of having commenced business immediately prior to the base period. These stations started business during 1934 and 1935 and had no change in power during the base period.

Of the 116 remaining stations, 52 made changes in network affiliation or became a network affiliate during the base period. Changes in network affiliation should be considered as a basis of relief either under Sec. 722(b)(4) or Sec. 722(b)(1). A change from a non-network affiliate to a network affiliate should qualify a station for relief under Sec. 722(b)(4) as a change in the character of business. A change to an excess base period should qualify a station for relief under Sec. 722(b)(4). The regulations cite the following example:

Radio broadcasting station R entered

100 Engineers Attend FM Clinic

Armstrong Relates Early Difficulties Medium Experienced

IF THE ANGLE of a house in Westhampton, Long Island, had been a little different, the history of FM might have been changed considerably, Dr. E. H. Armstrong, inventor of FM, told of some of the early difficulties encountered in the development of this method of broadcasting and of how these difficulties had been overcome. At other clinic sessions technical matters relating to present-day FM were discussed.

REI, built an FM station, W2AG, in his home in Yonkers to give Dr. Armstrong a means of demonstrating his invention after his break with RCA. W2AG operated at 110 mc, then an amateur channel. Little was known about such high frequencies and to check on the possibility of long distance reception, Dr. Armstrong took an FM receiver to Westhampton, L. I., some 70 miles from W2AG, which was then using about 600 or 700 w power. In the experiment he designed an eight-element flat array receiving antenna, a two-element vertical, four-element horizontal combination with the elements connected by a triple-X cross-bar arrangement. The workman erecting this antenna had orders to line it up directly with the W2AG transmitter, but the operator for W2AG reported that to get enough height he had been forced to follow the line of the roof and that the antenna was about 15 degrees off the desired angle.

Addressing more than 100 broadcast engineers attending the opening session of four-day FM broadcasting clinic held by Radio Engineering Labs at Long Island City last week, Dr. E. H. Armstrong, inventor of FM, told Dr. Arm-

REL, a prominent racing driver and director of the company's plants in Long Island City.

Clinic was attended by more than 100 broadcast engineers, including Henry Grimes of ELA Monrovia, Liberia, and John Briton of EMI Sydney, Australia, in addition to a score of REL engineering and sales personnel. In both lecture and discussion sessions the group displayed an avid interest in learning how to operate their FM stations with the greatest efficiency and effectiveness, testifying to the success of the clinics in achieving the goal announced by Frank A. Gun-

There was an immediate and clinician chairman, at the opening session—"to improve the broadcasting techniques of FM.

In his review of FM history, Dr. Armstrong harked back to a decade ago when FM, despite a successful demonstration before the Institute of Radio Engineers in the fall of 1933, had been "hounded out" by listeners from either broadcasters or the FCC. He told how C. R. Runyon Jr., now chairman of the board of

REL, built an FM station, W2AG, in his home in Yonkers to give Dr. Armstrong a means of demonstrating his invention after his break with RCA.

W2AG operated at 110 mc, then an amateur channel. Little was known about such high frequencies and to check on the possibility of long distance reception, Dr. Arm-

struck and found correct by the captain of a neighboring coast guard station, there was no reception at all. Dr. Armstrong took the set into New York and found that it was in good condition but when he returned it to the shore there was still no sound from W2AG.

Finally it was suggested that the antenna was not pointed in the right direction when the signal came in. The trouble had been the crossed bars of the receiving antenna; only when they presented a flat face to the signal could they pull it in."Here was a lesson, Dr. Armstrong declared. "If the two mistakes had not cancelled each other out at the first trial, I might have decided the majority was right and had abandoned the experiments."

In the next few years FM was demonstrated to all who would listen, with W2AG broadcasting music and such homely sounds as the

Since 1936 Mr. Ellman has been interested in radio accounting, specializing in excess profit tax relief for stations. As research director for Broadcasters Statistical Research, he has taken a keen interest in both sides of the tax problem—Uncle Sam's and the radio taxpay-

ers. He is a graduate of Northwestern with B. S. degree. Here he reviews some of the relief provisions in the revenue law.

(Continued on page 98)
A RECORD FOR RECORDS!

One of our Richmond record shops sponsors the "Children's Music Hall" on Sunday mornings.

On Sunday, December 1st, one of the albums featured was "Rusty in Orchestraville." In two days, the stock of these albums was sold out; a re-order was received immediately from the local distributor, and before the week was out the re-order had been sold.

On the following Sunday, December 8th, the featured album was "Bozo at the Circus." In four days, the entire stock was sold out.

If you have a sales problem in Richmond . . . WLEE can give that curve a big bump UP!

W·L·E·E

Mutual in Richmond

TOM TINSLEY, DIRECTOR  *  IRVIN G. ABELLOFF, GENERAL MANAGER  *  REPRESENTED BY HEADLEY-REED

BROADCASTING  *  Telecasting
Operations at New Station Getting Under Control

By JOSEPH L. BRECHNER
General Manager, WGAY
Silver Spring, Md.

ALTHOUGH I've been in and around radio for ten years, it has been an embarrassing illumination to discover that managing a radio station is an art in itself. If we'd had several hundred thousands of dollars to fool around with, things would not have been quite so hectic. And a good primer entitled, "How to Set Up and Run a Successful Radio Station" would have been a great help. Although advice has been plentiful, John Kluge, president and sales manager of Tri-Suburban Broadcasting Corp., and I still feel that we're stumbling along.

The story of WGAY's history up to the opening date and the expanded investment we undertook is quite accurately told in the Saturday Evening Post, current issue.

John Kluge has been one of the men who have been in the station since the very beginning. He was in fact the first to own stock in the company. Though the station is called WGAY, Joseph Kluge was the first stockholder. He was also the man who sold the station to the current owners.

The station was known as the "WGAY Station" until it was officially named "The Kennedy's Station" on opening day.

At the time of the opening, WGAY was the first station to broadcast in color. It was also the first station to offer a full day of programming.

Although the station was opened in 1929, it did not begin operations until 1932. The station was purchased by the Kennedy family in 1942.

The station has been a leader in the area of community service, offering a wide variety of programs, including news, sports, music, and talk shows.

In conclusion, WGAY is a station that has been a part of the community for many years. It continues to be a leader in the area of community service, and is an example of how a radio station can be a vital part of a community.
ON TARGET

Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

January 27, 1947 • Page 23
ERMINERmittt tatr k)!

If you’re all wrapped up in the idea of covering Ermine (Ky.) with radio, don’t use WAVE — use some “coats-to-coats” station that feels all warm and snuggly about the great outdoors! Here at WAVE, we drape ourselves gracefully over the Louisville Trading Area, and let it go at that — covering more buying power than you’ll find in all the rest of Kentucky, combined! Slip into this one, Sir, and see if you don’t like it better than Ermine!

Application for San Francisco 50-kw Station Is Withdrawn

WITHDRAWAL of Alvin E. Nelson Inc.’s application for a new 50-kw San Francisco station on the 1030 kc clear channel was reported last week.

Under FCC’s policy, pending a decision on the clear channel hearing, of considering fulltime clear channel applications only if they conflict with applications for channels adjacent to clear, the Nelson request had been consolidated for hearing with other California applications for 1060, 1000, and 990 kc.

In letters to civic and educational groups which had offered support of the proposed station, Mr. Nelson explained that the withdrawal was made without prejudice, with the intention of re-filing later. Reasons included the fact that “no assurance of any kind could be given us until the clear channel dispute is settled” and that “we would have been subjected not to the one hearing which every applicant anticipates, but to two hearings, with all the heavy attendant costs.”

The Nelson application was the “link” which brought the applications of C. Thomas Patten for a new 10-kw daytime station on 1000 kc at Oakland and of Pittsburgh Broadcasting Co. for a new 1-kw fulltime station on 990 kc at Pittsburgh, Calif., into the consolidated hearing, which was held last week. Spokesmen said that with the withdrawal of the Nelson request, there is no question of conflict between the Pittsburgh and Oakland cases.

Other applicants include KROY Sacramento and KYA San Francisco, both of which are seeking assignment on 1060 kc: KYA with 50 kw and KROY with 10 kw, both fulltime. KYA is now on 1260 kc with 5 kw day and 1 kw night; KROY on 1240 kc with 250 watts. In addition, KVSM San Mateo, now a 250-w daytime station on 1050 kc, is seeking KYA’s present assignment in event KYA receives a grant for new facilities.

Mr. Nelson, now head of the San Francisco advertising and public relations organization bearing his name, formerly was general manager of KPO-KGO San Francisco and assistant vice president of NBC, and previously was identified with a number of other stations, including KOA Denver and KDKA Pittsburgh.

Explaining withdrawal of the San Francisco application, he said his company has not changed, “in any respect, our conception of what a radio station should be and what our KNOX would be.

“We still believe that 50% of a station’s total operating time, and 25% of its choice evening time, should be non-commercial and sincerely devoted to the benefit of the listening public. . . . We cannot, however, expose our application to the treatment it would receive at the present time. We cannot expend time and money foolishly or futilely. We will not endanger the future of a project which we hold so dear,” he declared.

Nebblett Honored

ANGELINE ORR NEBBLETT, widow of Johnnie Nebblett, Chicago transcription producer, was presented Treasury’s Dept.’s Distinguished Service Award as a posthumous tribute to her late husband, killed Sept. 16 in an airplane crash. The award, in recognition of Mr. Nebblett’s services in stimulating war bond sales, was presented to Mrs. Nebblett at a special ceremony in the Blackstone Hotel, Jan. 22.

FIRST RADIO AWARDS of National Retail Dry Goods Assn. at recent convention [Broadcasting, Jan. 20] attracted wide interest. Max Gugenheimer (left), of Lynchburg, Va., head of store bearing his name, congratulates Edward C. Sullivan, executive vp and general manager of Joske’s of Texas, which won award for program on KONO San Antonio; Katherine Fillis, advertising manager of James slack Dry Goods Co., Waterloo, la., which won grand prize for RFD 1540 on KXEL Waterloo; Frank E. Pellegrin, NAB director of broadcast advertising and participant in NRDGA panel.
Now the Spartans have FM through WSPA-FM

No, we don’t mean the ancient Spartans. We mean that the modern Spartans living in and around Spartanburg, South Carolina, have frequency-modulation radio.

Back in 1929, when radio was in short pants, we opened WSPA, the first AM station in South Carolina. Last November, operating on 92.1 megacycles, we opened WSPA-FM... the first FM station in the entire state of South Carolina.

For these past seventeen years, modern Spartans have been very well served by WSPA. With our recent power increase*, WSPA punches home to 151,458 affluent radio families in 16 North and South Carolina counties.

Textiles, plastics, wood industries, fruit and cotton make this 16-county area an advertiser’s paradise. A paradise high government officials call “one of the best-balanced sections in the entire country.”

And remember, WSPA and WSPA-FM swing the balance your way.

*5000 watts day and night on 950 kilocycles
KHUM Takes Air as 250-w Outlet at Eureka, Calif.

KHUM went on the air as a 250-w fulltime outlet on 1240 kc at Eureka, Calif., on Jan. 26. An ABC affiliate, station is licensed to Carroll R. Hauser. Studios and executive offices are located in the Guss Building, Fifth and F Sts.

In addition to Mr. Hauser, general manager and a veteran in the broadcasting industry, key staff members of KHUM include Jim Strain, commercial manager, formerly production manager of KLAC Hollywood; Frank Smith, account executive; Mort Werner, program director and former AFRS writer-producer; Susan Gable, director of women's activities; and Edward Strople, technician. Tom Edward, Jack Brebeck and Mal Sears are announcers.

In radio since 1922, Mr. Hauser has been associated with various Los Angeles area stations including KHJ KFWB and KIEV. He constructed and operated old

ORGANIZING the new amateur radio dramatic club for NBC employes in the program and personnel departments are C. L. Menser (seated), NBC vp in charge of programs; (1 to r) Donald Bogart, employe service manager; Garnet Garrison, NBC director, who will instruct classes; Ashton Dunn, personnel manager. The club's plays will not be broadcast, and are intended merely as an activity for those interested in radio from the drama and production angle.

KMTR (now KLAC) Hollywood, and was chief engineer until 1941. With advent of war he joined OWI as chief engineer on the West Coast. Since 1944 he has been a Navy research engineer.

Sets-in-Use Mark Hits 5-Year High

34.6 Average in Jan. 15 Report is Highest Since Early 1942

AVERAGE SETS-IN-USE was 34.6 in the Jan. 15 Program Hoop-ering Report released last week. This represented the highest figure released by C. E. Hooper Inc. since the beginning of publication of its 32-city average, excepting only the January and February reports published immediately following Pearl Harbor.

Bob Hope and Fibber McGee and Molly tied for first place among the top 15 evening programs and Jack Benny was third. Bob Hope was listed above Fibber McGee and Molly because of his higher share of audience figure.

The average evening sets-in-use of 34.6 was up 2.5 from last report, up 1.8 from a year ago. The average evening rating was 11.3, up 0.8 from last report and up 1.0 from a year ago.

Average available homes were 82.3, up 1.1 from last report and up 1.0 from the same period last year. The current total sponsored hour index was 70.6 as compared with 70.1 last report, 77.2 last year.

The first 15 evening programs listed were: Bob Hope, 30.2, Fibber McGee and Molly 30.2, Jack Benny 29.5, Charlie McCarthy Show 27.4, Red Skelton 25.4, Fred Allen 24.9, Screen Guild Players 24.3, Radio Theatre 23.8, Walter Winchell 22.4, Amos 'n Andy 22.5, Mr. District Attorney 22.4, Bandwagon 21.0, Duffy's Tavern 19.6, Suspense 18.2, George Burns and Gracie Allen 17.3.

Top Week-Day Shows
When a Girl Marries led the list of top 10 week-day programs in the report, with Right to Happiness in second place and Portia Faces Life in third.

Average daytime sets-in-use was 18.7, up 1.2 from last report, up 1.7 from a year ago.

Average daytime rating was 5.0, up 0.2 from last report and up 0.3 from the same period last year.

Average available homes was 75.3, representing an increase of 4.0 from last report and up 0.6 from last year.

The current total sponsored hour index was 81.1 as against 85.3 last report, 91.1% a year ago.

The top 10 week-day programs listed in the report were: When a Girl Marries 8.3, Right to Happiness 8.1 Portia Faces Life 7.9, Ma Perkins (CBS) 7.5 Breakfast in Hollywood (Kellogg) 7.5, Stella Dallas 7.4, Young Widder Brown 7.3 Our Gal Sunday 7.3, Pepper Young's Family 7.2, Big Sister 7.2, Ma Perkins (NBC) 7.2.

Prestige... Popularity... Power to Make Sales

These are what KTSN offers you in the rich El Paso market.

Page 26 • January 27, 1947
Let's stop short-changing radio!

—one of a series to show the men who build programs, and who buy and sell time, how sound radio research is revealing new values of the medium—and new opportunities in its use.

—here's one for your book!

Let's call it—

“The Baffling Case of the Unclaimed Listeners”

Let's go fishing for facts.

Here's the first—and it's a sad, strange fact indeed—radio, every day, is throwing away millions of listeners.

Don't throw 'em away. They cost a lot of money. And these listeners you throw away are like listeners you count. They can, and do, buy your products. Who are they?

Well, let's find 'em and count 'em. Many of the men who build programs, buy programs, sell programs continue by force of habit to measure the audience of programs only by the one yardstick of Average (or “Coincidental”) Audience. Well, let's take this measurement apart. If we do, we'll see it's like a fishing net that's got lots of holes in it through which your listeners are continually escaping.

The radio audience is not fixed for the entire duration of a program. Some people tune in early; others tune in late; and still others tune out before the end of the program. But these part-time listeners hear commercials, gain impressions, and buy the products. Figure 1, which uses 10 homes to illustrate this principle, shows what happens to these part-time listeners when measured in terms of Average (“Coincidental”) Audience.

The Average Audience during each minute of the program is — you can't help yourself, that is the way Average (or “Coincidental”) Audience works.

We now reach the solution of this baffling case. A total of 10 different families actually tuned to the program. We've found 'em; now let's count 'em.

Figure 2 shows the Average (or “Coincidental”) Audience and the Total Audience for programs of varying duration. While the number of unclaimed listeners varies widely from program to program, the average 15-minute program has a Total Audience 30% higher than its Average (or “Coincidental”) Audience. And for the typical 30-minute program, we have been even more wasteful, since the Total Audience is 41% higher than the Average (or “Coincidental”) Audience.

Thus the seller of radio handicaps his own sales efforts; the work of the radio producer stands in an unfavorable light; and the buyer of radio underestimates the true value of his purchase—in addition to misleading himself as to the relative value of various programs.

The baffling case of the unclaimed listeners proves not so baffling after all. We found 'em, and now we've counted 'em. And we can keep them in our net if we use the yardstick of Total Audience instead of this short-changing measurement of Average (or “Coincidental”) Audience.

Only NRI service can give you this and many other accurate measurements of the true value of radio. Our experienced service executives are ready to help you find and use the true force of radio.

Nielsen Radio Index—A Complete and Accurate Research Service which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.

A. C. NIELSEN COMPANY • 2101 HOWARD ST., CHICAGO • 500 FIFTH AVE., NEW YORK
BROADCASTING • Telecasting

January 27, 1947 • Page 27
Revision of Standard Time Act Sought

ICC Tells Congress U. S. Needs Uniform Time Zone System

REVISION of the Standard Time Act to provide a uniform system of time zones in the U. S. was recommended to Congress by the Interstate Commerce Commission in its 80th annual report, filed last week.

Declaring that the situation has resulted in "much confusion and inconvenience," the ICC report said that in the past the local decree of independent areas has "have affected the whole or parts of over half of the States, embracing areas which have more than two-thirds of the entire population of the country."

After 28 years under the Standard Time Act, the U. S. "is farther away from a uniform system of time standards than it has been at any time since the zone system of time standards was adopted in 1883," said the ICC report.

The report was filed with Congress as NAB district meetings in the West were adopting resolutions urging the ICC to take steps to eliminate the confusion brought about by part of the country adopting daylight saving time (BROADCASTING, Jan. 20).

Members of the Salt Lake City, meeting in Salt Lake City, adopted a resolution urging the NAB management "to cooperate with other industries similarly affected (by upsets in time schedules) in developing some plans whereby uniform time may be applicable throughout the country and throughout the year."

Departures Increase

The ICC told Congress in its report that "frequently in the past" the Commission had directed the attention of the Congress "to the failure of the Standard Time Act to accomplish its stated purpose "to provide standard time for the United States." This failure is due to the actions of individual states and communities "of adopting and observing, either for the entire year or for a certain portion, a standard of time differing from that provided by the Standard Time Act," said the ICC.

These departures from the Standard Time Act have been growing "in number and extent" and in many instances where state laws are involved, cities and towns have refused to follow their states, and in the three-year period from 1933-1935 the Federal, State and municipal time standards has "resulted in much confusion and inconvenience," the report stated.

The termination of war time the country has witnessed the "recurrence of the prewar confusion attending the annual shift of states and municipalities in the eastern parts of the zones to daylight saving time," said the report. Areas affected were "more extensive, and the cities and towns observing the fast time last summer were more numerous than ever before," the report added.

Independent Actions

New adherents to daylight saving time have developed in the eastern part of the country, which may cause further recurrences of the wartime troubles. The country adopting daylight saving time has resulted "in the exclusion of state legislation and local ordinances respecting the vast body of daily transactions which do not now fall within the scope of Section 2 of that Act."

KOWL Gets Site

KOWL, new 5,000-w Santa Monica, Calif., station on 1580 kc, will be located in Ambassador Hotel, that city, in a deal closed by Art Croghan, licensee, and A. S. Epstein, president of hotel corporation.

Ready for Video

PREPARING for day when television assumes wide-spread use in Southern California, newly elected prefabricated Crest Theatre in Long Beach will be one of the first picture houses equipped for such entertainment, according to R. H. McCullough, director of television for Fox-West Coast Theatres, Los Angeles. Over its marquees, new theatre has a 110 foot high television tower specifically constructed of lattice steel piping which can be immediately placed into use to carry televised programs.

THE INTERSTATE Commerce Commission has renewed its recommendation that Congress revise the Standard Time Act to provide a uniform system of time zones throughout the U. S. In its 60th annual report, filed last week, the Commission points to the confusion caused by an increasing number of local departures from Federal time standards. Meanwhile, in the West urged parent organization to back uniform time plans.

Colorado Assembly Studies Libel Bill

Daylight Saving Time Plan Is Also Introduced in State

LEGISLATION to provide daylight saving time and to protect stations and networks against libel suits for broadcasts unless negligence is involved has been introduced in the Colorado General Assembly. Chance of passage of the bill is considered good. Copies have been supplied to broadcasters in other States.

As introduced, the libel measure protects against defamatory statements by candidates for public office and limits any recovery to actual damages. Television broadcasters are not covered under the bill itself.

KOR on Air

KOR San Diego, operating with 250 w on 1130 kc, went on the air as a daytime outlet Jan. 24. Licensed to Silvergate Broadcasting Co., studios and offices are in San Diego Hotel Bldg. William A. Evans is station manager. William Buckley, former chief engineer of KDB Santa Barbara, is engineering supervisor of KOR. Aubrey H. Ison, formerly ABC Hollywood announcer, is chief announcer of the station, with Virgil Wyatt assigned public relations director. George C. Smith, formerly of KSDJ San Diego, and prior to that engineer of San Diego Daily Journal, has been made an account executive.
OF ALERT, CONSCIENTIOUS, IMAGINATIVE STATION OPERATION

First and foremost, KLZ is concerned with serving the manifold interests of its listeners to the best of its ability. Doing this job conscientiously and creatively has earned KLZ not only the growing esteem and appreciation of listeners throughout the Denver-Rocky Mountain region but frequent national recognition as well. During 1946, ten significant awards came to KLZ for outstanding show-management, programming, listener service and promotion. KLZ's best efforts will again be put forth in 1947—not to win awards, but to win listeners for its programs and sales for their sponsors.
50 kw Grant Is Proposed for WIBC
Mid-America Given FCC Nod Over WINN in Another Action
A GRANT for 50-kw operation on 1070 kc by WIBC Indianapolis, using a directional antenna fulltime, was proposed by FCC in a decision announced last Monday. WIBC now uses the frequency with 5 kw.
In the same proceeding, basing its choice primarily on program factors, the Commission proposed to grant the application of Mid-America Broadcasting Corp. for a new Louisville station on 1080 kc with 5 kw day and 1 kw night, also directionalized fulltime, and to deny WINN Louisville's bid for that assignment in lieu of its present 250-w operation on 1240 kc.
Noting that WIBC's service area would gain approximately 970,000 persons day and 180,000 at night (901,470 day and 412,240 night at present), FCC proposed to grant the 50-kw application even though adjacent channel daytime interference from the proposed Louisville station would cut WIBC's daytime population gain by 5%. Similarly, FCC said, the Mid-America operation at Louisville, reaching almost 769,000 persons day and 300,000 at night, would lose about 5% of its population potential as a result of the power increase to WIBC.

Evidence Conflicts
The Commission reported "sharp conflict in the evidence as to whether the proposed Louisville operation would cause interference to the secondary service areas" of KRLD Dallas and WTIC Hartford, which operate with 80 kw on 1080 kc. KRLD contended its secondary service area loss would approximate 86,855 persons; WTIC, 337,470. These estimates, FCC said, were based on the so-called "Newton" measurements on KRLD and the "Terrell" measurements on WTIC, which "were not even introduced in evidence."
"In any event," the Commission concluded, "the areas and populations which Stations KRLD and WTIC claim will be lost are small and appear to receive adequate primary and secondary service from other stations."
First reason cited by FCC for its choice of Mid-America over WINN was that: "the resident stockholders of Mid-America... by reason of the fact that they have for many years been closely identified with all phases of community life and have been much more active in Louisville civic, fraternal and governmental affairs than the local stockholders of Kentucky Broadcasting Corp. (WINN), appear to be in a better position to gauge the needs of local organizations and of the listening audience in that city."
"This is reflected in the program proposals submitted by the applicants," the Commission said, drawing the following comparison:
Mid-America Broadcasting Corp. proposes to provide Louisville with a new non-network program service which appears to have been designed to serve the needs of the community to a greater extent than the service proposed by Kentucky Broadcasting Corp. (WINN).

For example, Mid-America

Broadcasting Corp. will carry musical programs of such local organizations as the Louisville, Philharmonic Orchestra and the Louisville Summer Opera, and will broadcast religious programs from local churches of the established faiths. Station WINN does not now carry, nor does it propose to carry, such musical programs and has limited, and would limit, its religious programs to network programs and commercial religious programs from evangelistic sects. Similarly, station WINN does not propose to have any members of its staff assigned to the gathering of local news but will rely upon such news as might be supplied by its wire service. Mid-America, on the other hand, proposes to establish a news-gathering staff of three persons and will make particular effort to give good coverage of local news.

Final Reason
Final reason cited by FCC for its preference for Mid-America is that its application was filed more than five years before WINN's, that it received a grant previously and that, "but for the intervention of the war, this applicant would now have its station in operation."
Voting control in Mid-America is distributed as follows: James F. Brownley, former deputy administrator and deputy director of Office of Economic Stabilization, president and 4.36%; E. R. and H. J. Plunkett, principal owners of a lumber company at New Rochelle, N. Y., 20% each; Emanuel Levi, attorney, former vice president and general manager of Louisville Courier-Journal and Times and their WHAS Louisville, 8.53%; Milton S. Trotz, investment banker, 16.59%; Edward L. Altsheler, Jr., Henry Fitzhugh Jr., Mary Peabody Fitzhugh, and William H. Venneman, 4.94% each; Willard G. Johnston, 3.28%; Laurence Jones estate, 9.60%. Messrs. Brownley and Venneman are former presidents of Frankfort Distilleries Inc. but no longer have any interests in the concern.

Named to CED Post
RAYMOND RUBICAM, co-founder and until his recent retirement chairman of the board of Young & Rubicam, New York, has been appointed chairman of the Committee for Economic Development Research and Policy Committee, succeeding U. S. Senator Ralph E. Flanders of Vermont. Mr. Rubicam has been a trustee and a member of the CED research and policy committee since June, 1944.

AUDIENCE... PLUS!
.... that's what KFDA'S LATEST HOOPER SPELLS!

28 "FIRSTS"

Out of 44 quarter-hour rated periods—8:00 A.M. to 7:00 P.M. (Mondays through Fridays) KFDA has 28 "FIRSTS".

Write Howard Roberson, Manager KFDA, Amarillo, Texas— or see a John E. Pearson representative for facts!

Nunn Stations:
KFDA Amarillo, Tex.
WBIR Knoxville, Tenn.
WMCH Ashland, Ky.
WCMC Huntington, W. Va.
WLAP Lexington, Ky.
WMOB Mobile, Ala.

ABC Affiliate

HOWARD P. ROBERSON, Mgr.

Amarillo, Texas

Serving The Populous Area of the Amarillo Market
You can buy time today and sell goods tomorrow with SPOT BROADCASTING!

Once you've picked the markets you want, you can start selling fast with Spot Broadcasting. In each of those markets there's a leading station with a leading locally produced program. Chances are that program has room for your sales message.

What kind of audience will you reach? Many such programs have been heard for years...many have larger local ratings than the so-called national favorites. So you'll reach a big pre-tested audience that's right where you want it.

How do you find these successful programs? Ask your John Blair man. He represents the kind of aggressive station that has built them and merchandised them and made them profitable selling tools...for advertisers like you. Better call your John Blair man today.
Refunds Due
(Continued from page 20)

a commitment, it admits that a change in network affiliation from one of low volume to one of higher volume and the change in capacity for production. The same reasoning can be applied to a change from a non-network station to a network affiliation.

One type of situation is not covered by the example cited in the Regulations. This situation is the change from a network affiliation of high volume of business to one of low volume. There were several such changes in addition to the definite division of the Red and Blue networks of the NBC. This division occurred during the base period.

It is the writer's opinion that such a situation is a basis of relief under Sec. 722 (b) (1). This section is quoted as follows:

"Interruption or diminution of normal production, output, or operation in the base period. If the taxpayer establishes that its one or more taxable years in its base period of normal production, output, or operation was interrupted or diminished by the outbreak of the war and the time immediately prior to, or during the base period, events unusual and beyond the control of the taxpayer, the average base period earnings shall be considered to be an inadequate standard for determining normal earnings. Earnings comprised within the meaning of production, output, or operation include the rendering of services in those cases in which corporations render services rather than manufacture or market tangible products. Allowances, as for example advertising agencies, brokerage concerns, purchasing agents, bookkeeping, etc. Normal production, output, or operation means the level of production and output of operations which would have been reached by the business of the taxpayer had the unusual and peculiar events not occurred.

The gross time sales of the major networks as appearing on Page 18 of the 1942 Broadcasting Yearbook are as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>1936</th>
<th>1937</th>
<th>1938</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$33,522,950</td>
<td>$35,051,326</td>
<td>$1,927,248</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>$23,168,148</td>
<td>$1,579,743</td>
<td>$2,030,234</td>
<td></td>
</tr>
<tr>
<td>MBS</td>
<td>$1,635,131</td>
<td>$2,743,397</td>
<td>$2,593,347</td>
<td></td>
</tr>
</tbody>
</table>

Thus a change from a CBS affiliate to a NBC Blue affiliate is a diminution of normal production. The change is a "physical change" and qualifies as "unusual and peculiar." Such a change can be encountered by a radio station.

The writer knows of no stations with relief under Sec. 722 (b) (1) or of any application filed under Sec. 722 (b) (1). Reconstruction of normal earnings under Sec. 722 (b) (1) is not as difficult as under Sec. 722 (b) (4).

Other Causes for Relief

There still remain 64 stations of the 555 stations that were in business during the entire base period. Several of these are owned by the major networks. For the others, causes for relief under Sec. 722 (b) (4) could be changes in management method of operation and change from parttime operation to fulltime operations.

The writer knows of one case where relief was granted to a radio station because of a difference in ratio of non-borrowed capital to total capital.

The remaining stations may have to look to Sec. 722 (b) (3) for relief.

NEW KRNT POLICY

Iowa Station to Cease Gambling Sports Betting Odds

KRNT DES MOINES has announced that in the future it will not quote gambling figures. Members of its staff have been instructed to refrain from quoting betting odds on any sporting event and to cease giving the point odds on such sports as football and basketball.

In explaining KRNT's action, which he said was a move to curtail gambling of sporting events, Jon Hackett, director of athletics for the station, declared it was his belief that by refusing to quote gambling odds and prices radio stations could make it much more difficult for the bookies to get the public to wager on sports contests. Some weeks ago the New York chapter of the Sports Broadcasters Assn. recommended to its members that they refrain from quoting the betting odds on certain athletic events. This action, however, was aimed primarily at protecting young people of college age from wagering on collegiate events. The KRNT move, Mr. Hackett said, was the most drastic step yet taken to curtail large-scale gambling on sporting events by the general public.

Jim Wessel, sports editor for Press Assn., Inc., wrote Mr. Hackett to congratulate him and KRNT for "offering such courageous leadership on this controversial issue" and advised him that KRNT's new policy would be brought to the attention of the Sports Broadcasters Assn.

There is a group of stations falling between this classification and the one just described. They are the stations that were incorporated during the base period but did not receive their licenses to operate until after Jan. 1, 1940. Many applications were held up until the North American Regional Broadcasting Agreement was ratified.

Until the Commission's statement of April 1, 1946, these stations were ineligible for relief as they qualified neither under Sec. 722 (b) or (c). The Commissioner's statement was partially reversed by the result of radio station WLOL. Eligibility under Sec. 722 (c) is now open to these "hiatus" stations.

Eligibility Defined

The last group of stations are those that commenced business after Jan. 1, 1940. These are known as Sec. 722 (c) (2) stations.

The regulations define eligibility under Sec. 722 (c) as those companies that possess an intangible asset not included in capital that make important contributions to income. The definition of intangible asset includes a license to do a certain kind of business in a certain locality as a result of a grant by governmental bodies. Radio broadcasting stations are specifically mentioned as an example of a business having an intangible asset in its license.

Proof of a Sec. 722 (c) case must also include figures to prove that radio broadcasting stations have a high yield on its capital as
To cut through a welter of post-war distribution problems, industry is staging a grand revival of an ancient and versatile art—salesmanship!

And the star performer is the microphone. In cities and in far-ranging rural stretches, radio is doing an extremely effective sales job, timed to the moment... for clocks and coffee, for tires and tobacco and toothpaste, for waffle irons and watches.

Take watches. Longines Watches.

To stimulate sales in selected territories, Longines employed a dramatic program of unusual distinction, "World's Most Honored Flights." It was broadcast on more than one hundred stations. All vied with one another in local promotion of the program. Recently, when Longines announced awards for most effective promotion, the name of the first-prize winner came as no surprise to the radio industry. It was the Westinghouse station in Fort Wayne, Indiana—WOWO, winner of twenty such awards during the last two years.

WOWO's prize-winning record is unmatched by any other station of its size. But the resourcefulness that won these awards is typical of all Westinghouse stations. It stems from a traditional insistence on custom-tailored local programming... consistent promotion of network and spot shows... and, above all, continuing service in the public interest.
Red Cross Will Use Radio Extensively

Plans for Annual Fund Campaign March 1-31 Are Announced

PLANS for extensive national use of radio in the 1947 Red Cross fund campaign March 1-31 have been announced by Red Cross National Headquarters, Washington. The plans, according to B. Walter Huffman, Red Cross national radio director, include a seven-program series of dramas starring Helen Hayes titled These Are My People, a four-minute spot featuring Hollywood radio and film stars, a double-faced platter of transcribed announcements, foreign language live announcements on domestic foreign language stations, and live announcements and program material, plus network coverage and special events.

The Helen Hayes programs, Mr. Huffman says, were recorded by NBC Radio Recording Division in New York, and advance orders received at Red Cross National Headquarters from local groups indicate that approximately 800 stations will carry the series.

Transcriptions of interviews with Army and Navy personnel overseas are to be made available to local stations in home towns of the participants. Recordings and recordings were arranged through Red Cross field directors abroad.

In the foreign language phase of the annual fund drive, CBS broadcasting in French, Italian, Polish, Spanish and Yiddish are scheduled to receive live announcements for their audiences, according to Mr. Huffman.

Complete network coverage also is planned, as many Red Cross messages will be allocated through the Advertising Council on the same basis as in the 1946 campaign.

Book on Radio Use

BOOKLET titled Radio, How, When and Why to Use It has been prepared by Beatrice K. Tolleris, chief consultant of the National Publicity Council for Health and Welfare Services, New York, as one of that organization's "How-to-Do-It" series. The booklet considers in some detail such topics as "Assessing Radio as a Medium," "Your Choice of Format," "Ready-Made Opportunities in Radio," "Joining Forces for Radio Education," "Building a Radio Audience" and "Checklist on Station Relations."

New Regulation

CANADIAN BROADCASTING CORP. has issued a new regulation, following January meeting of board of governors at Montreal, that "no one shall broadcast appeals for agents to represent sponsors of any program, or to handle the goods or services advertised therein." Under previous CBC ruling, the CBC board voted to make a specific regulation.

SERVING as caterers at a reception Jan. 15 for secretaries engaged in the Salvation Army's $1,000,000 annual maintenance fund drive were (1 to r): Frank White, vice president of CBS; Edward J. Noble, ABC board chairman, in whose New York offices the reception was held; Walbridge S. Taft of Cudwalader, Wickersham & Taft; Walter Hoving of the Hoving Corp. Eighty secretaries to campaign chairmen went to the reception after attending ABC's Pot o' Gold broadcast.

Let Single Standard Service Conduct Radio Audience Surveys, Palmer Says

EDITOR, BROADCASTING:

I have just read the article in Broadcasting relative to "Southern California Stations Quietly Plan BMB Withdrawal," and in the article you quote Hugh Felts as saying "... a uniform measurement of stations' audiences is an absolute must" for the continued growth of radio advertising.

Let's go back and look at the compass to see if we're going in the direction we started for.

Many stations joined BMB because it was a step in the right direction. Today, we're not questioning the ability of such an outstanding leader as Hugh Felts, but we are questioning the direction! BMB does not give us a "uniform measurement of station audiences." I have asked many station managers if their BMB report has helped them secure additional advertising, and not one has told me it has been helpful.

In 1943, I suggested a formula to the Chicago Radio Executives' Club for audience measurement that would be standard and could be accepted on the same basis as the Audit Bureau of Circulation in the newspaper field.

1. Let the industry arrange with Western Union to make our surveys—telephone, door to door, and mail.
2. Let an NAB committee determine the size of the sample in any market.
3. Western Union would provide able and experienced supervision.
4. Every Western Union office would be open to public inspection so that the results of any survey could be checked by any interested party.

We now have a half dozen duplicating services, all purporting to make audience surveys. A single standard service, such as the above outlined, would save the industry much more than the entire cost of BMB, and would give us a practical audience measurement that would help us sell radio advertising.

I realize this is a different viewpoint from that of my friends, Hugh Felts and C. E. Hooper. However, we have not yet found anything comparable to the Audit Bureau of Circulation for radio. Perhaps the above is a better step in the right direction.

Fred A. Palmer, Fred A. Palmer Company.

LEW HAHN FIRST PAID PRESIDENT OF NRDGA

LEW HAHN was elected the first paid president, general manager and treasurer of National Retail Dry Goods Assn. at the 36th annual meeting last week in New York.

Benjamin H. Namm, head of Namm store in Brooklyn and retiring president of association, was elected chairman of the executive committee. Jay D. Runkle of Crowley & Milner, Detroit, was named chairman of board.


WFLM Now WTCB

WFLM Flint, Mich., last week announced a change in call letters to WTCB and at the same time rescheduled its affiliation with NBC from Feb. 1 to on or about April 15.

Receiver Production Hits Alltime High

Total Exceeds 15,000,000 Units For 1946, RMA Says

PRODUCTION of radio receivers exceeded 15,000,000 units in 1946, far ahead of the previous alltime record in 1941 of 13,642,534 sets, Radio Manufacturers Assn. announced Friday. The figures show steady increase in production of FM models as well as television receivers, reflecting progress in these two phases of broadcasting.

During the year 165,762 AM-AM-FM console models were turned out by RMA member companies, along with 15,723 table models, a total of 181,485 units with the FM band. Output of sets with FM rose sharply in December to 40,906 units, well above the previous 1946 record of 27,330 units in November.

Output of television sets in 1946 totaled 6,746 units, of which 3,561 were shipped in December. The total video production for the year comprised 5,070 table models, 1,344 direct-viewing radio-television consoles, 10 projection consoles, 51 radio-phonograph combination projection consoles, 1 direct-viewing radio-phonograph console.

RMA's production figures for 1946 show that 10,919 of the 13,326,985 sets produced by its member companies were table models and 925,171 were consoles, of which 820,979 had phonograph attachments. Auto receivers totaled 1,158,458 and portables 1,022,653 units. Of the table models 1,215,924 had phonograph attachments.

RMA member production is estimated at about 90% of the industry total. Its 1946 member figures of 13,326,985 does not include production of some members who failed to supply reports early in the year.

For the year the sales had reached a rate of nearly 200,000 sets per year. Total December production of 1,454,687 units by RMA members was slightly under December due to the shorter work month.

UE Wage Negotiations

UNITED ELECTRICAL, Radio and Machine Workers of America (CIO) have announced that negotiations for wage increases for 250,000 workers at four major electronic and radio manufacturing companies will start within a week. UE will seek new gains from GE, Westinghouse, RCA and the electronic division of General Motors (Broadcasting, Jan. 13). In addition to higher wages, the union will seek establishment of a comprehensive medical and welfare program throughout the industry and a union shop.
THIS Baker SELLS COFFEE!

Jack Baker came to WSM with a national reputation—top ratings in fan-mag polls—eight years on Don McNeill's Breakfast Club—100,000 letters on his 10th year in radio—all that sort of thing.

But playing for a sectional audience and playing to network listeners spread over 48 states requires two completely different formats.

WSM listeners get the same Baker. But the ingredients he puts into his program are different, mixed to the recipe we know pleases the WSM audience.

It's Jack Baker on RFD DIXIE, a folksy, zany, informal song-ful quarter-hour designed for Southern housewives. They "eat it up"—which on the dollars and cents side means they are keeping the JFG Coffee Company busy supplying their dealers.

Yes, he not only entertains, but this Baker Sells Coffee, too.

★ Whatever your product, WSM has the talent (a roster of 300)
   the production know-how (5 production men with network experience)
   and an intimate knowledge of our audience (through serving them for 21 years)
   to build the show YOU need —

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

"The Best in Broadcasting"

WSM
NASHVILLE
Refunds Due
(Continued from page 32)
a result of this intangible asset.
The average yield of all manufac-
turing corporations on its invested
capital during the base period was
as follows:
1936 9.7%
1937 9.5%
1938 6.1%
1939 8.9%
Although there are no published
figures as to the yield on invested
capital of the radio broadcasting
industry, in certain cases they can
be made available for groups of
stations. In 1939 the yield of the
entire industry on the original cost
of equipment was 37%.
Eligibility for Relief
From the foregoing it would ap-
pear that a radio station should
have little trouble in proving eli-
gibility for relief. However, the dif-
cult problem has been how much
relief, and the presentation of a
correct reconstruction of what
normal earnings should have been
during the base period. There are
two methods of reconstruction, and
each is to be used according to the
rules in the Bulletin published by
the Bureau of Internal Revenue.
The first method is a detailed
reconstruction of the sales and ex-
enses of the "changed business." This
appears difficult, but again
the problem is not too forbidding,
as it applies to radio. The supply
is determinable. There are just so
many hours to be sold. The rates
charged by established stations in
comparable markets and of compar-
able power can be obtained. The
percentage of time devoted to
commercial broadcasting of these
stations can also be obtained.
The reconstruction of expenses
during the base period is also not
difficult. Transmitter and control
studio expenses are not subject to
great increases, whether the pro-
gram is sustaining or commercial,
or whether the power is 1 kw or
5 kw. Program expenses are not
usually affected by changes in
power. General expenses are sub-
jected to small increases with in-
creased operations, whereas selling
expenses are directly affected by
increases in business.
The use of the above formulae
permits a reconstruction in detail.
In many cases, such a reconstruc-
tion is not necessary. The second
method can be used. This calls for
the presentation of earnings during
the base period of established sta-
tions operating under similar cir-
cumstances to the changed station.
Despite the advantageous posi-
tion of the radio broadcasting in-
dustry as to eligibility and recon-
struction, less than a score of sta-
tions have received relief. Relief so
far has been granted as a result of
compromises and because of cer-
tain specific events. No definite or
scientific formula has yet been de-
vised. Perhaps soon a case may be
decided by the Excess Profits Tax
Council which will result in estab-
lishing a method of calculation of a
reconstructed base period net in-
come.

RCA Victor Honors
15 for '46 Records
Awards of Merit for Outstanding
Individual Work Presented
THE HIGHEST AWARD pro-
vided by the RCA Victor Division
was presented to 15 RCA em-
ployees on Jan. 18 for individual ex-
ceptional performances during the
previous 12 months' period. The
outstanding salaried workers re-
ceived the 1946 RCA Victor Award
of Merit at a dinner at the Hotel
Barclay.
Frank M. Folsom, RCA execu-
tive vice president in charge of the
RCA Victor division, lauded the
winners for their outstanding con-
tributions to the company's ad-
vances in 1946. J. G. Wilson,
operating vice president, read the
citations and made the awards, and
J. K. West, director of public re-
lations for RCA Victor, reviewed
the entire award of merit program.
The award consists of a solid
gold money clip embodying a mini-
ature gold watch decorated with an
inlaid RCA Victor trademark, and
a scroll citing the recipient's out-
standing performance.
The presentations included one
posthumous award to the late Gor-
don E. Riley, former general traf-
cic manager, who died in Chicago
on Jan. 5.
The Winners
Winners of the 1946 awards
were: Albert F. Watters, home in-
struments department, Indian-
apolis; John H. Pflieger, account-
ing and finance department, Cam-
den, N. J.; William T. Warrender,
record department, Camden; Rob-
eson Howell, record department,
Camden; A. K. Weber, personnel
section of engineering products de-
partment, Camden; Neal A.
Drought, personnel department,
Camden; J. K. Burton, tube de-
partment, Lancaster, Pa.; Otto H.
Schade, tube department, Harri-
son, N. J.; J. M. Clifford, law de-
partment, Camden; W. F. Pell, en-
ingineering products department,
Camden; Edward M. Tuft, tube de-
partment, Harrison; H. M. Rundle,
home instruments department,
Camden; H. I. Reikind, record de-
partment, Camden; Merrill G.
Gander, RCA Service Co., Camden.

WMMJ, Peoria Daytime
Station, Is Now on Air
WMMJ Peoria, I1l., operated by
Mid-State Broadcasting Co., start-
ted operations Christmas Day with
1 kw on 1020 kc, daytime only,
President William Kutsch announce-
ed. Ted Giles is chief engineer,
Berne Enterline program manager
and Al Kaufman sales manager.
Other staff members include:
Marjory Heiken, traffic manager;
Jean Detrick, women's director,
who also has charge of continuity;
Glen Callison, Art Little, and
Robert Snow, engineers; Robyn
Weaver, Dave Chase, Lee Edwards
and Dave Smith, announcers and
producers; Verne Boyson and Jim
Butler, salesmen.
EASY Aces

AND THE RENEWAL RECORD BY LOCAL SPONSORS THAT'S THE TALK OF THE INDUSTRY...

Denver ....... 7th Renewal
Salt Lake City .... 7th Renewal
Cincinnati ....... 7th Renewal
Altoona ....... 7th Renewal
Miami ....... 7th Renewal
Seattle ....... 6th Renewal
Kansas City ....... 6th Renewal
Boston ....... 5th Renewal
St. Louis ....... 5th Renewal
Knoxville ....... 5th Renewal
Zanesville ....... 5th Renewal
Chattanooga ....... 5th Renewal

AND DOZENS MORE!

America's Funniest Husband and Wife!

Written and played by Goodie Ace, one of the nation's top comedy creators, a headline laugh fashioner for 13 years...

Plus Jane Ace — radio's beloved "dumb dora" who has malaproped her way to radio immortality. 1040 quarter hours immediately available. EASY Aces means easy listening and easy renewals.
Our Mr. Gallaher gets
EDDIE GALLAHER has a habit of popping up in the most interesting places. Like this...

A radio reporter catches the drama as a kidnapped girl is returned unharmed to her mother. It's Gallaher. Washington sport fans listen to a description of first downs and touchdowns. It's Gallaher.

And again it's Gallaher—WTOP's versatile mike-man about Washington—who emcees three of WTOP's most popular local originations:

Monday through Friday afternoons Eddie Gallaher and organist Johnny Salb dare listeners to “Stump Us”, with musical questions. ("Stump Us" pulls more mail than any other WTOP show!) Six afternoons a week Eddie “Meets the Missus”... fishes stunts out of a fishbowl... and awards prizes to contestants. (It's standing room only at every broadcast until after Easter!) At night, Gallaher jockeys discs. D.C. night owls like his “Moondial” for its patter about new releases; inside Tin Pan Alley stories, and the finer points about recordings.

Eddie Gallaher, like all WTOP performers, is capable of handling a variety of assignments—all equally well. To get big sales around Washington, get Gallaher—or another versatile WTOPer—to do a capital job for you.

Columbia Owned

WTOP

WASHINGTON'S 50,000 WATT STATION - REPRESENTED BY
RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
FCC Approves Sale Of WGAP Interest
Half of Maryville, Tenn. Interest Changes Hands

FCC announced last week that it had approved the $2,500 sale of George Burne Smith’s 50% interest in Gateway Broadcasting Co., permitted for WGAP Maryville, Tenn. (1400 kc, 250 w), to George R. Dempster, former city manager of Knoxville.

The once-complex case had been pending since early last spring. In his original application Mr. Smith, former WNOX Knoxville engineer, attributed his withdrawal from the Gateway partnership to ill health [BROADCASTING, April 18]. Later he asked the Commission to disregard the application. Subsequently, on the last day for competing bids under the Avco Rule, a firm headed by Knoxville Mayor Cas Walker matched Mr. Dempster’s $2,500 offer. Later the Commission set the application for hearing:

One by one, however, the “complications” were removed. Mayor Walker’s firm withdrew its competing bid, and today, the Commission was notified that the sale to Mr. Dempster had been consummated. In an accompanying letter, Mr. Smith told the Commission that he was “satisfied” and had “no further interest in the matter.” Last Tuesday, FCC reported that on Jan. 9 it cancelled the hearing, which had been slated for April 15, and approved the sale.

Mr. Dempster is president of Dempster Bros. Inc., construction equipment manufacturers. V. H. McLean retains the remaining 50% interest in the radio firm.

‘BROADCASTING’ GETS WAR DEPT.’S THANKS

EDITOR, BROADCASTING:

I wish to take this opportunity to thank you and the members of your staff for the assistance which you have rendered the War Department in securing and selecting an individual to assume the post of Chief, Radio Unit, in General MacArthur’s Headquarters in Japan.

Through the medium of BROADCASTING, many outstandingly qualified persons in the field of radio have been referred to this office and contacts have been established which not only permitted the filling of the present important vacancy, but which will enable us to provide our occupation forces with additional competent personnel in the future.

Your cooperation in this connection has been most gratifying, and your efforts on behalf of the War Department are greatly appreciated.

Geo. F. Schulgen
Brigadier General, USA
Acting Chief, Civil Affairs Division, War Dept., Washington 25, D. C.
January 14, 1947

CAST OF WOWO FT. WAYNE’S Junior Jamboree, half-hour weekly show which had its premiere on Jan. 25, receives instructions from Sam Gifford, its producer. Program is being broadcast in cooperation with Junior Achievement Group and is sponsored by Wolf and Dessauer to promote interest in store’s Hi-School and Under-Grad Shop.

MEXICO WILL HAVE 5 NEW STATIONS SOON

FIVE NEW STATIONS will begin operations this spring and summer in Mexico, that country’s Government has notified signatory nations to the North American Regional Broadcasting Agreement.

List of changes, proposed changes and corrections in assignments, as announced by Mexico, follows:

1000 kc—XEXM Hermosillo, Sonora; 1 kw night; 3 kw day, unlimited, Class III-B, to begin April 10.

1050 kc—New, Monterrey, Neuro La Red, 1 kw, daytime only, Class II, to begin Aug. 1.

1170 kc—New, Ciudad Obregon, Jalisco, 250 w, unlimited, Class IV, to begin June 1.

1140 kc—XEXK Ciudad Delicias, Chiapas, 250 w, unlimited, Class IV, to begin June 1; new, Cuenavaca, Morelos, 250 w, unlimited, Class IV, to begin Aug. 1.

1400 kc—XEM Matamoros, Tamaulipas, 250 w, unlimited, Class IV, in operation.

List above are to be followed with previous XEXM to XCSI.

Thanks for call letters.

CKVC NIAGARA FALLS PLANS START IN JUNE

CKVC Niagara Falls, Ont., new 1 kw station on 1600 kc, is expected to go on the air in June, according to owner B. H. Bedord. Station has signed with British United Press for full BUP and UP radio wire service.

Mr. Bedord has asked a number of prominent citizens of the Niagara Falls area, both in the United States and Canada, to sit on an advisory council for the station. Included on this board are W. L. Houck, mayor of Niagara Falls, Ont.; Stephen A. Lamb, mayor of Niagara Falls, N. Y.; Ben R. Prior, reeve of Stamford Township, Ont.; Harry A. Parn, president of Niagara Falls Junior Chamber of Commerce; Fred M. Cairns, vice chairman of Niagara Parks Commission and president of Niagara Division of the Borden Co.; R. W. Dickson, manager of National Grocers Co., Ltd, Niagara Falls, Ont.

The board will meet at least four times annually, Mr. Bedord said, to deal with such problems as

Final Farm Radio Report Is Issued

Receiving Sets Found on 94.3% Of Washington State Farms

Radio receivers are found on 94.3% of occupied farms in the State of Washington, according to the Bureau of the Census. Results just tabulated, covering farm facts as of Jan. 1, 1945, show that 12,597 of 77,780 occupied farms in the State had at least one radio set, with 67,956 farms having electricity and 35,502 having telephones.

Final state returns show the following results:

California—119,188 of 127,409 occupied farms have radios (93.5%), 116,048 have electricity, and 60,421 have telephones.

Wisconsin—154,353 of 168,714 farms have radios (91.5%), 144,269 have electricity, and 68,856 have telephones.

Oklahoma—122,448 of 159,258 farms have radios (76.2%), 47,104 have electricity, and 41,101 have telephones.

Texas—261,410 of 365,818 farms have radios (71.5%), 157,383 have electricity, and 67,725 have telephones.

Florida—38,871 of 54,230 farms have radios (62.5%), 22,857 have electricity, and 6,423 have telephones.
IN BALTIMORE,
AMERICA'S 6th MARKET

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

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

"The Voice of Baltimore"

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
these days, we decided to begin
with the one studio.

We learned that the best plans
submitted to the FCC go awry as
a new talent enters the operation
and unexpected problems arise.

The discovery of outstanding
sports talent leaned the station
toward a daily sports feature not
originally scheduled. An inability
to round up interesting women in
the community to report daily to
the station cancelled our preten-
sious plans for The Lady Speaks.
Community Forum had to be can-
celled its first two weeks until com-
munity groups could be stirred up
to present forums.

And with the station's entry into
the community which had not used
radio extensively, we fell heir to
an educational task.

"We'll need at least an hour to
discuss our problem," said the
serious civic leader.

I recommended a 15-minute pro-
gram.

"Couldn't possibly discuss my
subject in that brief a period."

We compromised on a half-hour
roundtable debate involving five
persons.

After we were on the air for two
weeks we experienced that terrible
sensation of having a sponsor can-
cel his commercial.

"I've been on the air for three
days and have yet to hear anyone
who heard my spot announce-
ment!"

But a later report came in:
"Sponsor delighted. Says his de-
ivery business (pharmacy) has
definitely picked up as a direct re-
result of radio advertising."

Then there was the lady who
owned a hat shop who thought 156
times meant one week! She cried
when shown the contract she had
signed. We reluctantly ignored the
usual two week cancellation clause
and released her from her con-
tract immediately.

Principles
We realized that we were in a
new market, dealing with busi-
nesses who were using radio ad-
vertising for the first time. After
a sales staff meeting, we agreed on
certain principles:

"Don't oversell radio."

"Make certain the sponsor un-
derstands the contract."

"Don't let him overbuy."

"Adviso him not to use radio un-
less he plans a long campaign."

We invite listeners to phone us
and give us their reactions to our
programs. The results are not al-
ways quite what we expect. When
we neglected to include sufficient
time-signals in the morning, we
were promptly notified. A lady in
Rockville, Md, told us that our
Saturday morning Hold Tight show
—fast swing music—disturbed her
children. A couple of people even
phoned after one broadcast of
Manager's Corner—my own weekly
broadcast—to say "If you want my
opinion, your voice is terrible!"
And, "Give me boogie woogie in-
stead of talk."

And there is Smiling Music—al-
most ill fated, but now a perma-
nent fixture on WGAY.

As a Saturday afternoon fea-
ture, we included in it all the music
that we ordinarily would schedule
anywhere else. Main Street band
music, silly music, etc. The an-
nouncer doing the program threat-
ened to quit.

Tell Facts
I told him to let the listeners
know the facts. "All the manage-
ment has heard about the program
is complaints. If there's still any-
one out there who wants this music
on the air—he'd better let us know
—and fast."

So now the phones ring like mad
each Saturday for the entire 15
minutes as listeners enter into the
spirit of the program. "It's lousy!"
"It's very funny!" "It's sweet and
soothing" are some of the com-
ments. Now we're inviting the
audience to let us know the number
they would least like to hear—and
we'll play it.

What surprises me most is the
lack of sound information and ad-
vise available on handling the de-
tails of station management. The
NAB has been very helpful—but
there's still much to be done in this
field.

Apparent traffic systems are a
matter of personality and whim.
Boards, card index files, large
sheets of paper, and other systems
are widely used.

Filing systems are still a mys-
tery.

Fan Mail
What do you do with fan mail?
It seems a shame to throw it away.
I've loaned some to our salesmen.
But what do you do with the rest?
And old scripts. We follow a
system of using copy only once and
keeping the day's book complete.
In three weeks of operation we
packed a full file drawer.

We haven't really entered in any
serious personnel problems since
the staff has entered into the spirit
of developing the new station.
There was the Steve Bagarus deal
that got us national publicity when
the ex-Redskin halfback got in-
volved in a few problems and
abruptly left our highly publicized
Double-O Time show.

But we can see definite progress
in our "new baby" as the Saturday
Evening Post caption writer called
WGAY.

The other day, I even got home
in time to help with the 10 o'clock
feeding of my new son, born a
week before the station opened.

Renews MBS 300
WILLIAMSON CANDY Co., Chi-
cago (O'Henry candy bars), March
2 renews True Detective Mysteries
for 52 weeks on 300 MBS stations,
Sun. 4:30-5 p. m. Agency is Au-
brey, Moore & Wallace, Chicago.
You're looking at a **SUBWAY** (San Antonio Style)

These people are standing in the geographical center of downtown San Antonio. A few feet above, on either side of the river, speeds the traffic of Texas' third city. But the San Antonio subway wasn't made for speed. For San Antonio is a city of contrasts, a city shared by oil millionaire and Mexican peddler; a town where the ancient Alamo and modern skyscraper stand side by side; a community that holds within its county lines five major Army air fields; a city whose picturesque river is used in turn for city swimming pool, zoo water supply, boat run, irrigation, fishing grounds, flood control, and downtown thoroughfare. That's why so many tourists come for a day and stay for a lifetime (estimated annual tourist trade $13,000,000). People can't forget San Antonio. You shouldn't forget that 50,000 watts on 680 kilocycles provides the largest daytime coverage of any Texas radio station, delivers primary service to 105 counties that make up the Heart of Texas.

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**AMERICAN BROADCASTING CO. TEXAS STATE NETWORK**  
**WEED AND COMPANY**  
Representatives  

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**THE HEART OF TEXAS BELONGS TO**  
**Kabbc**  
**SAN ANTONIO**  

**50,000 WATTS, DAY**  
**10,000 WATTS, NIGHT**  
**CHARLES W. BALTHROPE**  
Station Manager  

**FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB**  
BROADCASTING • Telecasting  

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January 27, 1947 • Page 43
Radio Center

Seattle

With 20 years of leadership, KOMO continues to set the pace in the important Puget Sound Market by building one of the most efficient, most modern broadcast production plants in the country. Radio Center, Seattle, scheduled to open early in 1947, will be years ahead in design and physical equipment, thus even better able to serve this rich, important and growing market.

Radio Center, illustrated above, is but one example of the aggressive and progressive thinking that has made it possible for KOMO to maintain indisputable leadership and obtain active, instantaneous response for its advertisers.

By any yardstick you choose, KOMO—the leading radio station in this wealthy market and the appealing, EXCLUSIVE voice of NBC in the Puget Sound country—is far and away the best dollar for dollar advertising value.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

KOMO for Seattle and the Puget Sound Country

65% of Washington State's dollars is spent in this pool—the KOMO effective Merchandising Area.

National Representatives, Edward Peery & Co., Inc. New York, Chicago, San Francisco, Los Angeles, Detroit, St. Louis, Atlanta, Boston
OLD FRIENDS meet at the final luncheon of the New Horizons Committee in Syracuse as Col. C. Wilder, (l) president of WSYR and Sir Guy Garrod, Air Chief Marshal of the RAF, reminisce over their previous meeting in Germany. Colonel Wilder was a member of the broadcasting group that met Sir Guy while touring Europe in 1945.

VIDEO PLANS OF ABC MOVE AHEAD — SAMISH TELEVISION OPERATIONS of ABC now are well into the second of three stages, Adrian Samish, vice president in charge of the network's television and program departments, revealed Jan. 15 in Hollywood, where he had gone to confer with ABC executives.

During the first, or experimental, stage ABC, and high hopes of acquiring others in New York, Chicago, Detroit, San Francisco and Washington. Before the second stage is completed, Mr. Samish said, ABC will have selected choice sites and completed plans for building studios and purchasing equipment.

The third stage will be actual operation, in which ABC will begin television broadcasts with its own equipment and studios.

Mr. Samish said the network is more interested in getting television operations rolling in New York because it is the commercial center, with more prestige at present, and the point of greatest competition. This will not deter ABC in its plans for the West, however, he added.

WABP Now WDIA

THE NEW station in Memphis whose call letters were WABP has now been assigned WDIA as call letters at the request of the owners, John R. Pepper and Bert Ferguson. The FCC has also given final approval of the transmitter location at University and Highways.

The station plans to be on the air no later than May 1. The 730 kc daytime independent will have studios at 2074 Union Ave., Memphis. Mr. Ferguson is also general manager.

250,000 - Set Video Output Predicted

Commerce Dept. Sees No Threat To Movies in TV in 1947

PRODUCTION OF TELEVISION sets should increase substantially during 1947, with an estimated minimum of 250,000 sets on the market by the end of the year, but video is not expected to develop significantly in 1947 to be a serious competitor to the motion picture theatre, according to an article appearing in the January issue of the Department of Commerce publication, Domestic Commerce, under the byline of H. B. McCoy, director of the Outdoor Advertising Department. Volume of sets moving into wholesale and retail channels will be limited by the size of television coverage, the article points out.

Shortage of materials for construction of stations and of studio transmission and receiving equipment will slow up television development. With reference to FM, Mr. McCoy says it is estimated that by the last quarter of 1947 about 30% of all sets manufactured will be equipped to receive FM. Production of straight AM consoles is expected to fall far short of demand, and the care of export orders, as the demand is for radio combinations having both AM and FM reception.

From the overall production standpoint of the industry, during 1947 fully expects to exceed the all-time peak production of 1946, Mr. McCoy says, pointing out that controls have been removed completely from previously not available are expected to move into production channels in greater quantities.

Optimism is expressed with reference to tube production, which Mr. McCoy says will increase during 1947, with new improved types being brought out to increase the efficiency and performance of radio receivers and particularly to the sales of receivers. By the end of the first half of the year the industry expects to meet current demands for tubes for all purposes, he asserts.

Loggan Named President Of Oregon Broadcasters

OREGON State Broadcasters Assn. held a meeting at the NAB area meeting last week in Portland, and elected officers for this year. Frank H. Loggan, KBND Bend, was elected president; Lee Jacobs, KBBK Baker, vice president; Frank Coffin, KGW Portland, secretary-treasurer; Chet Wheeler, KWIL Albany, Charles Couche, KALE Portland, Glenn McCormick, KSLM Salem, directors.

The Association voted to award a scholarship to a deserving senior or junior interested in radio now attending an Oregon university or college. Quentin Cox, general manager of KGW, was appointed head of the committee to formulate plans for the scholarship.

WJP A NAMES HELLER NEW GENERAL MGR.

C. B. HELLER, former commercial manager of WLOK Lima, Ohio, and WJPA Washington, Pa., has been assigned as general manager of WJP A under a recently completed reorganization of the Pittsburgh station, succeeding Earl H. Kliment, who has gone to WKBW Buffalo as account executive.

Mr. Heller served during the war as cable editor of the London OWI News during some of the most serious military means to bet higher on the London OWI News.

Hendy Cooper, formerly of WSTV Steubenville, Ohio, replaces Frank Krulce as WJPA chief engineer, with Mike Komichak, Joe Erdoes and Bill Vogler added to the engineering staff. Mr. Erdos came to WJPA from WKNY Kingston, N.Y., and Mr. Komichak from WABS Uniontown, Pa.

WJPA also has experienced a number of other staff changes during the last few months. Mitch Gray was added to the announcing staff, coming from WSKega Butler, Pa., Peter Stanton, formerly with WJAS and KVQ Pittsburgh, now is WJPA sports commentator, and Alan Black, formerly of WKBW New York, is the station's musical director. Miss Lucille Smith has been added to the WJPA staff as continuity writer, Miss Elizabeth Leon as traffic girl. Miss Leon was formerly with station manager Mrs. Helen Scovitti as bookkeeper.

WISMER WINS JACEY AWARD, ARMY THANKS

HARRY WISMER, newly appointed assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, [BROADCASTING, Dec. 30, 1946], was named a member of the Congress of the Arts and Sciences of the National Capital, as a result of his work in radio. He was named present to the Army. WISMER WINS JACEY AWARD, ARMY THANKS

BROADCASTING • Telecasting

January 27, 1947 • Page 45

WILLIAM R. MURRAY, program director at WPVU Pulaski, Va., has been named successor to C. WOLFENDEN as manager of WPVU. J. WESNES replaces Mr. Murray as program director.

JOHN F. MEACHER, general manager of KTSW Marshall, was elected president of Mankato Chamber of Commerce.

R. G. SOULE, vice president-treasurer of WPSB Syracuse, Jan. 17 addressed class of 24th annual of School Radio Workshop on "Problems in Operating Television Stations."

JACK RADFORD, supervisor of broadcast regulations of CBC Toronto, has resigned from CBC and bought controlling interest in CPJM Brockville, Ont. He takes over Feb. 1, 1947, as incoming supervisor of station relations of CBC, and later supervisor of broadcast regulations, he was manager of former CBC station CROW Windsor.

R. C. COSGROVE, vice president of Crosby Corp. and president of Radio Manufacturers of Canada, has been named to address group of American Marketers of Broadcast Equipment in Chicago and Television.

GERALD FRANK, former program manager of WPTP Raleigh, N. C., has been appointed assistant manager of that station. He has been in the broadcasting business for more than 13 years, starting as a staff announcer and co-owner of radio station management program in 1934 and, in addition to his new duties, will continue in that capacity.

EDGAR PARSONS, field representative of WFRL Washington, D.C., has been named acting manager of new WFPR Worthington, Ohio (5 kw daytime, 880 kc). Temporary executive offices are at 246 N. High St., Columbus.

ROBERT M. SCHOOLE, former vice president of ABC, and at one time sales manager of WQXR New York, has become department head of Station Plans of Concert Program Magazines, New York.

GERENOSO POPE, president of the Washington, D.C., has been named chairman of the foreign languages station division for the March of the Child division of the National Foundation for Infantile Paralysis.

Wismer Wins Jacey Award, Army Thanks

HARRY WISMER, newly appointed assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, [BROADCASTING, Dec. 30, 1946], was named a member of the Congress of the Arts and Sciences of the National Capital, as a result of his work in radio. He was named present to the Army. WISMER WINS JACEY AWARD, ARMY THANKS

Maj. Gen. St. Clair Street, chief of military personnel procurement, presented the Army award to Mr. Wismer in a ceremony at the Pentagon on Jan. 13.

The Junior Chamber of Commerce, in citing Mr. Wismer for his "contribution of national honors, gave recognition to his activities to interest young people in sports as a means to better physical and mental development and his efforts in the field of youth welfare.

For several years one of the nation's leading sports broadcasters, Mr. Wismer arrived at the WJR executive offices in Detroit last week to take over his new duties. He was named president of the Chamber with overall policies regarding WJR, WGAR and KMPC. He plans to continue as a network sports director, dividing time between his Detroit commitment and his broadcasting activities.
TRUMAN BRIZEK, publicity and promotion director for WHAM and WHFR Rochester, N. Y., and with those stations for 16 years, has been appointed general sales manager of WHFR effective Feb. 1. This is first step in expansion plans for the PM staff of the Stromberg-Carlson Co. outlets. ARTHUR W. KELLY, publicity director before the war and who had transferred to engineering for the duration, is new director of publicity and promotion for the stations. ARMIN BENDER, former publicity director at the U. of Rochester, joins WHAM staff as supervisor of special services and will assist Program Director CHARLES SILVERSON in public relations, research and general institutional-educational work.

F. G. VAN ETEN has been promoted to sales coordinator of ABC Central Division, Chicago. ROBERT BREITHAUSER has been named sales service manager. Both will be responsible in their respective capacities for Central Division contracts, clearances and sales service.

W. Z. MCDONALD, southern advertising manager, has joined WSDU New Orleans as sales representative.

FRANK SCHMITT, former purchasing agent for Bassett Rock Co., has joined sales department of KGO San Francisco, replacing RUSS SHAFFER, resigns.

GEORGE F. HOLLINGBEY, co. stations representative which has appointed HARVEY H. WISE Jr. as West Coast manager [BROADCASTING, Jan. 13], has established new Los Angeles office at 411 W. Fifth St. Telephone: Madison 6-3633.

INTERCOLLEGIATE Broadcasting System has issued rate card No. 4 showing 29 college campus stations now available commercially at rates ranging from $8 to $22 per quarter-hour. Rates apply for both network and spot sales.

Rate for entire system is $250 per quarter-hour. New card was worked out in cooperation with Avery-Knodell, IBS representative.

GEORGE C. BLACKWELL, former manager of WBLS Clarksburg, W. Va., has been named sales manager of WHAR Clarksburg. Mr. Blackwell was assistant secretary of Federal Radio Commission from 1921 to 1929 before joining WBLS where he has served as manager for eight years.

F. R. BURROFF, vice president, ABC Central Division, has been named by Mayor Kelly of Chicago as one of 11 prominent Chicagoans who will lead the campaign to bring the 1952 Olympic Games to Chicago.

STUART M. KELLY, formerly on the staff of Joseph Hershey McGivney, Inc., New York, has joined the Howard H. Wilson Co., New York, in the same capacity. Mr. Kelly has served with the Army during the war.

FRED BURTON Reed has joined WCPB Boston as sales representative. He was former advertising man with the Chicago Times, The Standard Times, New Bedford Bee, Brockton Mass.

JOSEPH BADGER of the sales staff at WKXL Concord, N. H., has been appointed to committees to raise funds for construction of memorial hospital in Concord.

BILL TUCKER, national advertising manager of KIRO Seattle, is father of a girl.

PAUL MILLEN, NBC Central Division night announcer, has declined an offer to join the sales department of KPJZ Marshalltown, Iowa.

FRED MURPHY, former announcer of CKY Toronto, has returned to the sta
tion as an account executive.

ECRS Vancouver, B.C., has appointed National Broadcast Sales, Toronto and Montreal, as exclusive representative.

WALTER LONNER, traffic manager of WMGO Dallas, has joined an operation at Hollywood Presbyterian Hospital.

PANN AMERICAN BROADCASTING Co., New York, has been appointed representative of Radio Cristal, HJCU - HJCA - HJBE Bogota, Colombia, S. A.

KURT C. LEICHTER, formerly with Zale's Jewelers and Kay's Jewelers (southwestern chains), has joined KTPS Texarkana, Tex., local sales force.

New N. Carolina Outlet Announces Staff Members

STAFF APPOINTMENTS have been announced by WCPS Tarboro, N. C., which expected to go on the air last week, operating with 1 kw on 760 kc daytime. John C. Hanner, formerly Army Air Forces pilot, is manager and director of sales. Other appointments include: Jim Scott, formerly in the production department of WOLS Florence, S. C., program-production manager; Charles D. Chandler, chief engineer; Bruce Joyner, staff engineer; Eccles Wall, formerly with WWGP Sanford, N. C., and Welcome Station, new to radio, announcers.

Licensee of WCPS is the Coastal Plains Broadcasting Co. Inc. Manager Hanner announces that because of the station's proximity to the world's greatest tobacco market WCPS has chosen the slogan, "From the Tobacco Belt of the Nation, This Is Your Coastal Plains Station."

From New Agents

JOHN CRAB, formerly with McCann-Erickson, New York, and Herbert Chason, formerly head of his own agency, Herbert Chason Co., New York, have formed a new agency, Cole & Chason, with offices at 24 East 55th St., New York. Mr. Cole has returned to the agency field after a year's vacation. Before his association with McCann-Erickson Co., Mr. Cole was with Lord & Thomas on the Pacific Coast and in New York. Mr. Chason formerly was with the Du Pont Co., and CBS.

Buchanan Quits CHAB

H. CARSON BUCHANAN, part-owner and manager of CHAB Moose Jaw, Sask., has sold his interest in the station after managing it for many years. He has not announced any plans for the future, and is expected to take a long-planned rest before announcing future activities. Syd Boyling has been appointed acting manager.
NEW COLLINS 213A
TRANSCRIPTION TURNTABLE

Designed For Better
Recorded Programs

Yes, the Collins 213A turntable is designed for those who insist that their recorded programs be given every opportunity for success. This new table, shown for the first time at the 1946 NAB convention, reflects the careful attention given to its general appearance, operating performance, and functional convenience.

The 213A gives you faultless, professional turntable performance. Use it for better recorded programs. Available with or without cabinet and pick-up assembly. Write for complete details.

1. Designed for recording as well as playback.
2. Maximum difference of five seconds between recording and playback time in a 15-minute program.
3. Quick lever shift of speed, with turntable either running or stopped.
4. Rim driven by two rubber idlers, self-aligning to compensate for wear. Constant peripheral speed.
5. Speed regulation of 0.07% r.m.s. at 78.26 r.p.m., 0.13% r.m.s. at 33⅓ r.p.m.
6. Three-point support eliminates levelling adjustments on ordinary floors.
7. Hardened, ground, and polished stainless steel shafts running in oilite bearings reduce maintenance problems.
8. Driving mechanism is mounted on rubber shock-mounts. Rumble is held to a negligible level.
9. Black and gray baked enamel finish provides an attractive, long wearing appearance. Other colors available on special order.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

FOR BROADCAST QUALITY, IT'S . . .

January 27, 1947 • Page 47
Mr. Stanton P. Kettler  
Radio Station WGBS  
1605 Biscayne Boulevard  
Miami 26, Florida

Dear Mr. Kettler,

It is with keen interest and satisfaction that I have followed the progress of the courses in radio broadcasting that WGBS is conducting at the University.

The success of these courses is evidenced by the enthusiasm of the students and the results that have been achieved.

The course in Practical Radio Broadcasting, as you already know, has enjoyed the largest enrollment of any single class in its department during the current semester. In fact, I have been informed that the quota of students for the course you will present next semester was filled during the first two days of pre-registration, which also reflects the popularity of the courses.

I have been particularly impressed both with the members of the station's staff who have acted as instructors, and with the generous use of the station's facilities for the presentation of student-planned and produced programs.

As we embark on the new expansion and construction program for the area, we are more mindful than ever of the continuing support of whole-hearted cooperation that your station has given us.

You have every reason to be proud of the contributions that are being made by the University of Miami. This, to my way of thinking, is an achievement of broadcasting in the public interest.

With kindest personal regards and appreciation,

Sincerely,

Bowman P. Ashe  
President
Achievement...
IN THE PUBLIC INTEREST

WGBS
Miami, Florida
Editorial

Operation Retail

REMEMBER the NAB Retail Promotion Plan which got under way in 1943 at a cost of $150,000? It paid off a fortnight ago a hundred-fold. The National Retail Dry Goods Assn. made its first nationwide radio contest awards. It now becomes an annual event. It has aroused unprecedented interest in radio as a retail medium. It can well mean several million in increased retail appropriations for radio this year.

There were misgivings in broadcasting ranks when Paul W. Morency, WTIC Hartford, launched the big push for the retail promotion plan, flanked by Frank Pellegrin and afterward by Lew Avery, as broadcast advertising heads of the NAB. Some broadcasters thought radio was chasing a will o’ the wisp, for the newspapers had department store advertising nailed down. And the initial film presentation wasn’t too hot either—for that $150,000.

The boys plugged away. There followed the phenomenal Joake Clinic in San Antonio. NRDGA was willing to listen and learn, but radio had to do the selling. The degree to which NRDGA was sold was reflected in the setting up of the nationwide radio program contest, paralleling that which has been conducted in the newspapers.

It is fitting that a sweep of the top awards went to the James Black Dry Goods Co., in Waterloo, Ia., in the $5,000,000 volume or less class. The campaigns were over Joe DuBois’s KXEL. Station staff and the store’s advertising department worked together in tailoring the programming vehicles to fit the market and the budget. A slip of a lady—Miss Katherine Pillus—latterly followed through as Black’s advertising director. This proves that all of the great advertising and merchandising minds don’t reside in the metropolises. Retail advertising, remember, is on the local level.

Many stores that never before used radio programs are now interested. The mission isn’t accomplished because radio still is getting only an infinitesimal part of the retail budget, but it’s well under way, and in good hands.

Bristol Clear

LEE H. BRISTOL, president of Bristol-Meyers Co., is one of radio’s strongest boosters. His company’s appropriation of several millions for radio gives eloquent testimony to that.

In a letter to this journal, Mr. Bristol reiterates his confidence in radio as an advertising medium. He dilutes it, however, with these words:

Radio is one of the most important media, and a very large proportion of our advertising budget is spent that way. Of course, it will always be subject to challenge if and when costs rise so much that the efficiency of the dollar spent, in relation to its resulting results, diminishes to a point where the equation is unsatisfactory for radio.

It behooves every broadcaster to heed that comment. Radio costs have skyrocketed, as have those of other media. Radio, moreover, is Blue-Book shocked and FCC shy.

Radio’s primary function is that radio is a commercial medium; that Congress has decreed it that way, and that advertising is a proud profession. There’s nothing wrong with radio that judicious operation, resourceful management and a congressional trimming down of the FCC can’t cure.

On the Ball

AS RADIO enters what has been predicted as its most competitive year, broadcasters can well afford to give up their resources for avenues of new business.

As an example of ingenious selling the recent formation of the Midwest Baseball Network (BROADCASTING, Jan. 20) to air the Chicago Cubs baseball games for the season should provide similar ideas for independent stations fortunate enough to have big league or even Three-Eye League teams in their backyard.

While airing the home-town team is as old as radio, the plans laid out by Midwest call for stations outside WIND’s primary area to broadcast the Cubs’ games on a participating basis. By the simple process of setting up a regional network throughout Illinois, Michigan, Iowa and Indiana, thousands of Cubs fans will be able to tune-in games of their National League favorite. Advertisers will likewise be tempted to tap the potential market created by the broadcasts as WIND sponsors last summer when the station had an 11.1 Hooper for Sunday afternoon, greater than the combined ratings of the network opposition for the same period.

In 1924 when the Cubs’ games were first broadcast, paid admissions amounted to 700,000. Last year, according to the Cubs’ business manager, admissions exceeded 1,300,000, although the team finished third. Thousands of those tickets were paid for by people outside Chicago who became Cub fans via their loudspeakers.

As a result of Midwest’s initiative, numerous small advertisers who have rejected radio because of limitations of proper program vehicles and the cost of choice time are afforded new opportunities in participating sponsorship of baseball and other sports broadcasts which enjoy wide following.

I see you do not fully comprehend the danger of abridging the liberties of the people. A Government had better go to the far extremities of toleration than to dought that could be construed into an interference with, or jeopardize in any degree the rights of the people.

—Abraham Lincoln, in a statement to one who had advocated suppression of the Chicago Times.

The Dean Does It

IT WAS only natural that WDAF, operated by the Kansas City Star, should jettison its regular program schedules in favor of vastly expanded news coverage when its parent newspaper was struck by contract carriers in a union dispute. The Star is Kansas City’s only daily newspaper. The people had to be served. So WDAF’s program schedule went far beyond that which came naturally. People began to call about program listings. So H. Dean Fitter, WDAF manager, ordered that the complete radio log be aired at three-hour intervals, covering NBC, WDAF, but KMBC, KCMO, WZEN and KCKN.

The Star was having its troubles. The Star station had to carry the load. Sponsored NBC and other programs were thrown out to make way for the news job. To use premium time for the reading of all station schedules, such a contingency, constitutes devotion to public interest beyond ordinary call.

We salute WDAF and Manager Fitter for magnificent performance in the finest radio tradition.

Our Respects To—

LESLIE CLIFFORD JOHNSON

WHEN large metropolitan stations offer excellent programs within anybody’s dialing distance, a radio station in a city of 60,000 must try something more effective than imitation. The main goal of such a station should be community service through programs of local interest.

That’s the philosophy of Leslie C. (Les) Johnson, vice president and general manager of WHBF Rock Island, Ill., 5 kw full time outlet on 1270 kc.

“Chicago stations, 175 miles from Rock Island, have greater facilities for programs of national interest, but they can’t be of special service to Rock Island,” said Mr. Johnson.

“That is why we emphasize home-grown programs and local color.”

WHBF is owned and operated by Rock Island Broadcasting Co., which is affiliated with The Argus, Rock Island’s 95-year-old daily newspaper. Manager Johnson had 25 years of newspaper reporting, editing, and advertising and publishing experience before he entered radio.

WHBF has concentrated on news, because, according to Mr. Johnson, “in the news field, radio is a natural complement to the newspaper. They are not competitive, but help each other.”

Born in Rock Island March 19, 1897, Les Johnson began his newspaper career as a high school reporter for The Argus in 1914 and 1915, doubling at the same time in football under the name of “Toughy” Johnson, quarterback.

Both came easy for him, and he thought selling books would be a breeze, as promised by a crew manager. Other book salesmen were growing rich, so it seemed, but young Johnson sold nothing.

Broke and hungry, he finally found a woman in Indianapolis who wanted a set of books but who had only 90 cents in cash. He took that as a down payment, bought an egg sandwich and resolved to succeed. He did well in Indianapolis and thereafter managed to eat regularly.

Some of Mr. Johnson’s friends among the book salesmen were students at James Millikin U., Decatur, Ill. They inspired him to enroll there. He earned his way through two years of college and played on the varsity football team.

After a year as a reporter for the Decatur Review and a year on The Argus, he became editor-manager, secretary-treasurer of the Democrat Publishing Co., later the Mecosta County News, weekly newspaper and job printing plant at Aldo, Ill., 1919-28. During that time he also was Mecosta county circulation manager and news editor of The Argus.

He returned to The Argus staff as advertising—(Continued on page 52)
THE NEIGHBORS LISTEN TO THESE NEIGHBORLY PROGRAMS OVER

WOAI

People don’t just listen casually to the dozens of local shows over WOAI, the powerful clear channel station of San Antonio and the Southwest... no, they feel a warm, personal friendship for the performers. They’re home folks—neighbors.

Take Red River Dave, known far and wide for his singing and “geetar” playing, or Lou Emerson, who brings Songs of Home to early risers at 5:45 a.m. daily, or Billy Triggs with well-loved hymns an hour later, or the Texas Tophands, famous recording cowboy band. Why, folks in Texas don’t think of them as just radio performers—they feel like they’re “part kin” to ‘em.”

The singers and musicians on “Once Over Brightly” bring new tunes and old ones, friendly chatter and comment and famous people visiting in San Antonio to a whale of a big audience at 8:30 every morning. Other local, live, listened to programs on WOAI include “Melody for Two” with Libby Hale and George Gilbert; the Old Spanish Trail with South of the Border songs and rhythms; and Radio Rodeo on Saturday morning. This is when all of the WOAI artists get together for a real musical “hoe down.”

Saturday morning also brings a couple of shows cut to fit the younger set of the range country: “Junior Jamboree,” presided over by two high school jive bands, has hot records spiced with news of sports, clubs and other activities sent in by high schools all over this section. It hits the jackpot with the jitterbugs. Then there’s the Kiddie Club, Marjorie Hart’s league for the little ‘uns of 6, 7 and 8 years. They eat up her extra-special songs, jingles and games.

We could list a lot of other WOAI exclusives but does this give you a general idea of why we’re all neighbors? We admit—it’s a gift to bring the folks their own kind of music, singing and talking. It’s a gift—and WOAI has it!
Respects
(Continued from page 50)

ing salesman in 1929, and a year later was promoted to advertising manager. On Jan. 1, 1939, he became vice president and general manager of the Rock Island Broadcasting Co., which six years earlier had bought WHBF, established in 1925.

Mr. Johnson had long been familiar with the station's problems and possibilities, for he had assisted in an advisory way in its purchase. "We visited a number of radio stations, especially those affiliated with newspapers, to inquire about the future of radio," he recalls. "Everywhere the picture was gloomy. All the station owners said they were losing money, but none was willing to sell. That convinced us."

During the nearly eight years Mr. Johnson has directed WHBF, many improvements have been made. The broadcasting company early in the war bought a former bank building in the heart of downtown Rock Island as a site for a new home. As soon as building conditions permit, the company plans to erect an office and store building on the site reserving two floors for WHBF studios. The station expects to be in the forefront in FM and television.

Mr. Johnson is an enthusiastic civic worker. He is past president, director and a former vice president of the Rock Island Chamber of Commerce. He was chairman of the Rock Island County War Bond publicity committee. He is a director and former campaign manager of the Rock Island Community Chest, and for eight years has headed the chest's publicity committee. He is a director of the Rock Island Chapter, American Red Cross, and has done outstanding work as a member of the Citizens and Depositors Committee of the Rock Island Bank & Trust Co.

He is chairman of the standing Rock Island Plans Committee. In 1940 he supervised the U. S. census in the 14th Illinois Congressional district.

Mr. Johnson is a 32d degree Mason, member of both the Elks and Odd Fellows lodges, the Rock Island Arsenal Golf Club, National Press Club and associate member of the Radio Correspondents Assn., Washington. His fraternity is Sigma Alpha Epsilon.

A member of Trinity Episcopal Church, Rock Island, Mr. Johnson has been a vestryman for the last 10 years. Since 1941 he has been chairman of the church finance committee.

Mr. Johnson has never sought political office, but has been active in local and state politics for several years. He served the late Gov. Harry Horner of Illinois as campaign advertising director from 1932-38, handled advertising for Sen. Scott W. Lucas (D.-III.) in 1938 and placed copy for several Illinois Supreme Court justices.

In broadcasting Mr. Johnson gets around. He wants to know how the other fellow operates. He's a good pitchman himself. Mr. Johnson is serving his second two-year term as NAB District 9 director (southern and eastern Wisconsin and all of Illinois). He also is a member of the FM Executive Committee of NAB.

Mr. Johnson is married, has two children, Marilyn, who was graduated from the U. of Iowa last spring, and a son, Robert, 17, senior in the Rock Island high school.

His hobbies are golf and fishing—he says for publicity purposes—but his close friends will tell you that Mr. Johnson likes to work with his hands. His ambition is to develop a complete machine and tool shop in the basement of his home, where he likes to putter.

American Network Shows Hold High Canada Rating


English language daytime programs during December were led by The Hapgood Gang (Canadian program) 19.0, Ma Perkins 18.4, Big Sister 17.0, Pepper Young's Family 16.8, and Life Can Be Beautiful 15.4.

Five leading French-language evening programs in December were Enchantant dans le Viroir 40.9, Un Homme et son Peche 40.4, Le Routard du Manoir 38.4, Radio Canardes 34.6, and Le Tourbillon de la Gaité 34.5. Leading French-language daytime shows were Jeuneamee Dore 25.1, Rue Principale 22.2, Les Joueurs de Montrouge 21.3, Histoire de Famille 18.5, and Tabou Lucie 18.2.

Radio Stations

RICHARD G. LANCASTER of C. E. Hooper Inc., Chicago, has been transferred to the firm's New York office where he is working more directly with the mail order advertising department. He was formerly an advertising manager and has been associated on sample reports of many advertising and network audience reports.

Capt. R. C. STEPHENS, former advertising controller for the General Instrument Co., Elizabethtown, N. J., has been appointed director of the Westinghouse Radio and Photographic Corp. New York. He has been appointed as an assistant to the general purchasing agent of the Pickford Corp., Philadelphia. WILSON OLDELMAN is new purchasing agent of the division with WILLIAM CHAFFEE named purchasing agent of the refrigerator division.

INTERNATIONAL MEDIA CORP., New York, and its affiliated Broadcasting Program Service and Radio Press Service have moved to larger quarters as of Gen. EDWARD SARNOFF, president of RCA, and Jean Brown of Scarsdale, N. Y., were to be married Jan. 28 in Scarsdale. The couple will reside in Hartford, Conn., where Mr. Sarnoff is associated with Radio and Appliance Distributors.

MICHAEL L. DAVIDSON, eastern secretary of the Radio Writers Guild, is recuperating this week at the Beth Israel Hospital, New York, from the flu.

MESPETH TELEPHONE AND RADIO CORP., New York, has opened a new office at 427 Flushing Ave., Extension, Brooklyn, from which sales and distribution of telephone and radio equipment will be handled. PHILIP KRIEG's and JEFFREY CORILO's advertising and engineering radio engineers are in charge of operations.

JANE BARSTON, New York public relations advertising consultant, is writing a weekly column, "Radio Borning," for the Veterans Journal and Marine Corps (Philadelphia).

ADRIEN DeWINDT, former partner in Strauss-Davies DeWindt Adv., Philadelphia, has joined the M. Herta Co., Philadelphia, distributor of Columbia and Zenith 45s as record promotion manager.

MORTON GELLAND, radio sales manager for 13 years for Raymond Rosen & Co., Philadelphia, distributor of RCA Victor records and radios, has resigned to establish a radio sales business of his own.

News Events Reviewed

DRAMATIZATIONS of major news events of the past 10 years compose pattern of new ABC schedule which started Jan. 18. 6:15 p.m. series. Titled "That Was the War," series features Quin Ryan as commentator with musical background of Rex Maupin's orchestra.

HATS ARE LIKE HOOPERS!

"The Case of the Missing Hat" proved recently what our Hoopers (6.5-6.15 to 6:30 portion) keep telling us about KGV's Newsreal program. When editor Bill Burn told listeners about a WAC on furlough losing her only WAC hat, over 150 people 'phoned her, offering replacement of the scarce item. Ample proof that the Newsreal, like so many KGV shows, has not only a big audience but a responsive one too!

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KGV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network • Natl. Reps. WEED & CO.
100,000 ORDERS
of $1 or more* ... and still going strong!

*An average of 554 orders per week for 182 weeks.
Time of broadcast, 6:45 a.m., across.

50,000 WATTS

'GATEWAY TO THE RICH TENNESSEE VALLEY'

BROADCASTING • Telecasting

January 27, 1947 • Page 53
Radio director of Harry Feigenbaum Adv., Philadelphia, and Leon Greenfield, art director at the agency have formed their own agency at 1700 Walnut St., Philadelphia.

Irv Rosner is to leave the Cox & Thax Agency, Philadelphia, to become radio director of Feigenbaum firm. He was a member of the agency's radio department before he left for the armed forces.

John W. Ross, who during the war had charge of the OWI domestic radio unit in San Francisco, has joined the advertising and public relations agency in that city with offices in the Flood Bldg.


Robert A. McNees, formerly producer of Wade Adv., Los Angeles, has been appointed public relations director of Minton Dry Corp. (citrus fruit juices), that city.

Ted Stirling, formerly of Time-Mirror Co., has been appointed production manager of BBDO Los Angeles.

Robert C. Wilson, account executive, has been named partner of The Tottle Co., San Diego, Calif., agency which recently changed name from Allied Business Builders.

William Thoney, formerly of Publix Sound, Dallas, Texas, has joined J. Walter Thompson Co., Seattle, as account executive, and is handling cooperative advertising of Pacific Northwest Ford dealers.


Ramsay S. Oppenheim, general manager of Western Advertising, Pacific Coast Sun-Bell Inc., retires, firm effective Feb. 1 to become vice president and San Francisco manager for Short & Baum, Portland, Ore.

Phyllis Cunnigham, formerly in copy department of Gotham Adv., New York, has joined Street & Finney, that city, in similar capacity.

Fred Gardner, former account executive and merchandising and marketing specialist for McCann-Erickson, York, last week announced formation of his own advertising agency to be known as the Fred Gardner Co. New company will be located at 425 E. 86th St., New York. Mr. Gardner has also been with Buchanan & Co., Sherman K. Ellis Inc., Benton & Bowles and Geyer, Cornell & Newell.

Mr. Gardner
Vernon Delton, radio writer, has been named radio consultant of Seymour Kameny Assoc., New York.

James M. Ceclh, president of Cecil & Prestrey, New York, has been appointed general chairman of the Red Cross 1947 Fund of Greater New York.

Russell Mitchell, formerly with Lawrence Fettig & Co., New York, and prior to that copy chief of the New York office of Mason, Inc., has been appointed vice president in charge of plants and copy at Henry L. Davis Co., New York.

Albert E. Van Wagner, former assistant advertising manager of Interchemical Corp., New York, has joined the copy department of St. Georges & Keys, New York.

Taylor S. Castelli, has resigned as manager of Kenyon & Kent of Canada, Ltd., New York, to become president of the Retailers' Advertising Council, a new organization which will begin operation about May 1st. The new company will provide advertising programs for independent retail dealers as a link between manufacturers and retailers in local promotions.

Robert H. Martin, former research department manager of Lennen & Mitchell, New York, has joined Fuller & Smith & Ross, that city, in similar capacity.

Bob Stern, formerly of Brands Aesoc, Chicago, has been made account executive of Lois Kaufmann Adv., newly organized, with offices at 1511 Calhoun Bldg., Minneapolis.

Ben Potts, formerly with N. W. Ayer & Son and prior to that with McCann-Erickson, has joined the radio department of Federal Adv., New York, as assistant to Frank Barton, radio director.


John F. Pratt Jr., chairman of the board of Buchanan & Co., New York, has left Washington last week on return to government officials. Object of his visit was to confer with government officials. Future general business prospects for 1947 and to analyze current economic trends.

George McGabett, radio supervisor and contact man on the Celanese Corp. of America account for Young & Rubicam, New York, has resigned to join Foote, Cone & Belding, New York, as an account executive on the American Tobacco Co. account.

Chief J. Ettinger Jr., former director of art and production of Mort Duff Agency, Omaha, and Navy veteran, has joined Joe H. Langhammer & Aesoc., Omaha, as account executive.

Fairfax Cone, chairman of executive committee of Foote, Cone & Belding, Inc., is in Hollywood for two weeks.

Emil Brisacher, president of Brisacher, Van Norden & Staff, San Francisco, is in New York on client business.

Norman Weinier has opened his own agency under name of Norman Weinier, 233 S. Broadway, Los Angeles.

Sam Kaufman, advertising director of Bosell & Jacobs, Minneapolis, Feb. 1 becomes manager of firm succeeding Tom Hastings, resigned.

John Driscoll, story editor of BBDO Hollywood on NBC "Cavalcade of America," has been named technical advisor on MGM filming of "The Hucksters."


Carleton Alsop, Hollywood producer of "Knute Rockne," "Mr. Smith Goes to Washington" and "Duck Soup," has announced his engagement.

Hal R. Meklim, president of Make- lins, Inc., Chicago, and client Robert T. Anderson, president of Ready-to-Serve Frozen Poultry, San Luis Obispo, Calif., are in larger mid-west and eastern markets for four weeks completing plans for national distribution of frozen foods for companies they represent.

Madeline Butler, copy writer of Parede, Cash & Assoc., Hollywood, sulfoned employee of studio in out-of-town tour Dec. 27 and is on leave until May.

Allan H. Wilkerson, also agency copy writer, injured in boat accident Jan. 3, will be away from her desk for a while.

Mildred Fluentes, formerly account executive of Robert F. Dennis Inc., Los Angeles, has joined Abbott Kilmann Co., that city in similar capacity. Nancy Dinsmore, agency assistant publicity director, has been made an associate executive, Jery May Ohloff has joined agency as traffic manager.

Margaret Stanley, formerly of Harry E. Foster Agency, Toronto, has joined Stewert-Lovick, Toronto, as timebuyer and production manager.

John S. Finn has been promoted to head the media and research department of Walsh Adv., Windsor.

R. P. Kelley, formerly advertising manager of the Canadian Army, has been appointed vice president of Russell T. Keiley Ltd., Hamilton, Ont.

Stewart-Lovick, Vancouver, B. C., has opened an office at Washington with Ewart G. MacPherson as partner and vice president of the firm. This marks the fifth office for the firm which started in Vancouver in 1933 and now also has offices in Toronto, Calgary and Edmonton. The firm has opened offices at Montreal and Regina.

Wynn Mack Rainbolt Jr. has been appointed manager of Young & Rubicam, New York. He recently won with creative group specializing on war bond work for U. S. Treasury. Prior to that he was with Y & R's research and copy departments.


Stu Smith has been appointed temporary executive director of the Canadian Advertising Federation, Toronto. He is expected to succeed the late R. W. Newhall, who recently joined Acrea Adtery with Young & Rubicam, Toronto.

Barney Ross, former boxing champion, New York, has resigned as vice president of Triple A Music Co., New York, in charge of clients, after a prolonged illness.

Joseph McLaughlin, formerly public director of代理商's Committee and now with Philadelphia, has joined Thomas LaBrum Adv., Philadelphia.

Coca-Cola Hiatus

Coca-Cola Co., Atlanta, which is cancelling its MBS Morton Downey program on MBS Jan. 31, and last fall discontent with its Spot box, will return to network broadcasting when assured that the present sugar shortage is over, it was reported this week. The company is sponsor both a network nighttime and daytime show, featuring its current star, Morton Downey. As of last week no contracts had been signed by the soft drink firm with any network. Agency for Coca Cola is D'Arcy Adv., New York.
“Y’all oughtta be on the radio”

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolinians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"... that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT... that Johnny Long and Kay Kyser first drewled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.
Jan. 17 Decisions ... by Commission En Banc
AM-490 kc
KWAT Watertown, S. D., and Tri-State Bost Co., Sioux Falls, S. D.—Designated for hearing application to change operating assignment of KWAT from 1240 kc, 250 w., unlimited, to 1650 kc, 1 kw, change transmitter site, install new transmitter and install DA for night use, in consolidated proceeding with application of Tri-State Bost Co. for new station on 950 kc, 5 kw, unlimited, DA and day night.
AM-1490 kc
Community Broadcasting of Erie, Pa.—Designated for hearing application for new station on 1490 kc, 250 w., unlimited, in consolidated proceeding with applications of Times Pub. Co. and Erie Bost Co. for order directing filing of another application for hearing were amended to include Community Bost Co. application.
AM-1450 kc
Clearwater Radio Broadcasters, Clearwater, Fla., and Lyle Van Valkenburg, St. Petersburg, Fla.—Designated for hearing in a consolidated proceeding application of Clearwater Broadcasters with application of Lyle Van Valkenburg. both requesting new station on 1360 kc, 250 w., unlimited.
AM-1420 kc
Bluefield Co., Bluefield, W. Va.—Designated for hearing application of Radio Bluefield Co. for a new station on 1240 kc, 250 w., unlimited time in consolidated proceeding to be held Jan. 29 at Bluefield, on applications of Pocahontas Bost Co., the Bluefield Bost Co., and Odes E. Robinson; and ordered the Commission to designate hearing these latter three applications for hearing at a subsequent date, on the same application of Radio Bluefield Co.
AM-1420 kc
WI, St. Louis.—Designated for hearing application of WI to change operating assignment from 1950 kc, 250 w., unlimited time, to 1430 kc, 5 kw, unlimited; change transmitter site, install new transmitter and DA for day and night use.
AM-1490 kc
KWBS Shreveport, La.—Granted consent to voluntary assignment of license of KWBS from John C. McCormack, et al. to Allen D. Morris, Prentiss E. Fur-low and Geo. E. McLaury, 60% as Radio Station KTBS, for consideration of $134,000, growing to $200,000 at completion of one of original four partners, (Comm., Durr and Walker voting for hearing.)
AM-1190 kc
WLJB Brooklyn, N. Y.—Granted modification of license to move main studio from Brooklyn to Manhattan.
AM-1240 kc
Gene Burke Brophy, Nogales, Ariz.—The Commission rescinded its action announced Jan. 16 and set aside great for new station, 1240 kc, 250 w., unil.
Proposed Decisions:
Davieville, Ky.—Commonwealth Bost Co. for station on 1230 kc provided application file for use of 250 w. (present application specifies 100 w.), unlimited time. At same time Commission proposes to deny application of Danville Bost Co. seeking same frequency with 250 w, at Danville.
Newnan, Ga.—Newnan Bost Co., 1200 kc, 1 kw, unlimited, DA for night use. At same time Commission proposed to deny application of Volunteer State Bost Co. for new station at Nashville, Tenn., 1500 kc, 5 kw, unlimited, DA for night use. However, Commission continued hearing on statement filed that IF or on before Feb. 1, Volunteer State Bost Co. can show that a local broadcast facility is un-licensed this use. Newnan Bost Co. at Newnan, Ga., the Commission will consider granting such facility to Newnan Bost Co. In lieu of proposed grant, and granting the condition application of Volunteer State Bost Co.
Grass Valley, Calif.—49er Bost Co., 1060 kc, 250 w., unlimited; denial of application of Town Talk Bost Co. seeking same facilities.
Jan. 17 Applications ... Accepted for Filing
AM-1460 kc
WNNI Fairdale, P. 0.—Modification of CP which authorized new standard station for approval of antenna for approval of transmitter and studio location.
AM-1460 kc
WFHG Bristol, Va.—License to cover CP as modified which authorized new CP to specify new standard station and authority to determine operating power and direct measurement of antenna power.
AM-1460 kc
WSCR Winter Haven, Fla.—Modification of CP which authorized new standard station, for approval of antenna, for change of transmitter and for approval of transmitter location.
AM-1460 kc
KSG T Crowley, La.—Modification of CP which authorized new standard station, for approval of antenna and for change of transmitter location and for change of transmitter and studio location.
AM-1490 kc
WMMC Monrovia, N. T.—Modification of CP which authorized new standard station, for approval of transmitter location and for change of transmitter and studio location.
AM-1490 kc
WKOK Columbus, S. C.—License to cover CP as modified which authorized new standard station, authority to determine operating power by direct measurement and antenna power.
AM-1490 kc
WDKA Nashville, Tenn.—License to cover CP as modified which authorized new standard station and authority to determine operating power by direct measurement and antenna power.
AM-1490 kc
KHUZ Borger, Tex.—License to cover CP as modified which authorized new standard station and for change of antenna location and authority to determine operating power by direct measurement and antenna power.
AM-1590 kc
WQXG Canton, Ill.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and and specify studio location.
AM-1590 kc
WMJF Peoria, Ill.—License to cover CP as modified—1150 kc authorized new standard station and authority to determine operating power by direct measurement and antenna power.
AM-1590 kc
WFYW Fort Wayne, Ind.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.
AM-1590 kc
KICO Calistoga, Calif.—Modification of CP which authorized new standard station, to make changes in antenna and change type of transmitter.
AM-1590 kc
KTP Porto-ville, Calif.—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.
AM-1590 kc
KLAS Las Vegas, Nev.—Modification of CP which authorized new standard station, for approval of antenna, and for approval of transmitter and studio locations.
AM-916 kc
KVAN Vancouver, Wash.—Special serv. application for leave on 930 kc, 500 w. and night for the period ending to no event later than May 1, 1947.
Renewal Applications
WFGT Sumter, S. C.—License renewal, standard station.
AM-1560 kc
WYNH North Adams, Mass.—License renewal, RCA experimental television station.
Applications Dismissed:
Charlotte Bost, Co., Charlotte, N. C.—Modification for new station, 1150 kc, 1 kw and daytime, Request of attorney.
Tendered for Filing:
Beloit Bost, Inc., Beloit, Wis.—CP for new standard station, 1380 kc, 1 kw and daytime.
Francisco A. Marquez, Aguadilla, P. R.—CP for new standard station, 550 kc, 1 kw unlimited.
Rear State Bosts, Van Nuys, Calif.—CP for new standard station, 1490 kc, 250 w unlimited.
Neal W. Welch, North Adams, Mass.—CP for new standard station, 940 kc, 1 kw daytime.
Jan. 20. Decisions ... by COMMISSIONER WALKER
AM-460 kc
Denied petition to dismiss without prejudice application for CP to change CP as modified which authorized new standard station, authority to determine operating power by direct measurement and antenna power.
AM-460 kc
Mid-State Bost Co., Peoria, Ill.—Modification of CP as modified which authorized new standard station, authority to determine operating power by direct measurement and antenna power.
AM-460 kc
WFYX Fort Worth, Tex.—Modification of CP as modified which authorized new standard station, authority to determine operating power by direct measurement and antenna power.
Pull Out Plug
DEAN LANDFEAR of WMT Cedar Rapids is ready to believe the often-heard remark that anything can happen to a disc jockey. And here's why. In an overcrowded rooming house in Iowa City a fellow was parking over-long in the community bath tub while he enjoyed Dean's platter show. The gent next in line found knocking on the bathroom door of no avail and, in desperation, put through a long distance call to Dean and pleaded with him to ask the bath tub squatter to scram. Dean relayed the request via WMT and the portable radio in the bathroom. Result: the tub loafer took the hint and scrammed.

from Broadcasting, Jan. 6

Gosh! Those Good WMT Programs Won't Even Let Us Take a Bath!

...another CBS-WMT "Bath Tub Stopper-Upper" that makes WMT No.1 Station in Eastern Iowa

Evidently it's true that some people never stop listening to WMT... but, we do know that more people* in Eastern Iowa listen to WMT than to any other station. 101 good reasons are those good, good CBS programs that entertain exclusively via WMT. Have you a client who would like to sell this great "custom-made" audience with the nation's highest per capita buying income**? Get the facts now and get on WMT. Our story is a big one to tell—an important one to hear.

Contact Your Katz Agency Man At Once!

* 1,131,782 people within its 2.5 MV line.
** 1946 Sales Management Index: $4,824 per family.

Member of the MID-STATES GROUP
HAROLD GOLD, former district repor- ter with the New York Herald Tribune, has been appointed CBS joy chief succeeding JACK DOYLE resigned. Previous to his association with the Herald Tribune Mr. Gold was sports announcer on WATT Jersey City.

HARRY R. LUCKE, director of television for Don Lee Broadcasting System, addressed Southern California Music Trades Assn. Jan. 23 on "Television To- day In Southern California."

WALTER LUREY, CBS New York head of program development, is in Holly- wood for two months for conferences on new programs to originate from West Coast.

JIMMY NEWELL, vocalist, replaces ALLAN JONES on ABC "Hollywood Music Hall" when latter starts four week concert tour on Feb. 10.

ART GILMORE, Hollywood freelance announcer, starts announcing course at U. of Southern California Feb. 10.

MILIS CASEY of WDSU New Orleans continuity department has been named radio representative of Glamour magazine's "Career Council."

E. B. (Buck) CANEL, director of Latin American programs of the NBC Inter- national Division, flew to Mexico City Jan. 21 to do a series of broadcasts in connection with the 15-room exhibi-

tion bout between Joe Louis and Arturo Godoy to be held Feb. 5 in the Mexico City bull ring under the auspices of the Mexican government. While in Mexico Mr. Canel also will do a series of broad- casts for NBC concerning the political, social and economic aspects of the re- cently-inaugurated president of Mexico, Miguel Aleman.

ALBERT R. MOZLEY, formerly with public service department of NBC New York, and veteran of three years in the Army, has joined announcing staff of WLAT Conway, S. C.

JOHN FLOOD, assistant program director at WHQ Memphis, has been elect- ed to membership in Memphia Civilan Club, national organisation which takes only one member from any given field or occupation in any community. AL GORDON, night production man- ager of KFWS Hollywood, Jan. 16 mar- ried JEAN KARASIN, station recep- tionist.

PAT CAMPBELL, formerly of KJMA Kansas City, has joined WGN Chicago program department.

RICHARD L. STEVENS and PAUL E. HERFORD have joined announcing staff of KYDM Mankato, Minn. Both are Navy veterans.

DOYLE REYNOLDS, former an- nouncer on WOAO and WQSP Evans- ville, Ind., and previously with WJOL.

Jiliet, Ill., has returned to announcing staff of WJOL. Mr. Reynolds, who uses name of Greg Phillips on the air, will also m.o. record shows here including "Young Party."

JACK SWART, WJOL staff ann-ouncer, has added "Main Street" program to his regular duties.

TITO LEITE, MARO SILVANA, and JUAN GUTIERREZ have been added as writers-announcers to the international division of NBC.

KENNETH MANSON, former KVOA Tucson, Ariz., announcer has been made assistant to DOROTHY REED, ABC Edinwood continuity ac- ceptance editor.

DICK CUTTING, currently assistant director of public affairs in charge of special events for CBS Hollywood, re- signs effective Feb. 1 to join WPAC Los Angeles as program director.

CARMEN DRAGON, musical director of CBS "Baby Snooks Show," is the father of boy born Jan. 8.

PETER MERTONS, KIO Seattle an- nouncer, is father of a girl.

J. JOSEPH ROSENBERG, formerly with AFRS in Panama, has joined pro- duction staff of State Dept. Interna-

tional Broadcasting Division.

HARVEY MARLOWE, ABC executive television producer, Jan. 22 spoke on "Writing Comedy for Television" Wednes- day evening at a gagwriting semi- nary held at Public School 17, 228 W. 44th St., New York, under the auspices of the National High School Founda-

tion.

TED FAIRBURN, formerly with WJAC Bloomington, Ill. and WHAS Louisville, is now program director of WLDS Jacksonville, Ill.

R. S. LAMBERT, supervisor of educa- tional broadcast of CBC Toronto, has returned to CBC national program office at Toronto after being with the United Nations on educational WWO. Mr. Lambert joined with the CBC in June to visit CBC studios in western Canada.

JACK WORMSER has been assigned producer of "Hank McCune Show" on KFI Los Angeles.

E. WARD CRANE, continuity writer of WBIP Philadelphia, and Virginia Sobol have announced their engage- ment.

JIM REEVES has replaced AL TAYLOR on the announcing staff of WCAU Phila- delphia.

DES KEECHER, former announcer of CKSB Cornwall, Ont., has joined the announcing staff of CKBY Toronto.

ELISIE LANDI, star of radio, stage and screen, has been added to staff of In- structors at the New York City College School of Business, Evening and Extent- sion Division. Miss Landi will instruct two sections in speech for radio and television.

DOROTHY ALDRICH, formerly with the Kansas City branch of the Phoenix Mu- tal Life Insurance Co. has joined the continuity department of KMBC Kan- sas City.

DANNY LANDAU, record m.c. at WHBC Canton, Ohio, Feb. 8 is to marry Joyce Goodwin of Cleveland.

MICHAEL RAFFETTO, who portrays Paul Harbour in NBC "One Man's Family," and LOU KRUGMAN, also a Hollywood radio actor, have two roles in the Columbia picture "Assigned to Treasury."

RICHARD L. BRENN, San Francisco writer of ABC "Pat Novak For Hire," has been signed to a Paramount Pic- ture term writing contract.

INVEST YOUR AD DOLLAR WCKY IN THE GREAT CINCINNATI MARKET

FRANK WILSON, WRVA Rich- mond disc jockey, known to listen- ers to his On the Record show as "Jughead Jr.," is asking for con- tributions for the "March of Dimes" drive. Listeners who send contrib- 

vets' Video Course

COMPREHENSIVE video training courses are offered by American Theatre Wing Professional Training Program for Veterans for new season starting Feb. 24. Part of a unit system of related subjects, the television curriculum includes a Television Seminar required for all enrollees in video training. Seminar is headed by Harvey Marlowe, ABC producer-director, and comprises weekly lec- 

FIFTY THOUSAND WATTS OF SALES POWER

BROADCASTING • Telecasting

Page 58 • January 27, 1947
It's a great year for Utah... a statewide year-round celebration of the hundredth anniversary of its historic founding by people of courage and vision.

It's a great year for KDYL... the twenty-fifth anniversary of one of radio's pioneers — the station that brings the famous NBC Parade of Stars to Utah homes together with timely and interesting local features — the first station in the intermountain region to undertake experimental television broadcasting — the station where the art of showmanship wins listeners and benefits advertisers.

For information and availabilities phone, wire or write
JOHN BLAIR & CO.
National Representative

Here is KDYL's first transmitter, a crude assortment of wires and coils, but in 1922 it sent radio waves out over the air and pioneered a great new service to Utah homes.

Today this modern structure houses the finest transmitting equipment to be had, putting on the air the brilliant NBC network programs and local productions from KDYL's two downtown studios.
FCC Actions
(Continued from page 58)

Decisions Cont.: application, to specify 1230 kc instead of 1260 kc. Amendment was accepted and application removed from hearing docket.

RFDA Amarillo, Tex.—Granted petition for leave to amend application so as to specify operation with DA at night. Amendment was accepted and application removed from hearing docket.


KERR Big Bear, Calif.—Granted petition for leave to amend its application, as to show new transmitter site and new frequencies, etc.

Pittsburg Bestg. Co., Pittsburg, Calif.—Granted petition for leave to amend its application, so as to show new transmitter site; revised engineering information, etc.

San Fernando Bestg. Co., San Fernando, Calif.—Granted petition for waiver of rules and accepted petitioners' written appearance in re application.

L. C. B. Inc., Lorain, Ohio—Granted petition for leave to amend its application, so as to show current information on stockholders and directors.


Mountain Bestg. Service, Princeton, W. Va.—Granted petition for leave to amend its application, so as to substitute corporation for partnership, etc., and notice of hearing was so amended.

KROY Sacramento, Calif.—Granted petition for leave to amend its application, so as to specify 10 kw instead of 3 kw power; to show a modified DA array, etc.

Columbia Bestg. Co., Parkersburg, W. Va., News Pub. Co., Clarksburg, W. Va.—Continued a hearing for application for transfer of control of WPAF and vol. assignment of license of WBLK, presently scheduled for Jan. 23 and 24 and said further hearing was continued to March 24 at Parkersburg and March 29 at Clarksburg.

Lincoln Operating Co., Miami, Fla.—Granted petition to dismiss without prejudice application for the hearing upon its application and application to amend Southern Broadcasting Co., Dallas, Tex.

KDAL Duluth, Minn.—Granted petition insofar as it requests leave to amend and continue of hearing re application. Amendment to show revised DA array, etc., was accepted, and hearing presently scheduled Jan. 20 at Washington was continued to March 24 for want of petition者' consideration and grant, it is dismissed.

The Bluefield Bestg. Co., Bluefield, W. Va.—Granted petition to dismiss without prejudice application.

The Bluefield Bestg. Co., Bluefield, W. Va.—Granted petition for leave to amend its application, amended to show the addition of Odes E. Robinson as an equal partner in applicants' partnership. Dismissed as most petitioners requested, a request for leave to be removed from hearing docket and granted without hearing.

Radio Bestg. Associates, Houston, Tex.—Granted petition requesting continuance of hearing of its application, and hearing presently scheduled Feb. 13 was continued to April 14 at Washington.


WBAW Wilkes-Barre, Pa., and WARM Scranton, Pa.—Denied joint petition requesting an increase in power of stations in light of facts and issues adopted Dec. 30, 1946, were amended to include issue whether 1420 kc power is feasible for use at Scranton, Pa., and if so whether it would be assigned to station of 450 kw.


KAPL Bestg. Co., Chiopee, Mass.—Granted petition for leave to amend and specify additional power of 15 kw at Springfield.

WIBC Indianapolis, Ind.—For increase in power from 5 kw to 5 kw, unlimitted.hearings continued to be held.

Mid-America Bestg. Corp., Louisville, Ky.—For new station, 1000 kw, 1 kw night, 5 kw day engineering conditions.

WINN Louisville, Ky.—For new station, 1000 kw, power of 1 kw, daytime only.

WSBZ Inc., Trenion, N. J.—For new standard station, 1260 kc, 1 kw to 3 kw day and night use.

WASH Louisville, Ky.—Voluntary assignment of license to WHAS Inc.

WSAM Saginaw, Mich.—For change from 1000 kw to 1000 kw, 2 kw to 5 kw, 1 kw day and night use.

WMPO Marietta, Ohio—For change from 1250 kc to 1250 kc, 1 kw to 4 kw, 1 kw day and night use, and specify transmitter and studio location.

AM-710 kc

Penn Lincoln Bestg. Co., Carlsile, Pa.—For new station to be operated at 1000 kw, 1 kw day and night and unlimited. AMENDED to change power from 1360 to 720 kc and charge hours of operation from unlimited to 1000 kw.

Remote Pickup

WIPB Philadelphia, Pa.—License to cover CP as modified and which authorized new remote pickup broadcast station.

AM-1570 Radio Anhurite, Pottstown, Pa.—Continued to be operated on 1760 kc, power of 1 kw, day-time only.

FM—Unassigned

WMBO Pottstown, Pa.—Modification of CP authorized new FM broadcast station, to change type of transmitter, to power of 1.5 kw, specify studio location, make changes in antenna system and change commencement and completion dates.

W. Knight Ets, Daytona Beach, Fla.—For new station on frequency to be assigned by FCC, ERP 11.5 kw and antennas height above average terrain 500 feet.

FM—98 mc

Clinton Bestg. Co., Clinton, Iowa—For new (class B) FM station to be operated on 88 mc, ERP of 10.55 kw.

FM—Unassigned

Independent Bestg. Co., Knoxville, Tenn.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP 1.1 kw and antennas height above average terrain 500 feet.

AM-1230 kc

Southern Bestg. Corp., New Orleans, La.—For new standard station, 1260 kc, power of 250 kw, unlimited. Facilities of WOOL to be utilized.

AM-1020 kc

southern Broadcasting of Sheffield, N. C.—For new standard station, 1020 kc, power of 1 kw, unlimited.

AM-1180 kc

Sandhill Community Bestg., Southern Broadcasting of Sheffield, N. C.—For new standard station, 1280 kc, power of 250 kw, unlimited.

AM-1920 kc

Sims Pub. Co., Kansas City, Mo.—For new standard station, 1020 kc, power of 1 kw, unlimited.

FM—Unassigned

Tennessee Valley Corp. Co., Chattanooga, Tenn.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP 37.2 kw, unlimited.

FM—Unassigned

Tezora Bestg. Co., Richmond Falls, Tex.—For new (metropolitan) FM station to be operated on 92.1 to 101.9 mc band. AMENDED to have a change of officers, directors and stockholders.

FM—Unassigned

WCVS-FM Springfield, Ill.—Modification of CP which authorized new FM station to make changes in antenna system.

AM-850 kc

Northwestern Indiana Radio Co., Val- po, Ind.—For new standard station 850 kc, power of 250 kw and day-time only.

FM—Unassigned

KWGD Loudonville, Ohio—Modification of CP which authorized new FM station to change transmitter, ERP to 215.8 kw, makes changes in antenna system, and change commencement and completion dates.

AM-1260 kc

Monterey Bay Bestg. Co., Santa Cruz, Calif.—For new (class B) FM station (Continued on page 64).

"IBCing you... in INDIANAPOLIS"

They're Storming the Door for the "Dixie Four"

Four palefaces from the land of corn pone are taking Hoosierland by storm. They’re "The Dixie Four" and their close harmony is keeping Hoosiers close to "1070 on the dial" twice daily, Monday through Friday, 6:45 to 7 A.M. and 12:30 to 12:45 P.M. In addition, their "solid sending" has them booked solid for personal appearances every night in the week. Check your John Blair Man every "The Dixie Four." Ask him, too, about the wealth of sure-selling, live talent shows offered by WIBC. HE KNOWS.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

1070 KC
5000 WATTS

BASIC MUTUAL

The INDIANAPOLIS NEWS STATION

Page 60 • January 27, 1947
WHEN MAIL PULL COUNTS ... You can count on FOREMAN BILL!

His Rhythm Rodeo at BAR-NOTHIN' RANCH over KYA really delivers low cost per inquiry! ... If you figure "close" on your advertising costs, investigate FOREMAN BILL'S program, heard 6 to 9 a.m. Monday through Saturday over KYA.

FOR PARTICIPATIONS CONSULT ADAM J. YOUNG, JR., INC. NEW YORK • CHICAGO

This will give you an idea how a 13-week participation works:

ACCOUNT: Wm. H. Wise & Co., Publishers
AGENCY: Huber Hoge & Sons

ACCOUNT: Basic Science Foundation
AGENCY: Smith, Bull & McCreery
RESULTS: 861. Cost of two 15-minute participations $195. Approximate cost per lead only $2.26½. Pays off at $3.50 per lead. FOREMAN BILL $1.23½ per inquiry to the good.

ACCOUNT: Mutual Benefit of Omaha
AGENCY: B-T Agency
RESULTS: 373. Used only 2 participating spots! Cost $65. Approximate cost per lead $2.26½. Pays off at $3 per inquiry. FOREMAN BILL 73½c per inquiry to the good.
POWELL ADVERTISING Inc., Detroit, specialising in radio, announces the addition of seven new accounts in recent months. Most recent additions are Lee and Cady, wholesale food and drug dealers, and DeSoto Co., distributor, also Ray Jones, who has been associated with Lever Bros. for 21 years, started with the firm in the accounting department. A short time later he transferred to the advertising department and became advertising office manager, manager of radio, and finally assistant advertising manager.

Ben F. Groogan, formerly in charge of the purchase of displays, premiums, booklets, and advertising materials for the General Foods Corp., New York, has been appointed assistant advertising manager of the Post Cereals Division of the firm. He will be succeeded in his purchasing position by his former assistant, George B. Benedict.

Thomas R. Hopkins Jr. has been appointed advertising manager of Pacific Greyhound Lines, San Francisco, and in cooperation with Beaumont & Hobman, that city, agency servicing account, will direct all advertising. Associated with that agency for several years, he was Omaha manager before the war. Upon Navy release in 1945 he rejoined Beaumont & Hobman in San Francisco and was executive on Greyhound account when appointed to his present position.

M & M Ltd., Newark, N. J., (M & M's of Chelsea) has appointed new advertising manager, Mr. E. J. Chapin, formerly with the Chase National Bank of New York, has been appointed the new chief advertising manager of the newly created sales department of Home Products Sales Corp., New York, selling organization for Taylor-Rede Corp. (Coca Marsh, Q-T-F Pie Crust and Tumbo Puddings).

Famous Department Stores, Los Angeles (Halstein's), has appointed Lee Ringler, Adv., Los Angeles, to handle advertising. Hammer Beverages Corp., Brooklyn, has appointed E. V. Whyte Adv., Los Angeles, to handle national advertising.

Walter Mayer, former time and space buyer of Compton Adv., New York, has been appointed advertising manager of The Squirt Co., Beverly Hills, Calif. (beverages).


Forest Leather Products, Dan Fraudda, Adv., has appointed new advertising manager for his firm, New York, to handle advertising campaign. Newspaper account.

Universal Labs., New York, has appointed Skidmore Adv., to handle campaign for Dij-Tess and Mavis Anti-Fogging Fluids.

Silent Glo Oil Co., Hartford, Conn., has appointed new advertising manager for its agency, which will sponsor local programs on stations KVSF Tower

CONSTRUCTION of a 230-foot tower for KVSF Santa Fe, N. M., has been completed, Ivan R. Head, station manager, announced last week. KVSF, a CBS affiliate, shortly will increase power from 100 w to 1 kw and shift frequencies from 1346 kc to 1260 kc. The station is owned by the New Mexico Broadcasting Co., which also owns KGGM Albuquerque. The New Mexico broadcasting company has applied for permission for new stations in Roswell and Clovis, N. M., KGGM has a CP to change frequency from 1260 to 610 kc and increase power from 1 kw to 5 kw.

Throughout the New England area, agency is Charles W. Hoyt Co., New York.

William S. Scull Co., Camden, N. J. (Boesel Coffee), has appointed Kastor Euro, Cleves, Cincinnati, as new advertising manager, New York, to handle advertising.

Globe Pipe & Tobacco Co., Oakland (Briarplate pipes), has appointed Ad Pried Adv., Oakland, to handle advertising campaign. Radio will be used.

Foods Plus, New York, has appointed Bennett K. Cohen, Adv., New York, to handle advertising. Radio will be used in several markets still to be determined.

Ripley C. Tures, New York (chain), in February begins largest local area campaign in history of the agency in Dobbsy, N. Y. (Romford, Ltd., Newark), after completing a "campaign" in Cleveland.

Burns & Co., Calgary, Alta. (music packer), plans radio spot campaign on a number of Canadian stations. Agency is Steiner, Ford & Co., Chicago.

Charles E. King, recently out of RCA and now in the employ of the Canadian Broadcasting Co., Toronto, has been appointed advertising manager of Thomas J. Lipton Ltd., Toronto.

W. G. Paterson, Calgary, (Symington's granulized gravy), has started spot campaign on 10 Canadian stations. Agency is the McCann-Erickson Co., New York.

Canadian Shredded Wheat Co., Niagara Falls, Ont. (Shreddites), has started new five minute sports program, "Gondola Sidelights," with sports announcer Fungo Grey on five major radio stations in Ontario.

B. S. Fitzpatrick, newly appointed advertising manager, Imperial Beverages, Canada, Montreal, has been appointed advertising manager of the company.

New Accounts

Wsky, U. of Kentucky educational FM station, last Monday changed its frequency from 42,900 kc to 44,600 kc at request of FCC. Approval was given in the interest of construction to construct a new antenna for an increase to 1,000 w, and a change of frequency to 91,300 kc. Elmer G. Sulzer is the university director of radio activities.

Frequency Changed
CFRB LEADS
ALL Toronto Stations!
MOST OF THE TOP SHOWS ARE HEARD ON CFRB

11 of the first 15 in October

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<tr>
<td>Eddy Bracken</td>
<td>17.7</td>
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<td>N.H.L. Hockey</td>
<td>17.4</td>
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<td>Jack Carson Show</td>
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</tbody>
</table>

Regular independent surveys prove that CFRB broadcasts the largest share of the highest-rated programs...

CFRB ONTARIO'S FAVOURITE STATION!
No Exaggeration

HAROLD KERN, Fort Wayne, Ind., is ready to debunk the old idea of women talking too much and always being a bother.

KERN, who is 89 years old, has walked away from a "small fire next door" which was creeping through to the Kern store and that Mr. Kern had better come home, "or you won't be here to talk in time to hear an announce- ment that the roof had just caved in at his store. The fire not only did extensive dam-

age but resulted in the death of one fireman.

Check WIOD by any index

it's Miami's Number 1 station the year round...

station Most People Listen To Most.
Four 807's
Push-Pull Parallel

- The Presto 88-A is a 50-watt amplifier designed specifically to drive the modern wide range magnetic recording head, such as the Presto 1-D. Its very ample output stage—four 807's in push-pull parallel—provides adequate power at peak levels with a minimum of distortion. A selector switch provides a choice of:
  1. Flat response 20 to 17,000 cycles per second, ±1 db.
  2. The NAB recording characteristic.
  3. Rising characteristic for vertical recordings.
- The Presto 88-A is ideal for the most exacting recording requirements.

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

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
Applications Cont.

AM—1080 kc
Robert W. Romness, Buckhead, Ga.—Grant license to cover CP which authorized new station on 1340 kc, 250 watts, unlimited; conditions.

AM—1940 kc
KSBP Jamaica, N. Dak.—Granted license to cover CP which authorized new station on 1450 kc, 250 watts, unlimited; and change studio location.

Jan. 21 Decisions

Grass Valley-Nevada City Broadcasters, Grass Valley, Calif.—Granted CP for new station on 1220 kc, upon condition that appropriate apartment be filed requesting 250 watts, unlimited time, for operation requested 100 watts.

AM—1440 kc
WGAP Maryville, Tenn.—Granted permission to consider application for hearing the application for assignment of authority for new station, and for granting of license of WOGAP and for grant of license of WPAG without hearing. Commission expressed its approval of the application for hearing and granted same.

BY THE SECRETARY

AM—1390 kc
WKIX Lexington, Ky.—Grant license to cover CP which authorized new station on 1300 kc, 1 kw-D-A, unlimited.

AM—1330 kc
KFCJ Los Angeles.—Granted modification of CP to change type of transmitter.

AM—720 kc
WMBY Birmingham, Ala.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location.

AM—1520 kc
KSBF Creston, Iowa.—Granted license to cover CP which authorized new station on 1520 kc, 1 kw-D-A, and to specify studio location; conditions.

AM—1450 kc
WGVR Greeneville, Tenn.—Granted license to cover CP which authorized new station on 1450 kc, 2 kw-D-A, unlimited time; conditions.

AM—910 kc
WJHL Johnson City, Tenn.—Granted license to cover CP which authorized increase in power to 1 kw-D-A, for installation of new transmitter and for change of studio location.

AM—1450 kc
KSRV Ontario, Ore.—Grant license to cover CP which authorized new station on 1450 kc, 250 watts unlimited; conditions.

AM—1050 kc
WPAG Ann Arbor, Mich.—Granted modification of CP which authorized increase in power, etc., to change type of transmitter.

BY THE SECRETARY

Modification of CP

KVOU Uxbridge, Tex.—Granted modification of CP to change type of transmitter, for approval of antenna and for approval of transmitter location and for change of studio location.

AM—1410 kc
KWSO Sheridan, Wyo.—Granted license to cover CP which authorized change in frequency to 1410 kc, increase in power, installation of new transmitter, and changes in vertical antenna.

AM—800 kc
WKBY Paducah, Ky.—Granted license to cover CP which authorized new station on 800 kc, 1 kw, daylight.

AM—970 kc
KWBC Wortham, Tex.—Granted license to cover CP which authorized new station on 970 kc, 1 kw, day, and to specify studio location; conditions.

Modification of CPs

KVCH Redding, Calif.—Granted modification of CP, for extension of commemoration and completion dates to 3-18-47 and 5-18-47, respectively.

KRUL Corvallis, Ore.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, approval of transmitter location.

KTT Corpus Christi, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WLAF Rome, Ga.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

KFBZ Ft. Smith, Ark.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA'S RICH ANTRACHITE REGION

WHWLB 730 KC
IS A MUST!
"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.
FORJOE & COMPANY
DISTRIBUTORS
HERE is the one hundredth FM broadcast transmitter produced by G. E. It was shipped on January 10th. Nearly 150 more, on order, are now being built.

This 3 KW transmitter incorporates the famous Phasitron circuit plus many other technical advances by General Electric. It is one of the units in the complete General Electric line of transmitters which range in power from 250 W to 50 KW.

These FM transmitters have proved their efficiency and economy in stations throughout the country.

For complete information on these transmitters, designed and built to assure you lower costs per hour of operation, write or call your nearest General Electric broadcast sales engineer, or the Electronics Department, General Electric Company, Syracuse 1, New York.
MUSICAL Quiz show titled “An Evening at Angela’s” is a new program on WHKL, Concord, N. H. Sponsored by Angela’s Restaurant, that one offers free dinner at restaurant, free tickets to local movie and free transportation during the evening to Concord Oab Cinema to listeners phoning identification of songs played.

Radio Awards

Radio Public Service Award for 1946 was given to “Standard Hour.” National Intern Division show sponsored by Standard Oil of California, for “contributing a unique and outstanding public service to the people of the West by their influence upon the highest commercial and artistic standards.” Los Angeles Catholic Archdiocesos sponsored award, presented scroll to H. H. Roberts, public relations manager of Standard Oil. Popular duplicates going to Frank Barton, program announcer, WKOL, Los Angeles, network producer. Secondary awards were made to Robert A. Kehr, WKOL, for its six-weekly recorded “Musical Digest” and EPPLC for its weekly recorded “Evening Comment” sponsored by Southerners Gas Co., Los Angeles.

RCA Mercury-Vapor Rectifier Tubes

You get plus values from RCA in Mercury-Vapor Rectifier Tubes for these reasons:

- Complete Line You can get the mercury-vapor rectifiers you need from RCA ... including such well-known types as RCA-857-B, 869-B, 872-A/872, 8008, 866-A/866, 816, 575-A, and 673.

- Improved Design RCA has made many improvements in the types listed above—improvements in basic design that have resulted in longer tube life, more efficient service, greater operating economy.

- More for Your Money RCA continues to lead the way with more efficient manufacturing methods, new materials, and improved quality control which results in better tubes at less cost to you.

You can get these plus values for your station by specifying RCA when new tubes are needed. For information on RCA tubes, write RCA, Sales Division, Section P-36A2, Harrison, New Jersey.

The Fountainhead of Modern Tube Development Is RCA

Programs

Court on WGNs

Monthly proceedings of the Rochester (Tennessee) County Court are now being aired on WGNs Murfreesboro, Tenn. First program was on Jan. 13.

RCA Mercury-Vapor Rectifier Tubes

You get plus values from RCA in Mercury-Vapor Rectifier Tubes for these reasons:

Complete Line You can get the mercury-vapor rectifiers you need from RCA ... including such well-known types as RCA-857-B, 869-B, 872-A/872, 8008, 866-A/866, 816, 575-A, and 673.

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The Fountainhead of Modern Tube Development Is RCA
In The Public Interest

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has dealt with such diverse subjects as the effects of the coal strike on this area, to the dramatic story of a man who regained his speech after 28 years of muteness; has interviewed such famous persons as ex-Marine General Evans Carlson, Secretary of Agriculture Clinton Anderson, Oregon's Governor Earl Snell, Harold Stassen, and Albert Goss, Master of the National Grange.

Bob Thomlinson, KGW chief announcer and director of special events, has been active in providing on-the-spot pickups and wire recordings of news events.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage - an outstanding example of KGW's activities "in the public interest".

In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.

January 27, 1947
Byrd Interviewed

SOME of the difficulties encountered in polar exploration were described for radio listeners of Virginia's Tidewater area by Admiral Richard E. Byrd in an interview over WTAR Norfolk Norfolk shortly before the Byrd expedition sailed for the Antarctic recently. The interview was wire-recorded aboard the admiral's ship, the aircraft carrier U. S. S. Philippine Sea, and was heard the next night as part of Norfolk Speaks, a daily public service program of WTAR.

FCC Actions

(Continued from page 66)

Applications Cont.: transmitter location and to specify studio location.

KCLA Pinehurst, 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

KWIR Winton, Calif.—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

KYN Idaho Falls, Ida.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1240 kc

KUHN Eugene, Ore.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1240 kc

KKAL Rawlins, Wyo.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1240 kc

KSL Salt Lake City, Utah.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1240 kc

KZRO Kalamazoo, 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—1300 kc

WSTF Fort Wayne, Ind.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1300 kc

WAFB Baton Rouge, La.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1300 kc

WBBF Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WALL Allen, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WBBF Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WBBF Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WAFB Baton Rouge, La.—Modification of CP which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WBBF Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WBBF Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1300 kc

WKBW Buffalo, N. Y.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.
Buy KNOW... and you sell AUSTIN

Keep your sales chart on the up and up. Use KNOW to reach the ready-to-buy, able-to-buy audience of the rich Austin market.

In listener loyalty and sellability, KNOW is Austin's leading station. Users of KNOW time always come back for more, because KNOW delivers more dialers per dollar, and Austin delivers more dollars per dialer.

Put KNOW on your must list today... watch your sales chart climb.
Bud Shaver, 66 months service in AAF as sports director of WWII Detroit and former vice president and general manager of the Detroit Lions football team for 15 years, is now publicly director of WXYZ Detroit. He succeeds Lansing Pittingman.

William L. Barlow has resumed as public relations director at WINS New York.

Robert J. McAndrews, advertising and promotion manager of NBC Western Division, Los Angeles Community Chest publicist, has joined ABC Hollywood publicity department.

Promotes Program

DURING the month of January, Liggett & Myers Tobacco Co. (Chesapeake, Va.) has used double page spreads in Life, Look, Colliers, Saturday Evening Post, New York Times and Good Housekeeping to promote its "Chesterfield Superpipe" campaign. 1947 promises to be a repeat of the five years weekly on NBC. The combined circulation figure estimated for the promotion campaign is 23,934,996, with an approximate reach of 120,000.

Fluorescent Technique

FLUORESCENT paints andultra-violet light is used in a program "live" third-dimensional effects in RKO San Francisco, poster displays to "Mr. D. and Mr. Malone," with Craig Rice as producer. Overcoming drawbacks of other types, color paints show brilliant true color only when exposed to "black light," the paints also show colors in both natural light and ultra-violet. Display includes information about the program, the cast and also an illus. of the battle of the sponsor's product.

Vantage Point

A 1947 SCRIBE sports competition to encourage superior radio writing talent, with a first prize of $2,000, will be started Jan. 29 on the "Christian American.

Newspaper, NBC New York.

Income Jumps Up 175.2% Total income payments to individuals in Mississippi increased 161% from 1940 to 1945. Per capita payments for the same period showed a gain of 175.2%, as compared to a national increase of 100%.

Alert advertisers will realize that every advertising dollar spent in Mississippi will now bring greater than average returns.

WJX-the Dominant "voice of Mississippi" effectively covers this growing market.

* U.S. Dept. of Commerce
Behind Every IBM Electric Typewriter

...Sixteen Years of Proved All-Electric Performance

The IBM Electric Typewriter is backed by 16 years of commercial production and use in businesses of all types.

It has completely electric keyboard operation, including electric carriage return, line spacing, shift key, back spacer, tabulator and space bar. These features enable the typist to produce more letters with less effort.

IBM Electric Typewriters produce the ultimate in quantity and quality of carbon copies—with a feather-light touch.

There is an IBM Electric Typewriter for every typing purpose: the Standard for regular correspondence; the Executive for letters with the distinguished appearance of fine printing; the Formswriter for bills and orders; the Hektowriter for reproduction work on a liquid duplicating machine, and others for particular applications.

IBM
ELECTRIC TYPEWRITERS

ELECTRIC PUNCHED CARD ACCOUNTING MACHINES AND SERVICE BUREAU FACILITIES • PROOF MACHINES • TIME RECORDERs AND ELECTRIC TIME SYSTEMS

International Business Machines Corporation, World Headquarters Bldg., 590 Madison Avenue, New York 22, N. Y.
News

To Record in Europe

BING CROSBY will cut several records for his Philco radio series in Europe during July and August, according to present plans. Upon completion of the Paramount picture "Road to Rio," he goes to New York and will make several recordings there before returning to Hollywood preparatory to his European trip. Bill Morrow, writer-producer of Philco series, will accompany Mr. Crosby abroad. Supporting talent for discs will be drawn from roster of English stage, screen and music hall favorites. Recordings will be air-expressed back to the United States for regular spotting. Bob Hope, who will tour the European continent at that time, will team with Mr. Crosby in one of the discs.

Goodman soloist, Mr. Docey also is heard on NBC "Boston Tune Party." First discs are to be ready in March.


LAWRENCE HAMMOND PRODUCTIONS has appointed Harry S. Goodman Radio Productions as distributing agency for "Keeping Up With the Wigginsworths," transcribed series of which 78 programs have already been recorded by Hammond.

JOSEF CHERNIAWSKY, vice president and program director of Morton-Josef Radio Productions, Chicago, has resigned.

F. J. BROMAN, vice president and general manager of Universal Radio Productions, Hollywood, has resigned to take over the management of Morton-Josef Radio Productions, Chicago.

We also want to supply the tenor...

...and we of Harvey will supply that varied assortment of equipment needed to carry your voice across space. As distributors for America's leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

You supply the tenor...
NEW ENGLANDERS rise to the melodies of The Down Homers, the popular program that greets the new day, 5:30-6:00 A.M., Monday through Saturday, on your NERN station.

NERN stations thus give you another fine opportunity for a head start in the entire New England market. This spirited combination stimulates a desire to buy in one of the most concentrated top-buying areas in the U. S.

ONLY $85 PER MINUTE ANNOUNCEMENT


This program may be purchased on full sponsorship basis if you prefer.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
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<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>Boston, Mass.</td>
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<tr>
<td>WCSS</td>
<td>970</td>
<td>Portland, Maine</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTTC</td>
<td>1080</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

- These stations are NBC affiliates and carry the nation’s popular top-ranking shows.
- These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation’s retailed goods are consumed annually.
New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

IT’S A LIVELY DAY
dawning when “The Down Homers” sing and play their specially arranged selections of tuneful American folk music.

IT’S A WIDE-AWAKE WAY
to make your cash register jingle at the start of each day’s business.

NEW ENGLAND REGIONAL NETWORK
HARTFORD, CONNECTICUT

January 27, 1947 © Page 73
WDAF IS 'NEWSPAPER OF AIR'  
During Paper Strike Station Broadcasts
- Program Logs of Other Stations

WHEN the Kansas City Star, the city's only daily newspaper, stopped publication last week because of labor difficulties, the Star-owned WDAF virtually became a newspaper of the air. The station threw out sponsored programs by the dozen and shocked listeners and members of the station staff alike—by reading the complete program listings of the six Kansas City stations every three hours.

The DA word of the strike spread, listeners flocked the switchboards of the paper and WDAF, asking "What will we do about program listings?"

H. Dean Fitter, WDAF manager, decided that public service should go all the way and ordered that the complete radio log be aired at 3-hour intervals. When News-Caster Frank Feeley went to the microphone at noon Jan. 17, with the first of the log listings, the rest of the WDAF staff, control men and engineers had not been informed of what was to take place.

Mr. FITZER
Mr. Feeley's announcement that the program schedules would be announced attracted little attention until he began reading what would be heard on KMBC KCMO WHB WREN and KCKN. The control room men jumped up and peeled through the panel at Mr. Feeley's amazement. The other announcers were electrified, and an engineer called in the transmitter to ask "what the hell was going on."

A call to the front office brought the information that Mr. Feeley hadn't "blown his top" and it was just a service to the public.

In its stepped-up news coverage WDAF covers fully the deaths and funeral notices, has a greatly expanded market news schedule, including reading of leading listed stocks, the comics, local chatty columns, a radio column, society, entertainment news, announcements of meetings and lodge notes as well as shopping highlights and sports. The news schedule is 15 minutes on the hour for the day and several times at irregular intervals during the evening.

Randell Jesse reads the comics twice a day, and the Star sends copies of the comics to the other stations in the city, who also present them daily.

The five other Kansas City stations have also augmented their news coverage considerably. KCMO, owned by the Crown Drug Co.,0 read the Sunday radio schedule of all stations in the area.

ONE NEW SET
THORDARSON
5-10 KW. High Fidelity Broadcast Transformers
FOR IMMEDIATE SHIPMENT AT AN ATTRACTIVE PRICE

1031 N. Alvarado • Los Angeles 26, Calif.

BROADCASTING • Telecasting
Radio Legislation
(Continued from page 15)

the Communications Act will not be determined until after Mr. Cooper has made a survey and reports to the committee, the chairman said. He expressed the opinion that the sooner certain specific functions of the Commission and broadcasters are defined more clearly by Congress the better the entire broadcasting situation will be.

The original S-814, which was introduced March 2, 1943, would have divided the Commission into two autonomous divisions of three members each—one for broadcast matters and the other for common carriers—with the chairman denied a seat on either division. The bill also contained these provisions:

Amending procedure to give applicants and licensees better opportunity to be heard both before the FCC and in court.

Amending Commission procedure with reference to transfers of control.

Clarifying the licensee's responsibility in political broadcasts and authorizing him to exercise editorial judgment in deleting any libelous or scandalous remarks.

Prohibiting the FCC from exercising any control over programs or business practices.

Requiring stations to grant equal time to all sides of controversial questions where time was afforded one side.

Authorizing the FCC to issue declaratory rulings respecting the rights of any applicant or construction permit holder.

Later Senator Wheeler wrote in a proviso that would make commercial sponsorship by broadcasters illegal. The bill died in committee.

White Undecided

Senator White is undecided whether to name a subcommittee on the legislation or have the full committee consider important legislation. He indicated that he favors the full committee sitting on all hearings involving major legislation, the chairman.

Mr. Cooper first joined the Interstate Commerce Committee in July 1939 as chief of the committee's telegraph investigation. He later became acting clerk and aide to former Chairman Wheeler. In February 1945 he was a strong candidate for assistant secretary of the FCC, a post which had been vacant since 1941 and still is not filled.

When R. Bailey Stortz, former clerk of the Interstate Commerce Committee, entered the service in 1942 Mr. Cooper was named acting clerk. In September 1942 he was commissioned in the Naval Reserve and assigned to Navy Communications. When the Interstate Commerce Committee began an investigation of international communications in early 1945, Lieutenant Cooper was released by the Navy to become executive of the committee's subcommittee on international communications, a post he held un-

til the 79th Congress ended.

He is temporarily offering in the Senate Office Bldg. but shortly will move into new quarters in the committee's office in the Capitol, now being enlarged. As soon as the move takes place Mr. Cooper will go to work on radio legislation.

Organization of the House Interstate and Foreign Commerce Committee into subcommittees to deal with various types of legislation will be held in abeyance for some time, Chairman Charles A. Worl-
ton (R-N.J.) announced. He plans to ask the full committee to sit on all important legislation, he said.

"We have several new members this year and I want them all to become acquainted with the full responsibilities of the committee," Mr. Worlton told BROADCASTING. "After we become adjusted and the members decide which phases are of chief interest to them, we may appoint some subcommittees, but I believe a lot of time will be saved and the committee will do a better job if all members sit at hearings on legislation."

Under a new method of considering legislation, announced Jan. 17 (BROADCASTING, Jan. 19) Chairman Worlton has designated Monday at 10 a.m. as hearing day for all newly-introduced bills and resolutions. Rep. William Lemke (R-S.D.), who early in the session introduced a joint resolution to "authorize and direct" the FCC to allocate a portion of the 50-mc band to FM, was scheduled to appear before the committee this morning (Monday) in behalf of his resolution.

Representative Lemke's office said the resolution, a counterpart of a bill introduced by him in the 79th Congress, was introduced "at the request of a group in Chicago.

Chairman Worlton said he did not know just what approach his committee would take towards radio legislation. "We'll study the field and if legislation is necessary, we'll take it up," he said. Until the committee is organized, however, he declined to comment on any specific action. He said that so far as he knew there were no requests pending for an investigation of the FCC, nor is there any legislation expected to arise out of the Blue Ribbon investigation.

At the moment the committee is conducting hearings on aviation accidents and likely will make some recommendations or present a bill in that field before considering radio, he added.

Counter-Plan Given
To Writers' Guild

Details Undisclosed as Networks
And Guild Renew Discussions

NEGOTIATIONS between the Radio Writers Guild and the networks (all but MNB which does not employ staff writers) on contracts for staff dramatic and continuity writers continued last Wednesday. The networks offered a counter-proposal—details of which were not disclosed—to the Guild's demands and the meeting was to be continued again Jan. 28.

The Guild has asked a 20% increase and a scale to be set up on reboard shows to give an equal share of royalties to the writer and the network.

Meanwhile the week before the Guild was in contact with Networks to meet with it in contract negotiations for sustaining free lance writers in addition to negotiations on behalf of local staff writers.

The Guild filed a Supreme Court decision in a Hearst newspaper case as a basis for its right to act as a bargaining union for the "independent contractors," as the networks term freelance writers.

The Hearst case resulted in a Supreme Court decision which entitled newsboys and newstand operators to be represented by a union. Publishers had contended that newsboys were "independent operators" and therefore should be dealt with individually.

Hearing Waiver

ONE OF FEW waivers of hearing filed by applicants since the waiver plan was instituted seven months ago (BROADCASTING, July 1) was reported by FCC last week. The application of Parkersburg Broadcasting Co. for a new 250-w station on 1380 Parkersburg, W. Va., which had been set for hearing Jan. 22, was ordered taken from the hearing docket and the record was closed, following submittal of a waiver by the applicant. Action on the application will be taken on the basis of the written record. Parkersburg Broadcasting is owned by five local business and professional men headed by J. V. Anderson, owner of the 7-Up Bottling Co. at Parkersburg.
Vinson Advises Correspondents
To Submit Petition to Judges

RADIO Correspondents Assn. executive committee met last Wednesday with Supreme Court Chief Justice Fred L. Vinson to discuss the problem of the court's recognition of radio on equal footing with newspapers. Meeting was brought about by treatment accorded radio correspondents covering John L. Lewis trial in Federal court last December (Broadcasting, Dec. 16, 1946), when microphones were not allowed in court building, and marshals were posted in the corridors by Judge Goldsmith to insure that the non-broadcast order was carried out.

Judge Vinson suggested that the Radio Correspondents Assn. submit a petition to the Conference of Senior Circuit Judges, comprising 12 judicial districts, scheduled to hold a meeting in late spring. The group, headed by Judge Vinson, takes action on matters pertaining to general policy in Federal courts.

According to Albert L. Warner, member of the correspondents executive committee, and head of the Mutual Washington bureau, the petition to the Conference of Senior Circuit Judges will be submitted in a form of a decision. Each judge has jurisdiction over his own court.

The group also discussed discrimination against radio correspondents in Supreme Court hearings. Judge Vinson advised that a petition be submitted directly to the Supreme Court, requesting the establishment of broadcast facilities in the building.

Requests for broadcast facilities in the Supreme Court building have been consistently turned down, despite the fact that direct telephone lines are installed for press associations. In addition, the Supreme Court provides press desks only for non-broadcast correspondents. There are special booths beneath the court bench where newspaper reporters can get copies of decisions while they are being read.

During the Supreme Court argument on the John L. Lewis appeal a fortnight ago, there were no seats allocated radio correspondents in the courtroom. Mr. Warner, pro-tested. The appeal was taken to Judge Vinson, who intervened and secured seats for the radio reporters.

The petitions will be framed following the Radio Correspondents Assn. dinner Feb. 1, according to Rex Goed, association president and Washington manager of Transradio Press.

In addition to the petitions to be sent to the Senior Circuit Judges Conference and to the Supreme Court, a separate petition to the district judges will also be discussed at the meeting.

Attending the meeting with Judge Vinson Wednesday was Mr. Goed; Mr. Warner; Eric Sevaid; CBS: Bill McAndrew; NBC: Bill Neel, ABC: Fete Tully, Yankee Network.

UN Delegates Try New Portable Receiving Set
A NEW WIRELESS portable receiving set for use by UN delegates in conjunction with the five different languages was introduced at United Nations headquarters in New York last week.

Weight only slightly more than a pound, the new device hangs around the wearer's neck, as would a small camera. It contains six selector dials, which, when punched, bring the appropriate headphone translations in English, French, Spanish, Russian, or Chinese of what the speaker on the floor is saying.

Col. L. E. Dostert, chief of the UN's simultaneous interpretation division, said that he is "very pleased with the new wireless portable receiver" and that "it has proved to work successfully." There are only 68 sets at UN headquarters, but he predicted that the new device would eventually replace the present system of wire receiving. A final approval has been given by the UN.

Manufactured by International Business Machines Co., the receiver was first tested last year at the Nuremberg trials.

WDFC Identifies
WOMAN'S handbag recently found on a New Haven train contained no identification other than a membership card in the Music Off the Record club of WDFC Hartford. Stationmaster called WDFC, checked the number on the card, and turned the handbag to owner Bernice A. Dowhan of Hartford.

Plans Move Slowly
CALIFORNIA plans for a statewide radio organization are moving forward slowly with approval in principle by both Northern and Southern California Broadcasting Assns. Neither body has committed itself to organization but rather is exploring all possibilities. Apparently acting on its own, the northern group has retained its own legal counsel at Sacramento to screen all bills relating to radio.

NAB Probes
(Continued from page 18)

try committee has been abandoned. It represented a cross-section of the industry on overall labor problems.

Headed by John Elmer, WCBM Baltimore, the EERC represents all segments of broadcasting, including many members who have taken active part in labor negotiations.

Negotiations Broken Off
At its meeting the industry committee had discussed principally the proposal to conduct policy negotiations with AFM. Preliminary meetings were held by Presidents Miller and Petrizio, flanked by advisors. These meetings had progressed last spring to the point of naming small groups to do all policy timing, but negotiations were broken off when Congress passed the anti-AFM Led Act and Petrizio thereupon sought a test of its constitutionality. This test is now awaiting Supreme Court review of a Federal court decision holding the law unconstitutional.

Members of EERC besides Chairman Elmer are: William Fay, WHAM Rochester; Frank King, WMBR Indianapolis; P. Howard Lane, Field Enterprises; Harry R. LePoidevin, WJRJ Racine; C. L. McCarty, KQW San Francisco; Frank R. Smith, WWWS Pittsburgh; Marshall Pekru, KNNK Roseburg, Ore.; John H. MacDon-
ald, NBC; Joseph A. McDonald, ABC; Frank K. Joseph, CBS; Robert Sweezy, MBS; C. L. Thomas. KXK St. Louis. Board liaison members are Fred W. Burton, WQAM Miami; Leslie C. Johnson, WFRP Natchez; Head on EERC's NAB Employee-Employer Relations Dept. is Richard P. Doherty.

WFRP Savannah Names
Ed. N. Palen Manager

APPOINTMENT of Ed. N. Palen, formerly program manager of WJW Cleveland, as general manager of WFRP Savannah, Ga. (250 kw on 1250 kc), was announced last week, together with several other staff appointments.

Roy F. Zess, who headed program operations at WCFL Chicago, becomes WFRP's assistant manager. Earl Harper, veteran sports and special events announcer, most recently of WJW and WAAT Newark, N. J., becomes program manager. WFRP Savannah. Ed. N. Palen and Edward Lesnick have joined the WFRP sales staff, and the following have been added to the announcing staff: Howie Lund, former WJW disc jockey; Jack Barton, recently of WTCO Savannah, and Court Stanton, until recently with WHFC Cicero, Ill.

Ethel Grey, who heads traffic at WFRP, formerly was with WENX New York. Lillian Lowe is music librarian.

John H. Perry Assoc. will be national sales representatives of WFRP. Station is licensed to the Georgia Broadcasting Co.
of Herald Beckjorden and Richard Scheidker, AAAA; Carlos France, Young & Rubicam, chairman of the AAAA Timebuyers Committee, and Linnea Nelson, J. Walter Thompson Co., committee member. No action was taken.

Friday's agenda included discussion of employee-employer relations and their relation to sales, with Richard P. Doherty, NAB director of employee-employer relations, leading the discussion. A. D. Wil-ward Jr., NAB executive vice president, addressed the luncheon session on all-media efforts to continue elevation of advertising standards.

Attending the meeting were: Chairman O'd in S. Ramsland, KDL Duluth; James V. McConnell, NBC; Ray Baker, KOMO Se-attle; Bill Bennett, KXZ Houston; J. Robert Gulleck, WGAL Lan-caster; Arthur Hull Hayes, WCB New York; John W. Kennedy, WHAM Rochester; William D. Murdock, WOL Washington; Louis Read, WJH New Orleans; H. Preston Peters, Free & Peters; Lewis H. Averly, Avery-Knodel; Joseph J. Weed, Weed & Co.; Eugene Thomas, WOR New York. Present NAB representatives were C. Arney Jr., Frank E. Pellegrin, Lee Hart, Hugh Higgins, J. Allen Brown, Kenneth H. Baker. Mr. Outler at-tended as chairman of the Sub-committee on Sales Promotion.

**WCFC Beckley Building**

**New $100,000 FM Plant**

WCFC Beckley, W. Va., FM station, is completing construction of a $100,000 building to house its 3 kw transmitter. Building overlooks the city and adjoins the business district. Present 250 w power will be increased to 1500 w next month, with a formal inaugural planned when 3000 w equipment is installed.

Promotion of FM has been stepped up effective that nearly one-fifth of Beckley radio homes have FM sets, according to Edward J. Hodel, WCFC manager. The station, owned by Beckley Newpapers Corp., is due for air June 1, operating on 101.1 mc. Rate card will be issued when inaugural cere-monies are held.

**Emerson Not Up**

EMERSON RADIO & PHONOGRAPH CORP., Chicago reports consolidated net income for fiscal year ended Oct. 31, of $1,840,356, equal to $3.35 a share, compared with $896,697 or $2.01 a share in preceding period. Net sales of $23,088,882 were highest for any comparable year, an increase of $32,490,806 for previous fiscal year when bulk of deliveries were under government contract.

**FM Clinic**

(Continued from page 90)

lighting of a cigarette, pouring of a drink, sawing of a board, and the like, to demonstrate the lifelike quality of FM modulation. These demonstrations, Dr. Armstrong stated, were directly responsible for 150 applications for FM being filed with the FCC, which in turn caused the Commission to expand the FM allocations from one mc to eight mc. A duplicate of these old demonstrations was put on for the Monday clinic session and repeated daily throughout the week.

**Other Sessions Technical**

Remainder of the sessions were more strictly technical. Paul A. De-Mars, who as chief engineer of the Yankee Network built the pioneer FM transmitters at Paxton and Mt. Washington and who is now with the Washington consulting firm of Wilmotte & Co., spoke on "Propa-gation in FM Broadcasting." John Boze, associated with Dr. Arm-strong, gave a detailed analysis of the phase shifter, and M. H. Andrews of the REL research staff demonstrated the operation of the REL modulator. C. M. Braum, chief engineer of the FM division of the FCC engineering department, discussed the Commission's FM rules and regulations and answered questions about them put by the visiting engineers. Another REL researcher, James Day, wound up Tuesday's meeting with a talk on FM reception and measurements.

Wednesday morning Mr. Jennings demonstrated the power amplifiers for FM transmitters and Mr. Day discussed the FM station monitor, followed by an STL demonstration. In the afternoon, Stewart Bailey, of the Washington consulting firm, Janky & Bailey, spoke on factors affecting service standards and Mr. Day demonstrated an FM measurement set in use.

Thursday's schedule included a talk on transmission lines for FM stations by C. Russell Cox of An-tonio, Neb., a manufacturer of transmission lines, and one by F. M. McIntosh, Washington consult-ant, on FM antenna systems. Mr. Day demonstrated the REL FM receiver, and Wilbur E. Thorp, REL project engineer, discussed radio equipment for use in FM broadcast-ing. Four-day meeting ended with appropriate "graduation ex-ercises."

**Weather Broadcasts**

FOUR TIMES DAILY weather broadcasts of three minutes' dura-tion direct from the Akron Weather Bureau at Akron airport have been inaugurated by WADC Akron, Allen T. Simmons, owner-manager of the station, announces. The broadcasts are coupling popular with farmers, aviators and other WADC listeners, Mr. Simmons says.

**RICHARD H. MASON (r), general manager of WPTF Raleigh, N. C., congratulates "Gus" Young-steadt, station's advertising and promotion manager, for his efforts in winning for WPTF the silver loving cup given as first prize in the Ayer Radio Awards for best pro-motion by a 5-50 kw station on Atlantic Refining Co.'s 1946 foot-ball games.**

**Use of Radio Ads By Stores Growing**

Joske Clinic Helps Sell; Grant Chain Is Extensive User

WIDESPREAD trend toward increased use of the broadcast medium by retailers is developing as a result of the Joske Radio Clinic chain with growing understanding of the medium's sales power, according to the NAB Dept. of Broad-cast Advertising. Better salesmen-ship on the part of stations is also described as a factor.

More extensive use of radio is observed among the 500 stores of the W. T. Grant Co. chain, accord-ing to J. Allen Brown, NAB assistant director of broadcast ad-verising, based on information from stations and from Joseph R. Rowen, Grant national advertising manager.

Grant store executives are advised to concentrate on one or two media in placing advertising, and the New York headquarters has a "sympathetic understanding of broadcast advertising," Mr. Rowen reported. Grant's advertising budget, based on a gross in excess of $200,000,000, exceeds $1,000,000, with most stores spending from 2% to 5% of gross on advertising.

Mr. Rowen said that if Grant's radio budget is noticeably higher in 1947 the increase can be traced to ability of stations to think in terms of a Grant store's particular problems and to sell store man-agers on use of broadcasting. Store managers draw up their own advertising budgets.

**Take New Duties**

HAROLD DAY, sales manager of the ABC cooperative program department, has assumed additional duties directing advertising and promotion activities for the department. In addition, Lud Simmel has been appointed to new post of business manager in charge of station operations of that department.
DIGGING IN


Another Shoveling goes on as Capt. Pierre Boucheron, general manager of WGL Fort Wayne, and director of broadcasting division of Farnsworth Televisión & Radio Corp., breaks ground at the site of the station's new transmitter at Whidbey Island. By spring station will move from 1460 kc to 1250 kc, on 1000 w. William Aldrich (r), sales manager, seems to be no help at all in the manual labor department.

New Station Director
FRED ZIMMERMAN has been appointed station director of WBLK Clarksburg, W. Va., succeeding George Blackwell. Appointment was effective Jan. 15, it was announced last week by George Clinton, general manager of WBLK and WPAR Parkersburg, W. Va.

KNOWLSON SEES BUYER RESISTANCE GROWING
THE RADIO INDUSTRY has come face to face with public opposition to rising prices. James S. Knowlson, chairman of the board of Stewart Warner Corp., told 300 employees at the annual meeting of the company's Quarter Century Club last night in Chicago, that the danger now confronting all business, Mr. Knowlson warned, is the growing conviction on the part of the consumer that he is not getting a square deal.

"Prices are so high," he declared, "that we may find buying falling off and the minute we have a decrease in buying both employers and employees will feel the effect."

The Stewart Warner chairman said the company had already faced such a situation and had lost one automotive account because prices on an instrument panel were too high.

Mr. Knowlson said labor was making a "grave mistake" in pursuing its portal-to-portal demands, a suit against industry because it exposed the public to the fact that labor was not interested in public equity but only in wages.

"When buyers stop buying it is poor consolation to have a high pay rate if you don't have a job," Mr. Knowlson declared. He urged closer cooperation between labor and management in combating problems of mutual interest.

BASKETBALL Aired
Winter Games Being Sponsored
—Over WTRY by Raceway

SARATOGA RACEWAY, whose trotting races inaugurated in 1941 have been described each season in a series of broadcasts over WTRY Troy, N. Y., began sponsorship Jan. 8 of American Basketball League games, again using WTRY. Roy Shudt, who handles the Saratoga races for WTRY, also is doing the basketball broadcasts.

During times out and between periods Mr. Shudt brings WTRY listeners up to date on the winter activities of their favorite trotters and pacers and on plans for Saratoga Raceway's 1947 summer and fall season.

Frank Wiswell, president of Saratoga Raceway, who as executive vice president of the U. S. Trotting Assn. was credited with having done most to revive the sport of harness racing in this country, explains his sponsorship of basketball as follows: "Those basketball fans are a major league audience. The Saratoga Raceway is major league when it's in season, so these fans are my customers too."

EFFECTS of "horror type" radio programs and motion pictures on juveniles will be studied by Los Angeles County Youth Committee, consisting of peace officers and juvenile authorities.

A NEW BMI SERVICE

Disc Data—Program Continuity—Record data—Pin Up Sheet—Music Memo—Songs of the Month
These are among your aids to programming regularly provided by BMI.

NOW, BMI presents...

PRACTICAL PROGRAMS OF RECORDED MUSIC

Here is a new, helpful and practical file of music for participating programs. It will come to you once each month in handy compact form.

The first series contains 18 one-hour programs. The selections are all BMI-licensed, and all are current popular favorites or all-time standards.

Make up of the programs is guaranteed to provide maximum listening appeal. Openings, closing and 15-minute breaks are instrumental numbers. No "hot jazz" is included in this series.

LOOK FOR YOUR FOLDER OF "PRACTICAL PROGRAMS" WHEN IT ARRIVES

BROADCAST Music, Inc.
500 FIFTH AVENUE NEW YORK 19, N.Y.

New York • Chicago • Hollywood

January 27, 1947 • Page 81
Norton Clarifies ABC Network Selling Plan at Chicago Meet

AMERICAN Broadcasting Company's recently announced reduction of its discount rate by 214% means that the network has modified its policy of selling time, John H. Norton, Jr., ABC vice president in charge of affiliate relations, said in Chicago Thursday.

Discussing with affiliates reasons behind the network's decision to make the rate increase said ABC did not feel it jeopardized any of its affiliates save possibly those located in isolated markets.

"We realize that a few of the small stations on the line may object to being excluded from contracts by advertisers who wish to use only the basic network (some 45 stations)," Mr. Norton said, "but they must realize the gravity of the war years has made its last trip."

$11,500 For Basic

Under ABC's new policy an advertiser may buy any or all of the basic network at $11,500 per hour with options for additional stations at $2,400 levels up to full network with a discount of 46% per cent. In addition to buying the basic the advertiser may also buy one or more stations in any of ABC five loops.

This flexibility, Mr. Norton declared, gives the advertiser an opportunity to justify his expense by selecting markets where he already has distribution or wishes to expand.

While in some cases ABC secondary or tertiary affiliates can expect loss of revenue, he said, the network's attitude is that its first responsibility is to its network advertisers.

Smaller stations will have to accept network programming as a service to stimulate the local audience and advertisers rather than as a major source of revenue, Mr. Norton declared.

New Coast Station Authorized by FCC

Ownership Details of Other New AM Outlets Announced

GRANT for a new station at Grass Valley, Calif., to operate on 1230 kc fulltime, was issued to Grass Valley-Nevada City Broadcasters of 794 Market St., Nevada City, Calif., to be sold for $250 instead of 100 wpgr, FCC reported last week. The firm is headed by H. E. Thomas, principal owner of KMYC Marysville, Calif.

Meanwhile, ownership details of earlier authorizations for new AM stations at Miami Beach, Fla.; San Bernardino, Calif., and Americas, Tex., has been disclosed.

The grants:

Grass Valley, Calif.—Grass Valley-Nevada City Broadcasters, 1230 kc, 250 w, fulltime (conditioned on applying for license before Jan. 1, 1946). President, H. E. Thomas; director, J. D. Carroll; manager, and Albert J. Powell Jr., KMYO operator-announcer, 20%. Each and vice president and secretary, respectively.

Miami Beach, Fla.—Biscayne Broadcasting Co., 800 kc, 1 kw, day only. Owners are Howard O. McClurg; manager, and commercial manager of WIOD Miami; president, and Fort Worth; vice president and secretary, respectively.

San Bernardino, Calif. — San Bernardino Broadcasting Co., 900 kc, 2 kw, day only. Owners are John H. Blount; president, and Mrs. B. A. Blount; vice president and board chairman (35 shares); and Almatra S. Keyes, president of Keyes Co. (real estate). Managers: W. B. Norton, vice president and general manager; Albert J. Powell Jr., vice president and general manager.

Americas, Tex. — Americas Broadcasting Co., 1230 kc, 250 w, fulltime. The company is headed by James R. Blair; secretary, and Mrs. R. Blair, general manager; and J. D. Carroll, manager.

Meanwhile, ownership details of earlier authorizations for new AM stations at Miami Beach, Fla.; San Bernardino, Calif., and Americas, Tex., has been disclosed.

Average Wage of Radio Third Highest in 1945

AVERAGE annual wages in the "radio, broadcasting and television" industry in 1945 were estimated at $5,666 by the Dept. of Commerce, ranking third highest among all industries. The figures for the year are preliminary.

Industries paying higher annual wages in 1945 were security and commodity brokers, dealers and exchanges, and water transportation.

Broadcasting and television wages rose from fifth place in 1942, when they averaged $2,667. Wages in 1943 were $2,529; in 1944, $3,291. These figures do not include other income such as dis- missal pay, directors' fees, pension plans and other items.

Weekly wages in 1945 in broad- casting amounted to $65.46, ac- cording to FCC data [Broadcast- ing, Jan. 28, 1946]. This would amount to $3400.80 for a full year.

OPENS

Binghamton Johnson City - Endicott

It's Always a Good Bet
To Put your Money on the

WHNR

BINGHAMTON, N. Y.  HEADLEY-REED, National Representatives

BROADCASTING – Telecasting

In the Triple Cities

Selling

SAN DIEGO

KNBM

Selld

SAN DIEGO

Leading local advertisers use KNBM to reach San Diego's important metropolitan mar- ket. YOU can trust the competence of these on-the-scene time buyers to know that in San Diego you need KNBM.

Page 28 • January 27, 1947

New in the Triple Cities
FCC Considering Curb on FM Class A Channel Assignments

Faced with a "heavy demand" for Class A FM channels in certain thick populated areas and fearful that some communities may consequently have to go without Class A service, FCC last week proposed to apply its Class B channel reservation plan to Class A channels.

Under the proposal, which the Commission said "would affect only applications for the areas of Boston, Chicago, Los Angeles and New York City," no further assignments would be made on Channels 297, 298, 299 and 300 until July 1. These represent one-fifth of the Class A Channels.

A juggling of existing Class A assignments in the congested areas begins this week, however. "In order that improved and additional allocation of Class A facilities may be permitted." This study would be made after July 1, when the Commission begins to pass upon applications which, because of the reservation plan, could not be granted before then.

Jett Opposes Plan

Com'r. E. K. Jett voted against the proposal, reasoning that after final adoption it would have only a few months to run before the termination date, and asserting also that he sees "no urgent requirement" for it.

Objections to the reservation proposal must be submitted in writing to FCC by Jan. 31. If the comments warrant it, the Commission said, oral argument will then be ordered.

"It has become apparent," FCC declared, "that communities in some congested areas may ultimately lack Class A service due solely to the assignment of all available channels prior to receipt of applications from these communities. Since it is not known for what what Class A applications will be received, the Commission cannot now devise an allocation of Class A channels for congested areas which would make maximum use of the available frequencies.

The Commission singled out New York and Los Angeles as areas where "the demand for Class A channels is rapidly approaching the number of channels available for assignment." Since the proposal calls for the Commission to continue to grant stations in these areas, other areas on Channels 297 to July 1, wherever possible, FCC explained, "station locations will be important in determining whether additional Class A assignments may be made at this time in the New York City and Los Angeles areas."

"Applications received which cannot be granted due to the unavailability of channels will be held for consideration until July 1, 1947, at which time all pending applications will be given equal consideration regardless of their respective filing dates," FCC continued.

ABC Moves 2 Top Sunday News Shows Hour Ahead

In an effort to attract listeners to its new Goodyear program, The Greatest Story Ever Told, which is to begin Jan. 26, ABC, effective Feb. 9, will switch two of its top Sunday news shows to precede the new half-hour religious drama.

Pearson, formerly heard in the Sunday, 7-7:15 p.m., spot, will move to 6-6:15 p.m. and will broadcast a live repeat show, which will be rewritten with late news, under the new schedule, which is simultaneously heard on the West Coast at 8 p.m. PST. The Pearson show is sponsored by Lee hats through William H. Weintraub.

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The Monday Morning Headlines show, formerly heard Sundays 7:15-7:30 p.m. will be switched to the 6:15-6:30 p.m. period. Sponsor is Seaman Bros. (Airwick) through William H. Weintraub.

In addition, the ABC sustainer, Court of Missing Heirs, previously 6-6:30 p.m. Sundays will shift to the 7-7:30 p.m. period vacated by Mr. Pearson and the Headlines show.

4 Cities Affected

"On the basis of the information presently available" it was pointed out, "it does not appear that adoption of the proposed rule would preclude the granting of any application now on file. The proposed rule would affect only future applications for the areas of Boston, Chicago, Los Angeles and New York City. It is particularly important for Class A FM channels to be reserved in these areas in order to insures so far as possible that the numerous small communities surrounding these large cities have an opportunity to obtain their own FM station."

In the event the Commission evolved allocating Class A channels to specific cities, as was done with Class B frequencies, the new reservation proposal differs from the Class B withholding plan in that specific channels would be withheld. The plan for Class B channels reserves every fifth channel allocated to an area [Broadcasting, July 22].
Van Curler Fights Petition of WOKO

FCC Told Reorganization Plan Is No Basis to Reconsider Plea

Van Curler Broadcasting Corp., seeking WOKO Albany's frequency, told FCC last week that the Commission would be treating the Supreme Court's decision in the WOKO case "as a mere advisory opinion" if it accepted WOKO's plea to continue operation under a reorganized corporate structure.

WOKO's license renewal application was denied by FCC and the denial upheld by the Supreme Court [Broadcasting, Dec. 16], filed a petition two weeks ago proposing a reorganization of WOKO and the separation of the station from WABY Albany [Broadcasting, Jan. 20]. At the same time WOKO applied for 5-kw fulltime operation on 1460 kc, instead of its present 1 kw day and 500 kw night. The station currently is operating on 1460 kc under special temporary authorization.

Van Curler's reply said FCC rules provide no basis for considering the WOKO request.

The station's license renewal application was denied on grounds that a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice president, was concealed. The reorganization petition said Mr. Pickard's interest, has exchanged his 25% of voting stock for non-voting shares and has resigned as secretary, treasurer and director but will be retained as manager.

TV Talk Underway

Radio Directors Guild officials met last week with CBS executives to open negotiations for a television directors' contract. It was understood that the union was demanding commercial fees for the video directors, but no further details were revealed. Meetings will continue this week.

Small Market Group to Further 'Editorial' Drive at Capital Meet

Small market stations will take up the movement to promote freedom of broadcasters to editorialize when the NAB Small Market Station Executive Committee meets Jan. 29-31 at the Statler Hotel, Washington. These stations have been leaders in the effort to editorialize in the interest of their communities.

A small market station representative, Rex Howell, KFJX Grand Junction, Colo., introduced the resolution unanimously adopted at the Salt Lake City meeting of District 14 [Broadcasting, Jan. 20]. This resolution called on the NAB board to establish the rights of broadcasters to present their own views in accordance with constitutional rights. Mr. Howell is chairman of District 14 Small Market Stations.

The subject of editorializing will be discussed by the executive committee with President Justin Miller and Executive Vice President A.D. Willard Jr., who have been directing a movement to revive editorializing despite implications of the FCC's Mayflower decision.

On the small market group's agenda are such topics as development of new local business, operator requirements, spot sales, group selling, cooperative selling, local news, station rates, labor relations, religious programming, salesman training and other matters. Arthur C. Stringer, NAB director of special services, will discuss first of a series of FM management studies covering WBCA Schenectady.

Chairman of the committee is Wayne W. Corbin, WHMO Hannibal, Mo. Head of the NAB Small Market Stations Division is J. Allen Brown, who serves as acting secretary. Other members are: Marshall H. Pengra, KRBN Roseburg, Ore.; Robert T. Mason, WMRK Marion, O.; R. Sanford Gyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Simon Goldman, WJML Jamesstown, N. Y.; Frank Mills, WDWS Champaign, Ill.; Lefton L. Hendricks, KRRV Sherman, Tex. By the way, the board members are William B. Smullin, KIEM Eureka, Calif., and Michael Hanna, WHCU Ithaca, N. Y.

Braun Given New Post

By Kenyon & Eckhardt

Joseph P. Braun, formerly media director of Kenyon & Eckhardt, New York, has been elected vice president and supervisor of the newly consolidated spacebuying and timebuying departments. Mr. Braun has been with the agency since 1933.

Within the newly merged department, Frank Palmer remains chief of radio timebuying, and Davis J. Gillespie and Robert Erath are in charge of magazine and newspaper spacebuying, respectively.

D. C. Radio Institute Considers Juveniles

COOPERATION between organized women's groups and stations in the District of Columbia was effected at a radio institute held Thursday afternoon at the Washington Gas Light Co. auditorium. Several hundred women attended.

Women broadcasters from nine Washington stations directed a panel on proper use of broadcasting, participated in a skit titled "Has This Happened to You?" An audience participation program conducted by WOL Washington, with Arthur C. Stringer, assistant general manager of WAB, discussed the importance of women broadcasters and club groups to each other.

A. D. Willard Jr., NAB executive vice president, told the institute that the Department of Justice had found no documented evidence that broadcast programs contribute to child delinquency. Most criticism of radio on this ground has been eloquent rather than factual, he said. He told how broadcasters are working with educational, civic, governmental and religious groups to prevent programs from adversely influencing the children.

DOROTHY LEWIS, NAB coordinator of listener activity, found a three-fold responsibility for juvenile listening—parents, organizations disseminating information and broadcast stations. She pointed out that there are no clandestine broadcasts and parents are able to observe the type of programs their children hear.

Bankrupt Network's Successor Emerges

 REMNANTS of the North Central Broadcasting System, forced into bankruptcy Dec. 16 after affiliated stations had filed suit for indebtedness exceeding $180,000, emerged this week as the Great Northern Broadcasting System with Tony Fahy, KABB, as president.

The new regional, with headquarters at Kasota Bldg., Minneapolis, comprises 15 stations located in Minnesota, North and South Dakota, Wisconsin and Michigan. Other officers include John B. Cooley, KLPM Minot, N.D., vice president; Harold Bell, KGDE Fergus Falls, treasurer, and J. Huss, WJMS Ironwood, Mich., secretary.


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

KWWK

Shreveport

50,000 Watts

Represented by The Brannah Co.

The Shreveport Times Station

Page 84 • January 27, 1947
FCC Must Decide If Union's Charges Make It Necessary to Reopen Record

DO a labor union's charges against a station justify FCC's reopening the record—or withholding a decision temporarily—on the station's application for increased facilities? That question was awaiting an answer last week.

The National Assn. of Broadcast Engineers & Technicians (NABET), whose five members at WDNC Durham, N.C. staged a strike last fall in a wage dispute [Broadcasting, Nov. 18], has petitioned FCC to reopen the record on WDNC's bid for a regional assignment. In the alternative, NABET asked that the Commission, which already has issued a proposed decision anticipating a grant of the WDNC application, withhold final decision pending the outcome of charges filed by NABET against WDNC, now under study by NLRB.

NABET contended the charges "are of such a serious character as to justify the Commission in reopening the case to consider vital and material evidence to determine whether . . . WDNC [is] fit and qualified to operate a radio station of increased power or, in fact, to operate any radio station at all."

The petition was filed by Clarence A. Allen, NABET national representative.

In reply WDNC contended, through the Washington law firm of Dempsey & Koplovitz, that the petition is actually a complaint and should be treated as such—that NLRB findings of unfair labor practices must logically precede the filing of a complaint. To grant the union's request and hear the charges, the station argued, "will lead to a breakdown of orderly administrative process and to a multiplicity of agency proceedings since then the same charges would have to be passed upon by two agencies: FCC as well as NLRB."

The WDNC petition said a "complete denial" of the union charges had been filed with NLRB.

Public Information Corp., a new company which holds a proposed decision for WDNC's present local facilities in event WDNC receives a final grant for a change of assignment, also filed opposition to the NABET petition. WDNC is now on 1490 kc with 250 w fulltime.

The proposed decision looking toward a grant of the station's application for 620 kc with 5 kw day and 1 kw night, directonalised fulltime, and of Public Information's request for the present WDNC assignment, was issued last month [Broadcasting, Dec. 16].

McGeehan Resigns

MARTIN J. McGEEHAN, manager of The Walker Co. Chicago office, has announced his resignation effective Jan. 15.
5 Executives of Crosley Broadcasting Corp. Resign; Reasons Not Announced

FIVE EXECUTIVES of the Crosley Broadcasting Corp., four in WLW Cincinnati and one with WINS New York, have resigned, it was learned last week. James D. Shouse, Crosley president, declined comment.

The five are: Wilfred Guenther, manager of WLWA Cincinnati, Crosley FM station; Richard W. Hubbell, television consultant; A. E. (Tony) Scheff (a public relations and food merchandising consultant); Roger W. Baker, account executive of the sales department, all of headquarters operations in Cincinnati, and William Barlow, public director of WINS. Their resignations took place Wednesday.

Mr. Guenther, one-time promotion manager, television manager and subsequently international shortwave manager, returned to the Crosley organization following the war after four years in the United Nations. When Crosley entered the FM field a short time ago Mr. Guenther was named manager of FM operations.

Mr. Hubbell joined the organization October 1944 as production manager, later being named television consultant.

Mr. Baker, a veteran sports announcer, became chief sports announcer of WSAI (then a Crosley-related station) in 1939. Three years later he was appointed public relations director and in September 1945 was transferred to the sales department.

Mr. Barlow, formerly with the public relations department of the Kroger Co., Cincinnati, was appointed to the WLW publicity department in 1938 and later became publicity director. When Crosley acquired WINS from Hearst Radio Inc. Mr. Barlow was transferred to New York, as WINS publicity director. He recently recovered from an illness and plans to rest at his home in Cincinnati before announcing future plans.

Mr. Scheffer resigned to resume his former post of managing director of the Cincinnati Retail Grocers’ Pure Food & Health Show, an annual event prior to the war.

Shortly after the U. S. entered the war, the food show was terminated and for the duration Mr. Scheffer was named executive assistant to Mr. Shouse. When Mr. Baker was moved into sales Mr. Scheffer became public relations director. Last April he was made public relations and food merchandising consultant, paviing the way for his eventual resignation to resume the food show direction in 1947 [Broadcasting, April 22, 1946].

Plans of Messrs. Guenther, Hubbell and Baker are not known.

Defend Free Competition
Stoutly. NAB Head Urges

ASSERTING that only the economically free broadcaster is a free broadcaster, Justin Miller, NAB president, adviser members of Hollywood Ad Club to stand vigorously against those who would eliminate free competition. His address, "Advertising, A Public Necessity," was presented at group's Jan. 20 meeting.

Attacking those opposing over-commercialization in radio, Judge Miller cited a recent issue of the New York Times containing advertising on all pages but one. Yet, he concluded, few ever criticize this newspaper on comparable grounds.

Judge Miller addressed an annual banquet of Los Angeles Chamber of Commerce Jan. 22 on "Government By Law or Administrative Decree."

Durkee Advisor

JAMES D. DURKEE, chief of the FCC Engineering Division's International Aviation Section, has been named one of the advisors to the U. S. delegate to the South Pacific Regional Advisory Meeting of the Provisional International Civil Aviation Organization (PICAO), which convenes at Melbourne, Australia, on Feb. 4. Glen A. Gilbert, consultant to the Civil Aeronautics Administration Administrator, was named delegate with Capt. A. S. Heyward, USN, PICAO Navy coordinator, as alternate.

FCC CHAIRMAN Charles R. Denny checks a CBS color television camera during recent inspection of CBS video laboratories, New York, as another FCC representative, Comr. Ray C. Wakefield (extreme r.), looks on. Standing at side of and behind Chairman Denny are Vir James, CBS engineer (nearest camera), and Dr. Peter C. Goldmark, inventor of CBS color television system. In left background are Harry M. Plotkin, assistant general counsel of FCC, and Julius F. Brauner, CBS general attorney.

See Du Mont Video

DEMONSTRATION of Du Mont television in Philadelphia was staged Jan. 21 at Town Hall under the auspices of the Philadelphia Radio Salesmen Association. L. R. Burlingame, chief technician, Television Receiver Division, Du Mont Labs, conducted the demonstration with emphasis on service aids to television dealer service department.

NAB-RMA Liaison Committee Planning Washington Luncheon Meeting Jan. 30

FIRST inter-industry meeting ever held by top-level officials representing the broadcasting and radio manufacturing industries will be held Jan. 30 in Washington when the joint NAB-RMA Liaison Committee will hold an all-day meeting at the Statler Hotel.

Jointly presiding will be Justin Miller, NAB president, and Ray C. Cosgrove, RMA president. They will be flanked by other executives of the two associations as well as by members of the joint committee, which was appointed last November.

After a general program is worked out for the liaison operation, the committee is expected to take up two projects-National Radio Week, and the RMA’s “A Radio in Every Room—A Radio for Every Purpose” campaign.

NAB will submit the resolution adopted at the San Francisco meeting of three West Coast districts calling on set manufacturers to widen the dial spread of station settings, particularly in the upper end of the standard AM band.

NAB already has taken steps to join RMA’s promotion plan through the Sales Managers Executive Committee (see separate committee story page 15). RMA has appropriated $50,000 for the campaign, which will be formally launched in March. FM Assn., also is planning to take part in the set promotion.

Representing NAB on the liaison committee are T. M. Craven, Cowles Broadcasting Co.; William Fay, WHAM Rochester; Gordon Gray, WSB-Salem who resigned Jan. 1 as general counsel. Resignation of George V. McDaedit, investigator, also was announced. The committee retained Louis Russell, one-time investigator for the House Select Committee to Investigate the FCC (76th Congress), and ex-FBI agent. Also reelected is John Carlington, former committee clerk, who becomes minority clerk.

Chairman Thomas declined to reveal the committee’s concrete plans but said he was submitting a “program of investigations” to the full committee. That program, it was understood, will include a thorough probe of alleged subversive activities in the radio, newspaper, motion picture and educational fields, as well as in Government.
CBS Executive Tells Electrical Group Why His Network Favors Color Video

A REVIEW OF CBS efforts to gain acceptance of its color television system was given by Adrian Murphy, general manager, to the Essex Electrical League at Military Park Hotel, Newark, N. J., last week.

Mr. Murphy: "I can assure you that interest in color television is worldwide. We have demonstrated our pictures to the representatives of a large number of broadcasting organizations from many countries. Their interest is naturally high—particularly in those foreign countries where a television broadcast service has not yet been established."

Mr. Murphy also explained to his audience, made up of experts in various electrical fields, why the sequential standards for which CBS is seeking FCC approval, "will be the best service per dollar spent by the broadcaster and the public."

First, he pointed out, "because there is assurance that the simultaneous standards cannot be made to work satisfactorily within the limitations of economic practicability."

"Second, because linking stations into a network appears to be more difficult and costly with simultaneous than with sequential standards.

"Third, because the simultaneous standards appear to require projection type receivers, and to preclude the manufacture of small, direct-view receivers which can be sold at minimum cost and which will obviously constitute the backbone of the viewing audience."

The CBS vice president emphasized that it isn't what CBS or any television broadcaster or manufacturer or the FCC thinks about color television, but that so long as a system is technically feasible "the public should be permitted to choose the kind of television it prefers."

He said CBS is asking "for equal treatment with black and white television so the public can choose."

WCIF, FIFTH LACKEY STATION, TAKES AIR

WCIF Madisonville, fifth member of the Lackey group of stations in Western Kentucky, went on the air Sunday, Jan. 19, on 730 kc. Station is licensed for daytime operation with 250 w.

The feature of the opening day's broadcasts was a studio program at 2 p.m. in which leading citizens of Madisonville and Hugh O. Potter, WOMI Owensboro, welcomed the station.

Responding to the welcome, the Lackey brothers—Pierce E. Lackey of Paducah, president of Hopkinsville Broadcasting Co. Inc. and manager of WPAD Paducah; Frank Lackey of Hopkinsville, vice president of Madisonville Broadcasting Co. and manager of WHOP Hopkinsville, and Hecht S. Lackey, manager of WSON Henderson—engaged in a round-the-mike discussion. T. E. Brewez, formerly chief engineer of WHOP, was station manager and traffic manager and announcer. Other staff members are to be added.

The station has announced that its call letters stand for the slogan, "With Community Interest First."

Stations in the Lackey group besides WCIF: WHOP Hopkinsville, established in 1930; WHOP Hopkinsville, established in 1949; WSON Henderson, 1941, and WKTU Mayfield, October 1946.

WILT GUNZENDORFER IS PROMOTED BY KROW

PROMOTION of Wilt Gunzendorfer to general manager of KROW Oakland, Calif., was announced last week by Sheldon Sackett, president of KROW Inc.

Coincident with Mr. Gunzendorfer's appointment, Richard D. Bell, formerly with KPAC Port Arthur and KRIC Beaumont, was named assistant general manager, and Russ Coughlan, of the station's special events staff, program manager.

Mr. Gunzendorfer was named KROW station manager in January 1946, being elevated from commercial and assistant general manager.

Prior to coming to KROW, Mr. Gunzendorfer was commercial and station manager of KSFO San Francisco, and before that for six years was station manager of KSRQ Santa Rosa. He is at present a member of the radio faculty of the extension division of the U. of California.

Morelock Named

VERNON L. MORELOCK, radio director of Anfenger Adv., St. Lou- is, has been elected a vice president and director of the agency. In addition to his agency activities, Mr. Moreland has served as radio chairman of the 1945 and 1946 Red Cross campaigns in St. Louis and as civil-ian radio director for the Waves and Spars recruiting drives.

He recently accepted the appointment as publicity chairman for the 1947 St. Louis Red Cross campaign.
**Classified Advertisements**

**SALESMEN**

Engineering firm desires sales en-

Agencies for southeastern territory

and midwest east territory to sell

professional services, broadcasting

and communications equipment.

No experience necessary. Eight

hours per day. Salary $60.00 per

week for the fall and winter, $80.00 per

week in the summer. Full in all letter. Enroll female

snapshot.

**SALESMEN WANTED**

Perhaps there is a newspaper ad-

vertising salesmen interested in the

salesfield of women for a magazine

which has a wide circulation in the

United States. Salary $60.00 per

week for the fall and winter, $80.00 per

week in the summer. Full in all letter. Enroll female

snapshot.

**SPORTS ANNOUNCER**

Desiring change to good new or old station de-

signer. Over 10 years experience and siring dominant

SPORTS ANNOUNCER. Write Box 892, New York, N. Y.

**HELP WANTED**

Northwest Radio Academy, 906 E. John

Street, Seattle 2, Washington, trains

commercial and voice talent. Open 10 to

12 Noon. Give full details. References

required.

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Street, Seattle 2, Washington, trains

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12 Noon. Give full details. References

required.
Man broadcasting. Sporting events....

Situations Wanted (Cont'd)

Man with excellent administrative and booking experience. Invaluable background desires connection with agency, real-estate or similar affiliate position. Outstanding references. Box 616, BROADCASTING.

Nine years announcing, programming, writing, merchandising, and promotion. Sound broadcasting background. Wellington. Box 617, BROADCASTING.

Chief engineer 1000 watt directional station desires change. Thoroughly experienced in control, field, and operation of stations. Box 638, BROADCASTING.

Station manager, 17 years personnel, production, programming. Want to develop small station. Well acquainted anywhere. Top references. Veteran, married, Box 641, BROADCASTING.

For west stations: Veteran with 15 years experience, Los Angeles area. Particularly interested in direct, Happy to send audition disc if you have definite opening. Box 642, BROADCASTING.

News and special events director. Eight years experience. Journalist graduate. Age 36, married. Now news director and commentator with regional reputation. Want position with greater opportunity. Box 643, BROADCASTING.

Situated Wanted (Cont'd)

Many stations offering change to wide-awake station with pleasant working conditions. Box 623, BROADCASTING.

Sales manager available for station needing hypotenuse of circle. Outstanding record on basic network. Box 624, BROADCASTING.

Sales manager—must be permanent position with future. Excellent references plus volume background. Veteran, married, good references on request. Box 625, BROADCASTING.

Son of a three years radio experience in all phases radio broadcasting. Presently employed in Ohio. Box 626, BROADCASTING.

Young man wants start in radio as announcer. Especially talented in narrating sports. Has completed course in radio, B.A. O. M. College, 37 Seventh Ave., LaGrange, Ill.

Engineer: Sixteen years experience AM/FM, 649, BROADCASTING, operation. Desire chief engineer position. First telephone, telegraph licenses. Available immediately. All inquiries answered. Box 630, BROADCASTING.

Announcer—career man 8000 watt station for nucleus. Great voice, perfect 105 watt station, now in small city, 25.000,000 in collective security. For sale: 300 ft. Milliken self financing. For immediate shipment. If interested contact Stanley Blackburn, 213 W. 5th Street, Raleigh, North Carolina. Telephone 4062.

For sale: One Billy BC647 crystal and complete-grown 1250 kc, New—$25.00. W. O. coast, Mississippi.

Wanted to Buy

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 636, BROADCASTING.

Financially responsible investor is interested in forming ownership in your station. Box 637, BROADCASTING.

For sale—two 300 ft. Milliken self-supporting towers. Excellent control or substantial interest in existing or proposed station in California. Complete information requested first letter. Box 638, BROADCASTING.

Experienced radio man seeking small AM or station controlling interests. Wants station west of Rockies in community more than 10,000 population. Box 656, BROADCASTING.

Situated Wanted (Cont'd)

Program director—additional experience.须 new opportunity. Box 657, BROADCASTING.

Program director, 17 years experience newscasting, programming, production. Excellent BXC audition. Box 667, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 668, BROADCASTING.

Assist. to manager: Versatile, ambitious, aggressive young man, age 23, with five years experience in all phases of station operation. Desires position in Ost—wanting Washington area manager with problems of importance. Veteran. Plenty of experience, references. Will work for Southern U.S.A. Box 669, BROADCASTING.

Program director-announcer, 1½ years experience announcing, programming, production. Excellent BXC audition. Box 670, BROADCASTING.

Engineer—shaped for station work. Box 671, BROADCASTING.

Engineer—first class, college degree wishes position. Box 672, BROADCASTING.

Engineer—first class, college degree wishes position. Box 673, BROADCASTING.

Announcer: Colorado broadcasting. Presently employed in Ohio. Full details upon request. Box 674, BROADCASTING.

For sale: Three years radio, desires an- nouncer—regional. Prefer north. Fully ex- perienced in all phases radio broadcasting. Box 675, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 676, BROADCASTING.

Versatile announces; veteran, 22, two years microphone experience, graduated announcing college, accent on commercial and local spots, Box 677, BROADCASTING.

Engineer—announcer looking. One year experience combination man. Single, no family, willing to move at town with hours arranged to attend school. Such an hour suite box me, Box 678, BROADCASTING.

Disc Jockey: 5 year man. Let the auditi- tion disc do the talking. Box 679, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 680, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 681, BROADCASTING.

Announcer: Deserves position with station paying "inadequate" wage. Limited ex- perience. Must work as news editor has greatly improved accent. Send letter to: Broadcastin' givin' ye'er all. Box 682, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 683, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 684, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 685, BROADCASTING.

Engineer—trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 686, BROADCASTING.

Announcer—radio Man—wants to move. Box 687, BROADCASTING.

Sports announcer, college training, looking for a position with a station. Box 688, BROADCASTING.

Married announcer, married, no children. Can handle typical commercials, news, letter-ads, ad lib and special events. Has completed radio workshop course covering all phases of announc- ing school. Ambitious, reliable, capable. Need outlet, telephone, good references on request. Box 689, BROADCASTING.

Engineer—first class, college degree wishes position. Box 690, BROADCASTING.

Engineer—first class, college degree wishes position. Box 691, BROADCASTING.

Announcer—single, 29, thoroughly trained in every phase of radio—transmitter maintenance. Make change. Full details upon request. Box 692, BROADCASTING.

Announcer: Deserves position with station paying "inadequate" wage. Limited ex- perience. Must work as news editor has greatly improved accent. Send letter to: Broadcastin' givin' ye'er all. Box 693, BROADCASTING.

For sale because of possible overlap. A 250 watt, full time Mutual station. Located in New England. Five-year experience with all phases of the business. Write Box 573, BROADCASTING.


For sale: One Billy BC647 crystal and complete-grown 1250 kc, New—$25.00. W. O. coast, Mississippi.

Wanted to Buy

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 636, BROADCASTING.

Financially responsible investor is interested in forming ownership in your station. Box 637, BROADCASTING.

For sale—two 300 ft. Milliken self-supporting towers. Excellent control or substantial interest in existing or proposed station in California. Complete information requested first letter. Box 638, BROADCASTING.

Experienced radio man seeking small AM or station controlling interests. Wants station west of Rockies in community more than 10,000 population. Box 656, BROADCASTING.

Miscellaneous

Radio station brokers—Public and private financing of established broadcasting properties. Write for the purchase and sale of radio station interests invested in top management companies. Inc. Howard E. Stark, President, 120 West 69th Street, New York 23, N. Y.

Jockey's, comedy collection; $20.00. Box 652, BROADCASTING.

For sale: five acre radio station properties—Property values, market analyses, George H. Jaspert, 1100 N. LaSalle St., Chicago 10, Ill.

For sale—Network outlet full-time regional station. Located in a Rich Rocky Mountain city. This long established national network and a strong regional network; has a long record of profits, large steady volume, facilities well set up for current and future priced right. Can be purchased by the right party for $250,000.

For sale—Southern 250 watt station, network affiliate, showing nice profits and excellent potential. Price $100,000.

For sale—Part interest in network outlet full time regional station. Has been a part of the right kind of financially responsabil- ity since day one. Desires sale to owner of Rocky Mountain east net- work. Station, excellent volume in exclusive trade area, making good profits. For $33,500,000 or in negotiable securities, major management to the right party who wants to be part of the community.


The National Academy of Broadcast- ing—oldest school in America teaching broadcasting techniques—sixteen years' experience. Specializing in announcing, acting, script-writing, etc. Under the direction of Keith, nationally famous author and lecturer. GI approved.

For Sale (Cont'd)

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!}

Only you have had specialized training in broadcasting—possibly you may not have capitalized on this fact—or you may have only been aware of the possibilities in your field—time—with more and more people coming into radio—they may increase your capacities to the fullest degree.

Ernest Moyer, Washington editor, WINS, News

"My work as news editor has greatly improved as a direct result of my training in the National Academy of Broadcasting..."
RAY C. JENKINS NAMED BY ERWIN, WASEY CO.

RAY C. JENKINS, since August 1945 Minneapolis business consultant specializing in advertising, sales, radio merchandising and business promotion and formerly for 10 years commercial manager of KSTP St. Paul, has been named by Erwin, Wasey & Co., Minneapolis, as executive vice president and member of the board of directors effective Feb. 1, it was announced last week by Mac Martin, president of the agency. Joseph Mac Gaharan, who has been with the agency for 20 years, has been elected vice president in charge of all creative work of Erwin, Wasey of Minnesota.

Clients and staff of Mr. Jenkins will be consolidated with those of the Erwin, Wasey organization which has five offices in the U. S. and abroad. Expansion of the Minneapolis office includes acquisition of a half of the top floor of the Rand Tower in that city.

Mr. Jenkins has been in radio, advertising, market research, merchandising and business promotion fields for 26 years. Active in Twin Cities civic affairs, he was first to receive the award of merit issued by the Minnesota Broadcasting Club for outstanding achievement in the war effort, according to Erwin, Wasey. Mr. Jenkins is former general sales manager of the 12-station Northwest Network and the Minnesota Radio Network.

PLENTY OF PULCHRITUDE gathered around the WBAB Atlantic City microphone when Jini Boyd Connor, who conducts a daily women's program, interviewed Miss Canada of 1946 (1) and Miss America of 1946 on the same program. Miss Canada is Marion Saver: Miss America, Marylyn Buferd. We nominate Jini as Miss WBAB.

Construction Under Way

At WELM, Elmiia, N. Y.

WELM is the call letter of the new 250 w station on 1400 kc granted to J. Robert Meachem for Elmiia, N. Y. Construction of studios will start soon at 222 Market St., with a committee building at the north city limits on Lake St. already under way. Raytheon equipment and a 200-foot tower will be installed.

Mr. Meachem, who started one of the early college stations at Cornell U., was an airborne radio engineer with the Bureau of Ships, Navy Dept. Program director will be Preston Taplin, formerly of WCHU Ithaca and WIS Columbia, S. C. Walker Co. will be national representative.

Contest Board Meets

WINNERS of the National Radio Week letter writing contest conducted by the NAB Assn. of Women Broadcasters during the Nov. 24-30 celebration will be selected today (Monday) by the board of judges at a meeting in the Waldorf-Astoria, New York. Two hundred radio sets will be awarded to winners. An estimated 150,000 letters have been screened by the 200 stations that promoted the contest under direction of Dorothy Lewis, NAB coordinator of listener activity. Plans for the meeting of judges were drawn up last Monday at a session held at the offices of the Radio Manufacturing Assn. in Washington. Taking part were Mrs. Lewis; James D. Secret, RCA director of publications; W. B. McGill, director of advertising, Westinghouse Radio Stations Inc.; Granville Ashdown, NAB director of information.

Joins Storecasts

GEORGE H. HENNESSY, grocery store merchandiser of BBDO New York, has resigned effective Feb. 1 to join Storecast Corp. of America as vice president. New service will bring music and commercials into super markets. Mr. Hennessy will supervise the planned expansion of the system.

PROGRAMMING MAIN STATION COST ITEM

ANALYSIS of broadcasting station revenues for 1945, based on FCC figures for the year, has been completed by the NAB Research Dept. for circulation among members.

Breaking down what happens to the revenue dollar in radio, the department found that technical expenditures consume 10.7 cents of the dollar, of which 7.7 cents goes for salaries and wages, Programming consumes 24.8 cents, of which 5.7 cents covers salaries and wages of the department and 7.6 cents covers talent expenditures.

Selling uses 10.8 cents of the dollar, with 5.8 cents for salaries and wages, 3.6 cents for advertising, promotion and publicity, and 1.2 cents for other sales expenditures. Thus 46.1 cents covers total direct expense for selling programs and putting them on the air. General administrative expenses cover 22.9 cents, of which 9.3 cents goes for salaries and wages, total broadcast expense thus amounting to 69 cents, leaving 31 cents for taxes, profit and other items.

Market Conference

THE ADVERTISING CLUB of Baltimore Jan. 23-24 sponsored a marketing conference at the Sheraton-Belvedere Hotel, addressed by marketing and market research authorities. The panel of speakers included Herbert Sherr, market research director, Standard Brands; Dr. John P. Foley Jr., vice president, The Psychological Corp.; L. C. Truesdell, general sales manager, radio and television division, Bendix Aviation Corp.; J. Howard Blake, director of market research, The Glenn L. Martin Co.; Dr. P. M. Hauser, assistant to the Secretary of Commerce, assistant director, Bureau of the Census; Dr. R. S. Alexander, associate professor of marketing, Columbia U.; Harry Boyd Brown, president, Good Housekeeping; H. R. Hawkins, dean of marketing, Johns Hopkins U.; T. G. Johnstone, assistant to the president, Jam Handy Organization; Dr. Michael Lever, South American trade consultant. Dinner session was addressed by Judge R. V. Fletcher, president of the American Assn. of Railroads.

Two Are Elected

HERBERT R. BAYLE and L. Grant Hamilton, fourteen members of Brooke, Smith, French & Dorrance, Detroit and New York, have been elected vice presidents of that agency. Mr. Bayle is director of marketing in Detroit division. He spent time with both media and research department of N. W. Ayer & Son. Mr. Hamilton, account executive, formerly had been factory and agency executive on such accounts as Studebaker and Packard. He one time was manager of the motion picture department of Campbell-Ewald Co.

BROADCASTING • Telescating
IT WAS A SURPRISE party that the staff of WDAY Fargo, N. D. gave for Earl C. Reineke, president and general manager since the station’s founding 25 years ago. Quarter century anniversary party also honored 13 WDAY employees who have been with the station ten years or more. Jack Dunn, station manager (l), examines the silver tea service presented to Mr. and Mrs. Reineke. Mr. Reineke holds the set while Mr. Reineke admires it at her side. In background (l to r) are Mrs. Dunn, Mrs. Henry Shiel, Mr. Shielis and Juline Savold, studio operations manager. Mr. Shielis, a studio engineer, has been with WDAY since 1926.

New Station at Houston

Anounces Studio Plans

KATL, new full time independent at Houston, will establish modern studio facilities in Houston’s State National Bldg. 415 Main St., Fred Weber, partner in Texas Broadcasters, owners and operators of the station, announced last week. The studios will be arranged to allow for eventual FM operation, Mr. Weber said.

KATL will operate with 1 kw on 1590 kc. Station is now completing its transmitter plant and antenna array system in a Houston suburban area on Post Oak Road. The plant will provide technical research quarters and living accommodations for its maintenance staff.

Advertising Need Seen

IN SERIOUS times ahead “simple advertising truths” will be a potent force in crystallising prosperous economic trends, Frederic B. Ryan, Ruthrauff & Ryan board chairman, told 325 R & R employees Jan. 17 at the agency’s 35th anniversary dinner at the Hotel Biltmore, N. Y. Mr. Ryan said the firm is striving for a period of peak production and that he had “learned to believe” the nation’s pent-up buying power will absorb goods produced for some time. He cautioned agency personnel to plan for the future when consumer demand must be created by advertising.

RCA Coin Machine

RCA VICTOR Division of RCA will show its initial coin-operated radio set at the Coin Machine Show at the Hotel Sherman, Chicago, Feb. 3-5 inclusive. Several special features of the set, RCA says, are based on the results of a survey undertaken by the firm to determine what new or improved features were most desired. Sets will be demonstrated both in the RCA booth (No. 1888) on the exhibition floor of the Sherman, and in the “Governor’s Suite.” F. E. Cram, manager, RCA Sound Equipment Section, will be in charge.

Listeners to Participate

In CCNY Conference COLLEGE

of the City of New York’s 1947 Conference on Radio and Business April 22-28 will introduce a new feature, listener participation in evening sessions. Recordings will be used to illustrate points under discussion.

Using NORC study, WHAN surveys and similar polls as starting point, conference will explore current beliefs and criticisms of radio. Broadcasters, advertisers, agencies, program producers are to receive awards for the best radio programming and promotion. Dr. Robert A. Love, of City College, is conference chairman.

WFRC-FM Dedicated

WITH EMPHASIS on local talent productions, WFRC-FM Fremont, Ohio, which went on the air Jan. 15, plans to present a weekly series of variety programs, utilizing Fremont performers. More than 300 were turned away when the station was formally dedicated at a local theatre. The audience not only saw the dedicatory program but heard it on FM receivers placed at strategic spots throughout the auditorium. FCC Chairman Charles R. Denny sent a letter of congratulations to WFRC-FM in which he said: “With the dedication of WFRC, the Fremont area acquires a most important civic asset, an educational, cultural and entertainment medium of almost limitless potentialities, a powerful force for community betterment... It gives me great pleasure to congratulate you on being the first to bring this new and superior type of broadcasting to your section of Ohio.”

WRAL-FM Promotion

WITH SEVERAL sponsors already signed, WRAL-FM Raleigh, N. C., has announced appointment of Claude V. Dunnagan, staff announcer of WRAL, as director of sales and promotion for the new FM outlet. A survey by WRAL-FM indicates about 600 FM sets in Raleigh and the number growing, according to Mr. Dunnagan. Pre-stamped and addressed postal cards are distributed to FM receiver dealers in the station’s territory to be given to set purchasers. Owners then receive the FM station’s program schedules and promotion material. Chief local promotion for WRAL-FM is a Trans-Lux Flashcast sign which operates 15 hours daily at Raleigh’s chief downtown shopping intersection.

Heads AWB Group

VIOLET SHORT, KTSA San Antonio, has been elected president of the San Antonio chapter, Assn. of Women Broadcasters, to serve for 1947. Other officers are: Jane Howley, KONO, vice president; Lily Johnson, KABC, secretary; Natalie Zogelb, KMBC, treasurer.

Excess Insurance
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KANSAS CITY, MISSOURI
Mobile Two-Way Radio Grants Total 1000— FCC

FCC REPORTED last week that approximately 1,000 experimental grants, involving about 12,000 licenses, have been issued covering almost 8,000 taxicabs in cities from Boston to San Diego, and that applications are on hand for nearly 2,000 additional units involving 135 cities in 40 states. Telephone facilities in 60 cities have received or applied for radio links with private cars, buses and boats, FCC said, estimating that about 4,000 pieces of mobile equipment are now operating in this category.

WKCS Has Big News Day

Quickly Covers Bank Robbery, Murder Stories; KSD Helps Bring Woman Bandit to Justice

The National distribution of its television receivers is planned to be underway in early February, it was announced last week by General Electric Co. representative before Albany (N. Y.) Appliance and Radio Dealers Assn. Sets are to be sent to areas where stations are now in operation. The first GE model will be a console unit with 6 x 8 inch direct view tube. Set will include AM band.

CKSO Gets FM

CKSO Sudbury, Ont., has been issued the second commercial FM station license in Canada, W. J. Woodill, general manager of CKSO, has announced. Special order-in-council was passed at Ottawa granting the license through the Department of Transport. Other FM commercial license in Canada is that issued to CFCF Montreal. CKSO will erect its FM antenna on the Grand Theatre Bldg. Frequency, power and call have not been announced.

WNCA Sale to WPDQ Owners

For $80,100 Reported to FCC

SALE of WNCA Asheville, N. C. (1340 kc, 250 w) to the owners of WPDQ Jacksonville, Fla. for $80,100 was reported to FCC last week for approval. The Commission also received an application covering the previously announced sale of WHZ Zanesville, Ohio (1340 kc, 250 w), by Fort Industry Co. to Southeastern Ohio Broadcasting System for $272,600 [Broadcasting, Dec. 30]. In view of Fort Industry's present ownership of seven AM stations, FCC has requested the filing of the application to sell WHZ before passing upon Fort Industry's application to acquire WHK Detroit from James F. Hopkins Inc. for $550,000 [Broadcasting, Jan. 6].

Purchasers of WNCA are James R. Stockton, president and 30% stockholder of Jacksonville Broadcasting Corp. (WPDQ); Linton D. Baggs Jr., vice president and 60%; Robert R. Feagin, secretary, 10%. FEAGIN also associated with the ownership of Voice of August Inc., unsuccessful applicant in a competitive proceeding for a new station at Augusta, Ga.

Equal Owners

The sales agreement provided that the purchasers would pay $25,000 in earnest money and advance up to $10,000 as of Jan. 1 for the interim operation of WNCA, a new station authorized a year ago. Equal owners of the station are James M. Earnest and Allen H. Wright, Washington attorneys; J. Alfred Miller, manager of a printing business; Richard Marion Arnold, electro-medical equipment dealer, and Jack O. K. Barfield, owner of Dr. Pepper Bottling Co. at Asheville.

Southeastern Ohio Broadcasting System, buying WHZ, is headed by H. C. Rittick, vice president and general manager of the Zanesville Times-Signal. Owners are Orville B. Littick, president and publisher of the Times-Signal, and Earnest G. Graham, attorney and businessman. Each has one-third interest. They also own the Zanesville Baseball Club.

Meanwhile, reorganization of the license of WWCO Waterbury, Conn. (1240 kc, 50 w), in partnership to a corporation was reported for approval. Equal owners are Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers. WWCO is to be changed to Mattatuck Broadcasting Co.

U. S. to Start Russian Broadcasts Next Month

RUSSIAN - language broadcasts will be started by the State Dept. International Broadcast Division late in February, the exact date to be set sometime after Feb. 1, Kenneth D. Fry, chief of the IBD, said last week. Tests are being conducted on three powerful relay transmitters at Munich and a staff of 12 is undergoing indoctrination under supervision of Charles Mayhew, head of the IBD.

Tentative plans contemplate a daily broadcast of news, music, editorial opinion from the U. S. and cultural programs at 1 p.m., EST (9 p.m., Moscow time). Receivers in Poland can be erased and used again. The Soundribbon "magnetic ribbon" recorder-reproducers makes half-hour continuous recordings on a special magnetized paper tape, which also can be erased. A national advertising campaign is expected to begin shortly with McCann-Erickson as agency.

Actors Feted

RALPH H. JONES Co., Cincinnati, Feb. 1 is giving a dinner in honor of the five actors playing major roles in the cast of Linde's First Love and who have been with the program for 10 years. The company is agency for the Kroger Co., sponsor of the program on a number of stations. Kroger executives will be present at the dinner as well as representatives of stations carrying the program and members of the cast and production staff of all three Kroger programs. The five actors associated with the show for the past 10 years are Arline Blackburn, Karl Swenson, Edith Spencer, Barbara Weeks and Bennett Kipac. Dinner will be held at the Sherry Netherland Hotel, New York.

Recorders Ready

BRUSH DEVELOPMENT Co., Cleveland, last week introduced the Deluxe Visible Roll Strip Soundribbon, two new types of magnetic recorder-reproducers which are now on sale in the New York area. The Mail-A-Voice records and reproduces the human voice on folding receiving slips which can be erased and used again. The Soundribbon "magnetic ribbon" recorder-reproducer makes half-hour continuous recordings on a special magnetized paper tape, which also can be erased. A national advertising campaign is expected to begin shortly with McCann-Erickson as agency.
RCA Electronic Color Show To Be Held Near Princeton

RCA's demonstration of its all-electronic system of color television in the FCC color video proceedings will be held in the Penn's Neck Community Club on U. S. Route 1, Princeton, N. J., at 10:30 a.m. Wednesday (Jan. 29), FCC said last week.

For the benefit of those going to the demonstration from New York, where demonstrations by CBS and Allen B. Du Mont Labs will be presented today (Jan. 27) and possibly tomorrow, the Commission said those planning to travel by train may take a 7:55 a.m. train from Pennsylvania Station to Princeton Junction. From there, transportation to the Community Club will be arranged by RCA.

Start Today

The CBS and Du Mont demonstrations will be held in Room 1703, U. S. Court House, Foley Square, New York, starting at 10 a.m. today. CBS, which is seeking immediate allocation of the 480-520 mc band for commercial color television, will demonstrate its mechanical scanning color system. At FCC request, color material also will be transmitted from New York to Washington and back to New York by coaxial cable, for comparison with color broadcasts from Washington.

Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, company officials said, pointing out that the effects of room illumination on reception also will be demonstrated [BROADCASTING, Jan. 20].

Meanwhile, the system which CBS proposes as its standard for commercial color operation was demonstrated Jan. 17 at Tarrytown, N. Y., for FCC Chairman Charles R. Denny and Comr. Ray C. Wakefield, who were unable to make the Washington demonstration for the Commission.

Prior to the Tarrytown demonstration, which consisted of reception of a telecast originating 25 miles away in New York City, the FCC officials made a trip through the CBS television laboratory. There they saw the CBS color television image orthicon equipment for remotes outside the studio area, which CBS is now developing, and a demonstration on contrast range.

Rotarians See TV Show

TELEVISION demonstration was given last Wednesday at the weekly luncheon of the Washington Rotary Club by WMAL, now constructing a video station slated to go into operation in the nation's capital next summer. Kenneth H. Birkby, WMAL manager, in charge of the demonstration, assisted by Dan Hunter, chief engineer.

Three image orthicon cameras and a dozen RCA table model receivers were used. All proceedings of the luncheon were televised, along with sidewalk interviews and a newscast by Jimmy Gibbons, WMAL announcer.

CBC Keeps Unit

CANADIAN Broadcasting Corp. has continued its wartime Overseas Unit in peacetime and has established a permanent London office for interchange of programs and news between Canada and Great Britain. CBC Overseas Unit is housed in a section of BBC offices at 200 Oxford St., and is under charge of Andrew Cowan who staff of three girl assistants. The CBC London offices pick up CBC shortwave broadcasts, records them and sends recordings to BBC of programs of interest to British listeners. To Canada it sends news from Europe every night and acts as liaison with BBC for programs to Canada. The CBC Overseas Unit was started in 1939, first members and mobile unit going overseas with Canadian troops.

WINX Series Cited

THE SERIES dedicated to international and inter-racial understanding, Bright Tomorrow, broad- cast on WINX Washington, last Tuesday received an award from the East and West Assn. Presenta- tor was the Rev. C. O'Donnell, station manager, following the Tuesday night broadcast. The nation-wide organization devoted to better social relations cited the program for its "immense importance in human relations by important contribution to peace...

Sol Panitz, WINX director of public affairs, is producing, directing, and in part writing the Bright Tomorrow series.

Novel Surrender

HEARING the name of Detect-  tive Inspector Eugene Bernath of Minneapolis mentioned on the Gang Busters show while listening to a radio in Atlantic City causedLandman, S. J., who went to the Minnesota metropolis on a charge of embezzlement, to return to Minneapolis to the inspector. Mr. Fogel, who said the radio was tuned to WTCN Minneapolis when he heard the inspector's name mentioned in connection with a demonstration of the capture of a convicted murderer, explained that "Bernath gave me square treatment when I was in trouble a year ago and I decided to give myself up to him."

Elliman Plans 'Telecity' Statement in Two Weeks

LAWRENCE E. ELLIMAN, Man- hattan realtor, who nearly seven months ago announced plans for a monster television and radio cen- ter in New York, last week told BROADCASTING that he expected to issue a statement regarding the progress of the project within two weeks.

Mr. Elliman made a similar re- mark three months ago in response to questions as to the project's fu- ture.

In his original announcement, Mr. Elliman said that adequate financing had been assured for the construction of the 10,000-acre, $600,000,000 center which would be built to house offices of networks and radio and television stations, national advertisers and advertising agencies.

KIRO Engineer Claims Idea 'Similar' To Lemmon's 'Dual Transmission Plan

EDITOR, BROADCASTING: Am submitting this as a "to keep the record straight" type of letter in reference to the article on page 36 of the Dec. 23 issue regarding Mr. Lemmon's system of dual transmission utilizing the carrier shift principle.

I doubt whether this system of transmission can be considered novel, since I have been using it very simple as compared to the various modern methods of multiplexing for the purpose of multiple transmission.

During the war, while in Mil- waukee, I had occasion to submit a similar idea to the National In- ventor's Council, its purpose being to transmit confidential informa- tion by means of carrier phase shift—the amplitude modulation being of an unrestricted nature, or simply "camouflage", band width saving being obtained only by the oc- cupied by the amplitude modula- tion. The Council received the sug- gestion favorably at the time and it was subsequently forwarded to the proper military authorities who felt that it had insufficient secrecy to justify military acceptance.

I have since learned of some other private interests in this for post- war possibilities through the Crosby Research Foundation and other organizations, but have not done much along this line, anticipating legal (patent) and financial difficulties.

Mr. Lemmon deserves much credit in the development of this system to the point of actual demonstration in connection with his station and his endeavors to utilize it in furthering the "Twin War effort" is highly commendable to say the least.

Very truly yours, RUDOLPH A. BOWSON, KIRO Seattle.
FCC RENEWS 46 LICENSES; 14 CONTINUED ON TEMPORARY

FORTY-SIX AM stations granted license renewals, Comr. C. J. Durr voting for hearing three, 14 stations continued on temporary, FCC announced Friday. Two commercial, several experimental television licenses also renewed.

Renewed to Feb. 1, 1950:


Commission consent came in reconsideration of action designating sales applications for hearing on issues including possible concentration of control over mass communications since News operates both Parkersburg papers and WPA Radio Co., only station there. Since then, CP issued for same station. News publishes no paper at Clarksburg. News is headed by Mrs. Frances Ogden Stubblefield; Austin V. Wood is vice president and general manager of newspaper operations.

Sales price for WPAM, CBS outlet, $307,500 [Broadcasting, Jan. 26, 1948]; for WBLK, NBC affiliate, $177,500 [Broadcasting, April 8]. Both stations members of West Virginia Network headed by Mr. Kennedy, Kennedy also owns WCHS Charleston and 48% WSAZ Huntington. In original sales announcement Mr. Kennedy said funds from WPAM and WBLK sales to be used in expansion of Clairemont and Huntington operations into FM and TV.

2 FM CONDITIONALs, 15 CPs ARE GRANTED BY FCC

CONDITIONAL grants for two new FM stations and construction permits for 15 announced Friday. Both granted were in lieu of previous detailed three (to stations on air) covering equipment for operation in new band.

Both conditional for Brockton, Mass. and both also for A stations. One to Enterprise Publishing Co. owner, WBET Brockton. Other to Plymouth County Broadcasting Corp., AM applicant, owned by Willis R. Davies, business man (57½%); William C. Young, Los Angeles, Calif. (29½%) and Clark B. Clark, Jr. (25%), attorneys; Mark L. Maciam, radio technician (5%); H. Scott Kilgore, Navy veteran, now with Collins Radio, and one-third owner WCNJ Concord, N. H. (5%).

CPs issued as follows (power is effective radiated power; antenna height, above average terrain; AM affiliation shown in parentheses):

Piedmont Pub. Co. (WBJS), Winston-Salem, N. C.—Class B; 105.3 mc (Channel 28); 48 kw; 350 feet; Richmond Radio Co. (WYEN), Richmond, Va.—Class B; 967 mc (Channel No. 24); 437 kw; 420 feet; Roanoke Bscg. Co. (WSLS), Roanoke, Va.—Class B; 1450 mc (Channel No. 23); 180 kw; 1330 feet; Siskiyous Bscg. Co. (AM grantee), Yreka, Calif. —Class B; 915 mc (Channel No. 24); 300 feet; Pacific Bscg. Co., San Francisco, Calif.—Class B; 945 mc (Channel No. 24); 96 kw; 1330 feet; Ashbacker Radio Corp. (WKBZ), Muskogee, Mich.—Class B; 921 mc (Channel No. 24); 300 feet; Shelbyville Radio Inc., Shelbyville, Ind.—Class B; 941 mc (Channel No. 23); 5 kw; 150 feet; Hunter-Pickens Corp., Sunn., N. Y.—Class C; 106.7 mc (Channel No. 34); 300 kw; 170 feet; Wheeling, W. Va.—Class B; 100.5 mc (Channel No. 26); 11.3 kw; 620 feet; J. K. Patrick & Co., (WQAJ), Athens, Ga.—Class B; 100.1 mc (Channel No. 26); 4.4 kw; 258 feet; KFMS Bscg. Co., Parkersburg, W. Va.—Class B; 945 mc (Channel No. 23); 210 kw; 1350 feet; Wheeling Radio Corp., Wheeling, W. Va.—Class B; 132.9 mc (Channel No. 24); 9 kw; 670 feet; John Lord Booth (WJLB), Detroit, Mich.—Class B; 98.5 mc (Channel No. 24); 30 kw; 430 feet; Wlsa Bscg. Corp. of Tenn., Chattanooga, Tenn.—Class B; 949 mc (Channel No. 23); 4.2 kw; 740 feet; "Westinghouse Radio Stations (KDKA), Pittsburgh, Pa.—Class B; 139.2 mc (Channel No. 24); 9 kw; 670 feet; (* In lieu of previous details.

(*CPs to cover equipment for operation in new band.

MILWAUKEE JOURNAL (WTMJ & WTMJ-FM), which gave up original permit for black-and-white TV service under applied for license (Broadcasting, Dec. 16), given grant for Channel 3 (60-66 mc) with 16.1-kw visual power and 17.5-kw aural.

Closed Circuit

(Continued from page 4)

channel hearings deemed inevitable. Hearings originally scheduled to resume in February. Outlook is for postponement until at least August.

WHEN INTERNATIONAL Telecommunications Conference gets under way in Atlantic City May 15, FCC delegates will be headed by Mrs. Frances Ogden Stubblefield, and, Comr. E. K. Jett, engineering and treaty expert.

AFTER MULLING for hour at Thursday meeting request of FAA to drop designation "standard broadcast" substituting "AM" in its rules and on various forms (see story page 16) FCC reportedly eying proposal with favor, but stumped on international basis. Broadcast band 550-1600 kc commonly known as "standard band," although no formal treaties designate it as such. Commissioners understood to be probing possibilities of substituting "standard" with "AM" domestically on future forms when present supply is exhausted.

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In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW

Nielsen Radio Index February-March, 1946
Television camera, receiving tube, all-electronic receiver and radio relay equipment—are the result of pioneering and research at RCA Laboratories.

Behind every big stride in Television—RCA Laboratories!

From the scene of action—to your own living room—these RCA developments based on research at RCA Laboratories mean television at its finest:

RCA Image Orthicon Camera sees whatever the eye sees, even in the light of a match! Sports events on cloudy days or in twilight do not fade because this camera eliminates the need for strong lighting.

RCA Mirror-backed Kinescope—All the lifelike realism and detail caught by the super-sensitive RCA Image Orthicon Camera is reproduced by this new receiving tube that allows none of the original brilliance to be lost.

RCA Victor Television Receiver—with new RCA exclusive “Eye Witness” feature that “locks” the picture, makes it as steady as a picture on the wall.

RCA Radio Relay equipment enables television stations to broadcast events taking place far from the studio.

In television, as in radio, Victrola" radio-phonographs, records, tubes or electronic equipment, if it bears the name RCA or RCA Victor you can be sure it is one of the finest instruments of its kind science has achieved.


RCA VICTOR table model television receiver with the exclusive "Eye Witness Picture Synchronizer" that assures you brighter, clearer, steadier pictures. This receiver is now available in some areas. For further details, stop in and ask your local RCA Victor dealer.