KLZ PAYS OFF!

IT SAYS HERE

- Advertisers who pay particular attention to a station's cash-drawer rating should be impressed and influenced, to be sure, by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. These advertisers know that KLZ pays off. The cash drawer keeps telling them every day.
You can't cover California's Bonanza Beeline without on-the-spot radio

- Take California's vast central valleys...add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

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

  So let the five BEELINE stations introduce you to these people with all that "buyability." Each of these stations dominates its area. KMJ Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it—one or all five. Find out how much these stations can sell for you.

McClatchy Broadcasting Company

<table>
<thead>
<tr>
<th>KFBK</th>
<th>KOH</th>
<th>KERN</th>
<th>KWG</th>
<th>KMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento (ABC)</td>
<td>Reno (NBC)</td>
<td>Bakersfield (CBS)</td>
<td>Stockton (ABC)</td>
<td>Fresno (NBC)</td>
</tr>
<tr>
<td>40,000 watts 650 kc.</td>
<td>1000 watts 630 kc.</td>
<td>1000 watts 1410 kc.</td>
<td>250 watts 1230 kc.</td>
<td>5000 watts 580 kc.</td>
</tr>
</tbody>
</table>

SACRAMENTO, CALIFORNIA
- Paul H. Raymer Co., National Representative
True friendship and loyalty are characteristic traits of New Englanders.

That's why everything which is part of the community, from local merchants to the home-town radio station, has the patronage and acceptance so important for sales results.

The Yankee Network's home-town stations deliver this neighborly loyalty, by retailers and listeners, in 24 key markets. This is the kind of cooperation that insures intensive, comprehensive coverage and sales impact in prosperous, populous New England.

Acceptance is THE YANKEE NETWORK'S Foundation
LINCOLN DAY dinner last Thursday produced GOP inner circle discussion of FCC investigation. Senator Tobey (R-N.H.) won't commit himself on reintroduction of investigation resolution from last Congress but Senator White's (R-Mich.) bill to define FCC powers [BROADCASTING, Jan. 27] stirring up both houses. Result may be joint legislative-investigative committee.

TALEST MAN-MADE structure in universe will be radio-owned if plans of Cowles Broadcasting Co. materialize. Cowles now in process of making application for 1,500-foot steel tower for its upcoming FM station in Des Moines to be operated in conjunction with KRNT. Station is authorized for effective radiated power of 157,000 w and tower probably would cost in neighborhood of $200,000. Bids shortly will be sought by T. A. M. Craven, Cowles vice president and former FCC commissioner.

SWITCH of WCAU Philadelphia from Philadelphia Record to Philadelphia Bulletin ownership [BROADCASTING, Feb. 3] may bring fusion of executive direction of present WCAU and WPEN policy personnel. When transfer application is filed 20 days hence, it may be accompanied by firm contract for sale of WPEN, independent regional, by Bulletin to one of several interests now negotiating. CBS-affiliated WCAU expected to continue under general direction of Dr. Leon Levy, with Richard Slocom, general manager of Bulletin, as policy head. G. Bartolome Lorain, WPEN general manager and network producer of note, is logically expected to transfer to executive staff of WCAU.

NOW THAT Edward J. Noble, chairman and controlling owner of ABC, has held off public sale of 1,500,000 shares of network stock for roughly $14,000,000, because of unfavorable market conditions, plans ultimately may be altered. Mr. Noble isn't so sure now that he wants to dispose of that much stock. Dillon, Read was named principal agent when stock issue was announced last May.

DESPITE REBUFF from FCC on its original plea to halt licensing of daytime stations on clear channels, Clear Channel Broadcasting Service again will petition for relief. It will contend that new studies show daytime skywave does exist even with 50,000 w; and if clear channel stations go to request 750,000 w, secondary station operation on such channels would be intolerable. FCC has been licensing daytime stations in wholesale lots on ground that law does not permit rejection.

MEMBERS of Mutual board of directors were so impressed with their first board meeting in Washington in latter January, which included dinner with FCC members and off-the-record session with President Truman, that 

(Continued on page 86)
Allright! THE GLOVES ARE OFF!

We're tired of having well meaning friends call us and say:

"What's this about your competitors and their representatives saying that your audience is bought with money give-away programs?"

We've said it before and we'll say it again:

- **We've NEVER Had a Money Giveaway Program on WHHM**
  
  But... our competitors (bless 'em) happen to have a total of 34 money give-aways weekly, according to airchecking!

- **Now... Who Bought What Audience?**
  
  Let's be fair about WHHM's astounding Hooper ratings. Of course they're astounding... for we tried to make our programming the finest ever offered a Mid-South audience... and succeeded.

**WHHM delivers the Audience... MORE LISTENERS per DOLLAR in MEMPHIS**

**The Spot For Your Spots...**

**WHHM**

MEMPHIS, TENNESSEE

REPRESENTED BY FORJOE & CO.
MEMO to BUYERS

ARE YOU MISSING GEORGIA'S 3rd MARKET?

Listeners in Augusta, Georgia, are loyal listeners—to their hometown stations. Hooper's 1945 (B.T.) listener index shows everybody in Augusta tunes to local outlets.

Like this:

<table>
<thead>
<tr>
<th>STATION</th>
<th>MOR.</th>
<th>AFT.</th>
<th>EVE.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>62.3</td>
<td>57.3</td>
<td>54.8</td>
</tr>
<tr>
<td>B</td>
<td>23.7</td>
<td>42.4</td>
<td>44.3</td>
</tr>
<tr>
<td>All other (Outside)</td>
<td>0.4</td>
<td>0.3</td>
<td>0.9</td>
</tr>
</tbody>
</table>

When the above Hooper Survey was made there was no NBC outlet in Augusta. The story is different now. Now NBC advertisers for the first time can have "coverage" in Augusta for their NBC network programs. They can tap Georgia's third market by using WTNT.

Since January 1, the 100,000 people in Augusta (metropolitan area) who buy $58,560,000 worth of merchandise yearly are listening to their new NBC outlet.

Augusta folks listen to programs on their own stations. America's No. 1 programs are on NBC. Austudents will listen to yours (and buy your products) on WTNT. Clearing time will soon be a problem. Act today and cover the rich Augusta market!

* Before WTNT.
Service Pays

People always remember good service—and many a business has been based on this one idea . . . In the Nashville area, over 4,600 stores specialize in service from dry cleaning to radio repairs . . . And these businesses make service pay—over 16 million dollars a year at the last census in 1939 . . .

Such profitable business and manufacturing activity has helped swell buying income in the Nashville market area to more than 800 million dollars yearly . . . When you need effective coverage of this rich territory use the large audience who listen regularly to WSIX.

AMERICAN • MUTUAL 5,000 WATTS • 980 KC.

WSIX gives you all three: Market, Coverage, Economy

Represented Nationally By
THE KATZ AGENCY, INC.
once there was a little church mouse...

He made the unfortunate mistake of settling down in the prosperous Albany-Troy-Schenectady area where people are certainly not as poor as church mice. This put him in a class by himself.

Matter of fact, families in those three growing cities—all served so thoroughly by WTRY—earn nearly half a billion dollars a year. And they spend over 200 million annually on retail purchases. Certainly no company for a low-income church mouse to keep.

The vital thing for advertisers to remember is that via WTRY they can find constant access to the minds (and buying moods) of 305,000 people in Albany-Troy-Schenectady. WTRY's own carefully-pitched local programs, plus the headliners of CBS, make it an ideal vehicle for the messages of advertisers who want results.

And in eight rich counties* surrounding Albany-Troy-Schenectady, WTRY's popularity is no less. All told, more than a billion dollars are earned each year in the busy territory within reach of WTRY's voice.

People who have that much money aren't church mice about spending it. So make your suggestions to them by way of WTRY. They'll be listening, never fear.

*BMB says it's 12

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

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
Two Shots for One Price!

Dan Cupid's been at work in Texas, too . . . for two dominant stations have wed to give you double coverage of Texas Twin Cities — for one price!

Yes, you can now schedule your broadcasts at simultaneous or separate hours with KFJZ and WRR — and cover a billion dollars worth of buying income in Fort Worth-Dallas area twice.

For double-dollar results at single-dollar expense, buy the KFJZ-WRR combination.

The Best Radio Buy in Texas

National Representative
Weed & Company
New York • Chicago • Detroit • Atlanta • Boston • San Francisco • Hollywood

February 10, 1947 • Page 9
Feature of the Week

COMPETITION in advertising hit a new high when on three successive days three advertising executives each outdid the other in their catch of prize sailfish at West Palm Beach, Fla. They set a new record for the Silver Sailfish Derby, capturing three daily awards in succession, according to officials of the West Palm Beach Fishing Club.

R. E. Healy, vice president in charge of advertising for Colgate-Palmolive-Peet Co., was lead-off man with a sailfish measuring 7 feet 11% inches and weighing 48 pounds. His fish was awarded the daily trophy but as it was not brought in immediately from the Gulf Stream, Mr. Healy lost out on the gold button given by the Club for eight-footers.

The following day Cedric Seaman, vice president of Continental Baking Co., landed a "sail" which measured 8 feet 2 inches and weighed 59 pounds. He got his gold button, plus the award of the day.

So far the third member of the party, Ted L. Bates, head of the New York agency bearing his name, had managed to hook only barracudas. Just as his companions aboard Capt. Frank Ardine's "Sail Ahoy" were beginning to feel superior, Mr. Bates moved into top position with a winner. His prize catch measured 8 feet 7% inches and weighed 68 pounds, to give him two trophies and a good chance at one of the chief awards of the three-week Derby.

When Mr. Healy brought in the first of the three winners he solemnly allowed Bob Delaney, sports editor of WJNO, West Palm Beach, to transcribe an interview with him to be sent, as Mr. Delaney explained, to home town radio stations with the compliments of WJNO. The interview had gone on for five or six minutes before Mr. Healy broke down and admitted that he knew something about radio.

Sellers of Sales

ANNE CAROLYN WRIGHT, planned, even when she was a very young girl in Massachusetts, that someday she would have a self-sustaining career in New York. Today, as an associate time buyer, she is responsible for the planning and buying of an important part of the radio budgets of J. Walter Thompson Co.

Born in 1920 in Brookline, Mass., Miss Wright attended Wellesley College in both Boston and Babson Park, Fla., and then in July 1940 started with J. Walter Thompson Co. as a file clerk and typist in the radio media division. After a few months she became secretary to the chief time buyer and showed a natural aptitude for radio time buying herself.

As the opportunity arose with the increase in radio accounts and budgets, Miss Wright became an assistant buyer in 1943, gradually taking on major responsibilities the buying for Shell Oil Co., Mentholatum, Pond's, RCA, Brillo, and Pharmcraft, as well as working on new plans as they developed. With the coming of television she was assigned the job of being the central point for the dissemination of up-to-date television information, in addition to handling the buying for Ford Motor Co. and Standard Brands Inc.

Anne was married last Dec. 28 to H. V. (Andy) Anderson, account executive of WNBC, New York. Having met Anne at the celebration announcing the change in call letters of WEAF to WNBC, he quickly convinced her that her name should be changed, too.

While her career has been her main hobby, she also has taken flying lessons and likes all outdoor sports, as well as the theatre and music, which is her husband's hobby. Right now she is devoting some of her spare time to the study of navigation so that she can handle the 30-foot sailboat she and her husband will be launching in Hempstead Harbor, Glen Cove, this spring. Anne and Andy live in Manhattan.
IS EATING IMPORTANT?

Man, to be sure, cannot live by bread alone. But it is mighty important. It is so important that he spends more than \( \frac{1}{4} \) of his gross income buying something to eat, and an hour and a half every day eating it. Another thing man obviously likes to do is to listen to the radio, since he spends more than 4 of his waking hours per day doing it.

That is why America's leading food advertisers spend more money talking to him on the air about their products than they spend in any other national medium.

...And in 1946* for 7 YEARS RUNNING more of this money was spent with the Columbia Broadcasting System than with any other network.

This is also important.

COLUMBIA BROADCASTING SYSTEM

*Based on the full 12-month period of the calendar year 1946.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Remember the "impossible" line drives you've seen fielded by extra effort—the long, "hopeless" (but successful) tackles—the winning points in hard-fought basketball games?

Well, that's the kind of effort we like to put into our business, too. For instance, you may think you're absolutely sold on some medium other than spot-broadcasting—that we'd be foolish to expend much extra effort on "selling" you. Try us and see! Tell us how you are using your appropriation now, and we will prepare an exhaustive study that will show you some better values in spot-broadcasting. Ready?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Majority of BMB Subscribers Satisfied

Three out of five BMB subscribers believe that the cooperative measurement organization has given them what they paid for—more than four times as many as feel that it has not.

This was a salient fact brought out in Broadcasting Trends third poll of station managers, conducted by Audience Surveys Inc., New York.

Highlighting results reported in the following, first of four sections of the survey which will be reported consecutively in Broadcasting, were these developments:

BMB's endorsement is strongest in Pacific and Mountain and South Atlantic areas.

Almost one quarter of the subscribers have not yet made up their minds about BMB, are reserving judgment.

Higher rate stations (as a group) are more satisfied with BMB than smaller stations.

Broadcasters intend to use BMB primarily as a selling tool, but will employ it heavily in audience promotion activities.

The poll was conducted in early January among managers of a representative sample of U. S. commercial radio stations. The sample was controlled for proper balance by city size, network affiliation, geographical area, and base hour rate. When broadcasters answered this questionnaire they had had ample opportunity to study their own BMB reports, but BMB area reports had not been delivered, and agency use of BMB data (the ultimate test) had not been undertaken.

This installment reports in unusual detail the answers to two of the questions asked in the survey: (1) Do station managers feel that BMB is giving them what they paid for? (2) How have broadcasters used (or plan to use) BMB data? A preliminary question ("Are you a BMB subscriber?") indicated that 76% of the panel are BMB subscribers—exactly the percentage of all U. S. stations reported as subscribers by BMB in October 1946.

The precise correspondence between the percentage of BMB subscribers in the sample and the actual BMB percentage indicates the accuracy of the sampling procedure employed by Audience Surveys Inc. in this survey. Only the answers of BMB subscribers are included in this report.

**TABLE I**

<table>
<thead>
<tr>
<th>Percent of BMB Subscribers</th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
<th>Don't Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>61%</td>
<td>14</td>
<td>23</td>
<td>2</td>
</tr>
</tbody>
</table>

Three out of five BMB subscribers are of the opinion that BMB has given them what they paid for. Almost one-quarter (23%) of all subscribers have not yet made up their minds.

Examination of the answers to this question by geographic areas reveals that a majority of station managers in every area consider BMB to be delivering what they paid for. BMB's endorsement was strongest (67%) in the Pacific and Mountain and South Atlantic areas; compared with 60% among Middle Atlantic and New England stations, and 55% among West Central and East Central stations.

Few station managers in any area say that BMB is not giving them what they paid for; 18% for the West Central area was the highest figure, other areas registering less than 10% of negative opinions.

In every geographical area a sizable group of broadcasters were undecided about BMB in January, ranging from 10% in the East Central States to 18% among South Atlantic station managers. However, these unformed attitudes are undoubtedly taking shape as acquaintance with BMB grows.

The number of station managers whose opinions about BMB have not yet been formed should not be interpreted as either favorable or unfavorable to BMB, but as a measure of the area of indecision about BMB in January. The answers to this question ("Is BMB giving you what you paid for?") by geographic areas were:

**TABLE II**

<table>
<thead>
<tr>
<th>% of BMB subscribers answering</th>
<th>Geographic Area</th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
<th>Don't Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific and Mountain</td>
<td>67%</td>
<td>13%</td>
<td>20%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>East Central</td>
<td>55%</td>
<td>18%</td>
<td>24%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Middle</td>
<td>55%</td>
<td>11%</td>
<td>11%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Atlantic &amp; New England</td>
<td>60%</td>
<td>12%</td>
<td>28%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>67%</td>
<td>12%</td>
<td>18%</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Total U. S. 61% 14% 23% 2%

Analysis by city size indicates that a majority of station managers in every population group feel they are getting from BMB what they paid for.

Station in the 100,000-500,000 population group were most enthusiastic about BMB (70%); while those in cities of over 500,000 and less than 10,000 population were least impressed with BMB's performance.

(Continued on page 88)

NBC, CBS to Become NAB Associates

Details to Be Decided At Board Meeting In Spring

CBS AND NBC have reached an agreement with NAB whereby the two networks will become associate members instead of participating on an active basis, according to informed network sources.

The agreement was reached at conferences Thursday and Friday following a week that teamed with New York reports that the networks had grabbed their hats and exited in a huff from the trade association.

Mutual network is understood to be agreeable to any arrangement involving the other networks. ABC is not an NAB member, but its owned and operated stations belong.

The New York rumor factories were shut down with a bang Friday noon when Niles Trammell, president of NBC; Frank Stanton, president of CBS, and Justin Miller, president of NAB, issued a joint statement flatly denying that any feud existed between the networks and the association.

They explained that the main question at issue (as it has been in the past) is the technical status of networks in NAB. This question will be taken up by the NAB board at its meeting in Washington May 21-22.

Amendment Necessary

Amendment of the association by-laws will be necessary to accommodate the networks as associate members. President Miller is expected to propose this amendment to the board, and its adoption can be effected by mail referendum under a new by-law adopted last October. Since complete overhauling of the by-laws has been under way for some months, the whole problem could be wrapped up in one package. While Mutual network is an active member, President Edgar Kobak sits on the NAB board as an "observer", an arrangement he insisted on when MBS joined a year ago on the ground that the networks should take every possible step to avoid being charged with undue influence in association affairs.

While precise figures were not available, it is understood that NBC and CBS as networks, are paying into NAB $30,000 each. The MBS contribution is approximately $10,000 annually or an aggregate of about $70,000 for the three networks. Under proposed by-law changes, the major networks, as active members would have contributed a minimum of 10% of the NAB's gross income in the aggregate. The current year's budget is approximately $650,000.

On an associate basis, the networks would propose to pay a nominal stipend—roughly $5,000 or $8,000. Their owned and operated (Continued on page 86)

February 10, 1947 • Page 13
High Court Turns Back N. H. Protest
Refuses to Hear Case Involving Political Advertising Rates

NEW HAMPSHIRE radio stations must continue to charge political advertising at regular commercial rates as the result of a Supreme Court refusal last week to hear argument on the constitutionality of a state law which prohibits newspaper and radio stations from charging more for political advertising than for commercial advertising.

The Herald, published by The Chronicle & Gazette Publishing Co., Inc., of Portsmouth, stated: "Any factor which affects advertising revenue correspondingly and directly affects the ability of newspapers to serve their readers and to perform their duties and functions to the public."

"If a state legislature cannot regulate the rate a newspaper may charge for its advertising, the legislature can set that rate at any point. The legislature cannot, however, use its control over advertising rates to control the press," continued the Herald petition.

"There is no reasonable basis," said the Herald, "for assuming that newspaper and radio stations alone may charge excessive rates for political advertising or may discriminate against certain candidates. Although the Herald's opposition to the statute clearly has no relation to the object of the legislation—fair and equal elections..."

The statute involved is part of the Session Laws of 1946, amending the Revised Laws of the State of New Hampshire.

Offers Jingles
SEIERLING RUBBER Co., Akron, has instituted a cooperative dealer campaign through its agency, Meldrum & Fowsmith, Cleveland, based on 31 chain breaks and 31 one-minute singing weather announcements for use on local stations. Titled The Singing Weathermen, the packet is being offered to 1,800 dealers coast-to-coast and to date has been signed by dealers in 17 states. Produced by Radio Products, Inc., announcements cover all weather variations and feature The Debonaires, heard on MBS. Block-Joseph & Assoc., Cleveland, handled sale.

KSD Inaugurates Commercial Video Service in St. Louis

INAUGURATION of regular commercial television service in St. Louis by KSD-TV, St. Louis Post-Dispatch station, was scheduled for last Saturday. The station claims to be the first newly equipped postwar television outlet to go on the air and the first to be operated by a newspaper.

KSD-TV has announced plans for presenting 25 hours of varied programs during Edison Centennial Week opening today (Monday). A total of 51 programs will be presented, and these will be carried from noon to 3:30 p.m., Mon.-Sat., with some evening broadcasts. By the end of last week 13 advertisers had bought program time for Edison week, the KSD-TV management reported.

Programs planned for the week include dramas, illustrated news, home economics, a style show, a mystery drama in which lead audience will search for clues, a "telequizzicals" program in which members of an audience in a department store will answer television questions from the studio, and a video version of the Broadway suspense hit of 1925, "R.U.R."

The programs are in charge of Arden B. Rodner's new company, Television Advertising Productions, Chicago.

Sponsors of programs for the first week include Union Electric Co., Shell Oil Co., Bulova and Elgin (watches), White Cross and Rhythm Step (shoes), Hyde Park (beer), Botany (ties), Monsanto (chemicals), Bemis Bag Co., American Packing Co. and the Missouri-Kansas-Texas Railroad. The Pulitzer Publishing Co., owners of KSD-TV, has pioneered in radio for 25 years, George M. Burbach, general manager of KSD, pointed out in a message for the inaugural telecast. KSD was established in 1922. KSD-TV, operating on Channel 5, gave St. Louisans their initial glimpse of public telecasts Feb. 3 and 4, televising street interviews, puppet shows, the Golden Gloves fights, news, drama and other programs for RCA-Victor dealers and guests at Hotel Statler.

Since some of KSD-TV's permanent equipment has not arrived, the station's inauguration of telecasts has been made possible through temporary instruments supplied by RCA, which also sent engineers to assist the station staff directed by Robert L. Coe. Temporary equipment includes a development-model visual transmitter with a range of about 10 miles, an FM sound transmitter, a micro-wave relay transmitter and a 3-bay superturnstile antenna mounted 180 feet above the street atop the Post-Dispatch Building.

Permanent transmitting equipment will be in use by April, Mr. Burbach announced. This will include a 500-ft. tower and an RCA Model TT-5 transmitter with an effective radiated power of 20 kw and a range of 35-40 miles.

'Ohio Story' on 7

FORMATION of a special Ohio regional network to carry new series entitled The Ohio Story, sponsored by The Ohio Bell Telephone Co., has been announced by McCann-Erickson, Cleveland. Program is heard Mon.-Wed.-Fri. 6:30-45 p.m. (CST) on WTAM WBWA WHIO WTVT WSPD WFMJ WHIZ. George Hofheinz, owner of WGEI WVIZ and WTAM, is negotiating with networks in New York and Chicago.

Mr. Hofheinz has contended that FM "offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any reference to inferior service as a standard service," he predicted that within two years FM will be the "accepted standard" broadcasting method.

Plans Explained

PLANS for radio promotion of the 1947 American Red Cross drive were outlined by representatives of New York stations and networks by James Sauter, chairman of the drive's radio committee, at a luncheon Thursday in the Waldorf-Astoria. Mr. Sauter said that stations would be provided with kits containing spot announcements and with special shows in support of the campaign.

Sponsors Three TV

U. S. RUBBER Co., New York, will sponsor telecasts on WCBS-TV New York from the National Sportsmen's Show at New York's Grand Central Palace on Feb. 16, 20 and 23, 9-9:45 p.m. each evening. Competitions in log rolling, canoe tilting, fly casting, wood chopping and sawing, archery, marksmanship, horseshoe pitching, etc., which supplement the exhibition's displays of camping and sports equipment, will be featured in the three 15-minute video programs. Two image orthicon cameras will be used in the pickups, to be directed by Herbert Bayard Swope Jr., of the WCBS-TV production staff. Campbell-Ewald Co. of New York is agency.

FCC Denies Request on Reference to AM

FCC said last week that it had denied request of Roy Hofheinz, president of Ohio Bell Telephone Co., to have FM Assn., that references to AM as "standard" broadcasting be deleted from the Commission's rules [Broadcasting, Jan. 27].

The Commission said it "is unable at this time" to grant the request, "because of many administrative problems involved."

Mr. Hofheinz had contended that FM "offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any reference to inferior service as a standard service." He predicted that within two years FM will be the "accepted standard" broadcasting method.

Signs WPTZ

PHILADELPHIA ELECTRIC Co., Philadelphia, is sponsoring three one-hour television programs a week on WPTZ Philadelphia. Titled Television Matines, the telecasts are presented 2-3 p.m., Mon.-Wed.-Fri., to reach housewives at a time when they are relatively free from household chores and to provide dealers in the Philadelphia region with feature programs for home entertainment.

Video receivers to prospects during business hours. Program is divided into three 20-minute segments. "Menu of the Day," a demonstration of various foods and serving of food; a period of varied movie shorts, and "Guest Time," featuring local fashion authorities.
Validity of NAB Code Is Questioned

Cloud on validity of the standards arises from the fact that the document, which replaced the 1939 NAB code, was adopted in August 1945 by the committee of which the WHKC Columbus decision, FCC's precedent under technical procedure that may not stand the spotlight of legal test. Though the birth of the standards comes under a cloud, no question has been raised over the legality of their conception—a situation that developed when the FCC slapped penalties on the Joske's on March 5th, 1945. The FCC's harsh and pointed words caused the Joske's to step back such touchy subjects as acceptance of programs from unions desiring to solicit memberships. Not Universally Enforced

Even this toned-down document has not been universally enforced due to fear of Dept. of Justice antitrust action along with the plain fact that it hasn't a single phrase suggesting standards or penalties.

As the whole subject of an industry code enters the revision process at NAB [Broadcasting, Feb. 3] the matter of the standards' legitimacy will be studied along with such matters as legality of penalties; stiffening of program policies; strengthening of provisions covering length and quality of commercial and sponsorship of programs dealing with controversial public issues.

CBS '46 NET INCOME INCREASED BY $450,000

A 1946 NET income more than $450,000 greater than that for 1945 was reported last week by CBS. (CBS dividend, page 8.)

In an annual report to stockholders the network listed its net income for 1946 at $5,796,900, that for 1945 at $5,345,641. The 1946 net was bolstered by a $1,037,014 extraordinary gain from the sale of WBT, but federal income and excess profits taxes were greater in 1945 than in 1946.

CBS made provision for $3,560,000 taxes in 1946, $6,604,000 in 1945.

Income before provision for taxes was $9,566,900 in 1946. In 1945 it was $10,912,657, without including the benefits of the $1,037,014 sale of WBT.

Earnings per share from operations was $3.38 in 1946, $2.51 in 1945.

Part II of Joske's Story Is Ready

Programming, Continuity, Promotion Methods Explained

WITH hardly an exception, every type of broadcast program can be tailored to the use of the retail advertiser.

This important lesson in retail selling is one of many learned during the radio clinic conducted by Joske's San Antonio department store, the clinic resulted in important business gains for the store, widened its trading area, and enhanced its reputation. A new store, is devoted to selling Joske's at Joske's during the 1945 clinic year.

Aiding in preparation of the report, which will be followed to chapters on promotion and testing of the effectiveness of the clinic were: Abel Brown, president in charge of sales promotion and advertising, Allied Stores Corp.; James H. Keenan, vice president in charge of sales promotion; James Shand, assistant to the president, Joske's of Texas; Willard H. Campbell, sales manager, Sibley, Lindsay & Curr Co., Rochester; Howard Abrahams, manager, sales promotion division, NRDG; Walt Dennis, radio and television director, Allied Stores Corp.; James Brown, general manager, KONO San Antonio; Lewis H. Averv, president, Avery-Knodel; Walter Johnson, assistant general manager, WTIC Hartford; Harold Pair, program director, WHO Des Moines.

Publication of the Joske's clinic results is part of a long-range NAB program designed to stimulate use of radio by retailers and to provide them with tested methods of utilizing the sales power of radio.

Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Avery-Knodel; Walter Johnson, assistant general manager, WTIC Hartford; Harold Pair, program director, WHO Des Moines.

Publication of the Joske's clinic results is part of a long-range NAB program designed to stimulate use of radio by retailers and to provide them with tested methods of utilizing the sales power of radio.

By this means the radio program can be coordinated with the store's entire promotional and merchandising plan. The Joske's clinic showed that one of the valuable assets of programs beamed at special audiences is the ease with which the amount of radio advertising can be controlled according to the quantity of merchandise available. At Joske's it was found that short-term, long-term and immediate promotion could be efficiently scheduled.

Effectiveness of radio commercial copy is as dependent on planned scheduling or merchandising as on the nature of the copy itself, the report brings out. It quotes a radio executive of Allied Purchasing Corp., who pointed to the need of careful preparation by the store, which has basic responsibility.

Illustrating the emphasis that can be placed on a single item or department, Joske's in 1945 devoted (Continued on page 89)
Highlights Peak Volume Of Work for Year

Ended June 30
(Text of Report's chapters on Standard and Nonstandard Activities will be carried in Feb. 17 Issue.)

FCC SENT to Congress last Saturday its first postwar annual report, highlighting the Commission's record volume of activity from July 1, 1945, through June 30, 1946.

"The return of peace has aroused an unprecedented interest in electrical communications which has taxed to the limit funds and personnel of the Commission," Chairman Charles R. Denny said in a letter transmitting the report.

"The showing made has largely been made possible by extraordinary ingenuity and effort on the part of employees in all levels," he declared.

The report showed that AM stations licensed or authorized, numbered 955 on June 30, 1945, reached 1,215 a year later. FM stations operating or authorized (including conditional grants) went from 85 to 353 in the last six months of 1946. A check of FCC records last week showed there are now 1,626 AM stations or station authorizations (including 1,062 with licenses as of Jan. 1); 705 FM stations and grants (including an estimated 180 on the air), and 68 television stations (6 licensed and 52 authorized).

In all broadcast services, latest counts showed 1,197 licenses and an exact number of construction permits outstanding, with 932 applications pending (497 of these are in hearing). In nonbroadcast services, 31,546 stations are licensed (including 13,849 which received licenses during the year), and 495,000 operators have licenses (180,000 issued during the year).

Little Change

Although observers in recent weeks have seen indications that the heaviest flood of broadcast applications has past, the difference between AM, FM and TV newstation applications on hand last July and those now awaiting action is slight: 949 then; 910 now. These totals are broken down as follows: AM: 659 last June and 642 now (390 now in hearing); FM: 250 then and 295 now (102 now in hearing); TV: 40 then and 15 now (5 now in hearing).

The Commission's brief general review of its highlights in the broadcast field from July 1, 1945, to Jan. 1, 1947, pointed to the issuance of the Blue Book on March 6; clear channel hearings starting in January and continuing intermittently throughout 1946; processing-line procedure for handling broadcast applications; Supreme Court reversal of FCC in the Ashbacker Decision; decision of Circuit Court of Appeals for the District of Columbia reversing the Commission in the WOKO case (FCC was subsequently upheld by the Supreme Court); reservation of every fifth Class B FM channel until next July (reservation of certain Class B licenses was ordered later); international conferences, and opening of color television hearings.

In Commission membership, Chairman Paul A. Porter was re-elected Feb. 28, 1946, and was succeeded by Comr. Charles R. Denny as acting chairman and later, on Dec. 4, as chairman; Comr. William H. Will was elected acting chairman and was succeeded on April 17 by General Counsel Rosel H. Hyde; Comr. Paul A. Walker was confirmed June 15 for another seven-year term.

FCC personnel last June 30 totaled 1,345 (853 in Washington and 492 in the field). Engineering Dept. had 727 employees, Accounting 165, Law 111, and 44 engaged in administrative duties. The Commission's 1945-46 appropriation was $5,489,900 including $682,421 for Foreign Broadcast Intelligence Service, which was transferred to War Dept. on Dec. 30, 1945. Congress has been asked to appropriate $7,300,000 for FCC for 1947-48.

National Policy Needed on FM Licenses, Sen.

Senator James E. Murray (D-Mont.) suggested last week that the rapid progress of FM-facsimile may require "the development of a national licensing policy with respect to the FCC which will enhance local competition rather than monopoly."

It is estimated that the FCC has issued 111,445 FM licenses "so that at least two papers under different ownership would use each frequency" for facsimile service.

In one of his last reports as outgoing chairman of the Senate Special Committee to study problems of American Small Business he declared that "impeding the entry into the field through technical and legal changes and the application of new inventions, such as FM-facsimile forecasting, a revolution in newspaper publication which threatens with doom and possible extinction the newspaper enterprises of the nation."

Senator Murray told BROADCASTING that the Committee, now headed by Senator Kenneth S. Wherry (R-Neb.), would call for a demonstration of facsimile.

The report theorized that most licenses for FM-facsimile went to newspapers, and applications came from big publishers and declared: "The Commission (FCC) should immediately clarify its policies with respect to the development of facsimile and its impact on diversity of ownership."

He also suggested that in order to insure competition in the radio and newspaper industries Congress will have to pass an amendment in the FPC "on competition, concentration and ownership in newspaper and radio industries."

GAINS in standard stations' gross revenues in 1945 but even greater increases in expenses and a consequent decline in net income are shown in 1944 and 1945 comparative figures included in FCC's annual report to Congress last week. The data, for calendar instead of fiscal years, covered four major and six regional networks and 901 AM stations in 1945 and four major and five regional networks and 875 stations in 1944. The table:

<table>
<thead>
<tr>
<th>Item</th>
<th>1945</th>
<th>1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from sale of network time</td>
<td>$89,101,940</td>
<td>$82,997,650</td>
</tr>
<tr>
<td>Depreciation to date under present owner</td>
<td>$46,596,921</td>
<td>$42,446,877</td>
</tr>
<tr>
<td>Depreciated cost</td>
<td>$41,595,019</td>
<td>$40,652,278</td>
</tr>
<tr>
<td>Revenues from sale of network time</td>
<td>$193,978,558</td>
<td>$192,997,051</td>
</tr>
<tr>
<td>Revenues from sale of nonnetwork time</td>
<td>$176,610,430</td>
<td>$166,723,246</td>
</tr>
<tr>
<td>Commission's paid representatives, etc.</td>
<td>$45,935,459</td>
<td>$41,908,216</td>
</tr>
<tr>
<td>Revenues from sale of FM time, etc.</td>
<td>$31,061,835</td>
<td>$31,259,776</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$293,939,185</td>
<td>$278,298,611</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>$210,714,940</td>
<td>$196,985,583</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$83,224,245</td>
<td>$80,313,028</td>
</tr>
<tr>
<td>Networks and their key stations:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues from sale of FM time</td>
<td>$68,659,076</td>
<td>$65,655,285</td>
</tr>
<tr>
<td>Revenues from sale of talent, etc.</td>
<td>$16,482,799</td>
<td>$15,784,364</td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>$67,061,851</td>
<td>$64,746,708</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$18,500,524</td>
<td>$20,584,760</td>
</tr>
</tbody>
</table>

Networks and their key stations:

Total channel kilowatts:

<table>
<thead>
<tr>
<th>Item</th>
<th>1945</th>
<th>1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total broadcast revenues</td>
<td>$1,219,715</td>
<td>$1,157,770</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>$781,925</td>
<td>$735,205</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$437,790</td>
<td>$422,565</td>
</tr>
<tr>
<td>Clear channel 60 kilowatts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$458,364</td>
<td>$421,085</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>$372,038</td>
<td>$348,336</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$86,326</td>
<td>$72,749</td>
</tr>
<tr>
<td>Regional:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$329,594</td>
<td>$307,492</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>$228,948</td>
<td>$212,838</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$100,646</td>
<td>$94,654</td>
</tr>
<tr>
<td>Local:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$94,374</td>
<td>$85,815</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>$68,374</td>
<td>$61,836</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$25,990</td>
<td>$23,979</td>
</tr>
<tr>
<td>Standard stations, excluding key stations of networks:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of standard stations (as of Dec. 31)</td>
<td>78,757</td>
<td>74,281</td>
</tr>
<tr>
<td>Total compensation for the year</td>
<td>$112,267,274</td>
<td>$99,779,425</td>
</tr>
</tbody>
</table>

(1) Broadcast revenues less broadcast expenses before Federal income tax.

Page 16 • February 10, 1947

Broadcasting • Telecasting
WHO "SELLS" SOIL CONSERVATION!

50,000 Farmers Attend Great Agricultural Demonstration!

Here is one of the most exciting stories of Public Service that any public service medium has ever been able to tell in America—the story of the Fourth Annual WHO Corn-Belt Plowing Match and Soil Conservation Field Day in Marion County, Iowa.

WHO's purpose was to "sell" the idea of Soil Conservation to midwest farmers, and to demonstrate twenty-nine ways to protect and improve farm lands.

Months in advance, a run-down farm, gullied and corroded in many places, was selected. After weeks of work by National, State, and County agricultural experts and conservationists, plans for complete renovation were drawn up, including terracing, leveling, tiling, fencing, building dams and ponds, fertilizing and seeding, etc.

On the great day more than 300 farmers with 45 of their own tractors and 52 pieces of other heavy equipment started work. Before dark, the farm had been completely remodeled—50,000 farmers had seen and studied the work, resolving to copy it on their own farms—and Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service, who was present for the occasion, had said "This (Demonstration and Plowing Match) is perhaps the most important thing that has taken place in America on farm lands for 350 years."

That's WHO Public Service in action. It is the sort of Public Service that has made WHO a great station in Iowa Plus—a great influence for the public welfare as well as a great salesman for America's worthiest products.

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President • J. O. Maland, Manager
Free & Peters, Inc., National Representatives
Craney Disputes Editorializing 
Position

Criticizes Licensing Policy Followed By FCC

By E. B. CRANEY

General Manager

Pacific Northwest Broadcasters

I HAVE read with interest the resolution concerning an editorial policy for broadcasters passed by the 14th NAB District meeting in Seattle. But I read your editorial on page 14 of the Jan. 20 issue of Broadcasting. I am greatly perplexed by both the resolution and the editorial.

First the resolution: There is nothing in the Act of 1934 or in the FCC rules to prohibit a station from having an editorial policy today. Radio broadcasters use facilities that belong to the people and therefore all sides of the public's views must be represented on any subject discussed. To do this, of course, means regulation. That is why the words "public interest, convenience, and necessity" find their way into the Communications Act.

Any station may have an editorial policy but to serve in the "public interest, convenience and necessity" it must also allow those who differ with its editorial policy a like opportunity to be heard. This is, of course, different than the operation of a newspaper where many times the newspaper publisher can outlaw opposing views to reach his readers through his own columns.

An Established Fact

Second, the editorial: This is one of the most amazing pieces of writing I have read in your magazine. You say: "We're for radio's freedom to be free. We're for that which Rex Howell, author of the resolution, and been doing at KFXJ Grand Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting playgrounds, in improving the police force and water supply, and in other non-political pursuits on the local level."

Now if Rex Howell has been editorializing for 20 years and has been receiving renewals of his station license first every six months, then every year and now every three years, that in the 20-year period, doesn't this make such broadcasting an established fact? Doesn't it imply that the FCC has looked over his operation on each of his license renewals and said to him, "Rex, you have been operating in the 'public interest, convenience and necessity' so we are going to renew your license!"

I am really at a total loss to know just what the word freedom really means to your editorial writer. In this same editorial you go on to say: "To go beyond this would be playing with dynamics before many broadcasters had learned to play with matches. . . . We shudder to think what would happen if stations acquired the same political parties that control newspapers. . . . While we strongly favor the right of broadcasters to editorialize for their microphones, we vehemently oppose any theoretical soap box. We feel such stations would attempt to counsel on the national or international scene or delve into politics per se. Leave that to the newspapers! . . ."

About Commentators

With such ideas as those I am glad your editorial writer is not a member of the FCC. It means that, after all, he is not for freedom. It means he still wants to set himself up to go over everything the station licensee says and see to it that the licensee never opens his microphones to anything he doesn't believe the licensee should allow to be discussed. This is a far greater limitation than the FCC places on licensees today. The FCC is interested only in knowing that the subject is once discussed by one side that others have the opportunity to be heard under similar conditions.

I have always maintained that commentators are editorialists. It is a great surprise to find that you agree. It is a great surprise likewise to learn that it is only possible for this great nation of ours to have minds in Washington, New York or Hollywood that are capable of "counsel on the national or international scene or delve into politics per se."

Of course this is what mass communication by network radio has made possible. The poor little guy out in the sticks, in Portland, Atlanta, Spokane, Dallas, Chicago or Podunk knows nothing, he can't raise potatoes. If he can't serve meals, he can't sell merchandise, he can't even vote unless some great genius known as a commentator shouts at him from New York, Washington or Hollywood and tells him how.

This is a great country. It wasn't built by New York, Washington or Hollywood. It was built by the man who wields the axe in the forest, the man who digs with a pick in a mine, the man who pulls the fish net from the ocean, the man who trudges behind the plow, and the many people who supply these men with the finished products of their labor.

It is this great multitude who are running this country by sending their representatives to the County Court House, to the State Legislatures, and even to Congress. It is this great mass of people here in the United States that should have the right to be heard over their radio broadcasting stations. It is not for a handful of pretty voiced sensationalists, scandal mongers and know-it-alls in New York, Washington, and Hol-

(Continued on page 52)

Kroger Show Celebrates Anniversary With Medal to Star

WHEN a radio program completes ten years on the air, that's news. But when a program at the end of ten years still has its original cast and its original sponsor, that's a cause for celebration.

And that's why, on Feb. 1 the Sherry-Netherland Hotel in New York was scene of a dinner party given the cast of Linda's First Love by The Kroger Co., Cincinnati food producer who has sponsored the program through its entire decade, and Ralph H. Jones Co., Cincinnati agency for Kroger.

C. M. (Chip) Robertson Jr., president of the agency, presented to each of the program's principal players a gold medal bearing on its face relief portraits of themselves and on the obverse side a simulated recording disc with the words "The 2600th consecutive broadcast for the Kroger Co., Feb. 1, 1947," in raised letters along the edge of the coin. Bronze copies of the medal were given to other guests at the party, including managers of a majority of the 27 stations now carrying the transcribed serial five days a week and a group of radio editors in addition to representatives of the client and agency and the talent and production personnel employed on the program.

List of station guests was headed

by Stanley W. Barnett of WOOD Grand Rapids, one of the group of ten stations on which the program was first placed and first station to put it on the air because of a morning broadcast time schedule at WOOD earlier than on any other station. Other broadcasters attending the celebration were: H. Shomo, WBBM Chicago; Warren Jennings, WLW Cincinnati; Vernon H. Pribble, Hal Gallagher, WTAM Cleveland; W. L. Orr, WRRS Columbus; Owen Bridge, WJR Detroit; John A. England, KPPW Fort Smith, Ark.; Julian Haas, KARK Little Rock; Joe Eaton, WHAS Louisville; Joe Eggleson, WMC Memphis; Win-

(Continued on page 70)
Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
Baltimore, Md.

February 10, 1947  •  Page 19
NAB-RMA to Push Set Sale Drive

CAMPAIGN on a nationwide basis to increase the broadcast tune-in and equip every family with a radio for every room was drawn up Thursday at a joint meeting of committees representing NAB and Radio Manufacturers Association. Action was taken at a session of RMA's Radio-In-Every-Room Subcommittee of its Advertising Committee and a special NAB group representing the National Assn. of Music Merchants, National Retail Dry Goods Assn., National Electrical Dealers Assn. and American Institute of Decorators. In addition, the 30,000 set dealers will take part in the campaign.

Among ideas discussed for the long-range campaign are a "kick-off" press party with interested associations participating. A speakers bureau has been proposed, along with a public relations program, department store tie-ins and support by individual home furnishing advertisers.

Mr. Taylor reminded that manufacturers soon will face a buyers market, if it is not already here, and called for creation of new markets by all industries and associations concerned. New phases of broadcasting such as FM and television will receive full attention in the campaign, he said.

On behalf of the NAB Mr. Outler promised cooperation by broadcasters to increase the tune-in and promote interest in receiving sets. NAB's job will be to get all stations behind the campaign with announcements, special programs, promotion activities and other measures. He suggested that Mr. Taylor outline the whole campaign at NAB area and district meetings, which resume late this month.

Late October Favored

Dates for observance of National Radio Week were discussed by the joint group, with sentiment favoring late October when NAB's convention will be out of the way and daylight saving time over for the year. NAB is expected to participate on a much more extensive basis this year, and joint preparation will be started several months in advance to enroll participation of radio dealers, stations and affiliated agencies.

Representing NAB in the all-day meeting Thursday, besides Mr. Outler, were Hugh Higgins, assistant director of broadcast advertising, and Arthur C. Stringer, director of special services.

For RMA, besides Messrs. Garceau and Taylor, were these members of the Advertising Committee: Guy C. Cyn, Nobilt-Sparks Industries, Inc., New York; L. H. Ansley, Bendix Radio Division; Victor A. Irvine, Galvin Mfg. Corp.; W. B. McGill, Westinghouse Radio Stations; L. B. Pambun, Stewart-Warner Corp.; David Cathcart, RCA Victor Division; S. D. Mahan, Crosley Corp.; L. E. Pettit, General Electric Co. Also taking part for RMA were Bond Geddes, executive vice president and general manager, and James C. Secrest, director of publications.

Symphony Tells Reasons He Vies With Highly - Rated Network Shows

By HENRY H. REICHHOLD President, Reichhold Chemicals Inc.

WHEN I first discussed details of the Sunday Evening Hour with my agency, Kenyon & Eckhardt, there was some talk about the dynamite possibilities of linking NBC, directly competing with our proposed symphony program. Hoopla ratings were reviewed for that period, a procedure which left no doubt that in ordinary radio it was

HENRY H. REICHHOLD, chemical tycoon, symphony orchestra sponsor, publisher of "Musical Digest," and chairman of the board of Vox Recording Co., is accustomed to engaging in enterprises that pay off. Some wondered, therefore, why he recently bought an hour on ABC to broadcast classical music opposite NBC's Hooper darlings, Charlie McCarthy and Fred Allen. Last week, unconcerned about his program's modest Hooper rating of 2.3, Mr. Reichhold, who is president of Reichhold Chemicals Inc. explained his reasons for sponsoring the Detroit Symphony Orchestra (which he heads) on ABC Sundays 8-9 p. m. He wrote the accompanying article for BROADCASTING to explain his stand.

SHOWN at Sunday Evening Hour press party are (1 to r): Harvey Taylor, music critic of the New York Times; Henry H. Reichhold, head of the Detroit Symphony Orchestra; Dr. Karl Krueger, conductor; J. Lee Barret, executive secretary Detroit Tourists and Convention Bureau; Harvey Campbell, secretary of Detroit Board of Commerce.
Keep the sparkle in your programs...

with the New Collins 20T 1 kw AM transmitter

Let the brilliant overtones of high fidelity flow through circuits engineered for high fidelity. The 20T development, a new post-war success, reveals in each detail the quality of its design.

**Dual oscillators.** Two temperature-controlled oscillators, adjusted to your operating frequency, are self-contained in the 20T. A selector switch enables you to place the spare unit in operation when you remove the other for maintenance.

**Two cabinets.** Past practice has been to crowd a kilowatt transmitter into a single cabinet. The Collins 20T gives you two cabinets, with lots of room, genuine accessibility, ample ventilation, and impressive appearance.

**Program protection and circuit protection.** In addition to magnetic circuit breakers and two-shot d-c overload relays, the 20T has high voltage capacitor fusing. Should a capacitor fail, the fuse opens the circuit and a spring bar shorts the capacitor terminals. The transmitter stays on the air and the faulty capacitor is indicated.

**Filament voltage regulator.** For longer tube life and low noise and distortion levels, the 20T tube filaments have a constant voltage supply.

**Attractive styling.** The cabinets are attractively styled in threetone gray. Their modern, distinctive appearance, simplicity of design, and pleasing color harmony will give many years of eye appeal and satisfaction.

Eye level metering—centralized controls—motor driven tuning elements—forced air cooling—high safety factors—30-10,000 cps audio response ± 1.0 db—3% audio distortion—minus 65 db noise level.

Only the Collins 20T gives you all these desirable and important features. Deliveries will begin early this year. We suggest you write for detailed specifications, study them, compare them, and then place your order for early delivery. Let us supply your entire equipment needs. You'll have an integrated system that will keep the sparkle in your programs and put a sparkle in your station.

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

February 10, 1947 • Page 21
KFXD Boosts Its Power, Moves to 580 kc Channel
KFXD, Intermountain Network outlet at Boise-Nampa, Id., formerly heard at 1230 kc with 250 w, began operation Jan. 22 with 1 kw day and night on 580 kc. Simultaneously KFXD launched its FM affiliate, KFXD-FM, on Channel 267 (101.3 mc) with 2600 w. The occasion was marked by a Salute to KFXD broadcast from Salt Lake City over the 15-station Intermountain system.

KFXD's new transmitter is located three miles south of Meridian, I da., midway between Boise and Nampa. Owners of KFXD are Frank Hurt and his son, Ed. The latter, who serves as chief engi- neer, was injured seriously during erection of one of the station's new 327-ft. antenna towers, but is reported to be recovering rapidly.

KGBG, Galveston-Daytime Outlet, Launched Feb. 1
KGBG Galveston went on the air Feb. 1 as a 1-kw daytime outlet on 1540 kc. Station is owned by James W. Brader Jr., doing business as the Galveston Broadcasting Co.

Equipment includes a Raytheon transmitter and a 200-ft. guyed wind turbine. Input equipment was secured from Gray- bar Electric Co. including International Electronic desk with QRK turbinates, a Western Electric console and a Presto recorder.

Jerry Fisher, formerly of KVIC Victoria, Tex., is manager of KGBG. Other staff members include Dean Turner, engineer, with the Texas Quality Network and more recently with WHIM Memphis, program director; Orland O. Dodson, news editor; Jesse Sims, chief engineer.

Firm in Lancaster, S. C. Is Awarded FM License
LICENSE to operate an FM station (with 3 kw transmitter and an 8-day antenna, providing effective radiated power of 12.5 kw) has been granted to the Lancaster Broadcasting Co., Lancaster, S. C., and was announced last week.

All stock of the Lancaster Broadcasting Co. is owned by Springs Foundation, a charitable corporation, most of whose funds are derived from contributions from the Springs Cotton Mills and Col. Elliott Springs. Springs Cotton Mills operates several weave sheds in Lancaster County, Chester, Kershaw and Fort Mill, S. C., and employs 10,000 persons.

Lancaster Broadcasting has announced that it is prepared to underwrite the construction of a minimum of 4000 FM receivers, and it is initiating steps to obtain that many.

KOMA OKLAHOMA CITY NOW A 50 KW OUTLET
KOMA Oklahoma City has joined the ranks of the nation's 50 kw stations, and Kenyon Brown, KOMA's general manager, heralds the event as a major step in the CBS affiliate's $300,000 expansion program.

In preparation for its switch to increased power KOMA built a new transmitter plant on a 140- acre plot ten miles south of Okla- homa's capital city at Moore, Okla. The new plant increases the 50 kw Western Electric transmitter, and additional floor space has been provided for the station's FM transmitter.

M. W. Thomas, KOMA's chief engineer, directed the installation work, assisted by engineers George Berry and Harry Edwards. The new KOMA plant is described in an article in the January issue of the engineering publication, Oscillator.

The new 50 kw station began operations as KJFJ on Sept. 7, 1923, when it went on the air with 20 w power. There have been several changes of ownership, and the station now occupies four different dial positions. Hearst Radio ac- quired KOMA in 1936, and three years later the FCC approved Hearst's sale of the station to the late J. T. Golfin. In 1948 KOMA won the top award in national competition for outstanding local public service.

Since last summer KOMA has originated Oklahoman Roundup, 8:15-9 a.m. daily, for the entire CBS network. The station is connected in management with another CBS affiliate, KTUL Tulsa. KOMA's frequency under its increased power remains at 1520 kc.

Cella, Turner Retire
J. B. CELLA and BURTON B. TURNER have announced their retire- ment from the California Vine- yards Association, the largest associa- tion of growers in the state, in 1947. Col. Brig. Gen. J. K. Herbert has been named head of the firm. Mr. Cella, founder of Roma, is retiring as vice president and director of Schenley Distillers Corp. and as chairman of the board of the Califor- nia Vineyards Assn.

Lemon Is Director
LUTHER LEMON, treasurer of J. W. Turner Thompson Co., the firm since 1924, has been a director.

Ways Boosts Power, Plans FM Operation
WAYS Charlotte, N. C., celebrating its fifth anniversary last week, announced that it had increased its daytime operat- ing power from 1 kw to 5 kw, with the frequency remaining at 610 kc. Station will continue to operate 1 kw at night. Simultaneously Walter H. Goan, WAYS general manager, announced that the Inter-City Advertising Co., which owns WAYS and WKIX Columbia, S. C., immediately would start construction of an FM outlet for WAYS. The FCC on Jan. 31 granted WAYS a construction permit.

Transmitter Work Begun
For New Waterloo Outlet
WATERLOO Broadcasting Co., which received a grant recently to operate an AM station with 1 kw on 1090 kc at Waterloo, Iowa (BROAD- CASTING, Dec. 2, 1946), has started construction of its transmitter building, C. R. Miller, president of the firm, announces. Call letters of the station will be KAYX.

Plans call for a concrete block house with an insulated concrete roof. Transmitter and antenna on the roof will be supplied by Raytheon, and a Wincharger tower will be erected. KAYX contemplates a tie-in with the Iowa Toll Corn Network and will use the UP wire service, Mr. Miller states.

Gets CPA Permit
PERMIT to construct a $10,000 building has been granted B. Lor- ing Schmidt, Salem, Ore., by the Facilities Review Committee, Civilian Production Administration. Mr. Schmidt's appeal from a local board's denial was granted on the ground that the application was "unusually meritorious for a small commercial project reasonably essential to the war effort." The applicant is a veteran of World War II who is to own and operate the business." Mr. Schmidt in late November was granted a CP for a 200 w AM station on 1490 kc in Salem.

Page 22 • February 10, 1947
For the Third Straight Year

KMLB HAS MORE LISTENERS IN MONROE AND NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED!

Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.
“Wanna rise and shine?”
What do you mean, "rise and shine"?  
Make your client’s Northwest sales rise... 
And...?  
...You'll shine.  
Suits me. How?  
By sponsoring a news program over 50,000-watt WCCO, Minneapolis-St. Paul. 
You sound positive.  
I am. And no wonder. Both C. E. Hooper and the CBS-WCCO Listener Diary give WCCO's news programs the highest ratings in the Northwest. 
How come?  
For one thing, outstanding personalities do the reporting. WCCO favorites like Cedric Adams, George Johnson, Frank Butler, Ed Viehman and George Grim. 
Anything else?  
The WCCO News Department. It's outstanding—not for size alone, but also for its skilled personnel. News Director Sig Mickelson co-ordinates all news activity, while reporters Backlund, Andrist, Sarjeant, Fransen and Cowell sift fact from rumor...do a real coverage job on local events...and prepare sharply-etched summaries of the day's news. 
Any availabilities?  
Yes! The 11:00-11:05 p.m. WCCO News-cast and The Northwest News Parade (10:05-10:30 a.m. Sunday) are available now. The 3:25-3:30 p.m. and the 5:30-5:45 p.m. News will be available soon. 
So?  
It's first come first served. If you want to rise and shine in the Northwest, better get in touch with us or Radio Sales—today!
BMB

(Continued from page 13)

question "Is BMB giving you what you paid for?" by city size is shown in the following table.

### TABLE III

<table>
<thead>
<tr>
<th>City Size</th>
<th>% of BMB subscribers answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000 &amp;</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>100,000-</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>100,000 &amp;</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>100,000-</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>100,000 &amp;</td>
<td>50% 20% 30% 0%</td>
</tr>
</tbody>
</table>

Total U. S. 61% 14% 23% 2%

CBS affiliates are more satisfied that BMB gives them what they paid for than affiliates of other networks, 74% responding "yes" and only 4% "no." Although NBC affiliates registered the second highest approval, they were just as numerous in disapproval—22% said BMB did not deliver what was paid for. Only 43% of the independent stations felt they got what they paid for, and again the same number said they did not know. Details (on the question "Is BMB giving you what you paid for?") by network affiliation are shown in the following table.

### TABLE IV

<table>
<thead>
<tr>
<th>Network</th>
<th>% of BMB subscribers answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>74% 4% 18% 4%</td>
</tr>
<tr>
<td>NBC</td>
<td>67 22 0 11</td>
</tr>
<tr>
<td>MBS</td>
<td>65 14 19 2</td>
</tr>
<tr>
<td>ABC</td>
<td>57 13 28 2</td>
</tr>
<tr>
<td>No affiliation</td>
<td>43 14 43 0</td>
</tr>
</tbody>
</table>

Total U. S. 61% 14% 23% 2%

Larger (higher rate) stations were more satisfied with BMB, as a group, than smaller stations. The smaller (lower rate) stations (on the question "Is BMB giving you what you paid for?") are most undecided about BMB and the medium sized stations are the least undecided. These figures will be found in the following table.

### TABLE V

<table>
<thead>
<tr>
<th>Class A</th>
<th>% of BMB subscribers answering</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-time rate</td>
<td>Yes No Know Ans</td>
</tr>
<tr>
<td>$500 &amp; under</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>From $501-$1000</td>
<td>65 25 0 10</td>
</tr>
<tr>
<td>From $1001-$2000</td>
<td>63 25 0 10</td>
</tr>
<tr>
<td>$2000 &amp; over</td>
<td>63 25 0 10</td>
</tr>
</tbody>
</table>

Total U. S. 61% 14% 23% 2%

Station managers who said BMB did not give them what they paid for were asked: "In what way is BMB not fulfilling its commitments?"

Their free answers covered a wide range of opinions. Typical criticisms are:

"When commercials were sold on this plan, we were told that the BMB survey was just what the advertisers wanted. After we were sold, we were told that BMB was fine, but it wouldn't be enough—we would still need Hoopers or something with which to supplement BMB. At the beginning BMB was to be sufficient."

"If the findings are sound, they will be out-of-date by the time we can use them."

"Distorts high power and top name network program affiliates."

"Is not laying a foundation for standardization of uses, so that some use may be made of the reports now that they have been compiled."

"I am a bit confused—am disappointed, but cannot state precisely why. I do think it is a beginning in the right direction."

"In not determining upon an accepted standard of primary measurement and thus failing to achieve uniform use and acceptance."

"The sample by BMB is too small to be all conclusive."

"Advertisers are very skeptical of BMB reports."

"We were led to believe that we would get a much more comprehensive picture of our coverage than we did get."

"The coverage is entirely too great—method of computing no good."

"Entire presentation of BMB is foggy—stations have not been educated as to use."

Because reactions to BMB are being influenced by the uses broadcasters are now making or plan to make of its data, the panel was asked: "In what ways have you used or do you plan to use BMB data?"

Because reactions to BMB are being influenced by the uses broadcasters are now making or plan to make of its data, the panel was asked: "In what ways have you used or do you plan to use BMB data?"

### TABLE VI

<table>
<thead>
<tr>
<th>Scheduling time nationally</th>
<th>% of all BMB subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Scheduling time locally</td>
<td>52%</td>
</tr>
<tr>
<td>Guidance for audience promotion</td>
<td>46%</td>
</tr>
<tr>
<td>Guidance for merchandising activities</td>
<td>27%</td>
</tr>
<tr>
<td>Rate adjustments or justification</td>
<td>10%</td>
</tr>
<tr>
<td>Develop own information on program activities</td>
<td>3%</td>
</tr>
<tr>
<td>All other</td>
<td>4%</td>
</tr>
<tr>
<td>No use for none planned</td>
<td>14%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5%</td>
</tr>
<tr>
<td>No answer</td>
<td>3%</td>
</tr>
</tbody>
</table>

Subscribers look to BMB primarily as a selling tool. BMB's use in national time sales (65%) looms larger than in local sales (52%). Next is the use of BMB data in steering audience promotion (46%). BMB as a guide for merchandising activities is fourth in rank order, but many fewer stations use it (or plan to) for this purpose (27%) than for selling time or audience promotion. Ten percent see BMB as a gauge for rate adjustments. Significant are the 14% who report no present or contemplated use for their BMB reports.

The uses which stations of various types plan to make of BMB are shown in the following table.

### TABLE VII

<table>
<thead>
<tr>
<th>Selling time nationally</th>
<th>Guidance for audience promotion</th>
<th>Guidance for merchandising activities</th>
<th>Rate adjustments or justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Total 65 52 27 10

Geographic Area

<table>
<thead>
<tr>
<th>Pacific</th>
<th>Mountain</th>
<th>West Central</th>
<th>East Central</th>
<th>Middle Atlantic &amp; New England</th>
<th>South Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>50</td>
<td>27</td>
<td>10</td>
<td>13</td>
<td>43</td>
</tr>
<tr>
<td>52</td>
<td>43</td>
<td>13</td>
<td>6</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>27</td>
<td>22</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
</tbody>
</table>

No affiliation

<table>
<thead>
<tr>
<th>%</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>50</td>
<td>36</td>
<td>21</td>
</tr>
</tbody>
</table>

Class A one-time-one-hour rate

| Less than $100 | 63 | 56 | 45 | 23 |
| $100-199       | 67 | 65 | 46 | 30 |
| $200 and over  | 67 | 65 | 46 | 30 |

The use of BMB data in national time sales ranks first among virtually all stations, regardless of area, city size, network or rate structure. Exceptions are stations in cities under 10,000; MBS affiliates; and unaffiliated stations where BMB's greatest value is for local time selling. Stations in the 500,000 (and over) population group, and those in the 10,000-25,000 class look to BMB for as much assistance in local time sales as in national time sales. To most other stations, the importance of BMB in local time sales runs a close second to its value in the national field.

In the opinion of some station managers (in the Western areas, large and medium sized cities, among CBS affiliates, and high rate stations) the use of BMB data as a guide to audience promotion takes precedence over its value in local selling. Throughout, this use of BMB data ranks very high in the minds of station managers of every description.

Although a significant number of stations in every category value BMB for solving problems of merchandising, this use of BMB data consistently ranks behind its use as a guide to audience promotion. Ten percent see BMB as a gauge for rate adjustments. Significant are the 14% who report no present or contemplated use for their BMB reports.

The uses which stations of various types plan to make of BMB are shown in the following table.

### TABLE VII

<table>
<thead>
<tr>
<th>Percent of BMB subscribers indicating use of BMB data for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selling time nationally</td>
</tr>
<tr>
<td>Guidance for audience promotion</td>
</tr>
<tr>
<td>Guidance for merchandising activities</td>
</tr>
<tr>
<td>Rate adjustments or justification</td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>Total 65 52 27 10</td>
</tr>
</tbody>
</table>

Geographic Area

<table>
<thead>
<tr>
<th>Pacific</th>
<th>Mountain</th>
<th>West Central</th>
<th>East Central</th>
<th>Middle Atlantic &amp; New England</th>
<th>South Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>50</td>
<td>27</td>
<td>10</td>
<td>13</td>
<td>43</td>
</tr>
<tr>
<td>52</td>
<td>43</td>
<td>13</td>
<td>6</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>27</td>
<td>22</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>14</td>
</tr>
</tbody>
</table>

No affiliation

<table>
<thead>
<tr>
<th>%</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>50</td>
<td>36</td>
<td>21</td>
</tr>
</tbody>
</table>

Class A one-time-one-hour rate

| Less than $100 | 63 | 56 | 45 | 23 |
| $100-199       | 67 | 65 | 46 | 30 |
| $200 and over  | 67 | 65 | 46 | 30 |

BROADCASTING • Telecasting

Walter Biddick

WALTER WILLIAM BIDDICK, 57, owner of the Walter Biddick Co., Los Angeles, station representatives and radio advertising agency, died in his San Gabriel home on Feb. 3. He had been ill for several months. Mr. Biddick was a pioneer in Southern California radio and advertising, Mr. Biddick at one time was Los Angeles representative of Free & Peters Inc. One of the first brokers for transcribed programs in Los Angeles, he also produced several for various clients. Besides his widow, Mildred, he is survived by his parents, Mr. and Mrs. William J. Biddick; two sisters, Mrs. George E. Link and Mrs. Curtis Bruce; and a brother, Guy M. Biddick.
BMB* reports on the station audience of one of America’s great network keys WOR in New York

*BROADCAST MEASUREMENT BUREAU, a non-profit cooperative formed by the AAAA’s, ANA and NAB to measure radio station and network audiences on a uniform basis.
This Map shows the total extent of WOR's BMB Station Audience areas without differentiating between the intensity of penetration in individual Counties.*

The Table on last page shows the importance of these differences by means of 10% ranges of County Audience Levels.

The Table below shows a condensed summary of County Audience Levels by 4 groupings.

*OFFICIAL BMB REPRINTS OF THE WOR STATION AUDIENCE REPORT GIVING COMPLETE COUNTY AND CITY DETAIL ARE AVAILABLE ON REQUEST.

CROSSLINES INDICATE COUNTIES WITH AN INTENSITY OF PENETRATION OF 50% OR MORE.

This reproduction of the daytime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the daytime (before dark) at least once a week.

DAYTIME

<table>
<thead>
<tr>
<th>RANGE GROUP</th>
<th>NO. OF COUNTIES</th>
<th>TOTAL BMB RADIO FAMILIES</th>
<th>WOR BMB STATION AUDIENCE RADIO FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% or More</td>
<td>18</td>
<td>973,070</td>
<td>770,140</td>
</tr>
<tr>
<td>50% or More</td>
<td>70</td>
<td>4,541,270</td>
<td>3,014,650</td>
</tr>
<tr>
<td>25% or More</td>
<td>135</td>
<td>5,445,280</td>
<td>3,339,650</td>
</tr>
<tr>
<td>10% or More</td>
<td>244</td>
<td>7,275,320</td>
<td>3,671,440</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week in the daytime.
This Map shows the total extent of WOR’s BMB Station Audience areas without differentiating between the intensity of penetration in individual Counties.*

The Table on last page shows the importance of these differences by means of 10% ranges of County Audience Levels.

The Table below shows a condensed summary of County Audience Levels by 4 groupings.

*OFFICIAL BMB REPRINTS OF THE WOR STATION AUDIENCE REPORT GIVING COMPLETE COUNTY AND CITY DETAIL ARE AVAILABLE ON REQUEST.

CROSSLINES INDICATE COUNTIES WITH AN INTENSITY OF PENETRATION OF 50% OR MORE.

This reproduction of the nighttime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the nighttime (after dark) at least once a week.

### NIGHT TIME

<table>
<thead>
<tr>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% or More</td>
<td>45</td>
<td>2,933,270</td>
<td>2,445,930</td>
</tr>
<tr>
<td>50% or More</td>
<td>99</td>
<td>4,873,290</td>
<td>3,777,990</td>
</tr>
<tr>
<td>25% or More</td>
<td>234</td>
<td>6,908,510</td>
<td>4,455,840</td>
</tr>
<tr>
<td>10% or More</td>
<td>430</td>
<td>8,548,620</td>
<td>4,713,070</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week in the nighttime.
### WOR BMB Data

**Daytime (Before dark) Range—All Counties: 10%-89%**

<table>
<thead>
<tr>
<th>Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience Countia Radio Families</th>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience Countia Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-89%</td>
<td>9</td>
<td>268,570</td>
<td>224,610</td>
<td>80-89%</td>
<td>9</td>
<td>268,570</td>
<td>224,610</td>
</tr>
<tr>
<td>70-79</td>
<td>17</td>
<td>1,539,610</td>
<td>1,141,450</td>
<td>70-79</td>
<td>26</td>
<td>1,808,180</td>
<td>1,366,060</td>
</tr>
<tr>
<td>60-69</td>
<td>28</td>
<td>1,120,260</td>
<td>740,580</td>
<td>60-69</td>
<td>54</td>
<td>2,928,440</td>
<td>2,106,640</td>
</tr>
<tr>
<td>50-59</td>
<td>16</td>
<td>1,612,830</td>
<td>908,010</td>
<td>50-59</td>
<td>70</td>
<td>4,541,270</td>
<td>3,014,650</td>
</tr>
<tr>
<td>40-49</td>
<td>18</td>
<td>312,130</td>
<td>135,900</td>
<td>40-49</td>
<td>88</td>
<td>4,853,400</td>
<td>3,150,550</td>
</tr>
<tr>
<td>20-29</td>
<td>32</td>
<td>604,250</td>
<td>137,760</td>
<td>20-29</td>
<td>169</td>
<td>5,925,330</td>
<td>3,444,080</td>
</tr>
<tr>
<td>10-19</td>
<td>75</td>
<td>1,349,990</td>
<td>227,360</td>
<td>10-19</td>
<td>244</td>
<td>7,275,320</td>
<td>3,671,440</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>244</strong></td>
<td><strong>7,275,320</strong></td>
<td><strong>3,671,440</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week*

### Nighttime (After dark) Range—All Counties: 10%-95%

<table>
<thead>
<tr>
<th>Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience Countia Radio Families</th>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience Countia Radio Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-95%</td>
<td>5</td>
<td>241,190</td>
<td>220,600</td>
<td>90-95%</td>
<td>5</td>
<td>241,190</td>
<td>220,600</td>
</tr>
<tr>
<td>80-89%</td>
<td>22</td>
<td>1,799,210</td>
<td>1,529,140</td>
<td>80-89%</td>
<td>27</td>
<td>2,040,100</td>
<td>1,749,710</td>
</tr>
<tr>
<td>70-79</td>
<td>30</td>
<td>2,098,670</td>
<td>1,584,920</td>
<td>70-79</td>
<td>57</td>
<td>4,139,070</td>
<td>3,334,660</td>
</tr>
<tr>
<td>60-69</td>
<td>21</td>
<td>394,650</td>
<td>258,370</td>
<td>60-69</td>
<td>78</td>
<td>4,533,720</td>
<td>3,593,030</td>
</tr>
<tr>
<td>50-59</td>
<td>21</td>
<td>339,570</td>
<td>184,960</td>
<td>50-59</td>
<td>99</td>
<td>4,873,290</td>
<td>3,777,990</td>
</tr>
<tr>
<td>40-49</td>
<td>36</td>
<td>400,200</td>
<td>182,190</td>
<td>40-49</td>
<td>135</td>
<td>5,273,490</td>
<td>3,960,180</td>
</tr>
<tr>
<td>30-39</td>
<td>57</td>
<td>558,600</td>
<td>197,860</td>
<td>30-39</td>
<td>192</td>
<td>5,832,090</td>
<td>4,138,040</td>
</tr>
<tr>
<td>20-29</td>
<td>89</td>
<td>1,322,200</td>
<td>353,760</td>
<td>20-29</td>
<td>281</td>
<td>7,154,290</td>
<td>4,511,800</td>
</tr>
<tr>
<td>10-19</td>
<td>149</td>
<td>1,394,330</td>
<td>201,270</td>
<td>10-19</td>
<td>430</td>
<td>8,548,620</td>
<td>4,713,070</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>430</strong></td>
<td><strong>8,348,620</strong></td>
<td><strong>4,713,070</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week*

---

*That power-full station at 1440 Broadway, in New York*
Ford Receives Proposed Grant For New Shreveport AM Station

Commission Decision Proposes to Deny Noe Application For Use of Same 1550 kc Frequency

A PROPOSED GRANT to Frank H. Ford, Shreveport businessman, for a new station there on 1550 kc, with 1 kw day and 500 w directionalized at night was announced by FCC last night.

The decision proposed to deny the application of James A. Noe, owner of WNOE New Orleans and KNOE Monroe, for use of the same frequency with 250 w fulltime, also at Shreveport.

The Commission said it preferred Mr. Ford because of his residence, "his demonstrated familiarity with the area proposed to be served, and his stated intention of taking active participation in the operation of the proposed station." Mr. Noe, it was pointed out, lives at Monroe and would leave general supervision of the station to the general manager of his other radio enterprises, James E. Gordon, Mr. Noe, in New Orleans and neither he nor Mr. Gordon planned to move to Shreveport.

Noe Conflict

Mr. Noe's proposal, FCC added, "involves actual interference with Station XEMA in Mexico and potential interference with a Class 1-B station which may be authorized in Ontario, Canada." Such interference is contrary to NARBA, the Commission noted. It said Mr. Ford's proposed operation would not conflict with Canadian operations "and while there is interference to a small portion of the secondary service area of XEMA, the area of this interference is entirely within the U. S. and the treaty does not require protection within the S. to the skywave service of the Mexican station."

The Commission noted in its findings that "sample monitoring" of WNOE was "a witness for Mr. Ford "revealed that commercial spots ran as high as nine on one period of 10 minutes, six in another period of three and a half minutes, and 13 in a period of 16 minutes. Thirty spots were recorded in a period of one hour and two and a half minutes."

WNOE-KNOE Manager Gordon was quoted as testifying, in reply, "that the 'overall picture' would show an average of about one [spot announcements] every seven or eight minutes and that the exhibits compiled from the monitoring of WNOE do not portray a picture which is typical of the hour-to-hour or day-to-day operations of the station."

Mr. Gordon also testified, FCC said, "that in his judgment three commercial spots, with perhaps two free announcements, every seven or eight minutes would fit in a program of 15 minutes, locally produced."

Mr. Ford operated KTBS

BROADCASTING - Telecasting

16 FM Applicants, TV Group To Argue Multiple Ownership

Sixteen FM applicants and the Television Broadcasters Assn. have notified FCC they will take part in the oral argument to be held Feb. 24 on the Commission's multiple ownership rules, FCC files showed last week.

The oral argument, before the Commission en banc, will be directed toward a determination of "what application or interpretation of the Commission's Rules and Regulations concerning multiple ownership of broadcast stations, particularly FM and television broadcast stations, would best serve the public's interest" [Broadcasting, Jan. 15].

FCC said that as of Jan. 27 there were 61 ownership groups which have FM stations or proposed stations involving overlapping service areas and "some degree of common ownership," and that one group—Crosley Broadcasting Corp.—has a television application pending (for Dayton) which, if granted, would involve overlap with television authorization already issued to Crosley (for Cincinnati and Columbus).

This was revealed in a tabulation prepared by FCC engineers and circulated at a pre-hearing conference held Jan. 31. Ownership charts and coverage maps were included for each group. Of the total 62, the television case and 32 FM groups include at least one pending application, while the rest include existing stations, construction permits, and conditional grants.

The importance of several factors in determining whether "multiple ownership" exists within the meaning of the rules—factors such as degree of overlapping service extent of common control of stations, similarity or dissimilarity of markets served by commonly owned stations, etc.—is expected to be given detailed consideration.

In its written oral argument, FCC named as parties to the proceeding 22 companies and television application which "involve questions of multiple ownership and overlap of service areas." Fifteen of these, FCC records showed, have filed notices of intention to participate in the hearing. Other appearances were filed by Transistor Broadcasting Service Corp. (WTIC-FM Hartford), an applicant for FM at Bridgeport, and by TBA. Others were as follows, all FM applicants:


February 10, 1947 • Page 31
Plan to Raise Radio Quality Offered

Taplinger Proposes That 'Slavery to Format' Be Abolished

By SYLVAN TAPLINGER

WHAT'S WRONG With Radio? A much-asked question with as many answers but is there anything really wrong with radio? My guess is that up to recently nothing serious was amiss: Radio was in a groove but now that groove has been worn through till it's become a rut.

A news item in a trade paper recently summed up what I mean. In referring to the cancellation of a long-run network program by its sponsor, the article said that the program undoubtedly would be grabbed up quickly by another sponsor since its Hooper rated as high as 8.6 and it cost only $4,000. Another program began a renewed career by a national sponsor a few weeks ago on the basis of an even lower rating earned last summer.

What's the matter with us in radio? We're paid big fees because we're supposed to be specialists in broadcasting but it doesn't take a high salaried specialist to buy a program for a client because previous records show it costs so much per point. A grammar school student with a knowledge of division can figure that out. People outside the industry are under the impression that radio executives are where they are for the same reason executives in other businesses reach the top—because they create and progress. But are we in radio creating and progressing when we persist in buying a tired out 6.3 (average rating) show for $4,000? Why don't we take that $4,000 and combine it with our brainpower to create something new that might even garner a 15.0 or 20.0 rating.

All right. I know anyone can criticize but comes the inevitable question: "What would you propose to do about improving programming in general?" My answer to that is—Plenty!

At this writing I'm going to tackle the most listened to hours of the average network schedule, those between 8 and 11 p.m. and work on the premise that there should never be a bad or mediocre show.

Music as a Base

First of all I would start from scratch and wipe out all existing programs on the network. Then, in rescheduling, I would use music as a base program. That doesn't mean I intend to have nothing but musical programming all week long. It works out this way.

Let's theoretically schedule nothing but musical shows of all types. I know the first criticism will be, "But straight musical shows never get a high rating." Maybe so or maybe no. I'm not going to question the accuracy of Mr. Hooper's dial spinners but it seems to me that the presentation of musical shows has lacked showmanship, ingenuity, a gimmick or whatever you choose to call it. Martin Block demonstrated that people will listen to music for hours at a time if it's presented with a dose of showmanship. Ever go visiting and watch someone tuning in the radio at random? Usually the station selector is turned past talk, dramas and other noises until the first snatch of music is heard. There the knob stops.

Now, in spite of my seeming efforts to justify the 100% programming of music I realize that radio has other obligations to the listener, although a program schedule of varied music wouldn't be hard for most listeners to take and certainly would be one that would attract a minimum of criticism.

Mid-Evening Comedy

My next step would be to wipe out a 30-minute strip across the board in mid-evening, preferably at 9 p.m. to make room for comedy. Therefore, the evening's schedule would be around the most popular (according to Hooper) type of program. However, despite the popularity of comedy, the caliber of the current crop indicates that it is humanly impossible for any comedian to be consistently funny week after week. So, if this were NBC, for example, the 9 o'clock spot would be known as "Comedy Hour" and the Monday period alternate between Alan Young, Abbott and Costello and Fibber McGee, Alternates Tuesdays would find Bob Hope, Red Skelton and Burns and Allen dividing honors. In other words each comedy show would go on every third week, giving producers and writers two extra weeks to prepare the best show possible and use only their best material. Sponsorship of the programs would remain as it is except that the sponsor would be on every three weeks instead of weekly. It may be said that such a program base.

The Greater Pittsburgh Market in cludes all of Allegheny County, a wealthy steel-producing center. Nucleus of this great market is the steel communities of McKeesport, Duquesne, Clairton, Homestead, Braddock, East Pittsburgh, Turtle Creek and Wilmerding. WE-DO was created primarily to serve these heavily populated communities of the Greater Pittsburgh Market. The 3 largest cities of Allegheny County (exclusive of Pittsburgh) are McKeesport, Duquesne and Clairton.

While WE-DO ranks 4th in the city of Pittsburgh according to our recent Conlan Audience Survey... it is interesting and most profitable to note how WE-DO completely overshadows all other stations serving the steel cities of this market. We call it the Pittsburgh Story as told very graphically in the Conlan Survey.

BOX 810—McKeesport, PA.
When it comes to skill in local merchandising, department stores are recognized as tops. And in the Quad-Cities, the department stores show a strong preference for WHBF. So if you want to be sure that your advertising is on the beam in the Quad-Cities, take a cue from the department stores ... they choose WHBF — 6 to 3!'

The Quad-Cities is the largest market in Illinois and Iowa, outside of Chicago ... more than 200,000 metropolitan population spending upwards of $124 million annually. Average family income in the Quad-Cities last year was above $4,000 ... one of the wealthier markets of the nation. Besides, WHBF’s primary area covers an important farming area ... 52 rich counties in the very heart of the corn belt. And remember, WHBF is the only ABC station that can be consistently heard in the Quad-Cities.

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

**WHBF**

5000 Watts Full Time

Avery Knode, Inc.

Radio Station Representative
PUBLIC SERVICE—SHOWMANSHIP—RESULTS

KFWB, Warner Bros. radio station in Hollywood, for the second consecutive year turned over its entire 19-hour broadcasting day, Thursday, January 30, FDR's birthday, to the National Foundation for Infantile Paralysis, and the March of Dimes. The greatest array of talent ever assembled on any stage. This great open-air broadcast drew a huge crowd. As to the air audience? Well, if talent and showmanship make "rating," you make your own guess of the number of people listening to KFWB on January 30. The following list comprises the names of orchestras and entertainers who appeared:

Andy Russell
Art Kassel
Basin Street Boys
Benny Goodman
Betty Hall Jones
Betty Hutton
Betty Rhodes
Bob Nolan & Sons of Pioneers
Buddy Baker & Band
Charlie Spivak
Connie Haines

Dave Barbour & Band
Dick Haymes
Dick Stabile
Dinah Shore
Earl Spencer & Band
Eddie Cantor
Emma Lou Welch
Frank Duvol
Frankie Laine
Freddie Martin
Gene Phillips
George Montgomery
Hadda Brooks

Hal Derwin
Harry James
Helen Forrest
Herb Jeffries
Hoagy Carmichael
Jack McVea & Band
Jerry Brent & Band
Joe Liggins & His Honey Drippers
Jo Stafford
Johnny Mercer
Johnny White & Quartet

Johnny Moore
Phil Harris
Pied Pipers
Pinky Tomlin
Ricky Jordan
Slim Gaillard
Spade Cooley
Spike Jones & Band
Starlighters
Stuart Hamblen
Tommy Talbert & Band

Winnie Beatty
Peter Meremblum & 100 Piece Junior Symphony
lywood to be heard to the exclusion of the multitude. It is time the FCC investigated the networks and the stations of this country to see just why the voice of the few is heard to the exclusion of the masses. It is time that on programs by such national soothsayers some kind of balance is provided. It is time that when a man is attacked by a commenting know-it-all he be given time to answer on that same program. It is time, if we are to maintain freedom of the air, that some arrangement is made whereby an answer is supplied even to the President of the United States when he discusses a controversial issue.

Proper Forum Needed

Our democratic republic cannot exist without a proper forum for the expression of the ideas of both the majority and the minority, no matter how high the office may be that one or another of the speakers might occupy. The United States is not Germany, Italy or even Russia. To maintain our freedom we must maintain democracy in broadcasting.

The problem is not to establish for radio stations a one-sided editorial policy such as newspapers enjoy. It is rather to see that when a subject, once admitted to the airways, is discussed by all parties desiring to be heard, at a time and with a combination of stations that will give to each participant in the discussion a real "equal opportunity to be heard." Any station that does this has never had to fear that its license would be revoked by the FCC or the old Radio Commission.

Your own article admits there are plenty of stations that have carried on campaigns all of which come under the heading of "editorial policy" and they are still on the air. Instead of "playing with dynamite" the broadcasters who editorialize would find, as the leading newspapers have, that their stature is increased by presenting through their own facilities a free flow of ideas, including those of the opposition.

FCC Licensing Policy

There is another thing going on in radio today which is equally as important although I have never seen anything about it in your columns. I refer, of course, to the present licensing policy of the FCC. Mr. Miller (Justin Miller, NAB president) is the man who should rightly bring it to the attention of the FCC, the Congress and the public if necessary. I will not bother to ask why he has not done so.

Obviously there are very powerful forces in the radio industry today that want to keep it quiet. The American public has many millions of dollars invested in radio receivers today. These, of course, are AM receivers. Some are very old, some are not too old and others are new post-war models that have just rolled off the assembly line.

The FCC has some rules they call Engineering Standards. These standards have greatly favored some broadcast station owners. I say owners because I don't believe they ever favored the listener. Today the FCC is seemingly in the process of changing the whole allocation system. It is piling more and more stations on every local and regional channel. It is increasing interference on these channels.

RENewing an acquaintance made in North Africa during the war, E. M. (Morrie) Pierce (l), vp in charge of engineering for WGAR, Cleveland, and Ben Wilbur, of the State Dept.'s International Broadcast Division, examined new WGAR recording equipment when Mr. Wilbur went to Cleveland recently for Report from the World sessions (Time and Cleveland Council on World Affairs).

What Are Reasons?

Why? Is it doing this to create so much interference that coverage of these stations will be reduced to such an extent that it will force all local and regional stations to go to FM? Is it doing this to create such small market areas for these local and regional stations that it will be able (by public demand because of lack of service from small stations) to increase the power of the large clear-channel stations to maybe a half-million, a million or possibly several million watts?

You will remember only a few years ago when we had a 500,000 watt station in the country, the FCC made a survey and found that something like 75% of the people in 15 States listened to that station. You know the effect it had on national business, national programs, listener habits of many local and regional stations within the coverage area of that station. You remember it was necessary for the candidates for Congress from adjoining States to broadcast over this great station in order to be heard by their constituents. It became questionable if the station were serving in the "public interest, convenience and necessity," when all the people of this vast area were listening to it.

That's one idea you'd better circumnavigate! Despite its mammoth-sounding name, Globe (Ky.) is hardly worth the conquest. So WAVE doesn't try to encompass Globe. We blast our power at the Louisville Trading Area, which has more dough than all the Globe-girdling towns in Kentucky, combined! If you want to win any sales campaigns in Kentucky, better capture the strategic strong points, first!
what that means among the hams of the entertainment world.

Instead of sloughing off the summer and taking the defeatist attitude of closing up shop three months in the year (there are automobile and portable radios Mr. Hooper can't reach), this every third week system would continue throughout the year giving each comedy show 17 or 18 weeks instead of 39.

It's easy to see from this schedule that the comics and their writers would have more time to prepare their shows and would not have to press week in and week out to be funny. After all, while not having any statistics on the matter, I wouldn't be surprised if the average comedy show is first rate only once in every four attempts but retains its high rating because listeners are ever hopeful that each airing will be that one. Before dropping the comedy department of my new programming plan I reserve the right to the usual exceptions to every rule, namely, Jack Benny and Fred Allen, whose high batting averages and consistent efforts to diversify their programs prove that they have the ability to remain consistently top grade week after week.

In apportioning the rest of the program schedule I would limit the number of Hollywood star dramatizations to three a week. After all, how many times a year can "Stage Door" be done on the air? Lux has proved that 30 minutes is not enough for the best results in this type of program, therefore, those three shows must be scheduled for an hour each with no compulsion that every dramatization must run the full hour. If the most effective manner of telling the story takes 60 minutes, the remaining 10 minutes would be consumed by an effective music fill.

If the cost of an hour time slot is too much for one client's pocketbook, dual sponsorship of the hour would be permitted.

About Mystery Shows

Despite their accepted popularity in the industry (although you'll seldom see more than one or two in the top 10) mystery shows would be limited to one a night with close supervision to eliminate the plot duplication that prevails in current programs.

Variety programs would be limited to one a night with the proviso that the variety format would be dropped on any evening that suitable guests and material are not available. Instead, a straight musical program would be substituted rather than put on just any material to fill the period and retain the format. Likewise, the weekly dramatic series types (Aldrich Family, Date With Judy, etc.) would be limited and supervised to the extent that if any one show looks weak at rehearsal time and can't be made top grade, a musical program will be substituted that night.

News programs would remain untouched since they are only as exciting as their subject matter and are usually broadcast outside the hours discussed in this article.

Sponsor's Hour

This brings us down to one of the most important points in my proposed program schedule. Each night a 60-minute period would be sold for sponsorship with the stipulation that no regular program would be scheduled in those spots. The period would be known as the "(Sponsor's name) Hour" and the programming of the time would be wide open. The network and agency men would then be on their mettle to fill it with any type of fare so long as it made good radio. For instance, one week it could be a public events broadcast of wide interest; perhaps a talk by a prominent

(Continued on page 50)

 over two decades of intensive, intelligent service to farm folks and their nearby agricultural communities, has built one of America's most loyal and responsive audiences-ranking fourth in U. S. farm income.
AFTER the Noontime Neighbors broadcast, they come up to shake hands with WSM Farm Director, John McDonald. “I'm from Smith County,” they’ll say. “Just wanted you to know how well the 6-12-6 fertilizer worked out on my corn crop.”

Yes—WSM is recognized as a Friendly Influence—A Powerful Influence—in the vast Southern Community we serve.

To pace our campaign for Better Farming we created the program Noontime Neighbors. It is not for sale. Yet a commercial show was ever more carefully prepared.

* First, we completely surveyed the area and selected the noon period as the time when most farmers could hear a program designed especially for them.
* Next, our production experts spent hours talking with farm leaders and drawing up the format of the show.
* To provide the best in entertainment we use many of the top performers from our talent roster of several hundred artists.

Promoting the feeling of neighborliness, WSM goes to the farmer—with special remote Noontime Neighbors broadcasts from such places as fairs, cattle and hog shows and farm conventions.

To keep our farm listeners abreast of successful farming methods in the community and to bring them news about their neighbors, WSM enlisted the aid of 1,000 agricultural agents. The information these farm experts give exclusively to WSM is an integral part of the noon farm show.

We point to Noontime Neighbors as representative of our belief—our practice for 21 years—What best serves the community best serves WSM.

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

"I'm from Smith County"

"The Best in Broadcasting"

WSM
NASHVILLE
area were forced to listen to a broadcast directed at a small minority of a single Congressional district.

I am just a little broadcaster. I sit out here in the Pacific Northwest. I don't manufacture equipment so I am not interested in the sale of big transmitting equipment to supply broadcasting stations. I am not interested in making a listener own an AM, an FM, another FM (to go with his television receiver) and a television receiver in order to be entertained by radio. I am interested though in knowing what the policy of the FCC is in this matter and I believe Congress is interested and that the people are, too.

They certainly have a right to know if they live a few miles away from a town where a broadcast station is, whether they should buy an FM or an AM receiver. They have the right to know whether radio coverage is going to be so changed that if they live on a farm they won't be able to get the livestock, weather and news information of their area from a nearby station because of interference on that station's channel but will have to content to receive information from some distant station serving such a vast area that it can give information of only a general character for many areas. If the NAB is afraid to bring this little matter up for discussion maybe someone else will have to do so.

John W. Edwards has been appointed station manager of KAMD Camden, Ark., moving from executive post at KCMP Texarkana, Tex. In AAF during war, Mr. Edwards formerly had been with CBS station and Texas State Network outlets as sports and special events director and announcer. Frank O. Myers is directing manager of KMRO and general manager of EGM.

Evelyn S. Hicks, vice president and general manager of WTNB Birmingham, Ala., just returned from Hollywood, where she attended marriage of her daughter Joyce to Bob Smith, Feb. 7. She is now en route for Chicago meeting of the American Medical Association as representative of the Federal Housing Council.

Lee Gordon has been appointed manager of WSW Portland, Ore., replacing William L. Deelridge who returns to Oklahoma. Mr. Gordon also continues in his capacity as station program director.

Edward J. Noble, chairman of the ABC board, has been named chairman of the radio committee of Brotherhood Week which is being held Feb. 10-13.

Norman Boggs, former sales manager of WGN Chicago and present general manager of WLOL, Minneapolis, has been named president of Independent Merchants Broadcasting Co., parent company which owns WLOL.

George C. Hatch, general manager of Intermountain Network, is in Honolulu on two week business trip checking on construction details of KFOO, new 10 kw station being built there to operate on 690 kc.

Davidson Taylor, CBS New York vice president in charge of programs, is in Hollywood for three weeks confering with Ernest H. Martin, director of network programs, on summer programming.

Wilt Gunzendorfer, general manager of KBOB Oakland, for second consecutive year has been appointed to local Chamber of Commerce publicity committee.

Stations Planning Group Of ABC to Meet Feb. 25

The ABC stations planning and advisory committee will hold its quarterly meeting in New York on Feb. 25. Three new members who will be meeting with the committee for the first time are Fred Weber, executive vice president of WDSU New Orleans, Frank Carman, president of KUTA Salt Lake City, and Robert R. Feagin, manager of WPDB Jacksonvile, Fla.

A chairman will be elected to replace Henry P. Johnston of WSGN Birmingham, Ala. Retiring members of the committee are W. D. Fyle, president of KVOD Denver, and W. C. Bochman, manager of WOCOS Columbia, S. C., in addition to Mr. Johnston.

Stark Now VP

William Stark, executive secretary at Charles Stark Agency, New York, has been appointed vice president of the firm.
WORST BLIZZARD IN YEARS Cripples City and State

Milwaukee Sentinel, Thursday, Jan. 30, 1947

City, Locked in Snow, Faces 5-10 Below

Milwaukee Journal, Friday, Jan. 31, 1947

Public Service First,
WISN's Storm Slogan

A handful of men and women at WISN went to bat in the past few days for the newspaper whose deliveries were curtailed by the blizzard.

As the seriousness of the storm became evident Wednesday night, WISN promptly issued its rigid schedule, cutting out the window and devoting its entire facilities to bringing vital information and instructions to the public.

From Wednesday through last night the station was the information bureau of the city. About 8 p.m. Wednesday, anxious calls began to pour into the station switchboard. Jack Raymond was at the microphone at the time.

At first, Raymond got the telephone calls indirectly and amounted them a few minutes later over the air. But the public caught on quickly and the incoming calls became a flood.

To save time, Raymond took his microphone into the control room. There, with the telephone in one hand and the microphone in the other, he began answering telephone questions directly to the listening audience.

Scheduled programs fell victim to public service. Commercials were switched, shortened and abbreviated. All day Thursday and yesterday, the telephone-microphone program took priority over most other programs. During the crisis, over 10,000 phone calls went through the station switchboard. Urgent safety instructions from...
Taplinger

(Continued from page 36)

inent person; a public airing of a new type of program, so many of which make the rounds of agencies but never reach the air because the agencies ordinarily have no spots suitable for such programs. In other words, the half hour is there every night waiting to be filled by radio's best minds with no restrictions placed on the types of programs. If, at any time the producers feel there is nothing available of suitable interest, they would once again fall back on the old reliable musical show. Naturally the scheduling of these "open" periods should attract wide listener interest and newspaper publicity with exciting programming that would make listeners look forward to each "Such and Such Hour" for wide diversity in radio listening.

Well, that about sums it up. Bear in mind that the above proposals cover any one network and not a full evening's schedule of four networks. I realize there are many flaws and obstacles to be overcome but it is an honest attempt at a pattern for networks and agencies to work on in an effort to improve radio programs. The underlying thought behind the whole plan is to forget radio's slavery to format and never put on a mediocre program. After all, most of radio's top advertisers refused to lend their names to inferior products during material shortages, why shouldn't they do the same when top radio material is unavailable?

WGBS to CBS

WGBS Miami, Fla., operating with 10 kw on 710 kc and owned by the Fort Industry Co., affiliates with CBS on June 15 replacing WQAM Miami [Closed Circuit, Feb. 3]. Stanton P. Kettler is general manager of WGBS.

LEGION OF MERIT award is presented to Esterly Chase Page (r), formerly vice president in charge of engineering at MBS, now its consultant and engaged in private practice in Washington, D. C., by Brig. Gen. George Back, formerly chief signal officer of MTO, for "exceptionally meritorious conduct in performance of outstanding services in North Africa from September 1942 to April 1943."

Your FIRMEST GRIP
ON THE FABULOUS PANHANDLE!

5TH MAJOR DISTRIBUTING MARKET IN TEXAS

Here's where a little judicious pressure, applied to the nerve center of a great and growing market . . . produces results! KGNC is in that market . . . is the heart and driving rod of the aggressive Panhandle. As host to an audience who have an annual 694 million dollar income, KGNC is YOUR GRIP on Panhandle buying power!

KFEL Strike, Under Way Since Nov. 29, Settled

TECHNICAL workers' strike which had been in progress at KFEL Denver since Nov. 29, 1946, was settled on Feb. 1, when representatives of Local Union No. 1222 of the International Brotherhood of Electrical Workers reached an agreement with Eugene P. O'Fallon Inc., KFEL licensee.

The following joint statement was issued by Joseph A. Myers, vice president and general counsel of the company, and A. L. Smith, business manager of the local union: "An agreement has been reached settling our dispute which both consider a fair and equitable one, and which was arrived at by sincere collective bargaining upon both sides. The terms are being reduced to writing and a formal contract dated Feb. 1 will be signed Monday, Feb. 3, by both parties."
194,210 Radio Families in the Pacific Northwest are “by-passed” by broadcasts originating in the “metropolitan” centers of this vast area. These metropolitan stations of the Pacific Northwest fail to reach this rich market. Why?

Take a look at the map. The answer lies in the rugged terrain of the Pacific Northwest. Ordinary radio broadcasting from these centers is unable to penetrate those 12,000 to 14,000 foot mountain barriers. Expensive sales messages bounce right off those mountain ramparts. How then to reach these people?

**There’s Only One Effective Way!**

That one way is through the key local radio stations in this rich region... the 15 stations of the Oregon-Washington Radio Group. These stations hold an enviable position in this great market. For instance, BMB figures show these stations delivering, on the average, better than 74% of the available daytime audience... better than 62% of the available nighttime audience within each Trading Area. Here, and here alone, is the key to tapping this thriving market of families with over 154 millions of dollars to spend for food products alone... families with a Per Capita Effective Buying Income of $2,688.00... highest in the nation!
**Canadian Independent Stations Must File Financial Statements**

By JAMES MONTAGNE

FOR THE FIRST time in Canadian broadcasting history, Canadian independently-owned stations must file complete financial statements with Department of Transport (DOT), Ottawa, by February 15. Action by DOT is being taken under section 31D of the Canadian Broadcasting Act, and follows a recommendation of the Parliamentary Radio Committee last year [Broadcasting, Aug. 26] that stations should be asked for this statement before license renewal.

The statement is not so complicated as that of the FCC, but is 6 pages long. It consists of 12 schedules, and is headed “Private Commercial Broadcasting Station Organization and Financial Report.” It is for the fiscal year ended before Jan. 1, 1947. It asks for particulars of ownership and incorporation; operating revenue, operating expenses and income account; profit and loss account as to Dec. 31, 1946; balance sheet for last fiscal year; names, occupations and addresses of shareholders; changes in ownership or transfers of stock during 1946; names and addresses of directors; names and addresses of principal officers; debentures or mortgages of shareholders; stock or debentures of other companies held; stock or debentures by shareholders in any other broadcasting station, newspaper or business; particulars of any change in letters patent covering incorporation during 1946; and a statutory declaration.

Questionnaire was issued to Canadian stations toward mid-January without any publicity that this statement was to be asked, and came as a complete surprise to Canadian stations. Canadian broadcasters have always maintained they would not issue such statements because of the close cooperation between the DOT and Canadian Broadcasting Corp., a competitor as well as regulatory body. It has always been felt such statements would give undue amount of data to the competing CBC.

Policy of Canadian stations has not officially been announced, and it is debatable as to how many stations will file the statement in time as required.

**Let KCKN aim your SELLING “SHOTS” where they will count**

You don’t have to pay the rate penalty for “out-of-bounds,” out-state coverage when you hire KCKN.

Leaving the surrounding thinly spread farm and small town audience to others, KCKN programs exclusively and specifically for the radio listening pleasure of Greater Kansas Citians. And so, these in-the-money, eager-to-buy city listeners turn to KCKN for the kind of radio entertainment they enjoy.

The result is that your selling “shots” are aimed for the market that counts most—the eight hundred million dollar (AFTER taxes) buying power of Greater Kansas City.

**MUSIC BY DAY MUTUAL AT NIGHT**

*The Voice of Greater Kansas City*

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBB, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

**Capper Publications, Inc.**

NEW YORK 17: 440 LEXINGTON AVENUE... MOHAWK 4-3800

SAN FRANCISCO 4: 1207 PUCS BUILDING... DOUGLAS 5-1200

CHICAGO 1: 160 NORTH MICHIGAN AVENUE... CENTRAL 5-9777

KANSAS CITY 6: 300 WALTOWER BUILDING... VICTOR 3064

Page 42 • February 10, 1947

**Broadcasting • Telecasting**

**Whitney Leaves KFI**

GEORGE WHITNEY, sales and business manager of KFI Los Angeles, has resigned to join Harry G. Buckley Co., San Francisco, as vice president and Los Angeles resident partner. Mr. Grant, at one time associated with J. W. Thompson Co., San Francisco, also joins agency as a partner.

Mr. Whitney has been appointed to the sales department.

**Orrin Botsford, Commercial Department**

ORRIN BOTSFORD, former commercial representative of CKOC Hamilton, Ont., has been appointed to the same position at CKMO Vancouver, B. C.

**Lloyd Smith, J.O.M.**

LLOYD SMITH, formerly with WABC, New York, has joined sales staff of WL St. Louis.

**Joan Sweeney, Commercial Department**

JOAN SWEENY has joined commercial department of WTAQ Worcester, Mass.

WEMP Milwaukee has named Avery-Knodel as national sales representative effective March 4.

WPIC Alexandria, Va., has named Clark & McGeenhan as national sales representative.

KWBC Fort Worth, Tex., has appointed William G. Rameau Co. as national sales representative.

WJHL Johnson City, Tenn., and WMJQ Foxtail, III., have named John E. Pearson Co. as national sales representative.

**Canadian Stations**

JOHN W. FRANK, president of Canadian Broadcasting Corp., has elected MONTGOMERY DOUGLAS, general manager of WBBM Chicago, as its new vice-president. Mr. Montgomerie has been handling Colgate Palmolive-Peet account executive for the station.

**Seattle**

Mr. C. N. Fox, formerly with KZTV Seattle, has joined sales staff of KFKO Seattle.

**St. Louis**

Mr. L. H. Proctor, former sales manager of WRBS St. Louis, has been appointed to the sales department.

**Pittsburgh**

Mr. W. J. Reilly, formerly with WMAQ Chicago, has joined sales staff of KDKA Pittsburgh.

**Los Angeles**

Mr. J. T. S. F. (Tom) Rubinstein, former sales manager of KFRC Los Angeles, has appointed to the sales department of KMPC Los Angeles.
First TRANSVIEW design
FM Transmitter goes on the AIR

...at WELL-FM
Station of the ENQUIRER-NEWS
Battle Creek, Michigan

Chief Engineer Earl Stone (left) and Manager D. E. Jayne
inspect their new Western Electric transmitter.

In tune with the times, Station WELL-FM of Battle Creek, Michigan—operated by
Federated Publications, Inc., publishers of
the daily Enquirer-News and other Michigan
papers—recently completed installation of
the latest word in FM transmitting equip-
ment...the Western Electric 503B-2 TRANS-
VIEW design 1 kw.

The glass door of this strikingly attractive
FM transmitter provides a clear view of all
tubes at all times. From the large, easy-to-read
meters down to the smallest components, this
new design means visibility and accessibility.

You’ll find the same clear superiority in
operation, too. For this new Western Electric
transmitter holds intermodulation and har-
monic distortion down to a new low... con-
tains the efficient Synchronizer for accurate,
automatic frequency control.

The complete line ranges from 250 watts
to 50 kw of power. For full information, call
your local Graybar Broadcast Representative
or write Graybar Electric Co., 420 Lexington
Ave., New York 17, N. Y.


Saturday, March 1


MBS to Put Stress on Domestic News

Interest in World News Is Low, Network Official Says

PUBLIC INTEREST in international news has reached its lowest point in recent years, limited only by the news of accuracy, libel and slander.

"Despite the threat of atomic warfare and foreign misunder-
standing, the American public is more interested in foreign capitals and of events dealing with foreign sounding names," he declared.

Mr. Schechter defended Mutual's airing of controversial commentator such as Upton Close, saying that freedom of speech gave all people the right of public expression, limited only by the laws of accuracy, libel and slander.

Mutual intends to call on its affiliates for local coverage of news, exclusive of news of national interest of modern construction devices. Mr. Schechter said, and is setting up a nationwide system of wire recordings and direct interviews with people who make domestic news.

KTUL in New Home

PREVIEW of the opening day of KTUL Tulsa was held last Friday night. The CBS affiliate, which formerly had studios atop one of Tulsa's skyscrapers, is now located in its own three-story building. KTUL is owned by the Tulsa Broadcasting Co. and operates with 5 kw on 1430 kc. John Esau is station manager.
Supermarkets put the razzle-dazzle into the grocery business and we put business into the supermarkets. Self-service, stimulated with smart merchandising ideas, have paid off. In Pittsburgh, supermarkets now do 51% of the business but are only 12.1% of the total number of outlets. As you know, self-service means the consumer has pre-determined knowledge of the brands she will buy. Advertising does it and WWSW has the influence to do the job for your product here in a concentrated market of a million and a half people. Proof? Well, the two largest independent grocery chains in this market—Thorofare Supermarkets and Donahoe's—use WWSW radio exclusively with programs across the board. And national accounts—better ask Forjoe & Co.
WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

NATIONALLY REPRESENTED
BY EDWARD PETRY & CO.

WBAL 50,000 WATTS • BALTIMORE, NBC AFFILIATE!

SOON

WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.
The Goodyear Approach

A DEPARTURE in program sponsorship that bears close observation has been undertaken on ABC by Goodyear. The only sponsor credit is at the beginning and the end of the half-hour presentation, and that is the bare statement: "Goodyear Presents."

Sunday evening time is being used for the program in the Biblical vein, titled The Greatest Story Ever Told. The response, according to the Kudner Agency, has been phenomenal after but two broadcasts. Many of those who wrote said they intended to buy Goodyear products.

There will be those who will clutch at this straw as an argument that all radio can function on a mere sponsor-mention basis. That would be as far from the fact as the reduction of all newspaper and magazine advertising to institutional copy. That would impart little information to the listener or reader and serve only to establish brand-name identity. Advertising would become innocuous and lifeless.

It must be recognised that the Goodyear program may appeal only to a segment of the audience. Moreover, there appears to be an almost universal marshallng of the components essential for the institutional approach: A national sponsor with a well-established brand name; an inspirational religious vehicle presented at a good hour on the Sabbath; created mooch which institutional direct selling would be an intrusion.

There's certainly a lesson to be drawn from the Goodyear experiment. The results will be watched. But among stress, should they be regarded as looking toward setting of a new standard applicable to all radio on the basis of limited commercial credit.

Radio's New No. 1 Spot

FOR AS many years as we can remember, Washington's press corps has given annual dinners to the President, his cabinet, and others selected from Federal officials. The key events have been those of the White House Correspondents and the National Press Club. The custom has been for the major networks to contribute the talent for such events. The credit, of course, has gone to the organizations—not to radio.

Four years ago the Radio Correspondents Assn., made up of the then rather small group of news men and commentators who were assigned to Washington, held its first annual dinner. It was a small gathering, parcelling out the size of the radio news corps.

On Feb. 1, the Radio Correspondents Assn. held its fourth annual dinner. Attendance was nearly 450, including the President, most members of his cabinet, a substantial number of members of Congress, officials of the networks and of many nearby stations, and the radio news corps. The talent, contributed by the major networks, was something greater than the professional showmen. The credit for the event belongs to the President, who is the No. 1 medium?

Our Respects To

ERNEST AUSTIN WEIR

A YEAR before any national radio network on this continent attempted Sunday afternoon symphonic broadcasts, the Toronto Symphony Orchestra was aired Sunday afternoons as a feature by the Canadian National Railway's network across Canada. The man who pioneered this radio service was Ernest Austin Weir, at that time director of radio for the Canadian National Railways, and since 1937 commercial manager of Canadian Broadcasting Corp.

Austin Weir is well-known among American network critics for his ideas, as sponsored network programs piped into Canada must have his okay. All Canadian commercial network business is reviewed by Austin Weir before it is sent to CBC who controls all network broadcasting in Canada. Major problem of the CBC commercial manager is to find enough time to handle all the sponsored network programs which Canadian and American advertisers wish to place on the CBC's three networks, Trans-Canada, Dominion and French. The CBC, as a publically-owned system, cannot sell all evening network time commercially, must also supply sustaining network programs.

When Austin Weir came into Canadian broadcasting in 1929 he had a wide variety of Canadian and European experience to bring to the new art. Appointed director of radio that year for the Canadian National Railways, with stations at Moncton, Ottawa, Montreal, Toronto, Winnipeg and Vancouver, he decided to join the stations in a network for Sunday afternoon symphonic concerts.

The railway also held phantom licenses for use on stations other than its own when it wanted to use such stations, and the Sunday afternoon network covered more than the six stations owned by the railway.

He also brought to the railway's network hour-long dramas, operas and plays in both French and English, and utilized it to bring many special events to all parts of Canada.

This early Canadian network, operated by the government-owned railway, played an important part in laying the foundations for a nationalized broadcasting system in Canada. Mr. Weir was an important witness before the Royal Commission on Radio Broadcasting, whose report in 1932 laid the foundation for nationalization of Canadian broadcasting in 1932. When as a result of this Royal Commission the Canadian Broadcasting Commission was formed in 1933 it took over as a nucleus for the nationalized system the stations of the Canadian National Railways, and Austin Weir became a member of the CRBC's

(Continued on page 50)

BROADCASTING • Telecasting
Concerto for Listeners

A love for good music makes her listen to WQXR. This love for good music also compels more than half a million New York families—a city within a city—to turn to WQXR for 62% of their radio listening time. They find WQXR a daily source of inspiration and relaxation. Over 40,000 pay $1 a year for WQXR's Monthly Program Guide.

These music-loving families are a valuable market. Their above-average incomes and discriminating tastes create a medium which delivers better sales today...consistent buyers tomorrow. For steady results—use WQXR..."New York's Most Beloved Radio Station"...famed for good music and the news bulletins of The New York Times.

WQXR
AND FM STATION WQXQ
Radio Stations of The New York Times
Respects

(Continued from page 48)

executive. When a Parliamentary Radio Committee delved into the affairs of the CRBC in 1943 and 1936, he appeared before the committee.

In 1936 Canadian Broadcasting Corp., was formed to succeed the CRBC, but Mr. Weir did not join the new organization for he had parted with the CRBC prior to its demise to enter commercial radio, handling transcriptions from Toronto for a large number of Canadian stations. However, his experience with network broadcasting brought him to the CBC in 1937 when the demand for commercial network time grew to importance. He established the commercial department of the CBC, and has battled ever since with the CBC program department for more and more commercial time to meet the demands of Canadian and American advertisers. When all the time that could be used on the Trans-Canada network had been sold out, he lined up a second transcontinental network, the Dominion, and expects to see that blossoms into a 16-hour daily network early in 1947. The French-language stations were also lined up into a French network, and the latest Parliamentary Committee has recommended a second French-language network, bringing more time for Mr. Weir's French commercial department to sell to pay for the sustaining features.

Austin Weir does not look his years. A cheerful man, he manages to keep young despite his heavy responsibilities as supervisor of all commercial network broadcasting in Canada. Born on a farm at Randwick, Ontario, on July 25, 1886, he graduated from Meaford High School, and became a school teacher. Interested in farming he went to the Ontario Agricultural College at Guelph, and graduated in 1912, joining the Ontario Dept. of Agriculture.

Like so many other young eastern Canadians of that time he felt the future was in western Canada, and set out for Calgary, where he became advertising manager of the Farm and Ranch Review, later editor of the Nor' West Farmer and assistant editor of the Grain Growers Guide. Moving a little eastward to Winnipeg, he became chairman of the board of trustees of the Province of Manitoba Savings Office. In 1924 the Canadian National Railways offered him a post in London, England, to take charge of colonization advertising and press publicity, and while on this work he travelled extensively in Europe. While in England he came in contact with the British Broadcasting Corp. and when the Canadian National Railways asked him to take charge of their radio stations, he was not entirely a new-comer to broadcasting.

His early experiences in farming were largely responsible for his purchase of a 100-acre farm near Toronto in 1941, where he indulges in his hobby of raising pure-bred Hereford cows. He is married and has three children.

Blizzard - Hit City

Given Radio's Aid

Milwaukee Stations on Air 24 Hours a Day in Emergency

EMERGENCY 24-hour service by Milwaukee's four stations—WISN, WEMP, WFOX, and WTMJ—provided a clearing house of information to city residents, snowbound in one of the worst blizzards of recent history. Through four critical days during which a record fall of 21 inches of snow closed schools and factories and blocked all transportation save railroad tracks into the city, the stations kept essential messages flowing over the air to stranded storm victims, cited highway conditions and helped to coordinate the activities of rescue crews.

WISN broadcast urgent safety instructions from the police and fire departments and aired frequent news summaries and descriptions of missing persons.

WEMP, answering an emergency call from a prospective father, broadcast an appeal which brought an army snowplow to the aid of the couple and transported the expectant mother to a local hospital with only moments to spare.

WFOX took part in inaugurating a public snow-shoveling campaign, and received congratulations from Chief of Police Polcyn. WTMJ voiced a "newspaper of the air" when it became impossible for papers to make their deliveries. The Milwaukee Journal station broadcast the paper in its entirety in three installments during the day.

WGL's Antenna Toppled, Station Now Back on Air

WGL, Mutual affiliate at Galesburg, Ill., resumed operation Monday morning, Feb. 3, after having been off the air since Wednesday evening, Jan. 29, as a result of the most severe winter storm in Galesburg's history. The storm toppled the station's seven-ton tower.

Mutual lines between Galesburg and Peoria were disrupted and WGL improvised live and transcribed shows pending resumption of the MBS service. With its staff working extra-long shifts to get the station back on the air, WGL was able to resume after the FCC had granted permission to erect a temporary antenna (30-day emergency grant).

For five months at Chicago, WGL, represented by its parent company, was not available to the Mutual System. As a result of high wire rates, Mutual was unable to reach the station.

1886, in Lansing station.

In fact, we attract 28.3% of those potential listeners 61 miles away in Gadsden.* That's over 3 times the audience of any other Birmingham station. So, for coverage look to WSGN.

* 1946 Colson survey

News

M. ROSEKIND, former ABC news editor, has been appointed manager of the network's special events division. Mr. Rosekind will be succeeded by ROBERT BROWN, former executive news editor in charge of radio for the NBC. JOHN MCGUIRE of ABC's special events department, has been appointed assistant manager of the department.

J. GARDNER, correspondent of WPEN Philadelphia, now on assignment in South America, during next two months will report living and business conditions there in broadcasts from San Juan, Rio de Janeiro, Buenos Aires, Santiago, Valparaiso, Quito, Guayaquil, Bogota and Mexico City.

GEORGE MOORAD, commentator with KGW Portland, Ore., is author of "Behind the Iron Curtain," which has been accepted by Kluh Features Syndicate for newspaper serialization. Prior to joining KGW Mr. Moorad was a CBS correspondent in Russia and other parts of the world.

DEAN LUCE, sportscaster at WABD Arlington, in addition to present duties is handling Uline Sports Arena public address system four nights a week for play-by-play description of professional ice hockey and basketball games.

JAMES R. SCHLOSSER, Coast Guard weather officer in Washington, is writing staff of WTMJ-FM Milwaukee.

MABEL JOHNSON, freelance correspondent for WCCO Minneapolis, is now news staff of CKOC Kelowna, B. C., as correspondent and business agent at Vernon, B. C.

DAVE ROBBINS, news chief of CKOC Hamilton, Ont., became the father of a girl Jan. 22.

MARK K. NICHOLS, night news editor of AFRT shortwave division, is father of a boy born Jan. 29.

MILTON S. WOLKEN, sports director of WBBM Davenport, has married Hylen Stewart of Moline, Ill.

WRBZ La Crosse, Wisc., news department is conducting a survey of farmers' marketing habits in that area by poll of county agents. Information will be used to check on market report programs and as aid to press association serving station.

Modern Daniel

GENE AMORE, KMXY Denver special events announcer, Feb. 10 plans to enter Air Force of 40 lions and tigers, accompanied by Trainer Terri Jacoby, to give first hand description of opening performance of the Denver Championship Lace Face circus. Gene also hopes to climb trapeze to interview trapeze artists as they come off the swing.

Gee, Percy—did you stay home to hear the Breakfast Club on WFDJ Flint, too?
On Sunday, January twelfth, 1947, it was known that rescuers were on their way to the six survivors of a Navy plane that had crashed in the frozen Antarctic wastes. All through Sunday morning, the world waited for word that the dramatic meeting had occurred. Then at 1:15 P.M. (PST), KYA News Bureau broke a commercial program to flash this bulletin:

"Scoop" is supposed to be an archaic word in newspaper jargon. But when we get one like this, we still call it "scoop"!

Then the wire services picked it up

The KYA News Bureau just learned exclusively that the race to save six survivors of a Naval plane crash from the savage elements of the Antarctic was at least partially successful.

Mrs. Owen McCarty of Sonoma just told a KYA Radio Reporter that she had received a cablegram from her husband—one of the survivors—stating that he was safe and well aboard ship.

This indicated that the rescue party had reached the marooned flyers.

For further details, remain tuned to this station for the next edition of KYA time-clocked news at 2 o'clock.

Consult Adam J. Young, Jr., Inc. New York and Chicago for News availabilities.
JANE RICHTER, manager of new business department of Lit Bros., has resigned to open her own office at 900 Walnut St., Philadelphia, to specialize in radio, direct mail and copy for all-printed media. At Lit Bros., Miss Richter was in charge of audio programs, direct mail and credit promotion.

BUXTON P. LOWRY, former copywriter with Henry, Burst & McDonald, Chicago, has joined the G. M. Basford Co., New York, as account executive. Mr. Lowry served with the Navy during the war.

RAY SIMMS, formerly in promotion with WCAX Burlington, Vt., has joined Kenyon & Eckhardt, New York, as assistant to FRANK PALMER, chief timebuyer of the agency. Mr. Simms succeeds MARION PARHAM, resigned.

NANCY HUGES, former director of promotion at Drogue & Co., New York, and prior to that with N. Ayer & Son, has joined R. J. George & Keys, New York, as director of specialized and fashion advertising.

WILLIAM H. RANKING Adv., New York, has moved to larger quarters at 123 E. 30th St.

RAY AUSTIN, formerly with the Williams Adv., New York, has formed his own agency, Ray Austin & Assoc., at 18 E. 41st St., New York.

FREDERICK W. BOGERT, formerly with Tide magazine and prior to that with Stars and Stripes as news editor, has joined the publicity department of Benton & Bowles, New York.

CLIFFORD L. FITZGERALD, vice president of Dunbar-Fingerhut-Semple, Chicago, has been appointed vice chairman of the drive in charge of promotion, American Red Cross fund campaign, Chicago area. HARLOW ROBERTS, vice president of Gore-Brun, Joyce & Morgan, Chicago, has been named vice chairman of the promotion committee.

HORTENSE MACDONALD, formerly in charge of public relations at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

G. F. MACABE, formerly with MacLaren Adv., Toronto, has joined K. W. Reynolds & Co., Toronto, as account executive.

ARMAND GAZIURAN, former production manager of Broadway Department Store, Los Angeles, has joined Jere Bayard & Assoc., that city, in similar capacity. JOYCE GLASER, formerly assistant advertising manager of Buck's Department Store, Chicago, has joined the agency as account executive.

CORNWALL JUDD, vice president and manager of J. Walter Thompson Co. Hollywood office, has been elected president of Los Angeles Tennis Club.

AUSTIN PETERSON, vice president of Ted Bates Inc., Hollywood, in New York for 10 days conferring with agency executives on summer replacement shows.

EMILE (Mike) J. HUBER, partner of Schwartz & Huber & Green, Chicago, has been appointed to the faculty of Northwestern U. Summer Radio Institute. He will lecture on radio station advertising and promotion. Prior to entering the agency field, Mr. Huber was advertising and sales promotion manager of ABC.

ANNA RECORDS, former traffic coordinator of Glasser-Gailey & Co., Los Angeles, has joined Bosell & Jacobs, that city, as production manager.

EDWARD B. LYMAN of Foote, Cone & Belding, New York, has been appointed chairman of the national program committee of the graphic arts division of the American Public Relations Assn., and MARION HARPER, Jr., formerly chief of research of McCormick-Erickson, New York, has been appointed manager of the research division and a member of the board of governors of the association.


JOHN WHITEHEAD, account executive of Fritsen Adv., Los Angeles, has organized his own agency and has set up name of firm of John F. Whitehead & Assoc. at 7904 Santa Monica Blvd. Tele- phone: Hollen 7-4901.

MARTIN B. KLITZEN, co-owner of Klitten & Thomas, Los Angeles agency, broke his leg Jan. 29.

JOHN KRIMSKY, account executive of Buchanan & Co., New York, is in Beverly Hills, Calif., to begin contact duties in agency's motion picture division.

AYER & GILLET, Charlotte, N. C., has organized the Ayer & Gillett American Assn. of Advertising Agencies.

OLIVER CAREY, former supervisor of Feature Research and Production, Allied & Daggett & Ramadell, New York, has been appointed advertising manager of the company, NEVA BRADLEY, former manager of new business development, and publicity of the firm, has been appointed sales promotion manager.

DOHERTY, CLIFFORD & BAKEMEYER, New York, has organized a department which will operate exclusively in the field of medical professional advertising. The department will have its own research, copy and art division. Among the accounts that will be Bristol Labs, Syracuse, and the national advertising of Rothe, Dole, Hepatitis, Mum, Truslab, Mini-Rub and Benzedrine. For Rothe, Dole & Co., New York, effective March 1.

HOWARD T. MCKEE, formerly in the production department at Lawrence Fertig & Co., New York, has joined Charles Dallas Reach Co., New York, as assistant research director.

JUNE HOLLISTER, former advertising manager of Jay Thorpe Inc., New York, has joined Letterman Harrison Inc., New York, as account executive.

VERA MUENZER, former assistant treasurer of Anderson, Davis & Platto, New York, has been appointed assistant secretary in charge of media of the agency. GRACE T. DOULING has succeeded Miss Muenzner as assistant treasurer.

JOHN J. O'BOURNE, San Francisco, has formed John J. O'Bourne & Assoc. to succeed firm of Farrar & O'Bourne. Temporary offices are at 225 California St.

RIVER & INGRAM, Oakland, Calif., has been elected to membership in the American Assn. of Advertising Agencies. NANCY FINKELEIN, formerly with KXL Portland, Ore., has joined the Pacific National Adv., same city, as copywriter.

CARVEL NELSON, formerly with the Pacific National Adv. and Adolph Bloch Adv. Portland, Ore., has opened his own advertising office in the city.

ALLEN, CLENSAGHEN & SMITH, Portland, Ore., has moved to larger quarters at 1155 S. W. Yamhill. New appointments to staff include: PAULINE WOOLSEY, WILLIAM WEBBER, RAY ELLISON and PULLY GORDON.

PETER HURST, former San Francisco manager of McCann-Erickson, John & Adams and more recently with Fielder, Borensen & Davis, transit advertising, has been appointed president and director of the Harrington & Buckley, San Francisco.

POLITICOS AGREED Radio Did Big Job

Campaign Cost Figures Indicate Important Role in Elections

Cost of radio campaigning to the Democrats and Republicans gives only an incomplete picture of the part the airwaves played in the 1946 Congressional contests, spokesmen for both parties agreed. Although the GOP National Committee paid less than half as much—as about $30,000, according to figures filed with the House Clerk—as the more than $65,000 spent on radio by the Democratic National Committee, much of the other campaigning was on "free" or public service programs.

No Local Figure

At the same time, figures carried on the books of the Clerk's office give no indication, nor is such information available, of the outlay by state and local political groups which contributed heavily to the airing of party platforms preceding the elections of last Nov. 4.

GOP Director of Radio Edward T. Ingle, estimated that between $10,000 and $15,000 was spent by the National Committee on transmissions alone. These programs, he said were "tremendously effective" in reaching a wide audience, and stimulated reaction all over the country, as testified by a flood of telegrams, and letters.

A good part of the Democrats' radio budget—about $45,000—was for purchase of network time, according to an estimate of Democratic National Committee Treasurer George L. Killion.

CREI TV Course

NEW STREAMLINED home study course in television is being offered by Capitol Radio Engineering Institute, Washington. Consisting of 70 sections, course covers range from fundamental ideas and relative mathematics through optics, circuits, tubes, etc. to survey of color television.

You're in good company on KMPC*

Albers Milling Company
Bank of America
Bulova Watch Company
Cat's Paw Rubber Heels
Circus Peanuts
Colgate-Palmolive-Per\t
Colgate-Palmolive-Per\t
Fisher Flouring Mills
Kool Cigarettes

Langendorf Bread
Milani Foods
Pacific Telephone & Telegraph
Rit Dye
Saturday Evening Post
Simonsky Company
Vick Chemical Company

KMPC* 50,000 WATTS 710 KC LOS ANGELES

G. A. RICHARDS, PRESIDENT  R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

Page 52 • February 10, 1947

You're in good company on KMPC*

PHILADELPHIA'S No. 1 Independent

BROADCASTING  Telecasting

WIBG 10,000 Watts

New CCNY Course

SPORTS!  MUSIC!  NEWS!

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street
Now 5000 Watts (L. S.)
1000 Watts Night at 610

WEED AND COMPANY, NATIONAL REPRESENTATIVE

WAYS

CHARLOTTE'S POPULAR STATION
Dick Gilbert, for four years with WENW New York where he was featured on his own show, and is a well known voice talent, has now been named program director of Sun Country Broadcast Co., will be in charge of programs and program personnel for the two networks which Sun Country will operate and broadcast over KPSC and KPSC-FM Phoenix, KTSC and KTSC-FM Tucson, and proposed new AM and FM outlets at Flagstaff, Ariz.

Russell Ambruster, former director of the "Hour of Charm" program, has joined WINS New York at night supervisor and program producer, succeeding John Poindexter.

Edward R. Evans, formerly with RKO News films, has been named program director of KXAK Salt Lake City, has been named program director to succeed Russell Ambruster, and program producer, succeeding John Poindexter.

Frank Thomas Jr., announcer and record m.c. at WHXY Lexington, N. C., has married Velia Ward of Detroit, N. C.

Wayne Randers, program director of KTSC Tucson, Ariz., for five years, has resigned effective Feb. 10 to become general manager of KGCA Tucson, new local outlet. He is succeeded at KTSC by GERRY O'Brien, with that station for five years. Mr. O'Brien has been in Arizona radio for seven years and in the industry for 11 years.

Ray Sinclair, graduate of NCB announcers school, has joined WONG Jacksonville, N. C.

Freeman Gorden, who portrays Amos on NBC's "Amos 'n Andy," is recovering from a kidney operation. Guest talent is filling in on his daily program, has announced.

Gene Stephens, staff announcer at WLIB Lebanon, Pa., has resigned to join WPGA Bethlehem, Pa.

Frank Hart and Murial Williams, prominent in theatre and modeling, Feb. 3 took over newly created posts of...
Get the most out of Television with Du Mont Broadcasting Equipment

Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television.

The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost.

We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, today.

First with the Finest in TELEVISION
Jan. 31 Decisions

BY THE COMMISSION

Freeport Bost. Co., Freeport, Ill.? Granted conditional FM grant for a class B station, subject to further review and approval of engineering details.

BY COMMISSION ON B&G FM Conditional Grant

Hoyle Barton Long, Front Royal, Va.? Authorized conditional FM grant for a class B station, subject to further review and approval of engineering details.

Petition Denied

Drovers Journal Publishing Co., Chicago? Denied petition for the creation of a new standard station, 1570 kc, 1 kw, daytime only, subject to conditions that applicant within 60 days will file application for modification of CP, extending transmitter site, and submitting system meeting Commission requirements.

License Granted

DO-4560 Oklahoma City, Okla.? Granted license for a new station, 1290 kc, 500 w, unlimited time.

License Denied


Proceedings Dismissed

KWND St. Louis, Mo.? Dismissed petition for review of the action of the Board in awarding the license to a new station.

Grant Petition

Longines Co., New York, N.Y.? Granted petition for a new station, 900 kc, 250 w, daytime only.


Petition Denied

KWBX Bakersfield, Calif.? Dismissed petition for review of the action of the Board in awarding a new station.

License Denied

WJMS Madison, Wis.? Denied application for a new station, 1560 kc, 500 w, unlimited time.

License Granted

WYCB Long Island, N.Y.? Granted license for a new station, 1390 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

Temporary Extensions

WGRBuffalo, N.Y.? Granted temporary extension of license for a period of 60 days.

License Denied

WYCB Buffalo, N.Y.? Denied application for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.

License Granted

WGR Buffalo, N.Y.? Granted license for a new station, 1380 kc, 500 w, unlimited time.
The Permanent Charities Committee of the Motion Picture Industry has announced its intention to offer to American Red Cross $350,000, part of a sum of money that committee raised in a joint fund raising campaign in the Motion Picture Industry despite the fact that the Permanent Charities Committee knew that American Red Cross could not participate in any joint fund raising campaign.

Statements that the American Red Cross is unwilling to accept $350,000 from the Permanent Charities Committee because that sum from the Motion Picture Industry which grossed $325,000,000 in 1945 represents only one-half of one percent of the Red Cross goal of sixty million dollars in 1947, are not true. The amount involved is not an issue.

The real issue is that nothing can be permitted to deprive American Red Cross either of its right to fulfill its obligations for humanitarian service to the American people by methods it has demonstrated to be efficient or of its right to maintain an organization in which all the people can be members and participate directly.

American Red Cross will foster neither its right to invite anyone to be a member nor the right of any American citizen to become a member.

American Red Cross will not be party to any scheme that will lead to dictatorship by other groups with motives and interests that would undermine the Red Cross and all for which it stands.

The Red Cross may not participate in joint fund raising whether that joint fund raising is conducted by the Permanent Charities Committee of the Motion Picture Industry or any other organization.

This long established policy of American Red Cross is not the policy of any one individual. It is a policy that has been considered and reconfirmed from time to time since 1936 by the Central Committee, the governing body of American Red Cross, and reaffirmed on every occasion. It is a policy that has been well known to all fund raising groups, including the Permanent Charities Committee.

The reason why American Red Cross may not participate in joint fund raising with others is as follows:

American Red Cross may not assign or delegate to others, in whole or in part, the obligations imposed upon it by international treaties, to which the U.S. Government is a signatory, and by its congressional charter. Neither can it share with others, directly or indirectly, its responsibility to carry out those obligations. When it participates in joint fund raising it permits others (at best, only slightly familiar with its obligations and activities) to determine from year to year how much money, if any, American Red Cross will receive and thus, in turn, permit those others to determine the breadth of its program and the extent to which American Red Cross may fulfill its obligations to the American people.

If American Red Cross participates in one joint fund raising activity, such as that conducted by the Permanent Charities Committee in the Motion Picture Industry, it must, of course, participate in all other joint fund raising activities. The Motion Picture Industry is only one of 446 major industries in this country. There are thousands of other groups and organizations. The result obviously would be that by participating in joint fund raising, American Red Cross would never know from year to year how much money it would have to carry out its obligations to the American people or plan an intelligent program, nor would it be able to have a membership organization open to all of the people of America.

The foregoing statements are not just opinions. They are statements of fact based on a disastrous experience which American Red Cross suffered after World War I, when some of its chapters submitted to exactly the same kind of pressure that is now being brought by the Permanent Charities Committee to participate in joint fund raising. At that time about 400 chapters engaged with other organizations in joint fund raising with the result that American Red Cross lost its identity in those chapters and was prevented from carrying out its program particularly in dealing with emergency situations. In 1936, therefore, the Central Committee of American Red Cross reasserted its policy and ever since that time has adhered strictly to the policy of non-participation by American Red Cross in joint fund raising.

From 1940 to 1945 the Permanent Charities Committee carried on separate drives in the Motion Picture Industry for the American Red Cross and others. The change to joint fund raising by the Permanent Charities Committee occurred as recently as 1945. It is clear, therefore, that there would be no violation of principle if a separate drive was conducted in the Motion Picture Industry for the American Red Cross in March, 1947, as was the case prior to 1945.

There is, however, a definite violation of the principle of fairness when a small group within the Motion Picture Industry deliberately attempts to mislead the Motion Picture Industry and the public into believing that American Red Cross will refuse to accept—when and if offered—$350,000 only because a mere matter of method is involved in the scheme. Fundamental principles are involved: principles without which there could be no American Red Cross.
VETERANS AID SERIES

SERIES of four 1-minute recordings entitled "Have Our Veterans Really Come Home" will be distributed by the Department of Labor Feb. 10 to the Veterans Employment Representatives in 48 states for placement on local stations. Purpose of programs is to urge state, city and community groups to coordinate relief services and alleviate unemployment among veterans. The tape feature Perry Faulkner, chief of the Veterans Employment Service, U. S. Employment Service, and Albert Warner, chief of the WOL-MBB Washington news bureau.

WTBN Bowling Twist

BOWLING program now aired Sunday afternoons by WTBN Birmingham, Ala., from local alley employs pulsation and award format. Sponsored by 7-Up Bottling Co. of Birmingham with program titled "Seven-Up and Beren-Down," with that number index as leader's win if they knock seven pins down or save seven strikes in that round. Two shows not successful in this amount the loser contributes a dollar to the jackpot. Followers are allowed two rolls per person. Before each show hour, the jackpot being played for by the pins rolled is drawn from a hat. Rollers must get strike to win pot if none is rolled to carry to next week.

New on WWDC

WWDC WEEKLY series titled "Batallie the State" series of 1-minute recordings by British Columbia Columbia Fruit Growers Assn. at Kelowna, CCKO that city made complete wire recordings of all important talks, edited and recorded the news, and aired dubs throughout a week on CCKO and affiliated CKOK Penticton.

VOCATIONAL emphasis on histories of people who have been fitted for their jobs by scientific research methods is basis of new series on KFBO San Francisco. Titled "Music Industry Jobs and Careers," show is heard Sun. 3:30 p.m. from the studios with series each week with comments by person whose case was handled.

Musical Date

NEW MUSICAL featuring popular belter Jerry Carter is now heard over WTOP Washington. Carter's a live-wire, live-in-the studio type of performer. Monday, Wednesday, Friday, 7:30-8 p.m. and Saturday, 8-9 p.m. Also heard Sat. on WOBC, Fairfield, Ohio, 8-9 p.m. Jerry, Carter is featured on new program, "Saturday Night Date With Jerry," and Saturday show, "A Saturday Night Date With Jerry." Each Saturday, a listener who sends in best line of praying in 100 words or less why a particular song is her favorite, becomes Jerry Carter's date over airwaves and receives large bouquet of roses. Weekly show features winner of WTOP's "Top Talker" who awarded previous week.

Adult Education Series

AS PART of two year project in adult education, radio station WWDC is extending its own weekly radio program to apply to radio the "general education" scheme as set forth in "Harvard Report on "General Education and a Free Society." Titled "We Human Beings," the weekly program will be given Wed. 8:15 p.m. and premises three faculty members. The content is designed to discuss the who, what and why on along lines followed in "General Education of a Free Society" plan of integrated studies.

Safety Feature

AS PART of country-wide safety program, WAKR Akron, Ohio, with cooperation of Dunlop Rubber Co., and National Association of Band Directors, sent special features of 35 grade schools from Cuyahoga County's eight orientation periods. Commercials were omitted, giving full quarter-hour show for junior promotion. Story is that of as many as 150 safety patrolmen attending broadcasts, which were aired Tues. 5:45 p.m.

Name the Song

MUSICAL quiz featuring Herb Lewis singing troubadore, and Carl DeSue, m.c., has been started on WBBM Chicago and WZQA Springfield three weekly. Listeners try to stump Mr. Lewis with mail requests for popular songs within 24 hours. If song is successful by pair of nylons and pound of La-Tours. If song taken, idea is that listener still receives pound of coffee.

Chorus Workshop

WIXC, Concord, N. H., has augmented its public interest programming with a ten-weeks' workshop, and each weekly's training course Concord teenagers are brought for the purposes of training; through auditions will present their own variety and dramatic shows on WIXC. Blanche Gray and Tom Finga handle program phases while Norm Partridge supervises technical aspects.

WWRC Radio Festival

WWNJ New York has scheduled 107 separate programs in its Eighth Annual American Radio Festival which takes place from Feb. 12-23. Emphasis will be placed upon young artists who can utilize the festival as an an opportunity to have their work heard. In addition to the winners of New York Association for the New Musician's Harmonic Symphony under the baton of Arthur Field, the festival will include the performances of:

• Celtic connaisseur of musical knowledge has been changed, with audience participation eliminated and questions instead being posed to Ray Kyser, m.c., by name guest.
AC-DC
Panacoustic PLAYBACK
Carries 16-inch Wallop into Clients' Territory

THE CASE OF THE PANACOUSTIC PLAYBACK

FACTS AND FIGURES

Size: 18 x 12 x 6"
Weight: 21 pounds

Case: Smart overnight bag luggage type; tan leatherette finish.

Specifications: 7-tube amplifier, AC-DC operated; 6" PM speaker, 33⅓ or 78 rpm; plays 6 to 16" records or transcriptions.

Controls: Separate amplifier and turntable switches; volume and tone controls.

Pick-Up: Featherweight, with tested indentation Nylon needle for full record protection.

EXCLUSIVE FEATURE: Polarity does not have to be checked for DC use.

Price: $125 tax (included), FOB Washington. Slightly higher with genuine leather case.

IMMEDIATE DELIVERY

BROADCASTING • Telecasting

New Transcription Portable Meets Specific Requirements of Agency and Radio Ad Men

U. S. Recording Co. presents an overnight bag full of quick tricks—one of the finest, truest, compact-est portable transcription playbacks ever built.

It's ready to spin into action at the pop of the top. Just lift the lid, plug it in, put on the record and play. No time lost fooling around with a separate speaker—no worry about AC-DC—no bother checking the polarity of DC current. You don't need an engineering staff along to get set up for action—or a moving van to carry your equipment.

This is 21 pounds of dynamic selling force, custom-made in USRECO's electronic shops to meet the specific needs of agency and radio advertising salesmen.

Air-Mail or Wire Your Order Today—for Immediate Delivery

1121 Vermont Avenue

Joseph Taft, President

Washington 5, D. C.

February 10, 1947 • Page 59
FCC Actions

(Continued from page 58)

Decisions Cont.: AM-1600 kc Marlon Radio Corp., Marlin, Ind.—Granted petition for leave to amend its application for new standard station to operate on 1600 kc, 1 kw, day only, so as to be operated on 1600 kc, reconsider and grant same. Omission ordered that said application as amended be granted, for new station to operate on 1600 kc, 1 kw, daytime only.

AM-110 kc KTBS Shreveport, La.—Granted petition to increase frequency for new standard station to 110 kc, 1 kw, daytime only. AM-690 kc Texas Star Bestg., Calif., and KONO San Antonio—Designated for consolidated hearing application of Texas Star Bestg., Calif., Co. for new station to operate on 690 kc, 1 kw, daytime only, for new station with application of KONO to change frequency from 1400 to 690 kc, 1 kw, daytime only, and install DA for night use. Jan. 31 Applications ...

ACCEPTED FOR FILING

Educational Station

WPUL Providence, R. I.—Modification of license to change antenna and to determine operating power by direct measurement of antenna power.

AM-1450 kc WWIQ Iron Mountain, Mich.—License to cover CP as modified, which authorized change in antenna and to determine operating power by direct measurement of antenna power.

AM-1590 kc WJPY Youngstown, Ohio—Modification of license to cover CP as modified, which authorized change in frequency, increase in power, installation of directional antenna and change of type of transmitter.

AM-1970 kc KXLF Butte, Mont.—Authority to determine operating power by direct measurement of antenna power.

AM-1970 kc WDUK Durham, N. C.—CP to change frequency from 1310 to 1270 kc, change hours of operation from daytime to unlimited time and to increase in power from 1 kw to 5 kw, 1 kw/day.

AM-1970 kc KDKA Pittsburgh—CP to make changes in transmitting equipment.

AM-1970 kc WPPR Ponce, P. R.—CP to install new transmitting and receiving equipment and to change transmitter location.

AM-1970 kc WEAM Arlington, Va.—Modification of license to cover CP as modified which authorized new standard station and to make changes in vertical antenna for change type of transmitter and change transmitter location.

Application Returned: Paul B. Lingenfelter, Clinton, Okla.—CP new standard station, 1600 kc, 1 kw and unlimited hours of operation. Application returned Jan. 27, 1947, incomplete.

License Renewals

WXIU Iowa City, Iowa.—License renewal experimental television station of U. of Iowa.

WXWT Louisville, Ky.—License renewal experimental facsimile station of Courier-Journal and Louisville Times.

Applications Tendered for Filing:

AM-1190 kc The Martires-Rodriguez Bestg., Co. San Juan, P. R.—CP for new standard station, 1190 kc, 10 kw and unlimited time.

AM-1970 kc WJOR Bangor, Me.—Voluntary assignment of license to Bangor Bestg., Co. Incomplete.

AM-1780 kc WARL Alton, Ill.—Modification of license to change hours of operation from daytime to unlimited time.

AM-1490 kc WDBR Savannah, Ga.—Voluntary assignment of license to WDBR Inc.

AM-1490 kc KYOL Lafayette, La.—Modification of license to cover CP as modified, which authorized change in antenna and to determine operating power by direct measurement of antenna power.

AM-1240 kc KWHM Eureka, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1240 kc KOCG Ontario, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1240 kc WCEF Modesto, Calif.—License to cover CP as modified, which authorized new standard station and a change in location, same description. Completion Date

AM-1220 kc KGEX Sterling, Ill.—Modification of license to change hours of operation from specified hours to daytime.

AM-1190 kc WLBB Carrollton, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-730 kc WCPB Columbus, Ohio—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-540 kc North Alabama Bestg., Co., Decatur, Ala.—CP for new standard station, 940 kc, 1 kw and daytime only.

AM-940 kc North Alabama Bestg., Co., Guntersville, Ala.—CP for new standard station, 940 kc, 250 w, and daytime only.

Coconino Bestg., Co., Flagstaff, Ariz.—CP for new standard station, 600 kc, 1 kw and unlimited time.

Feb. 3 Decisions

BY THE COMMISSION

AM-1350 kc Frank H. Buccaneers, Jr., Newport, La.—Announced adoption of proposed decision for new station, 1350 kc, 1 kw day, 500 kw night, and extension of time.

AM-1370 kc At the request of the proponent, the Commission, Jan. 23, 1947, granted an extension of time for the filing of a completed application for a second FM station.

License Extension

WOKO Albany, N. Y.—Granted 30 day extension of temporary license pending filing of application, and oppositions which have been filed in relation to this station.

Letter Answered

Roy Hofheinz, President, Frequency Modification Associates, Arlington, B. C.—The Commission, Jan. 28, advised that, because of many administrative problems involved, it is unable at this time to comply with Mr. Hofheinz's request of Jan. 23 for delay from existing license date, "broadcast station" and substitution of the word "amplitude modulation" or "AM."
Clearwater Radio Broadcasters, Clearwater, Fla.—Granted petition requesting Commission to schedule an early hearing date in consolidated proceeding involving the applications of Lyle Van Valkenburgh, and; Commission scheduled said hearing for Feb. 25 at Clearwater and Feb. 25 at St. Petersburg, Fla.

Abilene Best Co., Abilene, Tex.—Denied petition requesting Commission to reopen record in proceeding involving its application and applications of Wex- ter Co., Burbank Broadcasters, Burbank, Calif., and Lyle McLean, Burbank, Calif. Exceptions noted by counsel for petitioner.

Union Tribune Pub. Co., San Diego, Calif.—Dismissed petition requesting that issues in proceeding upon its application be held open to permit showing to be made available of another Class B FM channel for assign- ment in San Diego.

KVAK Atchison, Kan.—Denied petition requesting leave to amend its application for renewal of its license to operate station.

KQW Radio Co., Baltimore—Denied petition for leave to amend its application for FM station so as to add 440 kc to its frequency.

Burbank Broadcasters, Burbank, Calif.—Denied petition for leave to amend its application for renewal of its license to operate station.

WLBG-Grants petition to remove said hearing from hearing docket.

Lyle Van Valkenburgh, St. Petersburg, Fla.—Granted petition for leave to amend its application so as to specify 850 kc instead of 860 kc. Amendment was ac- cepted and application from hearing docket.

WLBJ—Lauren Clinton, S. C.—Commission on its own motion removed from hearing docket application of WLBJ Inc.

Northeast Okla. Best Co., Miami, Okla.—Granted petition to remove said hearing from hearing docket.

Midwest Best Co., Mt. Vernon, Ill.—Granted petition insofar as it requests leave to amend its application so as to specify 1300 kc instead of 800 kc, Commission on its own motion removed said application as amended, from hearing docket, and dismissed ex- ceptions to Commission’s decision of Dec. 23, 1946, in this matter. Insofar as petition requests grant without further hearing, it is dismissed.

The Tower Realty Co., Baltimore—Granted petition for leave to amend its application for FM station so as to add 2 washers to its request.

WLBG-Grants petition of rule 8 and accepted written appearance in re application.

Merris Luskin, Burbank, Calif.—Granted petition to dismiss without prejudice application.

Burbank Broadcasters, Burbank, Calif.—Granted petition for leave to amend its application so as to add to its list of officers, Morris Luskin as 15% stockholder, substitute application.

Central Mich. Radio Corp., Lansing, Mich.—Denied petition requesting the Commission enlarge said hearing date, consolidated hearing upon its application and the application of Farmers Chemical Co. Exceptions noted by counsel for petitioner.

William and Cope, Atlanta, Ga.—Denied petition requesting leave to amend its application so as to supply additional engineering equipment.

Elyria-Lorain Best Co., Elyria, Ohio—Denied petition for leave to amend its application so as to change station location.

KQW San Jose, Calif.—Denied petition for leave to intervene in hearing on applications for commercial television broadcast.


Blackstone Best Co., Tyler, Tex.—Denied petition as to request to amend its application so as to specify frequency 600 kc instead of 940 kc, with 250 w. Amendment was ac- cepted and application from hearing docket.

Burbank Valley Best Co., San Fernando, Calif.—Granted petition for leave to amend its application so as to change 1450 kc to 1000 kc.

WLCO Waterbury, Conn.—Voluntary assignment of license to the Mattatuck Best Co., Inc.

WTCB Flint, Mich.—Modification of CP which authorized installation of a booster station synchronously with WTCB, to change type of transmitter and make changes in transmitter.

WXIR Cambridge, Mass.—License to cover CP which authorized change in power to 1 kw, to change type of transmitter and make changes in antenna system.

Booth Radio Station, Saginaw, Mich.—CP for new standard station, 750 kc, 1 kw, DA and unlimited—AMENDED: re changes in DA.

AM—1490 kc

WGGW Madison, Pa.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, to change antenna and to make changes in studio.

AM—1170 kc

WRU Upper Darby, Pa.—Modification of CP which authorized new standard station, for approval of transmitter, to change type of transmitter, to make changes in receiver, to change studio equipment.

AM—1340 kc

WVCA Ashland, Ohio—Voluntary transfer of control of licensee corporation from C. Frederick Babell, James D. Barber, James M. Earsell, Alvin F. Knight, J. Alfred Miller and Richard M. Arnold to Midland Bcstg. Corp., Elyria, Ohio—240 shares of common stock—100%.

WAYS Charlotte—License to cover CP which authorized increase in power in non-commercial educational broadcast frequency 1470 kc with 1 kw, unlimited time, in- stead of 1 kw, 1 day only. The amendment was accepted and the hearing presently scheduled for Feb. 5 was continued to March 24, at Washington.

Ashland Best Co., Ashland, Ky.—Commission on its own motion continued hearing date presently scheduled for Feb. 7, in re application.

KQW-Ordered that motion be continued.

San Fernando Valley Best Co., San Fernando, Calif.—Denied petition requesting that the frequency 1260 kc instead of 1430 kc; amendment was filed to change station location.

KQW-Ordered that hearing date be continued.

Lee-Smith Best Co., Fairhault, Minn. and Associated Broadcasters, Wadena, Minn.—Ordered that consolidated hearing upon these applications be scheduled for Monday, Mar. 3, in Washington.

BY COMMISSIONER DURR

Metropolitan Best Co., Belleville, Ill.—CP for new standard station, 1490 kc, 1 kw, DA, unlimited—AMENDED: re changes in DA and officers, directors and stockholders.

FM—Unassigned

The Board of Directors of the Chicago Theological Seminary, Chicago, Ill.—CP for new noncommercial educational broadcast frequency 880 kc, transf, to FCC, power 50 kw and emission 2A.

AM—300 kc

C. Thomas Patten, Oakland, Calif.—CP for new standard station, 10 kw, 5 kw, DA, unlimited—AMENDED: to change frequency from 1000 kc to 1010 kc.

AM—1490 kc

KGN Oregon City, Ore.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and for change studio location.

AM—1340 kc

KJAM Vernal, Utah.—License to cover CP as modified, which authorized new standard station and antenna, to make changes in transmitter and to determine operating power by measurement of antenna power.

AM—1450 kc

KREM Spokane, Wash.—License to cover CP as modified, which authorized new standard station and antenna, to determine operating power by measurement of antenna power.

Application Returned:

Phillip G. Back, Shreveport, La.—CP for new standard station, 1420 kc, 350 w, unlimited.

Applications Tendered for Filing:

AM—970 kc

WEBR Buffalo, N. Y.—Modification of CP for approval of DA for day and night use.

AM—550 kc

KTMA San Antonio, Tex.—Modification of CP for approval of DA for night use.

AM—1400 kc

Radio Austin, Austin, Minn.—CP for new standard station, 1400 kc, 100 w and unlimited.

(Continued on page 68)
False Alarms

REPEATED FALSE ALARMS from one particular call box in Syracuse, N. Y., had been investigated by the fire department, but to no avail, until Dick Page, news reporter at WFSB, Syracuse, took over the search. Mr. Page checked the time of each false alarm and the official wind velocity at that time. They agreed perfectly. On the air he called these facts to the attention of city officials. An official investigation revealed that broken overhead wires to the call box swayed in high wind, caused short circuits—and false alarms.

new station on 1400 kc, 250 w, unlimited time; conditions.

KBRC Mt. Vernon, Wash.—Granted license to cover CP which authorized new station on 1430 kc, 500 w, daytime.

WRSP Superior, Wis.—Granted license to cover CP which authorized changes in DA system and increase in power to 5 kw.

WSRH Superior, Wis.—Granted license to cover CP which authorized new station on 1460 kc, 250 w, unlimited time; conditions.

WWYS Statesboro, Ga.—Granted modification of CP to change type of transmitter, conditions.

WDMJ Marquette, Mich.—Granted license to cover CP which authorized installation of new transmitter.

WRKL Culman, Ala.—Granted license to cover CP for new station to operate on 1340 kc, 250 w, unlimited time; conditions.

KLSO Ogden, Utah—Granted modification of CP which authorized new station, for changes in transmitting equipment, for approval of antenna with FM antenna mounted on top and approval of transmitter and studio locations.

WQER area Atlanta, Ga.—Granted modification of remote pickup license to change corresponding call name to Board of Regents of University System of Ga., for and on behalf of Ga. School of Technology.

KCPB San Francisco—Granted modification of CP which authorized new commercial television station, for extension of commencement and completion dates to 5-18-47 and 11-18-47, respectively.


WIPD Mobile, area of Philadelphia—Granted license to cover CP which authorized new station to operate on 700 kc, daytime.

KAMX Austin, Tex.—Granted CP to cover CP which authorized new station to operate on 1470 kc, 250 w, unlimited time; conditions.

KFAS Portable, area of Fairbanks, Alaska—Granted license to cover CP which authorized new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Evergreen Bstg. Corp., Mobile, area of Seattle—Same.

Appalachian Bstg. Corp., Portable, area of Bristol, Va.—Granted two CPs for new remote pickup stations; frequency assignment subject to change in accordance with proceedings in Docket 6651.

KFAB Bstg. Co., Portable-Mobile, area of Omaha and Lincoln, Neb.—Granted CP for new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

WAGE Portable-Mobile, area of Syracuse, N. Y.—Same.

James E. Bstg., Portable-Mobile, area of Hutchinson, Kan.—Same.

WWRT Baltimore—Granted modification of CP which authorized new commercial television station, for extension of commencement and completion dates to 1-21-47 and 7-1-47, respectively.

KWEM West Memphis, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 2-1-47.
MARKET IS A KOLZ MARKET

KANSAS CITY

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

FCC Actions
(Continued from page 65)

Applications Cont.: 317 kw to 268,675 w and make changes in antenna system.

AM-1120 kc
KEEN San Jose, Calif.—Modification of CP, which authorized new standard station, for approval of antenna, to change type of transmitter to change transmission location and to change studio location.

AM-1120 kc
The Voice of Nevada's Capital, Carson City, Nev.—CP for new standard station, 1450 kw, unlimited.

AM-1120 kc
WNTN Birmingham, Ala.—CP to make changes in transmitting equipment.

AM-1170 kc
WGWG Gadsden, Ala.—Modification of CP, which authorized new standard station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM-1120 kc
KYSOR San Diego, Calif.—License to operate CP as modified, which authorized new standard station and authorized to determine operating power by direct measurement of antenna power.

AM-1170 kc
WFRI Freeport, Ill.—Modification of CP of new standard station, for approval of antenna, to make changes in transmitting equipment, and for approval of transmitter location.

AM-1150 kc
KWIL Lake Charles, La.—Modification of CP, as modified, which authorized new standard station, to change type of transmitter and to change transmitter and studio locations.

AM-1120 kc
WJOR Bangor, Me.—Voluntary assignment of CP to Bangor Bost. Corp., Service.

AM-1190 kc
WHAV Haverhill, Mass.—Modification of CP, as modified, which authorized new standard station, to change antenna.

AM-1150 kc
WLOA Braddock, Pa.—Modification of CP, as modified, which authorized new standard station, to change hours of operation from daytime to unlimited time.

AM-1150 kc
WTAB Parma, Tenn.—Modification of CP, which authorized new standard station, for approval of antenna and transmitter location.

AM-1170 kc
KTSF San Antonio, Tex.—Modification of CP, which authorized increase in power, and installation of DA for night use, for approval of DA system, to install new transmitter and change transmitter location.

AM-1140 kc
Patron Bost. Co., Albany, N. Y.—CP for new standard station, 150 kw, DA and unlimited—AMENDED: to install DA and make changes in ground system.

AM-1110 kc
WAGE FM Syracuse, N. Y.—Modification of CP, which authorized a new FM station, to change type of transmitter ERP to 34 kw, antenna height above average terrain to 1070 feet, make changes in antenna system and change commencement and completion dates.

AM-810 kc
Green Bay Newspaper Co., Green Bay, Wis.—CP for new standard station, 1600 kw, 250 w, unlimited.—AMENDED: to change frequency from 1400 kc to 1460 kc, power from 250 w to 2 kw during daytime, hours of operation from unlimited to daytime and change type of transmitter.

Application Dismissed:
AM-1120 kc
Real & Hauser Bost. Co., Fontana, Calif.—CP for new standard station, 1310 kw, 250 w and unlimited—DISMISSED Feb. 3 by request of applicant.

License Renewal
WMTL Dublin, Ga.—License Renewal.

AM-1060 kc
Alvin E. O'Kenski, Merrill, Wis.—CP for new standard station, 1230 kw, 250 w, unlimited.

AM-1010 kc
Samuel L. Shephard, Jr., Brigham City, Utah—CP for new standard station, 1010 kw, unlimited.

AM-1040 kc
Eastland County Bosts. Co., Eastland, Tex.—CP for new standard station, 1430 kw, 500 w, daytime.

AM-1240 kc
DeKalb Bost. Co., Decatur, Ga.—CP for new standard station, 1090 kw, unlimited.

AM-1240 kc

AM-1480 kc
Modern Bost. Co. of Baton Rouge, Baton Rouge, La.—CP for new standard station, 830 kw, unlimited.

AM-1150 kc
The Montana Network, Billings, Mont.—Modification of CP, to change frequency from 1190 to 1450 kc, hours of operation from daytime to unlimited time using 250 w power.

AM-970 kc
WWWS Pittsburgh—Modification of CP for approval of DA for day and night use and change transmitter location.

AM-1140 kc
William Klement, Clarkeville, Tenn.—Voluntary assignment of license to Palmer T. Campbell and John Perry Sheftall d/b as Campbell & Sheftall.

AM-770 kc
KXX Seattle—CP for new power from 1 kw to 50 kw, hours of operation limited to unlimited time, install new transmitter, DA for day and night use and change transmitter location.

AM-1120 kc
WCNT Central—Ill.—CP to change frequency from 1210 to 1250 kc, hours of operation from unlimited to limited time using 500 w and 1 kw w daytime and install DA for night use.

AM-1110 kc

AM-800 kc
Ramon Agudo, Bayamon, P. R.—CP for new standard station, 1560 kw, unlimited.

AM-1140 kc
Richland Bost. Corp., Richland Center, Wis.—CP for new standard station, 850 kw, 250 w, daytime.

AM-970 kc
Randall County Bost. Co., Canyon, Tex.—CP for new standard station, 870 kw, unlimited.

AM-1140 kc
Alexandria Bost. Co., Alexandria, Minn.—CP for new standard station, 1480 kw, 250 w, unlimited.

AM-1140 kc
Frank E. Duhme, St. Petersburg, Fla.—CP for new standard station, 1500 kw, 1 kw, unlimited. DA for night use.

AM-1140 kc
Hobart G. Stephenson, Jr., St. Louis, Mo.—CP for new standard station, 1250 kw, 250 w, unlimited. (Continues on grant WIL application to change frequency).

AM-1260 kc
Steel City Bost. Co., Gary, Ind.—CP for new standard station, 1280 kw, 1 kw, daytime.

AM-1240 kc
Max H. Lavine, St. Cloud, Minn.—CP for new standard station, 1480 kw, 250 w, unlimited.

AM-1400 kc
Angelus Bost. Co., Temple City, Calif.—CP for new standard station, 1400 kw, 250 w, unlimited.

AM-1230 kc
KFJB Marshalltown, Iowa—Transfer of control of licensee corporation from John Ruan, Kenneth F. Cartwright, and John J. Schal and The Times-Republican Printing Co.

AM-930 kc
KFVB Los Angeles—CP to change frequency from 880 to 830 kc, increase power from 250 w to 50 kw, install new transmitter, DA for day and night use and change transmitter location.

AM-1190 kc
Bexar Bost. Co., San Antonio, Tex.—CP for new standard broadcast station to be operated on 980 kc, unlimited.

AM-570 kc

AM-1140 kc
Paul B. Lingenfelter, Clinton, Okla.—CP for new standard station, 1490 kw, unlimited.

AM-1120 kc
Benton County Bosts., Kennett, Wash.—CP for new standard station, 1230 kw, 250 w, unlimited.

AM-1140 kc

AM-1240 kc

AM-1000 kc
WCFL Chicago—Modification of CP to make changes in DA.

AM-850 kc
JWSJ Alamosa—Modification of CP to increase power from 250 w to 1 kw, daytime and install new transmitter.

(Continued on page 68)
New Business
NATIONAL BISCUIT Co., San Francisco (Nabisco), Feb. 15 starts for 13 weeks variety show on 23 NBC western stations, Mon.-Wed.-Fri., 7-7:15 p.m. (PT). Agency: Fordor-Constantine & Gardner, San Francisco.
PAMILY FAIR Co., Winnipeg (mail order distributor) started “Family Fair Man” on 10 CBC Dominion Prairie region stations; Mon.-Wed.-Fri., 9-9:30 p.m. Agency: Spitler & Milis, Toronto.
Renewal Accounts
GULF OIL Corp., Pittsburgh, Feb. 9 renewed for 52 weeks “We the People” on CBS. Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.
LADY ESTHER SALES Co., Chicago, Feb. 16 renewed for 52 weeks “Screen Guild Players” on CBS, Sun. 10-10:30 p.m. Agency: Blow Co., N. Y.
BOMA WINE Co., Fresno, Calif., Feb. 27 renewed for 52 weeks “Suspense” on NBC weekends 8-8:30 p.m. Agency: Ward Wheelock Co., Philadelphia.
PILLSBURY MILLS, Minneapolis, has renewed for 52 weeks “Grand Central Station” on CBS, Sat. 1-1:30 p.m. Agency: McCrackin-Erickson, Minneapolis.

Network Change
AMERICAN OIL Co., Baltimore, March 8 switches “National News” to ABC from Thurs., 7-8 p.m. to Sat. 10-10:30 p.m. Agency: Joseph Katz Co., Baltimore.
When time is money
NOTHING is as cheap as AIR EXPRESS

Nothing saves time like Air Express. Planes carrying your Air Express shipments are now bigger and faster than ever—and there are more planes in service, too. The results? Speeds up to five miles a minute now make overnight coast-to-coast shipments routine for Air Express, and frequency of service, both domestic and international, has been greatly increased.

The cost of this super-fast service, so essential to today's business needs, is surprisingly low. Air service to and from points abroad is just as speedy and inexpensive, too.

Specify Air Express—it's Good Business

- Low rates. Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U.S. towns and cities.
- Air-mail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.
- Just phone your local Air Express Division, Railway Express Agency, for fast shipping action...

Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17, N. Y. Or ask for them at any Airline or Railway Express Office. Air Express Division, Railway Express Agency, representing the Airlines of the U. S.

Cross-Roads-of-the-World, that city. In addition to general broadcast consulting, firm will maintain a 24-hour-a-day frequency measuring service.

MAMMOTH control panel currently being assembled by Western Electric for projected Don Lee-Mutual Hollywood studios was shown to press recently. Measuring 14 feet high and standing 10 feet feet high, main panel represents a part of $3,500,000 investment earmarked for new studios. Supplementary panels are 13 feet long and 10 feet high. Panels have been underway for more than a year and are expected to be completed within 60 days. Panels represent over-all investment of $300,000.

JIM WATSON, control operator at WSB Columbia, B. C., has resigned to enter accounting field.

CURTIS MASON, chief engineer of KFI Los Angeles and a director of Television Broadcasters Assn., has been elected to chairmanship of Los Angeles section of the Institute of Radio Engineers.

DR. WINTON I. PATNODE, chemist on staff of General Electric Research Lab at Schenectady, has been placed in charge of Sandford Branch of the Laboratory at Richland, Wash. He succeeds DR. W. D. COOLIDGE who has returned to Schenectady.

CRC Engineers at Toronto and Montreal have developed "stereophonic reproduction," also known as "auditory perspective" in the U. S., with demonstration given Jan. 28 at Toronto to technicians. Symphony orchestra was locked up on two microphones placed 20 feet apart and fed to two separate high-frequency circuits which led to two speakers in a CBC concert hall. Frequency response of channels used was 100 to 400 kilocycles. Sound volume range of symphony hall was maintained at concert hall.

RCA has introduced a 16 mm film projector, type TP-16A, specially designed for television use. Unit is built to convert 24-frames-per-second standard motion projection to 35-frame speed required by television; insures synchronization by using common power source for video synchronizing generators and motor driving the projector shutter, and includes sound system features to improve video results.

The School of Radio Technique

NEW YORK - CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.
Approved for G.I. Training
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1469 Church St., N.W., Washington, D.C.</td>
<td>7342</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>Washington, D.C.</td>
<td>2347</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>EARLE BLDG., WASHINGTON, D.C.</td>
<td>308</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>HAROLD B. ROTHROCK</td>
<td>1909 Eye St., N.W.</td>
<td>502</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga.</td>
<td>328</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue Washington, D.C.</td>
<td>261</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Colton &amp; Foss, Inc.</td>
<td>927 16th Street NW, Republic 3888</td>
<td>261</td>
<td>Electronic Consultants</td>
</tr>
<tr>
<td>H. V. Anderson</td>
<td>715 American Bank Bldg. Tel. Raimond 0111 New Orleans 12, Louisiana</td>
<td>1218</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>SINGLETON AND BARNARD</td>
<td>1100 W. ABBAM STREET ARLINGTON, TEXAS</td>
<td>1218</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Phone—1218</td>
<td>1218</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>GRETHER RADIO ELECTRONICS CORP.</td>
<td>Julio L. Grether—William P. Grether 118 BROOKE AVENUE NORFOLK 10, VIRGINIA Phone Norfolk 2681—Hight 2408 Consulting Radio Engineers AM INSTALLATION SPECIALISTS FM</td>
<td>2681</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>MUNSEY BLDG. DISTRICT 8456 Washington, D.C.</td>
<td>8456</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>710 14th St. N.W. ME. 4477 Washington, D.C.</td>
<td>4477</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Frank H. McIntosh</td>
<td>1319 F St., N.W. DISTRICT 4127</td>
<td>4127</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>MAY and BOND</td>
<td>KELLOGG BLDG. REpublic 3984</td>
<td>3984</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., Washington 5, D.C.</td>
<td>2524</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>MARY and BOND</td>
<td>1422 F St., N.W. Wash. 4, D.C.</td>
<td>3984</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>OUR 16TH YEAR</td>
<td>HERBERT L. WILSON 1000 No Seward St. HO.6321 Hollywood 38, Calif.</td>
<td>6321</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1018 Vermont Ave., N.W. 7161 Washington 5, D.G.</td>
<td>7161</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS</td>
<td>6108</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>COLUMBIA, SOUTH CAROLINA</td>
<td>7242</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>PREISMAN &amp; BISER</td>
<td>3308 14th St., N.W. Washington 10, D.C.</td>
<td>7299</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH LABORATORIES</td>
<td>1730 Connecticut Ave., N.W. Washington, D.C.</td>
<td>3711</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN C. CREUTZ</td>
<td>319 Bond Bldg., Republic 3888</td>
<td>3888</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>GEORGE H. JASPERT</td>
<td>20 Algoma Blvd. Oshkosh, Wisc.</td>
<td>9494</td>
<td>Consulting Radio Engineers</td>
</tr>
</tbody>
</table>

**Universal Research Laboratories**

Broadcast — Allocation & Field Service

**GILLESBROS USING RADIO ENGINEERS**

1108 Lillian Way, Phone: Gladstone 6178 \- \- \- \- \- CALIF.

**NATHAN WILLIAMS**

Allocation & Field Engineering

**FAM**

Ph. Blackhawk 22

**January 10, 1947 • Page 67**
Only MOTION PICTURES give you Control — Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship ... exclusive Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—the Backbone of Television Programming."

RKO TELEVISION CORPORATION

In Television . . .
Film removes the question mark!

Dept. BG-16, 1270 Avenue of The Americas, N.Y. 20, N.Y.
A Radio-Keith-Orpheum Corporation Subsidiary

"The FM Question Box," daily question-and-answer column in The New Bedford Standard-Times, explains desirability of external antennas for obtaining FM reception. Instruction sheets for making a folded-dipole antenna are offered to readers and listeners and copies of these instructions have been sent to 290 radio dealers in WPFR's coverage area.

CEK Y Thermometers

CEKY Toronto is placing brightly colored thermometers at strategic locations throughout the city. Finished in yellow, blue and red, the thermometer features are prominent in the display, while the frequency above and below instrument, CEKY also has sponsored promotions for teenagers and parents, called "S90," which promotes the various aspects of CEKY's teen-age after school "Club 99" program.

Farm 55 Brochure

FOUR-PAGE two-color brochure prepared for the Farm Bureau, New York, for WKRC Cincinnati has been distributed through the Western Reserve salesmen. The regional farm known as Farm 55 and its associated programs. Piece describes the opportunities available to farmers and their club leadership, and illustrates activities of Ben Weir, station's farm director. Folder explains that all products advertised for the farm can be used on the farm with sponsor supplying product in sufficient quantity.

WJPF Boosts FM

PROGRAMS of promotion for FM, including showing of General Electric Co. motion picture, "Story of FM," have been presented to date by WJPF Herrin, Ill., before the Herrin Lions Club, Herrin Rotary Club, West Frankfort Lions Club, Ziegler Rotary Club, Herrin High School Radio Club and at WJFP studios for meeting of 45 radio dealers from 11 cities in that area.

Festival Resumed

AFTER HARVING of the annual Moncton (N. B.) Musical Festival will be resumed this year under sponsorship of CKCW that city. Set for May 19-21 at local high school auditorium, festival has been sponsored annually by CKCW as a community service. Syllabus for the event was distributed last week by the station.

Success Story

PROGRAM that sold pets in large numbers forms the basis of a promotion broadcast, via the NAB under direction of Hugh M. P. Higgins, assistant director of broadcast advertising. A large pet, such as the "Wanna Sell a Dog?" and tells about a campaign on WPFM Indianapolis. The program featured pet stories, with weekly contest for best story.

Feature Story

WSTP Salisbury, N. C., "Supper Club" program is subject of a feature story in the Feb. 3 issue of the Salisbury Sunday Post titled "Monkeys Offer Radio's Top Value—Music." Behind the scene is the story of Ben Turner, Jimmy Porter and Pete Beard, who wrote and directed the series. The program was broadcast over the station.

Monday House Organ

MONTHLY newspaper of interest to listeners was published by WJLS Beckley, W. Va., for distribution in its area by the West Virginia Broadcasting Bureau and CBS talent and programs, the paper is titled "The 580 News." Station program folder is inserted in center section.

Business Campaign

CKWX Vancouver, B. C., has set aside the last week of February for a "Courteous in Business" campaign, with tie-ups with civic organizations, Better Business Bureau and retailers. Campaign is part of station's work against bad manners in business.

WBMT Script Contest

SCRIPT contest for students of area high schools and colleges is being conducted by WBMT Danville, Va., with prizes of $10 for best script in each school. Deadline is March 31.

AN AMATEUR radio drama club for NBC employees in the program and personnel departments has been organized at the New York headquarters of the network.
FCC Actions

(Continued from page 64)

Applications Continued...

AM-1240 kc

KROG Odessa, Tex.—Modification of license to change from DA day and night to employing DA night and non-

Daytime-Broadcasting, 840 kc, 1947, 250 w. unlimited.

AM-1235 kc

Farlington Best Co., Farmington, N. M.—CF for new standard station, 1240 kc, 250 w. unlimited.

AM-1235 kc

Auburn Best Co., Auburn, Ala.—CF for new standard station, 1220 kc, 250 w. unlimited.

AM-1535 kc

Chillicothe Best Co., Chillicothe, Mo.—CF for new standard station, 1530 kc, 150 w. daytime.

AM-1535 kc

Terry County Best Co., Brownfield, Tex.—CF for new standard station, 1160 kc, 250 w. daytime.

AM-1535 kc

Harvey Radio Laboratories, Cambridge, Mass.—CF for new standard station, 1520 kc, 250 w., unlimited.

AM-1535 kc

The Uncommon Best Co., Mont-

treso, Col.—CF for new standard station, 1160 kc, 250 w., unlimited.

AM-1235 kc

Carr W. Roberts, Farmington, N. M.—CF for new standard station, 1500 kc, 1 kw. daytime.

AM-1235 kc

Tri-Borough Best Co., Apell, Pa.—CF for new standard station, 860 kc, 250 w. daytime.

AM-990 kc

WWBZ Vineland, N. J.—CF to change hours of operation from daytime to unlimited and install CF for daytime use.

Feb. 6 Decisions...

BY THE COMMISSION

AM-1450 kc

Gonzales Best Co., Gonzales, Tex.—Proposed grant for new station, 1450 kc, 250 w. unlimited. At same time applications of Charles W. Balthrop and Express Publishing Co., San Antonio, and Taylor Best Co., Taylor, Tex., were proposed to be denied. All requested same facilities.

AM-960 kc

Mount Vernon Broadcasting and Television Co., Mount Vernon, Ill.—Adopted order making final program for new station, 960 kc, 1 kw. daytime. Application for Midwest Broadcasting Co., Kansas City, Mo., which was proposed to be denied was amended to request another channel which would not be in conflict.

Hearing Ordered

Adopted order to show cause at hearing to be held March 10 why licenses of following stations should not be modified as follows: WCTY Trenton, N. J., to operate on 1510 kc, 250 w. daytime; WCAM Camden, 1540 kc, 250 w., unlimited; WCAP Anderson, 1560 kc, 250 w., unlimited; WHAT Philadelphia, 900 kc, 250 w. daytime; WYEL Philadelphia, 890 kc, 250 w. daytime. It was further ordered that application of Valley Best Co., Corp. for new station at Allentown, Pa., 790 kc, 1 kw. unlimited, time, be consolidated with above applications for further hearing with hearing ordered hereinafter.

Hearing Ordered

WLBK Erie, Pa.—Granted petition requesting Commission to issue order to show cause why license of Presque Isle Best Co., operating under agreement of PROS AND CONS of question, "Radio Commercials Should Be Abolished," were discussed by debaters from Ohio Northern University, Ada, Ohio, over WLOK Lima, Ohio, on Jan. 31 in an 8 p.m. broadcast presented in cooperation with colleges and high schools in station's listening area. Participants, shown with WLOK's program director, Ed Kluck (standing), were (l to r): Thomas Richardson, Harold Rodocker, Bob Robinson, Charles Daley, Adrienne Pigossi and William Shryock. Ralph Elvin, WLOK's managing director, asked the collegeans to pull no punches, and he reports that the no-decision debate aroused unusual interest among listeners.

Joske's

(Continued from page 15)

1,359 commercials to upaturn fashion departments; 1,020 commercials to men's and boys' depart-

was the pace set by the banking business during December—proof posi-

ments limited to 50 words or less.

Basic Joske's rule for commercial copy is this: Obtain whatever results are desired with the mini-

mum amount of copy necessary, and in keeping with good taste.

The report concludes with an appendix that includes a large number of retailer radio programs and formulas along with examples of Joske's commercials.

More Than
Five Class B FM Outlets Granted

Conditioned FCC Grants For 5 Class A and 2 Class B

Construction permits were authorized by the FCC last Thursday for 10 Class B FM stations, including five grants in lieu of previously assigned facilities. The Commission further announced authorization of conditioned FM grants for five class A stations and two class B outlets. The conditional grants are subject to further review and approval of engineering details.


The class B FM applicant, also AM applicant at Wichita Falls, is owned by Walter D. Cline, president, 10%; Gene L. Cagle, vice president, 10%; M. Bernard Hanks, secretary-treasurer, 40%; Houston Harte, 40%. Mr. Cagle operates KFJZ Fort Worth.

Northwest Broadcasting is owned by a group of local business and professional men and firms, including J. N. Brown, vice president, 10%, who is president of Concordia College, and G. L. Scholberg, secretary-treasurer, 10%, who is professor at that institution. John Nystol is president and 10% owner; A. J. Daveau, who holds no common stock, owns 12 ½% preferred. The others, who own each, 10% common and 10% preferred, are: W. O. Olson, S. W. Curwin, C. M. Hale, E. L. Shaw, William Helver, Alford Farm Implements Co., and Burritt Bros., brokers.

Cerritos Broadcasting, one of the two class A grantees, has as its partners 25 1/2% each of Jay E. Tapp, technical director and operations manager of KGER Long Beach; Raymond B. Terian, electrical engineering student at UCLA; and Walter A. Nelson, auditor for the State of California, and John W. Doran, practicing attorney at Long Beach.

Chesapeake Applicant

Chesapeake Broadcasting, the other class A grantee, is also an AM applicant. Its officers and stockholders are: Arthur B. Curtis, president, 25.4%; Albert K. Porter, vice president, 14.3%; L. L. Altman, treasurer, 25.3%; Howard W. Berry, secretary, 14.3%. Remaining interest is divided among 15 other stockholders. Mr. Curtis is part owner of Curtis Bros. Furniture and Storage Co., Anacostia, Md. Messrs. Porter and Berry are with Lewis Adv., Washington, while Mr. Altman is president and general manager of the Washington, Marlboro and Annapolis Motor Lines.

The following were authorized construction permits for new FM outlets on vacant allocations. The authorized power and antenna height is height above average terrain; AM affiliations are shown in parentheses:

**XKQA Inc.,илона Springs, Ark.** — Class A; channel: 94.9 mc (No. 255); 10 kw, 500 feet.

**Independent Broadcast Co., Des Moines (AM applicant) — Class A; channel: 106.9 mc (No. 285); 5kw; 25 feet.**

**KOWD, Ogden (WCAE) — Class B; channel: 92.5 mc (No. 253); 12 kw; 610 feet.**

**KLOOK, flies (KOTHF) — Class B; channel: 93.7 mc (No. 285); 5kw; 23 feet.**

**KOKH, Oklahoma City (KBON) — Class B; channel: 97.7 mc (No. 253); 12 kw; 610 feet.**

**KOKH, Oklahoma City (KBON) — Class B; channel: 97.7 mc (No. 253); 12 kw; 610 feet.**

**Mobile Daily Newspapers Inc., Mobile, Ala.** — Class A; channel: 105.8 mc (No. 260); 25 kw; 285 feet.

**KCHF, Fort Smith (WCHS) — Class B; channel: 92.5 mc (No. 253); 12 kw; 610 feet.**

**KJON, Sioux Falls (WCHS) — Class B; channel: 92.5 mc (No. 253); 12 kw; 610 feet.**

**KJON, Sioux Falls (WCHS) — Class B; channel: 92.5 mc (No. 253); 12 kw; 610 feet.**

**In lieu of previous details.**

At the same time Stillwater Publishing Co., owner of AM outlet KSFI Stillwater, Okla., and holder of a conditional class A FM grant, authorized last Dec. 5, was given a class B FM grant in lieu of its previous FM facility. This necessitated substituting channel 222 for the 228 channel previously assigned Enid, Okla., under the tentative allocation plan, making it available for Stillwell.

WRC, Washington, D.C. (WRC) was granted modification of its FM CP for a class B station to provide for following facilities: 94.5 mc (channel 233), 20 kw, antenna 330 feet, and construction permit that permission shall satisfy legitimate complaints ofblanketing.

Draft Contract

AFRA and executives of WMCA, WNEW and WINS New York last week were drafting the language of a contract which is expected to be signed by all parties early this week [Broadcasting, Feb. 3].

**Lubcke Honored**

Collective Bargaining Asked
For 1500 Free Lance Writers

COLLECTIVE BARGAINING on behalf of 1,500 free lance writers of sustaining and commercial programs was sought with the major networks last week by the Radio Writers Guild.

Roy Langham, national executive secretary of the Guild, addressed a letter to the presidents of the four networks, requesting that negotiations looking toward a basic agreement covering the writers be set not later than Feb. 28.

He suggested that the minimum basic agreement should include five points: A Guild shop for free lance writers; a licensing of rights for literary material; a schedule of minimum licensing terms; revision of the present "release" procedure whereby a writer relinquishes all rights to his script at the time of its submission, and the establishment of a system for settling disputes.

Previous attempts to obtain a contract on behalf of free lance writers, Langham said, have been limited to informal conversations with the radio committee of the AAAA. These attempts, he said, have proved "fruitless," partly because the association "is without power to commit its membership to any course of action."

Cites Precedent

In his letter, which was also addressed to the AAAA and a selected list of advertising agencies, program packaging firms and transcription companies in addition to the network presidents, Mr. Langham asserted that there was ample precedent for an agreement covering free lance writers in the contracts which now exist between the networks and other radio unions, including those with the guild which represents news and staff writers.

The Guild met with representatives of the four networks at an informal hearing before the New York regional office of the National Labor Relations Board last Monday. The Guild presented its petition for certification to represent the network free lance sustaining writers, and the networks maintained that the writers are "independent contractors. The regional office is expected to make a decision early this week. It can either decide to hold formal hearings or, if it decides that the group of writers are not employees, it may ask the union to withdraw its petition.

Meanwhile, negotiations between the Guild and all networks but MBS, which employs no staff writers, for the renewal contract of the staff continuity dramatic writers are continuing.

The Guild concluded its first contract with an advertising agency last Monday when Young & Rubicam, New York, signed a one-year contract for the staff writers on the We The People program.

This contract, retroactive to Oct. 1, 1946, includes a basic salary of $110 to $120 weekly until April 1, when the minimum salary starts at $120, and also includes a subsidiary rights clause.

Reichhold

(Continued from page 20)

Reichhold and the Detroit Symphony Orchestra—so we did away with middle commercial breaks and received special permission to drop the middle station break.

Our commercials are short and placed at the end of the program. Opening credits give a general picture of the Musical Digest and lead directly into the first number. Our end commercials are based upon controversial articles in the magazine.

Fan Mail Heavy

It is interesting to note that we are selling a $5 product, sight unseen, through the broadcast series. In addition, we also mention the Vox Recording Co., which will issue records by the orchestra. Yet, our fan mail—and subscription list—is mounting by the hour with letters of praise for the uncommercial treatment of the program.

Our Hoopers will be low—I know that in advance. But I contend that my thesis is essentially sound. People who love good classical music will listen to it no matter what other diversions are on hand. They will approve commercials if the commercials do not interfere with the music and if they treat of a musical subject.

Mr. Hooper, I rest my case with the Sunday Evening Hour.

SPECIAL AWARD is presented to WINX and WINX-FM Washington for the stations' Bright Tomorrow series against racial and religious intolerance [BROADCASTING, Jan. 20]. Mrs. Grace Yawkey, vice chairman of the Washington Council of the East and West Assn., presents the scroll to Regis O'Donnell, station manager.

ELEVATOR - EQUIPPED FM TOWER ORDERED

AN FM TOWER with an elevator in it to facilitate servicing of equipment—that's the dream of William E. Ware & Assoc., Chicago, and it appears it will become a reality.

Mr. Ware has placed an order with a manufacturer to construct a 650-foot FM tower, semi-self supporting, which will be equipped with a hand-shuttle elevator. The elevator will carry technicians and workmen the tower's height for antenna inspection, light replacements, coaxial cable servicing, and other detail.

Chairman Charles R. Denny of the FCC, apprised of the plan by Mr. Ware, commented: "Ware, you've found a way to make FM pay. Charge visitors $1 a ride for a view of the countryside."

Mr. Ware said the idea occurred to him because he came from Austin, Tex. There the city is lighted at night by 175-foot beacon towers, and each has a servicing elevator as standard equipment. William E. Ware & Assoc. is located at 601 Deming Pl. in Chicago.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

For Sentimental Reasons

ON TRANSCRIPTIONS: Associated, Vic Damone; Capitol, Eddie LaMar; Lang-Worth, Bert Kincaid, MacGregor, Don Swan, Barclay Allen; Standard, Bob Crosby, Buzz Adlam; Thesaurus, Music of Manhattan; World, Charlie Spivak.

ON RECORDS: Eddie Howard, Majestic; Dinah Shore, Columbia, King Cole Trio; Capitol, Charlie Spivak, Victor; Ella Fitzgerald, Decca; Art Kassel, Vogue; Fran Warren, Cosmo; Brown Dots, Manor; Skip Straibl, Emerald.

BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK 15, N.Y.

BROADCASTING • Telecasting

WIN% ELEVATOR NIW EQUIPPED ELEVATOR (Pacific Coast) SAN DIEGO, CALIF.

KFMB SELL NEW Diego, San 1942% of San Diego's men and women BUYERS are reached by KFMB from the "Inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.

94.2% of San Diego's men and women BUYERS are reached by KFMB from the "Inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.

SPECIAL AWARD is presented to WINX and WINX-FM Washington for the stations' Bright Tomorrow series against racial and religious intolerance [BROADCASTING, Jan. 20]. Mrs. Grace Yawkey, vice chairman of the Washington Council of the East and West Assn., presents the scroll to Regis O'Donnell, station manager.

ELEVATOR - EQUIPPED FM TOWER ORDERED

AN FM TOWER with an elevator in it to facilitate servicing of equipment—that's the dream of William E. Ware & Assoc., Chicago, and it appears it will become a reality.

Mr. Ware has placed an order with a manufacturer to construct a 550-foot FM tower, semi-self supporting, which will be equipped with a hand-shuttle elevator. The elevator will carry technicians and workmen the tower's height for antenna inspection, light replacements, coaxial cable servicing, and other detail.

Chairman Charles R. Denny of the FCC, apprised of the plan by Mr. Ware, commented: "Ware, you've found a way to make FM pay. Charge visitors $1 a ride for a view of the countryside."

Mr. Ware said the idea occurred to him because he came from Austin, Tex. There the city is lighted at night by 175-foot beacon towers, and each has a servicing elevator as standard equipment. William E. Ware & Assoc. is located at 601 Deming Pl. in Chicago.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess

For Sentimental Reasons

ON TRANSCRIPTIONS: Associated, Vic Damone; Capitol, Eddie LaMar; Lang-Worth, Bert Kincaid, MacGregor, Don Swan, Barclay Allen; Standard, Bob Crosby, Buzz Adlam; Thesaurus, Music of Manhattan; World, Charlie Spivak.

ON RECORDS: Eddie Howard, Majestic; Dinah Shore, Columbia, King Cole Trio; Capitol, Charlie Spivak, Victor; Ella Fitzgerald, Decca; Art Kassel, Vogue; Fran Warren, Cosmo; Brown Dots, Manor; Skip Straibl, Emerald.

BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK 15, N.Y.

BROADCASTING • Telecasting

WIN% ELEVATOR NIW EQUIPPED ELEVATOR (Pacific Coast) SAN DIEGO, CALIF.

KFMB SELL NEW Diego, San 1942% of San Diego's men and women BUYERS are reached by KFMB from the "Inside". You can CATCH this tremendously wealthy E-X-P-A-N-D-I-N-G market when you sell San Diego on KFMB.
Approval Is Asked On Sale of WJZM
$95,000 Paid for 250 w Station
At Clarksville, Tenn.

SALE of WJZM Clarksville, Tenn. (1400 kc, 250 w) by William Klee-
man to J. P. Sheftall and E. T. Campbell for $95,000 was reported to FCC last week for approval.

Mr. Campbell, who would own 60% interest, is associated with B.
F. Goodrich Co. as Washington, D.C. manager. Mr. Sheftall, who is buying the remaining 40%, is a
real estate broker.

The sales agreement provides for the buyers either to pay $85-
000 cash for the station or to pay $84,000 cash and give $60,000 in notes, which would bring the sales price to $100,000.

Mr. Klee is mayor of Clarks-
ville and owns half interest in the Coca-Cola Bottling Co. there. He said his other interests demand so much time that he feels he cannot give proper attention to the radio operations.

Meanwhile, two assignments involving no change in control were reported to the Commission for approval:

The construction permit for WJFR Bangor, Me. (1230 kc, 250 w) would be assigned from Bangor Broadcasting Service, a partner-
ship, to the same company as a corporation. Equal owners are Stephen Velardi, president; Sidney Sion and Lawrence Sion.

A. C. Neff, owner of WQAM Savannah, Ga. (1400 kc, 250 w), proposed to assign the license to WQAM Inc. to segregate the radio operations from other business interests. Mr. Neff, owner of 49% of Neff Broadcasting Co., Savannah (building supplies), owns 90% and nephew K. Clark owns 10%.

WBCC Welcomed
WBCC Bethesda-Chevy Chase, Md., which was scheduled to begin oper-
ations yesterday with 250 w on 1120 kc [BROADCASTING, Feb. 3], has announced that it will broad-
cast its first regular program this Monday at 7 p.m.

Mutual Signs 400th Affiliate
As Climax to Two-Year Drive

A FOREST OF GREEN PINS, each representing an affiliated sta-
tion, on a United States map which hangs in Mutual's New York
headquarters.

Last week a Mutual secretary stuck a new pin in Atlantic City, and with particularly loving care.

Mutual had signed its 400th af-
filiate, a 250 w (1340 kc) station scheduled to go on the air in June and owned by two Mutual staff members and the chief engineer of the network's New York outlet, WOR.

The acquisition of the 400th sta-
tion was a sort of climax in a two-
year campaign of acquisition.

In 1944 a scraggly patch of 247 pins spotted the map where the forest of 400 grew now. The man who directed the slim campaign was vacationing in Georgia last week when the acquisition of the 400th station was announced, but before he left New York, Ed-
gar Kobak, president of MBS, had prepared the way for the announce-
ment.

In a “Report on Mutual” mailed to advertisers and agencies, Mr. Kobak said that in 1944 his net-
work's total billings were $25,900,

This is over 84 percent of the nation's radio homes. Mutual's gross rate for full network is lower than the comparable rate of the other networks. Moreover, our discount schedule is more favorable. Which means you buy the overall coverage at a lower cost.

"This low rate, of itself would not mean much, were it not also for the fact that Mutual is lower on the basis of cost per 1,000 homes —and that is the real measure.

In addition, and in spite of the general uptrend in the cost of ad-
vertising—Mutual's cost per 1,000 has remained practically the same throughout the past two years.

The affiliation of Mutual's 400th station will doubtlessly prompt a vigorous promotion campaign. The network's publicity and promotion departments were beginning to work on that one last week.

Owners of the new affiliate are Paul Hancock, MBS director of research for station relations; Earl Johnson, MBS chief of en-
gineering, and Charles Singer, WOR New York chief engineer.

News Group to Meet
NEWS Subcommittee of the NAB Program Executive Committee will meet March 3 in New York, in ad-

Further development of news de-
partments at stations will be dis-
cussed along with news program-
ing standards and other topics. Subcommittee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; William B. Quaries, WMT Cedar Rapids; Paul Wagner, WPAY Portsmouth, O. Arthur C. Stringer, who conducts NAB news clinics and is NAB director of spec-
ial services, is with subcommittee.
Proposed Six Assignment Changes

Hearing Called Mar. 10 To Let Stations Give Views

POSSIBLE JUGGLING of assignments of three New Jersey stations, two in Philadelphia, and one in Erie, Pa., was proposed by FCC last week in two of the first show-cause orders since pre-war days.

The Commission called a hearing for March 10 with the following stations ordered to show cause why, if the licenses of WCAP Camden and WTNJ Trenton are renewed, these changes should not be made:

1. WCAP change from 500 w on 1310 kc, sharing time with WCAP Asbury Park and WTNJ, to 1540 kc with 250 w fulltime.
2. WTNJ change from 500 w on 1310 kc, sharing with WCAP and WCAM, to 1300 kc with 250 w, day only.
3. WCAP change from 500 w on 1310 kc, sharing with WCAP and WTNJ, to 1310 kc with 250 w fulltime.
4. WTEL Philadelphia change from 1340 kc with 100 w, sharing with WHAT Philadelphia, to 860 kc with 250 w, day only.
5. WHAT change from 1340 kc with 100 w, sharing with WTEL, to 800 kc with 1 kw, day only.

More Equitable Service

The Commission's order asserted that a more equitable distribution of radio service might result from this arrangement than from the present plan, in event FCC reverses its proposed decision anticipating a denial of license renewal to WTNJ and WCAP.

The renewal applications of WTNJ WCM WCAP, to be given further hearing in the show-cause proceedings, originally were set for hearing when the three stations were unable to agree on a division of time. In a proposed decision and in a supplemental proposal (Broadcasting, Oct. 22, 1945 and Sept. 16, 1946) the Commission anticipated renewal for WCAP; denial for WTNJ on grounds that the licensee lacked necessary qualifications, and denial for WCAP without prejudice to a new application when the station divested itself of a time contract which FCC found objectionable.

WHAT and WTEL, sharing time with each other, are able to operate only when WCAP is not on the air, because of interference which would result in event of either Philadelphia station's simultaneous operation with the one at Camden.

WHAT has applied for 1-kg day-time operation on 820 kc but received a proposed denial in a competitive proceeding with Camden Broadcasting Co. and Ranulf Comp ton, who are seeking new Camden stations on 800 and 820 kc respectively. Camden Broadcasting also received a proposed denial, the proposed grant going to Mr. Compton (Broadcasting, Nov. 4).

Valley Broadcasting Corp., seeking 790 kc for a new 1-kw station at Allentown, Pa., has petitioned for reconsideration of the proposed grant to Mr. Compton, whose application was consolidated for hearing competitively with the suggested rearrangement on the New Jersey and Philadelphia stations.

In its second show-cause order, FCC called a hearing March 17 to determine whether WERC Erie, Pa., should be required to move from 1250 kc with 200 w fulltime to 1450 kc with 250 w fulltime, in order that WLEU Erie's application to move to 1260 kc might be granted. WLEU, now on 1450 kc with 250 w, has applied for 5 kw day and 1 kw directionalized at night on 1260 kc. FCC noted that a new primary service might be provided for a substantially vacant area by WLEU's proposed change but that present engineering standards would not permit WLEU's use of 1260 kc with another Erie station using 1310 kc.

WERC has opposed the suggested change, proposed by WLEU.

7 More Stations to Join ABC Starting March 3

ABC last week announced the affiliation of seven new stations, bringing the total number of its affiliates to 342. The stations will join ABC starting March 3 when KFSA Fort Smith, Ark., affiliates under power of 1 kw on 950 kc. Station is owned by Donald W. Reynolds.

Other stations, powers, affiliation dates and owners include: WBEC Pittsfield, Mass., 100 w on 1490 kc, April 1, owned by the Western Massachusetts Broadcasting Co.; WELM Elmira, N. Y., 250 w on 1400 kc, May 1, owned by James R. Meachem; WCRO Johnstown, Pa., 250 w on 1250 kc, May 1, owned by Century Broadcasting Corp.; KVPO Honolulu, T. H., 10 kw on 690 kc, June 1, owned by the Pacific Frontier Broadcasting Co. Ltd.; WQAM Miami, Fla., 5 kw day and 1 kw night on 560 kc, June 15, owned by the Miami Broadcasting Co. and WHOO Orlando, 10 kw day and 5 kw night on 990 kc, July 1, owned by Orlando Daily Newspaper Inc.

Isn't it only natural when you find...

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Tube Record

PRODUCTION of receiving tubes in 1946 broke all records, Radio Manufacturers Assn. announced last week. Total shipments by RMA members were 205,217,174 for 1946 and 24,473,635 in December. Highest prewar production was 136,838, in 1941, with highest war output 139,478,521 in 1944. The 1946 production included 129,637,191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export and 360,704 for Federal agencies.
Frequency Proximity To Be Debated

FCC Sets Argument as It Adopts Engineering Amendments

WHETHER AM STATIONS in the same city should be permitted to operate on frequencies only 30 kc apart [Broadcasting, Feb. 3] will be debated in an oral argument called by FCC last week for March 4.

The Commission, which once rejected the 30-ke proposal, ordered the oral argument in a session in which it adopted, with some clarifying modifications but no real changes, all other phases of the AM Engineering Standards amendments as proposed in December and January [Broadcasting, Dec. 30, Jan. 20; text of proposals, Jan. 6].

The amendments as adopted become effective today (Feb. 10), making them applicable to stations in any city. The Commission hopes to file applications to the amendments as adopted "have the effect of granting certain exemptions, relieving certain restrictions and facilitating the filing and processing of applications in furtherance of the temporary expediting procedure."

Both the order for oral argument on channel separation requirements and the one approving other phases of the amendments were adopted Jan. 31 and announced last Tuesday.

The proposal for standards that would permit assignment of stations only 30 kc apart in the same city originally was made in last August’s FCC-Industry hearing on projected amendments. The Commission registered general disapproval at the time, and later, in its December proposals, set up requirements that would prevent assignments on only 30-ke separation if the stations’ 25-millivolt per meter contours would overlap.

Since each station must put a 25-millivolt signal over the business district of the city in which it is located, this proposal in effect would preclude 30-ke separation in the same city but permit it in many cases where the stations are located in adjacent cities.

Industry engineers, who considered other portions of the proposed amendments desirable, regarded this phase as too restrictive and agreed to request that it be liberalized [Broadcasting, Feb. 3]. A plea for liberalization also was made by Liberty Broadcasting Corp., whose application for 650 kc at Rochester, N. Y., could not be granted under the Commission’s proposal because another Rochester station assigned 660 kc. Liberty asked for a hearing, arguing that the 25-millivolt standard is too strict and lacks a sound engineering basis.

Field Tests

Before the March 4 hearing the Commission’s staff will conduct field tests concerning the operation of adjacent separations outlined in the FCC proposal. Results of the tests will be a part of the oral argument.

Any interested persons may participate, they declared by Feb. 24 and give the names of their witnesses and the approximate time they will need for their presentations.

Principal changes involved in the adopted portions of the amendments, FCC officials said, include:

1. A revised plan of computing RSS interference so as to reduce the possibility of errors encountered in certain circumstances under the old method;
2. A method of computing nighttime limitation on local channels;
3. A chart on "Angles of Departure vs. Transmission Range," providing a method of allowing for variations in the height of the E-layer in computing departures of pertinent radiation from transmitting antennas;
4. A "10% Skywave Signal Range Chart" relating to the determination of skywave nighttime interference to regional and local channels.

The Standards as revised will serve as the basis for U.S. recommendations to NARRA international nations in a conference later this year.

Oral argument on the 30-ke separation plan will be based on the Commission’s proposal, leaving it to the opponents the task of showing that it is too restrictive and that a more liberal plan is feasible. It reads as follows:

Station separation with the same general groundwave service area may be licensed for operation on channels as close as 40 kc separation. Although no interference ratio is specified in Tables IV and V for 30-ke separation since most receivers are sufficiently selective to 10-ke separation, interference at this separation, other effects, such as received signal may prevail both stations may result depending upon the relative location of the stations with the same frequency separation. Accordingly, no stations will be licensed for operation with a 30-ke separation from another station.

New Station Grant For Gonzales, Tex.

FCC Issues CP for Fulltime Local Outlet on 1450 kc

A GRANT to Gonzales Broadcasting Co. for a 250-w fulltime station on 1450 kc at Gonzales, Tex., and denials for two competing applicants for the same frequency for San Antonio and one for Taylor, Tex., were proposed by FCC in a decision announced last Thursday.

"Fairness and equity require the granting of one station to Gonzales rather than to another station to San Antonio," the Commission declared in explaining its choice between the two cities.

FCC said it was "impressed with the general qualifications" of the Taylor applicant, Taylor Broadcasting Co., and "with the need for service" in that town, but that the proposed Taylor operation "would involve serious adjacent channel interference" with WACO Waco, authorized to use 1460 kc, and accordingly is "inconsistent" with FCC standards.

The San Antonio applicants are Charles R. Bailey, station manager of KABC San Antonio, and Express Publishing Co., publisher of the San Antonio Express and News and holder of an FM grant. Taylor Broadcasting is principally owned by Alexander Louis of Austin, an attorney, who is president and owns 40% stock interest, and D. B. Hardeman Jr., attorney, former sports writer, and a wartime major in the Army, who is vice president and owns 36%.

Gonzales Broadcasting, winner of the proposed grant, is owned by Laurence Walshak, manager of the U. S. Employment Service office at Gonzales, and his brother-in-law, Frank Wilson Jr., a native of Gonzales but now in Richmond, Va., as an assistant manager of WPTV, the Western Union. The two owners propose to serve jointly as station manager, with Mr. Wilson also acting as chief engineer. The firm is said to be a business and commercial manager.

Acquires Interest

M. M. HEYMANN, former creative chief of Small & Seiffer, New York, has purchased the half interest of Marvin Small, formerly of the agency, and has become vice president and secretary of the firm. Albert Seiffer continues as president and treasurer and the firm’s title remains the same.
Mr. de Castro

such programs as Duffy's Tavern, Gracie Fields and Mr. Anthony. Just before joining the Katz Co., Mr. de Castro was commercial program manager for MBS where he spent nearly six months developing the Mutual Daytime Playhouse which is now recording evening network shows for play-back.

Neighborhood Television Relay Plan Is Described

SYSTEM of neighborhood television relays, feeding nearby home sets by cable, is described in a report covering six articles by Dr. Fritz Schroeter, former video director of Telekette Berlin, the report (Six Papers on Television PB-47865, photostat $6, microfilm $2, 76 pages) is available at the Office of Technical Services, Dept. of Commerce, Washington 25, D. C. It is in German with introduction in English.

Home sets under this system would be simplified models, picking up cable signals from the master receiver which would convert original signals to lower frequencies. These sets would be low-priced, Dr. Schroeter believes. He advocates phase modulation for video. Other articles cover a television scanning method, channeling by time division on a wide-band carrier, code modulated telephony and multiplex code modulated telephony.

TV Plans Ready

PLANS for a new building to house video and FM facilities in downtown Los Angeles have been announced by Los Angeles Times. Studio facilities currently planned for television are two live talent and one for film with additional space devoted to FM. Construction cost is estimated at $400,000 on property site measuring 150x200 feet on Figueroa St., between First and Temple Sts. Newspaper's original plan had been to erect building adjacent to Pasadena Playhouse. This unit will be erected at later date, it was reported. Construction at Los Angeles will get underway within four months with hope of completion six months after start.

BROADCASTING • Telecasting
Ten Cities Gain Class B FM Channels

Eight Get One, Two Gain Two, Four Lose One

EIGHT CITIES have gained one Class B FM channel each, two others have gained two channels each, and four have lost one each since FCC issued its revised tentative allocation plan last Sept. 3 [BROADCASTING, Sept. 27, 1946].

This was revealed last Tuesday when the Commission published a recaptitative list of the changes, which also showed specific channel allocations for other cities which have been revised without changing the total of number of channels allocated for the respective areas.

The original allocation plan provided for more than 40 Class B stations [BROADCASTING, Dec. 24, 1945] and was subject to revision wherever desirable. The changes announced last September made possible more than 50 additional stations, and the Commission early this year reiterated its offer to make further changes, where practical, to permit additional stations everywhere in areas in which no changes were then available under the allocation plan [BROADCASTING, Jan. 13].

None of the changes announced last week will affect the existing status of any of the cities under the channel reservation plan. Atlanta and Tulsa gain two channels each, and the following gain one each: Birmingham; Wimberly, Del.; Oneonta, N. Y.; Statesville, N. C.;

A. Steele, Jack
B. Stoeck, R. B.
C. Stewart, Sen. T.
D. Stewart, Dixon
E. Suits, Thomas
F. Stofberg, Charles
G. Stokes, Thomas L.
H. Taber, Rep. John
I. Tashoff, Sol
J. Taylor, Harold
K. Taylor, Rufus
L. Taylor, Wm. T.
M. Thomas, Sen. E.D.
N. Thomas, Helen
O. Thompson, J. B.
P. Timmons, Bassom
Q. Tipper, Erudise
R. Tobey, Sen. C. W.
S. Vacaro, Tony
T. Veny, Gen. A. A.


Streibert, Theo.
Strohm, Paul
Struebel, Theo.
Strohm, Arthur
Strohm, ben
Strum, Milliott
Surby, Irvin
Swaney, C. A.
Swaney, Robert
Tabor, Rep. John
Tashoff, Sol
Taylor, Harold
Taylor, Rufus
Taylor, Wm. T.
Thomas, Sen. E.D.
Thomas, Helen
Thompson, J. B.
Timmons, Bassom
Tipper, Erudise
Tobey, Sen. C. W.

U. Vecarro, Tony
V. Veny, Gen. A. A.
W. Wakefield, Com. R.
Wakefield, Com. R.
Walker, Rep. E. P.
Walker, Rep. E. P.
Wanamaker, L.
Wanamaker, L.
Ware, Albert L.
Waterfield, John
Webb, James
Webb, James
Welch, Lewis Allen
Weymouth, D. H.
Wheeler, Burton C.
Wheeler, George
Wherry, Sen. K. S.
White, Frank
White, Lincoln
White, Sen. W.
Whitman, Paul
Whitman, Paul
Whitman, Vernon
Whitman, William
Wilber, A. D. Jr.
Wills, David
Wilson, Lyle D.
Wilson, Lyle D.
Wilson, Richard
Wilson, William H.
Wolpert, Ron.
Worthington, C.
Wood, Robert
Wood, Robert
Wood, Robert
Wood, Robert
Wood, Robert
Wright, James L.

X. Young Amelita B.
Y. Young, John R.
Z. Zion, Henry

Young, Amelia B.
Young, John R.
Zon, Henry
Zoumer, Jesse

Pottsville, Pa.; San Antonio; front
Royal, Va., and Huntington, W. Va.
Syracuse, N. Y.
Onslow, Del.
Wakefield, Com. R.

The list of changes:

<table>
<thead>
<tr>
<th>Channel</th>
<th>General Area</th>
<th>Delete</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pottsville, Pa.; San Antonio; front</td>
<td>Birmingham, Ala.</td>
<td>223</td>
<td>223</td>
</tr>
<tr>
<td>Royal, Va., and Huntington, W. Va.</td>
<td>Winnimak, Del.</td>
<td>223</td>
<td>223</td>
</tr>
<tr>
<td>Wellington, N. Y.</td>
<td>Atlanta, Ga.</td>
<td>224</td>
<td>224</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>Clinton, Iowa</td>
<td>227</td>
<td>227</td>
</tr>
<tr>
<td>Statesville, N. C.</td>
<td>Raleigh, N. C.</td>
<td>228</td>
<td>228</td>
</tr>
<tr>
<td>Statesville, N. C.</td>
<td>Charlotte, N. C.</td>
<td>229</td>
<td>229</td>
</tr>
<tr>
<td>Winston-Salem, N. C.</td>
<td>Winston-Salem, N. C.</td>
<td>230</td>
<td>230</td>
</tr>
<tr>
<td>Elk City, Okla.</td>
<td>Oklahoma City, Okla.</td>
<td>231</td>
<td>231</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>Tulsa, Okla.</td>
<td>232</td>
<td>232</td>
</tr>
<tr>
<td>Pottsville, Pa.</td>
<td>Reading, Pa.</td>
<td>233</td>
<td>233</td>
</tr>
<tr>
<td>Tampa, Tex.</td>
<td>San Antonio, Tex.</td>
<td>234</td>
<td>234</td>
</tr>
<tr>
<td>Front Royal, Va.</td>
<td>Richmond, Va.</td>
<td>235</td>
<td>235</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td>Winchester, Va.</td>
<td>236</td>
<td>236</td>
</tr>
<tr>
<td>Winchester, Va.</td>
<td>Madison, Wis.</td>
<td>237</td>
<td>237</td>
</tr>
</tbody>
</table>

Too Many Decisions on Commercial Arbitrator, Lever Bros. Executive Asserts

THE CHARGE that too many of the decisions made by broadcasters as to the length of commercials, the kind of advertising that are good or bad radio and what is or is not good taste on the air are "entirely arbitrary" and based on guesswork more than on knowledge of what the public really thinks was leveled at broadcasters Thursday by Robert F. Elder, vice-president in charge of consumer research for Lever Bros. Co., in an address given before the Radio Executives Club of New York.

Mr. Elder made an earnest plea for the broadcasting industry to awake to the need for a comprehensive, painstaking, absolutely unbiased continuing study of public reactions, pointing out that "if radio is really to run in the public interest there is only one legitimate source for guidance. That is the public itself.

"We advertisers and you broadcasters are the butts of a pretty consistent campaign to sell the public the idea that radio is trivial and inane; that it fails to give the public what it ought to have; that, in fact, the public birthright has been sold for a mess of pottage," he stated. "If those allegations are not true, even in part, we certainly ought to do something about it, always bearing in mind that our job is to serve the whole public and not just a vocal group which claims the right to impose its own ideas and tastes on the public. And if those allegations are wrong, then we ought to start making some noises of our own."

Burden of Proof

"But until we know what the public thinks about the whole thing, how can we go about fixing what ever may be wrong or do anything to defend our position beyond assuming a stuffy air of righteousness as trustees of the public air?"

"Isn't the burden of proof properly upon us?"

"It's not enough," Mr. Elder declared, "to say that a state-controlled radio monopoly couldn't do as well. Of course it couldn't. The people running it would have to make and mark arbitrary decisions, too, and their guesses probably would not be as good as ours."

But that is no excuse for being arbitrary and hide-bound. Why can't we spend the money and mental effort to get and use the facts that would help us to make radio better — and incidentally, perhaps, more profitable?"

New Syracuse FM Outlet Takes Air With 8.5 kw

WFBL-FM (Channel 226, 93.1 mc), owned by Onondaga Radio Broadcasting Corp., went on the air at Syracuse, N. Y., on Feb. 3 with full 8.5 kw radiated power, the station management reports. Construction and installation of equipment for WFBL-FM was directed by Samuel Woodworth, veteran Syracuse broadcaster, who 25 years ago did a similar job for WFLY.

Chief engineer of the new FM outlet is James Kelly, who recently returned from the Central Pacific, where he spent 30 months with the Army Signal Corps and had extensive training in FM facilities.

Assistance in the construction of the station were Robert Soule Jr., Donald Langham and Walter Strong. Station is using a General Electric 4-kw set.

Neal Myoren has been named program director of WFBL-FM. He is an experienced WFLY staff announcer and during the war was an Army Air Forces navigator.

NBC's University of Air Cited for Public Service

THE ABC UNIVERSITY of the Air last week was awarded a $1,000 prize for outstanding public service during 1946 by the Magazine Digest.

The committee which selected the winner was composed of Dr. James Rowland Angell, NBC public service counselor; Clark M. Eighberger, director of the American Assn. for the United Nations; Murray Simmons, publisher of Magazine Digest; and Dr. William E. Givens, of the National Education Assn.

NBC announced it would donate the $1,000 for a competition to be conducted among students training to be teachers in the U. S. and Canada.

As Utah celebrates its century of historic progress, KDFL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDFL
SALT LAKE CITY
UPHIPS STATION
National Representative:
JOHN BLAIR & CO.

Ever see a Spartan self Tractors? Farmer Cliff Gray sold 87 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 87 tractors and automobiles was $1800. Total sales: $85,500.

WSPA
Spartanburg, South Carolina
5000 watts day and night. 150 Kc. Rep. by Holladay
CBS Station for the SPARTANBURG-GREENVILLE Market

February 10, 1947 • Page 77
Two Join E. C. Page Engineering Firm

Bomberger's Joseph Waldschmidt, FCC's Graham in New Posts

H. UNDERWOOD GRAHAM of FCC's Engineering Dept. and Joseph Waldschmidt of Bomberger's Engineering Broadcasting Service, have resigned their respective posts and on Feb. 15 will become members of the firm of E. C. Page Consulting Engineers, 117 West 46th St., New York, N. Y.

Mr. Graham, who resigned effective Feb. 14, is chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division and is author of the exhibit which served as a basis for the AM engineering standards revisions announced last week (story page 74). Mr. Waldschmidt, whose resignation became effective Feb. 1, was engineer in charge of TV, FM and high-frequency development for Bomberger, licensee of WOR, New York.

Became Adviser

Mr. Waldschmidt joined WOR in June 1940, engaged in research and design, planning, consultation, and installation of electrical equipment. He left Bomberger in 1941 for service as a civilian adviser to the armed forces and was released in November 1945 as assistant supervisor of the Transmitter Division. Mr. Graham has been serving since November 1945 on special assignment as FCC engineer on the clear-channel proceedings and the revision of AM engineering standards. Prior to that, he was on military leave for about three years assigned to administrative work, with rank of captain and then major, in the development and procurement of counter measures equipment for the Army Air Forces.

He joined FCC as a radio inspector at Boston in 1931, was with RCA Victor Co. from 1933 to 1935, and then rejoined the Commission as inspector at its Grand Island, Neb., monitor station, later moving to Baltimore headquarters. In August 1936, he joined the Washington engineering staff in which his duties included assistance in working out the 1941 NARBA shifts of broadcast assignments. His successor has not been announced.

ACQUISITION of WPOR Portland, Me. (1450 kc, 250 w) by a group including Chester J. LaRoche of LaRoche & Ellis advertising agency and Humbolt J. Greig, ABC sales executive, was approved by the Commission last Thursday, with Comr. Clifford J. Durr voting for hearing.

The transfer, covering the 95.8% stock interest held by Centennial Development Co., a holding company of which the estate of the late William T. Morris is principal owner, involves a sales price of $96,250. The remaining 4.2% formerly was owned by William S. Newell but has already been transferred by him to the new owners of the station, Oliver Broadcasting Co., of which he is chairman.

Oliver Broadcasting also plans to acquire WMYR Reading, Pa., for approximately $100,000, the Commission was told in the application for the WPOR transfer. Owners of WWHM, a 250-w station on 104 kc for about 14 years, Mr. Greig and his wife and Murray Carpenter, former media director of Compton Adv. and now manager of WPOR and vice president of Oliver Broadcasting. Each stockholder was present.

Stockholders and officers of Oliver include:

Mr. Newell, chairman, 8.1%; Mr. LaRoche, former vice chairman of ABC and executive committee chairman of Oliver, 17.6%; Mr. Greig, president, 6.85%; Henry Oliver Rea, principal stockholder of Oliver Iron & Steel Corp., Pittsburgh, vice president, 17.6%; Mr. Carpenter, who remains as WPOR general manager, vice president, 14.6%; Robert McGe, Reading, vice president (no stock); William E. Blair, president, secretary, treasurer, 4.8%; George R. Hann, Pittsburgh, 9.2%; H. V. Blaxter, D. L. Frawley, and Henry Oliver Rea Jr., all of Pittsburgh, 4.8% each of Oliver; J. P. Greig, 6.85%.

In addition to the 95.8% stock interest, the transfer involves a $25,000 note of WPOR and $5,000 on open account against the station. Both WPOR and WHUM are new stations which went on the air last year.

Meanwhile, the Commission gave its consent to "concentration of negative control" of KRIS Corpus Christi (1380 kc, 1 kw) by T. Frank Smith from M. Tifford Jones through previous stock acquisitions involving no money [BROADCASTING, Nov. 11]. Mr. Smith owns 80% of the station and is business manager. He owns 60% interest in KVAL Brownsville, Tex.

FCC also approved transfer of control of KTEN Temple, Tex. (1420 kc, 250 w) and KTEM-FM from Mrs. Ruth W. Mayborn to Frank W. Mayborn, its directing head, arising out of a property settlement between Mr. Mayborn and Mrs. Ruth W. Mayborn, his wife.

INVOLUNTARY transfer of control of KGK Long Beach, Calif. (1390 kc, 5 kw) from the estate of the late C. Merwin Dobyns to Dana Latham, executor of his estate, also was given Commission approval.

CBS Answers Radio Reform Enthusiasts

Resolution Introduced by Horan Asking for Investigation

CLAMOR from Capitol Hill for reform of radio programs brought an answer from CBS last week which pointed out parental responsibility to juvenile listening habits. Lyman Bryson, director of education, declared that while many parents attempt to direct their children's reading, some of them "will not take any responsibility at all for keeping that child from listening to (radio) programs that are intended for adults . . ."

Meanwhile, a resolution to investigate "crime" programs was introduced in the House Wednesday by Rep. Walt Horan (R-Wash.). Mr. Horan called for an investigation by the Interstate and Foreign Commerce Committee to determine whether such programs are "fitting the public interest" to place restrictions on the airing of programs which "by reason of their character and large number may have the effect of stimulating juvenile delinquency and law violations in the U. S."

Mr. Bryson's answer to critics of children's radio programs came on the CBS Sunday series, "Time for Children," when he pointed out that some of the programs in question are intended for adults. The best the broadcaster can do, he said, is "to see that nothing goes on the air which would be offensive, which makes fun of the helpless or the weak, that shows scorn of any kind of honest person of any race or creed or color." That, he concluded, was what CBS was trying to do. Earlier Rep. William Lemke (R-N. D.) told the Interstate Commerce Committee that unless radio "takes steps to reform" Congress would be forced to pass drastic legislation [BROADCASTING, Feb. 3]. Commenting upon Mr. Horan's resolution the North Dakota legislator emphasized that although he felt strongly that "a remedy is needed, every means should be taken to safeguard traditional freedom of speech in radio broadcasting."
AFRA Chicago Local Asks Class B Rate

Salaries Increased

THE RADIO DIRECTORS Guild received a 10% cost of living increase for its members (directors and assistant directors) on a minimum salary at the conclusion of negotiations last Tuesday in the networks in New York. In addition, an overtime salary was raised $5 for both the assistant directors and directors. The scale, retroactive to Jan. 1, is $70 weekly for assistant directors (on all networks but CBS whose assistant directors are part of another union unit) and $100 weekly for directors. The contract extends to Nov. 1, 1947.

AFRA, IBEW Seeking New San Francisco Contracts

AFRA AND IBEW negotiators are seeking new contracts in behalf of announcers from most of the independent stations in San Francisco and Oakland. AFRA, negotiating with KBSF KSF Ksan KROW and KLX, is asking an increase in the basic salary of announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, newscast preparation or production work. Main stumbling block, according to William Hanrahan of the San Francisco Employers Council, representing the station operators, is the proposed establishment of commercial fees for announcers. The old AFRA contract with the independents expired Dec. 31.

Better progress was reported in the IBEW negotiations for a contract to replace the one which expired Jan. 1. IBEW is asking for a salary increase ranging from 20 to 25%, a minimum call of four working hours and three weeks' vacation for technicians in all of the eight stations involved.

Dispute With Musicians' Union of Tampa Settled

A DISPUTE between the Tampa (Fla.) Musicians Assn. (AFL) and Ye Mystic Krewe of Gasparilla over employment of a union band has been settled, and the annual Gasparilla Fiesta parade and festivities will be staged today (Monday) with the full schedule of music, Tom Mathews of WFLA advised Broadcasting.

The dispute arose when the Krewe, which stages an "invasion" of Tampa each year during the Florida State Fair, signed the U. of Tampa band to play on its ship. The union protested and threatened to call out other bands employed to play for the Gasparilla dances. Situation was eased somewhat when the university announced that its band would not be allowed to play after all, since 11 of the musicians were union members. However, negotiations were continued and the eventual settlement, terms of which were not made public, was reached.

Joseph Miyares, attorney for the Musicians Assn., said the union's position was that the Krewe could use any other bands as it wanted, provided it also hired a union band "as it had always done in the past."

February 10, 1947 · Page 79
Help Wanted

Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. 

- Help Wanted (Cont'd)

1. Chief engineer for new $250 watt station—no experience necessary. Be able to handle responsibility for installation of the station, be able to handle bookings. Experience managing studying studio engineers, staunts. Write in full confidence, with brief past history, experience, and salary re- quired. Excellent position in the right man. His salary is engaged in another business. Write 727, WFRB, 20 Whitley Street, Utica, N. Y.

2. Two first class ticket combination op- erators—Announcers for new class licenses in heart of hunting and fishing country. Dealer guarantees $5.50 mate. KFPR, Livingston, Montana. Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator—mender and voice delivery immediately. KXBP, Buffalo, Montana.

3. Program director—announcers. Mid- Atlantic, CBS regional with FM affiliate needs experienced program director who can do sports, news and special events. Salary $650.00 per month, $150.00 per month to experienced announcer, $750.00 to $1210.00 per month 48 hour week. Full details, references and disc to Box 740, BROADCASTING.

4. Combination announcer with first class license for midwest network station. Excellent opportunity. Address Manager, Station KFPA, Helena, Arkansas.


6. Announcer wanted immediately. Standards are high, but good potentialities are offered above average. If in- terested, contact WLSH, Liberia, Penn- sylvania. Wanted—opera- tor. \(\text{Box 675, BROADCASTING.}\)

7. Audition records will not be considered. We himself pride ourselves on announcing. Package in most cases. \(\text{Box 740, BROADCASTING.}\)

8. Engineer—first class license. Fifty dollars for four-hourly shifts. Full responsibility. Station KZOK, Odessa, Texas.

9. Must sell established radio station with excellent earnings record. Large metropolitan city. Will sell only to substantial and qualified buyers. Write BOX 741, BROADCASTING.

- Situations Wanted (Cont'd)

1. Station manager, or STATION RELATIONS MANAGER

- Employed last 10 years by 50 kw station. Experienced in managing FM developments and op- erations. Seventeen years experience in all phases of radio (except engineering); production, sales, promotion, training, and buying. Good background in all phases of new station problems, especially news and sales. Also commercials, play shows, interviews, etc. Full experiences. \(\text{Box 700, BROADCASTING.}\)

2. Must sell established station with excellent earnings record. Large metropolitan city. Will sell only to substantial and qualified buyers. Write BOX 741, BROADCASTING.

- TOWERS!!! IMMEDIATE DELIVERY!!

Uniform cross section guyed. 18 or over. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served! RADIO ENGINEERING COMPANY radio towers

- TOWNLAND ANNOUNCER-NEWSMAN

Desires change. Seven years dis- tinct and complete experience on programming, special events. Mar- ried. Prefer east or southeast. \$75 per day. Contact Box 736, BROADCASTING.

- BROADCASTING • Telecasting •

Page 80 • February 10, 1947
Announcer, 24, married. Trained especially for commercial, news, record programs. Have little writing experience. Want small personal ad. Am not afraid to give me experience. Am interested in BROADCASTING. Available. Box 728, BROADCASTING.

Time salesman: A go-getter especially local accounts. Vet., married 1 year experience in nationwide position but desire opportunity to prove self. Box 750, BROADCASTING.

Station Manager: Now managing one of nation's most successful new metropoli- tan stations. All experience in San Francisco, where Florida passed. Past record unequalled for honest practices and making profits. Particularly interested in BROADCASTING. Available. Box 738, BROADCASTING.

Young family man with year and half announcing experience. Secure weeks position with future. Box 739, BROADCASTING.

Program director, news editor, ten years experience, including network and press association duties. Excellent permanent position with progressive eastern or midwest station. Best of references. Box 740, BROADCASTING.

Announcer looking for good opportunity in progressive station. Young, ver- satile, with voice that sells. Trained at Radio City, Dixie and Florentine on re- quests. Box 741, BROADCASTING.

Station Manager. Aggressive, alert. Solid background of 10 years in station operation, production and development of com- mercial sales. No "rocking chair" ex- pectations; have never had. I have the practical experience and can function as engineer, writer, announcer, worker. Good administrator, New York personal agency with top radio facts. Interested in stock participa- tion. Box 742, BROADCASTING.

Experienced newspaperman with considerable experience in radio newsroom in Miami. College degree. Desires permanent connection in radio newsroom department. College, school, box references. Will go anywhere. Box 743, BROADCASTING.

Versatile announcer—Veteran, 22 years experience. Top-notch graduate in radio announcing. Ascend on commercials, newscasting, musical shows. Need experienced, know how to handle all phases of announcing. Available—Ver- satile 3 man announcing staff, average age 24, aggregate ex- perience 9 years, presently employed, in package for $150 weekly plus talent. Two week notice. Box 751, BROADCASTING.

Chief engineer—Competent, thoroughly experienced, 36 years in radio and network experience. Development and field engineering of all radio equipment, manufacturer. Available to assist with near and distant locations. Prefer midway. Box 752, BROADCASTING.

Say listen! What's wrong with your guys? I've been advertising the last few weeks and you just don't have the man to do what you have in mind. There isn't room in radio for good pro- gram directors. I can come to a three year contract to learn all about us. Just drop a line to Box 754, BROADCASTING.

FOR SALE

Pacific Northwest Major Market Radio Station

Old, well established, fulltime morning crew, 1600 watt revenue, more possible. Good possibilities increase power which will enhance property. Blue. All equipment. Contracts, worth while. Estate where major west market will go with standard station. 4000 linear, $96,000. Box 738, BROADCASTING.

Write or Phone

BLACKBURN-HAMILTON CO.

RADIO STATION

250 Montgomery St.
San Francisco, Calif.

Exhibit 5672 National 7405

BROADCASTING • Telecasting

Situations Wanted (Cont'd)

Announcer—Exceptional voice interested only in fulltime. Will do any kind of work from this coast to midwest or east. Capable of handling every situation. Will do any kind of work for $50.00 plus talent. 16-inch transcription available. Full time. Box 764, BROADCASTING.

Announcer—If you want to add some class to your station. Have built and re-built that waiting audience, address Box 764, BROADCASTING.

For Sale

Best offer takes Temco transmitter. 250 watts, new. Complete. Includes loud speakers and cabinets, ceiling, scope, floor space, all or part. Box 520, BROADCASTING.


For Sale: Excellent composite 250 watt transmitter; new; never used; splendid instrument. Eastern Shore Broadcasting Company, Preston, Maryland.

For Sale: Western Electric 10 frequency monitor, can be rebuilt for reasonable charge. Box 755, BROADCASTING.

250 watt composite transmitter all ready to go. Taken out of service October 1, 1947; make it P.O.B. KOCO, Coos Bay, Oregon.

1 Western Electric 33-3 (5 kat) antenna control unit; 9081-5 (5 kat) antenna shunt antenna coupling units; 1 WE 2-4A monitor unit; 1 WE-104-3B-A. Available Immediately. Write Radio Station WVL, 1627 N. Atlantic Ave., Ft. Lauderdale, Fla.

For Sale: 100/250 watt composite broadcast transmitter complete with com- mand and control equipment. Western Electric planar limiter. Now in use available. Offer or write Doyle Osman, KKO, El Centro, Calif.

Announcer—Here's an outstanding buy. Excellent 250 watt network affiliate earning better than 200% southern independent market. This property is priced right for quick acquisition. 250 watt BROADCASTING. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., Washington 7, D.C. P.O. Box 225 Montgomery St., Exbrook 5672.

WANTED TO BUY

Existing or interest in proposed 250/500 watt station in southwest. Replies con- sidered. Box 751, BROADCASTING.

Wanted to buy—250 watt AM trans- mission and studio consoles. Give full details. Box 714, BROADCAST-

CASTING.

Tower 200 feet; self-supported or guyed; support 40, 60, 80, 100, 120, 160, or 200 feet. Give price and full details. Box 805, Morgantown, N. Y.

Wanted: Vertical lateral pickup assemblies, new or in good condition. Write Western Radio Systems, 3004 Seventh Ave., Los Angeles 10, Calif. Send information and price to WIND, Binghamton, New York.

Wanted to purchase—General Radio Co., KPFT, Longview, Texas.

Wanted to purchase—A minimum of $15,000 for a new or used AM for consider dealer contract. Post Office Box 503, Lancaster, S. C.

Miscellaneous

Partner, proposed FM station. Prefer established announcer, veteran in the business. 1450, Box 1298, Hollywood, California.

Partner, established announcer, veteran in the business. 1450, Box 1298, Hollywood, California.

Jockey's comedy collection. 2.00 Klein 837 Reg. 2.00, Embossed 837 Reg. 2.00. We are offering our entire radio station appraisal—Property values, market analyses. George R. Japert, 408 Mears Bldg., Little Rock, Arkansas 16, Mame, Hancock 4934.

Have $5000 to invest in local station that in sale. Have some real estate in town want me to manage. Desire active management—Invest. Box 752, BROADCASTING.

CPA Approval is Given For New Don Lee Bldg.

DON LEE BROADCASTING SYSTEM, Hollywood, was granted Civilian Production Administration approval to construct new studio and executive office building on Vine St., between Fountain and Homewood Aves., in that city's "Radio Row." Estimated cost of structure was given at $984,000.

Providing 112,000 square feet of space, three story and basement re- inforced concrete structure was approved because network is be- ing invited from present quarters at 5515 Melrose Ave. by RKO Radio Pictures. Basement and high first floor will be devoted to broad- cast studios with second and third floors given over to offices.

Besides Don Lee network, structure will house KHI and KHI-FM and serve as West Coast headquarters for MBS.

TO WEST COAST

DEEKS TERRY, president of ASCAP, will head a group of the society's leading members in New York Feb. 20 for Hollywood where a regional meeting of West Coast ASCAP members will be held early in March. New York party also will include John G. Payne, general manager; J. Bergman, treasurer, and Gene Buck, director and for- mer president.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio experience—you may not have capitalized on your talent. Now is the time—more and more people are entering radio and developing their capacities to the fullest degree.

Ernest M. Wolfs, managing editor, for CBS News—"My work as a news editor has greatly improved as a direct result of my training in this School. My knowledge and broadcasting ability has been im-

mproved greatly.

The National Academy of Broadcast-
ing—oldest school in America teaches—has a complete course of study, including scheduling, writing, reporting, etc. Under the direction of Allen Keath, nationally famous author and educator, GI accredited.

* Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING

1884 Irving St.
N.W., Dept. 120
Washington 10, D. C.

February 10, 1947 • Page 81
Wireless Operators Will Dine at Astor

Marconi Medals to Be Awarded At 22nd Anniversary Dinner

THE VETERAN Wireless Operators Assn. will celebrate its 22nd anniversary with a "United Nations-Communications for Peace" dinner at the Hotel Astor in New York, Saturday evening. Feb. 15. Marconi medals will be presented as follows: The Marconi memorial service award plaque to the UN; a Marconi memorial medal of service to the Army; and a Marconi commemorative medal to the Navy; Marconi memorial medals of merit to Capt. Fred Muller, USNR, in recognition of "40 years of progressive achievement in the radio—form apprentice seaman in the Navy to four-star general electronics officer of the 16th Fleet"; a Marconi memorial commemorative medal to Edward H. Lynch; a Marconi memorial commemorative medal to Arthur H. Siman, general manager of the World's Fair Radio Service Corp.; a Marconi memorial commemorative medal to Arthur H. Siman, general manager of the World's Fair Radio Service Corp.; and a Marconi memorial commemorative medal to Frank W. Godley, commemorating his conquest of the Atlantic by amateur radio on 200 meters. Among the honored guests at the dinner will be: Francis Colt de Wolf, chief of telecommunication section, State Dept.; J. E. Popple, president, Television Broadcasters Assn.; E. K. Pettit, Federal Communications Commissioner; George W. Bailey, president, American Radio Relay League; W. P. Ready, president, National Assn.; E. A. Nicholas, president, Farnsworth Television and Radio Corp.; George F. Adair, chief engineer, FCC. William J. McGonigle, president of the Veteran Wireless Operators Assn.

Raytheon Equips Over 120 Stations in Year

RAYTHEON MFG. CO., New York, has sold more than 120 complete AM and FM radio station installations during its first year's operation, and now has more than 260 stations on its books, the firm reported last week. Of the 120 complete AM and FM station installations, 86 are more than 75 miles from the factory. Complete lines of AM and FM transmitters of from 250 to 10 kW output, plus a complete line of high-fidelity input equipment suitable for either AM or FM broadcasting have been developed during the first year of operation. Volume production of the higher powered FM transmitters will start in February and deliveries will begin early in March, company reported.

Restrictions on U. S. Radio Reporters Abroad Regretful, Edward Murrow Says

WHEN RADIO reporters are free to roam the world using the microphone as a means of reflecting conditions as they are, not as some government says they are, radio will come into its full inheritance, Edward R. Murrow, CBS vice president in charge of public affairs, told the Fourth National Conference of Public Relations Executives at a dinner held Feb. 6 at the Waldorf-Astoria, New York.

"Of course," Mr. Murrow pointed out, "foreign radio reporters are free to do that in this country now. That our reporters are not equally free to do so in many foreign countries is a source of real regret to everyone who believes in the free flow of ideas."

"Freedom of information and the right to pursue and publish the truth invariably reduces the number of shortwave listeners," he continued. "The least amount of short wave listening occurs today in countries which have the greatest amount of freedom of expression."

As of December 1946, Mr. Murrow reported, the Soviet Union was broadcasting 276 hours of foreign language broadcasts each week. "Add to that," he said, "the 150 hours broadcast by Yugoslavia, Czecho-Slovakia and Poland, and you have 435 hours of shortwave broadcast time devoted to selling the Russian idea. The BBC during the same week devoted 705 hours to shortwave output, while the United States broadcast a total of 395 hours, 15 minutes. The record speaks for itself."

WMC-FM Is Set to Begin Broadcasting by April 1

WMC-FM Memphis is planning to go on the air April 1 with an interim antenna of the first FM station in Memphis. The antenna is on top of the 21-story Exchange Building. According to H. W. Slavick, manager of WMC and WMC-FM, the FM broadcasts will start on a six-hour daily basis. Promotion will include dealer meetings, demonstration receivers in schools, department stores and hotel lobbies, and an educational campaign on WMC and in newspapers.

The station will erect a 640-foot tower surmounted by a 108-foot RCA tower section Pylon antenna on its present AM transmitter site near Five Point, Tenn., about 4½ miles from Memphis. The 50-kw RCA transmitter is expected to be in use by Jan. 1, 1947 and develop an effective radiated power of 15 kw. With completion of the new tower, present AM transmission will be dismantled, and AM programming will use the new FM facilities.

Excise Tax Cut Is Asked By Radio Manufacturers

MANUFACTURERS of radio sets would rather have a cut in the 10% radio excise tax than a reduction of their own income taxes, Joseph Geri, chairman, and A. H. Gardner, vice chairman of the Radio Manufacturers Assn. Excise Tax Committee last week informed Senator Eugene D. Millikin, chairman of the Senate Finance Committee. Mr. Geri is president of Sonora Radio & Television Corp., Chicago; Mr. Gardner is president of Colonial Radio Corp., Buffalo.

Cut in the tax would permit lower set prices, greater production and more jobs, they wrote, and also emphasized the public service achievements of the broadcasting industry. They added that the tax has harmed AM and has slowed FM and TV development.

RMA Names Legislative, Public Relations Groups

NEW committees have been named by R. C. Congrove, Aviation Corp., president of Radio Manufacturers Assn., one to handle Federal and legislative matters and the other public relations policies.


More and More Local Advertisers Are Using WFMJ

At Less Cost Per Listener . . .
You Can Do So Too

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

COMING SOON
5000 WATTS

INVEST YOUR AD DOLLAR

WCKY
50,000 WATTS OF SALE POWER

WRITE, WIRE OR PHONE

JOHNNY GILLIN
OR JOHN BLAIR

Page 62 • February 10, 1947
WIBC Resumes Operation After 3-Day Strike Ends

A STRIKE of radio technicians which had kept WIBC Indianapolis off the air for three days, Feb. 1-3, was settled late last Monday and the men were ordered by International Brotherhood of Electrical Workers officials to report back to work at 5 a.m. the following day.

The strike had been called by Radio Broadcast Technicians Local No. 1225, IBEW (an AFL affiliate), following expiration of the old IBEW contract with WIBC at midnight Jan. 31. Chief point at issue, according to George C. Biggar, general manager of WIBC, was the wages provision of the new contract. In the negotiations between the station and the union, Mr. Biggar represented WIBC and John A. Thompson international office of IBEW.

At WIRE, where the technicians' contract with the station also expired on Jan. 31, there was a similar dispute over provisions of the new contract, but the union did not call a strike there.

Steps Up Coverage

KVOR Colorado Springs increased the number of its newscasts to 14 a day during suspension of publication of the city's morning and evening newspapers, the Gazette and Telegraph, Ernest Shupe, manager of the station, states.

HOW TO CATCH AN EAR

Snagging San Francisco-Oakland Bay Area ears takes a lot of ear fishing know-how and KSFO has the formula down pat. For many years KSFO has provided the Bay Area with music, music, music every day. The results are more than satisfactory as KSFO advertisers will attest.

Yes, three out of four (pairs of) Bay Area ears said they prefer KSFO to any other Bay Area independent station.

So, if you have a message to pour into a Bay Area ear, use KSFO for economy and sales effectiveness.

Ask any Universal Radio Sales representative for KSFO's music story.

WOPF FM Operations Are Aided by Jeep

WOPF-FM, which has been originating all programs from its two-way transmitter building atop White Tower in Virginia, since it began operating with full radiated power of 10.4 kw on Jan. 4, has been installing an ST-link between the Bristol, Tenn., studios of WOPI and the transmitter and hopes to be able to originate programs from the main studios in Bristol about Feb. 15, W. A. Wilson, president, and general manager of the station, reports.

Meantime, a jeep has been playing an important part in the operation of the new FM outlet. The transmitter site, in Washington and Grayson counties, Virginia, is 35 air-line miles from Bristol, and there are no telephone connections or other means of communication (except radio) within 20 miles of it. Bad roads in the winter months make it impossible for car or truck to get within three miles of the transmitter building. Transmitter personnel, therefore, have used the jeep to drive to town to stock up with food and other necessities.

Mr. Wilson reports that up to Feb. 1 WOPI-FM, which broadcasts on 96.9 mc, channel 245, and received reports of reception from points as far distant as Charleston, S. C. Best reception, however, was reported within a radius of 150 miles from the transmitter, he states.

In addition to the studio control room, from which all programs have been originating, the WOPI-FM transmitter building's second floor contains a transmitter room, two bedrooms, a dinette and a bathroom. On the first floor are a 50 kw Diesel engine with ample room for a second, a furnace, laundry tray, washer and a storage room, with sufficient space for the jeep and an automobile.

Forms Own Agency

FORMATION of the Corbin Advertising Agency by Harold Metzendorf, with offices located temporarily at 73 Reade St., New York, was announced last week by Mr. Metzendorf, who until recently was with the Lawrence C. Gumbiner Agency as assistant account executive. The Corbin Agency is now serving four clients: E. J. Willis Co. (make-up salons), New York; Advertising Corp. of America (leather gift items), New York; Standard Arcturus Corp. (radio tubes), Newark; Hydraulink Co. (plastic paper moisteners), Roselle, N. J.

CBS Dividend

CBS board of directors, meeting Feb. 6, announced a cash dividend of 10c on the common stock, payable March 7 to stockholders of record at the close of business Feb. 21.

French Firm Given CBS Color License

Plans to Submit Video Proposals To Government of France

SADIR-CARPENTIER, French communications manufacturer company, has become the first foreign organization to receive license to manufacture color video transmitting and receiving equipment under the CBS patents for sequential video color, CBS reported last week. Sadir-Carpentier, in the announcement said, is planning to submit proposals to the French government for the establishment of a national color television broadcasting system in France.

A group of the company's engineers will visit the United States early this spring to make a detailed study of CBS video techniques, headed by Jean A. Widemann, who became television head of the French company last year when Yvon Delbord, who formerly held that position, was appointed chief of the government television department of the Centre National des Communications.

Expressing gratification at the interest of Sadir-Carpentier in color television, CBS President Frank Stanton disclosed that "a high degree of interest has been shown in the CBS color television developments by a number of television organizations in foreign countries. For many of these countries," he pointed out, "the problem will be simpler than it is here in America because they have not yet instituted regular black-and-white television service, and therefore can make a fresh start, unhampered by outmoded methods and equipment."

Sadir-Carpentier is the fourth major concern licensed by CBS under its color television patents. The other three, all U. S. firms, are: Westinghouse Electric Corp., General Telecommunications Laboratories and Bendix Radio Division of Bendix Aviation Corp.

Award for Best Student Radio Writing is Offered

THE SAN FRANCISCO Press Club has launched its second annual scholarship competition among students of Northern California high schools, which will include an award designed to create interest in radio writing.

The award—a $250 scholarship to any university of the winner's choosing—will be granted to the senior high school journalism student who submits the best dramatic radio script based on the phase of the historic development of newspapers.

The scholarship, together with three others to be given for the best news and feature stories and best photo submitted by journalism students, will be presented at a Press Club Junior Gang dinner on April 26.

Uncle Sam's Weight is Shiftin'

FOR COVERAGE OF NORTH CAROLINA'S NO. 1 MARKET

WSJS

NBC Station for Winston-Salem Greensboro High Point

Represented by Headley-Reed Co.
Inter-City Television Relay Rights for Radio Requested

ALLOCATIONS permitting broadcasters to establish inter-city television relay links and specific authority for the broadcasting of television programs from one station to another were requested last week in hearings before FCC on proposed allocation of frequency allocations between 1,000 and 13,000 mc. Philco Corp. asked that broadcasters be allowed to use the frequencies proposed for television pickup and STLcies with Allen Rollo, President of the Society of Motion Picture Engineers, presented SMPB's opposition to the proposed allocations. He contended that all services covered in the plan should be allowed to continue research and development and that therefore the band should be retained for experimental purposes.

Raytheon Manufacturing Co. asked for assignment of one channel at the lower end of the 3,700 mc band for FM STL Richard F. Lewis of WINC (FM Winchester, Va.) said that "in order to use STL equipment for operation in the present band below 1,000 mc. he is now using Raytheon equipment operating in the 3,700 mc area and that it works perfectly.

The Commission's proposed allocations plan assigns television pickup to 1,295-1,425 mc, and television pickup and STL to 6,800-7,050 mc and 12,500-13,000 mc. Common carriers also have the right for these frequencies with television licenses.

NBC Renews Schwerin Contract For Program Pretesting System

WITH THE MAIN objectives of providing radio advertisers with a means for pretesting summer replacement programs and with a view to follow their radio commercial and television commercials for the radio-phonograph produced a drop in audience reaction score of 25%. This unfavorable attitude carried over to the final commercial, for RCA records, when the score fell off 14%. When these commercials were used again without change in copy but with the order reversed, the commercial for records caused the audience reaction score to drop only 9%; and only 18% for the instrument commercial.

Each individual participating in a reaction test is classified in 24 ways—age, sex, education, occupation, marital status, etc.—so that the factors which are different in listeners and non-listeners to the program may be discovered and studied, Dr. Schwerin said. He also stressed that the single commercial was well liked and remembered by women, but not by men, which was unfortunate as the product advertised is used exclusively by men.

Upcoming

FEB. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.
FEB. 15: NAB-Public Affairs Executive Committee, Baltimore.
FEB. 15-16: SMPB Conference on Station Problems, Oklahoma City, Okla., and Skirvin Hotel, Oklahoma City.
MARCH 5-6: NAB Standards of Practice Committee, Washington.
MARCH 7-9: Assn. of Women Broadcasters, Statler Hotel, New York.
MARCH 15: Assn. of Women Broadcasters, Executive Committee, Conference, Cornell U., Ithaca, N. Y.

John Rutherford

JOHN ALFRED RUTHERFORD, for two years an engineer at WQBS Miami, has changed jobs. Feb. 1 in Miami, 40 miles from Miami. With him at the time of the fateful accident were his wife, Ada, and their 10-year-old son, Richard. The trio was just starting a three-week vacation trip. Mr. Rutherford had been with WIRE Indianapolis and WHAS Louisville before joining WQBS.
State Dept. Approval Acceded World Broadcasting Foundation

FIRST indication that the long-discussed International Broadcasting Foundation first disclosed by Broadcasting (June 24, 1946) has found official favor. This controversy was revealed Thursday when Secretary of State George C. Marshall urged high priority for "legislation authorizing the Government to operate internationl radio broadcasting facilities through a publicly chartered corporation."

Assistant Secretary of State William Benton has been working on the plan for a year and has submitted it for comment to NBC, CBS, Crosley Corp., General Electric, Westinghouse, Associated Broadcasters of California and Worldwide Broadcasting Foundation of Boston. It has now gone to Capitol Hill where Senate President pro temp Arthur Vandenberg (R-Mich.) will refer it to an appropriate committee for study.

The proposed International Broadcasting Foundation calls for a 15-man board of trustees appointed by the President, with the chairman as the only salaried operating member. The foundation would plan its broadcasting with overseas consumption only on the theory that the United States interests must be represented on the air, but this cannot be done adequately by Government control of the private industry operating singly.

Officials explained that the United States has only 56 frequencies for use on overseas broadcast bands and no likelihood the range will be increased in the foreseeable future. Centralization is proposed for allocation of time and establishment of facilities in view of these limitations.

But on most other matters, such as whether the foundation would sell time commercially, decision would be left to the discretion of the board.

Congressional control of the foundation would be imposed through a yearly review and during action on appropriations.

NBC, CBS

(Continued from page 18)

stations, however, would continue active membership, paying in their appropriate income bracket classifications. It is estimated that NBC and CBS owned and operated stations are paying dues totaling between $25,000 and $30,000 annually in addition to the flat network fees.

Graduated Fees

Associate NAB members now pay graduated fees, with no assessment exceeding $1,000 a year under the scale fixed by the board. In addition to gross revenue, equipment and research firms as well as station representatives.

Associate membership would remove from the board Mr. Stanton, as CBS member, and Frank M. Russell, NBC vice president, who is the oldest continuous member in point of service, unless they were permitted to sit as observers.

Last week's events were reminiscent of several similar controversy in the NAB ranks during the last two decades. The last crisis developed in 1942 during Neville Miller's tenure as NAB president.

At that time NBC President Trammell, in a letter to the board, proposed to withdraw his network from active membership and at the same time lashed out at those who made what he described as "senseless criticism."

NBC has now agreed to abide by the NAB rules and will pay its dues for 1942.

MBS DAYLIGHT SAVING PLAN LIKE LAST YEAR

THE MBS DAYLIGHT saving time plan for 1947, as announced by the network last week, will be exactly the same as was followed in 1946, with live broadcasting adhered to wherever possible in all time zones. Where unavoidable conflicts occur between network and local program schedules, the observation or non-observation of daylight saving time, Mutual shows will be recorded and played back one hour later.

In making the announcement, E. P. H. James, MBS manager of sales operations, said, "We will try to make our plan of operation flexible enough so that conditions in each time zone and at varying hours of the day are fully considered with a view to minimum disturbance in listening habits. Thus, if a majority of favorite programs are heard in a given region at the same time, we will try to adhere to that time schedule. If the listeners in another region have become used to adjusting themselves to time-tables one hour later, we will work to keep the changes to a minimum."

Mr. James added that this "requires considerable extra expense for additional facilities and even so we cannot take care of every situation with a perfect solution."

Local 802 Effects Bargaining Recess

NEGOTIATIONS between networks and the AFM's Local 802 of New York to reduce the wage sacrifice, as reported last week as local officials previously studied the progress of bargaining elsewhere.

It was believed that the New York negotiations would be resumed today. The conclusion of conferences in Chicago (See story page 79). Although there was no reason to believe that wage scales established elsewhere would become a precise pattern for New York, there was little doubt that the outcome of the Chicago Large was to be at least as far.

A blanket wage increase of 18½% to which network stations in Chicago had reportedly agreed was greater than the raises which Network negotiators were said to have offered Local 802.

No official announcement of the networks' counter-proposals was forthcoming in New York, but it was said yesterday that no wages established there exceeded no more than 16½%. Meanwhile, it was understood that Local 802 had reduced its original demands. Although the amount of wage increases which Local 802 now was seeking was a carefully kept secret, it was believed that the increases averaged between 25 and 30%. The increase.

Color TV Field Tests Are Continued Despite Handicap of Severe Weather

HANDICAPPED by cold, windy weather and by icy roads that made driving a hazardous enterprise, field trucks supplied by CBS and Du Mont set out last week with representatives of CBS, Du Mont, Philco, RCA, the FCC and the National Bureau of Standards for the first public testing of the CBS uhf color video broadcasts before today's resumption in Washington of the FCC hearing of the CBS application for the right to commercialize the color video by the network's sequential system. FCC decision is expected early June.

The test conducted by the companies opposing the CBS application, called for reception of the color video signals in Bronxville, Yonkers, Nyack, Newburgh, N. Y., and in Milburn, Cedar Grove and Passaic, N. J., with the opening test to be made at the Bronxville home of Dempster McIntosh, president of the International Division of Allied. In the other test cities, the location was determined by E. C. Allen of the FCC Technical Information Service, who when blindsfolded stick pins in the maps. Agreement to test日の offer of its field equipment, which receives the uhf signals in black-and-white only, was reached Tuesday evening at a meeting at CBS, where the plans were explained. Tests will be under the supervision of the CBS color television system, and J. W. Wright, CBS chief radio engineer.

February 10, 1947 Page 85
At Deadline...

FEDERAL COURT UPHELD FCC DENIAL OF WVOV SALE

SUPREME COURT test of FCC's denial of $300,000 WVOV New York sale to Murray and Meyer Mesters resumed likely Friday. Three-judge special Federal court in New York upheld FCC's action denying sale on grounds Mesters are not qualified. Court said: (1) FCC is not bound by past determinations inonstant with Mester cases; (2) FCC can deny transfer if transference is "not of good character," and "character" includes involvement in civil litigation; (3) FCC may investigate applicants' general character without first calling for "all-inclusive" character data.

Court's decision denied motion of transfeere Arde Bulova and Harry D. Henshel to have Mesters' suit dismissed on ground that sales contract, since it required FCC approval, was nullified when FCC failed to approve.

STERN TO TESTIFY


1290 kc GRANT SET ASIDE

FOUR-MONTH-OLD grant to Ken-Sell Inc. for new 1-kw daytime station on 1290 kc at W. Palm Beach, Fla. [Broadcasting, Oct. 21], set aside by FCC on petition of WTOC Savannah, which uses 1290 kc with 5 kw. Ken-Sell application set for hearing, with WTCO as intervener.

FCC CLOSING FLOOD

(Continued from page 4) applicants invited to Failures to attend, FCC said, "will be construed as indicating that such applicants do not desire to participate in the expediting plan"; although their applications will be considered, they will not be accorded amendment privileges provided for participants in expediting plan.

Applications submitted by Friday included: Alf M. Landon, former Kansas Governor and 1936 Republican nominee for President; a request to increase 1-kw daytime use of 1190 kc at Lebanon, Kan., and, with three partners, fulltime with three partners, fulltime; and 250 w at Liberals, Kan.; KXSA Seattle increase from 1 to 50 kw directional and fulltime instead of limited-time operation on 770 kc (WJZ New York, dominant); KFAB Los Angeles, move from 960 to 620 kc (WWCC Minneapolis) and increase from 5 to 50 kw with DA.

NEW MISSOURI OUTLET

ORDER issued by FCC Friday granting Audrain Broadcasting Corp.'s application for new 250-w station on 1340 kc at Mexico, Mo., and authorizing KHMO Hannibal, Mo., to move from 1340 to 1070 kc and raise power from 250 w to 5 kw day, 1 kw night, DA fulltime. Audrain owners include John A. Badaraco, owner of electric appliance company, president and treasurer (16%), and his wife, Lois F. (14.4%); B. E. Emerson, associated with Courier Post (licensee KHMO), secretary (22.4%); Wayne W. Cribb, KHMO manager (22.4%), and his brother, Vance Cribb (6.8%).

KBIX GETS RENEWAL

CANCELLING third "Blue Book" hearing, FCC Friday announced regular license renewal for CANCEL KFUX on 1080 kc. KBIX on one of seven stations originally set down for renewal hearings involving programming. Two, WIBG Philadel- delphia and KGFL Los Angeles, have since won non-hearing renewals; WOTL Tole- don, Ohio, has been held in abeyance; KONO and KMAC San Antonio slated for March hearings; WBAL Baltimore to be heard Feb. 24 with Pearson-Allen application for WBAL facilities.

NABET REQUEST DENIED

FCC DENIED National Assn. of Broadcast Engineers & Technicians (NABET) request to reopen record on WDNC Durham, N. C. application for regional operation to receive evidence concerning alleged unfair labor practive [Broadcasting, Jan. 27]. WDNC, on 1490 kc with 250 w, has proposed grant for 620 kc, 5 kw day, 1 kw night, DA fulltime.

NYACK COLOR TEST FAILS

ENGINEERS field testing CBS video color reception in Nyack Friday reported uhf transmitter failed to produce usable signal although good signals received from both NBC and CBS low band black-and-white transmitters. Understand testing group will not go further north, although original schedule called for tests at greater distances from transmitter.

TELECOMMUNICATIONS MEET

WORLD Telecommunications Conferences begin at Atlantic City with Radio Adminis- trative Conference May 15, State Dept. announced Friday, Plenipotentiary Telecommunications Conference, Short Wave Broadcasting Conferences to follow. Arrangements were completed in collaboration with International Telecommunications Union [Broadcasting, Sept. 23, 1946].

TULSA CLASS B FM GRANT

WESTERN CENTRAL Broadcasting Co.—Oklahoma Gov. Robert S. Kerr (board chairman) and E. K. Gaylord, president of Oklahoma Publishing Co. (president)—received condi- tional grant for Class B FM station at Tulsa, Okla. West Central has AM grant for WEEK Ponca, III., and is applicant for Tulsa AM.

RCA BOARD Friday declared dividend of 25 cent per share on preferred stock which preferred stock for period Jan. 1-March 31, 1947. Dividend payable April 1 to holders of record at close of business March 7.

People

JOHN L. MERDIAN, program director of WSTV Cleveland, Ohio, named general man- ager of WPIIT Pittsburgh, newest in Friendly Group, scheduled to take air in April with 1 kw on 780 kc.

MAJ. GEN. H. C. INGLES, Army's chief sig- nal officer since July 1, 1943, to be retired March 31 at his request.

WILLIAM J. SLOCUM, CBS director of special events, resigned Feb. 7 to devote full time to writing memoirs of Elmer Irey, former co- ordinator of Treasury law enforcement agency. Book will be published by Simon & Schuster.

WBAL PLEA DENIED

FCC Friday denied WBAL Baltimore's petition for postponement of Feb. 24 consolidated hearing on its renewal application and application of Drew Pearson and Robert S. Allen for WBAL's 1990 kc 50-kw facilities. WBAL's further request that FCC correct its Blue Book references to WBAL operations also denied.

MIAMI FAX DEMONSTRATION

WQAM, Miami Herald station, to begin demonstra- tions of facsimile edition next month,plans regular use of facsimile in fall, Pub- lisher John S. Knight announces. Scarcity of receivers is handicap, he says.

FCC Rules & Regulations amended (Section 3.104) Friday to specify that FM applications filed before July 1, 1947, need not specify particular frequency unless applicants are di- rected to do so by FCC.

Closed Circuit

(Continued from page 4)

they are urging President Kobak to hold at least one of quarterly sessions in Washington each year.

WHOLE subject of international copyright protection may be next problem dumped in UNESCO's lap. Besides opposing new Pan American copyright convention, recording firms and NAB join move to have whole world copyright mess cleared up at one time. U. S. is not party to Berne copyright convention.

PLETHORA of grants for both standard and FM stations has aroused interest of many banks, called upon by applicants and grantees for financing. Nature of information being sought goes to operating costs for various classes and sizes of stations and other standard financial data.

ALTHOUGH Associated Bell companies of AT&T have been requesting increased rates for toll and other types of service with various state commissions, rates for broadcast circuits have not been altered.

POST-MOSCOW Conference of delegations representing United Kingdom, USSR and France to consider continental allocation prob- lems covering Europe's standard broadcast band, originally scheduled for Feb. 3, has been postponed about 10 days. While conversations have no direct bearing on broadcast allocations in our hemisphere from international standpoint, disposition of broadcast channels in Europe nevertheless is of more than cursory interest here.
In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW
THE NATION’S MOST MERCHANDISABLE STATION

Nielsen Radio Index February-March, 1946
Tain't easy, but you don't skin your nose if you have know-how.

And you don't skin your nose in a radio buy without a rating, if you use WOL's know-how.

Take WOL-created "Man behind the Band"—a show with a personality, simple format, modest contest. Though its rating history has never exceeded a 3.0, a sponsor old and wise in the ways of Washington advertising snaps it up, puts it on at 7:15 PM across the board.

The first week 970 hunks of mail come rolling in. The gimmick? No washing machines or refrigerators... just a couple of movie passes given for the first correct answer in the mild contest.

What does it prove? Only that you don't have to have ratings in Washington to get results... but you need a sponsor wise enough to realize it! This particular sponsor is happy as a lark.

Ask Katz or us, and we'll do some fancy turns for you, just as we have this past year for Washington advertisers* who increased our local billing 48%.

* Including Washington's three largest radio advertisers, all of whom are on WOL—two on WOL exclusively.

Lookit ma... no hands!