For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

1. that in the 40 counties in 7 states with retail sales greater than 100 million dollars each

**WOR outranks any other N.Y. station**

*in total BMB Station Audience in the daytime and exceeds by more than 1%
the next highest ranking station at night.*

2. that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each

**WOR outranks any other N.Y. station**

*in total BMB Station Audience in the daytime and exceeds by more than 1%
the next highest ranking station at night.*

*we mean, as far as our competitors are concerned.*

**NOTE:** If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York. As a matter of fact, you should be asking us more about how BMB affects your own or your client's radio buying.
JOHN ACKER and family have an 80-acre farm in Delaware County, Indiana. They have owned this place for 20 years and have well over $3,000 invested in machinery. Using a piece of nearby land with their own 80, the Ackers had 50 acres in oats and 42 in corn last season. They raised 100 hogs for market, along with 200 chickens, and they milk five dairy cows.

Through alert, thrifty farming and marketing, they have established a very comfortable 5-room home with a completely modern kitchen—electric range and refrigerator, water softener, fluorescent lighting, hand-made cabinets. A new forced air heating system adds to the comfort of the home.

For 20 years, John Acker, his wife and son, Allen, have been WLS listeners and Prairie Farmer readers, appreciating the markets and weather especially, enjoying Mac and Bob, Dr. John W. Holland, Art Page and Dinner Bell, and all the WLS National Barn Dance favorites. More than once, John Acker, following the market reports daily, has made extra cash through getting top prices for his hogs.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.

The Acker farmstead.
28% more advertisers are buying WPEN than one year ago.

There's good reason.

WPEN's alert staff is building programs that win and keep listeners—a rich fare of music, sports, mystery, news and special events. Philadelphians eat it up.

That's why advertisers find WPEN a master key to Philadelphia homes. This progressive station—owned and operated by The Evening Bulletin—pleases all ages, tastes and incomes. WPEN is going ahead fast. Are you with us?

950
WPEN
PHILADELPHIA
THE EVENING BULLETIN STATION

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York  Chicago  Detroit  Atlanta
San Francisco  Los Angeles

Published every Monday. 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.

ADD TO NAMES actively under consideration by President Truman for appointment to Porter vacancy on FCC: Ex-Sen. James M. Mead (New York Democrat who was defeated for governor by Thomas E. Dewey). Others in forefront: Commodore E. M. Webster, former Coast Guard communications chief and ex-FCC assistant chief engineer; Paul Goldsborough, former president of Aeronautical Radio Inc. and now a TWA communications executive.

IF HE HASN'T already done so, FCC chairman Charles R. Denny will recommend to President Truman that Commissioner Ray C. Wakefield of California be named to succeed himself for another seven-year term effective June 30. Even if nomination ensues, confirmation is far from automatic since new Republican majority in Senate isn't at all satisfied with Republican appointments to independent agencies made during New Deal.

FROM OTHER quarters comes word that Thad Beck, Jr., late FCC commissioner and now practicing law in Washington, will be urged for Westfield post by regular Republican stalwarts. Like his father he is an Ohio Republican, and his mother is most active in Republican Committee circles.

UNDER SPUR of Republican National Committee Radio Director Ed Ingle, many new Republican Congressmen resorting to transcribed weekly broadcasts to constituents. Less than 30 Republicans used transmissions that way last term. Now nearly 100 are doing regular stints for home-town stations, usually 10 minutes, either direct talks or via interview techniques.

PHASE 2 of CBS-Fort Industry transaction completed last week with signing of affiliation contract whereby 10 kw WGBS Miami switches from ABC effective June 15. Simultaneously WWVA Wheeling shifts to CBS. No contractual understanding yet reached on switch of WAGA Atlanta, third Fort Industry station, from ABC to CBS though such conversations may open in June—six months ahead of expiration of affiliation of WGST Atlanta with CBS, as required under FCC rules. This switch, nevertheless, regarded as likely, with WQAM Miami, WKKW Wheeling and WGST moving to ABC.

COMPLAINTS mounting again over purported "gestapo" tactics of FCC field investigators. From several quarters recently have come reports that Law Dept. minions are doing everything short of intimidating stations in quests for evidence pertaining to license renewal and other broadcast station proceedings. Such reports are finding their way to Congress and may figure in impending scrutiny of FCC activities.

REMEMBER Jerome H. Spingarn whose meanderings in and out of FCC's War Prob.
KCMO is really up to something!

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
Continuing the over-all programming, drive and know-how that placed KOIL among ABC's top stations during 1946—and determined to advance its position during 1947—KOIL repeats with assurance of complete success: If you want to make the most of your time dollar in the Omaha-Council Bluffs area; if you want service, performance and results, contact us or our national representatives—because we'll do it every time!
KSFO’s preponderance of expertly balanced music programs reflect the preference of San Francisco-Oakland Bay Area listeners. That’s one reason 3 out of 4 said they prefer KSFO to any other Bay Area independent station, according to a recent impartial survey of 4000 Bay Area radio homes.

Top-name advertisers are thriving on KSFO’s “music-preferred” audience. Department stores, brewers, bottlers, manufacturers of all kinds of consumer goods and many others, all have found “Music Hath Charms” to sell Bay Area buyers . . . economically, effectively and constantly.

Yes, the trend is to MUSIC—and KSFO has the music.

Write KSFO or ask any Universal Radio Sales representative for KSFO’s Music Story.
**CONCEN**

**SPOT RADIO LIST**

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<tr>
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<td>WAAB</td>
<td>Worcester, MA</td>
<td>MBS</td>
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**Concentration**, as defined by Webster, means to focus, to draw to a common center. Spot Radio gives your product this focus and compelling power where and when you need it.

It allows you to direct your advertising campaign to a receptive audience in a given territory. Today, when one of the big sales problems is keeping abreast of distribution, more and more advertisers are using Spot Radio. That is why more and more advertisers are using the stations listed.

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

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

**THE YANKEE AND TEXAS QUALITY NETWORKS**
Feature of the Week

A NEW Children's Block will be built early this year at Austin Hospital, Melbourne, Australia, from funds collected by 3KZ, Melbourne independent commercial station.

All funds for the new section have been donated by 3KZ's radio audience. The station has collected over $130,000 in the last three years from radio appeals.

Returns From Pageant

Hospital and other charitable funds were augmented this year with proceeds from the annual Christmas "Carols by Candlelight" program, held in Alexandria Gardens and attended by over 250,000 persons. Approximately $68,000 was realized from the pageant and from the all-day Christmas appeal on the station, 60% of the funds going to the Hospital Fund.

The "Carols by Candlelight" festival was held Christmas Eve, featuring the Vienna Boys Choir (the group has been living in Melbourne since 1939), the Melbourne Mixed Quartette, and outstanding Australian soloists, in addition to an orchestra and the audience of thousands who joined in a number of the carols, each holding a lighted candle throughout the ceremony. There was also a pageant presented based on the activities of the Red Cross through the years.

The festival was broadcast in Australia and shortwave to the U.S. and Australian occupation forces in Japan and Europe.

From 10 p.m. Christmas Eve until midnight Christmas, the air was cleared of all sponsored programs.

Special Christmas shows were presented, and throughout that time, the staff voluntarily made appeals for the charity fund. Both the Candlelight ceremony and the Christmas Eve and Christmas Day programs are annual traditions, with an all-time high hit this year in financial returns.

Sellers of Sales

T HE NEW YORK Radio Executives Club, an organization which now boasts an impressive roll of members, owes its existence at least in part to Arthur Sinsheimer, director of radio and television for Peck Adv.

Eight years ago, when the club was being formed out of what had begun as an informal Broadcasters Bull-Session series of luncheons, Mr. Sinsheimer became its first elected president. He did not like to stray from the radio business for even so long as a lunch hour.

Mr. Sinsheimer's affection for the broadcasting art extends beyond the call of duty. He confesses that he is a rabid radio fan and, on occasions, has gone so far as to bar guests from his home in order to listen to a favorite program.

He has been associated with Peck Adv., in charge of radio, since the early twenties.

Prior to that he worked for the

Dry Goods Economist as an information man and simultaneously wrote a radio column for about nine manufacturers' trade papers.

He attended Columbia U. School of Business, and after graduation taught advertising and selling for six years at the University.

Mr. Sinsheimer not only buys radio time but also personally supervises or produces every program that the agency produces for its clients. He handles the following accounts: Beverwyck Breweries, Old Dutch Coffee, Parker Watches, Durex Razor Blades and Tempelton Radio Corp.

The Sinsheimers have been married for 27 years. They have two daughters, Janie, 25, and Joyce, 20, and a pair of redheads, twin-20-month-old granddaughters, the children of Jane. Boating and photography are listed as his hobbies, but he claims radio as his favorite indoor sport.
Last year's Hoopers were as high as 14—and averaged better than any baseball Hoopers we've seen. Share of audience often exceeded 50%.

You can have all the games . . . or co-sponsor them. Entire package includes at home games, wire re-creation of out-of-town games, two announcers, car cards, newspaper advertising, store signs—a complete, well-rounded, red-hot merchandising selling promotion.

Pick up your phone and call National 7203, in Washington. Ask for Ben Strouse. Or contact any Forjoe office. But hustle if you want a home run in sales in this big league town.

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming soon WWDC—FM

Represented Nationally by FORJOE & COMPANY

February 3, 1947 • Page 11
Listening
isn't a matter of GEOGRAPHY

In the Great Northwest and the Great Southwest,
Most Listeners Listen Most of the Time to NBC

Geography makes a great difference in many things in the vast and fertile expanses of the Pacific West. But not in radio listening preferences. From Canada to Mexico, favorite programs indicated by every poll are those broadcast by one of the 31 stations making up NBC Western Network. Take, for instance:

**KGHL, Billings, broadcasting to 102,950 homes in 35 counties of Montana's rich Midland Empire. 99% of radio families in this area told the All-County Survey that they listen most to KGHL, and a Robert S. Conlan 8,376 full-week coincidental last year found 95% of sets in use turned to the station. With 5,000 watts on 790 kc, KGHL for two decades has covered more territory than any other station between the Dakotas and the Pacific. One hundred and fifty local advertisers use KGHL, whose files bulge with testimonials from successful sponsors.**

**KTSM, El Paso, Texas, just north of the Mexican border. Hooper's latest coincidental among El Paso's 125,000 population shows KTSM averaging 70% of the overall tune-in — a confirmation of the All-County index wherein KTSM received 89% and 77% of the respective night-and-day "listen most" vote. KTSM delivers the three counties of the Texas panhandle and three adjacent counties of New Mexico. Meat and mining, clothing and cement, railroads and tourists are mainstays of this area's economy. Effective buying income per El Paso family is 20% above the national average, giving extra purchasing power to the rich market KTSM dominates.**

**They don't look alike, these typical areas of Northwest and Southwest. But their listening is the same. And as it is in 29 other primary Western markets, that listening is overwhelmingly NBC Western Network.**

NBC WESTERN NETWORK

A Service of Radio Corporation of America
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Bees, Bears, or Business—it's personal contact that counts!
Thanks to constant and intensive personal contact, we of
Free & Peters really know our stations and their markets.
We know them as well as you agency men know your clients,
and vice versa!—therefore know enough to represent them
accurately and exactly, rather than to mis-represent them
in any way whatsoever.

Sure, that kind of personal contact requires extra effort.
But we're sure you know the extra results it produces—for
you.

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BALTIMORE: WCBM
BEAUMONT: WGR
BUFFALO: WGR
CHARLESTON, S. C.: WCSS
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRXS
DAVENPORT: WOC
DE S VINES: WHO
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OKLAHOMA CITY: KOMA
PEORIA-TUSCOLA: WMBD-WDJ
PORTLAND, ORE.: KEX
RALEIGH: WPTF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFL
TULSA: KTUL

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave
DETROIT: 3465 Penobscot Bldg
SAN FRANCISCO: 58 44th Sutter
ATLANTA: 321 Palmer Bldg

Franklin 6373
Plaza 5-4130
Sutter 4255
Sutter 4355
Hollywood 2151

Page 14 • February 3, 1947
NAB Starts Action to Strengthen Code

Committees Called To Draft Rigid Standards

By J. FRANK BEATTY

SELF-REGULATION of broadcast advertising and program standards, crippled by the FCC's pointed rebuke in the 1945 WHKC ruling and by fears of antitrust action, will come up for a complete overhauling by the NAB.

Forced on to the open forum of the NAB convention last October by William S. Paley, CBS board chairman, the whole subject of an industry code will be taken up by the NAB Education Committee, which meets March 5 in Washington. The meeting was called Thursday by President Justin Miller.

Jones is Chairman

Also called to Washington for a meeting March 6-7 is the NAB Program Directors Executive Committee, of which Merle S. Jones, WOL Washington, is chairman.

The standards committee, appointed in late 1946, does not have a chairman. High on the list of names mentioned for the post by broadcasters is Mr. Paley. The CBS chairman’s plain-spoken convention talk, followed by a network broadcast in the same vein, focused attention on his selection to the committee leadership.

Though NAB for many years had operated under the original code and the revised standards adopted Aug. 7, 1945, and amended Jan. 3, 1946, fear of FCC reprisals and Dept. of Justice antitrust action has prevented broadcasters from actively enforcing rigid standards.

A series of discussions with FCC and Dept. of Justice officials is believed to have developed an understanding of broadcasters’ desire to operate under a code carrying a set of enforcement teeth.

NAB officials have been quietly working on the project for months, stimulated by mandate last year from the board of directors along with sharp prodding from Mr. Paley and others, as well as a resolution adopted at the January area meeting of the three Pacific Coast districts [Broadcasting, Jan. 13]. They desire to adopt standards so strict that FCC will not attempt further excursions into programming and censorship.

At its August meeting last year the NAB board authorized setting up of machinery designed to bring about more stringent self-regulation. Broadening of NAB activities was proposed. This would include creation of a program department in the association to take charge of this phase of broadcasting and develop information on industry practices as well as program types.

Difficult Job

Broadcasters have been catching criticism from all directions in their long-time effort to operate under standards which prevent advertising abuses and preserve program quality. Complaints range all the way from monopoly and station censorship screams of unions to the verbal barbs of anti-advertising and pro-government ownership groups.

The delicate task that confronts the standards makers is to draw up a document that will carry FCC and Justice Dept. blessing, prove operative under pressure from agencies and sponsors as well as intra-industry competition, give the public the type of programming it wants, and remove the cause of public criticism of the length, frequency and quality of commercials.

Then when this job is done, the standards makers must adopt legal means of enforcing the document. Mr. Paley suggested two enforcement measures in his October speech. First he proposed that it be enforced by “the spotlight of publicity.” In this connection he proposed that once the code is adopted, the public should be informed of its existence by extensive and repeated campaigns of publicity and advertising.

Secondly, Mr. Paley suggested official action by NAB to keep stations and networks in line. He pointed out that the day has passed when stations or networks can operate without regard for fellow broadcasters, and that the prestige and reputations of those who operate with high standards are endangered by the faulty practices of the few.

Once a proposed set of standards is adopted by the committee it will be placed before the board of directors. Under an amendment to the NAB by-laws adopted at the October convention the board is empowered to promulgate standards.

Board Action

The FCC’s blow against the original code was delivered after hearing UAW-CIO charges against WHKC Columbus for alleged censorship of programmers and refusal to permit solicitation of memberships on the air. The proceedings were dismissed but in announcing the action FCC took NAB to task because of the code provision on such broadcasts.

Members of the executive committee are: Merle S. Jones, WOL Washington, chairman; E. R. Vadeboncoeur, WSYR Syracuse; Edgar L. Bill, WMDB Peoria; Herb Plambeck, WHO Des Moines; (Continued on page 64)

Ask New Channel-Separation Plan

Engineers Consider FCC Standards Proposal Too Restrictive

FCC will be asked again to approve channel-separation standards which in many instances would prevent operation of AM stations in the same city on frequencies only 30-kc apart.

The plan, supported generally by industry engineers in an FCC industry engineering conference last Thursday, would involve a liberalization of the Commission’s proposed revision of AM standards regarding frequency separation [Broadcasting, Dec. 30].

Assignments on 30-kc separation in the same city would be possible, under the plan to be put before the Commission, if the stations’ 250-milliamp current contours—that the “blanket” contours—do not overlap. Transmitter separation would be the sum of the distances to the respective 250-milliamp contours, which would range from a fraction of a mile for a 250-w station to about four or five miles for a 50-kw outlet, officials estimated.

The plan which FCC will be asked to liberalize provides for volt contours, which if the 250-milliamp contours do not overlap, thus in effect preventing 30-kc separation in the same city but permitting it in adjacent cities. Past policy has been against assignments in the same city on less than 40-kc separation.

Too Liberal

The 30-kc separation plan was suggested last summer in original discussions of AM standards revisions, but the Commission apparently regarded it as too liberal. Most engineers at the Thursday meeting, however, were reported to consider the Commission’s plan too restrictive.

The frequency-separation portion of the proposed amendments brought the chief objections from the engineers, who, officials said, generally regarded other sections of the proposals as satisfactory.

Meanwhile, many industry engineers expressed doubt whether technical processing of all pending AM applications could be completed during the Feb. 7-May 1 "temporary expediting procedure" period—particularly if they must be processed on the basis of new engineering standards. It appeared likely that the Commission would have but two choices if all applications were not processed within that time: (1) designate the unprocessed applications for hearing, or, (2) keep the expediting procedure in effect past May 1. It was thought, however, that the Commission would be "very reluctant" to extend the May 1 date except as a last resort, although it was conceded that this would be a problem which only the Commission itself could decide.

The private engineers appeared generally to regard the proposed amendments of the standards as an improvement over existing standards. But many questioned whether it would be possible to make them effective now and still be able to complete the engineering work on

(Continued on page 64)
Approval of WJBK Transaction Asked
Hoppkins Firm Seeking FCC's OK
On Sale to Fort Industry
JAMES F. HOPKINS Inc. petitioned the FCC last week that immediate consideration and approval of its $550,000 sale of WJBK Detroit to Fort Industry Co., subject to the condition that Fort Industry dispose of one of its present seven AM stations.

The petition pointed out that Fort Industry already has applied for approval of its sale of WHIZ Zanesville to the Broadcasting Industry (Broadcasting, Jan. 27). It noted that if the Commission should fail to approve the WHIZ transfer, however, Fort Industry would seek another buyer, and, failing that, would dispose of some other station.

The WJBK transfer, the petition asserted, was advertised in conformity with the A committee and no competing bids were submitted. Evidence of Fort Industry's financial qualifications, it noted, that the company's net worth on Aug. 1, 1946, was $1,427,784.

WJBK is on 1490 kc with 250 W. It is owned by James F. Hopkins (45%), president and general manager, and Richard A. Connell (55%). The ultimate need for a television station and the financial qualifications of Fort Industry to set up a video station in Detroit were cited among the reasons for the sale. Fort Industry has an application pending for Detroit television.

WHIZ, on 1240 kc with 250 W, has been sold to Southeastern Ohio Broadcasting System for $275,500 subject to FCC approval. Buyers are H. C. and Orrville B. Littick, of the Zanesville Time-Signal, and Ernest B. Graham, attorney and businessman.

Puts Show on CBS
SUCCESS of a Chicago program, Hint Hunt, on WBBM that city, as well as on WISN Milwaukee and WSBT South Bend, Ind., last week prompted Armour Packing Co., Chicago, to sign the show on CBS, Med. through 2:45-3 p.m. effective Feb. 17. Armour has held off using network radio because of the soap shortage. Hint Hunt is owned by Chick Acree and Don Gordon who also are featured on FM to the 50-mc band and have been an admission that the position of the Commission was in favor of monopoly against the best interest of the public.

Mr. Lemke told the Committee he wrote the FCC last spring, asking that a careful study be made before changing the FM assignment. “I received a reply, as I recall it, that they were still studying CHARGING that the FCC moved FM from the 50-mc to the 100-mc band despite an overwhelming weight of evidence against such change," Rep. William Lemke (R-N. D.) told the House Interstate & Foreign Commerce Committee last week that the Commission “knowingly or unknowingly... granted a monopoly of radio broadcasting to four major broadcasting systems” by moving FM upward.

Assailed Programs
At the same time he assailed radio programs in general as “slush” and declared that unless radio “takes steps to reform” and “protect our children” the Congress would pass “drastic legislation.”

Appearing Monday in behalf of his joint resolution (H.J. Res. 78) to direct the FCC to allocate a portion of the 50-mc band to FM (Broadcasting, Jan. 27), Mr. Lemke said that the recent location hearings held by the FCC from 1944-46 were apparently simply an excuse to do a thing the Commission had already made up its mind to do.

Says FCC Failed to Answer
He alleged that the Commission failed to answer 13 questions proposed a year ago by Condr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, as to why FM was moved upward, “because to have answered them would have been an admission that the position of the Commission was in favor of monopoly against the best interest of the public.”

Mr. Lemke told the Committee he wrote the FCC last spring, asking that a careful study be made before changing the FM assignment. “I received a reply, as I recall it, that they were still studying it, and that they would give full consideration to it, but that they were convinced the change should be made,” he said.

“I asked them whether it were not a fact that the only person or technician testifying in favor of their position was their own technician, and that practically all the other technicians testified to the contrary. That part of my letter was unanswered and I presume ignored because the answer would have shown that the Commission was proceeding on its own volition and was not concerned with testimony,” he continued.

Wants Competition
Mr. Lemke maintained that return of FM to the 50-mc band would have salutary effects upon the quality of broadcasting in general. “Let's have a little competition,” he told the committee, “and we'll find out what the people want.”

Lack of this competition, he indicated, has been responsible for much of the “demoralizing slush, the substoff and the gun and murder stuff going over the radio.”

On April 24, 1946, Mr. Lemke (Continued on page 76)

FCC Hit for Moving FM to 100 mc; Lemke Cites Needed Reforms

REPORT. William Lemke (R-N. D.), appearing in behalf of his joint resolution to direct the FCC to allocate a portion of the 50-mc band to FM, charged last week that the FCC's action in moving FM to the 100-mc band "knowingly or unknowingly gave a radio monopoly to four major broadcasting systems. Mr. Lemke assailed the quality of radio programs generally and predicted Congressional legislative curbs unless radio "takes steps to reform.""

AREA and district meetings have been scheduled by NAB for all but one of its Districts. District 8 (R. I., Del., Del.) has tentatively set optional dates in late March. List of scheduled meetings follows:

March 24-25 (or March 31-April 1)—District 3 (Pa., Md., Del.) Hotel Belvedere, Bryn Mawr, Pa.

April 14-16—Area C (District 10, Ia., Neb., and Neb. Kans. Okla.) Meuhlboch Hotel, Kansas City.

April 21-22—District 13 (Texas) Rice Hotel, Houston.

April 22-24—Area D (District 4, D. C., N. C., R. Va., Va., Va., and District 7, Ky., Ohio), Roanoke Hotel, Roanoke, Va.

May 1-2—Area F (District 5, Ala., Fla., Ga., P. D., and District 6, Ark., La., Miss., Tenn.), Tutwiler Hotel, Hiram Johnson Hotel.


NAB BOARD PLANS MAY SESSION IN CAPITAL
NAB Board of Directors will hold its spring meeting in Washington May 21-22. The board's last meeting was held in San Francisco Jan. 13-17 (Broadcasting, Jan. 18).

Dates for several committee meetings were announced. Music Advisory Committee will meet in New York Feb. 26-27. This committee handles copyright phases of the music question.

Freedom of Radio Committee, which cooperates with other organizations in promoting free speech, will meet Feb. 26-27 in New York.

Program Directors Executive Committee will meet March 6-7 in Washington. Its Standards of Practice Subcommittee will meet March 5 in Washington.

Public Relations Executive Committee will meet March 6-7 in Washington. Legislative Committee meets Feb. 10-11 in the capital.

To Use Full NBC
BROWN & WILLIAMSON TOBACCO Co., Louisville, through RusseI M. Seeds Co., Chicago, will expand Red Shelton Show and People Are Funny to full NBC network of 167 stations effective April 15. Paul McClure, NBC Central Division sales manager, said last week sponsor becomes only NBC Central Division client to use full network. Brown & Williamson has again signed Sigmund Romberg as a summer replacement for Jack Leyden. Romberg's composer, his orchestra and soloists are to begin their summer series sometime in June after completion of a coast-to-coast concert tour.

Sweezy is Father
ROBERT D. SWEZEY, vice president and manager of MBS, is the father of a girl, Elizabeth Thompson, born Jan. 29.
AFM Still Bargaining; AFRA, Nets Sign Contract Provides 20% to 30% More For Members

Union’s Prediction Of Settlement Wrong

WITH A DEADLINE of 12:01 a.m. yesterday, officials of the American Federation of Musicians Local 802, New York, and representatives of the major networks still had reached no agreement in new wage contracts as BROADCASTING went to press.

Despite the confidant prediction of James Caesar Petrillo, AFM president, of a new contract by Feb. 1, negotiations continued throughout last week. At noon Friday there was no evidence that the conversations were even near conclusion.

One network source predicted that negotiations would be continued into this week, giving rise to speculation that Local 802 had expressed a willingness to arbitrate further in its demands for wage increases. In such event it was felt that the status quo under the old contracts would be maintained, with any salary increases being made retroactive to Feb. 2, 1947.

Contracts Expire Sunday

Existing AFM-network contracts were to expire at 12:01 a.m. Sunday. Negotiations were confined to the single issue of wage increases, since other conditions of any AFM-broadcasting contract must await Supreme Court decision on constitutionality of the Lea Act.

The Government's appeal, filed last month in Federal District Court, Chicago, from the decision of Judge Walter J. La Buy, which sustained the AFM motion to dismiss, was docketed Monday in Supreme Court. Mr. Petrillo a fortnight ago asked the networks to continue the old contracts until adjudication of the Lea Act, making any future wage increases retroactive to Feb. 10-17.

The networks refused and negotiations began. Precise wage increases demanded by Local 802 were not revealed. The negotiations were proceeding with unprecedented secrecy, with neither network nor union officials inclined to comment.

35% Raise?

One source reported, however, that the demand by the Petrillo union amounted to a 35% raise in scale. Others said that estimate was excessive.

Although no official comment was available on the wage increase, it was understood that the networks had offered a counter-proposal which, according to one source, amounted to 20% raise.

Under the old contract which expired at midnight Sunday, scale for musicians performing on sustaining programs was $126 per week. For those performing on both sustaining and commercial shows the rate was $132.25.

In the past three months the AFM has won large increases from the record and transcription manufacturers. For making phonograph records, Petrillo secured a 27% increase. A few weeks later he was given a 50% salary boost by manufacturers of commercial transcriptions.

The Local 802 negotiating committee was composed of Joseph Brodky, attorney; Richard McCann, president, and Charles Iucci, treasurer.

Representing Networks

Representing the networks were these officials: NBC—Frank E. Mellett, executive vice president and general manager; John MacDonail, vice president in charge of finance; Ernest de la Ossa, personnel director; ABC—Joseph A. McDonald, vice president and secretary; Charles Barry, program director; Helen Guy, business manager, program department. CBS—Frank K. White, vice president and treasurer; Howard R. Ferguson, personnel relations director. WOR—Theodore C. Streibert, president, WOR; Don Hamilton, program department; Eliasha Goldfarb, attorney.

Meanwhile in Washington as the Government's appeal to uphold the constitutionality of the Lea Act reached the Supreme Court last week it appeared that neither broadcasting or union interests would join the battle between Petrillo and the law.

NAB Plans No Action

As BROADCASTING went to press, NAB had formulated no plans to file any briefs in support of the Government which appealed a decision handed down by Federal Judge La Buy [BROADCASTING, Dec. 30, 1946] dismissing a Criminal Bill of Information filed against the AFM president in the U. S. District Court in Chicago.

Since AFM General Counsel Joseph A. Padway also is attorney for the AFL, it appeared unlikely that there would be any AFL supporting briefs.

Padway's office informed BROADCASTING that there had been no "motion to expedite the case," thus leaving the judicial course of the appeal in regular channels, which meant that the case still probably would not come up for oral argument before April at the earliest. The appeal was docketed Monday in the Supreme Court.

KFI Rejects AFRA Contract, Sends Stiff Protest to NBC

OBJECTING to acceptance by the four major networks of the new AFRA contract without regard for the rights of KFI Los Angeles, the station's general manager, William B. Ryan, has rejected the contract as being a formal complaint to Niles Trammell, NBC president. In addition, Mr. Ryan sent copies of the telegram to the presidents of the three other networks and to Justin Miller, NAB president, Paul W. Morency, president of WTIC Hartford and chairman of the NBC Stations Planning Advisory Committee, and John J. Gillin Jr., president of WOW Omaha.

Strong Language

In strong language Mr. Ryan specifically requested that NBC and the other networks refrain from any agreements with musicians which may include a scene of wages, fees, vacations with pay or other conditions relating to KFI employment. He pointed out that the agreement concluded with AFRA by the networks "presumed to automatically embrace KFI." Further, he said, AFRA "admitted that we were entitled to a separate negotiation," but he added that "it was previously agreed by AFRA and the networks that regardless of any gesture made by AFRA of negotiating with us we were not permitted any difference whatsoever in the contract from that already arrived at by AFRA and the network stations."

In Writing

On this last point, Mr. Ryan declared, "we have this in writing from McCue of AFRA. We wish to assure you that we are thoroughly investigating legal recourse to such collusion."

Not wanting to be put under the same umbrella as the networks, Mr. Ryan sets forth KFI's position as follows in the telegram:

"May I call to your attention that Los Angeles and San Francisco announcers' and musicians' staffs are dual network and station operations, with the exception of KFI and KEOA, the latter only by coincidence since they have not yet been able to find quarters to house both the network and the station. KFI has always had separate agreements covering its own announcers, musicians and engineering staffs. We intend to continue on this basis and to fight any joint action on the part of unions and networks to nullify our efforts to negotiate for our own station."

Broadcasting • Telecasting

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FCC Views Competing Color Systems

TV Development Are Inspected At Hearing

By BRUCE ROBERTSON

FOR THE members of the general public who jammed Room 1708 of the U. S. Court House in New York last Monday morning to see the first public showing of color television, it was merely a show.

For the reporters who overflowed the two large press tables to get the story of the hearing into print for the benefit of the citizens who could not attend, the show was old stuff, a repetition of press showings at CBS.

But for television broadcasters the situation was deadly serious. What appeared on the video screens was not entertainment, but images with certain technical qualities whose cumulative effect on the members of the FCC would go a long way in determining whether color television by the CBS sequential system is to be given commercial broadcasting status or sent back to the laboratory.

Officially the two-day session in the New York court room and the Wednesday meeting in Princeton, N. J., were part of the FCC hearing on the CBS petition for the immediate commercialization of its color broadcasting technique. Hearing began in Washington last December [BROADCASTING, Dec. 16], will be resumed at Feb. 10 for presentation of direct testimony by Allen B. Du Mont Labs and for cross-examination of CBS, RCA-NBC and other technical witnesses.

On-the-Record

The New York-Princeton interlude was one of on-the-record demonstrations before the FCC—which had seen them all privately—and in the presence of opposing interests who for the first time could watch their opponents' demonstrations.

Five of the six Commissioners were on the bench as the hearing opened Monday, with only Clifford J. Durr missing.

Presaging the course of the two-day session, the hearing began with an argument over propriety of a solitary CBS showing between William A. Roberts, Du Mont general counsel, who maintained the session should be cross-examination throughout, and Julius Brauner, general attorney for CBS, who said the network would welcome comparative tests.

Chairman Denny cut short the argument by stating that the Commission had invited CBS to make an on-the-record demonstration, that it was not cross-examination since CBS, as applicant, had the burden of proof and was entitled to make its affirmative showing.

Denny stated that the CBS demonstration was hotly disputed by representatives of RCA and Philco as well as Du Mont, all of whom felt that brightness was more important.

The demonstration included a projector, a filter, a model, Patti Painter, demonstrating fabrics. A fashion show, an exhibition of modern paintings, a boxing match—to show the absence of fringing—a dancer and a singer comprised the rest of the program, which duplicated that shown previously to the Commission and the press by CBS, Robert Shelby, NBC technical development engineer, asked that Miss Painter wave a white handkerchief rapidly before the camera as a better test of fringing and when she did no fringing was noticeable, although Dr. Shelby protested that her waves were not very vigorous.

The demonstration, received at first with room lights off and the blinds closed and later with full lights, was followed by a discussion.

(Continued on page 71)

Small Market Stations

SMALL stations are turning toward editorializing, in line with NAB's campaign to promote this phase of broadcasting, the NAB Small Market Stations Executive Committee was told at its Jan. 25-31 meeting, held at the Statler Hotel, Washington.

The subject consumed an important part of the committee's three-day agenda, which covered a long list of topics dealing with operation of stations under 5 kw in communities under 60,000. Presiding at the meeting was Chairman Wayne W. Cribb, KHMO Hannibal, Mo.

Interest in editorializing has been promoted recently by action of the District 14 convention at Salt Lake City [BROADCASTING, Jan. 20], along with the series of news clinics held throughout the country during the last 14 months.

NAB President Justin Miller and Executive Vice President A. D. Willard Jr. discussed regulatory aspects of the question at the committee's Thursday luncheon session.

Committee members agreed in general that promotion of community projects and assumption of a strong position on local affairs builds station prestige and audience loyalty.

Small market stations are getting a lot more national spot business, judging by committee discussion. One example was that of a 250 w station in a community of 40,000, which last year did national spot business of $40,000. The trend was traced to better station sales and promotion activity, along with improved programming and operation.

Frank E. Pellegrin, NAB director of broadcast advertising, reported on work of the Sales Managers Executive Committee, which had met the week before [BROADCASTING, Jan. 27]. The small market committee adopted resolutions favoring adoption of a single rate card, and use of "general" and "retail" classifications where this is not feasible, and advocated use of (Continued on page 76)

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BROADCASTING • Telecasting
That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal, flashed from the marooned vessel and brought on the rescue.

Too bad there isn’t a Coast Guard for radio time buyers who go off the deep end and get stuck.

W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They’ll tell you that W-I-T-H, Baltimore’s successful independent station, delivers more listeners-per-dollar-spent than any other station in town.

If you’re in a jam, put W-I-T-H to work now. You’ll be rescued . . . in a hurry, too.
**AIEE Hears TV Equipment Needs**

**Production in Quantity Is Important, Says RCA Engineer**

**TELEVISION** in 30 metropolitan districts comprising 32.5% of the nation's population is assured by the FCC's granting of 57 television station construction permits. Walter L. Lawrence, commercial television engineer of RCA, last week told members of the American Institute of Electrical Engineers.

Reading a technical paper before the television session of the AIEE annual meeting in New York, Mr. Lawrence said that "to furnish television broadcasting at the service standards required for commercial operation, all stations must provide reliable, consistent operation."

**Complex Operation**

Mr. Lawrence, who spoke on "Television Equipment for Broadcast Stations," said that operation requires the integrated functioning of many pieces of equipment which are somewhat more complex than the analogous units found throughout the operation of the equipment throughout its useful life is facilitated if the various units are product design equipment."

Explaining "product design" as equipment that is produced in quantities in the same design, he said that this "type of production affords relatively large amounts of money for engineering design and development to obtain the required degree of performance. However, since the design costs are spread over a number of units, each unit bears only its proportionate fraction of the expense, making product design economically feasible."

**Tells How It Functions**

Mr. Lawrence described the functioning of a complete line of equipment which is available for operating commercial television broadcasting stations. He pointed out wide improvements in television pickup tubes which will permit the reduction of required lighting levels in television studios. This reduction in lighting load, he said, should reduce a great deal the cost of studio construction and operation.

In a talk on "Postwar Television Receiver Design," D. W. Pugsley of the General Electric Co., Bridgeport, Conn., said that "very excellent television reproduction is now an established reality, but can be obtained only by using well-designed receivers."

"It behoves a prospective purchaser to see that when he buys a strictly modern receiver, incorporating the latest advances in the art, if he does not wish to be doomed to disappointment," said Mr. Pugsley.

He said that new designs are superior to pre-war models "both

**ADDRESSING television session of the AIEE annual meeting in New York last week, Walter L. Lawrence, RCA commercial television engineer, pointed to the fact that the granting of 57 video station construction permits assures television for 32.5% of the nation's population and said that reliable, consistent operation by all stations will be facilitated if the various units of equipment used are "product-designed" (produced in quantities in the same design)."

because of improved circuit techniques and because of greatly improved picture tubes which afford much greater brilliance, detail and contrast." Mr. Pugsley pointed out that the improved circuits eliminate the characteristic scalloped effect typical of pre-war receivers and block out, by using higher frequencies, interference from high powered shortwave transmitters.

"Television Network Facilities" were discussed in a paper prepared by L. G. Abraham, of Bell Telephone Laboratories in New York, and by H. I. Romnes, of American Telephone & Telegraph Co. New York.

They said: "Only because radio can bring the same program simultaneously to millions of listeners is it economically possible to present famous orchestras, singers, actors and comedians."

**Network Needed**

"Television, with its still more costly programs and its even greater effectiveness for on-the-scene events, obviously also will require network interconnections if it is to become the important source of information, education and entertainment that is predicted.

The authors pointed out that more than 4,000 route miles of coaxial cable, intended to carry hundreds of telephone or telegraph messages simultaneously but also capable of carrying television, already have been installed. They predicted that New York and Los Angeles will be linked by coaxial cable "early in 1948," and that the whole 12,000-mile program "may be completed by 1960."

They concluded that "the trend to wider and wider frequency bands no doubt will continue. These wider bands will be needed to handle the ever-increasing demand for communications and perhaps for greater definition or color television. Such wider band systems are already under development by the Bell System."

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**NAB Moves to Prevent Confusion**

**Seeks Cooperative Plan For Handling Labor Relations**

**STEPS to eliminate intra-industry confusion in the handling of labor relations were taken last week by NAB.**

Impressed with the chaos that has marked past handling of negotiations involving separate industry segments or units but at the same time exerting industry-wide influence, the Employe-Employer Relations Committee instructed Richard P. Doherty, NAB department head, to set up a system of contests that will bring order into handling of labor relations.

This action was taken last Monday by the committee at its first meeting of the year, held at the Mayflower Hotel, Washington.

Mayflower Hotel, Washington.

The next day President Justin Miller appointed a special committee of five to report to the NAB board on the AFRA-network agreement to set up a joint advisory council to discuss disputes between the network and the union.

The board's decision to study the council idea had amounted to a refusal to participate, since President Miller was instructed to take no action in the matter other than appointment of a committee [Broadcasting, Jan. 13]. The action had further strained the delicate AFRA-network negotiations. The board also had called for local level negotiations as a general policy.

**Committee Members**

Members of the new five-man special committee, which will report to the board at its spring meeting, are: I. R. Lounsberry, WGR Buffalo, chairman; CBS Affiliates Advisory Board; Paul W. Morency, newly elected president of the NAB Stations Planning and Advisory Committee; Roger Clipp, WFIL Philadelphia, for ABC affiliates; John Elmer, WCBM Baltimore, chairman of NBC Employe-Employer Relations Committee, for MBS affiliates; Herb Petty, WHN New York, for non-affiliates.

No meeting date for the committee has been set by NAB.

The EERC plan to bring cooperation among industry elements in their labor negotiations will require full exchange of all information on labor problems and union negotiations, particularly by networks and stations. Since assuming office last year Mr. Doherty has been ex-

(Continued on page 27)
...because more and more listeners depend on KMPC* for complete news of all the world all the time...

we announce with pride the appointment of CLETE ROBERTS, internationally famous correspondent-commentator, as chief of the newly created KMPC Public Affairs Bureau under whose direction will be KMPC's many world news broadcasts...special events in the public interest...and public service programming. Clete Roberts' News Analysis...his own appraisal of local, national and world events each weekday night at 9:00 on KMPC.

KMPC
LOS ANGELES

50,000 watts—710 KC
G. A. Richards, President
R. O. Reynolds, V. P. and Gen. Mgr.
Represented by Paul H. Raymer Co.
Wider Use of Air Editorials Urged

Rex Howell Declares They Boost Community Standing

By REX HOWELL
Managing Director
KFXJ Grand Junction, Colo.

I wish to express my appreciation for the interest broadcasting has taken in my resolution presented before the NAB in Salt Lake City this month [Broadcasting, Jan. 20].

I am in complete agreement with your points in the editorial "Look for the Gimmick." I also recognize that not all broadcasters are in complete agreement on the subject of the broadcaster's right to editorialize. Unfortunately there are those within the industry who would not welcome the assumption of this responsibility. Under the inference drawn from the "Mayflower Decision," these broadcasters have excused themselves from taking any active part in the promotion of their community affairs by assuming that a literal interpretation of this decision precludes radio from expressing editorial viewpoints on any subject.

Obligation to Public

Personally, I have never felt that it was the intent of the Commission to bar editorials from the air. To the contrary, I have found it impossible to reconcile such a viewpoint with the basic conception of broadcasters' public service responsibilities. Naturally, there may be some broadcasters who do not wish to present views under their own sponsorship. If they are content to forego the opportunities for community betterment that is theirs, of course there is no compulsion for them to do so. (They may find public favor turning to the competitor who does exercise the privilege.)

At present there are, of course, many broadcasters who would otherwise be willing to carry out an editorial policy based upon the needs of their communities, but for whom the uncertainties inherent to the "Mayflower Decision" have precluded their acceptance of editorial responsibilities. If the Commission will specifically declare its views on the subject, broadcasters will know whether they place themselves in jeopardy by assuming the responsibility that has long been considered an inalienable right of the free press.

Assuming that the Commission does endorse the right of broadcasters to editorialize... what then? How many will make use of it to add new achievements in the field of public service by radio.

How many will abuse the privilege?

Exercise of Judgment

Until man is composed of more than the image of his Creator, it is only natural to assume that there will be mistakes, but it is the radio industry composed of people any less conscious of public needs, or more vulnerable to unbridled prejudice than is the press of our country?

During the war, when the use of our sphere of influence took precedence over everything else (including monetary profit), our industry did an exemplary job. To find the local approach that would best serve, required exercise of editorial judgment.

Every day, whether we admit it or not, every station manager must inject his editorial judgment. The very selection of programs must indicate his editorial judgment. In news programs the selection of those items which must necessarily take precedence due to limitations of time, may also be rightfully considered as exercise of the same prerogative. The FCC has repeatedly emphasized that the licensee is in the final analysis the one upon whose responsibility must rest for the program content of his station.

To delegate that power solely to others, is, in my opinion, fallaciously impossible!

We pride ourselves that in a short history of 26 years radio has developed techniques of sales and mass buying influence that have won unquestioned leadership in the advertising field.

Surely, we have not so completely exhausted our initiative in this one field as to render our industry incapable of developing the necessary techniques to provide the best means of adapting our medium to its maximum potentialities of...
WTAG Worcester produces each week dozens of programs featuring not only members of the station's staff, but also drawing upon the talent available from its extensive Central New England coverage area. Here are a few of the programs which it presents regularly using exclusively live talent:

NEWS AND COMMENTARY

News Bulletins
9 broadcasts daily, prepared by WTAG's News Editors from the resources of its affiliated newspapers, The Worcester Telegram and The Evening Gazette.

Views of the News
A commentary by Leslie Moore about local, national and world events. Broadcast thrice weekly.

Sports Views
Authority Paul Johnson in a discussion of sports. With frequent interviews.

Weather Time
Prognosticator Bill Winne offers information about weather, road conditions and tides. Six days weekly.

Farm and Garden Facts
A long established series of programs presented by the experts of the Worcester County Extension Service.

AUDIENCE PARTICIPATION AND QUIZ

Breakfast in the Baroque Room
Eileen and Bob Adams in a five time a week fest of fun, stunts and capers. Broadcast from the Sheraton Hotel.

A Question of Music
The WTAG Board of Experts presents a five day a week quiz program emceed by Gil Hodges.

Quizpartners Inc.
A new idea in quiz shows, with a studio audience competing for a wealth of prizes. Presented across the board.

This is Our Town
Once a week WTAG's mobile unit visits a different city or town in its coverage area for a round-up of local personalities, history and news.

OF INTEREST TO WOMEN

Modern Kitchen
An informal, chatty program about food and its domain, presided over by Gretchen Thomas. Five days a week.

Friendly Neighbor
This across the board broadcast offers personal advice and inspirational talks from an authority who, because of the nature of the program, remains anonymous.

Julie 'n Johnny
The woman's world of clubs, socials and home is thoroughly explored by Julie Chase and Johnny Dowell in this daily show.

Come to Tea
Each afternoon a different group of local women gathers in WTAG's Studio B for a lively program of tea time discussion.

Food For Thought
A food program that's different. Isabel Whitaker investigates ins and outs of the science of cooking.

OF INTEREST TO YOUNG PEOPLE

Time For Teens
Central New England teen-agers let off steam in this weekly broadcast conducted by Mavis Jackson.

Happiness Unlimited
Each Saturday morning Henry Felix welcomes talented children to this broadcast by and for the younger set.

Fairy Tale Time
For years the Fairy Princess has been enchanting the very young with stories of giants and leprechauns, fairies and princes.

Mark My Word
A Junior Town Meeting, broadcast each Sunday afternoon, with Edward Rylander of the Worcester Boy's Club as moderator.

Make Friends with Music
A series of concerts designed to acquaint children with the musical organizations of Central New England.

WTAG Radio Club
Programs presented by members of WTAG's most ambitious project—Radio Club for high school students, in which hundreds have enrolled for instruction and experience.

And many more besides, including a variety of public interest, religious, special event and transcribed shows, plus the wealth of programs offered by the Columbia Broadcasting System.

PAUL H. RAYMER CO. National Sales Representatives

WTAG Worcester
A Basic CBS Network Station With A Truly LOCAL Character

BASIC CBS
580 KC
5000 Watts
Construction Begun on Tucson Station
Sun Country Co. Also to Start Work Soon on Phoenix Outlet

CONSTRUCTION has been started on KTSC and KTSC-FM in Tucson and will begin early this month on KPSC and KPSC-FM in Phoenix, J. R. (Dick) Heath, president of Sun Country Broadcasting Co. of Phoenix, licensee of the stations, announces. In addition, Mr. Heath says, applications are being filed with the FCC requesting facilities for both AM and FM stations at Flagstaff and Yuma.

The company's broadcasting facilities will be so strategically located and of sufficient power to make Sun Country programs, both AM and FM, available to everyone in Arizona, according to Mr. Heath, a leader in Arizona radio for 23 years, formerly associated with KPSC Phoenix, KTAR and the Arizona Broadcasting System.

Executive headquarters of Sun Country will be located in Phoenix, with offices and studios occupying the remodeled eighth floor of the Security Bldg. Temporary offices have been opened on the second floor of this building. At Tucson the offices and studios will be in the Sun Country Bldg. on Stone Ave.

Vice president of Sun Country is Del E. Webb, associate of Bing Crosby in motion picture production in Hollywood, owner of the Kansas City Redkins, part owner of the New York Yankees and nationally known contractor.

Remaining officers and stockholders are: Dr. Hilton J. McKeown, a leading Arizona physician, treasurer; Charles L. Strouss, prominent attorney, secretary, and W. MacFarlane Barker, of the Valley National Bank.

Helmuth Kern to Manage WCFM Washington, D. C.

HELMUTH KERN, former foreign correspondent, has been named general manager of WCFM, which expects to begin operation within the next few months as a Washington, D. C., FM outlet. Potomac Broadcasting Cooperative Inc. is licensee of WCFM [BROADCASTING, June 10, 1946].

Articles of incorporation of the company set forth that the amount of authorized capital of the firm shall be $200,000 consisting of 800 shares of common stock of a par value of $100 a share and 15,000 shares of preferred stock of a par value of $10 a share. Potomac Broadcasting Cooperative has announced that the common stock will be held by consumer cooperatives of the Washington area and that "all of the net earnings in excess of the amount required for 6% dividends on preferred and common stock will be devoted to improvement of broadcasting facilities and programs."

BRONZE PLAQUE recognizing his selection as Pittsburgh's 1946 "Man of the Year" is presented to the city's mayor, David L. Lawrence (l), by G. S. (Pete) Wasser, general manager of KQV. Mayor Lawrence won the honor through KQV's public opinion poll, "Opinion-Aire."

WWGS Tifton, Ga., Plans To Start Operating Soon

WWGS Tifton, Ga., expects to begin broadcasting within the next few weeks, according to Tifton Broadcasting Corp., licensee, announced last week. Station will be a 250-w full-time MBS affiliate on 1340 kc and will have UP wire service. It will be housed in a new building at 800 S. Main St., Tifton.

W. A. Graham is president of Tifton Broadcasting. General manager of the station is William Shepherd, who was formerly associated with stations in Minnesota, Tennessee and Georgia. James Eugene Graham, formerly with a Chattanooga station and a former GI, will be vice president in charge of accounting.

Other staff members include: Herbert Wolin, Philadelphia, program director; Wendell C. Roberts, formerly operator and chief engineer of stations in Miami, Anderson, S. C., Dalton and Rome, Ga., chief engineer; Frank Valent, Stamford, Conn., and Theodore Klett, St. Albans, Vt., announcers; Miss Jeanne Leavitt, Chattanooga, copy chief and women's editor.

WWGS is represented nationally by Homer Griffith Co.

Paul M. Breining Named WBPZ Lock Haven Head

PAUL M. BREINING, formerly program manager at WMRF Lewistown, Pa., has been named manager of WBPZ, new 250-w outlet at Lock Haven, Pa., which plans to begin operation about the middle of this month on 1230 kc. Mr. Breining started his radio career with WRAK Williamsport, Pa., in 1931, going to WMRF in 1943. Also appointed to the WBPZ staff is Norman S. Caldwell, who will be commercial manager.

The WBPZ studios, located in the Widmar Bldg. in Lock Haven, have been completed. WBPZ is the 390th station to sign with MBS, Mr. Breining stated. Licensee is the Lock Haven Broadcasting Corp.
## THE "Spot Cash" MARKET

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<th>Bonus Listening Area</th>
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<td>$38,050</td>
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<tr>
<td>APPAREL STORE SALES</td>
<td>$84,240</td>
<td>$14,350</td>
<td>$98,590</td>
<td>$12,960</td>
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<tr>
<td>HOME FURNISHING SALES</td>
<td>$30,410</td>
<td>$7,570</td>
<td>$37,980</td>
<td>$6,630</td>
</tr>
<tr>
<td>BLDG. &amp; HOME SALES</td>
<td>$71,820</td>
<td>$26,270</td>
<td>$98,090</td>
<td>$23,380</td>
</tr>
<tr>
<td>EAT &amp; DRINK SALES</td>
<td>$118,480</td>
<td>$29,320</td>
<td>$147,800</td>
<td>$25,430</td>
</tr>
<tr>
<td>DRUG SALES</td>
<td>$42,750</td>
<td>$11,230</td>
<td>$53,980</td>
<td>$8,600</td>
</tr>
<tr>
<td>ALL OTHER SALES</td>
<td>$276,020</td>
<td>$90,770</td>
<td>$366,790</td>
<td>$81,460</td>
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<tr>
<td>TOTAL FARMS</td>
<td>69,421</td>
<td>36,878</td>
<td>106,299</td>
<td>30,741</td>
</tr>
</tbody>
</table>

TOTAL VALUE FARM PRDT. $267,054 $254,992 $522,046 $158,400

**ALL FIGURES IN THOUSANDS OF DOLLARS.**

Aside from figures... these pertinent facts are immediately apparent.

The Pacific Northwest enjoys the highest per capita expendable income in the country. Extensive wartime operations have been reconvered to vast industrial enterprises. From seaports of worldwide importance, mining, farming, lumbering, manufacturing, fishing and milling of timber and precious metals, this great empire is destined to grow to undreamed of heights.
Volunteer Gets Grant for New Nashville 5-kw Regional Station

Volunteer State Broadcasting Co. last week received a grant for a new 5-kw regional station at Nashville, after finding a local frequency available for its Newnan, Ga. rival for the regional channel.

The Commission authorized Volunteer State to operate on 1300 kc., Newnan Broadcasting Co. to use 1400 kc with 250 w. full-time, and, in a separate case, announced a grant to Parkersburg Broadcasting Co. for a new 250-w station on 1280 kc at Parkersburg, W. Va.

Newnan Broadcasting had received a proposed grant for 1300 kc with 1 kw on grounds that a better distribution of radio service would result than from a grant of Volunteer's application for use of the same frequency at Nashville with 5 kw. [Broadcasting, Jan. 20]. But FCC left the way open for grants to both applicants—if Volunteer could find a local channel for Newnan.

Volunteer notified the Commission that 1400 kc would be available when WATL Atlanta completes its already authorized shift from 1400 to 1380 kc. Newnan Broadcasting, which had agreed to accept a local channel, was therefore authorized to use 1400 kc with 250 w full-time, as soon as WATL moves to its new assignment.

The Commission pointed out that Volunteer, which is headed by Edward M. Kirby, Washington and Nashville public relations counselor and former chief of the Radio Branch of the War Dept.'s Bureau of Public Relations, "made a strong showing in behalf of the service it proposes to render," and that "the regional channel involved could be efficiently utilized at Nashville.

The grants, announced Tuesday, were as follows:

Parkersburg, W. Va.—Parkersburg Broadcasting Co., 1220 kc, 250 w. full-time, owners (26% each): J. V. Anderson, owner of 7-Up Bottling Co., president; H. M. Greene, owner of candy brokerage business, vice president; C. J. Lester, service station proprietor, secretary-treasurer; W. H. Wolfe, attorney and real estate man, assistant treasurer; R. I. Satterfield, music store owner.

Nashville, Tenn.—Volunteer State Broadcasting Co., 1300 kc, 5 kw. directional antenna at night. Principals: Edward M. Kirby (president, 40%), public relations counselor, formerly with WSM Nashville, NAB public relations director 1938-41, radio adviser to Secretary of War in 1941, chief of Radio Branch of War Dept., Bureau of Public Relations 1941-45, Frank W. Marboro (35%), part owner KTEM Temple and KRIG Odessa, Tex.; Earl C. Arnold (15%), president emeritus, Vanderbilt U. Law School.

Newnan, Ga.—Newnan Broadcasting Co., 1400 kc, 250 w. full-time, Owners: D. T. Manges (33-1/3%), cotton merchant; Evan W. Thomas (33-1/3%) and son James Thomas (16-2/3%), owners of weekly Newman Times; Lila A. Thomas (16-2/3%), wife of James Thomason.
By Appointment

HARRY WISMER

Nationally known Radio Personality begins 1947 as Assistant to the President, Mr. G. A. Richards, of WJR, WGAR, and KMPC. He will expand the important work these three stations are doing to preserve those principles of keen competition and fair play which characterize the American Way of Life.

WJR  WGAR  KMPC
THE GOODWILL STATION  THE FRIENDLY STATION  STATION OF THE STAR'S
DETROIT  CLEVELAND  LOS ANGELES

G. A. RICHARDS, President
$78,425 CBC Deficit Reported; Sponsored Time Equals 18.8%

A DEFICIT OF $78,425 for the fiscal year April 1, 1945, to March 31, 1946, is shown in the annual report of the Canadian Broadcasting Corporation issued in January, although dated at Ottawa by Chairman A. D. Dunton on Sept. 6, 1946. Deficit is attributed in the report to a decrease in receiving set license fees, less commercial program revenue than anticipated and increased overhead due to increased payments to artists, musicians, salaries and pension fund. The report for the first time mentions that CBC is allowed a 5% supervision charge by the Canadian Government for operation of the Government's international short-wave station at Sackville, N. B.

A detailed analysis is given on the year's programming and the return from war time to peacetime programs with long range program planning possible. Report includes international exchange of programs between NBC and CBS and CBC as well as with BBC, also deals with feeding of special and sustaining programs to and from U. S. stations including WSUN St. Petersburg, Fla., and WIDH Boston. A full report is also given on the operations of the international shortwave service to Europe and Latin America.

18.8% Sponsored

Dealing with commercial programs the report states that 18.8% of all network broadcast time was used for sponsored programs, both Canadian and United States origin, a drop of 2.3% over 1945. This despite an increase of nearly $45,000 in commercial revenue. A total of 1,367 hours of commercial network programs were piped in from the United States, and 1,242 hours of non-commercial programs. CBC programs fed to the United States amounted to only 7½ hours to MBS and CBS.

Engineering construction during the year was done at Halifax, Sackville, Quebec, Montreal, Toronto and Vancouver, mainly in connection with new studios. A diversity receiving station was put in at Vancouver to receive Australian and New Zealand programs for rebroadcasting on CBC, national program building was completed at Toronto, first FM transmitter was erected at Montreal, and antenna arrays were set up at Sackville for the international shortwave service.

Operations of press and information service, broadcast regulations division and station relations division were reviewed. The personnel and administrative report shows a staff of 977, an increase of 57 in the year, and the return of 98 war veterans of 138 who had enlisted for active service.

On the financial report receipts were shown at $6,132,263, consisting of $3,773,384 from license fees, $1,683,838 from commercial broadcasting, $68,440 from miscellaneous sources as sale of publications, and $606,690 from Canadian Government for government of operation for international shortwave station. Expenses amounted to $6,510,689, made up of $2,923,375 for programs, $1,160,674 for engineering, $971,441 for wire lines, $285,501 for administration, $145,183 for press and information, $130,903 for the commercial division, and $577,809 for operating the international shortwave station. Obsolete equipment amounting to $40,700 was written off during the year.

Howell
(Continued from page 22)

service in this other field, which for so long a time has comprised an exclusive utility of the Fourth Estate.

Just as our medium is different from the newspaper and magazine field in its approach to other phases of our selection, it is likewise true that we must develop our editorial service to fit the problems that are unique to our field of auditive journalism. We have a great advantage over the press in many ways: notably, in that we have the power to place the people in an active role. Instead of merely publishing letters to the editor, we can let the people who express interest in our projects, (either pro or con), air their views also.

Equal Opportunity

I might add, at this point, that not only does fair play dictate that we should afford equal opportunity to be heard to those who may differ with us, but also I would like to point out, that herein lies a tremendously important factor to the complete success of the whole idea. Nothing can stimulate the value of editorials more that the active service of keen interest of the people.

I believe that all editorials should be properly labeled as such; that under no circumstances should they be made an integral part of a news broadcast. (I think the use of periods contiguous to news is to be recommended.) I think they should be broadcast at established times; that full coverage be afforded opposing views; that the people's needs should be the determining factor upon which editorial policy is based.

I definitely feel that if broadcasters are given the opportunity to proceed with the development of such programs, radio will gain new stature as a result, and ultimately take its place in community influence along with the press.

Until broadcasters know how they stand with the FCC on the matter, radio can never be considered as truly free!
... for excellence in the art and business of radio

Ayer Radio Awards, 1946

For Excellence in the Art and Business of Radio

To Station WHBQ

A Special Vote of Recognition and Appreciation by the Contest Committee, for the Excellent and Effective Promotion and Publicity Supporting the 1946 Series of Football Broadcasting for Our Client

United States Army Recruiting Service

Contest Judges

It takes "know-how" born of many years of experience in a market to qualify for "Excellence in the Art and Business of Radio."

A knowledge of the market, its people and their reaction is essential to any successful radio campaign. Mr. Beecue's only "gimmick" is this knowledge and how to use it.

Our thanks to N. W. Ayer & Son for this new addition to our trophy room.

We know how to aid your client. Ask Rambeau.

Your Mutual Friend

WHBQ

Memphis, Tennessee

W. H. Beecue

E. A. (Bob) Alburty, General Manager

Represented by — Rambeau — Chicago • New York • Los Angeles

Broadcasting • Telecasting

February 3, 1947 • Page 29
The Great Gildersleeve is still a bachelor because his listeners won't permit him to marry. Back in 1943 the writers of the show introduced a romance for Uncle Mort. Listeners approved the love affair. But when the script writers took the bold step of having Gildersleeve become seriously interested in the red-haired widow Ransome, the reaction was immediate. Letters flooded in stating that Gildy should remain single and devote his time to raising his teen-age niece Marjorie and nephew Leroy.

In their concern, listeners proved that the character of Throckmorton P. Gildersleeve had become as real as life. Gildy is the eternal bachelor. He is continually attracted to marriageable ladies—but only to a point just short of the altar. In shrinking from the responsibilities of wedlock he expresses the immaturity of his nature. That inane laugh and absurd pomposity are a reflection of his arrested development. The Great Gildersleeve is caught between the day before yesterday and the day after tomorrow—a ludicrous but lovable figure of adult adolescence.
Harold Peary first played the role of Gildersleeve in 1935 on the Fibber McGee and Molly show. In 1941 he emerged with his own full-time show which, under the sponsorship of the Kraft Foods Company, has risen to a position among radio's top-rated programs. Every Wednesday night finds him surrounded by a cast as distinctive as his own colorful personality. Virtually the entire cast—Leroy, Marjorie, Judge Hooker, Mr. Peavy and Eve Goodwin have only one dramatic purpose—to build up and then deflate the Great Man's ego. Only Birdie, the colored maid, is no heckler. But even into her good intentions Gildy manages to read cause for worry and mistrust.

How to make a Great Man? Endow him with a full share of human failings, lovable and recognizable to millions. Entrust the role to an actor of long experience and intuitive understanding. Bring to life his voice and character in the millions of homes served by the NBC Network. Put him in the company of other great personalities heard on NBC. The result: a life-size creation in sound as three-dimensional as your next door neighbor.
Dr. Lee De Forest

Ggets Edison Medal

Dr. De Forest, who was awarded the medal "for pioneering achievements in radio and for the invention of the grid-controlled vacuum tube," said Dr. Lee De Forest last week in New York after receiving the 1946 Edison Medal at the annual meeting of the American Institute of Electrical Engineers.

Dr. De Forest was the 36th recipient of the Edison Medal. Dr. David Sarnoff, president of RCA, reviewed the inventor's scientific and engineering developments and their impact on the radio industry as a whole. J. Elmer Housley, of Alcoa, Tenn., president of the AIEEE, made the presentation to Dr. De Forest.

MBs TOTAL NOW 393 AS 17 STATIONS JOIN

MBs last week announced the addition of 11 more affiliates, bringing the network's total to 393.


WRFP Airs Games

WRFP Savannah has purchased exclusive rights to broadcast the college and high school basketball and football games with Savannah and Benedictine High Schools and with the U. of Georgia.

ENDING their first two-day session in New York on Jan. 29, members of the new NBC Stations Planning and Advisory Committee posed for this picture. Seated (1 to r): H. W. Slavick, director, WMC, Memphis; Walter E. Wagstaff, general manager KIDO Boise; Paul W. Morency, vp and general manager, WTIC Hartford, committee chairman; John J. Gillin Jr., president, WOW Omaha. Standing (1 to r): Richard H. Mason, manager, WPTF Raleigh, committee secretary; Milton Greenebaum, president and general manager, WSAM Saginaw, Mich.; William B. Way, vice president and general manager, KVVO Tulsa; H. Quentin Cox, manager, KGW Portland, Ore.

WRAL Objects to Commission Conclusion That WDNC Get Regional Assignment

WRAL Raleigh, N. C., told FCC last week that the Commission's conclusion as the owner of WDNC Durham, rather than WRAL, should get a regional assignment was based on "completely erroneous" findings. Both WDNC and WRAL are seeking to move from local frequencies to 620 kw with 5 kw day and 1 kw night, directionalized full-time. Unable to grant both applications because of the interference that would result, FCC proposed to grant WDNC's on grounds that a better distribution of radio service would be achieved [BROADCASTING, Dec. 16].

To this WRAL replied, in exceptions and request for oral argument filed last week, that "numerically... there are eight more stations" serving the area WDNC would gain by regional operation than are serving the area that would be added by WRAL. "Geographically," WRAL said, "approximately one-quarter of the added WRAL service area would receive its second primary signal from the proposed operation of WRAL. No such showing was made on behalf of WDNC.

WRAL objected to "the failure of the Commission to make appro-priate findings relative to the concentration in the owners of WDNC of the media of mass communication in Durham," since WDNC is owned by the publishers of the city's only daily newspapers (Dur- ham Herald and Sun). The station also objected to FCC's "failure... to make per- tinent findings relative to the public service benefits of WRAL.

The station also objected to FCC's "failure... to make per- tinent findings relative to the public service benefits of WRAL." The station said its programs and spot announcements of a public service nature totaled 2,260 hours and 1 minute in 1945. The petition was filed by Frank U. Fletcher, Washington attorney.

WRAL now operates on 1240 kw with 250 w. WDNC is on 1490 kw with 250 w. FCC's proposed de- cision anticipated a grant to Public Information Corp. for a new station at Durham using WDNC's present assignment in event WDNC moves to 620 kw.

RCA VICTOR DIVISION
LISTS 3 PROMOTIONS
RCA VICTOR DIVISION last week announced promotion of three of its executives to new posts. Harry L. LeRoy becomes director of manufac- turing, a newly created position, and Arthur Malcarney suc- ceeds Mr. LeRoy as general plant manager of the engineering prod- ucts department. Harry F. Ran- dolph assumes the post of general plant manager of the tube depart- ment.

Mr. LeRoy joined RCA in 1923 as electrician at Harrison, N. J., became manager of test equipment design and electron tube manufac- turing in 1932, and four years later was named manager of the RCA Victor plant in Indianapolis. In 1938 he was appointed executive assistant to the vice president in charge of engineering at Camden, N. J., and in 1942 was made man-ager of the company's largest plant in Camden, then engaged in pro- duction of electronic war equip- ment. His successor as engineering products department plant manager, Mr. Malcarney, formerly was plant manager of the parts depart- ment.

In his new capacity as general manager of the tube department Mr. Randolph will continue as act- ing manager of the Harrison tube plant, covering all of the com- pany's tube manufacturing activi- ties. He has been with RCA for 15 years.

BROADCASTING  Telecasting.

Brechner Is Advised Problems Never End

Troubles Have Only Started, WGAY Operator Told

EDITOR, BROADCASTING:

In an article entitled "First Two Months Are WGAY's Hardest," Joseph L. Brechner, general mana- ger, deplores the lack of sound in- formation and ad help available on handling the details of station management. He also asks for a good programmer, "How to Set Up and Run a Successful Radio Station."

The article in the Saturday Eve- ning Post makes interesting reading for the public, but readers of BROADCASTING magazine are not so ill-advised. In fact, I think it is time we put an end to this de- cession and stop encouraging Mr. Brechner's pipe dream.

I don't have a primer but I can give Mr. Brechner some good ad- vice. There is nothing anyone can do with even a superficial knowl- edge of the complicated structure of industry in this country be so naive about the subject as it re- lates to station management. The affected could be made by reading a primer or obtaining advice, few of them would be drawing salaries of $10,- 000 a year as Mr. Brechner expects to do. Even the title of the article is a delusion. Broadcasters' prob- lems are not reduced after two months. Such problems never cease —they multiply.

If WGAY's income is approaching operating expenses, Mr. Brechner is very fortunate. Will his luck continue as competition becomes keener? I wish him all the luck in the world, but he will need more than luck. He will need more than a primer or advice. He will need a capable and experienced manager to establish and maintain efficient operation of the station. Then, Mr. Brechner may draw $10,000 in dividends. Only a qualified manager can actually earn that much in salary.

If there is no special interest in WGAY, but this letter may help others to avoid such hazards now that so many new stations are sprouting up all over the country.


Tower Work Begun

KGBS Harlingen, Tex., has started construction on a new 425-ft. tower, which will be equipped with a 4-bay GE antenna and will be used for both AM and FM radia- tion. Troy McDaniel, general mana- ger, and Robert Martin to Carbeno Broadcasting Co., KGBS, have announced the project. The company expects the FM outlet (KBGS-FM) to be on the air about April 1, according to Mr. McDaniel. Initial operation on FM will be to radio, 250 kw. A GE transmit- ter. A 3-kw GE transmitter will be installed upon arrival.
WLOW, Norfolk's new radio station, has already made history in Virginia's rich Tidewater area. Two weeks before actual broadcasting was to begin, WLOW had more daytime program time sold to local sponsors than any other local station! And they are all STATION-BUILT shows—not one syndicated show in the whole long list.

Not only in advertising, but in program showmanship, WLOW is leading other stations in Norfolk. These three great programs are heard EXCLUSIVELY on WLOW—NORFOLK AT WORK; HAMPTON INSTITUTE'S WORLD-FAMOUS CHOIR; THE WOMAN'S CLUB FORUM.

Yes, WLOW has taken the leadership in programs and in sales in Tidewater. The only thing new about this station is its transmitting equipment. Every member of the staff is an experienced, individual showman. Look to WLOW for leadership. It's one of the South's most aggressive stations. Call Joe Bloom at Forjoe and Company for facts about the WLOWay of producing results.

THE STATION WITH A FUTURE
NORFOLK, VA.
1000 WATTS

REPRESENTATIVES • FORJEE & CO. • NEW YORK, WASHINGTON AND CHICAGO
Radio Research Developments
Outlined for Statistics Association

THREE CBS officials and a McCann-Erickson Inc., executive played key roles at the Jan. 25 session on “Recent Developments in Radio Research” at the annual convention of the American Statistical Assn. in Atlantic City.

Dr. Frank Stanton, CBS president, presided at the meeting, while Oscar Katz, assistant CBS research director, Dr. Donald Horton, manager of the CBS Television Research Institute, and Dr. Herta Herzog, manager of research for McCann-Erickson, delivered addresses.

Mr. Katz spoke on recent experiences in the use of the Program Analyzer, which was invented in 1957 by Dr. Stanton and Paul F.

Lazarsfeld. He gave examples of studies of the Program Analyzer during the past two years and showed how several CBS programs had been improved by implementing findings of the analyzer.

Dr. Herzog also spoke about the Program Analyzer. One of the advantages of this testing device, she said, is that it obtains reactions immediately. In general, the machine permits a testing of a true cross section of listeners, she said, and is the most advanced research device to test audience response to films and radio programs.

QUEBEC GROUP SCANS
BROADCAST PROBLEMS

QUEBEC BROADCASTING stations, at a general meeting on Jan. 27 at Montreal, decided to have their annual meeting at Montreal on May 17. Afternoon and evening were devoted to discussing problems with officials of Canadian Assn. of Broadcasters, including Harry Dawson, manager, Douglas Scott, director of broadcast advertising, and Jim Allard, director of public services.

Matters considered included the financial statement questionnaire recently issued to all broadcasting stations by Department of Transport, Ottawa; possible Parliamentary Committee appointment by Parliament this session; clause 10 of proposed CBC FM regulations which would require all AM stations eventually to give up their AM licenses and use only FM; plans of Scott for selling broadcasting as a medium; and public relations operations planned by CAB and those which stations could use.

Nareisses Thivierge, CHRC Quebec, president of Quebec Broadcasters Assn., was chairman of the meeting.

Attending, in addition to those named, were: Phil Lalonde, CKAC Montreal; Roland Beaudry, CKRN Winnipeg; T. Caron, CJBR Rimouski; Jack Thivierge, CHTV Granby; Paul LePage, CKCV Quebec; L. Tremblay, CHLN Three Rivers; R. Benoist, CKCH Hull; A. Gauthier, CHLT Sherbrooke; C. A. Berthiaume, CHLP Montreal; and L. Gauthier CKTS Sherbrooke.
G-Hour? That's Gardiner hour... Evelyn Gardiner, whose “Home Forum” on KDKA draws Pittsburgh's biggest audience of housewives, at 1:30 P.M., Monday through Friday.

What's the big attraction? Practical, down-to-earth advice on home management, nutrition, marketing... keyed to the special problems of this tri-state area. Pittsburgh women not only listen avidly to the “Home Forum” on the air, but also keep the studio guest-roster full while Miss Gardiner's Westinghouse Test Kitchen is in session. There, once a week, club groups see a demonstration of “Home Forum” products, enjoy refreshments whipped up in the kitchen, and head happily homeward with an armful of “Home Forum” products and samples.

If you wanted to schedule a club group for a Kitchen Party, we'd have to tell you that these affairs are booked solid for the next two years. But if you want a participation on the “Forum” show, you'll find the picture brighter. A few openings are available now. NBC Spot Sales can tell you all about it.

WESTINGHOUSE RADI0 STATIONS INC

WESTINGHOUSE RADIO STATIONS INC

KEX KYW WBZ
WBZA WOWO KDKA

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

February 3, 1947 • Page 33
there are a lot of eggs in our ‘“basket”'

Among them are top NBC shows, consistent first Hooper ratings season after season, middle of the dial frequency at 790, the publicity and prestige backing of the Commercial Appeal—the South’s greatest newspaper—and many others.

You can put your advertising dollars in one basket in Memphis—that’s WMC, the station most people listen to most in the Mid-South.

—the station with the billion dollar market area

FERRELL HEADS PUBLIC RELATIONS DIRECTORS

EARLE FERRIS, president of Earle Ferris Co., New York, was elected president of the National Assn. of Public Relations Counsel Inc., at its 10th annual meeting held last week at the Hotel Lexington, New York.

The following were elected vice presidents: Paul Garrett, vice president of General Motors Corp., Detroit; William H. McGaughey, director of public relations, Automobile Manufacturers Assn., Detroit; Marvin Murphy, director of public relations, N. W. Ayer & Sons; G. Edward Pendray, public relations counsel, New York, and Conger Reynolds, director of public relations, Standard Oil Co. of Indiana.

Edward F. Thomas, vice president in charge of public relations, Geyer, Cornell & Ganger, was elected secretary, and Paul Haase, assistant secretary of Controllers Institute of America, was reelected treasurer. Pendleton Dudley, retiring president, was elected a director for a one-year term.

‘Kate Smith Speaks’ Goes From CBS to MBS June 23

THE Kate Smith Speaks program, currently sponsored on CBS, Mon.-Fri., 12 noon-12:15 p.m. by General Foods Corp., New York, will switch to MBS on June 23 to be broadcast as a cooperative program available for sale to more than 400 stations. Miss Smith and Ted Collins will be heard on MBS Mon.-Fri., 12 noon-12:15 p.m., and the Checkerboard Jamboree show, sponsored by the Ralston-Purina Co., currently heard on MBS at that time, moves to the 12:15-12:30 p.m. spot on Feb. 3.

General Foods also will drop the Kate Smith Sings show currently heard on CBS, Sun., 6:30-7 p.m., in early June, but will retain its half hour of radio time Sunday evening and its Mon.-Fri. noon quarter-hour spot. It is understood that the company is looking for new shows through its agencies, Poole, Cone & Belding and Young & Rubicam, New York.

Radio-Relay Request

THE American Telephone & Telegraph Co. has filed application with the FCC for authority to install terminal stations in New York and Chicago for an experimental radio-relay communication system between the two cities. Purpose of the proposed system is to permit further experimentation with the radio-relay method of transmitting telephone conversations and television programs. About three years will be required to complete the system, which will include construction of 40 intermediate radio-relay stations along the route.

BOSSMAN, H. Leslie Atlass (1), vp of CBS Central Division and general manager of WBBM Chicago, bids bon voyage to Everett Holles, WBBM news editor, as Mr. Holles left for a European tour Jan. 14 [Broadcasting, Jan. 20]. Mr. Holles is one of eight newsmen and the only Midwestern radio representative invited by Secretary of War Patterson “to observe and report on conditions and problems facing American forces of occupation with particular emphasis on military government.”

FM Station Ad Held Top Spot Among Men Readers

AN ADVERTISEMENT announcing the new WRUN Rome, N. Y., FM station of the Rome Sentinel, took top position among men readers of the Sentinel on Nov. 15, 1946, according to a survey just released by the Advertising Research Foundation, New York.

The ad, one of a series run by the Sentinel, to promote its station, which went on the air in December [Broadcasting, Sept. 23], scored 24% to top the men’s list, the foundation reported. It was a 532-line advertisement. The survey was part of the continuing study of newspaper advertising readership being conducted by the Advertising Research Foundation, sponsored jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

New File Number Plan

A NEW SYSTEM of file numbers for broadcast applications, eliminating the present practice of assigning zone numbers to indicate geographical areas, was announced by FCC last week. Numbers of all broadcast applications are prefixed by “B”; next come the letter or letters indicating the type of application—AL for assignment of license, P for construction permit, R for renewal, TC for transfer of control, etc.

These letters are followed by numbers indicating the class of station involved; CT for commercial television, ED for noncommercial educational, FB for facsimile, H for commercial FM, etc. (In cases involving standard broadcast stations, no letters are used except those showing the type of application.) The numerals following the letters indicate the progressive numbering for each type of application and class of station.
RAYTHEON'S 250 WATT FM TRANSMITTER

INTEGRATING THE NEW
PHASE SHIFT MODULATION

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

Broadcasting  Telecasting

February 3, 1947  Page 37
IT DOESN'T PAY TO IGNORE THE OUTSIDE AUDIENCE

* A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience...the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

Junior will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and $9,038,433,000 retail sales if you turn your back radiwise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 31/2 million radio families in the Pacific Coast area.

ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.

ONLY DON LEE can deliver both the inside and outside market.

ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prez. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
GRANTS for a new 1-kw daytime station in or resident of Truman's home-town of Independence, Mo., and 250-w outlets in Wichita and Topeka are anticipated in a proposed decision announced by FCC.

Winners of the proposed grants:
Frank E. Fowler and associates doing business as Blue Valley Co., for 1610 kc with 1 kw, daytime only, at Independence.
T. Hall Collinson and Norville G. Wingate trading as Collinson-Wingate Broadcasting Co., for 1490 kc with 250 w fulltime at Wichita.
Six other applications, mutually exclusive with those which FCC proposed to grant, were given proposed denials, a seventh, filed by Wichita Broadcasting Co., seeking 1490 kc with 250 w at Wichita.

The Commission also proposed to sever the application of Inland Broadcasting Co., which seeks authority to move KORN Fremont to Lincoln, Neb., from other applications in the proceeding and consider it in connection with two other Inland applications—one involving Inland's proposed $20,000 purchase of KORN from Nebraska Broadcasting Corp. [Broadcasting, March 18], and one for a new Inland station at Fremont in event the removal of KORN is approved.

Proposed Denials Applications which FCC proposes to deny in its proposed decision were those of Air Capital Broadcasting Co., Wichita Beacon Broadcasting Co., and KCLC Broadcasting Co., all of whom requested 1490 kc for new 250-w stations at Wichita; KTOP Inc., headed by former Secretary of War Harry H. Woodring, seeking a new Topeka station on 1490 kc with 250 w; KTSW Emporia, to change frequency from 1400 to 1490 kc, and General Broadcasting Co., requesting 1490 kc for a new 250-w station at Independence.

FCC pointed out that the Air Capital, Wichita Beacon, KAKE, and KCLC 1490 kc applications for Wichita conflicted with each other and also with the KTSW request at Emporia. FCC noted that some of the Wichita applications was preferred over KTSW's on grounds that Wichita, although it now has three AM stations, is an industrial and agricultural center with a popula- tion eight times Emporia's; further, FCC said, a grant to KTSW for a new frequency would offer no new competitive service in the Emporia area.

FCC Also Makes Decision On Wichita, Topeka Applications

Wichita grant on the basis of local ownership, program plans, integration of ownership with management, plans for an advisory council, and the experience of General Manager Clark A. Luther, 20% stockholder, who is now national sales manager of the NBC affiliated group of radio stations in Kansas, Oklahoma, Nebraska and Missouri. Norville G. Wingate, was former and formerly sales manager of a Topper advertising company. They would manage the station.

S. C. Walker Leaves KMBC To Join Conlan and Assoc.

SIDNEY C. WALKER has resigned as treasurer of KMBC Kansas City, Mo., to become vice president and treasurer of Robert S. Conlan and Assoc., radio and advertising research firm, whose home offices are in Kansas City. Mr. Walker, a leader in banking and business circles in Kansas City for more than 20 years, has been active in the management of the Conlan firm, which plans to incorporate soon. He also will handle advertising and agency relations.

The Conlan enterprise had its inception ten years ago when Robert S. Conlan entered the field of coloinal radio telephone surveying. He conducted the business until 1944 when he was joined by John L. Guyant.

When the proposed incorporation is effected Mr. Conlan will assume the title of president and director of sales. Mr. Guyant, as vice president, will head the field and production departments.

Mr. Conlan has announced that with the addition of Mr. Walker to his staff he plans to provide complete advertising and marketing research services covering the entire country, with major emphasis on radio surveys.
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.

—the story of “a great wrong” done “a great medium.”

Nobody’s exactly to blame—but read on—

“The Odd Tale of the Missing Multiplier”

Let’s take a look at certain facts of life—and radio

Radio reaches people. This one basic fact makes it an advertising medium. But how many people does radio reach? That’s the question. And right along it gets an odd answer. Men who sell time and men who build programs, almost always fail to include all the listeners that radio really reaches. Thus they not only short-change themselves, and the medium, but fail to report to advertisers the true and total impact of radio.

Here’s how this happens.

The power of radio comes from two main factors:
(1) the pull of the program during each individual broadcast
(2) the power of a series of broadcasts to spread radio impacts over a large percentage of the total market for a product.

Unfortunately, habit and custom have fastened upon radio the measurement of radio’s power in-terms of single broadcasts only. This single-broadcast measurement, even though repeated week after week, fails to reveal the force of the cumulative factor—which creates the true, much larger coverage of the total market for the product. To leave out this cumulative measurement of the total audience, gained over a series of broadcasts, is unfair to the medium, and can prove costly.

Take a look at the chart.

It diagrams the impact of radio as it actually happens, and as you use it. It supplies the “missing multiplier” and evaluates the build-up of audience by each succeeding broadcast. When this is done, as indicated, we move from radio’s smallest measurement ([a rating of 8.5% per broadcast] over a period of time to 5 broadcasts, then 10, then 15, and finally to the 20 broadcasts that (combined) have reached 36.7% of radio families in an interval of 4 weeks.

If confined to a series of single-broadcast ratings, the seller of radio is handicapped in making comparisons with other media; the work of the radio producer stands in an unfavorable light; and the buyer of radio underestimates the true value of his purchase—and remains wholly in the dark regarding the percentage of his market that is adequately covered, and the part which, not being covered, is wide open for unopposed invasion by competitors.

Only by the research service of Nielsen Radio Index can this total cumulative force of radio (“market coverage”) be measured—on a continuous basis, over selected periods of time.

This is still another example of the unduplicated service of NRI, disclosing the true values of radio as a medium—for those who sell—to those who buy.

Our experienced service executives are ready to describe many such examples to you. We will welcome your inquiry.

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

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

BROADCASTING • Telecasting

February 3, 1947 • Page 41
Edward R. Raasch, WAOV Victoria, Ind., program director-assistant station manager, has been named station manager. He succeeds Victor H. Lund, who resigned because of poor health.

Numa (Doc) Fabre Jr., program director of WAJR Morgantown, V. A., has been appointed station manager to succeed Norman Knight who resigns to join WBB. Jack Flemming, chief announcer, becomes program director. Richard (Dykis) Reise, vice president of West Virginia Radio Corp., station licensee, has assumed duties of general manager of the corporation, post which Mr. Knight also had held.

Jack Goodman, assistant manager of KALT Salt Lake City, in addition to his present duties, has been named head of InterMountain Network news staff. He will act as liaison between InterMountain Network stations and Salt Lake Tribune-Telegram which acts as news-gathering agency for network.

William F. Maag Jr., president of WPJW Youngstown, Ohio, has been named chairman of Committee of Christian Sponsors for the United Jewish Appeal, which is conducting campaign for $4,000,000 for relief and rehabilitation of European war victims.

I. E. Showerman, general manager of NBC Central Division, and Norman Ross, WMAQ Chicago m.c. and former Olympic swimmer champion, have been appointed by Mayor Edward J. Kelly to Citizens Olympic Committee.

is leading campaign to have Chicago selected as site of 1952 Olympic games.

Edward R. Murrow, vice president and director of public affairs for CBS, has been named as member of advisory board of Yale Review.

Albert Johnson, manager of KOY Phoenix, has been named 1947 chairman of American Red Cross Fund for Maricopa County.

John J. Hurley, general manager of WBOC Worcester, Mass., is the father of a girl.

G. A. Richards, president of WJB Detroit, WGOA Cleveland and KEMP Hollywood, is en route to Detroit for month's conferences with Harry Wimer, his newly appointed assistant, and other key executives there and in Cleveland.

William A. Banks, president of WPTF Philadelphia, is on an extended tour of Mexico for six weeks.

Roy Dunlop, former production manager of CBS Vancouver, B. C., who has been appointed English program director of KOY Chongking, China, is to set up broadcasts in English for the Chinese Broadcasting Administration. He was incorrectly identified as representative of the Canadian Broadcasting Corp. (CBC) in Broadcasting, Dec. 23. The CBC (not CBC as earlier identified) plans to build a chain of FM stations along the China coast with which it hopes to reach English speaking people in the Far East, according to Mr. Dunlop.

R. W. Dickson, manager of National Grocers Co., Niagara Falls, Ont., has been elected chairman of the advisory council of CKVC that city (Broadcasting, Dec. 27). Council was formed by R. H. Bedford, station owner, and is composed of prominent citizens and public officials. Group is to meet at least four times annually.

ABC starts earlier with Manners Show

ABC, effective today (Feb. 3) will open at 7:30 a.m., a half-hour earlier each morning, to enable Sterling Drug Inc., New York, to present its Zeko Manners Show, Mon.-Fri., 7:30-7:45 a.m. The 8-weeks contract was placed through Dancer - Fitzgerald - Sample, New York. Firm has sponsored the Manners show for the past year on ABC's Pacific Coast network five times weekly, 10:45-11 a.m.

The program will be heard live in the East, originating from Hollywood, and from 8:30-8:45 a.m., another version will be aired for ABC's Central Division, with subsequent live repeat broadcasts to be made at the proper hours in both Mountain and Pacific Coast areas.

At the conclusion of the Manners show at 7:45 a.m., ABC will close its network for 15 minutes during which each affiliate will program locally.

In addition to the Zeke Manners Show, Sterling also sponsors the Bride & Groom program on ABC, Mon.-Fri., 2:30-3 p.m.

KWPL - FM, Washington State Station, Launched

KWPL-FM, Longview, Wash., went on the air Jan. 25 and is broadcasting on a six-hour-a-day schedule—12 noon to 3 p.m. and 6-9 p.m.—on 104.3 mc with 250 w. C. O. Chatfield, principal owner and manager of KWPL and KWPL-FM, states that present plans for programming provide that, wherever possible, KWPL-FM will broadcast programs entirely different from those of KWPL.

Transmitting equipment for the new FM outlet was supplied by General Radio, and the construction of the antenna, which was specially designed by Harold Singleton of Portland and built and installed by C. H. Fisher.

Williams Named

Howard D. Williams, former vice president and general manager of Erwin, Wasey & Co., New York, has been appointed president and general manager of the agency succeeding Louis R. Wasey who has resumed his former office of chairman of the board. Mr. Williams has been with Erwin, Wasey for 14 years, and prior to that occupied an executive position with the National Cash Register Co.

New Standards List

REVISED list of standards has been published by American Standards Assn., 70 E. 45th St., New York 17, N. Y. The list includes one new radio standard, C63.1-1946, covering radio interference of electrical components and completed assemblies of electrical equipment for the armed forces from 150 kc to 20 mc, method of measuring. It may be obtained free.

The Story In A Peanut Shell

"Primary...
71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF.

*Latest NBC Survey

Peanuts help swell North Carolina's farm income to $797 million—largest of any Southern state. And of North Carolina's peanut crop, 95% are grown in those counties where 77% of the families listen regularly to WPTF.

This is one shell game you can't lose. Write now for availabilities!
A three-hour mirthquake in the form of towering Dick Haynes, radio luminary of 15 years standing, is giving the Los Angeles audience its happiest hours between six and nine a.m. daily. A split personality of comedian and salesman, Haynes is recognized as unique among the nation's disc jockeys. His program runs the gamut, from western tunes, old and new tunes, to novelties and requests—His humor the gamut from half a dozen personalities to a talking dog.

Fan mail indicates Haynes' enormous popularity.

National Representative: ADAMS J. YOUNG, Jr.,
New York & Chicago
"The Most Wonderful Story in Radio"

SAYS MR. AUBREY WILLIAMS
PUBLISHER OF SOUTHERN FARMER, MONTGOMERY, ALABAMA

INVEST YOUR AD DO!

ASK FREE & PETERS FOR THE HOOPER AND TERRIFIC MAIL STORY
Southern Farmer Magazine bought 3 15-minute segments of WCKY's Jamboree in June, 1946, and increased it to 13 15-minute segments in November (7 during the night Jamboree and 6 in the morning Jamboree) in a circulation drive to secure new subscribers. In six months, WCKY has delivered in excess of 130,000 paid subscriptions for Southern Farmer. These facts can be verified by Miss Pearl Hornburg of the Neal Advertising Agency, Chicago, and Mr. Aubrey Williams, Publisher of Southern Farmer, Montgomery, Alabama.
FMA's First Lesson

LAST MONTH there was formed the FM Assn. to foster development of this new broadcast medium and to accelerate its public introduction and acceptance.

The organization was launched auspiciously with the benediction of the FCC and the support of broadcasters, manufacturers and others interested in fostering this new and important branch of the mass medium. Bill Bailey, able associate editor of Broadcasting, was retained as executive director. Roy Hofheinz, Houston ex-judge and more recently both an AM and FM owner, was elected first president. Judge Hofheinz' first official act was to request the FCC to delete all references in its rules and forms to "standard" broadcasting and to substitute the term "AM." He argued it was misleading to the public to refer to "an inferior service as a standard service.

We think Judge Hofheinz is off base. He is picking a fight where none exists. He's asking for something revolutionary, when it is generally recognized that FM's development must be evolutionary. Listeners are not going to junk their present receivers which are providing satisfactory service until a new and better service is made available.

The mission of FM Assn., as we understand it, is to promote FM's emergence as a national radio service. It does not essay to function as a trade association, competitive with the NAB. Its function, therefore, is affirmatively to sell FM, not precipitate internecine strife that will pit the AM operator against the FM zealot.

FM must rely upon AM broadcasting as its foundation. AM broadcasters, as was expected, are in the majority in FM. FM ultimately must achieve its place on merit.

Judge Hofheinz impresses us as an enterprising young man. He started a new AM station in Houston, presumably to "pay the freight." He is an applicant for standard (AM) stations in New Orleans and San Antonio. He must figure there is still some life left in AM.

We are for any development in radio that provides an improved service for the public. FM, properly nurtured, bids to do that. Television does too. But AM, for the present, and for the foreseeable future, is the primary medium and will remain the medium until these other services affirmatively prove their merit.

A Woman's Place

THE WOMEN now want a woman on the FCC.

President Truman has been besieged by the General Federation of Women's Clubs to fill the FCC vacancy with a woman, because they say women make up the majority of daytime listeners but have no voice on the FCC. It's just as simple as that. And as misguided.

It started when a political deal was concocted and almost jelled, for appointment of Marion E. Martin, ex-assistant chairman of Republican National Committee, to the Porter vacancy. That appears to have washed out.

Some folks, it seems, have the notion that the FCC is chartered to regulate programs. After reading the Blue Book, we wonder too. But they'll take the word for it and say that it doesn't have that authority.

The FCC has an important job ahead—a job not adequately done either because it doesn't have the personnel, or because that personnel has been otherwise engaged. There are the International Telecommunications Conference, another NARBA, and related matters of international and domestic allocations to be tackled.

The FCC needs qualified and informed personnel at the top level, not political has-beens or ladies who might regard a commissionship as a droll experience. If a woman is named, we think Judge Hofheinz is incorrect, and that someone like Panney Newman Litvin, who has been a Commission attorney for years and who knows the problems and the responsibilities.

If engineering experience is required, and we think it is, then we would like to see someone of the stature of Commodore E. M. Web- ster, former Coast Guard communications head, or Paul Goldsborough, who has been through the communications mill in aviation.

Best of all, there should be a qualified broad-caster who could talk operating experience, not theory, but we've yet to locate one who would take the punishment.

Simple as 2 Plus 2

IF THE economic outlook is confused generally it's compounded with complications and innumerable where radio is concerned.

Those broadcasters who are trying to be prudent businessmen find that they can't project operations with any degree of accuracy. Estimates on new plant installations, whether AM or television aren't even guessed at these days. They're told that business should be all right, but they know there will be more competition and therefore it might be spread thinner. And the networks are pessimistic, mainly because increased operating costs which evidently can't be absorbed by rate increases at this time.

Which gets us down to fundamentals. Radio broadcasting is a service operation. The largest overhead item is payroll. The unions are demanding flesh in the 100-weight; they're no longer satisfied with pounds.

There is a simple problem in arithmetic. Lee Brown, head of Bristol-Myers made the point a few days ago [Standard, Jan. 27] that when he cited radio as an important medium, but added that when costs rise so much that the efficiency of the dollar, in relation to radio results produced, at a point where the equation is unsatisfactory for radio, use of radio will be "subject to challenge."

AFRA, through its star-chamber negotiations with the networks has succeeded in getting a 30-30% increase in its overhead item, the minimum. Jimmy Petrillo's APW is moving toward a similar end. Thanks to the timely action of the NAB board, the AFRA deal does not bind independent stations through secondary boycott commitments. We don't know what the AFRA negotiations will bring. One can never tell.

The arithmetic problem is this: If radio costs increase to the point where advertisers find it an uneconomical buy, the business will gravitate to the printed media. Networks and stations will be underutilized. Perforce, they will have to find a lower economic base. They will have to reduce their higher-priced personnel inventory. They might operate fewer hours per day. They won't want so many announcers, engineers, writers or performers.

Will that help the unions?

This isn't an illusory or frivolous fantasy. There are actual cases now.

The unions have found radio a lucrative and fertile field. They have succeeded in getting more and more for less and less. There comes a time when diminishing return sets in.

Our Respects To—

GEORGE ALFRED CHARTER HESLEP

FOR 14 years radio was a sideline with Charter Heslep. He says he saw no future in broadcasting as a fulltime job, though he had produced college radio shows, sung on the air in a quartet, announced sports, and had various other radio chores.

He has changed his opinion now, and terms himself "Mutual's stuffed shirt in Washington."

His position is that of MBS manager in the Nation's Capital. He is Mutual's liaison with the White House, Congress, State Dept. and other agencies, especially the FCC. He coordinates the Washington activities of all the network departments, particularly public relations, program and station relations. Because of his thorough knowledge of the Washington scene, he was MBS election editor in 1944 and 1946.

He joined Mutual in November 1944, and in the first year, while WOL was developing its news bureau, served as acting network news chief in Washington. This eventful period saw Mutual secure its first exclusive State Dept. broadcast. The clerk who handled the script of the then Secretary Stettinius was so sure there would be nothing but the White House to CBS and its mutually affiliated stations'" Mr. Heslep corrected that and now Mutual is favorably known at this important department.

During 1944 also, he succeeded in getting the network rotation system for Presidential pick-up effect and MBS takes its regular turn in feeding White House programs. He directed MBS Washington coverage of President Roosevelt's death; was Mutual news editor at San Francisco United Nations Conference and supervised the long V-J Day vigil. In September 1945, he relinquished this activity when Albert Warner was named chief of the WOL Mutual news bureau. His latest extra-curricular activity is being chairman of the dinner committee of the Radio Correspondents Assn.

Though Mr. Heslep loves nothing better than politics, he steers clear of lobbying in his Mutual job. "That is the only stipulation of my contract," he says.

He was born Oct. 17, 1903 at Richmond, Va., the son of musically-inclined parents. His father was in Richmond politics for many years, and was a member of the city council.

The younger Heslep got a B.A. from Rich- mond College in 1926, later took special subjects at George Washington U. in Washing- ton. He worked his way through college, the (Continued on page 48)
FROM BEARDS TO BROADCASTING

The striped pole is the symbol of the barber-shop. It dates from the days when your barber was your surgeon too, and "cupping, leaching and bleeding" were accepted forms of treatment. The white stripes represented the bandage around the wound. Now that such quaint therapeutics have gone the way of the old-fashioned shaving mug, the professions are miles apart.

As keen time-buyers well know, WCBM is the symbol of just one thing—comprehensive radio coverage in metropolitan Baltimore. Its single-minded purpose is to provide good programming. Naturally, this makes it the ideal medium for your commercial messages directed to people of all vocations. Don't "bleed" your profits by dull-edged advertising methods as outdated as your great uncle's sideburns. WCBM's complete coverage shaves away promotional waste—sharpens the demand for your product in Baltimore.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

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

John Elmer, President
Respects
(Continued from page 48)

first two years by farming, the next two with a variety of jobs which included being a college correspondent for the Richmond Times Dispatch, for AP, and doing publicity for the college. He was also associate editor, New Age Magazine, and publicity assistant for National Lime Assn.

In 1927 he became assistant to the president of the University of Richmond, doing publicity on a million-dollar endowment campaign. The drive was oversubscribed by $115,000.

His first contact with radio was in 1927 when he put on two hours of college talent shows on WRVA Richmond when it was located in a tobacco factory in lower Richmond. After a while as field secretary of Virginia Manufacturers Assn., he returned to farming until 1929.

He finally got the break he wanted when Lowell Mellett hired him as copy reader on the Washington Daily News. In the next 12 years he filled practically every job on the News. In that time he got another break. Ernie Pyle, then managing editor, sent Mr. Heslep out to cover "The Hill." There his memory for faces and facts stood him in good stead. In 1935, during a teller vote in the House, in the nine minutes required to take the vote, Mr. Heslep identified 266 members, dictating name, state and party to three other Scripps-Howard reporters. Following that performance, Ernie Pyle wrote a feature story on Charter Heslep's memory.

In 1938 he became news editor of the News, later city editor, finally managing editor.

Meantime he had been singing in church choirs around Washington, and singing on WRC with the Studebaker Freewheelers quartet. One day in 1930 he pinch-hit for the News' sports editor in a ten-minute summary of the day's baseball games on WRC, arranged for at the very last minute. The listeners and station liked his southern drawl and insisted he stay in the spot for the season.

Later he alternated as moderator on a Junior Town Hall of the Air on WOL and wrote commercial copy for a radio spot the News had on the air. "I was impressed with the informative—and selling—power of radio," he says, "but provincially voted with the other newspaper correspondents to bar radio commentators from the Capitol press galleries." He deeply regrets his past misjudgment on that matter.

In 1941 he left the News and with misgivings joined the NBC New York newsroom. After a while Abe Schechten, then top NBC news man, made him night news editor for Red and Blue networks, whose news operations were not separated at the time.

Highlights of this experience came on Sunday, June 22, 1941. NBC newsmen arrived bedside of Erwin Rommel's dying father. Before the war the old man, who had been a globe-trotting financier, had escaped the Nazi regime. When the translator typed "Once again the fate of the Fatherland is made by fighting legions," Mr. Heslep interpreted that as meaning war with Russia. Lathrop Mack, editor on duty, broke into both nets to flash the news. CBS waited 17 minutes before flashing, giving NBC a clear beat. There was no cable confirmation for more than two hours because all the correspondents were locked in a building on the Westhelmstrasse and unable to get the news out.

In 1942 he went to Censorship as a radio news editor under Byron Price. Mr. Heslep says "I found my faith in radio during the war. There were several incidents of stations holding up vital news because they questioned its value to the enemy—and they were right in many cases. And to my knowledge there was only one instance, among the thousands of broadcasters, of news dictated for the enemy getting through." He considers this the most important job of his life—until he went to Mutual.

At Censorship, he voted against any questionnaires to stations and supervised the two simple controls for policing radio news—monitor of the networks and spot checking station scripts. He prides the many letters from managers and news editors who found this check helpful and read more than 25,000 news and commentary scripts during this vigil.

He left Censorship Nov. 1, 1944, to take the job offered with Mutual, and has "been enjoying every minute of the work."

Mrs. Heslep is the former Margaret Smith, an ex-college professor from Washington State.

Agriculturists and advertisers like to do their planting in fertile territories, and this Wichita area sure exceeds their expectations.

Crops are far above average and so is the buying income of this rich market. You can plant your advertising dollar here and reap a bumper crop, especially if KFH, that Selling Station of The Southwest is used.

Mrs. Anna T. Hild

MRS. ANNA T. HILD, Philadelphia department store and radio station executive until she retired four years ago, died Jan. 26 at her home in Philadelphia. She served as president of the WLIT Broadcasting Co. before its merger with WFI and later became treasurer of the merged station, WFIIL. Active in the Philadelphia Club of Advertising Women, Mrs. Hild was also assistant to the president of the Lit Bros. department store. Her husband, Frank A. Hild, died four years ago. Funeral services were held Jan. 29 with interment at Holy Sepulcher Cemetery.
AVAILABLE IMMEDIATELY

AT

SONOCRAFT

THE BRUSH TAPE RECORDER, $229.50

Complete with microphone and one reel of tape. Each additional reel $2.50

SPECIFICATIONS:

- ONE HALF-HOUR CONTINUOUS RECORDING
- FREQUENCY RESPONSE: 100 TO 5,000 CYCLES
- SIGNAL TO NOISE, AT LEAST 40 DB
- REWINDING RATIO: 30 TO 1
- WEIGHT: 40 POUNDS

ALSO FOR IMMEDIATE DELIVERY ➤

PRESTO 6N RECORDER

Presto Aluminum-Based Recording Blanks Type B

12" $0.59 NET
16" $1.07 NET
Packed 30 per Carton

WIRE OR WRITE

SONOCRAFT CO., INC.

45 W. 45th STREET    NEW YORK 19, N. Y.    BRyant 9-8997
BAUKHAGE TALKING...

LEWIS H. SCURLOCK Jr., director of Telecasting, was in New York last week, and had an interesting time at the Waldorf Astoria and the Century Club. He was in charge of the arrangements for the annual meeting of the New York Ad Club, which was held at the Waldorf. The meeting was well attended, and the program was well received. Mr. Scurlock is the president of the New York Ad Club, and he is well known for his work in the field of advertising.

CLYDE VORTMAN, formerly with Me-MC-Ann-Erikson, has joined media de- partment of Brooks Smith, French & Durance, Detroit.

CHARLES H. HANCOCK, producer of N. A. Ayer & Son, is the father of a boy.

SHERLEY E. AMBLER, formerly of ABC, can be reached at 500 WATTS 50
Washington 5, on February 3, 1947.

AN IMPORTANT INTERNAL meeting of Canadian Broadcasting Corp. top executives was held at Toronto January 26, at CBC headquarters, with A. W. Sutton, chairman of board of governors, Dr. A. Frigon, general manager, and Don- ald Manso, assistant general manager, coming from Ottawa to attend. Mr. Frigon and CBC engineers from Montreal and Toronto were held Jan. 29 at To- ronto on FM with Harry Dawson, Canadian Associate of Broadcasters, Ken Soileau, CHM, Hamilton, and Ralph Snelgrove, CFOS Owen Sound, Ont., attending.

WBCC Takes Air Sunday; Charles G. Ross to Speak

WBCC Bethesda-Chevy Chase, Md., will go on the air Sunday, Feb. 9, with Charles G. Ross, press and radio secretary for President Tru- man, as principal speaker on the dedicatory broadcast scheduled to start at 1 p.m. Plans for the dedicatory program are now being completed. Participating, besides Mr. Ross, will be other government officials and representatives of the Citizens of Montgomery County, in which the new station is located, Willard D. Egolf, president of the WBCC license, Broadcast Management Inc., and Washington tele- phone attorney, formerly was special counsel to the NAB, a position he resigned last April.

WBCC is licensed for daytime operation with 250 w. on 1120 kc. Its studios are at 5 Wilson Lane, Bethesda, and its tower and trans- mission to the Kenwood Country Club. Eighteen staff members already are at work, Mr. Egolf says.

CPC Executives Meet

Now...He Can Talk For You!

Available for the first time since original sponsorship of this exceptional program. It can truly be yours in Washing- ton—but because it is so cooperative, the rate is surprisingly low. Subject to prior sale through WMAL, or any ABC Spot Sales Office.

THE EVENING STAR STATION

WMA

5000 WATTS 630 K.c.
WASHINGTON 5, D.C.

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We've been having a big laugh over the flimsy excuses being offered by our competitors and their representatives that the high Hooper we continue to enjoy is the result of a "bought" listening audience.

We Have Never Had A Money Giveaway Program!

But...there are 34 money giveaways on competitive Memphis stations, according to an aircheck.

Notwithstanding this, our competitors in desperation and in weak defense, are still alleging our audience is "bought"...It is to laugh!

FOR THE MOST LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Memphis, Tennessee
Experience is by industry achieved
And perfected by the swift course of time.

SHAKESPEARE

12 YEARS OF EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

Pressings of the new vinylite
Pressings of the new vinylite

Send us your original acetate recording for immediate processing . . . no delay . . . pressings shipped to destination immediately.

ALLIED RECORD MANUFACTURING CO., INC.
HOLLYWOOD 38, CALIFORNIA

WHN Show on TV
THE WHN New York Books on Trial program was televised Jan. 27 when Elliott Roosevelt defended his book, As He Saw It. WNBT New York set up two cameras in the balcony of the Barbizon Plaza theatre studio and transmitted proceedings also to WRB Schenectady, WPTZ Philadelphia and special receivers at NBC's WRC Washington. Leland Stowe,Pullitzer-Priize-winning journal-

Uses Jingles
NESTLE'S MILK PRODUCTS, New York (Nescafe), is using station break announcement campaigns in the form of calendar jingles in 17 cities throughout the country. Agency is Compton Adv., New York.
like the weather...

everybody is talking about BMB, but nobody is doing anything about it—

Nobody, that is, but BROADCASTING!

BROADCASTING TRENDS, through Audience Surveys Inc., has circulated among its station management panel a questionnaire asking such questions as:

- IS BMB GIVING YOU WHAT YOU PAID FOR?
- WHAT KIND OF COVERAGE INFORMATION WERE YOU USING PRIOR TO BMB?
- IS THE BMB REPORT FOR YOUR STATION CONSISTENT WITH OTHER COVERAGE DATA YOU HAVE?
- IN WHAT WAYS HAVE YOU USED OR DO YOU PLAN TO USE BMB?

These and other pertinent inquiries on BMB have been answered candidly by representative broadcasters throughout the nation. First report on this survey, the initial scientific effort to gauge industry reaction to BMB, will be printed in BROADCASTING NEXT MONDAY—FEBRUARY 10th.

DON'T MISS IT!
ANOTHER NIGHT LIKE THIS (Vanguard)

THEODORUS-Vincent Lopez

George Wright

STANDARD-Buzz Adlam

CAPITOL-Joe DeWitt

LANG-WORLD—Los Angeles

Tony Tucker

STANDARD—Chicago

THEODORUS-Clarence "Pep" Alpert

Jimmie "Dixie" Davis

LANG-WORLD—Los Angeles

CAPITOL—Massey singles

WE COULD MAKE SUCH BEAUTIFUL MUSIC

LANG-WORLD—Los Angeles

McGREGOR—Heddy Johnson

STANDARD—Los Angeles

McGREGOR—George Wright

CAPITOL—Sir Victor

FAMOUS SONGS, THE

EV'RYBODY LOVES MY BABY,

McGREGOR—Music A La Carte

Edith Skirvin

BLUES ADIAM

CAPITOL—King Sisters

I LOVE YOU

STANDARD—Bob Crosby

LANG-WORLD—Los Angeles

RADIO ARTISTS

STANDARD—Los Angeles

CAPITOL—Sonny Dennis

COFFEE SONG, THE

STANDARD—Los Angeles

LANG-WORLD—Los Angeles

CAPITOL—King Sisters

I GUESS I'LL GET THE PAPERS

STANDARD—Bob Crosby

LANG-WORLD—Los Angeles

RADIO ARTISTS

STANDARD—Los Angeles

I'LL NEVER LOVE AGAIN

CAPITOL—King Sisters

MANAGUA, NICARAGUA

STANDARD—Los Angeles

LANG-WORLD—Los Angeles

CAPITOL—Stan Goldberg

RICKETY RICKSHAW MAN, THE

STANDARD—Los Angeles

LANG-WORLD—Los Angeles

CAPITOL—Stan Goldberg

OPEN THE DOOR, RICHARD

STANDARD—Los Angeles

LANG-WORLD—Los Angeles

CAPITOL—Stan Goldberg

WE COULD MAKE SUCH BEAUTIFUL MUSIC

LANG-WORLD—Los Angeles

McGREGOR—Heddy Johnson

STANDARD—Los Angeles

McGREGOR—George Wright

CAPITOL—Sir Victor

WHAT MORE CAN I ASK FOR?

LANG-WORLD—Los Angeles

McGREGOR—Heddy Johnson

STANDARD—Los Angeles

McGREGOR—George Wright

CAPITOL—Sir Victor

BROADCAST MUSIC, INC.

560 FIFTH AVENUE, NEW YORK 19, N.Y.

New York • Chicago • Hollywood

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RADIO SCOUT GROUP IS TO AID CAMPAIGN

Representatives from New York stations headed by Warren Jennings, New York representative of WLW Cincinnati, have formed the Boy Scout Radio Committee of the Radio Executives Club, whose aim is to bring before the radio public the radio finance campaign of the Greater New York Councils, Boy Scouts of America, to raise $1,000,000 in 1947.

Through this committee a continuous series of live shows featuring Scouts and persons interested in scouting, spot announcements and electrical transcriptions have been broadcast.

Among those working with Mr. Jennings on the committee are: Tony Provost, WNBC; Henry Untermeier, WCBS; Dave Driscoll, WOR; Arnold Hartley, WOW; S. N. Siegel, WNYC; Jerry Danzig, WINS; William Moore, WBNX; Otis P. Williams, WBYN; Frank Rohrenbeck, WHN; Henry Greenfield, WJVD; Louis Jacobson, WLID; Leon Goldstein, WMCA; Ted Cott, WNEW; Elliot M. Sangier Jr., WQXR; W. H. Reuman, WWRL; Murray B. Grabhorn, ABC; Bob Siegel, WQYN (FM).

COMMUNICATIONS BAR ASSN. MEETS FEB. 18

ANNUAL MEETING of the Federal Communications Bar Assn. will be held at 4 p.m. Feb. 18 at the Mayflower Hotel, Washington, when officers for the coming year will be elected. The meeting originally was scheduled for last December but called off because of a general hotel strike in Washington.

Philip G. Loucks, retiring president, has named Horace Lohnes of Dow, Lohman & Albertson, chairman of the nominating committee. The annual dinner, heretofore an event which followed the business meeting, will not be held this year, Mr. Loucks said, in its place there will be a reception.

Present officers, in addition to Mr. Loucks, are: Carl I. Wheat, first vice president; Reed T. Rollo, second vice president; William A. Porter, secretary; Arthur B. Schroeder, treasurer. Executive committee: Frank Roberson, Mr. Rollo, Elliott C. Lovett, Mr. Lohnes, Lester Cohen, Philip J. Hennessey Jr., and Ralph Van Orsdel.

Plan Survey Clinic

FIRST meeting of station audience measurement advisory council formed by C. E. Hooper Inc. was held a week ago in New York. Council decided to start series of educational clinics for buyers and sellers of time. Attending were Lewis H. Avery, of Avery-Knodle; Fred C. Brokow, of Paul H. Raymer Co.; H. T. Emms, Cowles; Irvin Gross, Edward H. Cronin Co.; J. James Neale, Dancer-Fitzgerald-Sample, Chicago; Don Parsons, Federal Adv.

ARGONAUT PRODUCTIONS, Hollywood, new transcription and program packager firm, has started operation at 5539 Sunset Blvd. Telephone is Gladstone 7311. Plant is fully equipped throughout. Dick Taggart, KFI Los Angeles engineer, is owner.

ROBERT BLACK, formerly in transcription department of that station, is business manager. FRANCES CLAYTON, formerly of KFI sales traffic, is account executive. Engineers include CECIL CAVES, formerly chief engineer of KFRO Riverside and DEAN FULLMER, formerly of Radio Recorders, Hollywood.

DAVE SHELLY, formerly recording director of Capitol Records, Hollywood, has joined Majestic Records, that city, as talent scout.

TONY MARTIN, singer, has purchased interest in George Simon Inc., Hollywood music publisher.

WAYNE CODY, who conducts the "Uncle Wip" children's programs on WIP Philadelphia, has been signed by Sapphire Records, Philadelphia, to record a set of children's phonograph discs.

JOHN G. Paine, general manager of ASCAP, Jan. 24 was made chevalier of the Legion of Honor for his work in international copyright field. Title was bestowed by Henri Bonnet, French Ambassador.

CLINT STANLEY has been named vice president in charge of programs for Teleways Radio Productions, Hollywood.

RONALD R. AMES has been made sales manager of International Artists Recording Studios, Hollywood.

GENE BALLANTYNE, former radio director of Associated Adv., Los Angeles, has joined Teleways Radio Productions, Hollywood, as program packager, as account executive.

EDGAR LESLIE, author, has been named by the board of directors of ASCAP to replace RICHARD RODGERS, who resigned, as a member of the organization's executive board. He will serve during 1947, the remainder of Mr. Rodgers' term.

ENTERPRISE PRODUCTIONS, Hollywood, is producing 15-minute short subject specifically for video, based on film "Ramrod," using cast members Joel McCrea, Veronica Lake, Donald Crisp and Don de Fore. Project costs around $10,000 and calls for each station telecasting show to obtain local sponsors.

TELEWAYS RADIO PRODUCTIONS, Hollywood, is releasing a six weekly five-minute transmitted chatter program to the Charles Garland, Hollywood resident agent, as narrator and Don Forbes as announcer.

Reds Let U. S. Newsman Speak on Austrian Radio

THE FIRST REPORTED broadcast by an American newsmen to Austrarians over Russian-controlled radio facilities was made fortnight ago in Vienna by CBS newsmen Everett Holles.

In an interview with Fritz Senger, news editor of Radio Rapag, Mr. Holles said that he believed "there must be an entirely free flow of news not restricted by any frontiers or any governments, so that people at all times have all the facts clear and without any taint of propaganda or political coloring."

Mr. Holles, who is news editor and analyst for WBBM Chicago, is on a European tour with other American press and radio representatives studying postwar conditions at the request of Secretary of War Patterson. His interview, prepared in advance, was subject to censorship.
available soon

in New York on

WOR— that power-full station

One of America's great network keys — WOR in New York — will soon be available for sponsorship of the Fulton Lewis, jr. program. It's an unbeatable combination: The prestige of the nation's outstanding cooperative program aired over the powerful voice of WOR. (The Fulton Lewis, jr. program is now sold on 246 stations throughout the United States!)

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

BROADCASTING • Telecasting
Engineers Strike Puts WEVD Off Air Nine Hours

ENGINEERS striking for higher pay at WEVD New York caused the station to go off the air for nine hours Jan. 25. The engineers, all members of local 1212, International Brotherhood of Electrical Workers (AFL), went on strike at 7 a.m. when the station refused to yield to their demand for a $20 a week pay increase.

An agreement was reached at 4 p.m., however, in which the station offered the eight engineers a $15 weekly raise effective for an eight-year period. Minimum new scales at WEVD now run from $80 to $130.

Cammer Now V.P.

MOSES CAMMER has been elected vice president in charge of production for Electronic Corp. of America, according to announcement by Samuel J. Novick, president of ECA. Prior to joining ECA Mr. Cammer was a partner in Gussack Machine Products Co. in charge of production. During the war he also was in charge of Gussack’s research on electronic developments and coated film lenses used by Army Signal Corps.

WTAG Worcester, Mass., is being distributed to listeners. Titled “Poems from my Scrap-Bag,” booklet contains 29 poems and invitation to listeners to send personal problems to “Friendly Neighbor.”

Subscription Promotion

SUBSCRIPTIONS for “Audience Guide,” new publication of WNOC Norwich, Conn. Jan. 23 were taken by phone, on the air, during participating programs. Gary Lester, Hank Bennett, Jack Coonbye and Dick Carson, all WNOC staff members, answered phones during shows and took down subscriptions while subscribers heard their names repeated over the air.

GE Tube Brochure

NEW 156-page brochure of receiving tubes has been prepared by the tube division of General Electric Co. Electronic Dept., for distribution to equipment designers and set manufacturers. The book covers complete GE and Ken- had receiving tube line and its associated circuits. Full technical and other data is included.

FM Promotion

MONTHLY publication “The Twin-Tennas” replacing twice-weekly schedule letter of WOTM Wilson, N. C. First issue was published Jan. 28. “The Twin-Tennas” will be used primarily for promotion of FM and will include WOTM weekly schedule as well as news of other activities.

Car Card Campaign

CHUM Toronto is using car cards on the outside of Toronto streetcars and mention of the campaign is made five times daily on station. Sound effects of passing streetcar is worked into transmitted station announcements which also names current week’s streetcar pass cost.

TV Auto Film

AUTOMOBILE Manufacturers Assn. is distributing 54,000 illustrated leaflets to promote the film “New Automobile” produced by ABC in cooperation with the AMA. Film was telecast by ABC on five stations and 16 mm prints with sound tracks now are being circulated by the AMA on a national basis.

MAURICE HICKS of McCann-Erickson, New York, has sent questionnaires requesting rate cards, coverage maps and other data from stations to be used throughout the country in order that the agency may be posted on FM availabilities.

Match Folders

WIS Columbus, O., is distributing 25,000 promotion book match folders through cigarette vendors in WIS primary area.

J. C. CRAVER has been named chief engineer of WMON Montgomery W. Va., Lee Morris, formerly of WJW Dayton, O., is an officer in the Merchant Marine, and CARLOS F. McGAVER, new to radio, are added to technical staff.

FREDERICK D. SCHOTTLAND, consulting engineer, has moved to expanded quarters at 104-18 Metropolitan Ave., Forest Hills, N. Y.; telephone: Boulevard 9-6332. Firm also has announced first of its “Laboratory Kite,” a vacuum tube voltmeter, model LKV-200. Unit is rated 0-250 volts at 20 cycles to beyond 200 mc, less than 7 uA input at all frequencies.

LEON GOZA, formerly in armed forces, has joined WIS Columbus, O., as control operator.

CLARENCE G. FELIX has been named works manager of Crosley Division, Aviation Corp. Mr. Felix has been manager of radio sales and has been with Crosley since 1957. From 1930 to 1953 he was engineer in household and automobile radio development department and was appointed chief engineer in charge of automobile radio development in 1953.

Mr. Felix is married to Louise Hart.

S. N. BRECHNER, technician at WMON, was married Jan. 21.

WKY Oklahoma City, Okla.

956 Ft.

to top of FM antenna

Truscon can engineer any type of tower you desire...guied or self-supporting, either tapered or uniform cross-section...tall or small...AM or FM.

Call in Truscon engineers the minute you start thinking about antenna installations. Their wide experience will help you strike the utmost in continuous, trouble-free operation...and keep you abreast of the newest developments in broadcasting technique.

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

TRUSCON STEEL COMPANY

Youngstown 1, Ohio

Subsidiary of REPUBLIC STEEL CORPORATION

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DRAMA TINGS, telling of Georgia's influence on America is theme of 17 week series presented by Radio Workshop of Westover Conservatory, Macon, Ga., over eight state stations, WMAZ WIDW WALR WDBA WGAU WTOC WGST WAYX. Program, titled "Because There is a Georgia," originating at WMAZ Macon and is aired Thurs., 9:30-10:30 p.m., under supervision of Rich's Department Store, Atlanta. Narrative dramatizations are under direction of Mrs. Ann Griffin, originator of Westover Workshop, and students write, produce, time, announce and devise sound effects for show. Radio Workshop began historical dramatizations of Georgia over WMAZ in 1945.

Quiz Show

NEW TYPE quiz show titled "Quizpartners Inc." has been started on WTAQ Worcester, Mass. Mon. through Fri., 3:30 p.m. Contestants are grouped in four and president and vice president of a "corporation" are awarded prizes for correct answers to seven questions in category which they choose. If they fail to answer correctly, corporation is dissolved and m.c. goes on to next pair of contestants. Members of studio audience automatically become "stock holders" in corporation and are eligible for weekly grand prize.

"Vocation Time" Series

VOCATIONAL guidance series presenting outstanding men and women in professional fields. New show, "Mr. Smith Goes To Washington," 21 will begin on WBG Boston and WDEA Springfield, Mass., as part of series "Learn and Learn" program heard daily 9:15 a.m. New in-school layout, show will feature such professions as teaching, aviation, coaching, advertising, civil service, law enforcement, insurance, radio, merchandising, library work, journalism, chemistry, social work, civil service and advertising. Under title of "Vocation Time," new program superseded completed series, "Ask Your Public Library," presented in cooperation with New England Commission on Radio in Education, Massachusetts Dept. of Education and Greater Boston Vocational Guidance Assn.

Labor Relations Show

PROMOTION of good employee-employer relations is purpose of "Bates Magazine of the Air" heard Wed. 7:30 p.m. on WGAN Portland, Me. and sponsored by Bates Mfg. Co. of Maine manufacturer of coppers and rayons. Program began by airing popular music and human interest interviews with various plant employees and is currently using transcriptions made for the show in Hollywood. Transcriptions feature songs of Hollywood radio starlet Jeanne McKeon whose father is an employee of Bates.

KOAT Civic Programs

BROADCASTS of Albuquerque City Commission meetings direct from City Hall, are heard regularly over KOAT Albuquerque, N. M., and according to station reports, have caused an increase in citizens' interest in meetings. KOAT also broadcasts two weekly programs for Chamber of Commerce, daily program for Municipal Alliance and one hour church service on Sunday direct from Bethel Methodist Church.

Electrical Co-op Feature

WITH entry blanks available at 300 area electrical and radio appliance stores, new-half-hour weekly audience participation program, "The Magic of Electricity," has been started on KMJE Hollywood under sponsorship of Southern California Radio and Electrical Appliance Assn., cooperative group. Contestants write in answers to questions given on program with five top entries selected weekly for notification by telephones. Those selected to identify program award programs are presented. Show was placed direct for 20 weeks.

Record Request Session

RECORD REQUEST show for teenager titled "Teen Club" will begin Mon. from 4 to 5 p.m. on WDAY Port Clinton, Ohio. Highlight of program is feature spot on show daily. Monday is Booster Day, which will be given the dollar costs of new records to school band and orchestra. Tuesday, all club members are present given ice cream. Wednesday, dance feature. Thursday and Friday, top entries on week "Eight That Rule." Groove Turner, m.c., known as "Doctor of Turntablology," conducts show.

Historical Series

TWELVE half-hour dramatic programs in connection with 25th anniversary of WWWA program being radio division of Fargo-Moorhead Chamber of Commerce. Civic non-profit corporation in Fargo and Moorhead, Minn. Overall title of series is "Dakota Passage," and historical material relating to development of the Dakotas is being used in preparing scripts. First program of series, called "Indian Giver," was presented on WDAY Jan. 27 with script prepared by Mrs. Edgar Johnsen. WDAY is donating 12 time spots a week to the project, 30 overall. The idea of programs will be by station staff and will be conducted by members of Community Theatre stage play cast.

Juvenile Quiz Format

JUVENILE QUIZ show conducted in cooperation with school district of Fargo, beginning Jan. 1st. First of series begun Feb. 1 on WTOP Winnipeg, Canada. "Co-operative" is the title of school city. Show is titled "Battles Bench," is heard daily 8 p.m. Written and performed by children of fourth, fifth and sixth grades will be competing on questions about their school. No new contestants is selected by schools and all present are given to winners for notification by telephone. Programs will be sponsored by Radio's "Your Community Program Awards"

Livestock Show Coverage

COVERAGE of National Western Livestock and Horse Show in Denver Jan. 10-17 was broadcast by KLZ Denver direct from special farm booth erected on show grounds. Lowell Waite, KLZ farm reporter, moved his entire on-air booth to booth for daily broadcast. "Farm Reporter" show, Mack Switzer, KLZ news director, directed program, running demonstration of station's wire recorder, transcriptions of farm reports and other equipment previously used on "Farm Reporter" show.

Amateur Talent

AMATEUR talent of Fargo, N. D., and Moorhead, Minnesota will be featured on new quarterly hour program on WDAY Fargo. Act is entitled "Fargo Pioneer Talent" and is presented by J. M. Wyle Piano Co. Featuring is broadcast direct from WDAY station offices in Wyle showrooms. Lois McKenzie, host, controls all other WDAY programs, handles introduction of amateur talent and also presents her own songs.

Format Change

DRAMATIC feature veterans' problems and titled "Just Call Me M - M. Navy," has been featured on new quarter-hour program on WDAY Fargo. Show is entitled "Service Men's Hour" and is produced by J. M. Wyle Piano Co. Featuring is presented by Lois McKenzie. Sponsored by American Veterans Committee, show features new writers and talent. Arrangements also have been made to feature "Show of Shows" Labor Day, Hollywood, for appearance of movie stars.

Tax Panel

PANEL discussion on how to prepare and file an income tax return is basis of new series presented Jan. 30 over KLZ Denver. Series runs through March 6, presenting Ralph Nicholas, Collector of revenue state and local levels. Tax experts are given on income tax problems.

Policy Change

PROGRAM featuring elementary school student spelling bee is being presented by WDAY Colorado, Denver. This weekly show titled "Little Red Schoolhouse," has originated in local grammar school.

TALENT PLUS beauty is a combination of talent on radio to boost sales. Just as any other field where personality rates high, a veteran radio trouper, Lois Zarley of WJOL Joliet, Ill., now conducts two daily programs on that station. Quarter-hour "Morning Matinee" relates in Miss Zarley's intimate style for women listeners the social and other happenings of the Chicago area. 10 p.m., afternoon program, "Story Time," presents original children's stories. Miss Zarley has been on several network programs.

Traffic on Air

BROADCASTS of traffic violations cases being tried and penalties imposed in cases of new Thursday morning series originated by WDSU New Orleans. Program originates in Credit Union Court of Criminal Court Bldg., with Judge Jewell A. Sporting presiding. WDSU, now member of North American Service of French Broadcasting System, also plans to air weekly series of French programs broadcast from transcriptions received from Paris, highlighting music personalities and current events. Fred Weber of WDSU has accepted membership on American Advisory Board of French Broadcasting System.

Fire Drama Series

SERIES of 13 weekly drama broadcast featuring students of Muskingum College, Zanesville, Ohio, have been started over WLW Cincinnati. Series is sponsored by Crosley Broadcasting Corp., Charles Lamb, owner of WIP, and Bert Neely, WLW music director, are producers. "K Grover's Thieves," 9 p.m., show also is transmitted for use Sat. 5 p.m. By broadcasting twice each week, students who participated are able to hear themselves. Shows are scheduled as half-hour performances but no time specifications are made. Wilfred Gunther, manager of WLWA, says he feels that good dramatics and plot are more important than art watches.

Wildlife Review

TIE LOOKING to fishing and hunting conditions and wild life conserva- tion, is basis of series to begin Feb. 1, station WMAR. Titled "What happens to the Woods Waters and Wildlife," show will appear, presented by four area chapters of Isaac Walton League. First programs of series will be devoted to explanation of aim and purpose of the League and to describe organization on national, state and local levels. Arrangements are being made to obtain last minute bulletins from experts along the bay which will be of interest to amateurs and weekend fishermen.

Smith College Recordings

SMITH COLLEGE 5th Anniversary Fund has sponsored and made available radio stations throughout the country a fifteen-minute recording made by Rev. Harry Emerson Fosdick, an octet of Smith College undergraduates and group of professional players. Program of works by American and European composers, including sonatas, will be heard on various stations. Standard 16-inch record consists of...
Kidnapper Jitters

KCVR Lodi, Calif., played an unpertaining part in the kidnapping story of Patsy DePonce, 17-year-old Lodi girl, H. C. O'Donnell, station manager reports. Miss DePonce said that shortly after her abductor had tuned to KCVR a bulletin concerning her disappearance was broadcast over the station. Showing signs of nervousness, her captor left, soon after hearing the bulletin and never returned. Miss DePonce then worked free from her bonds and escaped.

show which is based on the New York Daily News' Sunday feature of the same name. "The Author Meets the Critic" program regularly heard Wednesdays on MBS has been rescheduled to follow "Did Justice Triumph?" from 10:30-11 p.m.

Mr. Hoyt is Announcer for "Operation Homecoming" column Jan. 27 of signing by WCPO Cincinnati for 30 minutes of new series of Cincinnati Reds for 1947 and 1948 seasons. Johnny Nuen was incorrectly identified as WCP0 announcer who handled play-by-play description. Mr. Nuen is newly appointed network announcer.

Mr. Hoyt is WCP0 sports announcer and programmed his radio show. Mr. Hoyt begins his sixth year as broadcaster of Cincinnati Reds. The program is handled by Burger Brewing Co., that city.

Previously

WNEW Honored

DISTINGUISHED service award has been presented to WNEW New York by David F. Page, deputy administrator New York State. Mr. Page has resigned. WNEW will assume former duties of former manager, will handle midwest representation.

N. R. MADONNA, formerly with the sales promotion division of U. S. Rubber Co. and the Kenyon Research Corp., has joined the New York office of Donald Cooke Inc., radio representative.


Mr. Lowrance been in the publishing and printing business for a number of years. He also is serving as division manager, Charlotte branch, Naval Reserve.

PEGGY ALSTON has joined commercial department of KQFB Fort Worth, Tex. Miss Alston formerly with WIBO Harrisburg, has been added to the sales staff of WLBK Lebanon, Pa., as salesman.

W. J. FORBES has rejoined WJQ Morgan City, La., as sales manager.

Based on Feature

STORIES of people from every day life are dramatized in a new MBS weekly series called "Din Justice Triumph?" Program features George Orwell's novel "Animal Farm," MBS news commentator, as narrator of the
KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

ask for Rate Card 3

Page 60 • February 3, 1947

AFN Paris Off Air

THE LAST of the American Forces Network stations in France has now gone off the air. AFN Paris, actually a transmitter repeater station fed by AFN Frankfurt for the past several months, was operated by Harry Flora, transmitter engineer. The station had been kept on the air at the urgent request of the French people. AFN Air, now operating on the Continent are at Berlin, Bremen, Frankfurt and Munich.

KANSAS MARKET

Sponsors

LOUE CANNING Co., Los Angeles (canned meat products), Feb. 3 starts spot announcement schedule on KFRC KFRC KFOE KOX KSDJ KWW KKEV with two participations weekly on "Ben Alexander Show" on four Don Lee California stations (KHL KFRC KFOE KGB). Contracts are for 15 weeks. Agency is Dan B. Miner Co., Los Angeles.

UNIVERSAL PICTURES Corp., Hollywood, switches its account to Monroe Greenshield Adv., Los Angeles, effective Feb 15 from J. Walter Thompson Co., Los Angeles.

LINK OF CALIFORNIA, Los Angeles (Jolyn cotton dresses), and JUNIORS Inc., Los Angeles (children's sportswear), have appointed Abbott Kimball Co. Inc., that city, to handle national advertising.

SANTA FE VINTAGE Co., Los Angeles (wines), has appointed Dan B. Miner Co. that city, to handle national advertising. Radio will continue to be used.


ADAM HATS, New York, Jan. 15 started test campaign on WPAS White Plains, N. Y., using 125 spots weekly, with the sentence: When you think of a hat, think of an Adam—It's hard to beat.

METROPOLITAN LIFE INSURANCE Co. of Canada, Ottawa, has appointed Young & Rubicam to handle advertising. Plans are being made to develop use of radio which has been started on a small scale.

CURTIS PUBLISHING Co., Philadelphia (Holiday magazine), is using transcribed programs and articles in its current issue of the magazine on a number of Canadian stations. Agency is BBDO New York.

DAVE W. THURSTON, formerly with the retail planning group of the sales division of General Foods Corp., New York, has been appointed assistant export advertising manager of the firm.

NEW YORK EXPORT Co. has appointed Grant Adv., New York, to handle advertising.

LAMBERT PHARMACAL Co., Chicago (Dorothy Gray Ltd., cosmetics) has appointed Lennen Eckhardt, New York, as assistant advertising and public relations manager.

LEHN & FINK PRODUCTS Corp., New York (Dorothy Gray Ltd., cosmetics), has appointed Lennen & Mitchell, New York, to handle its advertising campaign effective July 1.

LOUIS H. MacLEOD has been appointed chain store and super market manager of Lever Bros. Co.

NATIONAL SHIRT SHOPS, New York (Men's furnishings), has appointed Seidell Adv., New York, to handle advertising. Media plans are being set.

OLD DUTCH, Minneapolis, New York (Old Dutch coffee), has started an expanded advertising campaign for 1947 which includes a spot campaign launched Jan. 20 for eight weeks on the following New York stations: WNEW WOR WABC WZAP WCBS. Agency: Seidell Adv., New York.

RHINE & CO., New York, has announced expanded advertising plans for 1947. Advertiser sponsors a farm program on WNY New York and

50,000 watts is a lot of power

KMPC

710 KC-LOS ANGELES

G. A. RICHARDS, PRESIDENT
R. R. REYNOLDS, VICE-PRES. & GEN. MGR.

Power Coming

THE NETWORK ACCOUNTS

New Business

LOMA LINDA Co., Los Angeles (food products), has appointed "Melody House" for 52 weeks on 8 CBS Pacific stations, Mon.-Fri. 4:30-5 p.m., agency: E. J. Robinson Adv., Los Angeles.

Renewal Accounts

QUAKER OATS Co., Chicago (cereals), March 24 renew for 52 weeks "Who's Weezer" on 75 CBS stations, Sun. 6:00-6:30 p.m. Agency: Rutherfurd & Ryan, N. Y.

INTERSTATE BAKERIES Co., Los Angeles (bread), Feb. 24 renew for 52 weeks "Golden Olives" on 75 MBS stations, Sun. 4:30-5 p.m. Agency: Bower & Co., N. Y.

PHILIP MORRIS & Co., New York, has renewed for 52 weeks, "It Pays to Be King" on 75 MBS stations, Mon.-Sat. 10:00-11:00 p.m., agency: Blum Co., N. Y.

MARS Inc., Chicago (candy), March 21 renew for 52 weeks "Mr. Goodbar" on 55 MBS stations, Sun. 9:00-9:30 p.m. Agency: Grant Adv., Chicago.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), Feb. 5 renew for 13 weeks "Treasurer Trail" on 5 CBC Ontario network stations. Wed. 8:30-9 p.m. Agency: Lambert & Pearsall, N. Y.

WILLIAMSON CANDY Co., Chicago (O'Henry candy bars), March 2 renew for 52 weeks "True Detective Mysteries" on 300 MBS stations, Sun. 1:00-1:30 p.m., agency: Aubrey, Moore & Wallace, Chicago.
New Society

DISCOVERING that during 1946 no less than 104 fictitious criminals hit the dust—an average of two a week—on the Adventures of the Falcon, sponsored by American Safety Razor Corp. on MBS each Tuesday, Mutual press department declares that Jim Meighan, lead on the show, is about to form a new organization, the RAPS—POTMCDHAOS, or, to spell it all out, Radio Actors' Protective Society for the Prevention of More than One Criminal Done In in Any One Script.

Mr. Manship

condition improved after his return to Baton Rouge but he suffered a recurrence of his illness two months ago.

He was a member of the board of the American Newspaper Publishers Assn., and from 1941-43 was president of the Southern Newspaper Publishers Assn. Born in McComb, Miss., he attended Millsaps College in Jackson, Miss., entering newspaper work on the Jackson Daily News. Surviving are Mrs. Manship; two sons, Charles P. Manship Jr. and Douglas Manship; a sister, Mrs. Ralph Wilson, of Oxford, Miss., and a brother, Luther Manship, of Jackson.

Charles P. Manship, Baton Rouge, La., Dies

Charles Phelps Manship, 65, owner of WJBO and WBRL (FM) Baton Rouge, La., died Jan. 27 after a long illness. He was editor and publisher of the Baton Rouge State Times and Morning Advocate.

Mr. Manship had been stricken ill in 1944 while serving as U.S. associate director of censorship in London but remained on his job until the end of that year. His income.

Seeking State FM

U. Of California is aiming at formation of an FM network controlled by the state's department of education and is seeking appropriation of $1,750,000 for that purpose. Measure is expected to be introduced shortly and is being led by Hale Sparks, head of radio at the university's Berkeley campus. Conscious of this threat both to freedom of expression as well as implied competition, both Northern and Southern California Broadcasters Assns. are preparing strategy.
Now—quick, simplified

Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B4 Consolete) and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give accurate picture of “On Air,” “In Use,” “Ready,” and “On-Off” conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.
switching for AM-FM Programming

These new RCA consolette switching systems co-ordinate all studio-station functions

Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

The two Switching Consoles shown, in connection with standard RCA Consoles of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station . . . switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B4 Consolettes, program material from up to four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-B, Radio Corporation of America, Camden, N. J.

Type BCS-2A
Switching System

Two studio inputs may be switched independently to either of two outgoing lines. Mechanical interlocking prevents feeding two inputs to same line. Handles up to four studios and two announce booths. Two examples of the layouts possible are shown at left.

In Canada: RCA VICTOR Company Limited, Montreal


**Services Provided**

- **Monitoring Amplifier**: Designed for professional use, ensuring high-quality sound reproduction.
- **Amplifier**: Enhanced with advanced features for professional audio engineers.
- **Monitor System**: Includes all necessary components for a professional monitor setup.

**Performance Highlights**

- **Power Output**: 1 kW AM.
- **Frequency Response**: Wide frequency range.
- **Sensitivity**: High sensitivity for accurate sound reproduction.

**Customer Reviews**

"I've been using this system for several months now and I'm completely satisfied. The power and clarity are exceptional. I highly recommend it." - John Doe, Professional Audio Engineer

"This monitor system is a game-changer. The clarity and definition are unparalleled. I couldn't be happier." - Jane Smith, Radio Broadcast Producer

**Support**

- **Customer Support**: Available 24/7 for any queries or support needs.
- **Warranty**: 1-year warranty on all parts and labor.

**Additional Information**

- **Specifications**: Detailed specifications available upon request.
- **Downloads**: PDFs containing installation guides and troubleshooting tips.

**Contact Us**

For more information, please contact us at 123-456-7890 or info@monitoringsystem.com.
Decisions Cont.:

WLBC WLNH WMFF KORN
KBND
BRANHAM
DALLAS

(Continued front of page 66)

(Continued from page 64)

Decisions Cont.: limited. Install DA for day and night time, and make other changes, with application of Grain County Boost, Co., for new station at Per, to operate on 980 kc, 500 w, 1 kw-Ls, DA-2, unlimited, and application of Fred Jones Best, Co., to change operating assignment of KXMP Tulsa, from 1500 kc, 1 kw day-time, to 970 kc, 500 w, 1 kw-Ls, DA-2, unlimited.

Renewal of Licenses

The following stations were granted license renewals for period ending Feb. 1, 1946: WHER WOAR WOYU ROY* WCHB KWFO KMKY KOAC* KRAA KXKO WAKR WMID WEMP WHER WHER WHOR WHER WHAT WLAK WLJW WMBO WCMA WSJW WAYS WTVL WALL WBBR WEXL WEXJ WLBG WEMF KQEN VRKQ KPTO KMHO KRMJ KUIN KVOL KXWO.

-Commissioner Durr for hearing.

KSAM Huntsville, Tex.—Granted renewal of license for the period ending Aug. 1, 1946.

WEW St. Louis—Granted renewal of license for the period ending Nov. 1, 1949.

WJNN Jackson, Miss.—Granted renewal of license for regular period.

BY THE COMMISSION

Temporary Extension

Licenses for the following stations were extended upon temporary basis for period ending April 1, 1947:

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

KLXO Sioux Falls, S. Dak.—Pending consideration of information requested under Sec. 338(b) of Communications Act.

KXOT Sweetwater, Texas.—Same.

WEBC Chicago.—Same.

WFOA Evansville, Ind.—Same.

WAMY Albany, N. Y.—Pending action on renewal of WAMK, and completion of assignment of license.

WMLK Milwaukee—Pending application filed late.

WKPX Martinsburg, W. Va.—Same.

WING Dayton, Ohio—Pending action on applications for licenses to cover CPs.

-Pending further consideration of applicants qualifications.

WONY New York—Pending outcome of litigation involving transfer of control of licensee corporation.

WMIT Dublin, Ga.—Renewal application filed late.

WPAR Parkersburg, W. Va.—Pending completion of transfer of control.

AM-970

WWSW Pittsburgh—Announced final decision to grant application change operating assignment from 1400 kc to 970 kc, increase 250 w to 5 kw, unlimited, using directional day and night condition.

AM-970

WICA Anahahua, Ohio—Same, for change from daytime only with 1 kw, to fulltime on 970 kc with 1 kw night 3 kw day using directional night condition.

AM-970

WBBR Buffalo—Same, for change from 940 kc to 970 kc, increase 250 to 5 kw unlimited, directional day and night condition.

AM-970

WVSA Harrisonburg, Va.—Denied application to change from 500 kc to 970 kc with 5 kw day and 3 kw night, directional night.

Oral Argument

WGCN Best, Co. and WLOX Best, Co., Biloxi, Miss.—Designated for oral argument Feb. 12 in Washington the exceptions filed to proposed decision 147 involving applications both. Also set for oral argument same day is petition of WLOX Broadcasting for leave to amend its application to include additional officers, directors and stockholders.

AM-1400

Green Bay Best, Co., Green Bay, Wis.—Announced final decision to grant application for new station 1400 kc 250 w unlimited.

AM-810

Green Bay Newspaper Co., Green Bay, Wis.—Granted application for new commercial television station, for extension of commission date.

WTVW Washington—Modification of CP which authorized new commercial television station, for extension of commission date.

WTWH Warhol, Mass.—Modification of CP which authorized new commercial television station, for extension of commission date.

AM-910

Valdosta Best, Co., Valdosta, Ga.—CP for new standard station on 840 kc, 1 kw night, 5 kw day, DA and unlimited commer—AMENDED: to change frequency from 850 to 910 kc, change power from 1 kw night, 5 kw day and 2 kw night, changes in DA for night use only and change transmitter location.

FM—Unassigned

Plains Radio Best, Co., Lubbock, Tex.—Announced final decision to grant application to be operated on frequency to be assigned by FCC, effective radiated power of 15 kw and height above average terrain 366 feet—AMENDED: to make changes in antenna system.

TV Commission Date

KSTP-TV St. Paul, Minn.—Modification of CP which authorized new commercial television station, for extension of commencement and completion date.

Application Dismissed:

AM-1340

WROD Dayton Beach, Fla.—Modification of CP which authorized new standard station, for extension of commission date. Dismissed Jan. 21, 1947—unnecessary, CP not issued.

Applications Tendered for Filing:

AM-840

W. A. Smith, Plant City, Fla.—CP for new standard station 1900 kc 250 w and daytime.

AM-1210

County Best, Co., Oxnard, Calif.—CP for new standard station 1210 kc 1 kw and daytime.

Jan. 27 Decisions

BY COMMISSIONER WALKER


Belleville News-Sentinel, Belleville, Ill.—Granted petition for waiver of rules and accepted petitioners written appearance in re application.

Palo Alto Co., Albany, N. Y.—Granted petition for leave to amend its application so as to show slightly modified antenna pattern.

Messenger Publishing Co., Athens, Ohio—Granted petition requesting dismissal without prejudice of its application.

WSSC Chicago, Ill.—Granted petition for waiver of rules and accepted petitioners written appearance as intervenor in re application of KMOV Co., Benton Harbor, Mich.

Regents of the University of System of Fla., Atlanta, Ga.—Granted petition for leave to amend its application so as to supply program schedule, new campus use and other changes.

Booth Radio Stations, Saginaw, Mich.—Granted petition for leave to amend its application so as to show revised directional antenna, etc.

Loys Marsden Hawley, Bennettsville, S. C.—Granted petition for waiver of rules and accepted petitioners written appearance in re application.

Sioux Falls Broadcast Assn., Sioux Falls, S. D.—Granted petition for leave to list positions in the hearing in the hearing upon its application.

Alvin E. Nelson Inc., San Francisco—Granted petition for leave to dismiss without prejudice its application.

Home News Publ., Inc., New Brunswick, N. J.—Granted petition for leave to amend application so as to specify 1300 kc, 250 w, instead of 1250 kc, with 1 kw, etc.; amendment was accepted and application removed from hearing docket.

Perth Amboy Best, Co., Perth Amboy, N. J.—The Commission on its own
Hat Trimming

SEVEN-FOOT radio antenna now adorns the hat of the William Penn statue atop City Hall in Philadelphia. The antenna, whose tip is 591 feet above the ground, was mounted on the crown of Mr. Penn's hat by the Philadelphia Police Department as a part of the city's new $165,000 radio-telephone system for police patrol cars. New system will make it possible for a radio dispatcher to converse simultaneously with any number of the 300 cars being equipped with the system.

Motion ordered application removed from hearing dock.

Monona Best, Co., Madison, Wis.—Dismissed as good petition requesting leave to amend its application so as to modify specified distance.

NESC Wilmington, Del.—Denied petition for continuance of hearing upon its application for FM station, and said hearing was continued from Jan. 31 to Mar. 31 as will be directed.

Paris Best, Co., Paris, Tenn.—Granted petition for leave to dismiss without prejudice its application.

KXEL Waterloo, Iowa—Denied petition requesting that further day hearing be held in Waterloo after conclusion of consolidated hearing scheduled for Feb. 17 in Washington, upon petitioner's request for continuation of consolidated hearing to be held on March 10.

KMO San Francisco—Dismissed as moot petition requesting enlargement of the issues in re its application, et al.

C. Thomas Patton, Oakland, Calif.—Granted petition for leave to dismiss without prejudice its application.

Both Radio Stations, Kalama, Wash.—Denied petition to dismiss.

Both Radio Stations, Kalama, Wash.—Granted petition requesting that further day hearing be held in Kalama after conclusion of consolidated proceeding in re its application as so to be held on March 10.

Springfield Best, Co., Springfield, Mass.—Denied petition requesting enlargement of issues in re its application that further day hearing be held.

SBTG Seattle Best, Co., Mount Vernon, Wash.—Dismissed without prejudice its application.

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WRIZ Eau Claire, Wis.—Granted petition for continuance of consolidated hearing for grant of license presently scheduled for Jan. 30, and continued same to Mar. 17.

Scotland Best, Co., Laurinburg, N. C.—Granted petition requesting leave to amend its application for FM station at 1080 kc daytime and 1220 kc nighttime.

Colglen Best, Co., Hudson, N. Y.—Granted petition to continue hearing on its application and on its own motion Commission re scheduled hearing from March 13 to 15.

KNOE Monroe, La.—Denied petition requesting that the hearing be held in Monroe, La., instead of Washington.

Jan. 27 Decisions . . .

BY THE COMMISSION

AM-1400 kc

D. T. Manget, Ryan W. Thomasen, James Thomasen and Ida A. Thomasen, Newman, Ga.—Granted CP for new station 1400 kc, 500 w, unlimited; subject to condition that applicant will not begin operation on 1600 kc until WATL has ceased operation on said frequency in accordance with WATL's existing CP to change frequency from 1600 to 1400 kc and subject to further condition that applicant will, within 60 days after issuance of this order, file a license application for modification of CP specifying transmitter and antenna as directed by Commission.

NOE Monroe, La.—Denied petition requesting the hearing be continued to date.

BY COMMISSION EN BANC

WTEL Philadelphia—Granted extension of license for period of 60 days.

BROADCASTING

Feb.—Directed as necessary.

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Room 403

February 3, 1947 • Page 67
FCC Actions (Continued from page 67)

Applications Cont.: 
Ross Bohannon, a partnership d/b/a Western North Carolina Bstg. Co., El Camino, Tex.—CP for new standard station 1600 kc, 250 w unlimited.

AM—1560 kc
Hill County Bstg. Co., Hillsboro, Tex.—CP for new standard station 1560 kc, 250 w daytime—AMENDED: to change transmitter.

AM—1010 kc
W. L. Pennington and M. S. Hapler, a partnership d/b/a New River Valley Public Service, Martinsville, Va.—CP for new standard station 1010 kc, 250 w unlimited.

FM—Unassigned
Gale Bost Co., Oak Park, Ill.—CP for new (class A) FM station, frequency to be determined by FCC, effective radiated power 7200 w and not more than 8000 w above average terrain 250 feet.

AM—460 kc
WOI Ames, Iowa—Special Sale au- thorization for AM transmitter normally at local sunrise (CST), on 660 kc, 1 kw for period ending not later than Nov. 1, 1946.

WOSH Oshkosh, Wis.—CP install new vertical antenna and mount FM antenna atop of AM tower.

AM—1110 kc
Stanley S. Beauchamp, Oriville, Calif.—CP for new standard station 1110 kc 1 kw daytime.

AM—1210 kc
Ventura County Bstg. Co., Oxnard, Calif.—CP for new standard station 1210 kc, 1 kw daytime. Reassigned and modified to specify transmitter and studio locations.

AM—1080 kc
KROY Sacramento, Cal.—Change frequency from 1040 to 1050 kc, increase power from 250 to 5 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change power from 250 to 3 kw and install new directional antenna at night, change type transmitter and make changes in directional antenna system.

AM—1110 kc
Big Island Bstg. Co., Hilo, H.—CP for new standard station 1110 kc, 1 kw unlimited.

AM—1380 kc
Francisco Pereda Caillias, Frederico Virella, Hector Pereza Buonono and Pedro Jimenez, a partnership d/b/a Borinquen Bstg. Co., Caguas, P. R.—CP for new standard station 1380 kc, 250 w unlimited.

AM—680 kc
WAPA San Juan, P.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1120 kc
WBCC Bethesda, Md.—Modification of CP to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1110 kc
WBCF Bethesda, Md.—Modification of license to change corporate name from Southeastern Bstg. Co., to Jefferson Standard Bstg. Co.

AM—870 kc
WGTI Kanopolis, K.—Modification of CP which authorized new standard station and authority to change type of transmitter and for approval of transmitter location and to specify studio location.

AM—1400 kc
WSIC Statesville, N.—Modification of CP which authorized new standard station and authority to change type of transmitter and for approval of transmitter location.

AM—1140 kc
KLPB Oklahoma City—Modification of CP, which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location and to specify studio location.

AM—1500 kc
KPMJ Tulsa, Okla.—CP install new transmitter.

AM—730 kc
WCPB Charleston, S. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1500 kc
WGN5 Murfreesboro, Tenn.—License to cover CP as modified which authorized new standard station and authority to change type of transmitter and for direct measurement of antenna power.

AM—500 kc
KYTBC Austin, Texas—License to cover CP which authorized installation of new 1 kw transmitter for auxiliary purposes only, with 1 kw directional antenna for night use.

AM—1450 kc

AM—1420 kc
KGGB Hartington, Neb.—Modification of CP as modified, which authorized an installation of another vertical antenna with FM antenna mounted on top, for extension of completion date.


AM—2050 kc
KSFA Nacogdoches, Tex.—Modification of CP which authorized a new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location and to change studio location.

AM—1400 kc
WDDS Champain, Ill.—CP to in- stall new transmitter and move and mount FM antenna on top of AM tower.

The Trustees of Indiana University, Bloomington, Ind.—CP for new noncommercial educational station to be operated on 4920 kc, emission A3-FM (spe- cial for FM) AM 1560 kc—AMENDED: to change frequency from 4920 kc to 5020 kc, to 8 kw, to 2500 w, to 5 kw, to 4 kw, and to 3 kw.

AM—860 kc
KWFC Muscatine, Iowa.—License to cover CP as modified which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

KIU Garden City, Kan.—License to cover CP which authorized installation of new transmitter.

AM—700 kc
KYDS St. Paul, Minn.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and to specify studio location.

AM—1140 kc
KSGM Ste. Genereve, Mo.— Modification of CP which authorized new standard station and authority to change type of transmitter and for approval of transmitter location.

AM—1380 kc
Beloit Broadcasters, Beloit, Wis.—CP for new standard station 1380 kc, 1 kw daytime.

AM—1570 kc
Clarence L. Graf and Clifford G. Cottle, a partnership, Central States Bstg. Co., Clintonville, Wis.—CP for new standard station 1570 kc, 250 w unlimited.

WDSM Superior, Wis.—CP change frequency from 1230 to 710 kc, change power from 250 kw to 1 kw, change transmitter and directional antenna and to specify transmitter and studio locations.

AM—1150 kc
KPSK Phoenix, Ariz.—Modification of CP as modified, which authorized new standard station, to make changes in

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vertical antenna and change transmitter location.

AM-1460 kc
WOI Ames, Iowa.—Request for extension of special service authorization for new station, to change type of transmitter.

AM-1450 kc
KPFI Seattle, Wash.—Grant modification to CP, which authorized new standard station, to change frequency from channel 11, 198-204 mc to channel 4, 518-524 mc.

AM-1430 kc
KCOY Santa Maria, Calif.—License to cover CP as modified, which authorized new standard station and studio location to determine operating power by direct measurement of antenna power.

AM-1400 kc
KIFI Idaho Falls, Idaho.—License to cover CP which authorized new standard station and to specify studio location and authorize operating power by direct measurement of antenna power.

AM-1390 kc
KBOW Butte, Mont.—Modification of CP as modified, which authorized new standard station, to make changes in vertical antenna.

AM-1360 kc
Relay Station
Albuquerque Bestg. Co., area of Albuquerque, N. M.—Grant modification of CP which authorized new standard station, to make changes in vertical antenna.

AM-1340 kc
KVVI Roswell, N. M.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, to change studio location.

AM-1300 kc
KVCO Salesville, N. J.—Modification of CP which authorized new standard station, for approval of transmitter and studio locations.

AM-1290 kc
KDFV-TV Salt Lake City—Modification of CP which authorized new standard station, for extension of completion date.

AM-1230 kc
KFIO Spokane, Wash.—Bellingham—Modification of CP which authorized new standard station, for approval of antenna, to change type of studio location, to change studio location.

AM-1200 kc
KPOJ Portland, Ore.—Modification of CP which authorized new standard station, for extension of completion date.

AM-1150 kc
New-Journal Corp., Daytona Beach, Fla.—Grant modification of CP which authorized new standard station 1150 kc, 1 kw daytime.

AM-1140 kc
Paul B. Lindsey & Lincoln, Okla.—Grant modification of CP which authorized new standard station 1460 kc, 250 w unlimited.

AM-1100 kc
Theodore A. Lanes and Roland Wal- lend, d/b/a as Walnut Radio Sales, De- Kalb, Ill.—CP for new standard station 1380 kc, 250 w daytime.

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(Continued on page 70)
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FCC Actions
(Continued from page 69)
Applications Cont.:
AM-1240 kc
Cecil W. Culp t/a/Arkadelphia
Boston, Ark., for new standard
station, 1240 kc, 350 w. unlimited.
AM-850 kc
KFSA Fort Smith, Ark.—Modification
of CP (as modified which authorized
the new standard station), to change
hours of operation from daytime to
unlimited, change power from 1 kw
day to 1 kw and night, and install DA
for night use.
AM-1490 kc
WJVB Jacksonville Beach, Fla.—CP
to change frequency from 1010 kc
to 1490 kc, to change hours of
operation from daytime to unlimited,
change power from 250 w day to 250 w
day and night.
AM-1220 kc
Coastal Bstg. Co., Lakeland, Fla.—
for new non-commercial education
station, 1220 kc, 250 w. unlimited.—AMENDED:
to change frequency from 1400 to 1220 kc.
FM—91.9 mc
Technical High School, Dade County
Board of Public Instruction, Miami, Fla.—CP
for new non-commercial education
station, 91.9 mc, 250 w. unlimited.—AMENDED:
to change frequency from 1600 to 1220 kc.
AM-749 kc
WMBL near Middletown, Cfn. N. C. —
Modification of CP which authorized
a new standard station, for approval
of antenna, for approval of transmitter
and studio locations.
AM-1230 kc
WMTT McMinnville, Tenn.—Modifi-
cation of CP which authorized
a new standard station, to make changes in
its use of transmitter and change
transmitter location.
AM-1490 kc
KFDA Amarillo, Tex.—Modification
of CP to change frequency from
1230 to 1490 kc, to change CP
from 250 w day and night to
5 kw day and 1 kw night, install new
transmitter at a new transmis-
sion antenna, and change
transmitter location. (Facilities
authorized to be KGMOC)
AMENDED: to install DA for night use.
AM-1570 kc
WOKZ Altai, Al.—Modification of
CP which authorized new standard
station, for approval of antenna, approval
of station site, and to specify
studio location.
AM-1450 kc
WASK Lafayette, La.—Modification
of CP which authorized installation
of antenna, and change transmis-
sion antenna location to make changes in
vertical antenna.
AM-1369 kc
Modesto Bstg. Co., Modesto, Calif.—
Renewal of CP for new standard
station, 1370 kc, 1 kw, 250 w. daytime.—AMENDED:
to change frequency from 1080 to 1360 kc.
AM-1369 kc
Western Waves, Seattle, Wash.—CP
for new standard station, 1340 kc, 50 kw.
unlimited.—AMENDED: to change
transmitter location (same de-
scription).
License Renewals
Jamaica Radio Television Co., Jama-
ica, L. I., N. Y.—License renewal ex-
perimental television station WXFT.
Allen B. Du Mont Labs., area of New
York—Same for W2XUG.
Gust Zaharoff, North Clairemont, W. Va.
—Same for WEXOD.
The Moody Bible Institute, Chicago—
License renewal of ST station WEXMB.
Applications Tendered for Filing:
AM-1350 kc
WLOA Bradleek, Pa.—CP to
increase power from 1 to 5 kw, 3 hours of
operation from daytime to unlimited, install
new transmitter and DA for night use.
AM-1450 kc
Hammond Bstg. Co., Hammond, Ind.—
CP for new standard station, 1450 kc, 1 kw, 100 w.
unlimited.
AM-1450 kc
WILK Wilkes-Barre, Pa.—Voluntary
sale of CP to approriate license to Wyoming Val-
ley Bstg. Co.
AM-1230 kc
Atchua County Bstg. Co., Gaines-
ville, Fla.—CP for new standard station,
1230 kc, 250 w. unlimited.
AM-680 kc
Radio Atlanta, Atlanta, Ga.—CP
for new standard station, 680 kc, 1 kw.
time.
AM-940 kc
Louie L. Morris, Hartwell, Ga.—CP for
new standard station, 940 kc, 1 kw, day-
time.
AM-1540 kc
KGBG Galveston, Tex.—Modification
of CP, to change hours of operation
from daytime to unlimited using 1 kw
and 250 w night, install DA for night
use and change transmission antenna.
AM-1240 kc
Harry Willard, Under, St. Cloud, Minn.
—CP for new standard station,
1240 kc, 250 w. unlimited.
Jon. 30 Applications
ACCEPTED FOR FILING
Developmental Station
WXAM Jacksonville, Fla.—License to
cover CP which authorized developmental
station.
FM—Unassigned
KYN Co., Grand Rapids, Mich.—CP
for new class B station to be
assigned by FCC, ERP 254.1 kw.—AMENDED:
to change name from KYN to Liberty Bstg.
AM-1400 kc
LCB Inc., Larchmont, N. Y.—CP
for new standard station.
AM-1400 kc, 1 kw, day-
time, unlimited.
AM-1400 kc
Mountain Bstg. Service, Princeton,
W. Va.—CP for new standard station.
1400 kc, 250 w. unlimited.—AMENDED:
to change name of applicant from
Dewey J. Bailey, Harold P. Runnolt
and Frank G. McKenzie to partnership
d/b as Mountain Bstg. Service.
AM-1400 kc
WJID area of Bristol, Tenn.—License to
cover CP which authorized remote
pickup station.
FM—Unassigned
Northwest Bstg. Co., Fargo, N. D.—
for new (metropolitan) FM station.
Frequency to be assigned by FCC.
AMENDED: to change stockholders.
WHAM-1450 kc
FM-1040 WJDM Madison, Wis.—Modifi-
cation of CP, which authorized new
non-commercial educational station for
examination purposes.
AM-1230 kc
WHRM-FM Wisconsin Rapids, Wis.
—Modification of CP, which authorized
new FM station to change transmitter
ERP to 1 kw, make changes in
transmitter antenna system and change
commence- ment and completion date.—AMENDED:
to change class of station from “A”
to “B” ERP of 1 kw to 1.5 kw
specified frequency as “to be assigned by
FCC,” antenna height above average
terrain as 361 feet.
Remote Pickup
KINU area of Tacoma, Wash.—License
to cover CP which authorized new
remote pickup station.—AMENDED:
to change antenna height.
AM-1400 kc
AMENDED:
256.000 Jewish speaking persons
1,938,000 German speaking persons
288,000 Polish speaking persons
230,000 Spanish speaking persons
6,517,777 foreign language prospects
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department will assist in translat-
ing your copy. Remember WBNX
means New York coverage in any language.

NLRB Intervention Requested by RWG
Union Wants Networks to Deal With It for Freelancers

NATIONAL LABOR Relations Board intervention was sought last week by the Radio Writers Guild in an effort to force an opening of negotiations with the networks for sustaining freelance writers.

The networks have not as yet agreed to negotiate with the Guild on behalf of such writers on the grounds that they are “independent contractors” and hence should be dealt with separately.

The Guild’s request for NLRB entrance into the controversy was described as “protective” by Roy Langham, national executive secretary of RWG. He said that if the networks agreed to negotiate, the union would withdraw its request to the NLRB.

Preliminary Hearing
At present, however, a preliminary hearing has been scheduled for Monday at 10 a.m. in New York before Stanley Liebling, field examiner of NLRB.

Meanwhile the RWG committee proceeded with negotiations for the network staff dramatic and continuous writers. At a session last Tuesday in New York, the Guild and representatives of three networks (Mutual employs no staff writers) discussed counter-proposals to union demands and agreed to meet again February 7. It was understood that these negotiations may be consummated at that meeting. The Guild had originally demanded a 20% increase for staff writers. [BROADCASTING, Jan. 27.]

The members of RWG’s three loca-
lations, New York, Chicago, and Los Angeles, have voted to authorize the national negotiating committee "to call for a strike vote when it shall be deemed necessary."

Switches to Orr
ARTHUR P. LIVINGSTON, for-
mer vice president in charge of mer-
chandising and research at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

Gets Finch Rights
AUTOMATIC ELECTRIC Co., Chi-
cago, under terms of a contract
signed with Finch Telecommunica-
tions in New York last week ac-
quired rights to manufacture and sell or license Finch facsimile equipment.

William J. Caverly, president of Automatic Electric, said that acquisi-
tion of Finch facsimile rights is in line with the program of the telephone industry to expand its facilities to embrace various sup-
plementary types of communica-
tion.

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FCC Sees Color
(Continued from page 18)

of the value of picture brightness which revealed little more than that Dr. Goldmark preferred less light than his critics.

David B. Smith, Philco vice president in charge of engineering, criticized the rounded glass on the color receivers which, while magnifying the images, gave off reflections of the room lights and windows that he found distracting. An extensive argument followed over viewing conditions.

Effect of Curved Glass

Mr. Roberts criticized the curved glass as causing distortion when the viewer is more than 30 degrees from a front-on view of the receiver and he further charged that whenever he shifted his eyes during the program the colors apparently broke up, stating that with a simultaneous electronic system this would not occur. Dr. Goldmark retorted, "You shake your head when you want to break up the color, but not when you want to see the program."

The third CBS demonstration illustrated switching from film to live programs and also from the direct broadcast to one which was fed through the AT&T coaxial cable to Washington and back before going on the air. The switches from live to film programs were made smoothly; the cable cut-ins and cut-outs showed on the screen as brief flashes.

The press tables, like most of the room, were too far away for changes in picture quality to be apparent but close observation of a test pattern originating from a detector tube showed the horizontal resolution reduced from about 325 lines to slightly over 250 lines when the signal had gone through the cable. When the test pattern came from a slide in front of the camera the loss was greater. In response to Commission questioning as to the effect on black-and-white pictures, O. B. Hanson, NBC vice president and chief engineer, said that 245 lines was normal for cable transmission as against 325 lines for full band width on the air.

H. A. Apple, of AT&T, described the cable circuit, stating that at present it gives an effective video band of somewhat over 2.7 mc, with an overall band of about 5.6 mc, compared to 6 mc for black-and-white overall bands and 16 mc for the CBS color band overall.

Monday's session concluded with a showing of various devices, which were designed to compare the CBS color reception with black-and-white on three Du Mont receivers, Dr. Du Mont said a statement terming the proposed CBS standards "totally inadequate." Pointing out that CBS has not increased the size of its color pictures from the 6x8-inch images it showed in 1940, he expressed the belief that this is the maximum possible with the sequential method. The scanning disc is the limiting factor, he said, pointing out that to get a 20-inch picture such as received on one of the Du Mont receivers would require a disc nearly five feet in diameter.

The three Du Mont receivers utilized a 12-inch, 15-inch and 20-inch tube, respectively. The set with the 12-inch tube was stationed beside the two color receivers giving the same size apparent images. Both of these had been equipped with awnings overnight to shield them from the room lights, but Chairman Denny ordered one of the awnings removed for better comparison.

For the first comparative test, Du Mont picked up a film about canoeing while CBS received a live studio pickup of Pati Painter. All the Du Mont black-and-white programs were broadcast by WBT, NBC station, as WABD, the Du Mont station, is off the air while its new antenna is being installed. With room lights on and shades up the color pictures seemed faded in contrast to the much brighter black-and-white pictures, and the reflections from the curved glass of the unshaded color receiver were more noticeable when compared with the flat-faced Du Mont receiver tubes.

A better comparison was given in the next test, when the same picture, a travelogue, was shown on all receivers in black-and-white. The Du Mont pictures were broadcast from 35 mm film, the CBS

(Continued on page 72)

INSPECTING a receiver at the television hearings are (1 to r): Allen B. Du Mont, president of Du Mont Labs; E. W. Engstrom, vice president in charge of research, RCA Labs; Peter C. Goldmark, CBS director of engineering research and development.

Announcing the appointment of

JOE BERNARD

as National Sales Manager

of

KTUL-KOMA

TULSA, OKLAHOMA

Nationally by WIBC

OKLAHOMA CITY, OKLAHOMA

Represented by General Manager

FRE & PETERS, NATIONAL REPRESENTATIVES

February 3, 1947 • Page 71
We have actually counted 147 DIFFERENT RADIO STATIONS who reproduced data from our 1946 SURVEY OF BUYING POWER in defining and selling their markets to national advertisers.

Media sellers throughout the nation recognize that the Survey commands an unrivaled degree of acceptance among advertisers as a nationally recognized source of new and exclusive data on local markets.

The new 1947 Survey of Buying Power—as the only source of 1946 figures on the sales, income and population of cities and counties—will be even more indispensable as a basis for effective market presentations in the buyer's market of 1947. In accordance with SALES MANAGEMENT's policy, all Survey advertisers will be granted special permission to reproduce the copyrighted material contained in this issue.

The exceptional value of this privilege, plus the primary importance of the Survey as a year-round medium to reach 15,000 sales and advertising executives, makes SALES MANAGEMENT'S Survey of Buying Power the best single buy of the year for media advertising.

The 1947 Survey will be published May 10th and the closing date for reservations in the county and city sections is March 10th. Position will be assigned on a first-come, first-served basis; and advertisers are urged to forward reservations well in advance of the closing date.

FCC Sees Color

(Continued from page 71)

from 16 mm film, but otherwise they were identical. When the shades were closed and the lights turned out there was less contrast, but D. T. T. Goldman, Du Mont director of research, stated that the tint of the color sets did not match the whiteness of the black-and-white receivers.

Mr. Roberts said he could see more detail on the 12-inch black-and-white set than on the color sets. Adrian Murphy, CBS vice president, said he noticed a flicker on the 20-inch Du Mont receiver, which Dr. Du Mont said might have been due to too much brilliance which would cause a flicker at close range, adding that the set is equipped with a control so brightness could be turned down.

Cost of Receivers

Questions about prices elicited the information that the Du Mont set with the 12-inch tube, also including AM and FM reception, sells for $700, and the 20-inch Du Mont set, with AM, FM and a record changer, for $2466. Installation charges vary from $25 to $50. A Bendix spokesman said 50 sets were being built like the one used in the demonstration, which would go on sale at $1820 each.

During the noon recess the Du Mont 12-inch receiver was replaced by a set with a brighter tube with average brightness of 450 footlamberts.

Commissioner Jett, about 10 feet from the 12-inch Du Mont set, complained of a flicker with the extreme brightness. Filters were placed in front of this set to reduce the brightness to 40 footlamberts, which Mr. Murphy said demonstrated the CBS claim of the importance of contrast over brightness.

To demonstrate the accurate color registration of the system, CBS displayed in the control room a colored scarf while its mate was televised in the studio and received on the color sets. This concluded the demonstrations.

RCA's Live Pickups

Live color pickups via the RCA simultaneous electron method of video color broadcasting were given their first public showing Wednesday day as a surprise addition to the RCA demonstration for the FCC. E. W. Engstrom, vice president in charge of research at RCA Labs., in charge of the demonstration, revealed that only the day before had the first live pickup been made and that it had been decided to show the process to the Commission despite its admitted crudity.

Showing took place at Penn's Neck Community Club, Princeton, N. J. Opening with a video newsreel broadcast in black-and-white on Channel 4 from W2XNZ, NBC experimental station a half-mile away. The film faded out and a girl appeared on the screen to act as "m.c." for the program that followed.

Emphasizing that RCA was presenting a "laboratory type demonstration and not a finished show," Dr. Engstrom said the live pickup had been obtained by the flying spot technique, which he termed a laboratory device RCA is not proposing for general use. Process utilizes a cathode-ray tube as a flying spot scanner, with specially developed color cameras selecting the color components of the picture by means of an optical system and photoelectric cells into three color signals which are broadcast on individual channels, the same as in RCA's color film transmission [BROADCASTING, Nov. 4, 1946]. At the receiving end each signal is received on a three-inch loudspeaker, the three images then being optically projected into a composite color picture appearing on the receiver screen.

Pictures were received in color on color-projection receivers with screens about 15 x 20 inches and in black-and-white on two similar monochrome projection sets and on a direct viewing table model with a 10-inch screen. The color film transmission had noticeably improved since the fall demonstration, but not enough to satisfy the CBS observers, who after two days on the receiving end were happy to be in the critics' seats.

Dr. Murphy began by describing unevenness in the color.

Murphy Says CBS Proved Claims

By ADRIAN MURPHY
CBS Vice President

AN EXAMINATION of the New York and Princeton color television record will, I believe, clearly show that, within the scope of the demonstrations conducted, CBS proved all the claims it made in Washington during the December sessions.

Among the points proved were:

1. It is feasible to send satisfactory color television pictures under the CBS proposed standards over long distances by coaxial cable.
2. Color fidelity under the CBS proposal is very high.
3. Fundamentally, contrast rather than brightness determines whether a television picture is satisfactory, and the high brightnesses recommended by those opposing CBS are not necessary.
4. Interest value of color is vastly superior to that of black and white.
5. Under the CBS proposed standards, small size sets, even smaller than the table-model black and white sets now on the market, are feasible.
6. CBS color television is functioning now at a far higher level of performance than was black and white television at the time it was commercialized.

The Princeton demonstrations showed that little if any progress has been made in overcoming the technical difficulties which CBS pointed out in Washington in the way of development of a successful simultaneous system. Among such difficulties inherent in any simultaneous system are great unevenness of color rendition over the area of the screen, and serious lack of registration resulting in marked fuzziness. An additional defect demonstrated at Princeton was the appearance of bright yellow hallucinations in white objects.

In short, the Princeton demonstrations failed to give any assurance that the simultaneous system can ever be developed to a satisfactory level of performance for a mass audience.

The demonstrations and discussions, in New York and Princeton, also proved that the technical methods claimed by opponents of the CBS proposal as reasons for giving preference to the simultaneous system, can, when and if perfected, be employed effectively under the sequential standards which CBS has proposed.

"He's rehearsing for that WFDF Flint traffic safety program tonight."
COLOR VIDEO demonstrations "for the record" were presented before a capacity audience in a New York City court room last Monday as FCC resumed its hearings on the CBS petition for immediate allocation of the 480-920 mc band for commercial color operation. FCC Commissioners seated in background are (to f.) Aloe H. Hyde, Paul A. Walker, Chairman Charles R. Denny, Ray C. Wakefield, and E. K. Jett. Television receiving sets are seen at either end of the Commissioners' bench.

RCA was merely making a laboratory demonstration and Chairman Denny and Commissioner Jett both pointed out that unlike CBS, RCA has not proposed its system for immediate use but has stated it will not be ready for that for about four years. To further CBS criticism of the colors shown, Dr. Engstrom replied that RCA was operating without a color monitor at the transmitter.

Reporting that the RCA color program had been broadcast on a channel width of 14.5 mc, compared to 16 mc used by CBS, Dr. Engstrom described a process for separating the high frequencies of each color channel and mixing them while the lows are broadcast separately which he said might enable a further reduction in channel width to 12.5 mc.

He explained the use of an inexpensive converter by which the

ufh color transmission was received in monochrome on the low band black-and-white sets, pointing out that it would enable the owners of today's receivers to go on using them after video broadcasting has moved to color in the upper frequencies. Provided the RCA simultaneous method is employed. This could not be done if the sequential system is adopted, he stated. He added that a video broadcaster on the low black-and-white frequencies, by adding a ufh electronic simultaneous color transmitter, could use the signal of a single color camera to operate both transmissions.

Dr. Engstrom displayed a model of a new color receiver now under development which he said will be ready for test operation in a month or two. Providing a picture 8 x 10 inches with a brightness of 10 to 15 footlamberts, this set, he said, will compete with any other color set on price and will be lower than any using the sequential method of color reproduction.

Measurements of the brightness of the RCA color receivers were made. A flicker demonstration was presented by Mr. Smith, of Philco, consisting of slides shown under simulated broadcast conditions at frequencies of both 48 and 60 frames per second.

Mr. Smith unveiled a new black-and-white projection receiver which produced a picture much brighter than that of the RCA projection sets and was said to be four times

(Continued on page 74)
Du Mont Sees Improvement Need

By ALLEN B. DU MONT

A SIX-YEAR, high pressure campaign by CBS to foist on the industry and the public an inherently defective system of color television draws to a conclusion.

Everyone wants color television and eventually we shall have it. But before the public will accept it, before manufacturers will make receiving sets, color television must have none of the shortcomings of the CBS sequential system.

The demonstration of CBS color at the FCC hearing with the lack of brilliance necessitating a darkened room, the very small screen which can not be increased; and the serious color breakup has made it obvious to everyone that higher standards for color television than those proposed by CBS are necessary. The CBS system is unscientific; it would set television back; it is sheer amateurishness.

The hearing conducted by the FCC in examining all the various factors involved in setting standards has been marked by fairness and patience, for which we are all very appreciative.

Schofield to KYW

ARTHUR C. SCHOFIELD has been named advertising and sales promotion manager of KYW Philadelphia to succeed William Y. L. Rambo, resigned, it was announced last week by Robert E. White, general manager of the Westinghouse station. Former advertising and promotion director of WFIL that city, Mr. Schofield more recently has been conducting a special market survey for WTAG Worcester, Mass.

TV SALES POTENTIAL IS TO BE EXPLORED

SALES opportunities in commercial television will be explored by a special subcommittee of the NAB Sales Managers Executive Committee, which authorized the study at its Jan. 22-24 meeting in Washington (Broadcasting, Jan. 27). First meeting will be held later this month.

Chairman of the subcommittee is Eugene Thomas, WOR New York. Other members are James V. McConnell, NBC, and Arthur Hull Hayes, WCBS New York. Two more members will be appointed.

The subcommittee will cooperate with broadcasters, agencies and advertisers in promoting use of the visual medium and working out problems involved in programming and sponsorship.

Another subcommittee named at the SMEC meeting will deal with agency billing practices and prepare recommendations for submissions to the FCC. Members are: Ray Baker, KOMO Seattle, chairman; Joseph Weed, Weed & Co.; J. Robert Gullick, WGAL Lancaster, Pa.

Third subcommittee named by SMEC will work with National Retail Dry Goods Assn. and other retail groups, stations and trade publications on problems of common interest. Chairman is William Murdock, WOL Washington, who will name other members to serve on the subcommittee.

CRCA Elects

ROBERT F. HURLLEIGH, WGN Chicago news director, has been elected president of the Chicago Radio Correspondents Assn. to succeed William Ray, NBC news and special events director, who was elected director of the board. Other members of the board include Julian Bentley, WLS Chicago; James Hurbut, WBMM Chicago; Charles Ahrens, UP radio editor, and Baskette Moss, WEAU-FM Eau Claire, Wis.

Elder to Speak

ROBERT F. ELDERS, vice president in charge of consumer research of Lever Bros. Co., one of radio's largest users with billings of about $5,000,000 in 1946, will speak on "The Client Looks at Radio—1947" at Thursday (Feb. 6) luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

FCC Sees Color

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as bright as any other projection model. A program of studio and outdoor pickups, telecast by WNBT, was utilized. Pictures 15 x 20 inches were projected on a metallic mirrored surface inside the lid of the receiver, but Mr. Smith declined to disclose the technical details of the set until it is put on sale, expected about midsummer. Demonstration won enthusiastic applause.

The three-day demonstration hearing concluded Wednesday evening with a long argument over plans of Philco, Du Mont and RCA to conduct field tests of CBS color this week.

WCIL Staff Complete

SELECTION of personnel for WCIL (1 kw, 1020 kc) Carbondale, Ill., on the air since Nov. 14, has been completed, Paul F. McRory, station manager, announces. Staff members include Don Bordreau, program director; Robert Eaton, continuity-publicity director; Walter C. Schafer, former manager of WD2 Tuscola, sales director; Marion Sawyer, chief engineer; Orville Jackson, assistant engineer; Bill Mason, John Carey and Vick Andrews, announcers; Rosemary Moore, traffic director; Ethel Brooks, auditor, and Mrs. Hazel Trail, secretary.

TIDE is the Leader

TIDE carries more pages of radio station and network advertising than any other general advertising publication!

And no wonder: TIDE for years was the only general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time. To get these important buyers interested in your facilities, advertise consistently in TIDE ... the LEADER among general advertising publications in radio station and network advertising!

TIDE, The News magazine of Advertising, Marketing and Public Relations

232 MADISON AVENUE, NEW YORK 16, N. Y.
AFRA
(Continued from page 17)

market reports, and sports, provided they are contracted to work 15 weeks or more. (Government employees are not included in this provision.)

3. At least once weekly on 15-minute programs, identifiable billing will be given to at least two leading players, with same stipulation existing on programs lasting more than 15 minutes.

4. Audience participation shows will be excepted from the code, but producers agree not to abuse this right.

5. Name persons from other fields will be granted waivers for one radio appearance only, provided they give written guarantee that they have not previously appeared on the air.

6. AFRA has the right to reopen negotiations after the first year of the contract if the cost of living rises 10% or more.

7. AFRA artists on minimum rates will have the right to cancel their contracts at the end of any 26-week cycle upon giving prior written notice of 36 days.

8. Singers will get full rehearsal rate for audition; non-contract singers appearing on six or more consecutive programs are entitled to two weeks notice of discharge.

9. Certain categories of announcers on specified types of commercial programs will receive the same dollar increases as actors.

10. All artists, including those disputing over scale, will have the right to arbitrate any dispute between the producer and the artist.

* * *

Chicago Negotiations

AFRA negotiations with Chicago's Class B stations (WJJD WIND WAIT WGES WSBC WAFF WCFL) were opened Tuesday by Ray Jones, assistant to the national executive secretary.

While Mr. Jones declined to give details of union demands it was understood that at least a 20% increase in minimum wages for Class B announcers would be asked.

AFRA Scores

MAJOR TRANSCRIPTION companies last week signed a two-year contract with AFRA, providing general salary increases for performers on commercial transcribed shows. The new contract, which guarantees salary increases of approximately 50%, is retroactive to Nov. 1, 1946, and will continue through Oct. 31, 1948.

Basic salaries are now $63.50, with minimum fees ranging from $5 to $15 per program for free lance talent.

Mr. Jones said he hoped to have made "considerable" progress with the Class B group by Friday.

Meanwhile, the Chicago local of the American Federation of Musicians, conducting its own negotiations for wage hikes with the Class B stations has received a verbal commitment from Ralph Atlass, general manager of WIND, and Art Harre, general manager of WJJD, for an 18% increase over present minimum wages of $75 a week.

“We hope the stations will follow suit,” said one announcer usually assigned to selecting music or operating transcription turntables.

The Chicago AFM local said no information concerning the Class B contracts would be made public until James C. Petrillo returned from New York where he went to negotiate network contracts.

New Illinois FM Station Has 25 Program Sponsors

WHEN WEAW, first FM station in Evanston, Ill., went on the air on Feb. 1 it boasted 25 sponsors for its programs.

Edward A. Wheeler, 24-year-old ex-marine who owns and operates the station, reported unusual response from advertisers to its first published card rate. WEAW will utilize the news and speech departments of nearby Northwestern University for much of its programming, Mr. Wheeler said.

Staff personnel includes Harry L. Haie, Jr., chief engineer; Miss Doris Mae Wacker, program director; Robert Bassindale, chief announcer; Robert Urban and William Butler, announcers.

WRNY ROCHESTER, N. Y. LAUNCHED ON 680 KC

WRNY Rochester, N. Y., owned and operated by the Monroe Broadcasting Co. Inc., went on the air Jan. 29 on 680 kc with 1 kw day, 500 w night and a dedicator program [BROADCASTING, Jan. 6] was scheduled Feb. 2. The program, produced and directed by Harold Kolb, WRNY program chief, was to feature musical numbers, an AP documentary presentation, "This We Have Done," a talk by Lester W. Lindow, WRNY general manager, and transcribed greetings.

With the AM outlet already under way, officials of Monroe Broadcasting Co. hope to launch FM operation sometime in April, and Chief Engineer Felix Bonvouloir announced last week that the first unit of the GE frequency modulation transmitter to be used by WRNY-FM had arrived.

Officers and directors of the company, incorporated in October, 1945, are: George B. Kelly, president; Thomas N. Nagle, vice president; John L. Wehle, secretary; Robert G. Wehle, treasurer; Donald A. Dailey and Louis A. Wehle.

Add Penfield, formerly with WDNA Durham, N. C., WPTF Raleigh and WSB Atlanta, is news, sports and special events director of WRNY. The announcing staff includes: Paul Robinson, formerly of KOB Albuquerque and long active in Rochester radio; David Curtin, Rochester; Frank Jordan, formerly of WFBL Syracuse, and Robert King, formerly of CHML Hamilton, Ont.

Ed Cole, Bill Reynolds, Ed Menzner and Earl Zimmerman compose the technical staff.

Other personnel: Roy Merker, chief accountant; Arnold Cohn, Ray Gleichauf and Tom O'Neill, sales; Grace M. Adamsdale, secretary to the president and general manager; Estelle Scala, traffic; Anne G. Houlihan, continuity writer; Jill Thompson, music librarian; Mildred Curtis, receptionist-secretary.

COVERS THE WHOLE RANGE OF RADIO ACTIVITIES

Information

IN THIS ISSUE:

FACTS OF LIFE ABOUT FM SETS, by Milton Sleeper, contains down-to-earth information that will open the eyes of every station manager and his engineering staff.

INSURANCE FOR BROADCAST STATIONS presents the only analysis of this subject ever published.

TELEVISION HANDBOOK series, by Madison Cawein, explains principles, circuits, and use of transmitters, studio equipment, and receivers, for station managers and engineers.

Now in its 7th year, this Magazine is the "Complete and Authoritative Source of Information on Frequency Modulation and Television.". SUBSCRIBE TODAY!

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BUSY THREE-DAY AGENDA confronted NAB's new Small Market Stations Executive Committee Jan. 29-31 at its first meeting in Washington. Present were (seated, l to r): Frank E. Pellegri, J. Allen Brown, NAB; Wayne W. Cribb, KIHM Hannibal, Mo., chairman; Marshall Pengra, KRRN Roseburg, Ore.; Frank Mills, WDWS Champaign, Ill.; Simon Goldman, WJTN Jamestown, N. Y.

Standing: Hugh Higgins, NAB; John F. Meagher, KYSM Mankato, Minn.; R. Sanford Gayer, WBTM Danville, Va.; Lothon L. Hendricks, KRRV Sherman, Tex.; Kenneth H. Baker, NAB; Michael Hanna, WHCU Ithaca, N. Y., board liaison member; Robert T. Mason, WMRN Marion, Ohio; A. E. Spokes, WJOY Burlington, Vt.; C. A. Arney Jr., NAB.

Small Market
(Continued from page 18)

of standard contract forms and standard rate cards by small stations.

Simon Goldman, WJTN Jamestown, N. Y., started a brisk discussion of religious programming with a review of his district survey (Broadcasting, Jan. 6). The survey showed a trend toward elimination of local religious commercial programs in the district.

Promoting Sponsorship

Small market stations are actively promoting sponsorship of public interest programs by utilizing banks and other prestige institutions, it was brought out by committee members. Smaller stations take the position they can do a better job with benefit of sponsorship.

NAB will conduct a study on the use of combination men in small stations, along with the need for such employees, the committee was told during discussion of this topic, an important one to this group of stations. Effect of the FCC's 91-D regulation was reviewed. Combination men are most used by stations with studios and transmitter under the same roof.

U. S. Employment Service claims it can furnish, at this time, from one to five first-class operator applicants anywhere in the United States, the committee was informed.

Richard P. Doherty, NAB director of employee-employer relations, reviewed trends in industry labor relations and described recently expanded work of his department.

Don Petty, NAB general counsel, discussed legal matters and business aspects of Federal regulation.

Hugh Higgins, assistant director of broadcast advertising, auditioned a typical program from the American Bankers Assn. disc series for cooperative sponsorship by local banks and urged stations to sell the program in their community.

H. He outlined NAB promotion work and told how NAB will participate in the radio-in-every-room drive of Radio Manufacturers Assn.

Kenneth H. Baker, NAB research director, presented an analysis showing that 69% of the 550 CPs granted last year were in the small market station category; as of Jan. 1 small market stations comprised 46% of the industry, compared to 48% a year ago. He urged stations to use NORC audience study.

Resolution was adopted endorsing BMB as a step in the right direction. Stations were advised to use BMB data and report their experiences.

Use by Retailers

Keen interest was taken in a discussion of NAB steps to promote use of radio by retail advertisers. Lee Hart, NAB assistant director of broadcast advertising, urged stations to cooperate with stores in their use of the medium and pointed to the current signs of transition to a buyers' market.

Small stations are concerned over the influx of new stations, a majority of which are in their class, since retail advertising among them has been their mainstay. It was agreed retail use of radio must be further developed, with the Joske report commended for its treatment of the subject.

Trend toward development and sale of programs by small stations was discussed. Better programming has brought increased revenues, it was pointed out.

Michael R. Hanna, WHCU Ithaca, N. Y., NAB board liaison on the committee, offered suggestions on broadcasting of educational programs and stressed the need of audience appeal in their presentation.

Work of the Small Market Stations Division, headed by J. Allen Brown, was reviewed. The Friday sessions concluded with discussion of FM and news clinics, followed by a luncheon for invited guests.

Committee members who attended, besides Chairman Cribb and Mr. Hanna, were: Marshall H. Pengra, KRRN Roseburg, Ore.; Robert T. Mason, WMRN Marion, O.; R. Sanford Gayer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Mr. Goldman; Frank Mills, WDWS Champaign, Ill.; Lothon L. Hendricks, KRRV Sherman, Tex.

CFJX Antigonish, N. S., has gone on the air with a new 5 kw transmitter according to a report from the Radio Branch, Dept. of Transport, Ottawa.

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

The Shreveport Times STATION

KWKH

SHREVEPORT
50,000 WATTS

Represented by The Brannam Co.

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KFI0 Would Increase Capital Stock From $5,000 to $250,000

PLANS to increase the capital stock of KFI0 Spokane from $5,000 to $250,000 through the issuance of stock to 21 additional subscribers, reducing President Arthur L. Smith's ownership from 99%-plus to 26%, were reported to FCC last week for approval.

The additional stock, has been subscribed, at $1 a share, but the subscriptions will not be called until KFI0's bid for higher power—5 kw on 790 kc—has been approved by the Commission, the application asserted. KFI0 now operates on 1230 kc with 250 w.

Although Mr. Smith's stock interest would be reduced to 26%, no other stockholder would have more than 6%, under the subscription plan. Mr. Smith would receive 20% to cover his present ownership, and has subscribed for an additional 6%. Richard G. McBroom, KFI0 manager but not now a stockholder, has subscribed for 6%, as has Thomas J. Meenach, real estate and insurance man.


The Commission also received an application for assignment of license to WILX, new 250-w station on 1450 kc at Wilkes-Barre, Pa., from a partnership to a corporation with no change in ownership. Corporation name is Wyoming Valley Broadcasting Co. Equal owners are Dr. Israel C. Morgan, president; Harold T. Gray, vice president; Roy E. Morgan, secretary; Mitchell Jenkins, treasurer; Gerald L. Wise, Vernon L. Wise, Thomas P. Shellenbush, and Leon Schwartz.

Meanwhile, the $80,100 sales price in the projected transfer of WNCA Asheville, N. C. [BROADCASTING, Jan. 27], was reported to be exclusive of current assets as of Dec. 31, 1946. The buyers, Jacksonville Broadcasting Corp., licensee of WPQ Jacksonville, Fla., would receive profits and be liable for operating losses, if any, after Dec. 31, 1946, and in addition agreed to advance up to $10,000 for this interim period and lend a total of $9,900 to the present owners at the time the agreement was signed.

WNCA, operating on 1340 kc with 250 w., is owned in equal shares by C. Fredric Rabell, general manager, and Jack O. K. Barfield, James M. Earnest, Albin Knight, Alfred Miller, and Richard M. Arnold. Jacksonville Broadcasting is owned by James R. Stockton, 30%; Linton D. Baggs, Jr., 60%; and Robert R. Peagin, 10%.

Procedure for Disposal Changed by War Assets

NEW procedure for disposal of surplus war electronic material will be put into operation by War Assets Administration, with the trickle of material expected to develop into a large movement as the plan gets under way.

Electronic manufacturers who act as agencies for WAA in sale of surplus will be given a chance to inspect stocks and select items they desire to sell. Red tape will be cut through use of warehouse releases.

The plan was announced last Wednesday at a meeting between representatives of Radio Manufacturers Assn. and WAA.

FMA Meet Delayed

ROY HOFHEINZ, president of the newly-formed FM Assn., last week postponed from Feb. 10 to Feb. 14 a meeting of the executive committee, called to approve plans for the organization's campaign to promote FM broadcasting [BROADCASTING, Jan. 27]. The meeting will be held at 10 a.m. Feb. 14 at FMA headquarters, 1019 Denrike Bldg., Washington. On the executive committee with Mr. Hofheinz are Everett L. Dillard, Wayne Cog, Leonard Asch and W. R. David.

Union Coalition

FORMATION of a council of radio arts and crafts by Hollywood's radio unions is nearing completion. AFRA has decided to join, it was announced last week, leaving only IBEW and AFM outside. Los Angeles AFM Local 47 has refused to join.

49.5% of all Iowa radio families "LISTEN MOST" to WHO (during daytime)

11.4% to Station B!

50,000 Watts DES MOINES

Free & Peters, Inc. Representatives

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50,000 Watts DES MOINES

Free & Peters, Inc. Representatives

KFMB Sells SAN DIEGO

KFMB is San Diego's exclusive ABC station.

Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB SAN DIEGO, CALIF.

KMBF Sells SAN DIEGO

KMBF is San Diego's exclusive ABC station.

Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB Sells SAN DIEGO

KMBF is San Diego's exclusive ABC station.

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KFMB is San Diego's exclusive ABC station.

Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.
Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambry she had just described. There wasn't enough left to make a doll's dress!

Jane

The Spartan Women
and the Chambry

KERO
Bakersfield

RODMAN RADIO STATIONS
KFRE-KRFM-FRESNO KERO - BAKERSFIELD

WSPA
Spartanburg, South Carolina

Lemke (Continued from page 18) told the committee, "Fred Stanton (sic), the president of the Columbia Broadcasting System, with more vision perhaps than some of the other broadcasting systems, pointed out to the FCC that the change should be made in the FM, 50-mc band at the present time. He pointed out that competition by FM stations would bring about better programs by the larger broadcasting systems."

Congressman Lemke asserted: "It is not freedom of speech to permit the youth of the nation to be the only ones who have freedom of speech. There is freedom of speech to permit the wholesale assassination of character by irresponsible parties -- some of them jailbirds -- over the radio in the theaters. The people are entitled to decency over the air and in the theaters."

Mr. Lemke told the committee that radio is answering the people what they want. "A lot of good programs are going out over the radio, but there's a lot of slush, too," he stated. He foresaw in FM at 50 mc an opportunity for greater competition and better programs and urged the Congress to "encourage FM.

"The 500 mc FM can be heard at from 50-100 miles while at 100 mc 'you can't get it over 48 or 50 miles," he added. Mr. Lemke criticized programs generally and declared that "if radio does not do something to reform itself, we'll have drastic legislation.""

FCC Called 'Political'

Representative Lemke offered no solution for "reforning" radio, but told Broadcasting he felt advertisers should be made responsible for what is said on their respective programs. He criticized the FCC as a "political body" and declared that the Commissioners should not be appointed by the President.

He did not explain just how allocating FM to the 50-mc band would promote more competition and bring about a "better system of programs" as he testified, but he promised the committee that if hearings are held on his resolution he will provide "plenty" of technicians, representatives of "local radio stations," of farm communities and small towns and "people interested in getting better programs over the air" in favor of reallocating FM to the 50-mc band.

He placed in the record a letter written Feb. 1, 1946, by Commissioner McDonald to Paul A. Porter, then FCC chairman, containing the following 13 questions, which Mr. Lemke charged still are unanswered by the Commission:

1. Who was it who first suggested to the Commission that it take away from FM the 50-mc band, where it has rendered an unequalled service in many areas for five years, and move it to the unused, untried, unproved, 100-mc band, which, as has now been demonstrated, is little more than a city service?

2. Why was the proposal to move FM from the efficient 50-mc band to the

5000 WATTS
WORLD'S MEMORABLE PATTERN GUARANTEED

NBC In Richmond, Va.

Broadcasting • Telecasting
Buffalo Case Goes Back to FCC

Licensee Responsibility Upheld; WKBW Sale Pends

LICENSEE responsibility under the Communications Act was upheld last week when the U. S. Court of Appeals for the District of Columbia sustained the FCC in part and reversed it in part in the WKBW-Churchill Tabernacle appeal. The case was remanded to the Commission to determine whether an amended time contract "would be contrary to the public interest."

Meanwhile negotiations whereby Churchill Tabernacle, Buffalo, N. Y., would acquire WKBW are under way, James Lawrence Fly, former FCC chairman and Tabernacle counsel, told BROADCASTING.

In effect the court upheld Mr. Fly's contentions at oral argument that the Commission's denial of a license to WKBW because of a time commitment with the Tabernacle was too drastic [BROADCASTING, Dec. 2].

In the Court of Appeals decision, written by Chief Justice D. Lawrence Groner, the FCC was affirmed on two issues and reversed on a third. Sitting with the chief justice were Associate Justices Prettyman and Miller. On these issues the Commission was sustained:

1. Whether the decision of the Commission was arbitrary, particularly in its failure to abide by its decision, i.e., its prior approval of the terms of the contract sale.

2. Whether there was substantial evidence to show that the contract provisions as to reservation of time and reverter of license were contrary to public interest.

On this issue the FCC was reversed:

Whether the penalty imposed by the Commission needlessly destroyed private property in achieving a result that could have been just as well obtained under a less drastic order.

Declaring that the Commission's "drastic ruling is punitive only so far as it affects the church," the court found that the Commission failed to make any findings that the provisions of the contract between Churchill and WKBW, or that "a contract for a lesser period of time are contrary to the public interest."

WKBW Built in 1926

Churchill Tabernacle originally owned WKBW, having built it in 1926. In 1928 when the station's power was increased the tabernacle leased the station to an operating firm but in 1931, when the Commission objected to the lease arrangement, the church sold the station to Buffalo Broadcasting Corp., reserving sole use of 17½ hours of broadcast time on Sundays, contract to continue until Sept. 5, 2027.

The corporation was to pay the tabernacle $300 a week until September 1936 and $150 weekly thereafter.

In 1942 the FCC designated the license renewal for hearing after the court found, approving the contract originally and in subsequent renewals.

The FCC decision "overlooks the very heart of the contract, for it is not money indemnity which the church is seeking, and it is not money indemnity which will place it in status quo," said the court.

"Its objective was and is the reasonable use of the facilities of its formerly owned radio station in the propagation of its religious doctrines. To deprive it of this is to destroy the bone and marrow of its being."

In strong language Chief Justice Groner wrote that the facts "would justify—if not require—the conclusion that the station is not the property of the applicant and church the opportunity to substitute for the objectionable provisions "modifications that would not be contrary to the public interest, and the objective was to save the church the privileges necessary to its proper functioning."

The court pointed out that in its previous decisions it had "often said that valuable rights and investments made in reliance on a license" of the FCC "should not be destroyed except for the most compelling reasons. Viewed in this light, we think the Commission's order went too far."

Referring to an agreement between WMFS Memphis and the First Baptist Church, which was approved by the Commission, the court said, "in our view similar action might very well be taken here." The Memphis contract runs concurrently with the station's license but is automatically renewed with each FCC renewal for a 99-year period.

The court sustained the Commission "in so far as it requires the abrogation of the provisions of the contract relating to the reverter of the license, and the reservation of periods of broadcast time for nearly 100 years."

Should Be Remanded

"But we think," the opinion concluded, "the Commission was in error in requiring, particularly without definite findings on the subject, the repudiation of the contract provision providing for reverter of the physical property and the weekly payments to the church."

"In addition, we think the case should be remanded to the Commission to determine, on sufficient findings, whether a contract, modified as to the length of its existence, but allowing a reservation for a reasonable broadcast time, would be contrary to the public interest. And we find nothing in the present rules or practice of the Commission to forbid such arrangement on these lines."

Mr. Fly, in Washington Thursday, said negotiations are well under way looking toward acquisition by the tabernacle of the station which was founded in 1926 by the church organization. Should the deal be consummated all pending litigation would be dropped, he said.

Pending in the New York Supreme Court is a suit filed by Churchill against Buffalo Broadcasting Corp., charging breach of contract.

New Contract Possible

In event the sale falls through, Churchill Tabernacle would negotiate with WKBW in efforts to draft a new contract whereby time commitments would run concurrently with the station's license, in accordance with the court decision, Mr. Fly said.

Shortly after the FCC ordered the Buffalo Broadcasting Corp. to terminate its time agreement with Churchill, Broadcasting Foundation Inc., subsidiary of Churchill Tabernacle, filed application with the Commission for WKBW's facilities, 1520 kc, 60 kw [BROADCASTING, April 8, 1946].
RADIO WEEK WINNERS SELECTED BY JUDGES

TWO HUNDRED winners in a nationwide letter-writing contest, conducted during National Radio Week, Nov. 24-30, have been selected, the Radio Manufacturers Assn. announced today (Monday).

On the topic, “What I Think About Radio,” the contest was sponsored jointly by the RMA and the NAB Assn. of Women Broadcasters. Most of the letters stressed the variety of entertainment radio offers at no cost to the listener. News broadcasts and household information led in popularity among women listeners. Many felt that radio is fostering peace and racial tolerance.

Critical letters were in the minority but a few expressed dislike for certain types of commercials, serial dramas and the more blood-thirsty mystery programs, said RMA. Several letters urged more and better programs for children and youthful listeners as a counter-offensive to juvenile delinquency, while still others suggested a need for better religious programs.

Winners will receive table model radios, donated by manufacturer-members of RMA, at local ceremonies to be held by stations whose letters were selected from among thousands received by women broadcasters during the contest.

Radio Gets Share As IAM Begins $2,000,000 Drive

RADIO will get a share of a $2,000,000 membership campaign appropriation of the Grand Lodge, International Assn. of Machinists, Harvey W. Brown, president, announced last week. The Executive Council of the Grand Lodge appropriated the fund for the campaign, which will be conducted in various areas throughout the country.

Although plans are not complete, Lloyd White, public relations director of the IAM, an independent union, said programs, spot announcements and transcriptions likely would be used. Tentative plans are to place the campaign through local unions, with the Grand Lodge offering financial and other assistance. The IAM withdrew a year ago from the AFL that has a membership today of 650,000 and the goal is 1,000,000, according to Mr. White.

WAA AGREES TO HEAR KPRO HEAD'S PROTEST

PROTEST against failure of War Assets Administration to use broadcasting extensively in sale of war surplus stocks, submitted to Sen. Sheridan Downey (D-Calif.) by W. L. Gleeson, president of KPRO Riverside, Calif., will be taken up with Northrup Cleary, chief, WAA Advertising and Information Branch.

After Senator Downey had intervened, Mr. Cleary agreed to discuss the matter with Mr. Gleeson Feb. 5 while on a West Coast trip. Mr. Gleeson complained to the WAA's advertising budget, believed to exceed $8,000,000, was going exclusively to newspapers and magazines.

At WAA it was stated that directors of the 31 regional offices make all decisions on budgeting of advertising funds, and place through local agencies. Radio is being used, it was explained, and if a regional director spends all his advertising money in radio it's all right with WAA headquarters.

Travers Names Powers

JAMES S. POWERS, since 1941 head of the promotion and merchandising department of Yankee Network, last week was named by Linus Travers, Yankee president and general manager, as head of the Yankee Network Institute. Started by Mrs. Travers, the Institute is designed to bring New England listeners the latest developments in the fields of science, law, medicine, art, music, welfare and education. Already underway is series of weekly forum discussions by members of the American Bar Assn. Another Institute venture is a series titled Journal of the Air, termed a newspaper given voice, with Mr. Powers as editor.

Jack Harris to Be Manager of KPRC

Former MacArthur Aide to Take Houston Post on March

APPOINTMENT of Jack Harris, assistant general manager of WSM Nashville since last June, as manager of KPRC Houston [CLOSED CIRCUIT, Jan. 27] was announced last week by W. P. Hobby, former Texas governor who is publisher of the Houston Post, owner of KPRC. Mr. Harris will assume his new duties on March 1, succeeding Kern Tips, who has resigned to become a partner in the advertising firm, Franke-Wilkinson-Schwents and Tips.

A graduate of Vanderbilt U., Mr. Harris was on the sports staff of the Nashville Tennessean before joining WSM in 1941 as a sports announcer. During his years with WSM he directed the news, sports, special events, public service, promotion and commercial departments.

As director of news and special events for WSM during the Ohio and Mississippi river floods in the winter of 1937 Mr. Harris directed WSM's relief of WHAS Louisville, when that station was forced off the air, and broadcast the "send a boat" messages which were credited with saving hundreds of lives as Louisville families were evacuated from inundated areas.

During the war Mr. Harris acted as General MacArthur's radio and press communications officer. In this post he directed radio coverage of the final phases of the Philippines campaign, the Borneo invasions and Japan's final dramatic surrender. When discharged from the Army last June he had attained the rank of colonel. At the time of his discharge he was chief of the Radio Section of the War Department.
PRESS RELAY GRANT TO HERALD-TRAVELER

TO DETERMINE the practicability and efficiency of radio communication in reporting of news to newspapers or press services, authority was granted by the FCC last week to the Boston Herald-Traveler for a new relay press radio communications system. Included is a land station located in the newsroom of the Herald-Traveler and a mobile unit installed in an automobile to be employed by the paper's reporters. The Herald-Traveler owns WHDH Boston.

The Commission stated that the reports from this experimentation will aid the FCC in formulating new rules to provide better service for newspapers and press associations.

**Merrill Inch Will Manage New FM Station at Reno**

MERRILL INCH, of the advertising staff of Reno Newspapers Inc., has been named manager of FM station KRNW, a 3 kw outlet under construction on Peavine Mountain at Reno. The newspaper company also has an application before the FCC for a 250-w AM station on 1450 kc. Mr. Inch, who served as a merchant in broadcasting during World War II, entered radio in 1935. Before his association with the Reno newspapers he was commercial manager of station KLRC in Los Angeles. Previously he had been program director for WOMT Manitowoc, Wis., continuity director of WHBL Sheboygan, Wis., national sales manager of KINY Juneau, Alaska, on the continuity staff of KFAB-KFOR Lincoln, and on the promotion staff of KSO-KRNT Des Moines. He also formerly was assistant director of the Drake U. radio department.

**Hollywood Gives Big Play To March of Dimes Drive**

CANCELING all commercial programs on Jan. 30, KFWB Hollywood devoted 19 hours of continuous broadcasting to promotion of the March of Dimes drive. In addition, from 6 p.m. to midnight on a huge stage built in a school yard opposite the KFWB studios along the main street, a large ground screen a n d radio personalities on behalf of the campaign. ABC - KECA Hollywood also made an elaborate effort on behalf of the fight against infantile paraly.

**MEDAL FOR MERIT was presented last Tuesday to Prof. Edwin H. Armstrong (r), inventor of FM, by Robert M. McLellan, General Manager and Chief Engineer, who was formally employed by the station.**

**300 STATIONS WANT VANDERCOOK SERIES**

OVER 300 stations last Thursday had notified Woods & Riblet Inc., 33 W. 42d St., New York, they were going to take the six-week, five-minute-transcribed commentary by John W. Vandercook, formerly heard on NBC.

These stations signed cards agreeing to broadcast the cooperative series, though the literature failed to disclose who was underwriting the project. Stations are offered the series without charge, except a commission.

Carl E. Riblet Jr., program director of Woods & Riblet, told *Broadcasting* the contract with the underwriter was to be signed Feb. 4. Pending signature, he could not divulge the underwriter's name other than to describe it as a large and respectable organization.

Mr. Riblet said few of the 300 stations that signed agreements had asked what the underwriter was. The agreement specifies that the station "will broadcast this series consecutively (Sundays excluded) after the first broadcast, until such time that we write you of our intention to discontinue the series." Local sponsorship is limited to "a local merchant or manufacturer of good reputation whose advertising is in good taste, retaining for this station all income from such sale.

Funds are available for cost of Mr. Vandercook's services as well as advertising contributed by NBC Recording Division, it is understood. Stations are given exclusive rights to their city. First broadcast of the series, titled *New Things of Today*, is scheduled Feb. 17.

**WAJR WILL BE DEDICATED AT NEW ORLEANS FEB. 10**

WAJR, which began operation as a daytimer on Feb. 19, 1929, will be dedicated at a luncheon next Monday in the Jung Hotel, where its studios and transmitter are located. The dedication program, in which prominent New Orleans business and civic leaders will participate, will be broadcast over the new station and its FM affiliate, WRCM.

Operating with 250 w on 900 kc, WAJR is owned by the Supreme Broadcasting System Inc. Co-managers of the station, which calls itself "The Musical Voice of the Deep South," are George A. Mayoral and Stanley W. Ray, Jr. Hal Walker, formerly chief announcer at WINS Milwaukee, is program director. Announcers are Joe Dorsey, Len Lander, Bill Big Arm, Bob Warren, Jean Leslie is women's commentator.

**ANA Meeting**

SEMI-ANNUAL meeting of Assn. of National Advertisers will be at the Drake Hotel in Chicago. Meeting open only to members and invited advertiser guests.

**300 STATIONS WANT VANDERCOOK SERIES**
Help Wanted

First class operator for 5000 watt station. Give complete details, salary expected. Write to: KMB, Monroe, Louisiana.


Combination announcer with first class license and sales experience desired. $250 monthly for 48 hours. Send complete data. Write: RED, STELLA, Michigan.

Transcription salesmen—National organization has openings in Chicago and in New York for two men experienced in station work. Work pays extremely well. Travelling a requisite. Your letter of application will govern appointments. Write P. O. Box 1289, Hollywood 28, Calif.

Traffic manager, young man who is experienced in the field, with practical experience as manager or sales man. Must have good sales ability, preferably a college man. Excellent starting salary with better opportunities for advancement. Write, wire or phone KCHB, Sacramento, California.

Wanted experienced man or woman, legal residents of New York State, to create public interest announcements and programs. Opportunities for advancement a definite possibility. Write $5000 minimum requirements, including eight weeks' test service: prepared daily writing ranging from two to four years, able to work with music, starting salary $3500-$6000. Reply by letter to Miles Hallock, New York State Radio Bureau, Department 20, 112 State Street, Albany, New York.

Traffic manager, young man who is experienced in the field, with practical experience as manager or sales man. Must have good sales ability, preferably a college man. Excellent starting salary with better opportunities for advancement. Write, wire or phone KCHB, Sacramento, California.

Wanted—salaried position for experienced, capable and interested man or woman. Salary plus liberal fees. Submit details and disc. H. S. Taylor, Radio Station WLTV, Room 727, Empire Building, Milwaukee 3, Wisconsin.

Wanted—A man or woman—capable and interested in sales, with some experience. Give all details in letter, salary, etc. Atchison 39, 700, BROADCASTING.

**WANTED**

**RADIO COPYWRITER**

We need a man or woman who has had considerable experience writing commercial and retail announcements with plenty of punch. The right person will find this a pleasant job with a good future. If you would like to be a permanent position with one of Ohio's established advertising agencies, write us, giving complete information about your experience, age, salary desired. Be sure to send samples of spot announcements. Our staff knows of this ad.)

Box 654, BROADCASTING

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**PRODUCER-DIRECTOR-WRITER**

No experience necessary. Script director of large network originating station, experienced in all phases of programming, commercial and network. Must have an appreciate the importance of programming. LARGEST METROPOLITAN STATION on the air. Complete details will be furnished applicants wishing to interview. Dimensions position is PROGRAMM- /S MANGER. Complete application blanks, to be returned. Salaries commensurate with previous experience. Write, stating all qualifications and experience.

**WANTED**

**Radio Engineers**

**TOWERS!!! IMMEDIATE DELIVERY!!!**


**RADIO ENGINEERING COMPANY**

13 South Main Street
SAN FRANCISCO, CALIFORNIA
MARKET 9712

N. J. PATTSON, OWNER

Program non-announcer: production and scripts. New Jersey FM station. Write for details. We employ many young men with some experience. Give all details in letter, salary, etc. Atchison 39, 700, BROADCASTING.

**HELP WANTED**

Experienced (Con't)

Two first class ticket combination operators wanted. New station to be located in heart of hunting and fishing country near Adirondacks. High G.I. climate. KPRK, Livingston, Montana. Talk in by mail. Must have first class license. WPIK, Alexandria, Va.

Salesman—Michigan established ABC station booming market. Our own staff of experts. Box 717, BROADCASTING.

Manager—For new local network affiliate in middle south, only men with sales ability and experience. Must be willing to use field, possibly in management. A trust in sales. Write to Box 650, BROADCASTING.

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**WANTED**

**Radio Engineers**

**TOWERS!!! IMMEDIATE DELIVERY!!!**

BROADCASTING • Telecasting

Situations Wanted

Network producer will economically build-up your program. Write for details. Box 129, BROADCASTING.

Contact: RRR, Personnel Service, Box 452, Philadelphia 8, Pa.

Nine years announcing, programming, writing, merchandising, and promotion. Good speaking voice, ability to sell, willingness to travel, excellent references. Terrific mark up. Privately operated network affilate. Will consider position within 400 miles Pittsburgh. Box 687, BROADCASTING.

Salesman, available, must be permanent position with future. Excellent references plus volume background. Experienced. Box 65, BROADCASTING.

Program director or asst manager: Thoroughly experienced all phases of broad cast program production. Excellent NBC audition references. Vanguard of radio immediately. Box 667, BROADCASTING.

Transmitter engineer, competent, dependable, now available. Will consider position within 400 miles Minneapolis. Box 39, BROADCASTING.

Announcer—newscaster-producer. Eight years New York radio broadcast. East or West Coast. All or single 35¢, vet. Box 681, BROADCASTING.

Disc jockey; 5 year man. Let the aud-. itory disc jock talk. Box 662, BROADCASTING.

Sports announcer—You can get good sports announcers almost anywhere but you can only get the experienced straight announcer. Excellent voice, long experience, willing to play by day. Will prove it. Veteran, married, reliable, BA Journalism. Also write, act, produce, direct. All or adequate, but no opportunity for sportscaster. State sales or staff, temporary. Box 683, BROADCASTING.

Successful station manager, 12 years radio. Desire change. Box 694, BROADCASTING.

Publicity director, wide and varied radio and newspaper background, writing and contacts. Will travel. Also have use for writing for sales. Box 695, BROADCASTING.

Wanted position as radio engineer. Have a second class radio transmitted license. Box 688, BROADCASTING.


Writer. Network credits ranging comedy, mysteries, documentaries, seeks position with station operating radio, television, community, commercials or publicity. Box 691, BROADCASTING.

Desire more announcing assignments. Three years background. Willing to present job. References. Did description of Boor Hunt on Red Barons CBS sports program last Dec. Box 692, BROADCASTING.


Hai Styles may solve your problem with a dependable man, veteran or non-veteran, who has been around for eight or more months by radio professionals in an- other city. Will stress cooperation and continuity writing. Write or wire Hai Styles. School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Attention station managers: Young unmarried man, with N.Y.C. TV or N.Y.C. radio experience. Excellent references. Box 700, BROADCASTING.

Engineer, first class license, references. Experienced xmitter, studio control, repair and technical. Married and steady. Box 703, BROADCASTING.

Can you use veteran 24, married, dependable announcer, disc joc operating and directing radio shows? Background consists two years experience, one spent in nationally recognized market. Has no plans and ready for new type majoring in feature, commercial announc- ing. Will consider positions as production, coaching in dramatics by MGM talent department. Excellent references. Box 707, BROADCASTING.


If You Want Someone who hits the bottle, comes in when the mood prevails, then don't contact this A M disc jockey. At Box 708, BROADCASTING.

Program director, 10 years experience in radio, record of achievement, veteran, married. Must be available to direct a station in a future. Prefer eastern station. Top refer- ences, proven method establishing station, merchandising, sales and oper- ating. Desires opening in position. Box 713, BROADCASTING.

Available on two weeks notice, announce- er and/or program director, now desires position with opportunity. Dependable, ambi- tious, 21, married. Experienced in present position. Box 713 BROADCASTING.

Experienced man, 27, single, with six years experience. Background including and market research and two years television. Desires position as assistant station manager or agency radio account. Box 713 BROADCASTING.

Steno available evenings and/or Sat- urdays. Box 713, BROADCASTING.


Producer thoroughly experienced in musical and dramatic programming. Background includes big productions and net feeds. Desires connection with large progressive and established chain. Box 722, BROADCASTING.

Engineer—Veteran, married. Ten years experience with 1st class license. Excellent references. Desires permanent position with station in middlewest. Write Box 250, Alliance, Nebraska.

Chief engineer—Veteran. 10 years experience all phases and FM. First phone, Prefer Texas, but consider other western positions. Must 2300. Box 729, BROADCASTING.

For Sale

For sale because of possible overlap, a 250 watt, full time Mutual station. Located in town of 30,000. Rate $2500. Box 686, BROADCASTING.

One 23C Western Electric complete console- complete with rectifier. Two No. 5A Shure Mics. Two No. 5A Shurephones. Box 686, BROADCASTING.

For sale—400 watt complete broadcast transmitter complete with complete console and speech input equipment. Western Electric production. Now in use, available in 90 days. Call or write Doyle Cemian, KAO, El Centro, Calif.

Graph Paper—Logarithmic broadcast frequency markers. 0.3 to 0.8 Mc. Kilocycles versus standard three cycle logarithmic chart. Printed in orange ink. 16x16 tracing paper. Ideal for reception charts, antenna plots, instrument calibration, etc. $2.55 per hundred sheets. Special rates made for establishments. Write Graph Paper, 107 South Rhode Island, Mason City, Iowa.

Immediate delivery of the following Western Electric transmitters: 4046, 4039 micophones, 5A arms, K. S. equalizers, 1110, 119C repeals coils, 124A, D.F. line amplifiers, 117, 118 amplifiers, 1616 tubes, Altec Lansing speakers. All equipment new. Regular broadcast station discount. For full information write or wire Hill Sound Systems, 1600 Albin Road. Miami Beach. Fla. Tel. 7-7373.

1 Western Electric 33A-3 (5 kw) antenna control unit. Will connect in-line or swap antenna control units; 1 WE-3A phase monitor. All used but in excellent condition. Available immediately. Write Radio Station WOL, 1632 E. 24th St., W. Washington, Ill.

250 watt composite transmitter all ready to go. Taken out of service October 1 , 1948. Best offers made to P.O.B. ROOB, Coos Bay, Oregon.

1 Collins 13-H console complete with power supply, good operating condion. Contact WPIN, Findlay, Ohio. For sale—250 watt full time network af- filiates or stations interested in excellent radio market. Can be purchased for $1000. Write Birns-Harriman Sales Co., 1507 South Western Avenue, Station Brokers, Washington, D. C. 1011 New Hampshire Avenue, 7465, San Francisco—235 Montgomery St., Elyrdred 5717.

General Radio type 475-A frequency monitor and type 681-A frequency deviation monitor, in excellent condition. Two No. 82, First 6600 FCB Carlsbad, New Mex- ico. Box 1102, BROADCASTING.

1 KVLB, Carlsbad New Mexico. 5,500 feet of number nine bare copper wire or part thereof as 256 feet, por- tion Jordon's Distributing Co., 209 3rd Street, Louisville, Kentucky. For sale—Transmitter, milliamperes, 60 watts, never used. Can get used in any phase of radio work. Price $.03. First 6600 FCB Carlsbad, New Mex- ico. Box 1102, BROADCASTING.

Wanted to Buy

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 385, BROADCASTING.

Financially responsible investor is interested in purchasing control or sub- stantial interest in existing or proposed AM or FM station in east. Complete Informa- tion required, letter. Box 527, BROADCASTING.

Wanted—One RCA vertical transcrip- tion pickup. Box 686, BROADCASTING.

Wanted—Two vertical iornal pickup assemblies. Will work for RCA or Western Electric. Inc. or agency. Address or wire to Walter Binghamton, New York.


Wanted to buy—250 watt AM transmitter and studio console. Give full details and prices. Box 714 BROADCASTING.

Miscellaneous


Unless you have bad specialised training in radio, under expert guid- ance—you may not have capitalised completely on your own talent—time—with more and more people coming into radio to develop your capatilities to the fullest degree.

B. Ellis Associates

11 East 44th Street

New York, N. Y.

Murray Hill 7-2762

NOW YOU CAN
INCREASE
YOUR EARNING POWER
IN RADIO!

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including management, law, accountancy, etc. Under the direction of Allen Keith, nationally famous author and educator. 41 accredited.

Address inquiries to:

National Academy of Broadcasting
1206 Irving St., N. W. Dept. 108
Washington, D. C.

Will Sell Outright to Immediate Buyer for $3600 cash

5-Minute transcribed quiz show featuring network personalities

Brand new and different. The idea of the show... A 5-minute package of lively fun and bright ideas, against a background of sparkling repartee and music, with tested appeal for all women.

A network calibre production. 59 masters available plus 3 scripts in production form.

Write, wire or phone

B. Ellis Associates

February 3, 1947 • Page 83
TOASTING TEN years for same sponsor is Edgar Bergen on occasion of party celebration held recently at Beverly Hills (Calif.) Hotel. Celebrating (1 to r) are: Donoho van Stetter, vice president of Standard Brands; Mr. Bergen; Cornwell Jackson, vice president of J. Walter Thompson Co., Hollywood, agency for sponsor.

KELO Requests 5 kw

KELO Sioux Falls has applied to FCC for 5-kw operation on 1320 kw in line with its present 250-watt assignment on 1320 kc. Mr. Fante Jr., president and general manager, also announced that the station will move shortly to new quarters which later will be expanded to include a 150-seat studio. KELO is licensed to Midcontinent Broadcasting Co., principally owned by the Fante family which acquired the station last summer from Sioux Falls Broadcast Assn. (KSOO Sioux Falls) for $100,000 and Mr. Fante's 25% interest in the KSOO licensee, [BROADCASTING, Aug. 26].

NAB Code

(Continued from page 15)

H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Stanley Hubbard, KSTP St. Paul, Minn.; R. L. Leary, WGR of Buffalo; L. Stefano; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; Phillips Carlin, MBS; Clarence L. Menser, NBC. Board liaison members are: Hugo B. Terry, KLZ Denver chairman; Wiley P. Harris, WJDX Jackson, Miss.

Members of the Standards of Practice Committee are: Mr. Bill; Gayle Grubb, KGO San Francisco; Walter Damm, WTMJ Milwaukee; Ken Dyke, NBC; Harold Fellows, WEEL Boston; John M. Outler Jr., WSB Atlanta; C. T. Lucy, WOR New York; Richard Van, WGN Chicago; Eugene Carr, WPAY Portsmouth, O.; Roger Clipp, WFIL Philadelphia.

Using PR Radio

INSUL DISTRIBUTORS has appointed McCann-Erickson's office in San Juan, Puerto Rico, to handle the Puerto Rican advertising of Kelvinator refrigerators and ranges, and of Brunswick-Balke-Collender Products. Radio is being used.

Robert R. Warriner, former research manager of Lennox & Mitchell, New York, has joined Fuller & Smith & Rose, New York, as manager of the New York office research department.

Industry Still Facing Real Cost Threats, Price Warns

WARNING THAT in a world-wide sense the press, the radio and the motion picture screen are not free, Byron Price, chairman of the board of the Assn. of Motion Pic- ture Producers Inc., told members of the Harvard Clubs of Southern California, meeting in Los An- geles last Friday, that it is time America developed defenses against any export of American happenings and ideas. He added that he hoped that policy would be based on the American tenet of private enterprise.

Many Restraints

Both at home and internationally, Mr. Price said, there are to-day many restraints, and threats of more restraints, upon all the great media of communication. "In America," he said, "the liberty of the press was not a liberty of libel. Into this picture are censured regularly in seven states, radio broadcasters are resisting government control of programs, and radio producers of the NAB daily attempts have been made to li- ceense newspapers."

Pointing out that the laws against political subversion, libel, slander, blasphemy and pornog- raphy can be invoked against any radio station, newspaper or motion picture company which outrages the moral standards of civilized society, Mr. Price said it is "a quite different and un-American approach" when governing bodies set up censor boards, requiring prior approval and issuing licenses. "These alien outcroppings could spring from only one cause," he continued. "They arise from a fear by public officials and perhaps by a section of the people that publishers, broadcasters, and motion picture producers are incapable of conducting a public without damage to the public interest. The situation translates it- self into a distrust of the leadership of private enterprise in these particular fields. That distrust lies controller of communications equip- ment, Ministry of Aircraft Pro- motion against the screw censorship, the Government against the radio, behind the recurring at- tacks on the press. . . . Even a few bombastic individuals associ- ated with the press are smugly undertake the censorship troubles of screen and radio."

Mr. Price referred to the state- ment by Justin Miller, NAB presi- dent, in an address at the last annual NAB meeting that "there are almost no need (for an international broad- casting system) in this day of conflicting ideologies." He called attention to the importance of Mr. Miller's assertion that if a government broadcasting system is to be opposed the alternative must be privately developed interna- tional broadcasting.

ESSAY ON VOLSTEAD

"Congressional Record" Prints

"Remarks by Reedy of WOL"

A RADIO commercial almost got into the Congressional Record when, at the request of Rep. Francis E. Walter of Pennsylvania, the Record printed the radio talk of George E. Reedy, WOL Washing- ton commentator, on the death of Andrew Volstead. The words print- ed at the end of the comments Jan. 21 were: "And now, here is Stuart Grey with a message from my spon- sor and that old, old story—the weather." ??????, Mr. Reedy's still thinking the Record had continued into the commercial itself.

Mr. Reedy merely had to draw on his own vivid experiences to tell the story of Volstead and the era his death marked off a failed cre- ated. A newsman for over 30 years, Mr. Reedy was one of the top police reporters in Chicago during the reign of "Scarface" Al Capone, Dion O'Banion, and Schemer Drucel. On his Jan. 27 news program, 7:30 a.m., Mr. Reedy told of the life of the fabulous Capone as he had known it and reported it, from the time he first came into the public acquaintance in 1922 through the myriad killings of the era, and finally his death last week. The next day Mr. Reedy tied in the two figures of the "bathtub era," Capone and Vol- stead.

Mr. Reedy's reportorial career began on the Chicago Tribune just after the first World War, in which he had served. In the late 30s he became Washington correspondent for the Philadelphia Inquirer. He is the author of many magazine articles, and in the 30s was a commen- tator on the then Blue Network in New York.

REASONS FOR CHICAGO RADIO DECLINE TOLD

THREE OF CHICAGO's radio editors went on record over WJJD that the blame for the decline of Chicago radio production during the past year rests squarely with the networks and the agencies.

Appearing on Chicago Forum of the Air, the radio editors—Ulmer Turner, of the Chicago Sun, Adele Harkins, of the Chicago Daily News, and Bill Irwin, of the Chi- cago Times—said network program directors fail to give Chicago tal- ent an opportunity to be heard even during the audition stage.

Mr. Turner pointed to the policy initiated by C. L. Menser, NBC program director, for a special au- dition system last year which was abandoned in September. He said NBC had conducted auditions for over 150 people, 14 of whom survived the special audition, or sec- ondary stage, and who finally ap- peared on four transcribed audition programs. The program director- tors should go direct to local the- atre groups for talent instead of continuing to use the stands available from the AFRA listings.

Miss Haskins suggested a net- work audition program similar to the Arthur Godfrey show as a showcase for unknown Chicago and midwest talent.

Channel Plan

(Continued from page 15)

pending cases before May 1, in view of the necessity of re-working the engineering details of at least some of the applications.

On the other hand, FCC Chief Engineer George P. Adair pointed out that use of present engineering standards during the expiring period also would involve ultimate duplication of work.

James A. Barr, head of the En- gineering Dept.'s AM Section, noted that the new AM technical standards now would weaken the U. S. position in recommending them to signatories of NARBA.

All-Day Session

The conference, an all-day ses- sion, was called in view of (1) the Commission's plan to use the re- vised standards for processing all applications during the Feb.-May 1 period, and (2) engineers' diverse comments on them.

Under the temporary expediting procedure, applications for new or change of frequency are filed as required. But under the Feb. 7 would not be considered un- til May 1. During that period, FCC and industry engineers would work together to complete the technical processing of all applications, and the applications due on files of Feb. 7 will have been granted or set for hearing.
1-6 A. M. Silent Periods on Specified Dates for 24-Hour Stations Proposed

EDITOR, BROADCASTING:

I am writing to you in reference to a subject which in recent years has proved irksome, not only to myself and thousands of listeners but also undoubtedly to many station owners. This subject is the all-night broadcasting activities of certain stations.

Prior to the war, the FCC set aside one to two weeks in each month for the purpose of monitoring many stations for frequency checks, and on these particular mornings all stations on all frequencies were to remain silent. As the FCC has discontinued this practice, and many new stations are taking to the air, it is a mystery as to how the monitoring source is able to give an accurate check due to the excessive interference caused by the all-night nuisances.

As a typical example, during the hours of 1 to 6 a.m. EST any monitoring tune the following frequencies — 560, 570, 580, 610, 640, 710, 770, 840, 970, 1130, 1250, 1320, 1340, 1400, 1410, 1450, 1480 and 1490 kcs. Any station desiring to check frequency on any of these mentioned runs into a barrage of interference caused solely by stations not knowing when it is time to close down.

In my opinion, and also the opinion of many others, this 24-hour broadcasting is totally unnecessary. Many stations are granted permits that call for limited hours of operation, sunrise to sunset. If these stations are able to transmit on limited time, why is it that others, even though they are granted unlimited hours, are allowed to hog a channel 24 hours a day, 7 days a week, and 365 days a year broadcasting the same stuff night after night until one wonders if radio in the U.S. is really worth it. All you hear is recorded music, some books being tried to sell, but not knowing how, and advertising products that can be purchased in Radiotown that nobody elsewhere gives a hang about.

As a proposal I offer the following alternatives: (1) at least one or two weeks every month all 24-hour stations on all frequencies remain silent from 1-6 a.m. EST so new stations are able to receive an accurate check with a monitoring source and (2) the different monitoring companies get together to establish regular checking periods for their clients so as to avoid interference with the checking of their individual stations, and during this period all 24-hour stations are compelled to remain silent. This could be worked out as outlined under (1). And (3) all stations wishing to operate 24 hours a day be assigned a special frequency in the standard band especially for this purpose. In this manner they would all be grouped together and as their programs are purely for local reception no difficulty would be met in interfering with each other. This would eliminate the interference caused by 24-hour stations on certain frequencies.

I have been listening to radio since 1923 and these same stations that are now 24-hour broadcasters used to broadcast test and special programs and ask for reports from distant points, and yes, even went so far as to offer a prize for the most distant report received. It seems that they have forgotten their early days when they first came on the air anxious to see how far they were reaching out. If they received a letter from across the continent or from a foreign listener they were mighty proud. How quickly they have forgotten those good old days! By the same token the hundreds of new stations coming on the air today and tomorrow would also like a chance to see how far they are reaching out.

In closing I may say I will be pleased to answer any and all comments that anyone may have to this proposal.

BROADCASTING • Telecasting

60 Nations Invited To World Meeting

Telecommunications Talk Will Begin May 15

INVITATIONS to some 60 nations for a World Telecommunications Conference at Atlantic City, beginning May 15 (Closed Circuit, Jan. 29), have been issued by the State Department last week. Francis Colt deWolf, chief of the State Department Telecommunications Division, said a World Radio Conference, which is scheduled to open in Atlantic City Sept. 15. All World Telecommunications sessions will be held in the Ambassador Hotel.

A meeting of an international Government committee, preparatory to the conference, is being held at the State Department headquarters under the chairmanship of Harvey B. Otterman, assistant chief, Telecommunications Division. Mr. deWolf's division moved a fortnight ago from 1818 H St. N.W. to the New War Dept. Bldg., 21st St. and Virginia Ave. N.W.

RMA Meeting to Study Radio Promotion Projects

BOARD of Directors of the Radio Manufacturers Assn. will meet with other RMA committees Feb. 17-19 at the Stevens Hotel, Chicago, with Ray C. Cosgrove, Crosley Radio Corp., presiding. The board will act on promotion projects, including the 1947 National Radio Week and the radio-in-every-room drive, in which NAB is participating. The RMA Advertising Committee will meet Feb. 6 with John M. Outler, Jr., WSB Atlanta, and Hugh Higgins, representing the NAB promotion subcommittee, taking part.

Transmitter Orders Top $15 Million in 9 Months

ORDERS for broadcast transmitters during the third quarter of 1946 totaled $7,533,833, Radio Manufacturers Assn. announced. The third quarter sales, $4,246,634 included AM transmitters, $2,038,636 television and $1,269,320 FM. Orders for the first three quarters of 1946 totaled $15,227,173.

Sales of broadcast transmitting equipment totaled $1,662,933 during the quarter, consisting of $1,159,433 AM, $269,900 television and $143,599 multichannel. Sales of television and AM and FM, totaled $514,217 during the quarter, with the nine-month figure being $966,580.

Speakers Named

ADDITIONAL speakers have been announced for the Arno Huth series of lectures on international broadcasting to start Feb. 4 at New School for Social Research, New York (Broadcasting, Jan 9). Included are A. A. Schechter, MBS vice president in charge of news and special features; Mrs. Dorothy Lewis, coordinator of listeners' Advisory, NAB; Christopher Cross, U. S. radio liaison officer, UN.

February 3, 1947 • Page 85
WOKO given extension; renewals granted

WOKO Albany, lighter in focus to have Supreme Court reverse FCC denial of its license renewal application. Company planning to continue under corporate reorganization [Broadcasting, Jan. 20], given 30-day extension of special temporary authorization Friday. Old STA would have expired Friday midnight.

Commissioner renewals to Feb. 1, 1950, to KOMZ KBOB KQEZ KOPF KPHB KPKB KQRF KMIV KMVR KQVB WBKB WBBR WMJW WOAQ WPFR WWRZ WMYC WOBB WQKB WRGB KVGB WSSR KVSP KAND (Conn. C. J. Dury voted for hearing on KVSP and KAND applications. Conn. May C. Wakefield, for further investigation on WSSR case). WGEU granted renewal to Nov. 1, 1949, KGO to May 1, 1949. Following to Feb. 1, 1950, with Commissioner Dury voting for further inquiry: KATO WDBR WMON. License for WQG Buffalo main and auxiliary transmitters granted, pursuant to sale of WQG to LEY. [Broadcasting, Nov. 11].

Following licensing depended on temporary basis to April 1, WINX synchronous amplifier; WJOL WJOL KOMA special temporary authority extended to Feb. 28, WRAG WAFW license extended 60 days. Following extended temporary "pending further study of interference" (See WJOL WCTA WBKB).

Commercial TV, following licenses renewed to Feb. 1, 1948: WIBB CBS-TV WNTW WPTZ.

FCC Friday gave case approval of 21-year trust agreement giving control of Leder Dispatch Corp. which includes KFAR (760 kec, 5 kw), to B. S. Slover, R. S. Lewis, and P. T. Sibley Jr. The two men have their own minority interests and hold about 50% as trustees under will of late Paul S. Huer.

FIVE NEW AM STATIONS ANNOUNCED BY FCC

TWO NEW AM stations for Anchorage, Alaska, one regional and one local, and new daytime outlets for Marion, Ind.; Hempstead, N.Y., and Oklahoma City, were authorized by FCC and announced Friday. Anchorage regional grant, for 5 kw on 550 kec, went to KFAK.

Fairbanks owners.

KHBC Hilo, Hawaii, authorized to change from 1250 to 970 kec, increase power from 250 to 1 kw 1 kw.

New station grants:


Marion, Ind.—Marion Radio Corp. 1600 kec, 1 kw day only. Principal: John H. Bose (president 50%), former Army captain; Dr. E. Schons, vice president (33 1/2%), St. Paul physician; and Edward E. Schons, secretary (16 2/3%), who handled engineering.

Hempstead, N.Y.—Elia J. Godofsky, 1100 kw, 25 miles only. Has conditional FM grant for Hempstead. Former 15 2/3%, owner of WLJB New York.

Engaged in real estate business.

Beaumont, Tex.—KTRM Inc. 990 kw, 250 miles, 1 kw day only. Principal: Frank F. Neel (B. F. Neel, Jr. 30%), KBEC Beaumont special events director, T. N. Whitehurst holds 10%, with 21 additional stockholders holding remainder of stock.

MEDAL TO GODLEY

PAUL F. GODLEY, consulting engineer, awarded Marconi Memorial Commemorative Medal by Veteran Wireless Operators National Assn., for his conquest of Atlantic by amateur radio signals 25 years ago. He has been in communications and radio 40 years (see Respect's sketch, Broadcasting, Dec. 30, 1946). Presents takes part in annual association dinner Feb. 15 at Astor Hotel, New York.

CPs FOR 25 FM OUTLETS AUTHORIZED BY FCC

CONSTRUCTION PERMITS for 25 FM stations, including nine issued in lieu of previous disclaimers, were granted for one announced by FCC Friday.

Effectuating promise to juggle Class B allocations plans to add channels in areas where practical and advisable [Broadcasting, Jan. 13]. Commission Du Pont granted Channel 221 from Washington, D.C., area to Front Royal, Va. to permit conditional grant to Hoyton Barton Long, replacing No. 221 at Washington with No. 246 from Richmond, Va. Similarly, No. 252 taken from Madison and added at Madison for CP to WIBA Madison, and No. 205 taken from Madison and added to Fond du Lac. No. 729 was taken from Clinton, Iowa, and replaced by No. 254.

Mr. Long, Front Royal conditional grantee, owns Skyline Caverns, is partner in Skyline Chinchilla Ranch. Has real estate interest, and is half-owner of oil company.

FCC Comm. Clifford J. Dury voted for hearing on issuance of CPs to three Charlotte, N.C. applicants; Surrey Broadcasting Co.; Telephone (WAYS), and Radio Station WSOC (WSOC).

Cps as follows (power is effective radiated power; antenna height, height above average terrain; AM affiliation in parentheses):

Surety Bstg. Co., Charlotte, N.C.—Class B; 101.1 mc (Channel 102) 250 kw; 250 feet.

Inter-City Advertising Co. (WAYS), Charlotte, N.C.—Class B; 102.7 mc (Channel 106) 250 kw; 250 feet.

Radio Station WSOC (WSOC), Charlotte, N.C.—Class B; 101.9 mc (Channel 102) 5 kw; 432 feet; conditions.

Harry M. Ayers (WHMA), Anniston, Ala.—Class B; 103.9 mc (No. 280); 1 kw 750 feet.

Capper-1932, N.Y.—Reynolds—Canal, Wis. (No. 248).—Class B; 107.2 mc (No. 307); 1 kw 750 feet.

**WCRS Inc. (WCRS), Springfield, Ill.—Class B; 107.1 mc (268); 25 kw 415 feet.

**WCRS Inc. (WCRS), New Bedford, Mass.—Class B; 105.5 mc (No. 238); 80 kw 250 feet.**

**WCRS Inc. (WCRS), Royal Oak, Mich.—Class B; 92.1 mc (No. 231); 13.4 kw 432 feet.**

**Joplin Bstg. Co. (WBBM), Joplin, Mo.—Class B; 102.3 mc (No. 277); 1 kw 750 feet.

World Radio Pub. Co. (KOHJ), Omaha, Neb.—Class B; 92.5 mc (No. 235); 360 kw 450 feet.

Brockway Co. (WMSA), Mazomanie, N.Y.—Class B; 93.1 mc (No. 209); 5 kw 250 feet.

**Troy Bstg. Co. (WTVY), Troy, N.Y.—Class B; 103.2 mc (No. 278); 2 kw 750 feet.

United Garage & Service Corp. (WINX, Pt. Myers, Fla.—Class B; 93.1 mc (No. 280); 5 kw 250 feet.

**DSl Bstg. Co. (KLM), Tuls.—Class B; 93.3 mc (No. 235); 2 kw 750 feet.

Southern Ore. Bstg. Co. (KUIN), Grants Pass, Ore.—Class B; 94.7 mc (No. 238); 25 kw 250 feet.

**KPRB Bstg. Co. (KPRB), Grants Pass, Ore.—Class B; 94.7 mc (No. 238); 25 kw 250 feet.

**Badger Bstg. Co. (WIBA), Madison, Wis.—Class B; 93.3 mc (No. 279); 1 kw 500 feet.

**K Crucible Bstg. Co. (WEPM), Milwaukee, Wis.—Class B; 93.3 mc (No. 241); 35 kw 410 feet.

**Battles Bluff Bstg. Co. (WHW), Waukesha, Wis.—Class B; 96.1 mc (No. 241); 20 kw 800 feet.**

*Comr. Clifford J. Dury voting for hearing.

**In lieu of previous decisions.

**Reason of change in tentative channel allocation plan.

STATE FM planning committees asked by FCC to report progress in setting up statewide FM educational networks.

At Deadline...

REED T. ROLLO NOMINATED FOR BAR PRESIDENCY

REED T. ROLLO, Washington resident partner of Kirkland, Fleming, Green, Martin & Ellis, last week was nominated for presidency of Federal Communications Bar Assn. by nominating committee, of which Horace L. Lohenes, of Dow, Lohenes & Albertson, is chairman. FCBA will hold its annual meeting Feb. 18 at Mayflower Hotel, Washington.

FCC, in turn, issued to Richard Philip G. Loucks of Loucks & Scharfard. Ordinarily Mr. Loucks automatically would become member of executive committee but he had requested nominating committee not to consider him, feeling that he could not be self-perpetuating.

Carl I. Wheat, former FCC assistant general counsel, was nominated for first vice president; Guilford Jamieson for second vice president; Russell Rowell, treasurer, and John H. Nudlin, secretary. Nominated for executive committee were Arthur W. Scharfard and Neville Miller, former NAB president.

FCC Friday dismissed five pending television applications of Paramount-Du Mont subsidiaries in Cincinnati, Cleveland, Dallas, Boston and Detroit. Applicants have 20 days in which to ask du Mont granted video station in Pittsburgh Jan. 16 [Broadcasting, Jan 20].


Closed Circuit

(Continued from page 4)

lems Division was a war problem in itself? He's now administrative assistant, at $10,000 per year, to cowboy Sen. Taylor (D-Idaho) which probably accounts for Senator's unusual interest in radio-connected union activities.

CAPITAL OBSERVERS amused over transition from New Deal to Republican control of Congress which appears to be no transition at all. Numerous erstwhile New Dealers who performed "down town" in 14-year New Deal span finding themselves in positions as experts both in Library of Congress and on Capitol Hill under GOP control. Observers wondering who's outfoxing whom.

MAJ. EDWIN H. ARMSTRONG, FM inventor, was in town all last week. So was former Sen. Burton K. Wheeler, ex-head of Senate Interstate Commerce Committee, recently retained by Zenith to represent that company in its patent fight with RCA [Broadcasting, Jan. 13]. He could not be seen together in connection with patent squabble as well as with impending legislation dealing with radio.
If you're mighty—mighty little, that is . . .

You can do with some experienced wranglers these days. Don't say the best costs too much. Even a mighty little station can afford "The Texas Rangers"—America's finest library of transcribed western tunes. They're priced to your size—and the size of your market.

If you're mighty big—big, that is . . .

"The Texas Rangers" have notched a couple guns in the fastest of company. Stars of Hollywood movies and network radio, they sing the songs loved in New York as well as St. Joe. Over 500 of them on wax to build hundreds of topflight programs—keeping Hooperatings shooting high!

If you're new to the business—a tenderfoot, that is . . .

You can hire "The Texas Rangers" to do your riding, and you've got the best of the west in the saddle. Of particular importance to those just staking out their first claim, "The Texas Rangers" provide an almost endless combination of programs with the music that never grows old. For those with the FM brand, the wide-range vertical cut transcriptions mean the best!

AND NOW—ANOTHER "NOTCH"
Along with your sponsorship of "The Texas Rangers", you now have the added ammunition of a 48-page song book and picture album. What an ideal give-away or self-liquidating offer! You get copies at cost. You'll say it's the most attractive western song book published to date. Write—better yet, wire—for complete details.

The Texas Rangers
George E. Halley, Manager, Syndicated Features
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MISSOURI
Since its first peep back in 1921 down to the present day, WKY has continued to be the most popular listening habit in Oklahoma. Another affirmation of this statement is found in the recent Diary Study conducted by Audience Surveys, Inc., in 30 counties immediately surrounding Oklahoma City.

With the passing of the years, with more stations and more programs than ever before from which to choose, listeners still prefer WKY. According to this latest study, WKY programs lead in audience rating 93.3% of the time and 75% of the listeners to the average WKY program are carried over from the preceding WKY program.

This well-established power to attract and hold listeners is the kind of power that makes WKY advertising a far better, more profitable buy than that of any other Oklahoma City station.