That WOR is here to celebrate its 25th Anniversary this month, is the result of a number of sound and basic beliefs. Among them...

WOR has always watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This awareness, this eagerness to pioneer, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. That it works, is repeatedly reaffirmed in scores of surveys and 107 enviable success stories.
STORM WARNINGS:

"No School Today in Akron, Iowa"

When Ol' Man Winter "blitzed" Big Aggie Land with a blizzard, February 7th, 71 schools in 3 states called WNAX by long distance requesting that we announce: "No School Today, Because of the Storm." Many of these same schools had us instruct parents and pupils to listen to WNAX for future announcements as to when their schools would reopen. Furthermore, during this same storm, we carried 43 service announcements about cancellations of band concerts, basketball games, Farmers Union meetings and many other scheduled get-togethers.

Kinda goes to show you why folks here in Big Aggie Land look to WNAX as a clearing house for all important information... whether it's about blizzards... or an advertiser's product or services.

WNAX is affiliated with KBNX, KNET, and KMTT. For the complete story, ask at the Katz Agency.
On Saturday, December 14, The Yankee Network introduced to New England a new public service feature — The Yankee Network Institute, organized to function as a separate unit within The Yankee Network and to present a series of regular programs devoted to the advancement of art, science, law, medicine, social welfare and education in New England.

Yankee now presents a broad, integrated series of programs as a continuous weekly feature, enlisting the talents of outstanding personalities for authoritative panel discussions or expert individual presentations of special subjects.


The Institute Forum, for panel discussions, is a Saturday evening program, 7:00 to 7:30. The Institute Journal — Saturday afternoons, 2:30 to 3:00 — presents individual speakers with such special subjects as "The Atomic Age" — "Research in Cancer" — "Scientists of the Future" — "The Outlook for Drama" — "Post War Music" — "The G.I. as a Student" — "Medical Problems" — "Universal Military Training" — "Business Prospects" — "Sales Management."

PERSONALITIES WHO HAVE APPEARED ON YANKEE NETWORK INSTITUTE PROGRAMS

(Partial List)

Francis J. McCabe
Chief Justice, Juvenile Court of Rhode Island.

John J. Connolly
Presiding Justice, Juvenile Courts of Boston.

Arthur W. Blakemore
Famous lawyer and legal writer.

John F. McSweeney
Superintendent Boys' Parole Division, Massachusetts Training Schools.

A. Frank Reel
Secretary-treasurer, American Federation of Radio Artists. One time defense counsel in the Yamashita trial.

Bernard L. Alpert
New England regional director National Labor Relations Board.

William S. Lawrence
Science editor, New York Times, twice winner of Pulitzer prize for reporting, one of the few four-time observers of atom bomb explosions.

Mrs. Leslie Cutter
Chairman Aviation Commission, representative in the Massachusetts Legislature.

Sybil Holmes
Former state senator in the Massachusetts Legislature and former assistant attorney general of Massachusetts.

Philip Nichols
Professor of taxation, Boston University.

Harlow Shapley
Harvard professor, director of the four Harvard observatories, international authority on astronomy, president of the American Association for the Advancement of Science.

Arthur Fiedler
Founder and director of the famous Boston Pops and Esplanade Concerts.

Dr. John F. Conlin
Chairman, Massachusetts Society for Medical Research.

Corinne Mead
President of the Massachusetts Library Association.

Paul F. Clark
President, John Hancock Life Insurance Company.

Channing Cox
Former Governor of Massachusetts, president of the Boston Chamber of Commerce.

Dr. Glenn N. Merry
Professor of marketing, New York University.

John R. Davis
Vice president, Ford Motor Company, Dearborn, Michigan.

Edwin N. Griswold
Dean of Harvard Law School.

Carter Davidson
President, Union College, Schenectady, N. Y.

Dr. Daniel L. Marsh
President, Boston University.

Howard Blakeslee
Science editor of the Associated Press.

Harry Davis
Science editor of News Week, authority on radar.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 52nd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
WHEN PRESIDENT TRUMAN leaves on jaunt to Mexico City March 2, J. Leonard Reinsch, managing director of Cox radio stations and radio adviser to President, will be in official retinue.

DESPITE surface calm, news trouble is brewing again at White House. Radio newsmen are wondering whether they're getting runaround on arrangements for the Chief Executive's Caribbean trip because of inadequate voice transmission facilities which would give press corps break. Question raised again whether there should be combination press-radio secretary (Charley Rose) or whether radio should be separate portfolio, as President originally intended.

BIGGEST deterrent to new broadcast building projects—Civilian Production Administration $1,000 limit on non-housing structures—may be lifted by summer. Budgetary axe apparently sharpened for CPA, and critical material shortages easing in many lines. CPA still holding to $50,000,000 average weekly total for new project grants.

SOME EYEBROW LIFTING in political circles in Washington over applications for new stations in Kansas with which former Governor Alf Landon, 1936 Republican Presidential nominee, is identified. They wonder whether Alf proposes to become entrenched in Kansas radio to tie into political comeback effort.

FCC FIGURES it came out all even on "temporary expediting procedure" wherein it called for a 90-day hiatus in consideration of broadcast applications following Feb. 7 filing deadline. It had been receiving about 25 new station applications per week. It received approximately 325 applications up to Feb. 7 deadline. at rate of about 25 a week for 13-week freeze.

BECAUSE OF LOG JAM of broadcast applications FCC may soon rescree their designated for hearing in hope of eliminating conflicts and thereby obviating necessity for involved hearing procedure.

HIGH PRICE of receivers with FM circuits, deterrent to anticipated swelling of FM audience, may become less serious factor if set costs can be clipped. One manufacturer under- stood to plan announcement later in year of FM set in $30-$40 range. New circuit design said to eliminate three tubes. Present minimum for AM-FM set is $58.50.

FCC CHAIRMAN DENNY, Commissioner Jett, and staff members who will make up delegation to International Telecommunications Conference at Atlantic City beginning May 15, hope to establish shuttle plane service to and from Washington. Negotiations in progress for (Continued on Page 94)

Upcoming

Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

(Other Upcomings page 92.)

Bulletins

PLAY-BY-PLAY of all Cleveland Indians baseball games sold by WGAR to General Mills and Grays Drug Stores. Includes night and day games, with outstanding game or commentary if Indians idle. Out-of-town games to be carried direct on weekends, other days rerouted. Package deal involves $150,000. Knox-Bees agency for General Mills, Lustig Adv. Agency for Grays.

GOOD faith issue raised by FCC in consolidated hearing of six applicants for 1540 kc, Earl A. Smith, manager WLCS Baton Rouge, La., testified late Friday that Fred Weber, general manager WDSU and stockholder of, applicant firm, Bayou Broadcasting Co., Baton Rouge, asked Mr. Smith last October to file for 1540 in New Orleans "to keep Roy Hofheinz from getting a grant". KXEL Waterloo, Ia., is interventor. Hearings enter second week today (Monday).

GENERAL MILLS, big daytime sponsor, will add two half-hour programs to present ABC sponsorship of Lone Ranger, Jack Armstrong and Hymns of All Churches. Although agency declined to name starting date, General Mills has signed 52-week contract, effective June 3 for Green Hornt 7:30 p.m. (CST) Tuesday and Famous Jury Trials 8 p.m. (CST) Thursday, both through Dancer-Fitzgerald-Sample, Chicago.

FILM STARS RESTRICTED

FREE BROADCAST appearances in interviews by big name stars forbidden effective March 15 following unanimous decision by Assn. of Motion Picture Producers. Action results from "increasing numbers" of such requests. Interviews incidental to paid dramatic performance not affected. While distinction line 'big name' is admittedly "thin," policy follows those getting star billing and those not so featured.

HOOPER PLAN PREVIEWED

HOOPER projectable ratings plan, previewed Friday in New York at closed meeting of advertiser, agency, network representatives.

Business Briefly

HOUSEHOLD CHANGE Household Finance drops 10:30 p.m. (EST) on CBS to replace That's My Fashion with The Whistler in favor of 10 p.m. (EST) Wednesdays now occupied by Hollywood Players (Cresta Blanc). Latter program expected to be shelved.


NEWSPAPER SPOTS P.M., New York daily newspaper, names Harry Hayden Co., New York, to handle advertising. Five-minute spot announcements on New York stations to start in March.


ASHBACKER YIELDS 1230 kc, SEEKS 850 kc DAY

END of long-drawn Ashbacker-Fetzter fight for 1230 kc sighted after Ashbacker's WBZ Muskegon (1490 kc, 250 w), which went to U.S. Supreme Court and won right to competitive hearing with Fetzter but lost in proposed decision after hearing was held, amended its 1230 kc application to ask instead for 850 kc with 1 kw, DA fulltime.

WBZ amendment, which FCC reported "accepted for filing," presumably clears way for Commission to make final its proposed grant to Fetzter for 1230 kc with 250 w at Grand Rapids (WJEF). Philip J. Hennessey Jr., WBZ counsel, said 850 kc available at Muskegon through recent changes in AM Engineering Standards.

NIGHT PROGRAMS MOVING TO COAST, SAYS TAYLOR

HOLLYWOOD has become "natural center" of nighttime network entertainment programs because of availability of writing and performing talent, Davidson Taylor, CBS vice president and director of programs, said Friday on return to New York from Coast. As example he disclosed that in March 1946, 42% of 7-11 p.m. CBS programs originated in New York and 49% in Hollywood. By December, 1946, figures changed to 39% in New York and 63% in Hollywood.

New York, he said, will doubtless remain production center for daytime and public affairs programs, but he expects trend in night entertainment shows to continue westward.

WITH cut in radio budget and completing 26 week contract, Miles Labs, Elkhart, Ind., March 29 discontinues weekly NBC Saturday Night Roundup with Roy Rogers. Firm, one of heaviest air users, sponsors Queen for a Day participation along with Alka-Seltzer News of the Air as well as various regional and local programs.
Riding in Style . . .

. . . That's what all of us may be doing before the end of the year . . .
And total automobile registrations in the Nashville area will begin rising even faster . . . In the last prewar year over 159 thousand passenger cars were registered in this retail trade area—and owners spent more than 19 million dollars each year for gas and oil alone . . . Make your own check of facts and figures about the Nashville market . . . Then let WSIX introduce your products to its buying audience . . . They listen regularly to favorite shows broadcast by WSIX.

AMERICAN • MUTUAL
5,000 WATTS
980 KC.

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
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>
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<td>A</td>
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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. Georgians 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.
The Management of WHO takes pleasure in announcing four new appointments:

HAROLD W. FULTON  
*General Sales Manager*

ROBERT H. HARTER  
*Regional Sales Manager*

MAURICE E. McMURRAY  
*Sales Promotion and Local Sales Manager*

MISS LELA HAYES  
*Traffic Manager*

Each of these key executives has been associated with WHO for years. All are determined that WHO shall continue to be a good station with which to do business.

**WHO**  
*+ for Iowa PLUS +*  
Des Moines ... 50,000 Watts

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

FREE & PETERS, INC., National Representatives
New Orleans is the 2nd PORT IN U.S.A.

...First in Efficiency

New Orleans ranks as "Second Port in U.S.A." in value and diversity of export and import cargo—first in efficiency. New Orleans has more than 7 miles of modern wharves, coordinated ship-rail-barge lines, grain elevators, fruit conveyors, one of the world's finest coffee terminals and all banking and factoring services. Over-all port costs at New Orleans are lower than at any other gulf port.

SERVING THE MISSISSIPPI VALLEY—New Orleans is the logical inlet-outlet for this rich trade territory where more than 41% of the Nation's retail sales are made. New Orleans is the heart of the world's greatest system of inland waterways and the proposed Tidewater Channel will further enhance the position of New Orleans as a great port.

SERVING LATIN AMERICA—New Orleans is closely linked with Latin America by tradition and temperament— is greatly favored as a trade mart. Recently added steamship and airline facilities provide further attractions to Latin American trade.

SERVING WORLDWIDE MARKETS—More than 50 steamship lines sail to and from 48 of the 50 leading world ports and to hundreds of smaller ones. Frequent sailings speed service and reduce port costs. At a recent International Week celebrated in New Orleans, ambassadors, ministers and other representatives of 30 foreign countries were in attendance—in recognition of New Orleans' importance to world trade.

...and WWL is the greatest selling
New civic enterprises speed growth and prosperity in New Orleans

INTERNATIONAL HOUSE — One of New Orleans' most recent enterprises is International House which, in a beautiful ten-story building of its own, affords a meeting place for emissaries of world trade. Here every facility is available—the appointments of a modern club, meeting rooms, offices, research library — many other features and services. International House is a non-profit, non-trading institution supported by public-spirited citizens.

INTERNATIONAL TRADE MART — A model of modern architecture and twentieth century efficiency, this building will house a comprehensive display of raw materials and finished products from many countries. The International Trade Mart will be one of the finest, most complete wholesale trading centers in the world. It is expected to be in operation late in 1947.

FOREIGN TRADE ZONE — New Orleans offers the facilities of a foreign trade zone — the second to be established in the United States. From this zone goods may be trans-shipped to foreign ports without passing through custom barriers. Foreign goods can be re-labeled, re-packaged and manipulated without recourse to a bonded warehouse. Judging from the record of the first foreign trade zone, New Orleans will now enjoy another substantial and rapid gain in import-export volume.

WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Moisant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans — "Air Hub of Americas" — serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

Folks turn first to

WWL NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

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

VAST NEW FIELD of electronic applications is foreseen by the Bureau of Standards through development of the process of printed electronic circuits on insulating material. Process was first used during the war for the proximity fuse. [Broadcasting, Feb. 18, 1946].

Compact circuits of extreme ruggedness can be designed to replace the maze of wires, resistors, inductors and condensers, sharply reducing one of the larger items of production cost, it is stated. The process can eliminate 30% to 60% of the soldering needed for conventional circuits. The Bureau states, with a single operator making thousands of printed circuit plates each day.

Specific applications include tiny radios, personal radio telephones, hearing aids, meteorological instruments, and miniature electronic control circuits. Loop antennas stamped out in a single operation are said to show improved performance over wire-wound loops.

Circuit wiring and inductors are painted or stencilled with silver paint on a base material. Resistors are stencilled or sprayed on through masks that locate them accurately. Small disc type capacitors are applied directly to the plate wiring, and other components are fitted into properly located holes and soldered into place. The circuit is readily adaptable to high production techniques.

Two-stage amplifier developed by the Bureau of Standards is smaller than a calling card. It utilizes printed circuits and has many industrial possibilities.

Typical device is a series of gadgets demonstrated by Dr. Cledon Brunetti, chief, Ordinance Research Section. One radio set fits into an empty lipstick container; a second with separate wiring and tube is a little larger; a third is mounted on a porcelain disc the size of a half-dollar. He demonstrated the sets to the Columbus branch, Institute of Radio Engineers, at its Feb. 14 meeting. Broadcasts were picked up by the devices. A 2x3-inch receiver will be introduced at the New York IRE meeting March 5.

Sellers of Sales

One of the lesser known facts concerning Henry Clochessy of Compton Adv., New York, is that he knows five languages—French, German, Latin, Greek, and of course, English. But the most conspicuous fact about Mr. Clochessy is that in any language his achievements mark him as one of the most accomplished media men in the business.

He was born on June 3, 1918, in New York City. He received his master of arts in 1942. During his college years he earned his keep by tutoring in languages and ushering.

After receiving his AB, he joined the research library staff at Medical Center New York. He worked there until 1945 when he became assistant cataloguer of government documents at Columbia U.

A year later he decided to move into the advertising world. He joined the media department of Compton Adv. In a few years he went up the ladder from agency trade paper buyer to radio time buyer. Two months ago he was appointed manager of the radio media department in charge of all radio time buying and head spot time buyer.

He buys time personally, for Duz, Ivory Soap and Socony-Vacuum Oil Co. He supervises all other radio time buying for the agency. A bachelor, Mr. Clochessy lives in a Greenwich Village apartment in New York City.

His hobbies are music (only classical) and books. He plays the piano "fairly well." He owns a record collection and attends many musical concerts. He spends at least two or three nights a week attending an opera, concert or play.
Among St. Louis' Own Traditions

The mighty Mississippi, scene of dramatic steamboat races and showboats of another era, fabled by Mark Twain, and long regarded with affection, is, indeed, one of St. Louis' "own traditions."

The St. Louis radio pioneers who started KWK know what their fellow St. Louisans enjoy most. » » That's the way it's been all through the years while radio was growing up. That's the way it is now. » » KWK, started by St. Louisans, still owned and operated by St. Louisans, is as much a tradition here as the Mississippi.

St. Louis' Own and St. Louis Owned

Hotel Chase, St. Louis

Paul H. Raymer Co., Representative
ANNOUNCING

BOB FELLER

and his program of
Baseball News & Stories

"BASEBALL TODAY"

"RAPID ROBERT"

HERE'S INTIMATE BASEBALL NEWS AND STORIES BY TODAY'S PITCHING ACE!

What's the score Bob—Who wins the game
Give us the dope Bob—Who wins the fame
Listen to Feller with "Baseball Today"

DATA

Program : Baseball Today
Talent : Bob Feller, wizard of baseball, with guests
Time : Quarter hour
Available : Local or regional sponsorship
Season : April 5th through Sept. 27th
Music : Hi-Lo-Jack & Dame

Script : Stories of players, teams and leagues
Freq. : Once weekly–26 weeks
Format : Open ends with cutaway for scores.
Production : Transcribed one week prior to broadcast

Write or wire for audition

RADIO PRODUCTIONS INC.

2901 So. Moreland   Cleveland 20, Ohio
Producers of: Singing Weathermen, Time in Rhyme and Musical Thermometer
OFF TO A GOOD START!

THE USS WORCESTER, launched at Camden, New Jersey on February 4, 1947—the newest, toughest light cruiser built by the Navy and incorporating the latest post-war features. The launching ceremonies were brought to the City of Worcester by WNEB, its newest station, as another in a series of exclusive broadcasts. The Navy describes the USS Worcester as extremely powerful for her class—the same might be said of WNEB, Worcester's new progressive independent. In the December-January Hooper Station Listening Index for Worcester *, WNEB ranks second for total rated time periods. WNEB's low rates make it an outstanding buy for wise advertisers who want to reach Worcester more often for less money.

* New England's Third Largest City

WNEB
WORCESTER, MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. • New York • Los Angeles • San Francisco and Kettell-Carter, Inc. • Boston
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

As Mr. Goat so lucidly illustrates above, using one’s head isn’t necessarily the easy way to solve a problem. Sometimes it just results in needlessly beating one’s brains out!

So far as the thirty markets at the right are concerned, F&P can save you more head-work, foot-work and paper-work than you might believe possible. We’ll do any amount of research, analysis or data-digging you need. Extra effort, yes—but that’s the way we get extra results, here at F&P. Want some?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Court Halts Action in WBAL Case

Blue Book Test May Grow Out Of Decree

By RUFUS CRATER

A PRELIMINARY INJUNCTION to stay further FCC proceedings in the WBAL-Broadcasting case pending court disposition of WBAL's charges against the Commission Blue Book was issued in U. S. District Court for the District of Columbia last Wednesday.

The order, signed by Associate Justice T. Allan Goldborough, called for a "prompt" hearing on the WBAL complaint [BROADCASTING, Feb. 17]. Observers felt that if the court test, if WBAL is upheld in its contention that the Blue Book made "false, distorted and misleading" references to its operation, would serve to large extent to nullify the effect of the entire Blue Book report.

Next Step in Doubt

FCC's next step was still in doubt Friday. There was speculation that it might appeal from the decree to the U. S. Court of Appeals for the District of Columbia or direct to the U. S. Supreme Court. In some quarters, however, it was felt that it might choose to await the District Court hearing and appeal afterward if the judgment is adverse.

FCC has 60 days to answer the WBAL complaint, if it chooses not to take an immediate appeal.

In granting the preliminary injunction, Judge Goldborough dismissed an FCC petition to have a three-judge court convened to hear the WBAL complaint. General Counsel Benedict P. Cottone argued that "it is perfectly clear that in any number of cases that the Supreme Court has decided that a court has no authority to enjoin the matter of continuing with the hearing—the matter of setting time for a hearing."

Judge Goldborough replied that "it is perfectly evident that a court of equity has a right to hold the matter in status quo in order to give both sides proper opportunity to present the case on its merits, and that is all I am doing, and the Court will sign an order."

WBAL had asked only for a restraining order to stay further FCC action in the WBAL case until "such time as may be convenient to the Court and counsel to hear argument on a preliminary injunction."

"Why take two bites at the cherry?" Judge Goldborough asked, apparently referring to the need, in event a restraining order was issued, of then hearing argument on whether that restraint should be continued until the suit itself was actually heard.

Preliminary Injunction

The preliminary injunction has the effect of postponing indefinitely the consolidated hearing which had been scheduled to start tomorrow (Feb. 25) on WBAL's renewal application and the application of Drew Pearson and Robert S. Allen for WBAL's clear channel assignment (1000 kc, 50 kw).

WBAL's case was argued by William J. Dempsey of the law firm of Dempsey & Koplovitz who, with Littlepage & Littlepage, are Washington counsel for Hearst Radio Inc., WBAL licensee. WBAL contends that the Blue Book makes false references to its operation, that the Pearson-Allen application resulted from the Blue Book's charges, and that WBAL is entitled to correction of the Blue Book and that its renewal application should be considered separately from the Pearson-Allen application.

In response to questions from the bench, Mr. Dempsey said he thought a retraction of its Blue Book charges by the Commission "will certainly curb the Commission from utilizing any such further tactics in their renewal."

Judge Goldborough replied: "Then they are different from other human beings I have had dealings with. If it does not make it worse, rather than better, then I am very much mistaken. That is none of my business, of course."

Not 'Prejudicing' Rights

General Counsel Cottone insisted that the Commission, which has twice rejected WBAL petitions to correct the Blue Book, had made it "perfectly clear" that it had no intention of prejudicing WBAL's rights by use of Blue Book material at the renewal hearing or "by having any preconceived ideas as to what the facts in this hearing should be." When he offered to read from the Commission's order to WBAL.

Tests Prove Stratovision Feasible

Westinghouse Sends First Engineering Reports To FCC

By J. FRANK BEATTY

STRAUTOVISION—once the fantastic dream of a young engineer but now a demonstrated technique—within a few weeks will enter the second stage of its development.

This projected method of spraying the nation with complete AM, FM and television relay service from an interlocked flotilla of high-flying airplanes has passed its first series of developmental tests by engineers of Westinghouse Electric Corp.

The plan was first divulged Aug. 6, 1945, by BROADCASTING.

In these tests, conducted over a period of many months, Westinghouse has sustained its original contention that a high-flying plane can pick up signals from distant ground transmitters and rebroadcast them in receivable strength on 100 and 500 mc to points 250 miles away.

With makeshift electronic equipment and a small two-motor bomber that couldn't hold all needed devices and wouldn't fly over 20,000 feet, Westinghouse was able to prove the claims made by its stratovision engineer, 28-year-old Charles E. Nobles, who conceived the whole plan.

Working under Walter Evans, Westinghouse vice president in charge of radio, himself a radio engineer, who quickly grasped the potentialities of the "sky-book" network project, Mr. Nobles has submitted to the FCC first engineering reports to support the claims of Westinghouse engineers that stratovision is technically feasible. The 476-page report bears the prosaic title, Results of Stratovision Flight Tests on Pre-

(Continued on page 83)

STORY OF STRATOVISION

THE STORY of stratovision, first revealed to the world by BROADCASTING Aug. 6, 1945, is told briefly in this publication's index files. Since the first announcement by Westinghouse three days later, covered in the Aug. 13 issue, progress of the developmental tests has been recorded. Here are key references:

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**Annual duPont Planned March 8 in New York**

PRESENTATION of the annual Alfred I. duPont radio station and radio commentator awards will take place March 8 in New York City, and ceremonies in connection with the presentation are to be broadcast by ABC from the St. Regis Hotel 7:30-8 p.m.

The awards, each worth $1,000, are given annually to two stations for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation" and to their communities, and to one commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion."

Mrs. Alfred I. duPont, widow of the famed financier and philanthropist, established the awards five years ago. They are regarded by many as the radio equivalent of the Pulitzer journalism awards.

One of the duPont awards to stations is presented each year to an outlet operating in the high-power category, the other to a low-power outlet. The only limitation on the field from which the winner of the commentator award is selected is that he must be a citizen of the United States.

**Awards Committee**

Trustees of the foundation which administers the awards are directed to select five persons to serve for one or more years as a group whose duty it is to determine the award winners. The Committee of Awards annually includes a representative of a national woman's organization, a noncommercial, nonpolitical affiliate of the radio industry, a nationally prominent educator, a representative of the Alfred I. duPont estate interests, and a nationally prominent expert on public opinion.

Membership of the committee which had the task of selecting winners of the 1946 awards to be presented March 8 is the same as last year's committee. It includes Mrs. Alfred I. duPont; Dr. Francis P. Gaines, president of Washington & Lee U.; the Rt. Rev. Henry St. George Tucker, retired presiding bishop of the Episcopal Church; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; and M. H. Aylesworth, NBC's first president.

Ceremonies will be similar to last year's program. The broadcast will come first and will include talks by Mark Woods, ABC president, and Mrs. duPont, and music by Paul Lavalle's orchestra. Dr. Gaines will make the presentations. William H. Goodman, secretary of the awards committee, and the winners also will appear on the program. Following the broadcast there will be a dinner at the St. Regis.

**Winners of last year's awards** were: stations — KDKA Pittsburgh and WNAV Yankton, S. D.; commentator—Lowell Thomas. Winners in previous years were: 1944—WJR Detroit, WTAG Worchester, Mass., and H. V. Kaltenborn; 1945—WLYI Pittsburgh, WMZAM Mazon, Ga., and Raymond Gram Swing; 1942—KGEI San Francisco (only one station award made) and Fulton Lewis Jr.

Entries and supporting data for each year's awards are submitted not later than the end of the calendar year which the awards are to cover.

**CBS ASKS FOR DISMISSAL OF DRY LEADERS SUIT**

CBS has moved to dismiss the suit filed against it in November by two Kentucky dry leaders [BROADCASTING, Nov. 4]. Julius Brauner, CBS attorney, said the network has moved for dismissal on the ground that action against CBS was brought in the wrong court, in the U. S. District Court of Western Kentucky.

Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, filed suit for CBS, a member agency of the National Broadcasters Association, five of its stockholders, Schenley Distillers Corp. and Schenley Distilleries Inc., sponsors of CBS programs. They charged that CBS declined to sell them time.

Meanwhile the plaintiffs have requested court permission to take depositions from CBS officers whose names were not divulged.

**Fibber McGee Tops New Hooper Report**

FIBBER McGEE & MOLLY ranked first in the Feb. 15 program Hooperratings report released last week. The series covered a nine-week period and Amos 'n Andy third. Average evening sets-in-use of 34.1 is up 0.7 from last report and up 1.7 from last year. Average evening ratings were up 0.9, 0.6 and 0.4 last report, up 0.8 from a year ago.

Average available homes figure was 81.4, down 0.3 from last report and up 0.6 from same period a year ago. Current total sponsored hour index was 71.4% compared to 72% last report, 78 last year.


A three-way tie put Young Widder Brown, Ma Perkins (CBS) and When a Girl Marries in top place among the top 10 week-day shows.

Average daytime sets-in-use figure was 19.4, up 0.7 from last report and up 1.4 from last year. Average daytime ratings were 5.3, up 0.3 from last report, and up 0.4 from a year ago.

Average available homes was 74.7, down 0.6 from last report and up 0.3 from a year ago. The current total sponsored hour index was 89% as compared with 81 last report, 91% a year ago.

The top 10 week-day programs were: Young Widder Brown 8.3, Ma Perkins (CBS) 8.3, When a Girl Marries 8.1, Sergeant Jenny 8.0, Breakfast in Hollywood (Kellogg) 7.9, Romance of Helen Trent 7.8, Backstage Wife 7.7, Kate Smith Speaks 7.4, Lorenzo Jones 7.3, Right to Happiness 7.2.

**Sweets Participates**


**New Texas Co. Show**

THE TEXAS CO., New York, March 30 discontinue the Eddie Bracken Show on CBS, Sun. 9:30-10 p.m., and replace it with the Tony Martin Show. New show is handled by the Kudner Agency, New York, while Buchanan & Co., New York, placed the Eddie Bracken program for the Texas Co. The new show will feature singers, Tony Martin and guest stars, and will originate from Hollywood.

**WGUY Goes ABC**

WGUY Bangor, Me., now under construction, will join ABC July 1 as the network's 244th affiliate. Owned by the Portland Broadcasting System Inc., the new station will operate full time with 250 w on 1460 kc.

"Yeah? Well you can take the penman, see. Our Hooper's got yours beat by three points!"
Vast NAB Public Relations Drive Set

NAB Plans to Meet Radio Critics Head-On

A NATIONAL radio campaign to promote radio and meet anti-broadcasting movements head-on was drawn up by the NAB Public Relations Executive Committee at a Feb. 18-19 meeting held at the Mayflower Hotel, Washington, with Chairman Gilmore Nunn, WLAP Lexington, Ky., presiding.

Energies of the entire industry are to be concentrated on the campaign, with networks and stations coordinating their efforts. The drive was originally proposed by President Justin Miller and Executive Vice President, A. D. Willard Jr., at the area meeting of West Coast districts in San Francisco Jan. 8-9.

Among steps to be taken are: Preparation of a series of transcribed talks by President Miller to be made available to stations at cost; increase in number of network and station programs devoted to the subject of radio, with stations supplied scripts and basic material; more broadcasting news on wire services; scheduling of radio news panel at next NAB convention; active participation of state associations in public relations activities; integration of station public relations and NAB public relations chairmen in the 17 districts.

Chairman Nunn listed obligations of stations in the public relations field as follows:

- Participation in community affairs and active community leadership.
- Recognition of the importance of sound regulation.
- Development of better understanding between radio and the local printed media.
- Maintenance of program standards under competition.
- Close contact with local officials and Federal representatives with the view of developing increasingly better service in the public interest.
- Combating local discrimination against radio.
- Proper use of material furnished by the committee for the purpose of improving local broadcasting.

Standards Action Urged

The committee urged action on preparation of new Standards of Practice to replace the 1946 standards, which have been allowed to die quietly. The Special Standards of Practice Committee meets March 3 in Washington. The committee dedicated itself to enforcement of whatever new standards are adopted and to the task of acquainting the public with the provisions.

Active participation in efforts to combat juvenile delinquency was favored. President Miller described activities on the national level and urged local broadcasters to contact groups in their communities. Stations were asked to send case histories to NAB for circulation, along with ideas and scripts for suitable youth programs.

Unanimous agreement was voiced that broadcasters have the right to editorialize under the Constitution and that no interference with the right should be permitted.

Radio Week Plans

Mr. Willard outlined plans for National Radio Week, NAB's Research dept. was requested to prepare a list of 10 or 15 publications on radio as a basic library which stations can present to schools. Suggestion was offered by Richard H. Mason, WPTF Raleigh. A similar library for universities and public libraries was advocated, with discussions to be held with the Federal Radio Education Committee. Dorothy Lewis, NAB executive director of public relations, maintains cordial relations (Continued on page 78)

AAAA to Push 2% Cash Discount Plan

Letter Is Now Being Sent Urging Adoption Of System

THE AMERICAN Assn. of Advertising Agencies last week announced an intensification of its campaign to encourage radio stations to adopt the 2% cash discount system.

Following a meeting of the AAAA board of directors in New York, the association announced that it would dispatch a letter within a month to all broadcasters who have not yet endorsed the discount policy.

The letter, it was said, will ask the stations to adopt the discount system as soon as possible "without loss of revenue."

"Wash Operation"

"Making allowance for the cash discount in the agency rate is essentially a wash operation," the letter will point out. The broadcaster continues to receive the same net revenue, and the advertiser pays the same net amount by deducting the discount when he earns it. This is separate and distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume.

Frederic R. Gamble, president of the AAAA, said that the "recent increase in business failures has caused all of us engaged in national advertising to give new attention to our special need for a discount system."

AAAA SETS DATES

Annual Meeting Will Be Held

-In New York April 16, 17-

The 29th Annual meeting of the American Assn. of Advertising Agencies will be held April 16 and 17 at New York's Waldorf-Astoria Hotel, Frederic R. Gamble, president of the Association, announced last week.

Mr. Gamble said the April 16 meeting would be closed to all except agency members and would consist of discussions of agency management and operation problems. The April 17 sessions will be open to AAAA agencies and to invited representatives of advertisers and advertising media.

The second day's meetings will treat four general subjects, personnel, fact-finding projects, ethics and public relations.
**Do BMB Figures Match Former Claims?**

Broadcasting Trends, in its first report on station managers' opinions of BMB, published February 10, revealed the industry's answer to these questions: (1) "BMB giving radio what it paid for?"; (2) "In what way is BMB not fulfilling its commitments?"; (3) "In what ways are stations using BMB material?"

The responses to these questions were favorable to BMB: three out of five station managers said they were getting what they paid for—more than four times as many as said they were not. Stations registered their intention to use BMB figures in a variety of productive ways.

This week Broadcasting Trends examines one of the more controversial aspects of BMB—the comparison between BMB coverage figures and previous coverage claims made by stations.

This problem was approached by asking a representative cross-section of BMB subscribers these questions: "What kind of coverage information were you using prior to BMB?"; "Is the BMB report for your station consistent with other coverage data you have?"; "Is the BMB report consistent with your opinion of your station's actual performance?"; "If 'no', do you feel BMB credit and market size, too much or too little coverage?"

**QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS**

"What kind of coverage information were you using prior to BMB?"

**TABLE I**

<table>
<thead>
<tr>
<th>Mail Analysis</th>
<th>70%*</th>
<th>Millivolt Measurements</th>
<th>70%</th>
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<tr>
<td>Network-Produced Measurements</td>
<td>28</td>
<td>Telephone Surveys</td>
<td>12</td>
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<tr>
<td>Other</td>
<td>6</td>
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Most stations, prior to BMB, were using more than one type of coverage information, with mail analyses and millivolt contours the most commonly employed (70%). Network coverage measurements, employed almost exclusively by

IRE to Hear Denny

FCC CHAIRMAN Charles R. Denny will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 national convention to be held in New York March 3-6. The banquet, which will be held March 5 in the Hotel Commodore, will feature Frederick R. Lack, vice president of Western Electric Co., as toastmaster.

**Labor Committee May Quiz Petrolio**

**Holds AFM Card**

Congressman Kearns May Be

Thorn for Petrolio

ONE AFM card holder whom James Caesar Petrolio probably will find hard to suppress is Congressman Carroll D. Kearns (R-Pa.), a fresh- man representative on the House Labor Committee. When the committee will hear Maddy's testimony last Tuesday, Representative Kearns told the group: "I hold a card in Petrolio's union. Maybe if I say too much I will be thrown out." But Chairman Fred A. Hartley (R-N. J.) was quick to discount any implication that Mr. Petrolio can dictate to any of his committee members. He replied: "I hope you will keep this in mind when it comes to writing legislation!"

Representative Kearns is new in Congress but not to radio. He claims the honor of being radio's first paid artist in Chicago where he was heard over WEBH.

years of good standing because he had "dared to criticize boss Petrolio."

Dr. Maddy's one-man war against the AFM started in 1942 when Mr. Petrolio ordered a series of NBC broadcasts by the Interlochen (Mich.) National Music Camp students' orchestra discontinued on the grounds that they were in competition with union musicians. Dr. Maddy is president and co-founder of the camp.

The committee's reception of Dr. Maddy's testimony was most cordial. Rep. Ellsworth B. Buck (R-N. Y.) said, "It is hard for me to believe this happened in the United States." Rep. O. C. Fisher (D-Texas) asked, "How can we legislate to protect those who are not covered by the Lea Act?"

"The Lea Act," answered Dr. Maddy, "if upheld and enforced, does much to protect student musicians from Petrolio's rule insofar as broadcasting is concerned, but it is already apparent that this law does not prevent the music czar from restricting the musical education of our children in many ways."

He added: "There should be legislation to force the union to (Continued on page 80)
Used cars are offered by the hundreds in the classified sections of Richmond papers. Prices are high, too and the public has become wary.

In spite of that kind of market, one of our dealers, using W-L-E-E, sold six cars in four announcements!

He sold approximately $6,000 worth of cars for $44!

The time lapse between announcement and sale ranged between five minutes and three hours.

We think this success story is further proof that the hard-working sales station in Richmond is W-L-E-E.

How about you ... is W-L-E-E in your radio budget?

W-L-E-E

Mutual ... in Richmond
Texas Duopoly Decision Reached

Share-Time Operations On Two Frequencies For WBAP, WFAA

SETTLING the last of the important "duopoly" issues the FCC last week ordered share-time operations on two frequencies, one clear channel and one regional, for WBAP Fort Worth and WFAA Dallas on condition that the business operations would be completely independent and that KGYO Fort Worth, the regional station which they commonly control and alternately operate, be dissolved.

In a decision unique in many of its ramifications, announced Feb. 19, the Commission ruled in effect that the present alternate operation of WBAP in its half-time period and WFAA operations on both the 1-A 820 kc channel and the regional 570 kc. Edward Petry, Jr. and Robert Shoemaker, who have represented WBAP and KGKO as well as WFAA, will continue to represent WBAP and WFAA on the clear channel and on the regional channel, which will have separate schedules.

KGYO, a clear channel station, will have the same operating schedule as its sister station, KGYO, and will operate from its own studio facilities; and will not employ any personnel of the other regional station.

The Commission also ordered the stations to cease all joint sales of time and to cease all transportation of news and advertising material.

FCC REACHED a decision in the last of the important duopoly cases last week, ordering share-time operations on two frequencies—one clear channel, the other regional—for WBAP Fort Worth and WFAA Dallas. Decision specified that the two stations may operate on such a basis provided the business operations are separated and that the regional station, KGYO, Fort Worth, the regional outlet which they commonly control and alternately operate, be deleted.

KGKO Broadcasting Co., elimination of the KGKO call, and effecting lease agreements within 90 days. The other requirements were summarized in the decision as follows:

Conditions of Operation

The proposed assignees of KGKO Broadcasting Co. (the Carter-Belo interests) have committed themselves to establish and maintain the following conditions of operation:

1. The present national sales office representing the assignees jointly shall be dissolved, and there shall be no joint sales of time or joint rate cards; there shall be no joint consensus, network or otherwise, for services in connection with programs to be broadcast by the new assignees, KGYO.

2. There shall be no joint use of artiste or talent; there shall be no joint use of studio facilities; each licensee shall maintain its own complete studio facilities.

3. The present joint sales agency shall be dissolved, and there shall be no pooling of any revenues, but the present joint sales agency shall continue.

4. The present joint sales agency shall continue to represent the radio stations for the remaining term of the joint sales agreement, or if the agreement shall be dissolved, then the assignees shall continue to act as sales agents for the stations.

(Continued on page 21)

Two-Channel Separation To Be Suggested By FM Assn.

FIRST definite signs that FM stations will face an interference problem of their own appeared last week as FM Assn. took steps to interpret the trouble in its early stages.

First, FM assn. arranged a meeting of its FCC Liaison Committee with members of the Commission and representatives of the members of the association. Such a meeting is scheduled for Feb. 24 at the Raleigh Hotel, Washington.

Second, FM has asked Radio Manufacturers Assn. for a similar liaison meeting and will suggest that set manufacturers producing low-priced receivers in large quantities, engineer into them maximum selectivity.

Reports of an FM interference problem have reached FMA from the crowded New England area, where stations are said to be filtering in atop each other. This interference is due partly to poor selectivity of the receiver, partly to interference circuits, according to FM.

Suggestion that FCC consider the idea of providing two-channel separation between FM channels, instead of the present one-channel separation, will be submitted by FM at the liaison luncheon. While this solution poses assignment problems, it also eliminates the chance that interference could be affected at this stage in FM's development without seriously upsetting the band whereas there would be a major project on several hundred stations in actual operation, with others coming in every day.

FCC also is expected to show interest in the selectivity of receivers, as related to separation of channels. Invited from the FCC for the FM luncheon are the six Commissioners; George R. Adair, chief engineer; John A. Willoughby, assistant chief engineer for broadcasting; C. M. Braun, engineer; Benedict P. Cottone, general counsel; Earl A. Minderman, assistant to Chairman Denny.

Members of FMA's liaison group are: Roy Hofheinz, FM president, chairman; Everett L. Dillard, vice president, WASH Washington; Wayne Coy, WINX-FM Washington; Gordon Gray, WMIT-WINX Salem; C. M. Jansky Jr., Jansky & Bailey; Leonard H. Marks, general counsel; Bill Bailey, executive director.

In a move to stimulate production of low-cost FM receivers, Mr. Hofheinz last Wednesday in a telegram to C. C. Cope, Crosley Corp., president of RMA, urged manufacturers to meet the "crying needs" of the public by turning out these sets in large volume.

Mr. Hofheinz said progressive manufacturers either are making FM sets now or soon will be in production. He listed Zenith, with a $58.50 AM-FM set, Stromberg-Carlson Co., General Electric Co., RCA and Philco Corp. He pointed out that in the gulf storm area, where summer static causes AM interference, need exists for low-cost FM receivers. He added that FM sets can eliminate AM-station interference and static.

He referred to a resolution adopted by the FCC Executive Committee which voted to encourage set makers to turn out good low-cost FM receivers as rapidly as possible and to appoint an RMA liaison group to meet with an FM liaison group comprising Mr. Hofheinz; Mr. Bailey; Arthur Freed, Freed Radio Co.; Mr. C. M. Jansky; and Mr. N. F. Mason, Stromberg-Carlson Co.
A Blue Ribbon Audience  
for a Blue Ribbon Product!

PABST BLUE RIBBON, like any other sales-minded advertiser, is always glad to get a clear track to WINR’S blue-ribbon Triple Cities audience—a community of 225,000 people who enjoy the third highest average annual individual income in New York State—the highest among cities over 75,000—a diversified, depression-proof market where only one other station can be heard.

Incidentally, since we are so young, we are very proud to be one of the nine stations to win the Eddie Cantor Award.
KFI Explains Commentator Policy

Local Sponsorship Ban Is Stoutly Defended

In Reply to FCC

KFI Los Angeles, called upon by FCC to account for the discontinuance of locally sponsored commentators, has told the Commission that the move was designed to insure "impartial" handling of news.

Robert L. McElroy, chairman of the Commission's power to require such a statement of us, to take our commentator policy into account in determining whether to grant or deny a renewal application, "is decided," KFI General Manager William B. Ryan declared in a letter transmitting the station's explanation to FCC.

"Also," he asserted, "we vigorously protest against the manner in which the matter has been handled by the Commission, this being the third time we have been called upon by the Commission to explain our policy and the Commission already having full information about it in its files."

Mr. Ryan explained that KFI discontinued locally sponsored commentators effective March 1, 1945, and said the action affected six commentators: Sam Balter, Peter de Lima, and Alvin Wilder (classified as "progressive" or "liberal"), and William L. Baskin, Jose Rodriguez, and Sidney Sutherland (classified as "conservative").

"The three so-called "progressive" commentators immediately became very active in organizing a protest against KFI's action," Mr. Ryan said. He said the station subsequently received and answered a letter from the National Citizens Political Action Committee asking for an explanation of the new policy and asserting that it had appointed "a subcommittee to investigate the situation and to report its findings to our members."

Summarizing the committee's position, Mr. Ryan said "the sponsor [of news commentators] too frequently lays undue emphasis on the commentator's ability to attract an audience even though improper devices be used, and too little on the commentator's qualifications of trustworthiness, experience, background and fairness."

Denies Dictation

Because KFI insisted that all local newscasters be under contract to the station for the duration of the station's contract with the advertiser, Mr. Ryan asserted, there arose "the totally unwarranted charge that we were attempting to dictate the interpretation of the news." He denied this, saying "the responsibility for seeing to it that the public is accurately and adequately informed is ours, and not that of the advertisers and advertising agencies," and that "the whole purpose of this requirement was to enforce our policy."

Another misunderstanding which has been engendered by the Committee (Chairman McElroy, in his letter to Donald Faw, owner of KDFX, San Francisco, which appeared against KFI at the Los Angeles television hearings) has been with reference to our having continued network commentators. The Committee's witnesses either did not know, or blinded themselves to the fact, that we continued to carry so-called "progressive" commentators as long as they were needed to up the network, including Wilder, one of the three for whom the Committee looked. The only network commentator discontinued by KFI was Rupert McLaughlin, who was decided on the "conservative" side and who was discontinued on April 19, 1945 because we felt that it threw our program off balance.

A general ground of complaint urged by the Committee that somehow our action interfered with the right of free speech, as already pointed out, we see no sense dictating, or attempting to dictate, any interpretation of the news. We are endeavoring to see that it is fairly, truthfully and expertly presented. We deny the right of the advertiser or advertising agency to dictate any interpretation of the news over KFI and will not concede that this involves any interference with the right of free speech. Through our forum program and KFI studio, we have the opportunity to carry the important controversial issues of the day adequately debated by qualified persons.

Previous Explanation

Mr. Ryan noted that the Commission had asked for and received an explanation of KFI's commentator policy in March 1945; that "without any advance notice" the matter was brought into the Los Angeles television hearings in which KFI was an applicant last May and was considered at length, and that last December another request for information was received from the Commission.

"You have had every cooperation from us in supplying full information," Mr. Ryan told FCC. "What you are now asking us to cover with another full statement is (with the exception perhaps of minor details) already extensively covered in material which has been in circulation to a reasonable extent since March 1945 and very completely since May 1946. Furthermore, you have had every opportunity to examine the news broadcast policy of KFI since the matter first arose. You have an office in Los Angeles and it is reasonable to suppose that, by this time, you would have secured any scripts and recordings necessary for the purpose."

On Temporary License

KFI, on temporary license since last Nov. 1, reminded FCC that the Commission in its December letter promised to supply "photostatic copies of all complaints and petitions" and "decrees, or deny any advance notice."

Mr. Ryan noted that, in answer to an inquiry made in the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, who were called "progressive" or "liberal" or "conservative" to carry the "liberal" or "conservative," the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, was asked by FCC counsel whether sending them might not be dispensed with, in view of the expense of photostating.

"Not wishing to incur any further delay in receiving a regular renewal license (in lieu of the temporary 60-day extensions to which we have been subjected since Nov. 1, 1946), we are furnishing the same to you," Mr. Ryan wrote.

He reserved the right to experiment with new methods of news presentation, asserting: "The needs and desires of the public tomorrow may differ from those of today and, in our opinion, no station can honestly attempt to serve the public if it is not ready and willing to make the necessary experiments and changes. We had not understood the law as requiring that we submit any change to you for approval or that, failing to do so, we run the risk of your enacting a "post facto" disapproval. We take the liberty of pointing out that at no time, by regulation or decision, has the FCC ordered us or the broadcasting industry generally that you regard the continuance of locally sponsored commentators as required by law."

Nets Assign Newsmen To Truman's March Trip

ALL FOUR major networks will send representatives with President Harry S. Truman on his March trip which will include Mexico, Texas, Key West and Caribbean points. The President will fly to Mexico City nonstop March 2, to visit the President of Mexico, leaving March 6 for Waio, where he will receive a degree at Baylor U. Returning to Washington that evening, he will fly to Key West, Flia., March 8, leaving March 11 for San Juan, P. R.

After a cruise with the fleet he will return to Key West. Correspondents will be aboard the Greenough Bay while the President sails on the Williamsburg. Arrangements are being made for a voice transmitter on the Greenough Bay. Representing networks will be Raymond Rash, ABC; John Adams, CBS; Bjorn Bjornson, NBC; Bill Hillman, MBS.

Delmar Gets Award

PRESENTATION of its first annual award to Kenneth Delmar, for his radio characterization of "Senator Claghorn," was a feature of the Advertising Club of Baltimoore's annual banquet held at the Baltimore Hotel in the Maryland city Feb. 15. Similar awards will be made annually by the club to "outstanding discoveries of the year."

In addition to appearing on CBS and NBC, Mr. Delmar stars in "Hollywood Jackpot" on CBS Mon.-Wed.-Fri., 4:30 p.m. In presenting the award to him the Advertising Club called Mr. Delmar "radio's outstanding discovery of 1946."

BROADCASTING Telecasting

February 24, 1947 • Page 23
STARS ARE ALWAYS SHINING OVER Eastern Iowa VIA WMT

YOO-HOO DAGWOOD
TELL THE BOYS WHY...!

Meet Another WMT-CBS Exclusive:
BLONDIE BUMSTEAD
as played by Pennie Singleton

WMT and those good CBS shows create
Eastern Iowa's largest radio audience!

"You said it, Blondie! We're in good company
on WMT— and what an audience! They tell me
WMT has a greater population coverage within its 2.5 MV
line than any other station in Iowa (1,131,782 to be exact!).
What better place to do an outstanding job for your clients
... for here are America's richest farmlands and the
country's most prosperous industries. WMT brings you
BOTH at no extra cost ... 3½ million population with
dollars ready to be spent. Get the facts now and get on
WMT. Their story is a big one to tell — an important one
to hear. Okeh, I'll be right there, dear ... ."

Contact Your Katz Agency Man at Once!

Page 24 • February 24, 1947
Grants for 6 AM Outlets, All In Different States, Issued

GRANTS for six new AM stations, authorized Feb. 14, were announced by FCC last Monday.

The Commission also vacated its Feb. 6 action setting aside a previous grant to Ken-Sell Inc. for a new 1-kw daytime station on 1290 kc at West Palm Beach, Fla., in effect reinstating the grant.

Ken-Sell is being supervised by Joseph S. Field Jr., in the retail clothing business, who is president and owns 66% of stock; Joseph B. Matthews, former general manager of WCMN Ashland, Ky., treasurer, and Sidney C. Kass, secretary and 29%.


New Grants

Leesburg, Fla.—Lake Broadcasting Co. 1240 kc, 250 w, fulltime. Principals: P. C. Gorman, radio engineer, now engaged in construction work, president and 10% of common stock; W. G. Knowles, fruit and produce distributor, vice president and 10%; W. E. Harkness, City Manager of Leesburg, secretary-treasurer and 30%; J. L. Flowers, G. B. Col-
LEXINGTON, KENTUCKY

WLAP
BMB STATION
AUDIENCE REPORT

Both Applicants for 1320 kc Channel
At Springfield Get
Proposed Denials

The purpose of adding an additional station to Springfield—already has a Class II station, a regional station and a local station in operation.—A denial of WMAS's request to shift from 1450 to 1320 kc and increase from 250 w to 5 kw was proposed because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference" even if WATR remained in Waterbury and continued to operate with 1 kw.

The Commission also pointed out that neither of the proposed operations would meet the requirement of FCC's AM Engineering Standards that a station's interference-free contour should include 90% of the population in the metropolitan area to be served.

Since the hearing was held last June, FCC added, Canada has notified the U.S. that it is constructing a 1-kw station (CHEF) on 1320 kc at Granby, Que., so that a grant to either WATR or WMAS "would doubtless have been the subject of objection by Canada," under NARBA.

WATR is licensed to Harold Thomas, also licensee of WNAB Bridgeport, Conn. WMAS is wholly controlled by Albert S. Moffatt, who is also the controlling stockholder of WLHH Lowell, Mass.

Bell Labs Staff Member
Is Detroit IRE Speaker

DR. J. B. BISHOP, member of the technical staff of Bell Telephone Laboratories, was scheduled for an address at last Friday's meeting of the Detroit section of the Institute of Radio Engineers. Dr. Bishop chose as his subject "Western Electric FM Broadcast Transmitters."

He planned to cover the various features of the transmitters and to discuss development of the new "transmitter" type of cabinet styling intended to make all components visible and accessible.

Dr. Bishop joined the Bell technical staff in 1928 and has been engaged in developing transmitting equipment for aircraft, ship-to-shore installations, police and other mobile services. During the war he was prominent in the field of radar equipment development.

Armour Option

REPORT that Armour & Co., Chicago, had option on CBS House Party...[Broadcasting, Feb. 17] was clarified this week by Chicago office of Foote, Cone & Belding. Armour will move into 4 p.m. period now occupied by House Party, effective May 12 on behalf of Hinter Hunt which it sponsors on CBS, Mon. through Fri. 3:45 p.m. Unless House Party is purchased by that time, network is expected to drop the show, formerly sponsored by General Electric.

Page 26 • February 24, 1947

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Bell Labs Staff Member
Is Detroit IRE Speaker

DR. J. B. BISHOP, member of the technical staff of Bell Telephone Laboratories, was scheduled for an address at last Friday's meeting of the Detroit section of the Institute of Radio Engineers. Dr. Bishop chose as his subject "Western Electric FM Broadcast Transmitters."

He planned to cover the various features of the transmitters and to discuss development of the new "transmitter" type of cabinet styling intended to make all components visible and accessible.

Dr. Bishop joined the Bell technical staff in 1928 and has been engaged in developing transmitting equipment for aircraft, ship-to-shore installations, police and other mobile services. During the war he was prominent in the field of radar equipment development.

Armour Option

REPORT that Armour & Co., Chicago, had option on CBS House Party...[Broadcasting, Feb. 17] was clarified this week by Chicago office of Foote, Cone & Belding. Armour will move into 4 p.m. period now occupied by House Party, effective May 12 on behalf of Hinter Hunt which it sponsors on CBS, Mon. through Fri. 3:45 p.m. Unless House Party is purchased by that time, network is expected to drop the show, formerly sponsored by General Electric.

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This is Robert H. Boulware, who has been with a great radio advertiser—the Procter & Gamble Company—for the past ten years. As of March 1, he becomes the National Sales Manager of Cincinnati WSAI.
Radio Writers Answer the Critics

Good Script Editors Suggested as One Improvement

By PALMER THOMPSON and PAUL R. MILTON

RADIO has long been a whipping boy for irate intellectuals and professional do-gooders. Lately, however, your battered table model has been stinging under added lashes from theatrical pundits, apologetic network executives and federal radio officials.

It's time for radio writers to answer—and analyze—some of this sadly generalized criticism.

The current attack on radio aims at two points: The types of programs presented, and their quality. Writers have nothing to do with the types of programs; we do not decide on dramatic versus music, news versus quiz show. But we have everything to do with the quality of programs, for we put together the words that pour from your loudspeaker.

Serials Criticized

"Daytime serials," say the critics, "are moronic, badly written, untrue to life."

Such comments, if intended to blanket all daytime serials, are inaccurate. Some are poorly written and superficial, but others are as well written as the fiction in the average slick-paper magazine. The poorly done ones are regrettable just as cheap fiction magazines are regrettable. We listen, but do we hear critics attack magazines as loudly as they attack radio?

What is a soap opera? What, creatively speaking, is it intended to do? The answer is best illustrated by this anecdote:

The wife of one of us attended a listener-group session held by a leading advertising agency. A hundred women filled a room and listened to recordings of a new program; the group was later questioned for reactions. One woman, of average intelligence and alertness, said:

"I don't like it. It makes me think."

Incredible! More fully questioned, the woman explained:

"When I'm doing my housework, I can spare only part of my attention for radio. All I want from a serial is enough to interest the part of my mind that's unoccupied. If it's too interesting, too gripping, moves too fast, my necessary daily work fails behind."

That makes sense, doesn't it?

The purveyors of daytime serials understand this point of view; consequently, daytime writing is slower, the acting more deliberate. In short, the daytime serial is an almost mathematically contrived device for accomplishing two clear purposes: Entertainment and advertising. We refer those who resent the advertising to the idiotic make-up of the great fiction magazines, who compel you to turn inconveniently to the back pages for only one reason: To lure you into reading the ads.

"Radio," carp the critics, "has not enough discussion of serious topics."

Granting some abuses, we refer nevertheless to the full radio listings of any week. Hardly an hour passes that somewhere on the dial does not offer public service programs of one kind or another. It's a fair guess that radio devotes as high a percentage of its time to serious discussion as do newspapers, mass magazines and the theatre, and certainly more than motion pictures.

"Quiz and audience-participation programs," scream the critics, "are a disgrace!"

Here we scream right along with the critics: It's silly to make fools out of people for someone else's profit. But—certain segments of the radio audience like them and that fact will keep them on the air even if they are an insult to the intelligence. However, are they any more intellectually offensive than musical stage productions, B movies, night club floorshows and what's left of vaudeville? The question is asked not to condone, but to clarify.

Counterattack

Now the counterattack. It seems to us that much of the adverse criticism of radio springs from cock-eyed premises.

The first seems to be a belief that radio is a homogeneous medium, a single unit, instead of what it really is: A means of transmitting widely differing things—entertainment, news, music, public service announcements, speeches, etc. Any criticism of "radio" as well aimed as a criticism of "books," "movies," "magazines." What books? Which movie? What radio? Radio does not aim at serving all the people all the time, but the maximum number of various groups at given times.

When a critic says, "I want more good music," he is in effect demanding:

(Continued on page 32)
Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS. The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

Represented Nationally by Edward Petry and Co.
New Antenna

For separate TV stations—the RCA Super Turnstile diplexed to transmit aural and visual signals simultaneously (eliminates need for extra antenna).

The extremely wide-band, high-gain characteristics of this antenna make it an ideal choice for your new television station. Three sizes are available to cover all metropolitan channels.

The outputs of both the aural and visual transmitters are fed to the diplexer unit which, in turn, feeds the separate signals in correct phase relation to the North-South and East-West current sheets of the antenna.

In this way, the need for a separate sound antenna is eliminated. In effect, you get twice the gain for a given height.

Best of all, installation is easy. The antenna, pretuned at factory, comes complete with all fittings and transmission lines. Feed points and end seals are at a minimum. There is no need for special broad-band coupling networks of any kind at the top of the tower.

Three-section Super Turnstile. The center pole is self-supporting and may be mounted on top of a suitable building, mountain or a supporting tower similar to that used for standard-band broadcasting antennas.

The high-frequency model of the RCA diplexer. The concentric line elements of this unit form a bridge circuit with the Super Turnstile radiators acting as balanced impedances shunted by equal reactances in series with the diplexer. The visual transmitter is connected push-pull; the aural transmitter push-push. All possibility of cross-talk is thus eliminated.
**Systems for Television**

**2 For combination TV-FM stations (certain powers and channels only)—a Super Turnstile triplexed for simultaneous broadcasting from same antenna.**

The broad-band characteristics of the Super Turnstile are so pronounced that this antenna can often be used for FM in the 98-108 mc. band while simultaneously transmitting TV pictures and sound.

Such double use is possible because of the gradual way the input impedance changes with frequency. At frequencies near the television range of the antenna, the impedance is satisfactory for FM use. At frequencies farther from the television range, the impedance is good enough so that the transmission line can be easily matched with suitable networks without affecting the impedance at TV frequencies.

In addition to the diplexer, a triplexer unit is used. All three signals are effectively isolated to prevent cross-modulation and fed to the antenna in correct phase relation. When required by impedance or pattern considerations, a pair of matching networks, installed at tower-top level, completes the system.

The FM power that can be handled by this system is limited by standing-wave considerations within the antenna feed lines. The TV-FM frequencies must be checked to determine whether operation will be within the rating of the transmission line.

In general, the following combinations apply: TV channels 2 and 3 with an FM input up to 3 kw; channels 4-6 with an FM input up to 10 kw; and channels 7-13 with an FM input from 3 to 5 kw.

**3 For combination TV-FM stations (all powers and channels not covered by 2)—a diplexed Super Turnstile plus an RCA “Pylon” on a single mount.**

This antenna system answers the need for a limited-space installation providing maximum coverage of both FM and TV broadcasts at high-power outputs. It is particularly suitable for tall, slender buildings.

Television broadcasts are diplexed into the Super Turnstile; the revolutionary new RCA “Pylon” radiates the FM signals.

The “Pylon” antenna, incidentally, is just about the last word in simplicity. One size of radiator (the cylinder) covers the entire FM band. There are no separate radiating elements to complicate connection. Tuning is not required. It handles any FM transmitter output up to 50 kw with a wide margin of safety. Height for height, it has more gain than any FM antenna now on the market!

All of the systems shown here...engineered along with RCA transmitters and fully co-ordinated with them...are designed to assure brighter, clearer, steadier telecasting and—for FM-TV station combinations—truer “FM quality.” Complete “specs” are now available. Your inquiries are welcome. Write Dept. 18-C.

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION OF AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

*In Canada: RCA VICTOR Company Limited, Montreal*
Thrifty Choice — for Quicker Sales

Let WTAR-Norfolk boost your sales curve, shrink your sales costs

Compare WTAR's audience delivery per advertising dollar with any you choose to check. See why it's your thrifty choice for quicker sales, richer profits.

HERE'S WHAT YOU GET...
A compact, economically merchandised market—stabilized at 650,000 customers in the Norfolk Metropolitan area alone. And they have more to spend now, says every index, than they ever had before.

HERE'S HOW...
WTAR gives you one-station, one-cost control of this concentrated, substantial market...more listening customers than all other stations combined, outside listening practically nil. (Hooper, Oct., Nov., '46)

PROVE IT...
WTAR-Norfolk is ready—right now—to do an efficient, profitable job for you. Let's talk about it.

KXOK Mobile Phone

KXOK St. Louis has installed mobile radio telephone service for local-long distance communication. Signal from KXOK field car can be picked up in cities along St. Louis-Chicago highway. Car is also being equipped with mobile transmitter, portable and wire recorders and additional power sources to enable field coverage of spot news and special events.

And we say that radio keeps pace in spite of operating on a time schedule unmatched in any other field of endeavor. If a program is scheduled for a certain time, it must go on then, ready or not. It cannot delay by even five seconds. Take out your watch and count off five seconds. Not long, is it?

All we say is by no means to deny radio's shortcomings and the one we know how to talk about is inferior writing.

Why is it tolerated?
Nobody wants it, except in rare cases.

How does it come about? There are several reasons, all best illustrated by this incident:

A large program-producing organization was planning a new series. A minor official was told to commission three writers to submit sample scripts.

Newcomer's Script Chosen

Two of the writers he called on were fairly prominent; the third was a newcomer. The minor official's decision fell on the newcomer's script; it was the best. Now his choice had to be passed on by an executive who, like most radio executives, was a business man, not an editor.

The minor official gave him the script, first removing the names of the authors. The executive blanched. Where were the names? How could he judge without knowing the reputation behind each script? In the end, after persuasion, he chose the newcomer's script, but the incident highlights the chief reason for inferior writing on the air.

Generally, editorial policy is laid down by business men who know little about writing. The same is true of motion pictures and the theatre, where producers are more often business men than editors.

Radio, in short, needs a trained body of editors, of men who understand dramatic values, the techniques of dialogue writing, of story structure and so on. There are a few good radio editors, but give us more, and radio writers guarantee you a better radio.

Until that happy day, here is a suggestion for radio's critics: Please criticize more accurately. It'll help more!
SEE FOR JOE ABOUT THE BEST BUY IN PENNSYLVANIA

NOW ON THE AIR!

W H W L
1000 WATTS-D 730 KC
NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the Agricultural and Industrial Anthracite, Including the Rich Scranton-Wilkes-Barre Area.

SEE FOR JOE AND GET BETTER COVERAGE IN PENNSYLVANIA’S ANTHRACITE REGION

“ANTHRACITE’S MOST POWERFUL INDEPENDENT”

SAM LEAVITT
Gen. Manager
SALE IS BORN

IT'S A FASCINATING PATTERN. From transmitter tower to home receiver. From the ear that listens to the hand that buys!

As more and more goods are not only bought but sold, the radio station becomes increasingly important as a tool of distribution.

Why? Not because of power alone. In the case of Westinghouse stations, it's extra effort in promotion of network and spot shows... in custom-tailored local programming... in service in the public interest. All this engenders, in six great areas, a large and loyal audience, ready for your program.

Of these six areas, three... Boston, Philadelphia, Pittsburgh... are "A" markets with metropolitan districts of more than two million population. The others, smaller in size but not in activity, are Fort Wayne, Ind.; Portland, Ore.; and Springfield, Mass. If your schedule doesn't include one or more of these sales-productive stations, ask our representatives about availabilities.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KHY WEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales—Except for KEX—For KEX, Free & Peters
Hearing on $320,000 WTMV Transfer Is Ordered by FCC

FCC ANNOUNCED last week that it had ordered, on a 4-to-2 vote, a hearing on the proposed $320,000 scale of WTMV East St. Louis (1490 kc, 250 w) by Myles H. Johns and members of his family to Evansville on the Air Inc., licensed of WGBF-WEOA Evansville, Ind. [BROADCASTING, Oct. 7].

FCC Chairman Charles R. Denny and Comr. E. K. Jett voted to grant the sales application. But the majority—Comrs. Clifford J. Durr, Ray C. Wakefield, Paul A. Walker, and Rosell H. Hyde—were reported to want to inquire in particular into matters relating to the sales price in view of the Johns family’s acquisition of the station for approximately $105,000 in May, 1945.

The extent of investments which the Johns family have made in improvements of the station is expected to be one of the factors for consideration. Hearing date was not set.

William F. Johns Sr. of Chicago, who owns 10% of WTMV, heads a group of St. Paul and Minneapolis businessmen competing with Stanley E. Hubbard, president and general manager and 25% stockholder of KSTP St. Paul, for acquisition of 75% interest in the 50-kw St. Paul outlet for $225,000. His investment in the company was reported as $111,000, and his son William F. Johns Jr., also 19% owner of WTMV and now in radio sales in St. Paul, has a $14,000 share in the St. Paul applicant.

Besides William F. Johns and W. F. Jr.; stockholders of WTMV are Penrose H. (Mrs. William F.) Johns, 60%; John Paul, Jr., 20%; and the family also owns WOSH Oshkosh, Wis.

In the transfer application, the Johns family pointed out that W. F. Jr. originally was scheduled to operate WTMV when he returned from the Army but that a change in his plans made it appear advisable to sell the station. He is now with the WTCN Minneapolis sales department.

Evansville on the Air is licensee of WGBF-WEOA and WMLL, but has purchased WEOA, subject to FCC approval, to the owners of WFBM Indianapolis for $200,000 in compliance with the Commission’s duopoly rule. It is competing with Radio Indianapolis for acquisition of WABW (FM)-WBBW Indianapolis, offering stock in Curtis Radiocasting, parent company of Evansville on the Air, as consideration.

Meanwhile, the Commission announced that on Feb. 14 it approved the assignment of license of KUTA Salt Lake City from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall to Messrs. Carman, Smith and Wrathall as individuals and Mr. Carman, who owns 10% of WTMV, as licensee. The Johns family pointed out that this would be one of the factors for the sale.

Donald Terry, of Bell Telephone Labs, Dies

DONALD M. TERRY, 47, an experimental and research worker for the Bell Telephone Labs, in New York, died Feb. 17 in Memorial Hospital, Manhattan.

Mr. Terry joined the Bell Telephone Co. in Cleveland shortly after graduation from Ohio State U. in 1929. He was in charge of transmission operations when the first pictures were transmitted by wire in 1924. Mr. Terry was credited with improvements in telephone long line transmission under hazardous weather conditions and was associated with experiments in micro-wave radio during World War II. He is survived by three sisters, Mrs. Vivian L. Reid, Miss Princess Terry and Mrs. Pearl Johnson, all of Van Wert, Ohio.

Seeks Video Script

SACKETT & PRINCE, New York television production firm, is in the market for fresh, new ideas and program ideas of all types, according to Pauline Sharpe, writing director, who was notified BROADCASTING that her organization has “sponsors waiting to spend money but not until we can show them better scripts and series than they are viewing in present-day television.” Company is located at 881 Lexington Ave., New York 22.

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OPEN-MOUTED ABOUT YOUR CHANCES IN AWE (Ky.)?

There’s no use in standing aghast, being struck dumb or holding your breath about Awe (Ky.) or other hamlets thereabouts. WAVE doesn’t look for sales in Awe, because we know there’s hardly any use! Instead, we aim for the admiration of the Louisville Trading Area, which has more cash than all the rest of Kentucky combined. Incidentally, you’ll really be Awe-struck with WAVE’s results!

SAVED BY KOMA

Kidnappers Hear Broadcast; Surrender Follows

A KOMA Oklahoma City broadcast prevented a double murder and resulted in the surrender of four kidnappers, the station claimed last week in a communication to CBS headquarters, New York.

Willie Kelly, of Oklahoma City, and a telephone girl had been kidnapped by two Chicago gangsters and two local outlaws and were taken to a cabin near the city where Mr. Kelly was beaten and where the gangsters, according to Mr. Kelly, decided to murder the pair.

At 12:30 p.m., the CBS affiliate broadcast a description of the outlaws, revealed that a statewide alarm had been sounded, and reported that if caught, they would be charged with kidnapping (a capital offense in Oklahoma).

After hearing this program, the gangsters held a conference and decided to call the sheriff’s office and surrender, pleading they’d been on an all-night drinking party. They surrendered and gave up their prisoners, but were charged with kidnapping.
Stars 'n Cars... The first gives WWJ, NBC in Detroit, its vast listening audience. The other gives that audience its vast purchasing power. With capacity-production of new cars indicated for years to come, and with employment and bank accounts at peacetime highs, Detroit is indeed a market of wealth. For highly profitable promotion of your product in Detroit, hitch your product story to the wealth of stars attracting a host of listeners to WWJ, first radio station in the nation.
Broadcasts to Russia Get Under Way

Potential Audience Of 400,000 Sets Estimated

"SLUSHAITE," said the announcer in New York at 1 p. m. last Monday, using the Russian equivalent of the American "Hello" to launch the State Dept.'s new radio series to Russia. [BROADCASTING, Feb. 17]

"This is New York calling," he continued in Russian. "You are listening to The Voice of the United States of America.

The first broadcast of the program's theme, "Battle Hymn of the Republic," came next, followed by another announcer who explained that the new series will be broadcast at 1-2 p. m., Friday, 9-10 p. m., Moscow, and listed the ten frequencies on which the program can be heard.

For Better Understanding

"The purpose of these broadcasts," he stated, "is to give listeners in the USSR a picture of life in America under American conditions. We are trying to solve those problems and to point out how we are trying to solve those problems. We will bring you the latest news of the day, feature stories about life in the United States, and selections of typical American music. The Voice of the United States of America is part of the informational service designed to tell the world about America and the American people."

"Secretary of State George Marshall in his first official press conference said that the United States, by means of radio broadcasts, would attempt to give the people of the world the pure and unadulterated truth. The Secretary of State emphasized that by such means America will continue its policy of disseminating the facts as best it is able to determine them."

In the container broadcasting the American "Hello" to Russia, Lieut. Gen. Walter Bedell Smith, has expressed the hope that these radio broadcasts will help broaden the base of understanding and friendship between the Russian and American people."

Following this introduction came a news period which included ten short items from foreign capitals and continued with longer stories from the U.S. Included in this latter group was a story that the State Dept. had informed a Senate committee of the viewpoint that our Government should fill the remaining $25,000,000 worth of Soviet orders under Lend-Lease, regardless of the Congressional prohibition on any expenditures for Lend-Lease after last January 1.

After the news period, a talk on the relationship between our federal and state agencies was broadcast as the first of a series on the structure of the American Government. This was followed by a group of American folk songs, "Turkey in the Straw," a cowboy medley and the hoedown number from "Rodeo." A scientific talk on the new synthetic chemical substance "plasticine" was given by Cole Porter's "Night and Day" and a second news period, including a book review and an opera note as well as a recapitulation of the earlier news in headline form, which concluded the broadcast.

Programs are broadcast on the following frequencies: 15210 kc (WBOS), 15220 kc (WRUL), 17750 kc (WGBE/AA), 15270 kc (WCBN), 17830 kc (WCBC), 21570 kc (WCRC). The last is designed primarily for reaching the relay station in Munich, which rebroadcasts the American programs simultaneously on 6170 kc, 7290 kc and 8540 kc.

The frequencies used are the best for the time of day and time of year, it was explained by John Doud, chief of the IBD facilities branch in New York. Several months from now, about May, another set of frequencies will be used, he said, with similar changes being made from season to season.

Big Audience Possible

Charles W. Thayer, head of the Russian desk, said that while estimates on the number of receivers in Russia which can tune in the shortwaves vary from 10,000 to 2,000,000, the State Dept. estimates a potential audience of around 400,000 for its programs. Ownership of these receivers, he said, is confined to the higher paid individuals of the country, such as the intelligentsia, engineers, high army officers and the like, but others are owned by collective groups.

Asked about program content, Mr. Thayer said that these people, if interested in the program content, can take "pretty strong meat and like it." He said that they are used to longer programs than are common in America and reported that when he had asked a Russian about the length of a scientific talk the answer had been that if it is on a single subject it should not exceed an hour. Mr. Thayer also said that plans are under way to include excerpts from the writings of Clarence Day, Ring Lardner and other American humorists in subsequent broadcasts.

John Sheehan, associate chief of IBD, in charge of the New York center from which all U.S. broadcasts to overseas points originate, said that with as many as seven programs in as many languages going on at the same time over our 36 shortwave transmitters, the IBD traffic problem is more complicated than that of any domestic network.

WNYC Receives Praise For Coverage of Hearing

THE BROADCASTING in full, two weeks ago, of the hearings on the New York City subway fare plan, which was the subject of much praise by Jack Gould, radio editor of the New York Times.

In his weekly column of Feb. 16, Mr. Gould said that the broadcasts "is the very real answer to the criticism of lack of participation in an exciting Town Meeting of the pioneer day and represented a capital public service of which the city's outlet, WNYC, well may be proud." Mr. Gould also commented that the broadcasts represented an object lesson in political democracy and underscored afresh the continuing importance of hearing the voice of government which they afforded the listener... Mayor O'Dwyer and WNYC have made a contribution which if followed by the leaders of radio and politics would be of more lasting importance than the outcome of the flight over the subway fare."

UP Finds Women's Farm, Sports Features Popular

A UNITED PRESS radio survey of its clients, completed last week, showed that 77 different kinds of businesses are sponsoring its five, 10 and 15 minute special features and programs. The report showed that the features, which make up one-fifth of the UP radio news report, are almost totally sponsored. Sports features, women's features and farm features generally are the most popular, the survey reported. Of the stations polled, 67% use the daily five-minute column, Specials of Sports, and of those, 82% have it sponsored. Another sport column, the Sports Lineup, is used by 60% of the stations, and in half the cases, it is sponsored. Steps Up Sports, is used in 87% of the cases and sponsored in 45%.

WGY Schenectady Anniversary With Special Broadcasts

WGY, the General Electric station in Schenectady, celebrated its silver anniversary in radio broadcasting last week.

The 50 kw NBC affiliate threw open its studio doors all week from 10 a.m. to 10 p.m. Three special programs and the anniversary dinner Friday night were broadcast and almost every local program on the station pointed to the 25th birthday of the station, which was founded Feb. 20, 1922.

The first special broadcast featured the WGY Players in an original script, "Walking With Radio," broadcast Tuesday night. The following night a special broadcast featured a two-way radio conversation between GE Engineer Elwood B. Hooper at Port Jervis and the ruins of the former WGY located in a subway station in Schenectady. The third special broadcast marked the fifth anniversary of the station's affiliation with NBC. "The FBI in Action," NBC President Niles Trammell was guest speaker on the dinner program broadcast Feb. 21, which presented many WGY performers. This was aired from 9-10 p.m.

Mr. Trammell was introduced by Robert S. Peare, vice president in charge of advertising and radio broadcasting of the General Electric Co., Schenectady, owner of WGY.

Other NBC executives at the dinner which was held in the Hotel Van Court, were James V. McConnell, director of National Spot Sales, sales representative for WGY, Easton Conn.; W. C. Wernley, director of the NBC stations department, and George McElrath, manager of the NBC engineering department.

The first 15 years of radio broadcasting WGY has been on the air a total of 132,883 hours. In its first year on the air the GE-owned station operated 783 hours, reaching a peak of 940 hours during the second year. Its present operating schedule is from 6 a.m. to 1 a.m. daily.
RECOGNITION THAT COUNTS!

At the National Retail Dry Goods Association convention in New York January 13 to 17, these top awards went to Black's in Waterloo for KXEL-produced programs.

1—Grand Prize award especially created by the judges for extra recognition of the quality and objectives achieved on "R.F.D. 1540" with Hugh Muncy.

2—First award for all class "B" stores to "Music for Moderns" by teen agers-for teen agers. Produced by KXEL with Herb James and Betty Black (Jeanne DuMond).

DISTINGUISHED JUDGES

ARTHUR STELZER, president, McCrery's Department Store, New York

ISABEL WINGATE, representing the National Consumer Retail Council

MARGARET CUTHBERT, Director, women's activities, NBC

THOMAS CONNOLLY, director of sales promotion, CBS

ARTHUR PRYOR, of B.B.D. & O. Advertising Agency

Hugh Muncy—KXEL's Farm Editor—who personally conducts "R.F.D. 1540," the Grand Prize winning program for Black's.

Program Response

Recent analysis of a KXEL daytime program by a national advertiser embracing 10,000 letters over a 6-weeks' period revealed 82 of Iowa's 99 counties participating in this program and a plus of 37 states and the Dom. of Canada.

The Josh Higgins family circle—a programming group that produces programs with impact and penetration never before attained in this—the cream of the Iowa market.

CLEAR CHANNEL . . . BASIC ABC . . . WATERLOO, IOWA REPRESENTED BY AVERY-KNODEL, INC.
Black's—key department store operation serving more than 450,000 urban and rural folk living in a trading territory comprising 34 of Iowa's 99 counties.
HE RODE SIXTEEN HOURS TO SHAKE HANDS WITH THE "DAY BREAK IN THE BARNYARD" MAN

The gentleman on the left is L. R. Lowe of Seneca, S. C., owner of an insurance business, and a regular listener of "Daybreak in the Barnyard" . . . broadcast 5 am to 6 am from WLAC, Nashville, a program emceed by Herman Grizzard, veteran "personality" announcer, shown above at right.

Lowe rode sixteen hours to Nashville to fulfill his oft-written promise of shaking hands with Grizzard. He was interviewed on the program . . . and after being shown some of Nashville's points of interest . . . rode back home.

Lowe's visit is typical of friendly interest in this great 50,000 watt station by the people it serves. One "Daybreak" listener started a Herman Grizzard fan club, and its membership has been growing by leaps and bounds. And, there are scores of other instances that prove a deep loyalty to WLAC.
12 CPs, 5 Conditional Grants For FM Stations Authorized

Five conditional FM grants and 12 construction permits for FM stations were authorized by FCC last week. Of the conditional approvals, four went to existing AM licensees while the fifth was a standard applicant. Nine of the CPs went to present AM operators; one to a television permittee. Noncommercial educational FM permit also was issued.

WKNY Kingston, N.Y., was authorized a conditional grant for a minimum class B station, subject to licensing requirements, and channel 270 was made available for this purpose.

WWCO Waterbury, Conn., identified in ownership with WEIM Fitchburg, Mass., was authorized a conditional grant for a class B outlet, subject to further review and approval of engineering details.

Class A conditional grants were made to WUUP-South Dennis, Mass., and KURV Edinburg, Tex., as well as to Grosse Pointe Broadcasting Corp., Grosse Pointe, Mich. Grosse Pointe Broadcasting is applicant for AM FM combo to take its place in that area.

The FCC issued CP to Technical High School, Miami, for new non-commercial educational FM station on 91.7 mc (channel 219) using 500瓦 power, and with antenna height of 215 ft. Permit is in name of Dade County Board of Public Instruction.

Conditional CPs

The following were authorized CPs with conditions. Power given is effective radiated power; antenna height is height above average terrain.

Gordon Gray (WSJS) Winston-Salem, N.C.—Class B; channel: 97.3 mc (No. 233); 2000 kw; 425 ft.

Everglades Bagg Co., Miami, Fla.—Class A; channel: 99.3 mc (No. 243); 1 kw; 200 ft.

KRTM Fort Smith, Ark.—Class B; channel: 98.3 mc (No. 253); 10 kw; 500 ft.

KWBQ Memphis, Tenn.—Class B; channel: 93.3 mc (No. 254); 7 kw; 350 ft.

WMOR Mobile, Ala.—Class B; channel: 99.3 mc (No. 255); 10 kw; 350 ft.

WBBS Burlington, N.C.—Class A; channel: 101.3 mc (No. 256); 1 kw; 100 ft.

KSBR San Bruno, Calif.—Class B; channel: 103.5 mc (No. 258); 15 kw; 430 ft.

WHTF Baltimore—Class A; channel: 97.5 mc (No. 263); 20 kw; 500 ft.

WNBQ Milwaukee, Wis.—Class B; channel: 98.1 mc (No. 266); 1 kw; 100 ft.

WNAM Studios Ready

STUDIOS and offices of WNAM Neenah-Menasha, Wis., have been completed. The station, owned by Neenah-Menasha Broadcasting Co., expects to be on the air about June 1 with full four-man staff, according to Don G. Wirth, vice president and general manager and will operate on 1280 kc with 1 kw daytime only, using Western Electric transmitter, antenna on top of 20-story office building, and transistor and studio equipment. Studios and offices are in the National Manufacturers Bank of Neenah. Mr. Wirth said WNAM has subscribed for UP wire service. E. W. Fliegel is chief engineer.

WLOO Logan, W. Va.—Class B; channel: 94.3 mc (No. 312); 1.5 kw; 500 ft.

WWXU Marshall, Ill.—Class B; channel: 99.5 mc (No. 328); 3 kw; 415 ft. (In lieu of previous construction permit for AM station.)

The A. S. Abell Co., Baltimore—Class B; channel: 96.3 mc (No. 327); 1 kw; 390 ft. (In lieu of previous construction permit for AM station.)

Leaf Chronicle Co., Clarksville, Tenn.—Class B; channel: 98.7 mc (No. 330); 1 kw; 300 ft. (Re-authorized issuance of CP on basis of new ownership.)

Leaf Chronicle Co., publisher of the Clarksville Leaf Chronicle, has redistributed its stock with M. S. Foster, president and former holder of 39.6%, holding 60.1%; E. P. Charlet, secretary, 24.96%; Mrs. M. S. Foster is listed as director.

"49er" Broadcasting

Given Final Grant

Company to Build 250-w Outlet At Grass Valley, Calif.

A DECISION giving finality to the proposed grant to '49er Broadcasting Co. for a new 250-w full-time outlet on marsh, Calif., [BROADCASTING, Jan. 20] was announced by FCC last Monday.

The application of Town Talk Broadcasting Co. for the same facilities was denied. FCC based its choice on "the greater knowledge and understanding of the members of the '49er Broadcasting Co., as well as of its proposed general manager and assistant station manager, of the needs and interests of the Grass Valley area."

An Exception

The Commission, which ordinarily leans toward non-newspaper applicants in competitive situations, said it was "not unendifficult of the fact that two of the six partners [of '49ers] are editor and business manager, respectively, of the only newspaper in Grass Valley and that between them they own 50% of the stock of said newspaper. Nevertheless, in this instance, we feel that this greatly superior knowledge of the community and its listening needs outweigh the usual considerations of newspaper connections."

Owners of '49ers are:

John G. Collins, the lumber business in Orassa Valley, 10%; H. W. Westbrook, store owner, 10%; John Edwin Kingman, theatre manager, 5%; Robert O. Thomas, insurance and investment broker, 20%; Robert T. Ingram, editor and publisher and 25% owner of The Union, Grass Valley's only daily paper, 10%; and Earl J. Caddy, business manager and co-owner of the grass Valley News, 10%. Mr. Collins would be general manager, Edward J. Fling, executive program director, sales manager, and director of special events and publicity relations, would be assistant station manager with direct supervision over the program department.

Owners of Town Talk are Robert W. Lehigh, CBS Hollywood Station, 50%; Clarence E. Fisher, account executive of Rogers & Smith Adv., Los Angeles, 10%, and P. Clinton Jones, general manager of KCMJ Palm Springs, Calif., 20%. 
The "eyes" for the
ears of Boston fans

Through Jim Britt’s eyes, sports fans among WEEI’s three million listeners “see” good teams beaten by great ones. They get their good “look”—six nights a week—on Jim Britt’s “WEEI Sports Roundup.”

Proof that Britt knows sports and has the gift of gab is the way he snags the country’s most coveted assignments: the 1946 World Series...five football “bowl” games...the 1946 Major All-Star baseball game (hailed as “a model of baseball broadcasts” by the New York Daily News)...and on-the-spot accounts of hockey, golf, track, and basketball matches for all four coast-to-coast networks!

But Britt is more than a first-class eye-witness reporter. He’s also a past master at telling anecdotes, digging up news, and giving the post-game why, what, how and if.

No wonder 20% of the listening audience picks Jim Britt to be the “eyes” for its ears six nights a week between 6:15 and 6:30 p.m.* And this was during the late Fall and early Winter! Now baseball Spring training is coming up. Again the Boston Red Sox are favored to win the American League pennant, while the Boston Braves rate as a strong contender for the National League Championship. As Boston’s pennant fever mounts, Jim Britt (play-by-play reporter of all home games for both Boston teams) will round up bigger and bigger audiences for his “WEEI Sports Roundup.”

Boston’s hopes and Britt’s Hoopers make “WEEI’s Sports Roundup” the buy of the season. So keep your eyes on Britt. Or better still, “get your program” (“WEEI’s Sports Roundup”) by getting in touch with us or Radio Sales.

*C. E. Hooper Report—November, December 1946
Teachers to Study Radio in Education
One-Day Conference to Be Held In St. Louis on Feb. 28

ST. LOUIS public school teachers will participate in a one-day study of "Radio in Education," Feb. 28 under sponsorship of the St. Louis district of Missouri State Teachers Assn.

Included in the morning general session will be an address by Dr. W. W. Hickey, St. Louis superintendent of instruction. Leaders assisting Mr. Hickey in the discussion and their sub- ject follow: Vierling Kersley, super- intendent of schools, Los An- geles; "The Superintendent Looks at Radio"; Harold B. McCarty, di- rector of WHA, U. of Wisconsin at Madison; "Talk at Radio"; Dr. James W. Clarke, min- ister of Second Presbyterian Church, St. Louis, "The Parent Looks at Radio." Five sessions are planned to run concur- rently for the afternoon. One of these, on the theme "Radio, a Medium in International Understanding," will be held in the KMOX playhouse. It will include a demonstration by KMOX talent making the recording, "The Saga of the Mississippi," the St. Louis schools' contribution to a series of 15 one-minute programs. They will be broadcast for classroom use, and a talk by Mrs. Kathleen N. Lardie, director of radio, Detroit Public Schools.

Miss Marguerite Fleming, di- rector of the South High School radio workshop, Columbus, Ohio, will be principal speaker at a ses- sion on "Radio, a Challenge to High School Teachers." Another afternoon session, on "Radio, a New Approach to Ele- mentary Education," will feature talks by Mr. Leland M. Fiske, as- sistant professor of education, Ohio State U., and Harold B. McCarty, director of WHA.

Featured at the television ses- sion will be demonstration by KSD.

Dr. Warren D. Allen, director of music at Stanford U., will be chairman of a session on "Audio- Visual Aids, A Factor in Music Education." Speakers and their sub- jects will be as follows: Russell Morgan, director of music, Clevel- and Public Schools, "Broadcasting Music to Schools"; Stanley Chapple, conductor of BBC's chil- dren's concerts, "School Use of Music Broadcasts in England"; W. Otto Miessner, director of Miess- ner Institute of Music, Chicago, "Analytical Slides Illustrating the Romantic Symphonic Style"; Hans Rosenwald, dean of Chicago Mu- sical College, "Television in Music Education." Ernest Hares, super- visor of instrumental music of the St. Louis schools, will lead the discussion.

CONTRARY to all appearances, this is a complete 250-watt station. The equipment, from Collins Radio Co., Cedar Rapids, is destined for KRUX Phoenix-Glendale, Ariz. The crates and boxes, in which the instruments were packed, were enough to fill a box car.

Northwest Radio News Assn. Is Formed At U. of Minnesota First Short Course

RADIO newsmen from Minnesota, North and South Dakota, Wisconsin and Iowa formed the Northwest Radio News Assn. at a meeting held Feb. 14-15 in Minneapolis in con- nection with the first annual radio news short course conducted by the U. of Minnesota Journalism School.

Organizational work will be handled by James Baccus, WDAY Fargo, N. D., temporary chairman of the organizing committee. With him on the committee are Siegfried Mickelson, WCCO Minneapolis, and Ray Thompson, KROC Rochester, Minn. The university's course, an annual event, is the outgrowth of the NAB Radio News Clinic held in Minneapolis last May by Arthur C. Stringer, NAB director of special events. In charge of the short course was Mitchell V. Charmley, of the university, aided by Jack Dunn, WDAY, Orlin Melton, KYSM Mankato, Minn., and John Verstraete, KSTP St. Paul.

Opening day featured a dis- cussion of editorializing, with Wil- liam Krueger, WDAL Duluth, de- scribing a local news program which includes a three-minute local editorial. Dr. Ralph O. Nafziger, of the university, urged editors to study their audience. Dr. Fred S. Siebert, director, U. of Illinois School of Journalism, said the test in libel is this: "Has the station taken due care in advance of broad- cast to check against damaging statements? If it has, it seems safe to conclude from court actions to date that it will not be held liable."

William B. Ray, NBC Central Di- vision news manager, described use of the wire recorder at the dinner session. United Press was host at a pre-dinner cocktail party.

Other topics discussed in round- tables were writing, led by Mel Nelson, WHO Des Moines; press asso- ciation copy, led by Mr. Melton; local and regional coverage, led by Mr. Baccus. In attendance were:

Minneapolis: David Johnson, WCAL, Norwood; E. H. M. Rutland; Mr. Krueger; John F. Mesher and Mr. Melton; E. M. Mankato; Ralph Andriat, Ralph Backlund, Roger Cowell, Robert Franks, Mr. Mickelson, Charles Sarseant and Allan Wash, WCCO, Minneapolis; Cal Smith and Mr. Thompson, KROC, Rochester; B. H. Anderson, M. C. Garmian, R. M. Grinnell, KLVZ, Brainerd; Walter Miller, Fred Worthington and Mr. Verstraete, KSTP, St. Paul; Dick Day and Craig Campbell, WDGY, Minneapolis; Katherine Barzen, KICK, Thief River Falls; Frederick T. Dell, KODE, Fergus Falls; Kenneth Barry, KUOM, Minneapolis; Wally Mitchell and Ed Steeves, United Press, Minneapolis; Howard Morgan, Al- vin Orton and Wally Stone, Associated Press, Minneapolis; Ralph D. Casey, Dr. Charnley, Edwin Emery, Edwin Ford, J. Edward Gerald, Arvo Haga, Gudger Hage, Donald Janson, William Jensen, Fred L. Kilow and Dr. Nafziger, School of Journalism faculty, about 40 jour- nalism students.

North Dakota: Mr. Baccus, Daniel D. Pandrich and John G. Swenson, WDAY, Fargo; Charles W. Schroeder, KFPL, Min- nesota; Dick Anthony, KILO, Grand Forks.

South Dakota: Tony Moe, KELO, Sioux Falls.

Iowa: Mr. Nelson; R. T. Flaherty, KLO, St. Cloud; Ch. O. Blum, KOLI, Mason City; Robert Redden, WOC, Dav- enport.

Wisconsin: Jack Kelly, WEAU, Eau Claire; Lew Martin, WDWM, Superior.

Thomas Crabbe Dies; Durstine Executive

THOMAS MACKAY CRABBE, 41, a vice president of Roy S. Dur- stine Inc., New York, died on Feb. 16 at St. Joseph's Hospital, Far Rockaway, Queens, N. Y., of two months' illness. He was a resi- dent of Hewlett, L. I., N. Y.

Before joining the Durstine agency over two years ago, Mr. Crabbe was assistant advertising manager of Colgate-Palmolive- Peet Co., and prior to that served with BBDW, New York, for 15 years.

Surviving are his wife, Idoline Watts Crabbe, a daughter, Idoline Crabbe, a son, David Crabbe, and his mother, Mrs. Robert Gould.

Field, Merchant Named Executives in Radio Firm

KEITH S. FIELD, former manager of WFOR Portland, Me., and prior to that commercial manager at the station, WHEB Portsmouth, N. H., has been named general manager of WENE Endicott, N. Y. He will also super- vise radio interests of James H. Ottawa, president of Empire Newspapers-Radio Inc., licensee of WDOS (FM) Oneonta, N. Y., WENE and with radio interests in Stroudsburg, Pa. WENE is ex- pected to begin broadcasting July 1.

In a similar position, but in the engineering field, J. Harold Mer- chant has been named engineering supervisor for the Empire Newspress-Radio Inc. His name was formerly transmitter engineer at WNBF Binghamton, N. Y., and has been identified with technical broadcasting since 1936.

Rouda Is Vice President

PHILIP ROUDA, of the Chicago office of Bousel & Jacobs, in charge of radio and motion pictures, has been elected a vice president. Mr. Rouda joined the agency three years ago after being with the AAF.

Ban Called 'Invalid'

COMMENTING on action of New York apartment house owners for- bidding installation of television receiving antennas, J. R. Poppele, president of the New York Apartment Resi- dents Assn., said he believes reasons for the ban are "invalid in most respects, due to a lack of understanding." Situation is comparable to that in radio's early days, he said, when landlords protested ra- dios on rooftops. Televi- sion soon will find a solution to the problem as radio did then, he declared, stating that a TBA com- plete with affiliate number, Y, already is at work on it. Meanwhile he urged landlords to reconsider their action. It is unfair, he said, to de- prive people of television service- they want just because they happen to live in multiple dwellings.
Locally Produced Spot Radio Programs add power aplenty to Studebaker advertising. Here's the proof: Week after week Studebaker has used local talent news broadcasts to sell used cars, Studebaker service and the famous "postwar car." They've watched the enthusiasm of dealers in every market. They've carefully checked costs against nation-wide results. And then they've continued this successful medium year after year.

Spot Broadcasting gives Studebaker the flexibility that makes dollars travel farther. The choice of 5-, 10-, or 15-minute programs matches budgets to markets precisely. And effectiveness is increased through free choice of stations and times with pre-tested audiences.

Let your John Blair man show how this modern medium can work for you. His radio and merchandising experience are yours for the asking.
Radio Libel Statute Passed in Wyoming

Stations Are Protected Unless Carelessness Is Shown

PROTECTION from libelous statements, unless it can be shown the station has failed to exercise due care in preventing broadcast, is provided by a law enacted in Wyoming.

Under the law, which is identical in text with a bill introduced in Colorado (Broadcasting, Jan. 27), stations are not liable for remarks made by political candidates where censorship is prohibited by law. Active in its introduction was State Senator Robert E. Carroll, KWWO Sheridan; William Garlow, KODI Cody; Harold L. McCracken, KVES Rock Springs; William C. Govee, KPBC Cheyenne.

Statement explaining the need for libel protection was submitted to legislators by Wyoming stations.

Text of the bill was submitted to Governor Hugh Terry, 14th District director, who has sponsored the Colorado bill, favorably reported by a House committee.

Wyoming newspapers have been unsuccessful in the last two legislatures in their efforts to obtain passage of a newspaper libel law.

Advertising Council Wins Praise of War Secretary

A CHANGE in the peacetime attitude of Americans toward the Regular Army is reflected in a letter from Secretary of War Robert Patterson to the Advertising Council.

Secretary Patterson gives much credit to the Council for the public's increased respect for the peace-time soldier. The Advertising Council after the war conducted an Army prestige campaign prepared by N. W. Ayer & Son. Advertisers, newspaper and magazine publishers, radio networks and stations gave generously to the support of the campaign.

The Adjutant General recently presented the Advertising Council with a commendatory scroll for its service in coordinating the Army prestige campaign.

Resumes Operation

WMMG New York, FM affiliate of WHN, resumed operation on Feb. 13 after having been off the air since Jan. 5 for installation of the four-bay Western Electric 54A Clover-Leaf Antenna together with a new three and one-eighth inch transmission line between this station and the New York Radio Pioneers of which Mr. Mullen presently serves as general manager of WIBB, Cumberland, Md., has joined San Francisco office of John Blake.

DAVID N. SIMMONS, former sales and program director of KBBQ San Jose, Calif., has joined San Francisco office of John Blake.

ROBERT H. BOULWARE, of media department of Procter & Gamble Co., Cincinnati, March 1 will join WSAI Cincinnati as general manager. He has been with Procter & Gamble since 1937, in radio since 1941, as a sales representative.

ARTHUR SIMON, presently general manager of WPNF and WPNF-PM Philadelphia, has been appointed sales manager of WLFN New York. During the war he served as chairman of Radio Wartime Control Committee for radio industry and Office of Censorship.

ROBERT H. NEFF, commercial manager of KHJ Los Angeles, has been elected to membership in Barbers Club of Botanical International.

LEROY GRANGER, Hollywood, has been appointed national representative for KERK-ERE in all states except Oregon and Washington. Station is represented by the stations by JOHN KEATING Co., Portland-Seattle.

HUGH BADER, announced special appointments for KFWX Omaha, has transferred to sales staff of station. All army veterans, he was formerly associated with KHJ Hollywood. KEGO Missoula, Mont., rejoining the staff of the Navy, has an employe of the Army Air Corps.

LEO PALMER has been appointed assistant to auditor of WKBW Philadelphia, replacing FRANK DAVIS, resigned. Mr. Palmer, recently discharged from the Navy, has an employe of the Army Air Corps.

T. F. ARNOLD, program director of WNBW Rock Island, Ill., has been named local sales manager.

HAROLD W. FULTON, assistant sales manager of WHO Des Moines, has been appointed as local manager. Other WHO appointments include ROBERT H. HAMMOND, as general sales manager; JOSEPH M. MURRAY, sales promotion and local sales manager and LELA HAYES, traffic manager.

WCCW Charleston, W. Va., has appointed Universal Radio Sales as national sales representative.

RUBS BAER, program director of CKWS Kingston, Ont., has been appointed commercial manager. GORD SWEETMAN also has joined CKWS as a staff.

GERARD L. KIRBY, Army veteran former with WHOH Boston, and later with John C. Connelly, that city, has joined sales staff of WHOH Boston.

SYDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is contacting agency executives and clients in New York, Chicago and other eastern centers before returning to his desk in three weeks.

PAT ARMSTRONG has joined KWWO Pullman, Wash., as traffic manager.

ADAM J. YOUNG Jr., Inc., New York, has been named national representative for WINS New York. WINS New Jersey, N. J., as traffic manager.

JEAN MacGREGOR, daughter of JOCK MacGREGOR, production chief at WOR New York, has joined WNYC Schenectady, N. Y., as traffic manager.
Giving You The Coat Off His Back

Ever own a tweed suit that didn't readily bag at the knees in the traditional tweed manner? If you have, then you already know something about mohair—for this quality commonly results from blending into such fabrics a modest percentage of that most versatile of fibres, the hair of the Angora goat.

What you may not know is that a not-so-modest 74% of all mohair produced in the United States is grown within Kabc's primary service area, that rich Heart of Texas comprising 105 "king-sized" counties with 594,000 radio families.

As with your tweeds, the "mohair content" of the Kabc market contributes another important plus value for alert advertisers who use 50,000 watts on 680 kc to do a big job in a big state.

Write now for your copy of a comprehensive up-to-date listener response study which substantiates the fact that Kabc serves the largest daytime listening area of any Texas radio station.
Miss Laverne Howell of Wheeling, W. Va., an ardent Jamboree fan for the past six years, became the millionth ticket-holder at the theatre broadcast of the WWVA Jamboree on Saturday, February 8th.

In addition to receiving many gifts from Ohio Valley merchants and manufacturers, Miss Howell was presented with this giant-size admission ticket, which was personally autographed by all the Jamboree entertainers, and a complete set of recordings of the entire broadcast.
Sounds incredible, doesn’t it? Well, it’s true! Yes, on February 8th, 1947, the one-millionth ticket for admission to the World’s Original WWVA Radio Jamboree was sold to a happy fan. One million paid admissions to see as well as hear the most famous of Hillbilly radio shows!

In ten years of broadcasting from a theatre stage, the WWVA Radio Jamboree has been presented before one million fans! And if a million have come to see, it’s quite evident that millions have tuned in... and more and more are listening regularly every Saturday night.

See a JOHN BLAIR Man!

10,000 WATTS W·W·V·A WHEELING, WEST VIRGINIA
**Editorial**

**Price of the UN**

NAMING of Byron Price as assistant secretary general of United Nations probably came as a surprise to his host of friends and former associates in journalism, radio, and, for the present year, in the motion picture industry. His acceptance of this important assignment as the U. S. member of the Secretariat is a natural, for we can conceive of no man better qualified for it.

There has been complaint about public apathy toward United Nations. Byron Price knows the American public as few men do, for he has spent practically all of his adult life as an editor, leaving the executive editorship of the Associated Press at the war's outbreak to become director of censorship. In that assignment he recruited and directed a staff of some 16,000 individual censors. He developed voluntary codes in press and radio, without a single hitch or untoward incident. He demonstrated a genius for organization and follow through.

As vice president of the Motion Picture Producers and Distributors Asso. during the past year, Mr. Price soon discovered the community of interest of press, radio and motion pictures. A few months ago he began carrying the torch for freedom of all media of expression. He told the NAACP in Chicago last fall that "the power to license is the power to censor," and warned against encroachment upon radio's freedom through the licensing process.

Even though he was employed by the movies, Byron Price was performing effectively in behalf of radio and of the press in the freedom fight. With UN he will work on a broader front, for his is an all-peoples—world freedom—now is his oyster.

You'll be hearing more about UN and about all freedoms with Byron Price on the job.

**Chill Winds**

THERE IS frequent reference in current radio literature, as in the statements of many who speak publicly on the subject, to the "advertiser's responsibility in broadcasting"—"to the Government's responsibility in broadcasting"—"to the public's responsibility." Let's put this responsibility where it belongs.

The FCC licenses broadcasting stations. That having been done, its work is completed—until time for renewal every three years, or unless extenuating circumstances compel review. The FCC is not the licensee, and neither possesses the licensee's right to speech.

The advertiser empowers the facilities of broadcasting with one dominant purpose: to sell merchandise or service. The advertiser, in that capacity, neither shares the responsibility of the licensee nor has a purpose in so sharing.

Nor should any different reasoning apply to the advertising agencies, to the public, to the churches, to the state, or to any group.

The responsibility is the licensee's, and he should not only accept the burden but eagerly take it up. It is his alone.

This is the responsibility to offer by virtue of the franchise he holds the best that is in him to give. A responsibility of such high order cannot be shared, for then it ceases to be a responsibility, but rather becomes an empty chalice to be held to the lips of all who shout "Share it with me."

Here is a responsibility which should not be accepted, and certainly cannot be borne, by the timid, the weak, the calling. In its disposition lies a measure of the man who pursues it.

As it was once said, "Life always gets harder toward the summit—the cold increases, responsibility increases." And that is to be remembered as well. If you aspire to greatness and goodness in this calling or in any other, you'll feel on occasion the chill wind of criticism. And you should have the strength to withstand that, and the courage to fight in such trial to a full realization of your responsibility.

Let them say, and indeed it may be true: "He is getting rich as Croesus in the broadcasting business." Do we then pursue our course in this nation toward becoming poorer? And if there has been wealth as reward for the enterprise you showed in sponsoring an uncertain art, then you have in turn given wealth to those in your audience: wealth in entertainment and education and in all those aspects of living which torture the tongues of those who envy our culture.

Let them say that you fail in your public responsibility to improve the art. Let them say it and listen to them for their voices are important, but make them acknowledge that the responsibility is yours, unshared.

For if that is taken from you, you have lost your license and you should have lost it.

**Hi, Neighbor**

THERE'S WARNING aplenty for American advertisers in an editorial appearing in the current issue of The Printed Word, a widely distributed Canadian publication. The editorial is entitled "New Threat to the CBC" and it leads off with this paragraph:

"There is a fairy story in the United States to have the radio stations and networks taken over by the Federal Government. Which goes to show that some people in that country don't know when they are well off."

The piece then notes that such a course in the U.S.A. would affect Canadian radio "for the Canadian Broadcasting Corp. cannot live on its license fees; it cannot live on revenue from Canadian advertising, because there simply just aren't enough Canadian advertisers and that the CBC could do programs for network broadcasting. Canadians listen, for entertainment, to the big, commercially sponsored U.S. programs, says the writer. He adds: "If, before the United States take the fatal step, they look at radio in other countries, they will learn several things which should give them pause."

First is that people prefer to listen to free radio, despite the commercial plugs, even the singing commercial; in many parts of Canada radio listeners prefer it. Free radio belongs to free countries. Government radio has prevailed in all totalitarian countries. Government radio is subject to government propaganda, as witness the present series of programs in behalf of the Dominion Dept. of War." This sets up for the Canadian advertisers the rules for broadcasting and interpret them. It means that a change of government brings a change in higher officials even if operating people are protected by civil service rules.

After condemning further the license system of broadcasting as against free radio, The Printed Word ends on this note:

"Junkets of members of the United States Congress are frowned on by editorial writers and other watchers. Here, too, we must look both ways. Canada's radio, and Britain's radio, probably would convince us. If the British government made a mistake in its radio policy, it won't be the same mistake made in this country or Britain."

We agree, but it is superfluous even to note that we do. We need to do this because there are those who want free broadcasting to continue in this country should study the developments in the nation of our neighbor to the north.

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**Our Respects To—**

WILLIAM ALEXANDER McGUINEAS

COMPLETE reappraisal of radio as an advertising medium must be made if broadcasters are to overcome the advertisers outlook on radio as a secondary tool in reaching the American people.

Until some system of accurately supplying the present unknown facts about size and type of audience radio commands this appraisal cannot be made.

This philosophy is the sum of more than a decade of radio selling on the part of William Alexander McGuineas, commercial manager of one of the nation's most audible voices, WGN Chicago.

Few people have made a greater impression on advertising in the midwest than "Bill" McGuineas, who in 1933 joined WGN as a salesman.

Bill McGuineas is an ex-Marine who came out of World War I with a sergeant's rating and a determination to get ahead in the world.

As a salesman he has sold farm equipment, furniture, trade advertising (Printers Ink) and radio. While he considers the others as valuable experience, Bill's favorite is his present profession. He takes more than an active interest in radio as it pertains to Chicago, and is chairman of a committee of the Chicago Radio Management Club.

He is convinced that Chicago offers unlimited opportunities to the advertising man for shows from the five network stations and that Chicago in the future will resume its place in the radio world. He is convinced that expensive programs that reach limited audiences will soon be replaced by programs that move merchandise.

As commercial manager of WGN he not only directs the station's sales department but works closely with Frank Schreiber, executive director of WGN Inc. in the overall management of the station. In 1935 Mr. McGuineas was put in charge of WGN's New York sales office, where he stayed until 1940. Of the two cities, Bill picks Chicago as the best proving ground for advertising experience.

Apart from the fact that he was born in Chicago (March 30, 1897) Mr. McGuineas likes the Windy City because it is still rough-and-tumble in spirit, sufficiently unsophisti- cated to gamble on new ideas.

Now married to the former Elizabeth Hawley (his first wife died in 1933) Mr. McGuineas is the father of three children, Marshall, 24; Bruce, 20; and Beth, 5. When the boys entered (Continued on page 52)

**Broadcasting • Telecasting**
From the Pacific Northwest through the Port of Portland go cargoes to All the World!

BULK GRAINS AND FLOUR
to devastated lands

HEAVY MACHINERY
to China, Africa, Australia

STEEL PLATES AND INGOTS
to South America and the Mediterranean

FRESH FRUIT
to the Scandinavian countries

LUMBER, CANNED GOODS
to any land you name

In the Pacific Northwest, enterprising activity is characteristic of the Port of Portland... and KOIN

KOIN

A Marshall Field Station
PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
Regional Boards to Act On Construction Appeals REGIONAL Facilities Committees have been set up by Civilian Production Administration to speed action on appeals from denials of nonhousing structures, according to James T. Bray, director of CPA's Bureau of Construction & Field Operation. Heretofore appeals have been sent to Washington. Construction project allowances will continue to be limited to a $50,000,000 weekly national average. Projects over $1,000,000 will still be reviewed in Washington. Regional appeals committees will be located in Boston, New York, Cleveland, Atlanta, Kansas City, Dallas, Los Angeles, San Francisco and Minneapolis.

New Time for Show THE MBS Meet the Press program moves from the Friday, 10:30-11 p.m. period to a new time, 10-10:30 p.m., effective Feb. 28. Philip Carlin, MBS vice president in charge of programming, announced that the program was moved ahead one-half hour "to permit a more expanded listening audience for this Mutual public service feature." Spotlight on America, formerly heard in the Friday 10-10:30 p.m. spot, has been discontinued by the American Transit Assn., which has started sponsorship of the MBS Bulldog Drummond series on Fridays, 9:30-10 p.m. A dance band will be heard 10:30-11 p.m. Friday.

To Drop Repeat Show R. J. REYNOLDS Co., Winston-Salem, N. C. (Camel cigarettes), sponsors of The Bob Hawk Show, Mon. 7:30-8 p.m. and the repeat at 10:30-11 p.m. on CBS, may drop the 7:30-8 p.m. period and broadcast the show only in the later spot, it was reported last week.

Emerson Price Cut REDUCTION from $49.95 to $39.95 in its leading portable radio model was announced last week by Emerson Radio & Phonograph Corp., New York. President Benjamin Abrams expressed hope that by widening the consumer market and stepping up production it will be possible to maintain the low figure.

Ad Club Elects WALTER VAN de CAMP, head of California Adv. Agency, and Thomas H. A. Lewis, vice president and director of radio for Young & Rubicam Inc., have been elected president and vice president respectively of Hollywood Ad Club. C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, was elected secretary, with Ernie Belt, national advertising manager of Hollywood Citizen-News, treasurer.

Respects (Continued from page 50)

the service there was no question in their minds which branch they would choose. Both became Marines.

Mr. McGuiness believes radio's biggest job is to convince food, drug and other industries that it is a mature, firmly established medium, fully capable of competing with newspapers and magazines; that its acceptance by the public is not happenstance or based on the romance associated with the invention of a new art form.

How can the job best be undertaken? Through creative selling, an idea with which all WGN salesmen under Mr. McGuiness are indoctrinated. Creative selling to Mr. McGuiness means the union of the right product with the right time period and the right program material to attract the particular audience sought by the radio user.

Radio's failing, he believes, is the willingness to sell time for the sake of a good showing on the monthly report. As evidence he points to the mercuric use of radio by large and small advertisers as a quick means of testing and sampling, without regard for the far more important task of creating and holding public demand for the product advertised. This type of selling, he says, is the means of creating new advertising appropriation territory.

The McGuiness' live in Wilmette, where he spends his leisure time trying to reduce an 11 handicap at the North Shore Golf Club.

MORRIS SOBIN, associated with Olympic Radio & Television Inc., New York, since 1943, has been elected vice president and treasurer of company.

LARRY BOTTEMA has announced opening public relations and advertising office in the May Bldg., Fifth and Liberty Sts., Pittsburgh. He has been associated with Public Relations Research Service, that city, as account executive and advertising coordinator.

MRS. ELYN GLYNDERS, formerly with Stern & Co., Hartford, Conn., has joined Elynn Radio & Phonograph Corp., New York, as company sales representative in New England Territory.

J. T. DALTON, manager of distribution of radio division of Bendix Aviation Corp., Boston, has been appointed general sales manager for radio and television. He succeeds L. C. TURVEY, DELL, resigned.

HAROLD B. DONLEY, manager of Home Radio Division of Westinghouse Electric Corp., has been released from Mansfield General Hospital, Mansfield, Ohio, where he has been recovering from injuries sustained in automobile accident last October.

JOHN WILEY & Son, New York, publisher of books on radio and electronics, has announced opening of the Advertising and Promotion Division, 80-82 Varick Street, New York. MRS. E. E. MURPHY and EDWARD F. DEVI, have been appointed to staff.

ADVENTURE ADVERTISING PRODUCTIONS, Chicago, recently formed by ARLIEN ATKINSON, NORMA LINDQUIST and DON DUWARD (BROADCASTING, February 3), will have headquarters at 360 N. Michigan Ave.

DON ROB, former publicity and promotions manager for New York State Territory, has joined Hal Blythe Studios of Radio. Beverly Hills, as director of advertising and promotion.

SACKETT & PRINCE Television Productions, New York, has opened Hollywood office with RUTH BRUMMER in charge. She was formerly with WLW and WNEW New York.
NOT FOR SALE

A HUNDRED VOICES, rich with a proud tradition, the Fisk Choir is heard every Sunday night at 10:15 over WSM. For 80 years music critics have been extravagant in their praise of these singers. And in its own section of the country, this internationally famous group is not without honor—it is a favorite with the 5 million people in the WSM coverage area.

That is why the Fisk Choir occupies a featured spot on our best Class “A” time, tagged with a sign, Not For Sale.

Believing service to our listeners should precede all considerations, we work continually to preserve a balance of radio fare that will always be The Best in Broadcasting.

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

WSM
NASHVILLE
Michael J. Madar, vice president in charge of production of Lennen & Mitchell, New York, has been elected to board of directors. He has been associated with firm since 1938.

Robert J. McAndrews, advertising and promotion manager of NBC West Coast division, has resigned.

Mr. McAndrews has been associated with NBC for 11 years in his new capacity, he will be in charge of audience promotion division of howell under direction of Milton S. Samuel, head of department's western activities. 

Sylvan Taplinger, vice president in charge of radio for Wells & Geier, New York, resigned effective Feb. 21.


S. S. Larmor, president of Young & Rubicam, New York, is setting up a division for developing new talent and is involved in planning new development of that country and will visit agency's Mexico City operation. He will return to New York about March 10.

Glen D. Mann, former advertising manager of Taub Inc., has joined Overman Advertising, New York, as account executive.

Michael F. Mahoney, who has directed outstanding accounts in automotive, electrical, radio and packaged goods fields, has joined Lawrence, Bole, Hicks, New York, in similar capacity. Mildred Mervyn, former traffic director, Kitball Co., New York, has joined agency as traffic director.

Albert A. Kohler, former space salesman at Sports Magazine, New York, has joined Kisenetet, Wetteree & Bake, New York, as account executive.

Aurelio Peg, former counselor-copywriter-editor of Grant Advertising's international division, has joined Robert Otto & Assn., New York, as copy chief.

Terry Tolland, former sports editor for Douglas Oil Co., Clearwater, Calif., has joined Palm Organ Inc., New York, as vice president and general manager to handle agency's eastern operations. He was formerly associated with Associated Press.

Anne R. Belmar, formerly with More International, New York, has joined Doherty, Clifford & Shnfeld, New York, as assistant account executive in Britol-Myers unit.

Mr. McAndrews continues as treasurer. Marquis M. Smith has been named vice president and will also maintain his present position as radio director. Richard Ernst has been appointed art director.

Muriel Weitzn, former copywriter at Benton & Bowlin, New York, has joined Lawrence, Bole, Hicks, New York, in similar capacity. Mildred Mervyn, former traffic director, Kitball Co., New York, has joined agency as traffic director.

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S. U. Franke, former merchandising and advertising manager of Shell Ranch, India, Calif. (dates, citrus products), has been appointed merchandising director of John F. Whitney & Assocs., Los Angeles.

Terry Tolland, former sports photographer for Douglas Oil Co., Clearwater, Calif., has joined Palm Organ Inc., New York, as vice president and general manager to handle agency's eastern operations. He was formerly associated with Associated Press.

Virginia Waters, former promotion manager and copy writer of WING Dayton, Ohio, has joined McCann-Erickson Advertising agency.

Ralph Carson Adv. and Murray-Dymock Co., Los Angeles advertising agencies, have merged with name Murray Carson & Dymock Inc., offices continuing at 3309 Wilshire Blvd. Telephones: Federal 1191. Ralph Carson has been named vice president and general manager. W. D. Forsberg, former account manager with Eli Lilly, Inc., New York, has joined drug company as space buyer. Paul Levine has been named assistant director and Paul Miller, account executive.

W. A. Sarnoff, president of Portland Ore., April 1 will open office in Seattle. Robert McNulty has been named executive director of agency.

Robert L. Freis, formerly with Associated Press, Chicago, has joined Potts-Turnbull Co., Kansas City, Mo., as account executive.

E. G. Naeckel, partner of L. W. Ramsey Co., Davenport, has been elected president and treasurer of agency, succeeding the late L. W. Ramsey. He will assume general management of agency.

Mr. Naeckel has been named account executive for Charles L. Screen, Los Angeles, as copy chief. 

Laurence R. Rosennum, formerly on editorial staff of Pur Age, and previously with Doherty, Clifford & Shnfeld, that city, has been appointed advertising agency, Laurence R. Rosennum Co., with offices at 608 N. Michigan Ave., Chicago. 

John C. Appleton, formerly with Requiure Magazine, has joined Gray Adv. Co., New York, as assistant advertising executive. Ruth Hausman, formerly in advertising department of Gimbels Department Store, New York, has joined agency's copy department.


Ben J. Green, former radio director of W. K. Kato & Sons, Chicago, has joined Arthur Meyeroff & Co., New York, in executive capacity. He succeeds K. N. Robinson, who has been named account executive. Agency plans to expand radio department.

Joseph B. Brown and John P. Street, account executives of Hart-Conway Co., Rochester, N. Y., have been elected vice president of the firm.

Horace B. Kennedy, vice president, has been appointed executive vice president. George J. Walsh, former account executive with John A. Finneran Inc., New York, has been elected new president.

Arthur Schulein, after two years absence, has returned to Associated Adv., Los Angeles, as art director.


<table>
<thead>
<tr>
<th>BROADCASTING</th>
<th>Telecasting</th>
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</thead>
<tbody>
<tr>
<td>CHARLES R. SCHUMACHER, formerly with House &amp; Garden Magazine, New York, has joined Feinblatt Adv., New York, as vice president.</td>
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<tr>
<td>HOWARD E. SANDS Jr., AAP veteran, and formerly with Allen B. Shirley Co., Chicago, has joined Charles Dallas Reach Co., New York, as assistant account executive.</td>
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<tr>
<td>LAURENCE H. BROWN, Army veteran, has joined George H. Gibson Co., New York, as consultant in assistance account executive.</td>
<td></td>
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<tr>
<td>GEORGE LARUS, formerly on the sales staff of EGO San Francisco, has joined Long Adv. Service, San Francisco, as sales representative.</td>
<td></td>
</tr>
<tr>
<td>DOROTHY DUDLEY, formerly with promotion of St. Louis Star-Times and KXK St. Louis, has been named production manager of Palen Adv. Co., St. Louis.</td>
<td></td>
</tr>
<tr>
<td>NORMAN RONSTED, former production manager for Thrifty Co., Cincinnati, has joined Schimmer &amp; Scott, Chicago.</td>
<td></td>
</tr>
<tr>
<td>LEWIS Lederer, formerly in advertising department of Murray Advertising Co., Southern California office, has joined Robert F. Dennis Inc., Los Angeles, as account executive.</td>
<td></td>
</tr>
<tr>
<td>TERRY BRADY, formerly of Boyd Adv. Los Angeles, has joined radio department of Dan B. Miner Co. that city.</td>
<td></td>
</tr>
<tr>
<td>Walter Blake, account executive of Michele-Kirchner, New York, an affiliate of Enterprise Productions Inc. account, is in Los Angeles for advertising conferences with the agency's West Coast office.</td>
<td></td>
</tr>
<tr>
<td>KENYON &amp; ECKHARDT, New York, is considering the highest and best for television from New York or Philadelphia. Land grant is for 10 years.</td>
<td></td>
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</tbody>
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**IBCing you... in INDIANAPOLIS**

Was It Audacity... Or Just Our Perspicacity?

When "WIBC Coffee Shop" was introduced as an 8:15-8:45 a.m., Monday-through-Friday talent show—competing with you-know-who...some folks thought our venture, foolish-rush in spirit had got the best of us. But it turned out to be a pretty solid job of crystal-gazing because this half-hour of highly informal music, "drama" and homespun hilarity has not only hit a high "Hoo-siering..." but has also won that supreme accolade which is the proof of every radio pudding—a sponsor! Here is but one of many program plums which the largest live talent staff in Indianapolis has created for advertisers and can create for you. Ask your John Blair Man.

**John Blair & Company**  
**National Representatives**

**D R A M A**

| 1070 KC | 5000 WATTS | BASIC MUTUAL |

**The INDIANAPOLIS NEWS Station**

---

**Plans Video Station**

H A W L Y BROADCASTING C o., Reading, Pa., owner of WEEU, has been granted a television license by the Federal Communications Commission. The new station, WBTM-FM, is located on the summit of Mt. Pocono and is considered the highest and best for television from New York or Philadelphia. Land grant is for 10 years.

**World's Best Tobacco Market**

**WBTM-FM**

**Danville, Virginia**

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

**World's Biggest Textile Mills**
WE HOPE THESE FACTS LINGER

MORE LISTENERS PER DOLLAR IN MEMPHIS

HOOPER STATION LISTENING INDEX
CITY, MEMPHIS, TENN.
MONTHS, DECEMBER, 1946—JANUARY, 1947

Total Coincidental Calls—This Period...18,686

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
<th>SETS-IN-USE</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>WHHM</th>
<th>OTHERS</th>
<th>HOMES CALLED</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 6:00 A.M.—12:00 NOON</td>
<td>17.2</td>
<td>13.3</td>
<td>22.0</td>
<td>19.9</td>
<td>20.2</td>
<td>23.3</td>
<td>0.3</td>
<td>2,659</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.</td>
<td>21.2</td>
<td>16.3</td>
<td>10.0</td>
<td>17.5</td>
<td>36.5</td>
<td>19.5</td>
<td>0.2</td>
<td>4,579</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.</td>
<td>35.5</td>
<td>6.9</td>
<td>12.6</td>
<td>29.4</td>
<td>34.2</td>
<td>14.6</td>
<td>0.4</td>
<td>7,218</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.</td>
<td>20.0</td>
<td>18.6</td>
<td>9.5</td>
<td>9.9</td>
<td>20.4</td>
<td>27.2</td>
<td>13.5</td>
<td>1.552</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.</td>
<td>19.4</td>
<td>15.7</td>
<td>12.3</td>
<td>23.2</td>
<td>17.0</td>
<td>29.5</td>
<td>1.4</td>
<td>2,678</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>24.0</td>
<td>12.9</td>
<td>13.2</td>
<td>23.4</td>
<td>30.8</td>
<td>19.2</td>
<td>0.5</td>
<td>18,686</td>
</tr>
</tbody>
</table>

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mention") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

* Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

SA-38

Represented by FORJOE & CO.

WHHM
Independent but not Aloof
MEMPHIS, TENNESSEE
HUGH MARPER has been appointed continuity director of WFUN Philadelphia. He formerly held similar position at WRCM Bay City, Mich., and KSCJ Sioux City, Iowa. Also added to WFUN writing staff is FRANK RING, former New England balladeer, who has been assigned to station’s “Holiday Inn,” daily musical open house show.

CLAIR STONE, former program director of WTAS Green Bay, has joined announcing staff of WIBN Milwaukee.

NORMAN CORWIN, CBS writer-director-producer, was presented with painting of destruction of Lidice by Dr. Jaroslav Slavik, Czechoslovakian ambassador to the U. S., Feb. 18 at conclusion of Mr. Corwin’s sixth CBS “One World Flight” broadcast.

ADELE HUNT, WPAT Paterson, N. J., director of women’s activities, has been presented with Brotherhood of Children Award for 1640 for her “deep interest in the plight of European children and her unflagging efforts in their behalf.”

CHARLES WOLFE, m.c. of daily musical clock program on WMJZ Daytona Beach, Fla., Feb. 15 married Ruth Dockrey of Daytona.

DEAN MOORE, former program director of KLOK San Jose Calif., has joined announcing staff of KWJQ San Jose.

TOM RUSELL, former announcer at WTAG Worcester, Mass., and AM radio veteran, has joined announcing staff of WEII Boston, replacing JACK LAWRENCE who left radio into business with his father, STANLEY SHAW.

freelance actor-anouncer, has joined WFEI on substitute schedule.

MAURIE WEBSTER, assistant production manager of CBS Pacific Network, and USNBS lieutenant commander, is currently working with Los Angeles Public Information Officer. He will supervise all radio shows produced in interest of the Navy.

JIM PURSER, formerly of WCIJ Ashland, Ky., and previously with WOUI Owensboro, Ky., has joined announcing staff of WCKY Cincinnati.

AL JAVISH, record m.c. of “Make Believe Ballroom” on KLAC Hollywood, will portray himself in Columbia Pictures film by that same title.

WALTER SMITH, music librarian of KFWX Philadelphia, has been promoted to rank of Captain in Army Officers’ Reserve Corps. He served with Army Ordinance Dept. during war.

GEOLOGY MILLER, staff announcer at KWBC Pullman, Wash., has been named music librarian as station prepares for larger musical library. RAY HAYDEN has been named KWBC chief announcer, replacing DICK ROSS, resigned.

FLORENCE HALL has been named assistant to program manager of KRUZ.

THOMAS H. HUTCHINSON, veteran radio producer and author of “Here is Television,” Feb. 21 addressed opening session of television production seminar, Friday evening course of Teleproduction Workshop, New York.

KEVIN CLAYTON, former radio announcer, has joined announcing staff of KOME Oakland, Calif. DEAN CAMPBELL, program director of KOME, received “F” award from Tulsa U. in recognition of exceptional services to the University.

IRVIN E. DIERDORF Jr., announcer at WICP Boston, and HELEN F. LARSON, former WCOO traffic manager, have announced their engagement.

WHO DAYTON has named Fred Brophy, veteran radio and television announcer, to his recently vacated post. Before Joining WHOI in 1941, Mr. Brophy, who has specialized in news analysis, was with WVEB Richmond, Ind., as WICP Muncie, Ind. During the war he was on leave of absence from WHOI for 43 months while serving with the Air Force as an administrative specialist.

WALTER EMERSON, attorney for ABC Central Division, is recuperating from a broken knee bone. Injury occurred when he slipped on the ice.

BILL NAEDEJ has joined staff of CKGB Timmins, Ont., as librarian.

GEORGE RECORD, CRC artist, has been elected president of Radio Broadcasters Club of Winnipeg.

JOHN MOORE, formerly with CIJC Sauble St. Marie, Ont., has joined announcing staff of CFGE North Bay, Ont.

JIM KIRKPATRICK, former program director of CKWS Kingston, Ont., has joined CKGB Timmins, Ont., in similar capacity.

GERALD E. BOWMAN, former head of special events division of ABC New York, and previously with INB, has been appointed program director of WOP, Sanford, N. C.

ROY PASEMAN, production manager of WTOP Washington, is the father of a boy born Feb. 7.

At DONAHUE’s orchestra leader, has joined KFYV Los Angeles, as m.c. on six weekly half-hour recorded program “Al Donahue’s Music Shop.”

INGRID SAMUELSSON, director of broadcasts on home and family for the Swedish Broadcasting Corp., Stock- holm, Feb. 11 was a visitor to San Francisco and was interviewed on “Women’s Magazine of the Air” on KPO, that city.

LOU ROSKIN has joined announcing staff of CFRH Edmonton, Alta.

WALTER O’KEEFFE, comedian, Feb. 24 replaces Fred for two weeks DON McBRIDE, as toastmaster of ABC “Breakfast Club.”

MT. MCNEILL is on vacation.

HARVEY HUDSON, announcer at WLEE Richmond, has been named program di-

DICK DOYLE, formerly with WELU DuPlo, Miss., has joined staff of WIBN Memphis.

Video Tax Show

TO AID harassed taxpayers with their annual income tax problems, WNBT New York, NBC video station, will present two Income Tax Quiz telecasts on March 1 and 8. Experts of the Bureau of Internal Revenue will answer questions put by representatives of all major in-

Owners of Maine Station

Drop Plan to Get WHUM

PLANS of Oliver Broadcasting Corp., new owner of WPOR Portland, Me. [BROADCASTING, Feb. 10], to acquire WHUM Reading, Pa., were reported last week to have been abandoned.

Humboldt J. Greig, ABC sales executive and president and 18.16% stockholder of WHUM, and Mrs. Greig have turned over their combined 20% interest in Oliver in adjustment of the WHUM ownership, and Mr. Greig and Robert McGee, WHUM vice president and general manager, have resigned as Oliver president and vice president, respectively.

Mr. McGee, who had no stock interest in Oliver, has acquired approximately 9% of WHUM stock from present owners for about $10,000, subject to FCC approval.

Mr. and Mrs. Greig’s stock in Oliver was distributed among the remaining stockholders, who present stock interests are as follows: Charles McGee and Melinda McGee, executive committee chairman, 20.4%; Henry Oliver Rea, vice president, 20.4%; Murray Carpenter, president and general manager, 16.98%; William S. Newell, board chairman, 9.45%; William H. Rea, secretary-treasurer, 5.5%; George Hahn, 17.77%; H. V. Blaxter, D. F. Frawley, and Henry O. Rea Jr., 5.6% each.

Both WPOR and WHUM are new stations, authorized last year. WPOR operates on 1460 kc with 1500 w, while WHUM is on 1240 kc with 250 w.

"Keep listeningWFDF Flint—maybe Hooper call us."

Page 56 • February 24, 1947
You've heard what the Governor of North Carolina said to the Governor of South Carolina BUT have you heard what the Lt. Governor of North Carolina said when his prize dairy cow was lost? He called Radio Station WPTF and asked us to find the cow. A "cow lost" announcement was aired at 11:05 P.M. Next morning he had his cow. A farmer who had found a cow heard the announcement and like a typical WPTF listener he acted quickly.

Moral to time-buyers: You don't have to wait till the cows come home to find out who's the number one salesman in North Carolina, the South's number one state. Buy WPTF now.
A PAYING PROPOSITION

UNITED

JOHN

58

larly community

other station

one -station

National

only

February

natural

24,

1947

partment

operator.

ROBERT

for Signal Corps

Philco Radio

Knoxville,

ing

tham,

Pullman.

have Joined engineering staff

ALLAN

as of March

agency

W.

50

frequencies reserved

FCC asked

SONOCRAFT

'sociated

of

Galloway,

representative

FM,

cuse

and

Rad.

Fine Arts.

disc recording

private

and development of NBC,

USNR,

CAPT. CHARLES

WEDS MARY C. SCOTT

CAPT. CHARLES W. HORN

WEDS MARY C. SCOTT

HONG

OF

HONOLULU

FIRST IN YEARS

FIRST IN SERVICE

Affiliated with THE HONOLULU ADVERTISER - Represented by THE KATZ AGENCY, INC.

Page 58 • February 24, 1947
Here's why...

When Station KOMA, Oklahoma City, stepped up from 5 to 50 kw recently, it was only natural that Western Electric was again selected. Since 1932, KOMA has operated a Western Electric 5 kw transmitter—and has never been off the air once because of transmitter trouble!

With its new equipment, KOMA's primary area will cover 70 per cent of the state.

If you're planning to build a new station or to increase your AM power, take a tip from KOMA—choose Western Electric for years of dependable, efficient operation.

For details, see your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
A NEW STATION
For a Greater
SYRACUSE

Syracuse is growing industrially, commercially and culturally. WNDR has been organized to serve this growing audience and to provide complete coverage of Greater Syracuse for advertisers. A staff with life-long merchandising experience planned its program schedule to fit the needs of the one million active buyers in its market — buyers with incomes well above state and national averages.

Owned and Operated by the
Syracuse Broadcasting Corporation
Wilson Building, 306 S. Salina St.
Syracuse, New York.
National Representative:
Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco,
Los Angeles, Boston and Atlanta.

Making the best
even better!

Now—along with
"The Texas Rangers"
A sure-fire give-away or self-liquidating offer Attractive 68-
pages of Original Songs The
Texas Rangers Sing and scrap book album. Provided spon-
sors of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers
An Arthur B. Church Production
Pickwick Hotel, Kansas City 6, Mo.

New Type of FM Antenna
Developed for Home Use

NEW "Stratovision" FM antenna, named in honor of the experimen-
tal FM-television transmitting sys-
tem utilizing simplees, has been developed for home use by West-
inghouse Home Radio Division, ac-
cording to L. E. Septer, assistant
sales manager. The antenna will retail at $9.95 and feature rugged
construction, swivel-base for multi-
position mounting and non-corro-
sive fixed elements requiring no ad-
justments.

Once installations will be neces-
sary in some rural areas to bring
in FM signals, Mr. Septer said, and
will be used also to increase power and range of receivers. The
antenna is a dipole with two hori-
zontal arms mounted mechanically
to the mast to assure low loss factor. Aluminum mast and ele-
ments provide all-weather service. Swivel bracket permits installation
on a flat or peaked roof, or on the side of a building.

AT&T Tests Approved
GRANTS to AT&T for five micro-
wave relay stations between New
York and Philadelphia for further
tests of practicability of television propagation, transmission, and long-distance
multi-channel telephone communications and other long-distance services have been announced by FCC. Authori-
tizations, covering two terminal and three intermediate stations, are for experimental operation only. AT&T has similar grants for microwave
channel between Boston and New York.

Ballantyne Honored
JOHN BALLANTYNE, president
of Philco Corp., last week was
awarded a Certificate of Apprecia-
tion by Lt. Coll. Arnold T. Gallag-
her, commanding officer, Phila-
delphia Storage & Issuance Agency,
Signal Corps. For wartime service in
directing development and produc-
tion of radar for the armed forces, Philco is continuing its radar and electronic research for the Signal Corps. Mr. Ballantyne said
the certificate was signed by Secretary
of War Robert P. Patterson, Lt.
Gen. LeRoy Lutes, commanding general of Army Services, and Maj.
Gen. H. C. Ingles, Chief Signal Officer.

Walkie-Talkie Grants
FIRST experimental Class 2 grants
in Citizens Radio Communica-
tion Service—personal use of walkie-
talkies and other portable two-way
communications media—have been in-
sisted by FCC. Only one group,
with four units went to John M.
Mulligan, Elmira, N. Y. radio
engineer, to study propagation ef-
fects and other service factors in
460-470 megacycle band allocated for
development of this service. Previous
grants for CRS authorized Class 1
stations for testing equipment.

FINLEY TRANSCRIPTIONS Co., New
York, has opened Los Angeles tran-
scription production and sales unit,
hired by LARRY FINLEY, president
and general manager, at 747 S. Hill
Telephone is Mutual 4879. In addition to
production, an office will be set up organiza-
tion to handle national sales for "Flight
With Music," variety show; and "Myrt &
Marg," and also takes on sale of out-
side transcribed shows. Firm also has
taken over West Coast distribution of
various fixed elements requiring no ad-
justments.

Renewals for Five
REGULAR RENEWALS of five
AM station licenses were
announced by FCC last Monday, and
WGBF Evansville, Ind., was granted
an extension of its present li-
cense to March 29, 1947. KELO
Sioux Falls, S. D., was given re-
newal to Feb. 1, 1949, and the fol-
lowing were renewed to Feb. 1, 1950:
WAML Laurel, Miss.; WEMP Milwaukee
(auxiliary); WINX Washington (synchronous
amplifier); and WEPN Martinsburg,
W. Va.

Repeats Course
ROBERT J. BURTON, BMI attor-
ney, is repeating his course in
Copyright and Business Practices
at New York's City College for an-
other term, session opened Feb. 13.
Courses will be held on Tuesdays, 6:50-
8:30 p.m., at the college's branch
at 480 W. 50th St. and is open to
special students as well as those
regularly matriculated at CCNY.

Fax Soon to be Important
Medium, McEvoy Asserts
ALTHOUGH facsimile is still in
laboratory stages, it may very soon
be an important element in the
broadcasting field, Newman F. Mc-
evoy, media head of Newell-Emmett
Co., New York, and president of the
Media Men's Assn., New York,
told a monthly luncheon meeting of
the Advertising Women of New
York at the Hotel Astor, New York,
on Feb. 18.

Discussing "The Media Man's
Job," Mr. McEvoy said that in the
future the community facsimile rad-
io station can become similar to
the small town weekly newspaper
and thus alter present standards of
newspaper space buying.

WGNB Adds 5 Hours
WGNB, FM affiliate of WGN Chi-
cago, will expand its broadcasting
schedule to 12 hours daily effec-
tive March 1, Marion Claire, direc-
tor of the station, announced last
week. WGNB will add five hours of
programs a day, broadcasting from
11 a.m. to 11 p.m. instead of from
3 to 10 p.m., the present schedule. G. William Lang, chief
engineer of WGNB, after analyzing
FM set distribution figures and the
volume of response of listeners, he estimated that the audience in
the Chicago area is more than 200,000.

Discontinues
RICHARD E. GOEBEL, president of
Pacific Coast Adv., San Fran-
cisco, announces that his company
will discontinue business as of
March 31. Effective March 1, J.
Walter Thompson Co. will handle
the advertising for Langendorf
United Bakeries, Old Holmstead
Bakery and California Baking Co.
No announcement has been made
as to disposition of other clients
now being serviced by Pacific Coast
Adv.

FARMERS
Prefer WIBW because we've served
their interests for 20 years. WIBW is
the farm station for Kansas and ad-
joining states.
WFBR LISTENERS

GIVE BING 20.8 RATING

Here's proof that Baltimore listener loyalty to WFBR gives WFBR advertisers a definite plus.

In figures just released—the Hutchins Company, agency for Philco—advises that WFBR gave Bing Crosby a 20.8 rating and 61.3% of the listening audience, during the first nine weeks.

This 20.8 rating was so much higher than the national rating that the agency wrote to ask what special type of promotion was used.

No special promotion. Just the regular loyal WFBR audience. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
HARRIET CROUSE, head of publicity for Don Lee Broadcasting System, has been named MBS coordinator of publicity in Hollywood. MARCIA LEGGE becomes public relations director of KHJ Hollywood and HUNE WEEMS log editor.

TOM PAPICH, research head of CBS Hollywood promotion department, has been named member of Los Angeles Junior Chamber of Commerce radio relations committee.

JEAN MEREDITH, assistant publicity director of CBS Western Division, has been named network's national magazine contact in Hollywood.

GENE FILIP, of WON Chicago newsroom, has been transferred to publicity relations department.

NORMAN KENNETH, former manager of WJAR Morgantown, W. Va., has joined MBS station relations department as field representative working out of New York.

Achievement Awards

CONTEST to pick drug associations which have made most outstanding achievements in 1947 has been started by WLYW Cincinnati and will continue until Dec. 31. Two winning associations will receive award of $100 each and an accompanying plaque. One award will be made to association which has made most outstanding contribution in behalf of community it serves; other award goes to association whose activities during year have been most beneficial to its individual members. Drug associations in Ohio, Indiana, Pennsylvania, and West Virginia are eligible for contest.

Listener Campaign

PROMOTION campaign to win new Omaha and Council Bluffs listeners has been started by KPAB Omaha. Media being used: two full showings (16 boards) of 24 sheet posters; two color newspaper copy; street car and bus cards; screen advertising; Bill boards using interchangeable panels, each featuring a KPAB program.

Radio Scholarship

WTMN Minneapolis has renewed for 1947 its radio scholarship to be awarded to a graduate of Minneapolis or St. Paul high schools. Announcement of the scholarship was made by WTMN. Scholarship is designed to help promising student in field of radio writing or broadcasting.

Names of MBS candidates nominated are:

For president: Blake D. Hull, chief engineer, Southwestern Bell Telephone Co., St. Louis.


For treasurer: W. I. Slichter, professor emeritus of electrical engineering, Columbia U., New York.

Mr. Hull, who has been named to head the AIEE, has been active in the Association for more than 35 years. A 1905 graduate of the U. of Kansas, he worked with southwestern Bell Telephone Co. since 1912 and has served as its chief engineer since 1936. He will retire from the Bell System on Oct. 1, 1947.

Nominees for AIEE Offices Announced
Again welcome Admiral Byrd back to Little America!

There they were—tall, straight and conspicuous after 18 lonely winters in the frozen Antarctic. Even back in 1929 Blaw-Knox had a reputation as radio tower experts which was well-known to Byrd's engineers.

Today Blaw-Knox has acquired an unequalled experience through thousands of installations both here and abroad...AM, FM, UHF, Radar and Television. This valuable know-how is available to you at no added cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

Find Towers of Byrd's '28, '33 Antarctic Camps

ABOARD U.S.S. MT. OLYMPUS, LITTLE AMERICA (AP)—Doctor Paul Siple, scientist with the Navy's Antarctic expedition, while on a helicopter flight, yesterday located the radio tower of Admiral Byrd's 1928 and 1933 camps still standing.

Siple, of Erie, Pa., also found evidence that the Bay of Whales had been completely closed by a glacier collision within the last year.

He said he saw the tops of the Adolph Ochs Radio stations, with three towers still spaced in a rough triangle. This was taken as an indication that the buildings below perhaps had not been crushed out of existence by the ice, as was originally thought probable.

Two icecaps at the entrance to the Bay of Whales apparently met within the last year, Siple said, with a piece of the west cape breaking off.

BLAW-KNOX ANTENNA TOWERS

BLAW-KNOX -KNOX TOWERS

BLAW-KNOX -KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
There's a billion-dollar income in the Fort Worth-Dallas area that can be now covered with the KFJZ-WRR combination twice for one price.

Yes, one price, with no extra costs, gives you a double coverage of this rich market, with a simultaneous-or-separate-hour schedule for double sales impact.

Extensive surveys have proved the dominance of KFJZ and WRR in Texas' largest market area. Let the combination of the two figures-and-cents results in your market for you—at one price!
Specify These Federal Air Cooled Triodes
3,000 and 10,000 Watts per pair at 88 to 108 Megacycles

Leading FM stations all over the country report that these Federal triodes are not only living up to—but far exceeding—their exacting specifications, in day-after-day performance on the job.

To us at Federal, such service records are no surprise. Because long before these tubes were announced, they were subjected to the most rigorous and exhaustive development tests at the factory—for dependability, permanence of characteristics, overload capacity and long life. And in production, every tube is checked and double checked all along the line, from raw materials to finished product, to assure the utmost perfection of every detail. For complete information, write today to Dept. K 509.

Federal Telephone and Radio Corporation

DATA—TYPE 7C26
Frequency, 88-108 Megacycles
(Max. Output up to 150 Mc)
Maximum plate dissipation...1000 watts
Filament voltage...9.0 volts
Filament current...28.0 amp
Amplification factor...22
Mutual conductance...20,000 Umhos
Cooling air requirements at maximum dissipation...75 cfm

DATA—TYPE 7C27
Frequency, 88-108 Megacycles
(Max. Output up to 110 Mc)
Maximum plate dissipation...3000 watts
Filament voltage...16.0 volts
Filament current...29.0 amp
Amplification factor...27
Mutual conductance...20,000 Umhos
Cooling air requirements at maximum dissipation...175 cfm
Feb. 14 Decisions . . .

By COMMISSIONER WAKEFIELD

- Granted petition of WERE, Des Moines, Iowa, for location change in
  application for a standard station, 1400 kw, from 1400 kw, with
  100%, unlimited, etc. Amendment was accepted and application as
  amended removed from hearing docket.

- Granted petition of WERE, Des Moines, Iowa, for location change in
  application for a standard station, 1400 kw, from 1400 kw, with
  100%, unlimited, etc. Amendment was accepted and application as
  amended removed from hearing docket.

- Granted petition of KEZV, Springfield, Ohio, for location change in
  application for a standard station, 1400 kw, from 1400 kw, with
  100%, unlimited, etc. Amendment was accepted and application as
  amended removed from hearing docket.

- Granted petition of KEZV, Springfield, Ohio, for location change in
  application for a standard station, 1400 kw, from 1400 kw, with
  100%, unlimited, etc. Amendment was accepted and application as
  amended removed from hearing docket.
NOW! a new standard of performance in cutting heads

THE PRESTO 1-D

The new Presto 1-D Cutting Head offers: wide range, low distortion, high sensitivity and stability through a temperature range of 60°-95° F. The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequalled in performance by any other mechanically damped magnetic device.

Note from the light pattern below: The correct location of the cross-over point at 500 cycles, the 6 db per octave slope below this point, and flat response above 500 cycles, which is free from resonant peaks. The range of the cutter is 50-10,000 cycles. The Presto 1-D is damped with “Prestoflex” which is impervious to temperature changes between 60 and 95 degrees Fahrenheit.
KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

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KANSAS MARKET

February 26, 1947

BY COMMISSION EN BANC

Hearing Designated

WTAY East St. Louis, Ill.—Designated for hearing (Chairman Denny and Comms.)

Assignment Granted

KUTA Salt Lake City.—Granted to involuntarily assign license from Myrt H. Jones, Penrose H. Johns, Waldo F. H. and M. F. Jones Jr., and d/b/a Mississippi Valley Radio, Inc., on the basis of $520,000.

KELD El Dorado, Ark.—Designated for hearing application for CP to change frequency and power of KELL from 1400 kc, 250 w. unlimited, to 1090 kc, 1 kw., unlimited; granted conditional grant.

KANSAS MARKET

Page 68 • February 24, 1947
It's an admirable reach—but it doesn't necessarily put him first on the French fries. Somebody else may be sitting closer to them.

That's a point for advertisers to consider.

Albany-Troy-Schenectady, plus eight immediately surrounding counties,* makes a neat dish. It has a buying potential of nearly a billion dollars. Its retail sales climb up toward the half-billion mark every year. And a lot of advertisers who have reason to know consider it a lucrative market calling for concentrated attention.

WTRY—with a well-established audience whose enthusiasm is now being further sparked by CBS programming—sits in just the right place to reach this rich buying potential FIRST. Every advertising penny works to create bigger buying habits in the WTRY market where over 200,000 radio families exhibit such strong preference for WTRY-CBS programs. Today—in this important area—you can't get more effective combined coverage of the urban and rural audience at such low cost as with WTRY.

Remember, it's the depth of your influence with the desired market—not your oversized reach—that counts.

*BMB calls it 12.

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
Decision Cont.: 
permittee, without hearing, to install
appropriate DA for purpose of reducing
radiation in the direction of Sac-
ramento to a level to be specified.

TY—Extension
The Outlet Co., Providence, R. I.—
Granted extension of construction
date to March 16 and of completion
date to Sept. 16.

The A. S. Abell Co., Baltimore—Grant-
ed extension of completion date to
July 16.

TY—Extension
The Evening Star Best. Co., Wash-
ington—Granted extension of comple-
tion date to June 26.

FCC Actions
(Continued from page 68)

STANDARD MEASUREMENTS

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

FCC Actions

TY—Extension
KSTP Inc., St. Paul, Minn.—Granted
extension of construction date to
Jan. 16 and of completion date to
July 16.

TY—Extension
—Granted extension of construction
date to April 16 and of completion
date to Oct. 16.

FM—Non-commercial
Technical High School, Dante Board
of Public Instruction, Miami, Fla.
—Granted CP for new station, 917 kc
(channel 218); 400 w, 215 ft.

Non-Commercial Educational
Commission adopted for release new
Secs. 3.293 to 3.291, inclusive, of Part
3 of Commission's Rules Governing Stan-
dard and Non-Commercial
Broadcast Stations. These new sections relate to Non-
Commercial Educational FM Broadcast Service and
be become effective April 1. Public notice of rules as published
March 7, 1946, and time for submission of comments and suggestions
was extended until June 6, 1946. Several of these suggestions have been adopted
by the Commission, particularly with respect to Secs. 3.293, 3.295, 3.297
and 3.299. Any person who is interested in submitting comments and suggestions
regarding these sections, as revised, may submit them in writing to the
Commission at Washington, D.C., requesting its attention with respect thereto. If com-
ments and suggestions are submitted which warrant the Commission in holding
an oral argument, notice of such oral argument and place of such oral argument
will be given.

Feb. 18 Decisions . . .

By the COMMISSION

Final Decision

KGKO and Fort Worth, and
WFBA Dallas—Adopted final decision granting
petition for license of KGKO; granted license
renewal and WPBF. WPFW—Adopted
Com. Durr voted to adopt as final Com-
mission's first proposed decision in this proceeding.

Proposed Decision

WATR and WMAS Springfield, Mass.—Adopted proposed de-
cision looking towards denial of WATR, for CP changer transmitter site and studio
location, increase power from 1 kw to 5 kw, install new transmitter and
DA unlimited (1200 kw); also adopted proposed decision looking
towards denial of WMAS for CP 10 kw to 3 kw,
quantum from 1200 kw to 1230 kw, increase power from 250 kw to 5 kw;
install new transmitter and DA unlimited.

Final Order

49'er Best. Co. and Town Talk Best. Co., Grass Valley, Calif.—Adopted order
re new final ground decision of dis-
allowing application of '49'er Best. Co. for
new station 1200 kw, 250 w unlimited,
and denying application of Town Talk Best. Co. seeking same facilities.

AM—13490
Western Empire Bests., San Bernar-
dine, Calif.—Adopted order granting
petition of Western Empire Bests. for
new station 10 kw, 250 w unlimited,
and granted, 1200 kw, 250 w unlimited.

By COMMISSIONER WALKER

Hearing Contained
—Commission on its own motion, cont-
inued hearing on this application from
March 3 to March 4 at San Antonio.

By COMMISSIONER WAKEFIELD

Proceeding Continuing
A. S. Abell Co., Baltimore, and
Best. Co., Reading, Pa.—Granted peti-
tions of these applicants
for new standard station, 1200 kw, 250 w unlimited,
and continued same to March 21 at Washington.

Deposition Authorized
Teshoma Best. Co., Durant, Okla.—
Granted petition for authority to take
depositions in re appeared application
for new station.

Feb. 18 Applications . . .

ACCEPTED FOR FILING

AM—14900
Walter L. Read, Petaluma, Calif.—CP
for new standard station, 1200 kw, 250 w unlimited.

AM—10000
Oceanside Best. Co., Oceanside, Calif.—CP
for new standard station, 100 kw, 250 w, unlimited.

AM—830
Krouser & Kremer, Oxnard, Calif.—CP
for new standard station, 500 kw, unlimited.

AM—15800
Del Paso Best. Co., North Sacramento, Calif.—CP for new standard station,
1580 kw, 250 w, unlimited.

AM—14700
Pacific States Radio Engineering
Pitts-
burg.—Adopted order granting
new standard station, 1470 kw, 250 w, unlimited.

AM—714
Pacific Foundation, Richmond, Calif.—CP
for new standard station, 710 kw, unlimited.

AM—1500
San Joaquin Best. Co., Stockton, Calif.—CP
for new standard station, 1500 kw, unlimited.

AM—12100
Kenneth Althken, Tuff, Calif.—CP
for new standard station, 1310 kw, 250 w, unlimited.

AM—15900
WBRY Waterbury, Conn.—License to
continue as modified, which includes
increase in power, installation of new transmitter and changes in DA for day
and night use and authority to de-
termine operating power by direct measurement of antenna power.

AM—1940
Kow Best. Co., Galesburg, Ill.—CP
for new standard station, unlimited.

AM—1230
Logansport Best. Corp., Logansport, Ind.—CP
for new standard station, unlimited.

AM—10100
Central Best. Co., Independence, Kan.—CP
for new standard station, unlimited.

AM—10120
Parsons Best. Co., Parsons, Kan.—CP
for new standard station, unlimited.

AM—1290
Parish Best. Corp., Minden, La.—CP
for new standard station, unlimited.

AM—1190
WBHC Bethesda, Md.—License to cover
change of authorized coordinates in re re-
numbered station and authority to de-
termine how operating power by direct measurement of antenna power.

AM—1350
WXN Jacqueline, Minn.—License to cover
new CP which authorized changes in verti-
cal antenna and ground system and for
change of studio location.

Assignment of CP
KOPR Butte, Mont.—Involuntary as-

(Continued on page 78)

Hot Tip

CONTEST for best news tip of the week from listeners
resulted in WCRY Cincinnati receiving a story of a fire in a
garage at its location.

The station broadcast just
before flames from this same
burning garage severed cables
connecting WCRY's studio
with its transmitter site and
local at Bromley, and forced
station off the air.

AM—740
WORZ Orlando—License to cover
CP, as modified, which authorized
new standard station and authority to
terminate operating power by direct measurement of antenna power.

AM—1290
Coeur d'Alene Best. Co., Coeur
d'Alene—CP for new standard
station, unlimited.

AM—1000
Knox Best. Co., Baltimore, Md.—CP
for new standard station, unlimited.

AM—1000
Kewaunee Best. Co., Kewaunee, Wis.—CP
for new standard station, unlimited.

AM—1080
Radio Best. Co., Raleigh, N. C., and Pub-
lic, III.—CP for new standard station, unlimited.

AM—1320
Logansport Best. Corp., Logansport, Ind.—CP
for new standard station, unlimited.

AM—1290
Transfer of Control
KJFB McCall—Voluntary transfer of control of license cor-
poration from John K. Burt, Kenneth A. Durham and Joseph F. Rosenfeld to Times
Publishing Co. (290 shares of capital stock
10%).

AM—10120
Central Best. Co., Independence, Kan.—CP
for new standard station, unlimited.

AM—10120
Parsons Best. Co., Parsons, Kan.—CP
for new standard station, unlimited.

AM—1290
Frequency Best. Co., Ruston, La.—CP
for new standard station, unlimited.

AM—1250
Parish Best. Corp., Minden, La.—CP
for new standard station, unlimited.

AM—1120
WBHC Bethesda, Md.—License to cover
change of coordinates in re re-
numbered station and authority to de-
termine how operating power by direct measurement of antenna power.

AM—1350
WXN Jackson, Minn.—License to cover
new CP which authorized changes in verti-
cal antenna and ground system and for
change of studio location.

Assignment of CP
KOPR Butte, Mont.—Involuntary as-
RESERVE YOUR COPY NOW

“SPEAKING OF RADIO”

A report direct from the source containing what advertisers and agencies think of radio promotion activity.

Printers’ Ink is now preparing a report on radio promotion based on staff interviews with leading advertisers and agencies. This report, “Speaking of Radio” will be of immense interest to everyone concerned with the promotion of radio as an advertising medium. The report will be issued within a few weeks, but you may wish to insure getting a copy by reserving it now.

Send your order to Printers’ Ink, 205 East 42nd Street, New York 17, N. Y. The price of the volume is $1.00.

Printers’ Ink

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FCC Actions

(Continued from page 70)


AM—1150 kc
The Montana Network, Butte, Mont.—CP for new standard station, 1590 kc. 1 kw, unlimited.

AM—1340 kc
Niagara Bstg. System, Niagara Falls, N. Y.—CP for new standard station, 1340 kc, 250 w, unlimited.

AM—1690 kc
WNDR Syracuse, N. Y.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—383 kc
Twin Tonawandas Studios, Tonawandas, N. Y.—CP for new standard station, 380 kc, 1 kw, daytime.

AM—525 kc
KFVF Bismarck, N. B.—License to cover CP, which authorized installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—569 kc

AM—1370 kc
Lakes Area Bstg. Co., Pryor, Okla.—CP for new standard station, 1370 kc, 250 w, daytime.

AM—1450 kc
KOE Bstg. Co., Caquille, Ore.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1230 kc
Yaquina Radio, Newport, Ore.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1400 kc
Rose City Bstg. Co., Portland, Ore.—CP for new standard station, 1400 kc, 1 kw, daytime.

AM—1450 kc
WILK Wilkes-Barre, Pa.—License to cover CP, as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1488 kc

AM—1488 kc

AM—1240 kc

AM—625 kc
KRCT Goose Creek, Tex.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1225 kc
Leonard B. Brown, Kerrville, Tex.—CP for new standard station, 1225 kc, 250 w, unlimited.

AM—1459 kc
KOSA Odessa, Tex.—License to cover CP, as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1239 kc
Terrell Broadcast Co., Terrell, Tex.—CP for new standard station, 1229 kc, 250 w, daytime.

AM—1400 kc
WBBO Galax, Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Assignment of License

WLEC Richmond, Va.—Voluntary assignment of license to Lee Bstg. Corp.

Assignment of License

KEVR Seattle, Wash.—Voluntary assignment of license to Western Waves Inc.

AM—1340 kc
WHAR Clarksburg, W. Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1459 kc
WDLB Mansfield, Wisc.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1140 kc
Lincoln Operating Co., Miami, Fla.—CP for new standard station, 1170 kc. 5 kw, DA, unlimited.—AMENDED: to change frequency from 1170 kc to 1160 kc, 5 kw, 5 to 5 kw night, 10 kw day, change of type of antenna.

FM—Unassigned
Frontier Bstg. Co., Austin, Tex.—CP for new FM station, 47,100 kc.—AMENDED: to change frequency from 47,100 kc to "to be assigned by FCC", type of transmitter, transmitter location, ERP from 51.2 kw to FC 12.5 kw and make changes in antenna system.

McKinley Air Enterprises, McKinney, Tex.—CP for new standard station, 1380 kc, 250 w, daytime.—AMENDED: to change frequency from 1380 kc to 1600 kc, 230 w, daytime to 500 w w daytime and change type of transmitter.

AM—1475 kc
KVAK Anchorage, Kan.—CP for new frequency from 1450 to 1200 kc, increase 250 w to 1 kw, change hours of operation from unlimited to daytime, make changes in transmitting equipment, and install new vertical antenna.

AM—461 kc
Washington Bstg. Co., Lynchburg, Va.—License to cover CP, which authorized installation of new transmitter and authority to change type of transmitter.

AM—515 mc
WSRF South Bend, Ind.—CP to specify type of transmitter as 2 kw and make changes in antenna system.—AMENDED: to make changes in antenna system.

Remote Pickup


Remote Pickup

General Bstg. Co., Atlanta, Ga.—CP for new remote pickup broadcast station on 15875, 15860 mc, power of 50 emitters specified for FM.

Remote Extension

Commendere Bstg. Co., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station, extension of completion date (WDOM).

Remote Extension

Commendere Bstg. Co., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station for extension of completion date (WDOM).

AM—515 mc
WSRF Urbana, Ill.—CP to change frequency from 515 mc to 513 mc, extend construction date to A3, and install new transmitter, and antenna system.

Increase Power

KXUI Iowa City, Iowa—Modification of CP to authorize new noncommercial educational broadcast station to install new transmitter, increase power from 1 kw to 3 kw to and make changes in antenna system.

AM—1110 kc
Griffith Bstg. Co., Parsons, Kan.—CP for new standard station, 1110 kc, 1 kw DA, unlimited.

AM—Extension

WCPB Bstg.—Modification of CP which authorized moving old main transmitter, and installation of composite 5 kw, amplifier to be operated as auxiliary transmitter with power of 5 kw, employing DA-DN, for extension of completion date.

FM—Unassigned
Radio New Rochelle, New Rochelle, N. Y.—CP for new FM station (class A) on frequency to be assigned by FCC, and ERP of 2.06 kw.

FM—Unassigned
WHDL Olean, N. Y.—CP for new (class B) FM station on frequency to be assigned by FCC.

AM—1150 kc
Rome Sentinel Co., Utica, N. Y.—CP for new standard station, 1150 kc, 3 kw, DA, unlimited.—AMENDED: to change frequency from 1150 kc to 1160 kc, 3 kw day and make changes in DA.

TV—Extension

WFIL-TV Philadelphia—Modification of CP which authorized new commercial TV station, construction of commencement and completion dates.

(Continued on page 74)
QUESTION: Is 94.6% more than half?

ANSWER: Yes! Even on the Pacific Coast!

There's a lot of talk going around about the inside half and the outside half of the Pacific Coast buying market. Frankly, there is no such thing as an outside half. The bone, marrow and good meat of the Pacific Coast market lie in just eleven Metropolitan Districts. These eleven areas include 70.5% of population, 73.5% of radio homes, 72.6% of retail sales, 77.6% of effective buying income. (ABC Pacific covers these eleven districts—plus!) In addition, it covers eight other worthwhile markets from inside. Altogether, ABC Pacific reaches 94.6% of the Coast daytime listeners and 92.5% of the night-time listeners (primary areas).

ABC Pacific will do a real job for you and your product. Use it and find out first-hand the outstanding selling job this network can do.
To Dr. Arno Huth
A SPECIAL message from William Benton, Assistant Secretary of State, has been sent to Prof. Arno Huth, for use in his course in International Broadcasting, given at New York’s New School for Social Research. Kenneth Fry, chief of the State Dept.’s International Broadcasting Division, will participate in the class discussion featuring Mr. Benton’s message.

“I am most interested in the outline of your forthcoming course ‘International Broadcasting’. Mr. Benton wrote Dr. Huth. ‘I don’t know of anyone who has approached this subject on such a comprehensive basis.’

“You are pioneering in a subject that is as important as it is new. The field is but little understood by those not actually operating in it. Your potentialsities are enormous. There is no instrument for communication between peoples with comparable potentialities. It can reach remote as well as populated places, and can reach in couples instantaneously. It can hurdle boundaries and political obstacles at boundaries. It is not affected by paper shortages, import quotas or exchange restrictions.

“The number of receiving sets is bound to multiply; and we may safely count on steady improvements in transmission. Thus broadcasting will be a force of ever increasing importance in international communication. . . .”

Dr. Huth also announced that two executives of CBS have agreed to participate in the course. They are Edward R. Murrow, vice president in charge of news, and Edmond Chester, director of broadcast to foreign countries. Special arrangements are being made for the students of the course to attend the broadcasting of some international programs in the New York studios of the State Dept. and CBS, and to visit the NBC International Broadcasting Stations at Bound Brook, N. J.

FCC Actions

Applications Cont.: (continued from page 72)

AM—1970 kc
Anderson Bros. Co., Anderson, S. C.—CP for new standard station, 980 kc, 1 kw, AM, AMENDED; to change frequency from 860 to 880 kc—AMENDED; to change frequency from 980 to 1070 kc.

AM—1460 kc
Pemberton Bros., Greensville, S. C.—CP for new standard station, 1240 kc, 250 kw, AM, AMENDED; to change frequency from 1240 to 1460 kc, power from 250 to 150 kw, day time only, and hours of operation from limited to day-time only.

AM—1220 kc
KITT, Albuquerque, N. M.—Granted license to cover CP which authorized new station on 1460 kc, 175 kw, unlimited.

FM—Unassigned
Caprock Bros. Co., Lubbock, Tex.—CP for new FM station, frequency to be assigned by FCC and ERP of 12 kw.

WINC-FM Winchester, Va.—License to cover CP which authorized new FM station.

FM—License Renewal
Capitol Broadcasting Co., Nashville, Tenn.—Renewal of ST license for W2XEO.

Tendered for Filing
FM—Assignment of License
WDEV Waterbury, Vt.—Consents to assignment of transmitters to Lloyd E. Squier.

Feb. 19 Decisions

By the Commission

Smoky Mountain Bstg., Co., Knoxville, Tenn.—Ordered that petition for construction of CP which authorized new station on 1110 kc, 30 kw, day time.

WMMJ Peoria, Ill.—Granted license to cover CP which authorized new station on 1110 kc, 30 kw, day, conditions.

WCAW Chicago, Ill.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to specify studio location.

WLSA Hammond, Ind.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WSYV Crewe, Va.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter location and to specify studio location.

WFBL Fayetteville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KRUX Glendale, Ariz.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

WOWA Waukesha, Wis.—Granted CP to install new vertical antenna with FM antenna on top and change transmitter location.

KPSC Phoenix, Ariz.—Granted modification of CP which authorized new station, to make changes in vertical antenna and change transmitter location.

WBUZ Asheville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location and to specify studio location.

WHFB Benton Harbor, Mich.—Granted modification of CP which authorized new station, for extension of completion date to 9-11-47.

WHAV Haverhill, Mass.—Granted modification of CP which authorized new station, to change type of transmitter.

WHAR Clarksville, Va.—Granted modification of CP which authorized new station, to make changes in antenna and to change type of transmitter.

Albuquerque Best, Co., Portable area of Albuquerque, N. M.—Granted CP for new remote radio station, Frequency assignment subject to change in accordance with proceeding in Docket 6631.

KLW Twin Falls, Idaho—Granted license for new station on 1340 kc, 250 kw, unlimited.

KAWT Douglas, Ariz.—Granted license to cover CP which authorized new station on 1460 kc, unlimited, and to specify studio location.

WSCG Elberton, Ga.—Granted license to cover CP which authorized new station on 1460 kc, 250 kw, unlimited; conditions.

WXMJ New York City—Granted license to cover CP which authorized change in power to 1 kw and installation of new transmitter and changes in antenna system of developmental station.

WMSR Charleston, S. C.—Granted modification of CP, to change type of transmitter, change transmitter location.

WHWL Madison, Wisc.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KIMT with KQV, Fergus Falls, Minn.—Granted modification of CP which authorized new station, for approval of antenna, to change transmitter location and to change studio location.

KRMY with KQV, Charleston, Tenn.—Granted modification of CP, for extension of completion date to Feb. 23.

KOSF Nogales, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

KAMX with KQV, Austin, Tex.—Granted CP to make changes in transmitting equipment, installation of new vertical antenna and mount FM antenna on top of AM tower.

WHTN Birmingham, Ala.—Granted CP to make changes in transmitting equipment.

WSOH Okosh, Wis.—Granted CP to install new vertical antenna and mount FM antenna on top of AM tower.

WSLB Detroit—Granted CP to make changes in antenna, install new transmitter, and change transmitter location, conditions.

WAYX Waycross, Ga.—Granted modification of CP, for approval of antenna, to change type of transmitter, and to change transmitter location.

WBYS Canton, Ill.—Granted modification of CP which authorized new station, for approval of antenna, for approval of transmitter location and to specify studio location.

WSFT Thomasan, Ga.—Granted modification of CP which authorized new station, for approval of antenna, to (Continued on page 77)

Friends in Need

WAIR has friends by the thousands throughout this rich, responsive market—and all of them are constantly in need of food, cosmetics, medicine, automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAIR

Pittsburgh's Aggressive Radio Station

Basic Mutual Network · Natl. Reps. WEED & CO.
Low WAA prices make these sturdy, all-purpose portable electric power units practical for use on jobs which have never before justified expensive equipment. Today these generator sets, designed and built for heavy duty work, are for the first time cheap enough to use for unusual jobs in out of the way places. Decide now where you can use one or more—and act immediately to take full advantage of these remarkable prices.

Types available:

**ALTERNATING CURRENT:** 60 cycles, single and three phase, 120-480 volts, 1 1/2 kva. and up, priced from $250 up.

**DIRECT CURRENT:** 24, 110, 220 volts, 1/4 to 40 KW, priced from $80 up.

All generators are sold under existing priority regulations. VETERANS OF WORLD WAR II are invited to be certified at the War Assets Administration Certifying Office serving their area, and then to purchase the materials offered herein.

**EXPORTERS:** Your business is solicited. If sales are conducted at various levels you will be considered as a wholesaler. Any inquiries regarding export control should be referred to Office of International Trade, Department of Commerce, Washington, D. C.

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**War Assets Administration**

Offices located at: Atlanta • Birmingham • Boston • Charlotte • Chicago • Cincinnati • Cleveland • Dallas • Denver • Detroit • Fort Worth • Houston • Jacksonville • Kansas City, Mo. • Little Rock • Los Angeles • Louisville • Minneapolis • Nashville • New Orleans • New York • Omaha • Philadelphia • Portland, Ore. • Richmond • Salt Lake City • St. Louis • San Antonio • San Francisco • Seattle • Spokane • Tulsa

---
getting ready to give 'em BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

5,000 Watts Daytime
1,000 Watts Nighttime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
A Department of Port Arthur College

LEISURE SOAP Co., Hollywood (granulated packaged soap), has appointed Frank Ozarak Co., Los Angeles, to handle national advertising. Major portion of advertising budget will be devoted to radio, with Southern California campaign to start by March 1. Expanding to other California markets, campaign will also be centered in Texas, with station list now being prepared.

MILLION'S Fifth Street Store, Los Angeles (department store), has appointed Hunter Adv., Los Angeles, to handle advertising. Expansion of radio is planned.

LEWIS FOOD Co., Los Angeles (Dr. Ross dog food), Feb. 10 started spot announcement schedules on KPAC KODM KYMS KOKO KENO KOY. Contracts are for 13 weeks. Agency: Dan B. Miner Co., Los Angeles.

H. H. TANNER, president of H. H. Tanner Corp., Minneapolis (Portrait Cold Wave), and sponsor of audience participation CBS Pacific "Free For All" in Hollywood for three weeks centering with network executives on future plans for that program.

SOUTHERN CALIFORNIA CITRUS FOODS, Anaheim, Calif. (Real Gold orange juice), division of Mutual Orange Distributors, in 13 week campaign ending April 3, is using daily participation in women's programs on WTN MN. WPTL, Philadelphia and WISN Milwaukee. Other stations will be added. Agency: J. Walter Thompson Co., Los Angeles.

VOICE OF CHINA Inc., Pasadena, Calif. (religious), is sponsoring seven weekly programs, transmitted program, "Voice of China" on 24 stations. Others will be added. Agency: Tom Westwood Adv., Los Angeles.

THE NATIONAL CINEMAS, Hollywood, releasing through United Artists, has advertising budget of $300,000 for musical film, "Copacabana." Radio will be used. Agency: J. Walter Thompson Co., Los Angeles.

CALIFORNIA WALNUT GROWERS Assn., Los Angeles, Feb. 10 purchased three participations weekly on the "This is New York—Bill Leonard Reporting" program on WOR New York, Mon. - Wed. - Fri. 9:15-10 a.m. Firm also started Feb. 11, three participations weekly on WCBS "Margaret Atten" show Tues. - Thurs. - Sat. 8:45-9 a.m. Agency: McCan-Erickson, New York.

PLUTO Corp., New York (Pluto Water), has appointed William von Zeipel & Co., New York, to handle advertising. Radio will be used.

SHERWOOD BULG BUNGARDS, Portland, Ore., has appointed Adolph Bloch Adv., that city, to handle advertising. Use of radio is planned.

ELECTRIC AUTO-LITE Co., Toledo, is auditioning "Attorney At Law," comedy drama show starring Parker Pennelly, as a possible replacement for "Dick Haymes Show." Agency: Ruthrauff & Ryan, N. Y.

THOMAS J. LIPTON Ltd., Hoboken, N. J. (tea), has appointed Ruthrauff & Ryan, N. Y., for advertising in Canada effective April 1. Radio to be used.

CASA COLINA CONVALESCENT HOME for Crippled Children, Chino, Calif., has appointed John F. Whitehead & Assoc., Los Angeles, to handle advertising and promotion for half-million dollar capital fund raising starting April 15. Radio will spearhead campaign, with quarter hour transcribed program. Children of Faith," used on West Coast stations.

TOWER REALTY CO., Montreal (grape fruit juice) has started spot announcements on a number of Canadian stations. Agency: Cockfield Brown & Co., Montreal.

Baltimore AM Applicant Seeks Cumberland Outlet

USE OF RADIO to bring the entire State of Maryland and the people of the State closer together" is anticipated by Tower Realty Co., Baltimore AM applicant, which has filed a new application with FCC for a station at Cumberland, Md.

Karl F. Steinmann, Baltimore attorney and chairman of the board of Tower Realty, explained that because of Maryland's geographical condition the people of Cumberland and Baltimore "might as well live in separate states so far as exchange of news and views by radio is concerned." A state-wide radio system linking the various sections, he said, would aid development in aviation, health, recreation, industry and other fields.

Tower Realty's Baltimore application, for 580 kc with 10 kw day and 5 kw night, has been heard by FCC in a consolidated proceeding with several other 690-kc applicants including WCBS Baltimore [BROADCASTING, Nov. 28]. The Cumberland application, for 1490 kc with 250 w fulltime, was filed shortly before the Feb. 7 deadline for consideration under FCC's temporary expediting procedure. Maj. Gen. Philip Hayes is president of Tower Realty and A. Jack Stewart is vice president in charge of radio development.

New Canada Outlets

CALL LETTERS of a new Bridge- water, N. S., station operating with 1 kw on 1000 kc will be CBKW, managed by F. Hinkle, manager.

Another new Canadian outlet at Riviere du Loup, Que., will have the call letters CJFP. It will operate with 250 w on 1470 kc. Arabell has been named CJFP manager.

BMB Operation Discussed By Unit of Ad Fraternity

THE BABSON Institute chapter of Alpha Delta Sigma, national advertising fraternity, devoted its Feb. 18 meeting at Babson Park, Mass., to a consideration of BMB's operation as measurement of radio station and network audiences and the uses to which its findings may be put.

Linnea Nelson, chief buyer of J. Walter Thompson Co., New York, and a member of the BMB board of directors, discussed the need for a uniform measurement of station audiences which would lead to the formation of BMB. A motion picture on BMB followed.


NETWORK ACCOUNTS

New Business

ZONTIE PRODUCTS Corp., New York (Larvex), March 11 starts six participations weekly on CBS "This is New York—Bill Leonard Reporting" program. Mon. through Thurs., 8:45-9 a.m. Agency: Erwin, Wasey & Co., N. Y.

BURNS CO., Vancouver, B. C. (next poster), Feb. 13 started "Burns Chuckwagon" on 13 CBC Dominion network western stations including at CJOR Vancouver, Tues. 19-20:30 p.m. Agency: Stewart-Stovall, Vancouver.

Renewal Accounts

SOUTHERN COTTON OIL Co., New Orleans (Wesson oil and Snowdrift shortening), March 1 for 52 weeks "The Human Side of the News" with Edwin C. Hill on ABC Mon.-Fri. 3:30-4:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

KRAFT Co., Chicago, April 1 for 13 weeks "Kraft Music Hall" on NBC, Thurs. 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

KNOX Co., Los Angeles, Feb. 16 switched "Danger, Dr. Danfield," on ABC from Sun. 3-3:30 p.m. to 2-2:30 p.m. Agency: Robert R. Skalnik Co., Hollywood.


Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and new paper today. Have your Insurer quoted us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

Page 76 ' February 24, 1947
FCC Actions (Continued from page 74)

Decisions Cont.:

change type of transmitter, for approximately the same location and to specify studio location.

By COMMISSIONER WAKEFIELD

KTKS Shreveport, La.—Granted petition for renewal of license of TV station, KTKS, to cover new location at 255 North Lewis Street.

Feb. 20 Decisions...

By COMMISSION License Renewals

Allan B. DuMont Labs., New York—Granted application for renewal of license to specify an antenna at New York City.

Cash granted for auction of your terminal by our MR. RUSSELL H. BUCKLEY, Sr. to cover changes in vertical antenna.

Red Cross Radio Day

THE FOUR MAJOR net-works will cooperate in observe-ance of Red Cross Radio Day, Feb. 28, in connection with the forthcoming 1947 American Red Cross fund campaign. Following present custom, network will ask its commercial clients having programs on the air that day to tie in or cross-refer to the campaign. Red Cross Day will be marked by an appeal by President Truman, speaking from the White House from 10:05 p.m., for public support of the annual Red Cross drive.

The President will be introduced by Basil O’Connor, Red Cross national chairman.

AM-1070 kHz, Tex.—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

Remote Pickup

By General Broadcasting Co., Inc., Atlanta, Ga.—CP for new remote pickup station, 156.75, 156.40 mc, 50 watts emission. (Continued on page 79)

WBXK Rome, Ga.—Grant to continue CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

Modification of CP

WKII, Kyr.—Grant to continue CP, as modified, which authorized the new FM station to make changes in antenna system and to specify completion date.

AM-1550 kHz, Waukegan, Ill.—CP for new standard station, 1170 kc, 250 w, daytime.

AM-1170 kHz, Iowa City Broadcasting Co., Iowa City—CP for new standard station, 1250 kc, 250 w, daytime.

AM-900 kHz, Coronada Broadcasting Co., Coronada, Kan.—CP for new standard station, 990 kc, 250 w, daytime.

AM-Unassigned

ModernBEST Co. of Baton Rouge, La.—CP for new FM station modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-1190 kHz, WKBK-Salt Lake City—CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-1250 kHz, WMMR-Philadelphia, Pa.—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-1370 kHz, WITM-Baltimore, Md.—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-1400 kHz, WBFF New York—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-1490 kHz, WKNX Philadelphia, Pa.—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-1500 kHz, WKBD-Milwaukee, Wis.—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-1570 kHz, WBCT New York—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-1570 kHz, WJZ Baltimore—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-1600 kHz, WKPR-Philadelphia, Pa.—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-1650 kHz, WEGO Price, Okla.—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-1700 kHz, WBAN New York—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-1800 kHz, WHB New York—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-1890 kHz, WJH New York—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-2000 kHz, WSH Chicago—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-2200 kHz, WOC Chicago—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-2250 kHz, WJR Detroit—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-2400 kHz, WIS-Hickey, Mich.—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-2500 kHz, WRG Minneapolis, Minn.—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-2550 kHz, WSM Nashville—License to cover CP, as modified, which authorized new FM station to make changes in antenna system and to specify completion dates.

AM-2600 kHz, WBZ Boston—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.

AM-2620 kHz, WIZW New York—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-2650 kHz, WQX New York—License to cover CP, as modified, which authorized new standard station to determine operating power by direct measurement of antenna power.

AM-2700 kHz, WBFO Buffalo, N. Y.—License to cover CP, as modified, which authorized new standard station and to specify location of antenna power; authority to determine operating power by direct measurement of antenna power.
FCC Actions (Continued from page 77)

Applications Cont.: New FM station, to change commence- ment of construction and completion dates.

AM-1190 kc

Ardtcll Best, Co., Arvada, R. P., —CP for new standard station, 1400 kc, 250 w., unlimited.—AMENDED to change frequency from 1400 to 1190 kc.

Modification of CP

WPTL Providence, R. I., to install new transmitter and DA for day and night use, GM-48-15, return Feb. 21, 1947.

Pickup License

KBBM Dallas, —License to cover CP which authorized new remote station.

AM-1010 kc

Top of Texas Best, Co., Amarillo, Tex., —CP for new standard station, 1200 kc, 1 kw, daytime.

AM-1290 kc

KGRV West Palm Beach, Fla., —CP to increase power from 1 to 5 kw, install new transmitter and antenna and change transmitter and studio location.

AM-1430 kc

The Capital Best, Co., Annapolis, Md. —CP for new standard station, 500 w., DA for night use, unlimited.—AMENDED: re change in stockholders.

AM-850 kc

WKBZ Muskegon, Mich. —CP to change frequency from 1490 to 1290 kc.—AMENDED: to change frequency from 1520 to 850 kc, power from 350 w. to 1 kw, install DA for day and night use, change type of transmitter and transmitter location.

AM-1240 kc


AM-1930 kc

WIRK West Palm Beach, Fla., —Modification of CP, which authorized new standard station, for approval of alteration of night use, unlimited.—AMENDED: change transmitter location.

AM-1080 kc

Scotland Best, Co., Laurinburg, N. C., —CP for new standard station, 940 kc, 500 w., daytime.—AMENDED: to change frequency from 940 to 1300 kc.

AM-1300 kc

Midwest Best, Co., M., Vernon, Ill. —CP for new standard station, 1400 kc, 250 w., unlimited.—AMENDED: to change power from 250 w. to 1 kw, exclusive of unlimited time, and change type of transmitter.

AM-1380 kc

KFGE St. Joseph, Mo. —CP to increase power from 5 kw day and night to 10 kw day and 5 kw night, install new transmitter and make change in DA for day and night use.—AMENDED: to change use of DA to night time only and extend duration of DA.

AM-1260 kc

Grand Forks Herald, Grand Forks, N. D., —CP for new standard station, 1400 kc, 250 w., unlimited.—AMENDED: to change frequency from 1400 to 1260 kc, 250 w. to 0 kw at night, 1 kw day, change type of transmitter, install DA for night use and change transmitter location.

FM-Unassigned

Neenah-Menasha Best, Co., Neenah, Wis. —CP for new FM station, (class B), frequency to be assigned by FCC, 83 kc and antenna height above average terrain 320 feet, to make minor changes in geographic coordinates.

AM-1490 kc

Burbank Bests, Burbank, Calif. —CP for new standard station, 1400 kc, 250 w., unlimited.—AMENDED: to change transmitter location.

FM-Unassigned

School of Radio Arts, Hollywood, Calif. —CP for new FM station (class A). Frequency to be assigned by FCC, 83 kc and antenna height above average terrain 320 feet, to make minor changes in geographic coordinates.

AM-1150 kc

Contra Costa Best, Co., Richmond, Calif. —CP for new standard station, 710 kc, 250 w., daytime.—AMENDED: to change frequency from 710 to 1150 kc, power from 1 kw to 250 w. and change type transmitter.

License Renewals

United Best, Co., Seven Hills Village, Calif. —License renewal development station WIXKJ, McKenzie Best, co., area of frem station, Calif. —License renewal relay station WIXV.

Westinghouse Radio Station Inc., Boston —License renewal ST station WIXVJ.

Application Returned:

AM-830 kc

KFWB Los Angeles, Calif. —CP to change frequency from 860 to 830 kc, increase power from 50 kw day and night to 5 kw day and 1 kw night, install new transmitter and DA for night use, and change transmitter location. Dismised Feb. 17, 1947.

TENDERED FOR FILING

(Fince Feb. ?)

AM-1248 kc


AM-670 kc

Shebelut Chevrolet Co., Madera, Calif. —CP for new standard station, 670 kc, 250 w., unlimited.—AMENDED: to change transmitter.

AM-1400 kc

WRRN Warren, Ohio —Consent to assignment of license to Sidney & Stevens Inc.

AM-1340 kc


AM-1245 kc

KXOX Sweetwater, Tex. —Consent to transfer of control from Mittle McBeth and Lollita McBeth to J. S. McBeth.

Modification of CP

KONO Seattle, Wash. —Modification of CP for changes in antenna system, installation of new transmitter and change type of transmitter using 50 kw and DA for night use.

Hearings Before FCC

FEB. 15-10 A. M.

Oral Argument

In the Matter of Rules and Regulations Concerning the Ownership of Multiple Broadcast Stations; oral argument before Commission, room 402, FCC Rmrs.

AM-Hearing

WARC Inc., Rochester, N. Y. —CP 1600 kc, 5 kw unli. (Facilities WSGT when vacated.)

AM-Hearing


AM-Hearing


AM-Hearing

Seaside Best, Coral City-CP 1400 kc, 250 w, unli. To be held Re- centon Court Room, City Hall, Atlantic City.

AM-Hearing

San Fernando Valley Best, Co., Kenneth O. Tinkham, San Fernando, Calif. —CP 1280 kc, 2 kw unli. R. S. respon- dent: KOFJ KPOX KPFC KYA.

AM-Hearing

KRKV Sherman, Tex. —CP 910 kc 5 kw, unlimited. DA.

AM-Hearing

Miami Best, Co., Miami —CP 910 kc, unlimited.

AM-Hearing

The KJAN Best, Co, Opolousa, La. Same.

AM-Hearing

FB 26-28 A. M.

AM-Hearing

J. B. Fuqua, Greenville, S. C., —CP 1240 kc, 250 w, unlimited.

Promotion

(Continued from page 17)

with personnel so employees become supporters of the industry. He is preparing a booklet to be titled, "What A Swell Place Radio Is to Work."


At the meeting, besides Chairman Nuny Mr. Mason, were George Cranall, CBS; James La- Gate, WIOD Miami; Carl Haver- lin, MBS; Craig Lawrence, WCOP; Charles Normal, Ill.; Harold Wheelahan, WSBM New Or- leans. Mr. Russell is board liaison member. From NAB besides Messrs. Miller, Willard and Do- herty were C. E. Arney Jr., secre- tary-treasurer; Charles Batson, di- rector of information; Ben Miller, assistant director of information; Mrs. Lewis.

VARIED TV PROGRAMS PLANNED FOR BORDEN

When KENYON & Eckhardt takes over the Borden Co. telecasts March 1, the emphasis will be on the treatment of video commercials rather than on programming per se, agency spokesmen said last week. Instead of presenting a weekly series with a single theme, such as I Love To Eat, which the company, through Young & Rubicam has had on WNTB New York as a Friday evening series, K & E plans to experiment with a number of varied types of video programs, including special events as well as studio programs.

Arthur Moore, producer of Bor- den's County Fair broadcasts on CBS, also will produce the company's test videocasts, assisted by To Carpenters, an agency continuity editor, who will supervise the commercials, and C. Arthonton, commercial writer. All Borden products will be presented on the television broadcasts, which will not be confined to those normally handled by K & E. Aim of the series will be to discover the most effective type of commercial for the Borden products.

Suggestion was made that a simi- lar experimental technique might be applied in network broadcasting, with clients whose budgets are too small to permit sponsorship of a continuing network program perhaps buying one-time sponsorship of network shows.


FEB. 17-10 A. M.

KDFM Beaumont, Tex. —CP 560 kc 5 kw, unlimited.

AM-Hearing

Johnston Best, Co., Birmingham, Ala., —CP 350 kc, 1 kw, 5 kw, unlimited.

AM-Hearing

C.-Same.

FEB. 17-10 A. M.


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give reasons for its actions so there could be some appeal to a “disinterested court or tribunal.”

“Perversion of the intent of our laws,” he said, “has made it possible for ambitious labor leaders like Petillo to establish themselves as dictators over large sections of our populace and to usurp powers not even permitted the Congress by the Constitution of the United States.”

Fears Groundless

Dr. Maddy told Broadcasting that “radio won’t survive if nobody but union musicians can perform. It takes more than that to develop talent.” Earlier he had told the committee that there is no basis to Mr. Petillo’s fears of competition from students. Few music students, “not more than 3%,” have the desire or capacity to become professional musicians. The remaining 97%, he maintained, will become supporters of better music on the radio, including symphonies, opera, recordings, thus increasing demand for good music and therefore musicians.

Meanwhile, Chairman Hartley on Thursday urged Rep. Leo, E. Allen (R-Ill.), chairman of the House Rules Committee, to speed action on a resolution which would grant subpoena power to his group. It was learned that favorable action by the Rules Committee was expected within a week and that the House may also be expected to vote the resolution into effect without much delay.

Rep. Clare E. Hoffman (R-Mich.), a member of the Labor Committee, told Broadcasting that he would like an opportunity to question Mr. Petillo but declared that committee members would need more than the five minutes now permitted them for cross-examination. The long, involved statements made before the committee by witnesses, he declared, “have much less value when we are not permitted to inquire thoroughly into the pertinent facts.”

No Interest

LISTING given in Broadcasting, Feb. 17, of applications filed with FCC in pre-deadline rush incorrectly identified Ronald B. Woodard as operating WGOW Orlando, Fla. The mistaken reference was in item concerning Fort Lauderdale application of Mary W. Martin. WHO is owned by Orlando Daily Newspapers Inc. with Martin Anderson as president and 59.2% stockholder. Mr. Anderson stated last week that he and Mr. Woodard came to an amicable parting when it developed that the latter’s other radio interests precluded his presence in Orlando to set up the new outlet.

RMA Group Plans Low-Cost FM Sets

Committee Named by Board During Chicago Meet

THE RMA Board of Directors, at its quarterly meeting in the Stevens Hotel, Chicago, accepted an invitation extended by the newly-formed FM Association to meet to discuss the problem of low-cost FM receivers.

In appointing a committee which will meet with a similar committee of the FMA, the board said it would be fully prepared to supply production figures on FM receivers. The board also said such a meeting would help materially in combating publicity given by FM stations warning the public not to buy radios without FM. Such publicity, they declared, actually caused the listening audience to hesitate in considering the purchase of FM and combination receivers.

The committee appointed to meet with the FMA includes: Larry F. Hardy, Philco Radio, chairman; H. C. Bonfig, Zenith; Benjamin Abrams, Emerson; E. A. Nicholas, Farnsworth, and S. F. Taylor, WE.

The board also approved a resolution to hold the first industry banquet since the war at the RMA’s annual convention, June 10-13 at the Stevens Hotel, and adopted unanimously a report made earlier by W. R. G. Baker, director of engineering for RMA, condemning the CBS petition for mechanical colorization made before the FCC.

Other business included approving a recommendation by the RMA advertising committee appointing Fred L. Dean organization New York, to handle promotion for the association’s proposed “radio in every room” campaign, and the choice of Seaview Country Club, Atlantic City, as the site of the board’s next quarterly meeting in April. At that time the association will play host to the Canadian RMA directors.

Avlen to UN

PETER AVLON, former general supervisor of international service for CBC, last week succeeded Vernon Duckworth-Barker as head of the UN radio division. Mr. Avlen joined CBC in 1934 and has worked as program organizer and as station manager in Vancouver, Toronto and Ottawa. Mr. Duckworth-Barker will take over the UN information office in Geneva.

Decca Director

ISIDOR LUBIN, United States representative on the Economic and Employment Commission of the United Nations, and president and chairman of the Board of Confidential Reports Inc., has been elected a director of Decca Records Inc. New York, Jack Kapp, president of the firm, announced last week.
Fish, Furniture and a Spartan Philosopher

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

WSPA
Spartanburg, South Carolina

500 watts day and night. Sih Kc. Rep. by Hillbilly
CBS Studios for the SPARTANBURG-GREENVILLE Market

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

NEW YORK 20, N.Y.: RADIO CITY, R.R.O. Bldg.
CHICAGO 4, Ill.: 228 S. Wabash Avenue

RESULTS?
THAT’S US!
C H N S
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOONI

Interested? Ask
JOS. WEEDE & Co.,
350 Madison Ave., New York

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Trends
(Continued from page 18)
by geographic areas and city-size follow:

TABLE V

<table>
<thead>
<tr>
<th>REGION</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific &amp; Mountain</td>
<td>67</td>
<td>3</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Central</td>
<td>57</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>East Central</td>
<td>48</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Middle Atlantic &amp; New England</td>
<td>52</td>
<td>3</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>South Atlantic</td>
<td>53</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

CITY SIZE

| $50,000 & Over | 60 | 30 | 10 |
| $100,000 | 57 | 27 | 5 | 6 | 5 |
| $150,000-100,000 | 48 | 41 | 5 | 4 | 5 |
| Under $10,000 | 74 | 30 | 5 | 3 | 5 |

Under 10,000 — 13

1—Yes,
2—No,
3—Don’t Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

Non-network affiliates find least agreement between their previous coverage claims and BMB figures. NBC stations encounter more differences between previous coverage figures and BMB than any other network group; Mutual stations find fewer differences. Analysis of replies to the question: “Is the BMB report for your station consistent with other coverage data you have?” by network affiliation follows:

TABLE VI

Network Affiliation

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>No Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1—Yes, 2—No, 3—Don’t Know, 4—Yes on Day or Night Coverage Only, 5—Unanswered.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TABLE VII

Class "A" Hourly Rate

<table>
<thead>
<tr>
<th>Less than $100</th>
<th>$100-$199</th>
<th>$200 &amp; over</th>
</tr>
</thead>
<tbody>
<tr>
<td>1—Yes, 2—No, 3—Don’t Know, 4—Yes on Day or Night Coverage Only, 5—Unanswered.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WHEN Edward J. Noble, (r) principal owner of ABC and chairman of the board, paid a visit to WDAR Savannah, he was welcomed by Station Manager John P. Dyer. Mr. Noble is owner of isolated St. Catherine’s Island, off the coast of Georgia and while in residence there keeps in touch with affairs in New York by radio telephone.

TABLE VIII

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1—Yes, 2—No, 3—Don’t Know.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Twenty-four percent of BMB subscribers chose not to answer this question. Distribution of the replies of those who did answer follows very closely the answers to the previous question. Detailed reply by network affiliation, region, city size and base rate follow:

TABLE IX

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1—Yes, 2—No, 3—Don’t Know.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TABLE X

<table>
<thead>
<tr>
<th>REGION</th>
<th>100,000- 250,000</th>
<th>250,000 -100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific &amp; Mountain</td>
<td>57</td>
<td>18</td>
</tr>
<tr>
<td>West Central</td>
<td>52</td>
<td>6</td>
</tr>
<tr>
<td>East Central</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Middle Atlantic &amp; New England</td>
<td>50</td>
<td>22</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>53</td>
<td>27</td>
</tr>
</tbody>
</table>

Under 10,000 — 13

1—Yes,
2—No,
3—Don’t Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

The 28% who answered “No” to either question: “Is the BMB report for your station consistent with other coverage data?” or “consistent with your opinion of your station’s actual performance?”, were asked:

“How do you feel BMB credits your station with too much or too little coverage?”

Thirty-five percent responded “too much”; 65% “too little”. The replies of this 28% are shown below, tabulated by region, city size, network affiliation and Class “A” hourly rates:

“If no, do you feel BMB credits your station with too much or too little coverage?”

TABLE XI

<table>
<thead>
<tr>
<th>CITY SIZE</th>
<th>100,000- 250,000</th>
<th>250,000 -100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific &amp; Mountain</td>
<td>57</td>
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<td>50</td>
<td>22</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>53</td>
<td>27</td>
</tr>
</tbody>
</table>

Under 10,000 — 13

1—Yes,
2—No,
3—Don’t Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

It is evident from the above table that size of city is the most important influence in shaping the opinions of the group who consider previous coverage claims inconsistent with BMB figures. Many big city station managers indicated that BMB figures credited them with more coverage than they previously claimed. The smaller the city in which a station manager is located, the more likely he is to report that previous coverage measurements credited him with more coverage than BMB.

A similar pattern emerges from the analysis of opinions according to base hour rate. The higher his base hour rate, the more a station manager is likely to believe that BMB credits his station with coverage greater than he had previously been led to accept.

Broadcasting Trends’ next survey of station managers’ attitudes toward BMB will report the industry’s answers to these questions: “How often do you think BMB surveys should be made?” and “Are your BMB costs high, low, or fair?”

Joins Hicks Firm

GEORGE WEISSMAN, formerly traffic manager of Abbott Kimball Co., New York, has joined Lawrence Boles Hicks, New York, as general manager in charge of the traffic and production departments.

New Beulah

AFTER a 12-month search for a new “Beulah,” character created by the late Martin Hurt, ABC ended the hunt in Atlanta, Ga., where it found Bob Corley who will play the role each Monday on ABC beginning Feb. 24, 9-9:30 p. m. Mr. Corley has been heard before on his home town station and was active in the Veterans Theatre, Inc.
AAUW in Capital Hears
Talks on Radio's Goals

"WHERE IS Radio Going?" was subject discussed before American Assn. of University Women at their headquarters in Washington last Monday.

Participating in two-hour panel were Mrs. G. Minier Hostetller, radio chairman, Maryland League of Women Voters and "League Reporter" on W Bal Baltimore; Mrs. William Willard, radio chairman, Junior League of the District of Columbia; and representing radio: Charter Haslep, Washington representative, MBS; Robert K. Rich-ard, editorial director, BROADCASTING.

Egg and I Spots

UNIVERSAL - INTERNATIONAL Pictures, New York and Hollywood, on Feb. 24 begins a spot campaign for its new film The Egg and I in more than 30 major cities in the U. S. and Canada on at least two stations in each market. More than $50,000 will be spent on the campaign which will extend for six weeks. Twenty-eight spot an-

Federal Communications Bar
Elects Reed Rollo President

REED T. ROLLO, Washington resident partner of Kirkland, Fleming, Green, Martin & Ellis, was elected president of the Federal Communications Bar Assn. at its annual meeting last Tuesday.

Elected without opposition, Mr. Rollo succeeds Philip G. Louches of the Washington firm of Louches & Scharfeld. Other officers were elected as follows, also without opposition:

Carl I. Wheat, former assistant general counsel of FCC, first vice president; Guilford Jamieson, second vice president; Russell Rowell, treasurer; John H. Midlin, secretary, and Arthur W. Scharfeld and Neville Miller, former NAB presi-dent, members of the executive committee.

Mr. Louches would automatically have been a member of the executive committee under cus-tomary procedure, but he asked that he not be considered because he felt the board should not be self-perpetuating.

The FCBA's new president was second vice president during 1946. In addition to Mr. Louches, other 1946 officers included Ralph Van Orsdel, first vice president; William A. Porter, secretary, and Arthur H. Schroeder, treasurer.

Proposes FCBA Office

The nominations were made by a committee headed by Horace L. Lohnes, of Dow, Lohnes & Albertson [BROADCASTING, Feb. 3]. Other committee members were Louis G. Cald-well, Elliot C. Lovett, Frank Rober-ton, and Charles Singer, assistant chief engineer, WOR.

son, and S. Whitney Landon.

In a short business meeting a proposal was made by Mr. Lohnes that FCBA establish an office to compile, keep current, and supply members with FCC rules and regu-lations, copies of Commission "pol-i-cy" decisions and releases, and similar FCC information needed by attorneys. It was reported that NAB is considering a similar plan and that a trade publication, also has a comparable service under consideration. Mr.
FCC Asks Additional $82,000 To Help Move Huge Backlog

TO SECURE additional personnel to help move the tremendous backlog of broadcast applications awaiting action, FCC has asked Congress for an $82,000 supplemental appropriation for the present fiscal year.

Spokesmen at the Budget Bureau, which approved the request, said the money, if appropriated, will enable the FCC to handle as many as possible of the approximately 80 new requests for the Commission for the fiscal year starting July 1. Some $48,000 of the total would be used in Washington; the remaining $34,000 would be used in the field.

The Commission's current backlog of applications, numbering around 1,200 in AM alone, coupled with FCC's pledge to grant or issue hearing designations by May 1 on all AM applications on file as of Feb. 7, was considered among the major factors motivating the request. The message to Congress also pointed out that applicants' expenses increase materially when their applications are held up for long periods of time.

The request for a supplemental appropriation, sent to Congress last week, was referred to the House Appropriations Committee.

Meanwhile, the Commission continued its channel conferences on a six-day basis last week, and scheduled sessions on additional channel applications.

Agency Named

BENEDICT BOGEAUS Productions, Hollywood, has appointed J. Walter Thompson Co. as advertising agency for its forthcoming pictures, "Christmas Eve" and "A Miracle on Mound Park." The motion picture department of J. Walter Thompson's Los Angeles office will prepare the advertising campaigns in cooperation with the New York office.

WJIM Traffic - Continuity

Chief Dies at His Home

ROBERT F. INNES, director of the traffic and continuity departments at WJIM Lansing, Mich., died at his home Feb. 15 after a year's illness.

Born at Jackson, Mich., in 1912, Mr. Innes attended the Battle Creek schools and Albion College. His first radio position was at WELI Battle Creek in 1931. He served as an announcer. In 1934 he joined the WJIM staff as part-time announcer and continuity writer. He was appointed director of continuity in 1937, and the job of traffic manager was added to his duties in 1946.

Surviving are his wife, Geraldine, a son, Roger Keith, daughter, Robyn, and his parents, Mr. and Mrs. Frederick Innes of Battle Creek.

Radio Relations

ERNEST BAUER, head of Ernest R. Bauer Assoc., New York, public relations firm, has begun the work of preparing apporation of the national bureau of radio relations, with offices located at 152 West 42 St., New York. The new bureau is offering public relations and publicity services to stations and will also act as consultant to firms using radio as an advertising medium. Mr. Bauer will also continue to head his own public relations firm.
Stratovision
(Continued from page 15)

quences of 1 mc, 107.5 mc and 514 mc. It has been distributed among
FCC engineers and others interested in the project.

Ready for Phase Two

Westinghouse is now preparing
to conduct Phase Two of its stratovision
development program. In this
phase it hopes to show that steady rebroadcasts of good
quality can be provided over an
area of at least 400 miles diameter.
The FCC sees possibilities in
stratovision as a result of its
own monitoring and engineering
study. In a report by its Labora-
tory Division, submitted last Dec.
3, the summary continues these
statements:

"It was found that, in compari-
sion with the same power radiated
from antennas near the ground,
signals of good strength were trans-
mitted to much greater areas.
Reasonable conformance of the-
etrical calculations were obtained in
the cases where nearly ideal rece-
iving locations were used. Evi-
dence was also shown that the
field intensities available at
ordinary home receiving antennas
near the ground are considerably lower than ideal smooth earth cal-
culations predict.

"It is indicated that automatic
gain control circuits may be neces-
ary on television receivers making
use of signals radiated from moving
aircraft."

This summary was signed by
McIvor L. Parker Jr., FCC project
engineer, and approved by E. W.
Chapin, chief, Laboratory Division,
and Willmar K. Roberts, assistant
chief, Laboratory Division.

The FCC's report lists detailed
findings on each flight, along with
charts, and concludes with this
statement:

"From an engineering stand-
point, it appears to be entirely fea-
sible for point-to-point relay
service."

Suggest Weaknesses

FCC's conclusions suggest weak-
nesses in stratovision at its pre-
ent embryonic state. For example,
the "disturbing possibility" is noted
that in urban and suburban areas,
field intensities at low antenna
heights might be considerably be-
low expectations. In areas near
the position of the plane effects of
darkness, a characteristic of high-
frequence, would be greatly min-
imized, it is stated, but on the
other hand at medium and large
distances the shadow of hills and
buildings would present the same
problem as signals emanating from
ground antennas.

"In general," the FCC says, "it
may be said that these tests have
demonstrated that where the re-
ceiving location is favorably situ-
ated the received field intensities
will closely approximate those
predicted by theory."

Ever since its last flight test
Aug. 28 a group of engineers,
working under Mr. Nobles, has
been collecting results of Phase 1
tests and preparing new and bet-
ter electronic gear for Phase 2
flights. A B-29 four-motor bomber
will be adapted for flight broad-
casts by the Glenn L. Martin Co.,
Baltimore, which is handling the
aviation portion of stratovision de-
development.

The bomber will be refitted by
the Martin plant to permit steady
flying at 30,000 feet, the height at
which Westinghouse claims stratov-
vision will be able to provide reli-
able FM and television service.
This service is planned to include
perhaps nine separate programs,
featuring them from properly located
planes to a large portion of the
nation's population.

Between pages of field intensity
charts are crowded the laboratory
reports of these experiments. There
were 50 flight attempts be-
tween Dec. 9, 1945 and Aug. 30,
1946. The cryptic accounts pass off
difficult situations with such state-
ments as "part in airplane failed":
"operators passing out because of
faulty oxygen equipment": "trans-
mitter broke down destroying transformer": "weather ter-
minated flight."

Out of this maze of technical
data come many enlightening
statements. A Feb. 11, 1946, letter
from John W. Steen, of the West-
inghouse law department, to Mr.
Nobles stated the FCC's Laurel,
Md., monitoring station heard the
stratovision plane's Feb. 8 broad-
casts all the way from Baltimore
to Providence and back. The Provi-
dence monitoring station heard it
as far away as Philadelphia.

Fifth Time in Air

This was only the fifth time the
plane had been in the air for a
stratovision test. The plane's
readings were: 100 uv/m when plane
was at 24,000 feet over New
York City; 300 uv/m when plane
was at 10,000 feet over Phila-
delphia; 1000 uv/m when plane was
at 10,000 feet 25 miles north of
Baltimore. (Laurel is about 20
miles southwest of Baltimore.)
Signals were picked up from the
Westinghouse 50 kw KYW in
Philadelphia and rebroadcast,
though crosstalk from the plane's
interphone and poor modulation
marred the 107.5 mc signal re-
broadcast to the ground. The 514
mc transmitter suffered a burned
up plate transformer.

Less than two months later, after
a March 27 flight to Bridgeport,
Conn., with Mr. Nobles again
aboard, the report stated: "By the
time New York City was reached
on the way back the modulation on
the signal was intelligible and at
(Continued on page 84)
Stratovision

(Continued from page 83)

Trenton, N. J. (approx. 140 mi.) it was felt the signal was completely satisfactory as to strength and quality."

All through the Phase 1 tests emphasis was placed on field strength measurements rather than fidelity, since the equipment used was not designed to produce signals of broadcast quality.

First Night Flight

On the first night flight June 7-8, to Pittsburgh and back, the plane's transmitted signal on 107.5 mc was received with tuneable strength to a distance of 136 miles at 10,000 feet and during the entire flight at 20,000 feet.

Listener tests of reception from the plane were conducted June 18 on Philadelphia and Baltimore areas, and was found to be excellent. The presence of the 516 mc test signal was very poor because of transmitter trouble but "reception on several receiving sets in Philadelphia was stronger from our plane over Baltimore than that received from local Philadelphia stations."

Then on July 3 a flight to Norfolk, Va., yielded this revelation: That about 10% of the 516 mc test signal is received "that long-range transmission is possible at these frequencies at least under the conditions here used for test."

The flight provided new data on reception at a relatively level sea-coast receiving site, for comparison with receivers located in rugged terrain and sheltered areas. Earlier tests had shown that terrain cuts down signals well below calculated measurements based on a "billiard ball" earth. And as in other tests, effects of sky wave and ground wave propagation were studied with the plane apparently receiving both a sky wave and rebounded sky wave from the earth.

Final flight test was conducted Aug. 30. On the series of flights, television transmissions were simulated through use of a pulse-modulated radar transmitter.

Convinced of Feasibility

Enough flights had been conducted to convince Westinghouse that stratovision is feasible. The company knew by this time that it could successfully rebroadcast FM and television signals over the promised area. It had concentrated on measurements, leaving quality and reliability for later tests when better equipment and better planes would become available.

Though the results of Phase 1 are highly satisfactory, there remain many problems to be solved in future research. These include production equipment, anticipated plus countless others that developed day by day. Many new problems will be encountered in Phase 2 as better equipment is utilized, though coverage and shadow should be less annoying when the plane increases altitude 50% to 30,000 feet, since no one doubts that mere height itself guarantees improved performance.

Under the original stratovision project, 14 planes will be able to cover 78% of the population by flying fixed courses over selected areas, each plane covering an area of 103,000 square miles. One plane, for example, will pick up a program from the ground, relay it by low-wattage transmitters to the other 13, and from there 14 will rebroadcast direct to receiving sets. One plane would be equipped to transmit four television and five FM programs, besides serving communication channels. The Martin company has designed a special plane for the job but in the meantime the B-29 bomber will be used for developmental tests.

Westinghouse has not determined how stratovision ultimately will be used. The developmental project will be pursued on a phase-by-phase basis. If the second phase proves successful, a third series will be undertaken, then a fourth, until it is finally determined that the method is entirely feasible. Under this content plan it is proposed that the next test not measure up to expectations, the conclusion might be reached to abandon the project.

WRCB New York, has been presented a contract by William P. Furry of Paterson, N. J., in appreciation for station's all-day salute to Paterson on Jan. 24.

GOVERNOR TUCK (I) congratulates Mr. Havens on the opening of WOCD. Mayor Edwards, (center) also participated in dedication ceremonies.

Ameche, Todd, Gelinas Start Productions Firm

A RADIO production firm, Tag Productions, New York, has been formed by Jim Ameche, actor and announcer, currently heard on MBS Story Theater, Dick Todd, singer, and Frank Gelinas, director-producer who has worked on such programs as RCA Victor show and Borden Ginny Simms programs.

The firm is offering a quarter-hour five-times-weekly series of programs entitled "Song in My Heart" featuring Mr. Todd and Mr. Ameche. Feature of the series is the offer of three prizes to persons writing in telling their favorite song and the reason its "the song in my heart." Song will be sung by Mr. Todd with a narration by Mr. Ameche.

Attorney for Tag Productions is Patrick J. Murphy, with offices at 270 Madison Ave., New York.

Casey to Be on WBBM

ROBERT J. (Bob) CASEY, famed radio commentator who resigned from the Chicago Daily News, will devote a major portion of his future activities to radio. WBBM Chicago this week confirmed that it had signed Mr. Casey to an exclusive contract and would presently air the commentator, Saturdays, 10-10:15 p.m. CST.

5000 WATTS 680 Kc.
50,000 WATTS ... SOON!!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES
WEED & CO.

Page 84 * February 24, 1947

WLAW, WMBG Richmond FM Outlet, Formally Opened With 47 kw, 96.3 mc

WOC, FM station of WMBG Richmond, held its formal opening at 7:30 p.m. last Monday with a three-hour dedication. Ceremonies featured talks by Gov. William M. Tuck; Mayor Horace H. Edwards; the Rev. Byron Wilkinson; Wilbur Havens, Richmond Broadcasting Co. president; and local talent. Gov. Tuck congratulated Mr. Havens for "a long and distinguished career in the field of radio." He added: "I am happy to salute WOCB on the passing of 20 years of service and to welcome WOCB to the air."

WOCB has carried on an extensive campaign for several months to promote the new FM station. Plaques, card displays and window strips announcing WOCB were sent to every radio dealer in Richmond. The station mailed 10,000 FM pamphlets to a selected mailing list, and WMBG ran spot announcements about the new station three times a day for several weeks preceding WOCB's opening.

In addition to newspaper publicity, the station was further promoted by balloons, printed with information on WOCB, its place on the dial and an invitation to listen. Guests present at the opening ceremonies received Pioneer FM Listener Certificates, as did those who wrote in requesting the certificates.

The station operates on 96.3 mc, with a radiated power of 47 kw. Tower elevation is 567 feet above sea level. Call letters, WOCB stand for Capital of the Old Dominion, according to Mr. Havens.

WOCB personnel includes: Mr. Havens, president and general manager; Walter A. Bowry Jr., assistant general manager; Ralph D. Wallerstein, director of national sales; Dr. Borden D. Dalton, director of local sales; Allan J. Phap Jr., manager of program department; Conrad Rianhard, director of studio programs; Mrs. B. F. Dalton, chief of traffic department; J. B. Kellogg, chief of continuity department.
Researchers Spar Before Radio Execs

Hooper, Nielsen Appear As Co-Speakers In New York

WITH C. E. Hooper and A. C. Nielsen as co-speakers, last week's meeting of Radio Executives Club of New York was another research session following up the criticism cast at current radio research two weeks earlier by Robert Elder, vice president of Lever Bros. Co. [Broadcasting, Feb. 10].

Meeting was announced by REC President Robert S. Sweeney "definitely not a debate," and Mr. Hooper confined his remarks to showing how superior radio research is to that of other media. Mr. Nielsen, however, introduced a more direct competitive note by contrasting the claimed advantages of his audiometer method of measuring radio audience behavior with the alleged shortcomings of the coincidental error technique utilized by the Hooper organization.

Radio's inferiority complex, based on its lack of a circulation measurement system, has lured media's Audit Bureau of Circulation would baffle any advertising man experienced in all media, Mr. Hooper said, pointing out that "no competitor of radio can produce measurements so relative, so pertinent to the advertisement itself."

He asked broadcasters to "consider where you stand competitively if the publishers (and not you) had a record which reported to them by 15-minute periods all day long month after month exactly what members of the family picked up what publications, read which advertisements, watched them drop one magazine, pick up another, leaf past a double-truck here, a two-column ad there, concentrate from beginning to end on the next. Can't you see the exploitation they would put on against radio? Well, you have the information. They haven't. You've been getting it from us on network programs since 1934, on stations since 1940."

Sponsor Identification

Radio also lends itself perfectly to sponsor identification and audience composition measurements, Mr. Hooper said. As to coverage, he pointed out that "starring" and network listener service area measures are no secret to any informed time buyer," who has available maps produced by the broadcasters themselves or, at the cost of photostatting copies of the engineer-produced coverage maps on file at the FCC.

Duplication of readership between printed ads and frequency of readership of ads in the same campaign have existed because existing research techniques are too loose for such exact measurements, Mr. Hooper said. But, he continued, "reports on both duplication between radio ads and frequency of listening to programs presented daily are becoming a radio commonplace as the contents of listening habits are revealing wider attention."

The one measurement that remains to be made—the number of homes actually listening to a full transcontinental network program—will not be lacking much longer, Mr. Hooper said, announcing that on the following day a national rating plan developed by his organization would be formally presented to a "small but important group" of network, agency and advertiser executives.

Mr. Nielsen's Views

Pointing out that although the compilers of coincidental ratings have never pronounced their use to measure audience size they are frequently used for that purpose, Mr. Nielsen declared that "measurement of audience size is of basic importance to the sponsor because he wants to know how much he is getting for his money." The media buyer's "right to buy radio on a guess-work basis (or on the basis of ratings that do not measure audience size) ceased the moment someone made available a reliable means of measuring audience size," he stated, declaring that this occurred when the audiometer was developed.

Furthermore, Mr. Nielsen said, neither the audiometer nor the coincidental technique gives a true measure of program popularity, because of such variable factors as the network, opposite programs, preceding and following programs and promotion, which, he said, "simply cannot be eliminated by any technique now known."

An even more serious limitation of the coincidental rating, he averred, is its failure to measure program quality or to provide the diagnostic research techniques to guide the advertiser to the most profitable levels of operation. Using a number of charts to illustrate his remarks, Mr. Nielsen demonstrated how audiometer records of listening can be charted to match audience flow against various program features, showing the advertiser the best places in the program to spot his commercials, and how through pantry inventories of audiometer homes product use can be compared with program listening.

The applications of these findings to program planning can easily save the advertiser thousands of dollars, he said, adding that these savings would pay for a lot of research.

Summarizing, he stated that program ratings that also measure audience size "constitute the first fundamental step in determining what program to buy and how much to pay for it", that radio measurement must also measure program quality—"the adaptability of its audience to the selling needs of the sponsor; that it must use diagnostic tools to increase both the quantity and the quality of the audience reached and hence increase constantly the value of the sponsor's investment."

The next REC meeting, on March 6, will be programmed by Dorothy Lewis, NAB coordinator of listener activities, and the Assn. of Women Broadcasters, with a skit, "Adam's Rib of Radio," the major item on the agenda, Mr. Sweeney announced.

Retrenchment May Cost Radio Million Dollars in Billings

APPROXIMATELY a million dollars worth of radio billing will be lost as a result of as yet unannounced retrenchment plans of the American Home Products (White Hall Pharmaceutical Co.), New York.

The advertisers on March 28 will drop their Kenny Delmar Hollywood Hop, 3 times weekly on CBS and on June 1 the Bob Burns Show, Sundays on NBC, it was learned last week.

In addition to canceling the two major shows the advertiser and its agency last week were negotiating with CBS officials to reduce the number of CBS stations carrying its daytime program, Our Gal Sunday, and Helen Trent. Both programs are currently aired on the full CBS network.

One of the reasons for the major retrenchment may be traced directly to heavy inventories in drug outlets. In the past year drugists have overloaded on "luxury items" such as cosmetics and perfumes. As a result those who did not sell the overload as expected during the Christmas holidays are concentrating on merchandising those products and are consequently curtailing their current buying of drug items.

Dancer-Fitzgerald-Sample, New York, handles the Kenny Delmar show and two daytime shows, Sullivan, Stauffer, Colwell & Bayles, New York, services the Bob Burns show, Sundays, 6:30-7 p.m. on NBC. It was understood that although the Bob Burns show will be dropped on NBC, the advertiser will retain the time and replace the expensive Burns show with one of its other programs now appearing on CBS.

Personnel changes are expected to take place as direct result of the slashing.
Cities Service Begins 21st Year on Air

Show Has Largest Run Of Any Commercial Network Show

LAST WEEK the Cities Service Co. program began its 21st year of continuous broadcasting in the 8 p.m. spot on NBC, making it the oldest continuous commercial network program, according to the records of NBC, which itself can claim only a few months more of existence. One sustaining program, National Radio Pulpit, has had a longer run, one says, General Foods Corp., has been on the network a longer time, but the Cities Service show is the oldest continuous sponsored network program on the air.

During the score of years between the first broadcast of the Cities Service concert on Feb. 18, 1926, and the present, the program format has changed, coinciding with the changed nature of radio. Beginning as a full hour, it is now a half-hour broadcast. From 17 stations, the network has grown to 78. Instead of the Goldman Band, its original talent, the series now features Paul Lavalle's Orchestra and the Ken Christie Chorus, with Mac Morgan as soloist. The name of the program is now Highways of Melody, afforded a neat tie-in with the company's gasoline and motor oil products. Only the network, the starting time and the musical nature of the series have persisted unchanged, although Ford Bond, who joined the program as announcer in October of 1936, probably should be included in the list of permanent features.

The commercials, too, have changed. In the beginning they were institutional, merely identifying the sponsors, and "pushing utility and petroleum organization serving 3,000 cities and towns in the United States and Canada." Today they are straight sales talks for Kool Motor gas and oil. Originally the program was designed to promote Cities Service stock as well as its petroleum products. No direct mention of the stock was made.

ANNIVERSARY program of Cities Service Highways in Melody marking 21 years of broadcasting is discussed by members of the cast and officials of the company; (l to r) Harry D. Frueauf, vice president of the company; Paul Lavalle, conductor; Mac Morgan, ex-GI singing star of the program; and Vice President Warren A. Sinzheimer.

Salaries of Seattle Announcers Raised

PAY INCREASES ranging from 10 to 15% are included in a new one-year agreement signed February 14 by three Seattle network-affiliated stations and local representatives of the American Federation of Radio Artists. The stations are KIRO (CBS), KJR (ABC), and KOMO (NBC).

The agreement grants an increase of approximately 15% in salary for staff announcers and sets the top as $77.50 a week. For experienced announcers, starting salary is $67.50 a week for the first six months, $72.50 in the seventh month, and $77.50 thereafter.

For inexperienced announcers, starting pay is $67.50 a week for the first six months, $72.50 in the seventh month, and $77.50 after the seventh month.

Top salary for staff writers is set at $65 a week. For junior writers (those with at least one year's full-time experience with a network-affiliated station), starting minimum is $55. This increases to $60 at the end of the first year and to $65 at the end of the second year. For junior writers, starting pay is $42.50, increasing to $50 at the end of six months and to $55 at the end of a year.

Free-lance announcers, actors and singers will receive a flat 10% increase in fees on ratification of the agreement by national headquarters of AFRA. Increases for staff writers and announcers are retroactive to January 1.

The network permits sick leave to accumulate to a maximum of 20 days at the end of two years. Formerly the ceiling was 10 days in one year.

Radio stations were represented in the negotiations by George Leonard of Washington Employers, Inc. Cliff Hansen is president of the AFRA local.

Near Agreement

NEGOTIATIONS between AFRA and Chicago's class B stations were proceeding in a "satisfactory" manner, according to spokesmen for both parties, with the only basic difference matter of minimum fees. From authoritative sources, Broadcasting learned Thursday the class B stations had offered $75 weekly, with Ray Jones, assistant national executive secretary who had originally proposed $100 dollars as a minimum, countering with $86.

Little likelihood that any contract could be signed before next week was indicated, although Mr. Jones said both parties had reached an understanding on working conditions.

AFRA To Negotiate

AFRA is scheduled to start negotiations early next year for a staff-announcers contract with WPAT, Paterson, N. J.
7 Involve $410,000; Rest Are Non-Monetary Transactions

APPLICATIONS requesting FCC approval of seven station transfers, involving approximately $410,000, have been announced by the Commission. In addition five transfers having no money considerations were reported.

Western Waves, Inc., Seattle, has purchased KEVR Seattle, the A. W. Talbot station, for $190,000. Previously an applicant for 50 kw on 1540 kc in Seattle, Western Waves has now purchased KEVR is assigned 10 kw on 1090 kc.

KFJF Marshalltown, Iowa (1230 kc, 250 w), licensed to Marshall Electric Co., has been sold for $75,000 by its present owners, who hold interest in a standard application for Des Moines and an FM conditional permit for that city, to the Times-Republican Printing Co., publisher of the Marshalltown daily Times-Republican.

Present owners of WFIG Sumter, S. C. (1340 kc, 250 w), have sold part of their stock interest for an approximately $57,000 to a group of 18 local businessmen.

Assignment of license of WDEV Waterbury, Vt., is asked to Lloyd E. Squier, survivor of the firm which also included William G. Ricker, who was missing and presumed dead in World War II. Mr. Squier is to pay $35,000, with an insurance company agreeing to pay $25,000 of that amount. WDEV operates on 550 kc with 1 kw full-time.

WIGM Transaction

George F. Meyer has sold WIGM Medford, Wis., for $30,000 to Delaware's Broadcasting Co., for which he is secretary and 20% stockholder. Assignee is permittee of WDLB Marshallfield and has other radio interests. WIGM is assigned 1400 kc.

Transfer of control of WACE Chicopee, Mass. (730 kc, 1 kw day), is requested from John S. Begley and David J. Hayes, equal owners, to Mr. Begley who increases his interest to 66% through capitalization of $16,500 in notes and investment of $3,500 new capital. Stock authorization was increased from 400 to 398 shares, which Mr. Begley acquiring the 200 shares.

Assignment of license of WDAR Savannah, Ga., is asked from A. C. Neff as individual owner to firm W DAR Inc., of which Mr. Neff is 90% owner. Nephew K. Clark acquires 10% interest for $3,000. WDAR assignment is 1400 kc, 25 kw.

In the Seattle transaction Mr. Talbot, who is sole owner of Evergreen Broadcasting Corp. (with license to retain his permit for a class B FM outlet in Seattle), has sold his station (WAXY 850 kc, with license to continue operation on 1230 kc, Aug. 5, 1945). Western Waves, conditional permittee for a Seattle FM outlet in the Seattle market has been issued (38-1/3%), socially prominent daughter of the late C. D. Stimson, Seattle businessman and one leader in the push for approval of the new broadcasting system.

Of the 14 pending applications for new AM stations, 10 have been announced by the Commission. In addition five transfers having no money considerations were reported.

O'Connor Thanks Radio For 'Dimes' Campaign

PARTICIPATION of broadcasters in the 1947 March of Dimes campaign "did much to assure the success" of the drive for funds, Chairman Basil O'Connor has notified John Miller, NAB president. Mr. O'Connor's letter follows:

It was a pleasure to have you again serve as the chairman of the 1947 March of Dimes National Radio Division. More than ever we sincerely believe that the networks, their affiliated stations and independent stations did much to assure the success of the 1947 campaign. I also want to express my deepest appreciation for your courtesy in introducing me to the radio audience over Clear Channel and in giving me time for interviews to make all the radio stations.

KMPC Delayed

TECHNICAL difficulties forced postponement of 50,000 w antenna from KMPC Hollywood from Feb. 20 to Feb. 27.

McTigue in Hospital

HARRY McTIGUE, general manager of WINN Louisville, suffered a heart attack Feb. 13 and is still in critical condition, according to his physicians. Mr. McTigue was placed in an oxygen tent and was reported to have been resting comfortably when he also suffered from incontinent pneumonia. Hospital physicians said Mr. McTigue, although recovering satisfactorily, would require several weeks of hospitalization before being well enough to return to his duties.

Oral Argument Over Commission's Multiple Ownership Rules Begins

WITH some two dozen FM, television and AM applicants represented, oral argument on FCC's multiple ownership rules will begin today before Commissioners of the FCC. The hearings were scheduled for this day.

The order of appearances, released by FCC late last week shows 10 attorneys scheduled to participate and expected to consume from six to seven hours in presenting their clients' views on proper interpretation of the rules. The hearing will relate primarily to the regulations as they apply to FM and television station ownership, and authorities said it would concern "duplication"-common ownership of stations with overlapping service-rather than to multiple ownership as it relates to the total number of stations one licensee may control.

The order of appearances as worked out by FCC and private attorneys in pre-hearing conferences is listed below, with the estimate of time needed shown in parentheses. unless the applicants are participating in connection with FM applications or grants. The list:

W. Theodore Pierson, for Yankee Network and WTMT Trenton, N. J. (60 minutes); George O. Sutton, for the Steinmann stations in Pennsylvania and Delaware (60 minutes); Thad H. Brown Jr., for Television Broadcasters Assn. and Allen B. Du Mont Labs, television licensees (30 minutes); Kari A. Smith, for Crosley Broadcasting Co., television (30 minutes); Horace L. Lohnes, for the McCatchey stations in California (30 minutes); Percy H. Russell Jr., for Liberty Broadcasting Co., Pittsburgh, and WJPA Washington, D.C. (30 minutes); Andrew G. Haley, for Copley Press, Egin and Joliet, Ill., the Southern California Associated Newspapers, alhambra and Glendale, and San Pedro Printing & Publishing Co., San Pedro, Calif. (30 minutes);

Paul M. Segal, for WADC Akron (AM application) and KOIL Omaha (FM application) (30 minutes); William C. Koplovitz, for Universal Broadcasting Co., Indianapolis, the Metropolis Co., Jacksonville, Fla., and Sun Country Broadcasting Co. (with permission to participate) (60 minutes); Frank Stollenwerck, for Commonwealth Broadcasting Co., Springfield, Ill. (no time estimate), and Reed T. Rollo, for WTTI Hartford (no time estimate).
Help Wanted

Commercial manager, experienced, for station within 12 miles radius of Washington, D.C. Give full details of past experience and references. Box 754, BROADCASTING.

Program-production manager with five years minimum experience in similar capacity with major markets stations, high potential for future growth as to your ability required. Starting salary $7500 plus. Five per cent of gross income. Reply with full details. Box 747, BROADCASTING.

Help Wanted (Cont'd)

Promotional Sales organization serving department stores in 42 cities in the southeast seeks salesmen who have new ideas. Would like to develop station. Go anywhere, any time. Help wanted. Box 833, BROADCASTING.

Promotional sales organization serving department stores in 42 cities mostly in the southeast seeks salesmen who have new ideas. Would like to develop station. Go anywhere, any time. Help wanted. Box 833, BROADCASTING.

HELP WANTED - MANAGER

Station manager. 10 yrs. management, program, and broadcast experience, with full knowledge of FM stations. Call for interview. Box 826, BROADCASTING.

SALES ENGINEERS

Two qualified men are required by a prominent manufacturer of broadcasting equipment for the position of sales engineer in the western United States. Applicants should have a thorough knowledge of commercial broadcasting and an understanding of the various types of electronic equipment. An engineering education is helpful but not mandatory. This is a real opportunity for ambitious and creative men to command a good income if they produce the business. Please send full portfolio showing experience and best employment, education, martial status, remuneration expected, and photograph. Box 860, BROADCASTING.

OPENING FOR TWO SALES ENGINEERS

Applicant required by a prominent manufacturer of broadcasting equipment for the position of sales engineer in the western United States. Applicants should have a thorough knowledge of commercial broadcasting and an understanding of the various types of electronic equipment. An engineering education is helpful but not mandatory. This is a real opportunity for ambitious and creative men to command a good income if they produce the business. Please send full portfolio showing experience and best employment, education, marital status, remuneration expected, and photograph. Box 860, BROADCASTING.
For Sale

WHL, Nanticoke, Pa., 1 Kw Outlet, Takes Air

WHL, Nanticoke, Pa., key station for Radio Anthracite Inc., be-

ing sold. 1 kw outlet w/1 kw on 730 kc. Radio Anthracite eventually

hopes to serve the entire Eastern Pennsyl-

vania area. Applications for two other stations, a

combined AM-FM outlet at Shamokin and an

AM outlet at Pottstown.

Of ficers of the corporation are: Hubert Carr, manager; E. H. Price,

president; Carl Price, successful airman, or-

vice president; Carl Rice, Sunbury, sec-

etary-treasurer.

Sam Leach, who has been active in

the business since 1925 and who was

with KPC Port Arthur, Tex., be-

fore he joined WHL, has

been namedgeneral manager of the

new Nanticoke station. Other

staff members include: Stanley Binkoski,

commercial manager; Tom Bigler,

program director.

ILLINOIS FM OUTLET GOES 'COMMERCIAL'

WMIX, FM station at Mt. Vernon, Ill., went on the air Sept.

15 and until recently operated with a staff of only two, has been

bought by a commercial business since Feb. 3, Fred Dodge, general

manager, reports. On the same date the

station increased its broadcast day to eight hours at 80% time sold.

Station has 34 local advertisers, Mr. Dodge states.

Previously WMIX, which operates

with 250 w on 107.3 mc, main-

tained a four day and seven

da-week schedule for 18 weeks. During this period the staff

included a non-announcing engineer and one experienced radio

man, Mr. Dodge. The hours of broadcast

were 11 a.m.-1 p.m. and 5-9 p.m.

Since going commercial WMIX has

added two morning hours, 9-11 a.m., and Mr. Dodge states that

the station plans to add two evening hours. The staff has been increased

to four—an experienced announcer-

writer-salesman, an on-the-job

trainee, engineer and Mr. Dodge.

WMIX is owned by Mt. Vernon

Radio and Television Co., repre-

senting 25 stockholders. John R.

Mitchell is president. Stockholders

are Mt. Vernon business and pro-

fessional men.

Refrigeration Boom

A SURVEY recently conducted by the Refrigeration Equipment Man-

ufacturers Association reveals that the addition of nearly 1,000 AM

and FM stations as estimated by the FCC will greatly stimulate the

demand for air conditioning equip-

ment. The association said air conditioning equipment is a tech-

nical necessity in television stations and almost indispensable with AM

and FM stations. Literature as to

the advantages of air conditioning

is being distributed to all televi-

sion station engineers and FM applicants by the association.

STUDIO CONSTRUCTION WORK BEGUN AT WLOS

CONSTRUCTION of studios and transmitter house for WLOS and

WLOS-FM Asheville, N. C., has be-

gun, Charles B. Britt, general man-

ager of the new AM-FM outlet, announce.

WLOS will operate with 5 kw on 1380 and WLOS-

FM with 8.8 kw on 94.3 mc.

Studio facilities in Asheville's Battery Park Hotel will include

three studios and three control rooms costing about $50,000. RCA

equipment is to be used.

WLOS will be affiliated with Mutual. In addition to Mr. Britt,

who was discharged from the AAF

recently with the rank of major, the

station has announced appointment of Palmer A. Greer as en-

gineering director. Mr. Greer, re-

cently with WSPA Spartanburg, S. C., was head of Western Elec-

tric's technical representatives for

radar at Wright Field.

Georgia Institute

SECOND ANNUAL institute of the Georgia Assn. of Broadcators

and Broadcasters was held May 22 at the University of Georgia at Ath-

ens, Dwight Bruce of WTCO Sav-

nannah, representing the commit-

tee in charge of arrangements, an-

ounced following a meeting of the

committee Feb. 10 in Atlanta. Pro-

gram plans now are being drawn,

Mr. Bruce said. A special luncheon

is planned for May 19.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guid-

dance, you have accomplished nothing completely on your talent. Now is the

time to lay the foundation for your coming into radio—to develop your

capacities to the fullest degree.

Brent McVar, Washington editor for CBS News—"My work as news editor has greatly

increased the result of my training in this school. My writing and broadcasting ability was

augmented.

The National Academy of Broadcators—A national association teaching broadcasting techniques—offers a complete course, including

announcing, acting, scriptwriting, writing for radio. All members of the National Academy are nationally famous author and

educator. GI accredited.

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING

124 Irving St., N.W., Dept. 108, Washington 10, D. C.
Importance of World Shortwave Seen

Licensees Agree U. S. Must Help Support Enterprise

INTERNATIONAL Broadcasting must continue to be an American enterprise, and because of limitation upon money available to private enterprise for such purposes, the Government must assist in the maintenance of a strong "Voice of America," in any future plans. This appeared to be the consensus of opinion last week among the 140 licensees now available, under contract to the State Department, in international broadcasting.

Assistant Secretary of State William Benton has been working on a plan for an International Broadcasting Foundation [BROADCASTING, June 24, 1946] for more than a year. Approval by Secretary of State George C. Marshall was strongly urged to Congress urging a publicly chartered corporation to operate international broadcasting facilities [BROADCASTING, Feb. 10].

Commercial Ads Could Help

One objection from industry is that the foundation plan as it stands does not place enough emphasis on possibilities for institutionalized advertising to bear part of the cost. There is recognition, however, that advertising revenue is not presently available to support privately operated international broadcasting on the scale necessary in the national interest.

In a statement for BROADCASTING, Walter Evans, vice president of Westinghouse Electric Corp. declared, "Of the plans so far proposed, it is our belief that the best solution lies in the creation of a corporation which will be controlled by private citizens and derive its revenue from industry, our Government, and the United Nations."

We met the problem of world service trending for the expansion of the American and the International Red Cross and we feel that this problem can likewise be as successfully solved. Such a corporation, free of political control, would operate the facilities without losing the confidence of any world citizen."

Mr. Evans expressed conviction that revenues from private industry would increase as world trade increases so that an annual governmental guarantee would progressively decrease. He recommended placing international broadcasting facilities "under a single corporation created by Act of Congress"; limitation of governmental financial support to the amount necessary to underwrite annual losses, and control entirely by private citizens.

House's Views

James D. Shouse, president of Crosley Broadcasting Corp., told BROADCASTING that although he had not seen a draft of the plan currently being submitted "I have quite consistently for several years advocated some solution to the international broadcasting problem from what I have read so far I am certainly in general agreement."

Wesley I. Dumm, of Associated Broadcasters Inc., of California, said he considers "the legislation now being sought by Secretary of State Marshall a reasonably sound method of approach to the problem of international broadcasting."

It was also understood that there has been objection to the State Department plan on grounds that operation by the United States of such a foundation might lead to warfare of the airwaves unless the United Nations are given a broad jurisdiction over international broadcasting.

Industry approval, it was learned, was given reluctantly in some cases because of the feeling, although a limitation of the spectrum makes centralization of control necessary, it also means too much control.

Lemmon to Begin His Own Broadcasts

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, has informed the State Department that he intends to start broadcasting to Europe on his own time beginning March 1. World Wide, licensee of WRUL, WRUW and three other Boston stations, has been turning all of its time over to the government up to the present.

Under the terms of a contract between World Wide and the State Department signed about ten days ago, World Wide is free at any time to request as much of its own time as it desires. The proposed program will be from 1:30 to 4:45 p.m., which government officials describe as the "best time" for broadcasting to Europe.

It is understood that although Mr. Lemmon has had an application for international broadcasting before the FCC for some time, no action has yet been taken.

Mr. Lemmon's application is the first of its kind since the government took over all international broadcasting facilities in this country in Nov. 1942. He had originally expressed the intention of beginning his own international program on Feb. 17, but postponed it until March. Mr. World Wide cannot actually go on the air under its own name until permission is granted by the FCC.

Employees Feted As Shoe Company Returns to Air

THE COWARD SHOE Co., Inc., New York, celebrated the launching of its new WNBC New York program, The Funky Parker Show, at an open house in its Empire State Bldg. store on Feb. 19, heralding its return to radio after an 8-year absence. The program will be heard Sundays, 1:30-3:30 p.m. at 880 kHz. Guests were Pierce Malson, president of Coward Shoe Co.; David Kasanof, advertising manager of the firm, and other members of the executive staff; E. Raices, account executive, and John Mitchell, radio director of the Frederick Clinton Advertising Co., New York, which handles the account; H. V. Anderson, WNBC account executive, and W. O. Titienius, sales manager for the station.

Shreveport Institute

A ONE-DAY RADIO institute was held on Feb. 21 in Shreveport, La., sponsored by the American Legion Auxiliary, Mrs. Howard Lera, the Auxiliary's Louisiana radio chairman, was in charge. The morning session included talks by James Turner, program manager of KTBS Shreveport; Robert Ather-

on program manager of KWKH Shreveport; William Switzer, program manager of KRDW Shreveport.
立法委员会

S.629—禁止在广播广告中使用由Sen. Edwin C. Johnson (D-Colo.) 提议的法案。该法案于1946年7月23日在参议院提出。该法案通过的条件是，FCC必须按照该法案的条件，遵守无广告的广播服务。...

H.R.1766—一项旨在制定法律的法案，旨在防止广播电台的干扰，与广播或有线广播有关。该法案可能引入由Rep. Clare E. Hoffman (R-Mich.) 提议给众议院的委员会。该法案提供了对不合理行为的惩戒，从六个月内到五年不等，并从100美元到5000美元的罚款。这些罚款将会在与广告有关的法律上被提及。

听证会

大约有20个有问题的法案被提议。其中包括：

- 禁止在广播中播放教育广告。
- 非法干扰广播的赔偿。
- 广播公司对员工在新闻未经授权使用电视节目的惩罚。
- 广播公司未能履行其广告义务的惩罚。

听证会的出席者包括行业代表和由美国人民广播委员会组成的小组。

零售电视需求

调查计划

Abrahams将向广告商询问关于提供体验数据的建议。

调查计划旨在了解国家零售商对电视影响在电视节目中使用意象时，是否会符合零售商的选择。调查计划将在2月22日之前进行。

管子销售

两种用于接收广播的管子已经由War Assets Administration制造，并且已经由Ella Corp.和Electra Corp.采购。

转让

KICA的转让

KICA的转让由HUGH DeWitt Landis和McAllister以$25,000被FCC批准。

广播

RADIO EDITORS“他们吃蛋糕，然后把它吃掉”上周，在WOR纽约的庆祝其26周年纪念日时，播放了程序和分发的生日蛋糕给成员，以示感谢。在增加，广播日历为电台的两周年纪念日广播在2月22日被包括。

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Radio Should Be Free to Editorialize

S.C. Governor Says at WSPA Ceremony

Radio stations have been placed in too much of a straitjacket with reference to taking a stand on public questions which affect the people they serve, South Carolina's governor, J. Strom Thurmond, declared in an address Monday night, Feb. 17, at a dinner held in Spartanburg, S. C., to mark an increase in power to 3 kw for WSPA-FM. The governor spoke at the dinner, attended by a large group of nation-wide radio and newspaper intelligentsia and government officials, before he pulled the switch which put WSPA-FM on the higher power. The event also marked the 17th birthday of the parent station, WSPA.

"Certainly radio stations must be fair and impartial in presenting controversial questions," Governor Thurmond said. "But," he added, "I feel that radio as our most powerful should have programs for the social and economic betterment of the communities and sections they serve.

Continuing along the same line, the governor declared that "radio stations should be free to editorialize in promoting these programs designed to improve community life and promote good government."

"I congratulate the owners and the staff of WSPA for the station's 17-year record of service to Spartanburg and to South Carolina," Governor Thurmond said: "I am sure that the services rendered by WSPA and the other active and beneficial stations of this state have done much to lift our citizenship to higher levels. The public service features of radio broadcasting are obligations that most stations meet willingly and I feel that radio as our most powerful should agree that WSPA in Spartanburg has been a leader in acceptance of these responsibilities." "Station WSPA-FM can—and I am sure it will—continue tremendously in carrying out my ideas for the betterment of South Carolina. Now, on this inaugural program, the rules are called.."

NEW DAYTIME GRANT ISSUED FOR JAMESTOWN

GRANT for a new daytime station at Jamestown, N. Y., to operate on 1470 AM with 5 kw, was issued by FCC last Thursday to Air Waves Inc.

The Commission also issued a modification of construction permit to KSDJ, New San Diego station, owned by Clinton D. McKinnon and authorized to use 1170 kc with 5 kw fulltime, to reduce night power to 1 kw, directionalized.

Air Waves, the Jamestown grantee, is owned by Robert L. Bliaoc and Harry E. Layman, who together hold control of WASL, new station at Annapolis, Md. With minority radio and newspaper interests, the respective wives, Messrs. Bliaoc and Layman own 50% each in Air Waves.

authorization is granted to Station WO1 Ames

WITH Comr. E. K. Jett voting "no," the FCC last Thursday granted WOI Ames, Iowa, 5 kw daytime station on the 160-meter channel, with 30 kw night power on which KFI Los Angeles is dominant, a special service authorization to operate with 1 kw from 6 a.m. to local sunset (CST).

The authorization extends to Nov. 1, 1947, or to date when final findings are adopted in clear channel hearing, whichever may be earlier." WOI already operates with 1 kw on SSA from 6 a.m. to local sunset, and with 6 kw from 6 a.m. to 12 a.m. for the Chicago Theatre, Chicago, for a week that was said to be a salary almost as large as that which will receive at the ROX. His Chicago engagement begins on Sept. 21.

The $40,000 a week is said to be the highest salary ever paid in the theatre.
WHO Compares Surveys; Figures Agree

Though Techniques Differ, Results Are Similar

By PAUL A. LOYET and MAURICE E. McMURRAY

HOW RELIABLE is radio station audience research? To help answer that question, WHO Des Moines has just completed a unique comparison of the results of three major surveys: "1946 Iowa Radio Audience Survey," "The National Broadcasting Company 1944 All County Post Card Survey," and "The Broadcast Measurement Bureau Station Audience Report for WHO." All three corroborate each other to an amazing degree.

Two factors made this study possible:

(1) A number of surveys have been made of WHO.
(2) WHO is a 50,000-w-A clear channel station and is centrally located in the state.

Comparison of all three surveys has been made by counties using the "listened to regularly" percentages from the Iowa Radio Audiences Survey, the "listened to at least once per week" percentages from Broadcast Measurement Bureau, and "listened to once" percentages from the NBC Survey.

Although there is a marked difference in the techniques there is a striking similarity of figures among the three studies. For example, out of Iowa's 99 counties all three surveys show more than 90% for WHO in 50 counties during daytime. At night 65 counties show more than 90% for all three surveys. In most counties figures are within 10% variation. In only four border counties, Jackson (daytime) and Page, Lyon, Sioux (nighttime), is there day or night more than 20% difference in the figures or in the change of more than one level (20-40, 40-60, etc.) as established on the maps. Iowa Radio Audience Survey figures from 1938 through 1946 show a similar variation.

Top figures in each county show 1946 Iowa Radio Audience Survey percentages for daytime and nighttime (after 10 p.m.) of families naming WHO as "heard regularly." This survey was conducted during April-May 1946 by Dr. F. L. Whan of the U. of Wichita.

Middle figures in each county, taken from the BMB WHO March 1946 Station Audience Report, show the percent of radio families who listen daytime (before dark) and nighttime (after dark) at least once a week. Dark occurs about 6 p.m. in March, the date of the survey. BMB does not report audiences under 10%.

Bottom figures in each county show NBC 1944 Nationwide All-County Survey percentages for daytime and nighttime of Iowa families naming WHO for "regular listening."
FCC LISTS DEADLINES FOR ENGINEERING STUDIES

MOVING AHEAD with AM "temporary expediting" plan announced schedule for return of engineering studies on 40 AM channels between Feb. 24 and March 14. Commission simultaneously announced designation of some 56 additional AM applications for hearing, including 28 which were due before Feb. 7 expediting period deadline.

Channel studies are being prepared by FCC and industry engineers to speed moving of applications. Following schedule shows dates when studies of specific channels will be turned in to Commission (schedule for other channels to be announced later):

Feb. 24: 830 and 1430 kc; Feb. 25: 710, 1150, and 1200 kc; Feb. 26: 790 and 1290 kc; Feb. 27: 2200 and 2460 kc; Feb. 28: 1320 and 1440 kc; March 1: 1270, 1515, and 1565 kc; March 2: 1040, 1490, and 2060 kc; March 3: 550, 1400, and 1740 kc; March 4: 1600, 2380, and 2460 kc; March 5: 450, 600, 1170, and 1410 kc; March 6: 440, 700, and 920 kc; March 7: 790, 1200, and 2070 kc; March 8: 690, 1240, and 1740 kc; March 10: 620, 1210, 1360, and 1460 kc; March 11: 470, 680, 740, and 1170 kc; March 12: 600, 1190, 1280, and 1410 kc; March 13: 1460, 1540, and 1640 kc; March 14: 1580, 1330, and 1800 kc.

Cases designated for hearing in consolidated individual proceeding and facilities required were:

Spartanburg Radio Co. and Spartanburg and Pickens Bost., Greenville, S.C.-CP 1240 kc 250 w un. consolidating with applications of WSPA, Spartanburg, S.C. and WSPA, Spartanburg, S.C.-CP 1240 kc 250 w un. consolidating with applications of WPUS, Kansas City, Mo. and WPUS, Kansas City, Mo.-CP 1240 kc 250 w un. consolidating with applications of WDVM, Kansas City, Mo. and WDVM, Kansas City, Mo.-CP 1240 kc 250 w un. consolidating with applications of WRQA, Kansas City, Mo. and WRQA, Kansas City, Mo.-CP 1240 kc 250 w un.

Daytime Duplication

PROTESTS of WHAS Louisville, WJR Detroit, WLW Cincinnati, and WGN Chicago against daytime duplications of their clear-channel frequencies rejected by FCC. Commission announced Friday it denied petitions for reconsideration and hearing filed by: WHAS, against grant to Odyssey A&M, Stillwater, for 840 kc, 250 w, day; WJR, against grant to Southeastern Broadcasting Co., Clinton, Ala., for 780 kc, 600 w, day; WLW, against grant to Middle West Broadcasting Co., St. Paul, Minn., for 700 kc, 1 kw, day; WGN, against grant to Radio Virginia, Richmond, Va., for 720 kc, 1 kw, day. Clear channel stations contend grants will subject them to daytime skywave interference, which FCC rules do not recognize.

PLAN COLLEGE RATINGS

METHOD of accrediting college radio courses to be considered by Federal Radio Education Committee, which sees need of separating governing body to empowered FREC to expand membership, with nonnetwork affiliates, FM and television stations to be represented as well as Ann. for Education by Radio. Committee heard report of FREC: RMA joint committee on school equipment; discussed listing of libraries to serve as depositories for radio material; heard review of progress of FM educational stations.

USES KDTH TIME

TELEGRAPH-HERALD of Dubuque, Ia., license to KDTH there given for grant for new station at Decorah, Ia., sharing time with, and using facilities of, KWLC Decorah, FCC announced Friday. Grantee is leasing KWLC broadcast equipment from Luther College, license for, for share-time arrangement on 1240 kc with 250 w. KWLC, heretofore daytime station, granted license modification to operate 9:30 a.m. to 1:30 p.m. "Telegraph-Herald" will operate at separate frequencies 1240 kc with 250 w.

ORAL ARGUMENT to determine whether AM station KXW, licensed in 1945 to operate with only 30-ke separation on FCC's motion Friday from March 4 to March 7. Meanwhile, it was reported that tests of operations on 30-ke separation in same city will be conducted by Commission staff using transmitter of WBBR, new station at Bethesda, Md., and probably at several other stations throughout country, by arrangements with licenses.

EXTRA CALENDAR was announced late Friday morning for FCC by this week. Feb. 26, 10 a.m., further hearing is scheduled on following: Atlantic Radio Corp., Boston; WNBC New Bedford, Mass.; Fairfield Bost., Conn.; WHYN Holyoke, Mass., and Pynchon Bost., Springfield, Mass. All are in 650-660 kc field.

WBMD Peoria, Ill. application for special temporary authority to commence interim FM operation filed Feb. 15, using 250-w transmitter and dipole antenna located 245 feet above street level, denied by FCC Feb. 20. Commission announced. Officials explained WBMD has proposed, not final, FM grant.

TBA SEEKS SOLUTION TO APARTMENT TV PROBLEM

NEW Television Broadcasters Assn. Subcommittee on Multiple Antenna Systems seeking solution to video reception problem in large apartment buildings [BROADCASTING, Feb. 16].

Subcommittee chairman Ernest A. Marx, head of Television Set Division, Allen B. Du Mont Labs., and Ben Adler, TEMCO Service Co., committee secretary, communicating with manufacturers of multiple antenna systems. Albert K. Ward, RCA Victor, working with RCA to secure standardization of systems. William W. Cone, also TBA Victor, heads public relations committee.


Mr. Marx also named chairman of new Executive Committee on license applications for Houston, who will deal with transmission and receiving equipment manufacture, film production, talent and advertising. Committee members are: Selma Lee, William Morris Agency, secretary; N. A. Woodford, North American Phillips Co.; J. H. Ganzenhuber, Western Electric Co.; Philip G. Caldwell, General Electric Co.; Donald Hyndman, Eastern Kodak Co.; Earl E. Sponable, 20th Century Fox Film Corp.; Douglas Day, Buchanan & Co.; F. R. MacFarland, AT&T; Will Baltin, TBA, ex-officio.

New electron tube, claimed to be smallest phototube ever offered commercially, introduced by RCA, only ¼ inch in diameter.

Closed Circuit (Continued from Page 4)

assignment of Army plane to FCC for 140-mile "Operation Puddlejump."
In this area of 2,735,051 radio homes, WLW in four weeks reaches 2,354,878 of these homes. That's coverage!
During the average week, each of these families listen an average of 528 minutes a week to WLW, as compared to 201 minutes of listening per week averaged by other stations heard in the area. Thus, in competition with all other human activities, WLW receives 11/4 hours of listening per day in the average home. That's penetration!
There are 153 stations heard in the area, but more than one fifth—21.5%—of all the listening to all stations is to WLW. That's dominance!
A sewing machine...without a needle or thread!

Since mankind first began to sew, say 15,000 years ago, seams have always meant "needle and thread."

But when new thermoplastic materials came along—specially developed for waterproof coverings such as raincoats—ordinary "needle and thread" seams wouldn't do because of their tiny holes.

Now—thanks to research at RCA Laboratories that constantly, day after day, seeks to improve even "little things"—goods made out of thermoplastics are "sewn" by electrons and the seams are as strong as the material itself.

This will make possible dozens and dozens of brand-new uses for these inexpensive and durable thermoplastic materials. Even today they provide perfect packages for foods, meats and drugs because they're completely watertight, airtight and transparent.

Research, such as resulted in the electronic sewing machine, is reflected in all RCA products. When you buy an RCA Victor radio or anything bearing the name RCA, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to The RCA Victor Show, Sundays, 2:00 P. M., Eastern Standard Time, over the NBC Network.

The electronic sewing machine "welds" seams in thermoplastic materials. Anyone interested in manufacturing this instrument can obtain information by writing to RCA, RCA Building, Radio City, New York 20, N. Y. Information also is available concerning companies licensed under RCA patent rights to manufacture this sewing machine.