LOOK... you don’t have to have Crosby

SAY YOUR CLIENT'S appropriation is fist-size. He's scared of radio because he thinks of it — and would it be that you do, too — in terms of Crosby, Cantor and other powerhouses. It’s a mistake — as far as WOR is concerned.

Any client, or agency, can get splendid returns on WOR for a very minor amount. For instance ... take a man who walked into WOR last week with about $500. That five-hundred had to work. It had to get prospects immediately. During the first week on WOR, his program turned up 500 people!

How would you like WOR to sell your wares that way for so little?

Call our sales office at PE 6-8600. Or write . . .

WOR

—that power-full station

at 1440 Broadway, in New York

Mutual
Mr. and Mrs. W. H. Snow live on their 80-acre farm in agriculture-rich McLean County, Illinois, with their daughter and two husky grandsons. Their chief business is dairying, with ten cows milked daily. They raise hay and oats for feed and had 40 acres in corn last season. Their seven brood sows produced 36 pigs for market. The 80-acre farm is valued at $12,000, and most years they rent an additional 80 for feed growing. Mrs. Snow markets about 100 chickens every year, too, for extra cash.

The Snow family has spread over middle Illinois now, with sons or daughters raising their own families in Heyworth, Rantoul, Wenona and Bloomington.

For 20 years, the Snows have been regular WLS listeners, appreciating Dinner Bell and Farm Bulletin Board because, as Mr. Snow says, they "keep us older farmers up with the times . . . enable us to ship our livestock to Chicago at the right time." The Snows have been Prairie Farmer subscribers for 40 years.

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

Mr. and Mrs. W. H. Snow with (left) their daughter, Mrs. Mowbray.
He's Philadelphia's favorite sportscaster.

In 12 months, his Hooper rating has gone up 300%. It's first in Philadelphia for this type of program.

Obviously, Philadelphians appreciate his colorful delivery ... his sure-footedness in the world of sports.

His name? Bill Sears. The station? WPEN—Philadelphia's surging independent owned and operated by The Evening Bulletin, the largest evening newspaper in America.

WPEN knows what Philadelphians want. They find it at 950 on the dial. Bill Sears' every weekday-evening sportscast is another reason why WPEN's Philadelphia audience grows apace.

We can give you what you want, too.
**Closed Circuit**

Despite seeming quiescence, Senate Majority Leader Wallace White is working on sweeping legislation to amend archaic Communications Act of 1934 which he co-authored. Although snowed under with appropriations, labor control and other top priority measures, he hopes to have integrated bill ready in few weeks. Never slipshod, he is carefully considering every proposed amendment but it definitely can be said he will propose legislation this session.

Unrest in evidence among network affiliates over constantly recurring report that FCC will relax station identification rule to permit announcements of one-third of present requisite half-hour. Affiliates feel there would be reduction in network station breaks and resultant loss of substantial spot revenue now derived from such announcement.

Although loath to quote figures, Allied Purchasing Corp., representing some 40 department stores, has stepped up its use of local radio to point where it now exceeds national average. In 1944, APC stores represented about one-third of national radio average in retail radio advertising.

Sale of word Spartanburg 250 w ABC affiliate to General Newspapers Inc., which recently purchased Spartanburg Herald-Journal from Smith Davis, newspaper financier, consummated subject to customary FCC approval. Price understood to be $85,000. Sellers are Mr. Davis and Joseph M. Bryan, vice-president of Jefferson Standard, who acquired station two years ago.

Incense over FCC indiscriminate licensing of new daytime stations on clear-channel, several 1-A stations are expected to go to court forthwith. WSM Nashville and WGN Chicago may trek courtward this week. WLLW Cincinnati and WHAS Louisville likely to follow suit. WJR Detroit last January appealed for stay order but was turned down and last Friday appealed from grant in Clinton, Ala. Contentions: Grants preclude eventual conclusion of clear-channel case; FCC has denied IAs participation in hearings.

State Dept. will ask Congress for supplemental appropriation of more than $7,000,000 to build relay facilities abroad to strengthen Voice of America. This is to be capital expenditure, not operating expense, and will be in addition to approximately $25,000,000 being asked for the Office of International Information & Cultural Affairs (OIC).

With assurances by NBC that network would continue to cover major cost ($15,000) of First Airing Show (11-11-30 a.m. EST), Leo Burnett Co., Chicago has recommended show now sponsored Tuesday and Thursday by American Meat Institute to two other national accounts. Both Minnesota Valley Canning Co. (Continued on page 78)

**BROADCASTING...at deadline**

**Upcoming**

March 5: NAB Special AFRA Committee, Hotel Statler, Washington.
March 7: FCC hearing re amendments to Standards of Good Engineering Practice concerning standard stations.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.

**Bullets**

PRODUCER Cecil B. DeMille granted April hearing before California State Supreme Court to seek reversal lower court rulings which cost him AFRA membership. He was forced off air as $90,000 a year m.c., director and narrator CBS Lux Radio Theatre in 1944 for refusal to pay one dollar assessment levied to support AFRA lobby against anti-closed-shop legislation in California.

Three St. Louis stations—KWY, KMOX and KXOK—faced possibility of strike over weekend as broadcasting went to press Friday but prospects appeared good for settlement. Contracts all expired but continued on indefinite basis pending negotiations.

Charges that Mutual discriminated against at least three union members in economy dismissals last week will be filed this week with National Labor Relations Board, New York, by United Office & Professional Workers of America (CIO) Radio Guild.

**Operations televised**

Doctors from all parts of world saw series of operations Thursday, Friday and Saturday at Johns Hopkins Hospital via RCA television receivers in rooms adjacent to operating room. Three “blue baby” operations performed, with RCA operating two image orthicon cameras, one on light fixture directly above table, other in gallery; via closed circuit.

Over 300 doctors attending Johns Hopkins Medical & Surgical Assn. meeting enthusiastic over demonstration, conceived by Dr. I. Ridgeway Trumble and Dr. Frederick M. Reese of Johns Hopkins staff. Event marks new day in medical education, with less danger of infection from viewers in amphitheater, they agreed. RCA staff included Richard Hooper, Norman Dean, Walter Lawrence, Frank Helgeson, Frank Jordan, Ellis Whitaker.

**Business Briefly**

WHITEHALL CHANGE • Ellery Queen Show Wed. 7:30-8 p.m. on CBS moves time to NBC replacing Bob Burns Show, Sun., 6:30-7 p.m. Both sponsored by Whitehall Pharmaceutical Co., N. Y. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

Two NBC Renewals • NBC Friday announced two 52-week renewals effective March 21—General Foods When a Girl Married, Mon. - Fri. 5-5:15 p.m., through Benton & Bowles; Socony Vacuum Oil Co. Victor Borge Show, Mon., 9:30-10 p.m., through Compton Adv.

Garrett on 150 • Garrett & Co., New York (Garrett, Virginia Dare wine) using chain breaks and announcements on 150 stations for eight weeks. Agency, Ruthrauff & Ryan, N. Y.


New Campbell Show • Campbell Soup Co., Camden, April 6 replaces Hildegarden with package comedy-drama Corliss Archer on CBS for 26 weeks. Agency, Ward Wheelock, N. Y.

Sunshine Spots • Sunshine Biscuit Co., New York, has started spot campaign for 13 weeks on 67 stations in 23 markets. Agency Newell-Emmett Co., N. Y.

WDAS Sold for $485,000, WFOY for $100,000

Sales of WDAS Philadelphia, 250-w independent on 1460 kc, for approximately $485,000, and WFOY St. Augustine, CBS affiliate on 1240 kc with 250 w, for $100,000 reported by FCC Friday. Both need FCC approval.

WDAS sale is by President Alexander W. Dannenbaum and Cecile L. Naumburg (50% each) to William Goldman Theatres Inc., Philadelphia theatre operators, wholly owned by Mr. Goldman. WFOY transfer is from Glenn Marshall Jr. (54%), Ed Norton (28%), and Frank King (18%) to J. C. Bell, former president and 44% stockholder of WBRC Birmingham, now engineer in St. Augustine.

WFOY sale is in compliance with conditions specified by FCC, under duopoly rules, in granting 5-kw operations on 1460 kc to WMBY Jacksonville, owned by WFOY interests [Broadcasting, Jan. 20].

Net Presidential Pickups

CLYDE HUNT, chief engineer of CBS Washington, flew to Mexico City over weekend to supervise engineering pickups for combined network broadcasts by President Truman from Mexican capital at 10:30 p.m. (EST) March 3 and 1 p.m. March 6 at Baylor U., Waco, Tex., where Chief Executive will receive degree. John Adams, CBS, will announce Mexico City combined pickup; Bryson Rash, ABC, Baylor U. combined network broadcast.

BROADCASTING • Telecasting
KCMO is really up to something!

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
Success stories are routine for KOIL...the above memo to Belle West is just one of the many. Belle is "Polly the Shopper" to thousands of listeners in the Omaha and Council Bluffs area.

A short time ago, Mr. Wescott of the Harding Co. (makers of Hardings Sealtest Ice Cream) ordered a series of ten, 1-minute announcements to feature ice cream cakes. After six spots were used, Mr. Wescott phoned the above message.

It happens again and again with KOIL! IF YOU want service, performance and results in the Omaha and Council Bluffs area, let KOIL deliver this big market for you. Make every penny of your time dollar profitable...contact us or our national representatives.

Service-Performance-Results

CHARLES T. STUART
Pres. & Executive Dir.
Offices Stuart Bldg., Lincoln, Neb.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

KOIL
1290 KC
5000 WATTS

Page 6 * March 3, 1947
There's a world of difference...

between "peddling" and selling!

There is no trick in selling radio time as we do it at URS. It's simply a matter of knowing our stations' operation inside-out from engineering to market...and then applying good old-fashioned salesmanship. There's no "you-pays-your-money-and-takes-your-choice" thinking here.

Yes, there's a world of difference between "peddling" and honest to gosh selling. Good salesmanship is a valuable service to both buyer and seller. It requires vision, complete knowledge of radio markets plus enthusiasm and plain hard work. And every URS man is a first line salesman by those standards; sincere and with a genuine desire to do a profitable turn for the radio stations he represents and the advertising agencies he serves.

George E. Hughes
Vice-President, General Manager

Edwin C. Pancoast, Jr.
Eastern Sales Manager

John Stebbins
Central Sales Manager

Bart Feit
Western Sales Manager

Rod McArdle
Pacific North-West Sales Manager

Head Office
New York City
730 Fifth Ave.

New York
730 Fifth Ave.
Circle 8-7447

Chicago
Central 8815

Los Angeles
6797 Hollywood Blvd.
Hollywood 8298

Seattle
Bigelow Building
Sena 1001

Universal RADIO SALES
STORY OF AN IDEA . . . It began with Alexander Graham Bell, born one hundred years ago, on March 3, 1847. He gave the world the telephone and lent his name to the great Bell Telephone System with its family of millions of subscribers.

Early in its career the telephone was enlisted for service as well as communication. Our history is full of valiant telephone operators who warned endangered communities in times of fire, flood, and storm.

In 1922 the idea was carried another step forward—to entertainment by telephone lines. The American Telephone and Telegraph Company believed the infant art of radio could be served by linking stations across the nation with telephone wires. The result was the world’s first radio network, nucleus of NBC.

The linking of communication and entertainment was further advanced seven years ago when the Bell Telephone System sponsored the initial Telephone Hour on NBC. Since then every Monday night the dial tone in millions of homes has been great music.
Simply by turning on their radios, listeners can be entertained by the great artists of the musical world. Fritz Kreisler, Helen Traubel, Marian Anderson and a host of others are regular guests. Accompanying these great soloists are Donald Voorhees and his 57-piece Bell Symphonic Orchestra. One noteworthy feature of the Telephone Hour is its commercials. These are among the most interesting in radio and deal with subjects which help the listeners understand their telephone service better and use it more effectively.

How to dial America? Build a great musical program like the Telephone Hour. Give it wings that Mercury would envy—the powerful facilities of the NBC Network. Flash its weekly gift of fine music to the grateful homes of the vast NBC audience. Let it be heard in the company of other great shows on NBC.

The result: a distinguished program that rings the bell with millions of listeners at the same time it wins scores of critical awards, hailing it an outstanding model of radio excellence.

... the National Broadcasting Company
Feature of the Week

The confession of an alleged murderer as recorded by WLEU Erie, Pa., was played back in the courtroom Feb. 11, upon request of the District Attorney. The first time WLEU was called on to aid in the murder case was March 14, 1946, when the accused, Mike Dominick, was brought to the studio at 8 o'clock in the morning so that his confession could be recorded.

A fortnight ago at the trial, WLEU Chief Engineer Clarence A. Baker, who made the recordings, played them back in the court. Mr. Baker also had to testify to the authenticity of the recordings.

As the four recordings were played, the alleged murderer sat calmly listening to his own voice coming from the records, making a confession of the crime. At the same time, he vehemently denied killing the slain man.

The story Dominick told on the recordings was substantiated by his story to FBI agents in Savannah, according to the Erie Dispatch-Herald-Sun.

Sellers of Sales

Proof that radio is still a young man's game can be found in the career of George Washington Clark, who earned his position as account executive at Grant Advertising, Chicago, the hard way. Born in River Forest, Ill., July 13, 1913, George started in the field of unlimited possibilities when he was 19 years old. His first job was with Radio Circulation Builders, at $25 a week, a $25,000 salary for a young tyro in the depression years.

On July 14, 1933, he married Virginia (Dinna) Rhoads and in 1935 the couple moved to California where George worked on the Los Angeles Times classified section and the Ontario Daily Report display division. Preferring the Chicago wind to the California rain, the Clark's returned to Chicago a year later and George joined the Wheaton Daily Journal, handling display advertising and circulation.

With a desire to increase his finances, George peddled Remington Rand typewriters for five months; but with a stronger desire to find his right element, he constantly camped on Glenn Snyder's (WLS Chicago general manager) doorstep "nagging" for an opportunity. As a result of George's aggressive proclivities, or Mr. Snyder's exhaustion, George was put on the WLS sales staff at a starting salary of $80 a month. He stayed for three years and garnered quite a lot of farm advertising knowledge.

He left his WLS teachers to practice on his own in 1940 and joined WLS's new Chicago office. Three years later he was made manager of the station's Chicago office and in 1944 was transferred to the New York office as assistant manager. But after a year of New York the "bucolic" ways of Chicago again lured the Clarks and George joined Mutual's Milwaukee sales department. Among his sales were Queen For A Day to Alka Seltzer and Nick Carter to Cudahy Packing Co. He also added a few ideas to Queen For A Day's gala broadcast from Chicago's crowded loop intersection, State and Madison.

George left Mutual in September 1946 to enter the agency Reid. At Grant, he is account executive on Atlantic Brewing Co. (Tavern Pale beer) and an on-record solicitor of new business.

The Clark's have two children, Billie, 4, and Dinna, 9. The whole family enjoys a common hobby, horses. Just a year ago George built a stable, adjacent to their Wheaton home, where he shelters two five-gaited horses, a cow pony for young Dinna, and a Shetland pony for Billie. Very few weekends go by that Wheaton residents don't see the Clark's galloping through the streets.
"WHERE PEACHTREE MEETS PONCE DE LEON"
STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT
MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company
Look who's here now! —

ROBERT J. McNAMARA!

After a man has graduated from college, then put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial" — after all that, we figured he ought to make a darned good F & P Colonel. And Bob McNamara has!

As a matter of fact, Bob is pretty typical of all our good men, here at F & P. Some of us got our earliest training in radio, newspapers and other media — some of us in advertising agencies and departments — some of us in "business." But all of us had successful records even before joining F & P . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our old records, year after year, here in this group of pioneer radio-station representatives.

FREE & PETERS, INC.  
Pioneer Radio Station Representatives  
Since May, 1932
Power to Subpoena Petrillo Given Congress

JAMES CAESAR PETRILLO will shortly receive an invitation to appear before the House Labor Committee to answer charges that AFM actions have interfered with development of FM, television and educational broadcasting.

Committee members indicated they will also look into evidence that the union has, “through dictatorial rule” seriously hindered AM broadcasting.

Subpoena Powers

BROADCASTING learned Friday that if the AFM president should refuse the invitation, Chairman Fred A. Hartley (R-N.Y.) will issue a subpoena. Subpoenas powers were granted the committee Wednesday in a resolution passed in the House by a vote of 349-29.

In preparing for Mr. Petrillo’s examination the committee will probably consider the uncertain status of the Lea Act, due for Supreme Court test in April [BROADCASTING, Feb. 3]. Interest in AFM operations was heightened by testimony of Dr. Joseph E. Maddy who suggested to the committee on Feb. 18 [BROADCASTING, Feb. 24] that there should be legislation to force the AFM to justify “arbitrary” actions before a “disinterested court or tribunal.”

The committee, preparing to write “corrective” labor legislation, is seeking to determine what means may be taken to prevent Mr. Petrillo from engaging in practices alleged to be unfair to both employers and to union members, who, it has been charged, have no voice in the conduct of their union.

Particularly interested in AFM is Rep. Carroll D. Kearns (R-Pa.) who told BROADCASTING that the committee will sit at night if necessary “to do a thorough job” on the music union boss.

Mr. Kearns is an AFM card holder [BROADCASTING, Feb. 24] and a nationally known concert artist with considerable musical experience in the Petrillo-controlled Chicago area. As committee member most thoroughly acquainted with AFM background and the case of musicians and educators, he will take a leading role in the group’s investigation of the music case.

Hoffman Anxious to Question

Rep. Clara E. Hoffman (R-Mich.) is also anxious to interrogate the AFM chief, but has protested a committee rule which permits only five minutes to each committee member for cross-examination. Unless Chairman Hartley permits a

(Continued on page 7)

Year’s Study of AM Daytime Skywave Asked

CCBS Says Current Trend May Lead Airwaves To ‘Chaos’

By RUFUS CRATER

AN FCC INVESTIGATION of the characteristics and effects of AM daytime skywave signals, not now recognized by FCC Standards, was requested in a petition filed with the Commission last Thursday by the Clear Channel Broadcasting Service.

CCBS asked that the Commission withhold action on all applications for daytime use of Class 1-A and 1-B channels, at least within 1,200 miles of dominant stations, pending the outcome of the study, which it said “should extend over a period of a year.” It did not feel, however, that it would be “necessary or advisable” to postpone a decision in the still-uncompleted clear-channel proceedings until the investigation is finished.

The petition, filed by CCBS Counsel Louis G. Caldwell with an accompanying engineering affidavit by Chief Engineer George F. Leydorf of WJR Detroit, declared that unless further daytime duplications of clear channels are stopped “actual field measurements will be impossible or nearly so because of the existence of too many interfering signals on the same channel.”

Might Mean Chaos

“Continued daytime duplication on clear channels might well result in chaos on the daytime airwaves, which would be a high price to pay for such action,” the petition asserted.

The investigation would be followed, under the CCBS request, by amendment of the AM Engineering Standards “to such an extent and in such manner as may seem desirable and proper from the results” of the study.

Enough reliable information on daytime skywave is currently available “for certain distances and frequencies and for certain (winter) months of the year . . . to demonstrate that the present Rules and Standards are inadequate concerning daytime transmission and that the Commission is allocating daytime frequencies without full and complete knowledge of the actual interference being caused thereby.”

It was pointed out that a similar investigation of nighttime skywave signals was conducted under FCC direction in 1935 at the request of a group of clear channel stations. The results were used as the basis for calculating nighttime skywave signals and skywave interference signals “and form the basis for the Commission’s existing Rules and Standards governing nighttime skywave transmissions.”

“It is the same kind of curves, based upon actual measurements, which petitioner urges should be obtained as a basis for daytime allocation of frequencies,” the petition declared.

One of the results, it was predicted, would be a showing "that the effective service areas of stations operating in daytime can be greatly increased."

CCBS expressed the belief that “the temporary halting of duplication on 1-A and 1-B channels within reasonable distances (not less than 1,200 miles) of dominant stations will not actually hamper the Commission in its work but, to the contrary, will enable the Commission to obtain adequate and comprehensive data upon which it can base proper allocation in the future.”

The petition recalled that once before CCBS had asked for a cessation of wholesale licensing of daytime stations on clear channels and that FCC replied that: “If the power of existing 1-A stations is raised substantially, it may very well be that daytime skywave interference will become a problem that should be dealt with in the Rules and Regulations or Standards of Engineering Practice.”

The clear channel group responded that “the problem is not

(Continued on page 77)
NONE CAN DENY—and we shall be the last to attempt to do so—that Broadcasting has watched a number of its activities through the years with a vigilance which occasionally might have become truculent.

Through those years—in the administration of Prall, McNinch, Fly, Portal and Denny—Broadcasting has seen the FCC through something of a witch-hunt. We recognize the impracticality of granting the Commission that amount of power if the Congress is to cut Federal expenditures, its avowed purpose. We can assume most certainly that the FCC will not get $7,300,000, as we hope.

There must be a reasonable compromise, and that compromise doubtless will be found by a sub-committee of the House Committee on Appropriations this month when budget hearings will be held on independent agencies.

The sub-committee, we hope, will not undertake a witch-hunt. We can assure the sub-committee there are no witches at the FCC. There are, we believe, a few pink-nosed gremelins, but in no sufficient number to destroy the aspirations of the Commission who profess to view radio as a free medium.

For the guidance of the legislators who will discuss finances with the Commission, we pose a few questions which might be put to Mr. Denny and Mr. Charles-A. Siepmann and some of his colleagues have no ulterior design on a system of Government which permits them to perform in high offices. We are sanguine enough to hope that in asking for the highest peacetime budget of its history for the fiscal year 1948, the FCC's top policy planners, or a majority of them, wish to devote it to pursuits outlined by Congress.

Request for $7,300,000

To such end, the FCC will have sufficient funds to operate within the law, we solicit the careful reflection of Congress in considering this agency's request for more than $7,300,000. We recognize the impracticality of granting the Commission that amount if the Congress is to cut Federal expenditures, its avowed purpose. We can assume most certainly that the FCC will not get $7,300,000, as we hope.

There must be a reasonable compromise, and that compromise doubtless will be found by a sub-committee of the House Committee on Appropriations this month when budget hearings will be held on independent agencies. We can assure the sub-committee there are no witches at the FCC. There are, we believe, a few pink-nosed gremelins, but in no sufficient number to destroy the aspirations of the Commission who profess to view radio as a free medium.

For the guidance of the legislators who will discuss finances with the Commission, we pose a few questions which might be put to Mr. Denny and Mr. Charles-A. Siepmann and some of his colleagues have no ulterior design on a system of Government which permits them to perform in high offices. We are sanguine enough to hope that in asking for the highest peacetime budget of its history for the fiscal year 1948, the FCC's top policy planners, or a majority of them, wish to devote it to pursuits outlined by Congress.

Request for $7,300,000

To such end, the FCC will have sufficient funds to operate within the law, we solicit the careful reflection of Congress in considering this agency's request for more than $7,300,000. We recognize the impracticality of granting the Commission that amount if the Congress is to cut Federal expenditures, its avowed purpose. We can assume most certainly that the FCC will not get $7,300,000, as we hope.

There must be a reasonable compromise, and that compromise doubtless will be found by a sub-committee of the House Committee on Appropriations this month when budget hearings will be held on independent agencies. We can assure the sub-committee there are no witches at the FCC. There are, we believe, a few pink-nosed gremelins, but in no sufficient number to destroy the aspirations of the Commission who profess to view radio as a free medium.

For the guidance of the legislators who will discuss finances with the Commission, we pose a few questions which might be put to Mr. Denny and Mr. Charles-A. Siepmann and some of his colleagues have no ulterior design on a system of Government which permits them to perform in high offices. We are sanguine enough to hope that in asking for the highest peacetime budget of its history for the fiscal year 1948, the FCC's top policy planners, or a majority of them, wish to devote it to pursuits outlined by Congress.
Miller Rededicates Body to Fight FCC Inroads

ONE YEAR after issuance of the FCC’s Blue Book, NAB President Justin Miller rededicated NAB and the industry to the "no compromise" campaign to stop Commission inroads on freedom of speech through regulatory trickery.

Recalling FCC actions during the year in the programming field, with results amounting to illegal censorship, Judge Miller declared that the freedom of speech issue constitutes the most important problem facing broadcasters today.

Addressing the March 7 anniversary date of Blue Book issuance he flatly denied that anyone in NAB management had made statements indicating approval of the FCC's Blue Book or procedural steps taken under its provisions.

Nailing down NAB's forceful stand against regulatory devices striking at the heart of the American system of broadcasting, he added: "Statements I made at the time of issuance of the Blue Book still stand with the hazard amounting to "bold steps toward Government domination which may eventually deprive us of fundamental rights."

Willard Too

Joining Judge Miller in proclaiming the industry's determination to wage the battle for freedom with renewed vigor was A. D. Willard Jr., NAB's executive vice president, who was a scheduled speaker at the Saturday dinner meeting of the Annual Conference on Station Problems, Oklahoma U. Mr. Willard criticized Commission decisions and administrative steps amounting to censorship of programming. He attacked FCC's questionnaire reports on programming which follow the Blue Book formula and said such actions confirm NAB's claim that the Blue Book, he added, is being treated by the Commission as an actual regulation.

NAB's Freedom of Radio Committee, meeting in New York Wednesday, supported Judge Miller's year-long campaign against the Blue Book and other FCC actions.

The committee, favoring the legislative approach to the problem of resisting Commission steps beyond powers granted by Congress, agreed with recent decision of the NAB Legislative Committee that major emphasis should be placed on the "no compromise" policy.

At its Feb. 10 meeting the Legislative Committee assigned the task of compiling statements by associations and organizations dealing with the subject. The project will require considerable time. Meanwhile the committee will resume contacts with the newspaper and motion picture industries. The three industries pledged themselves to wage a united campaign in the interest of free speech during a meeting at the NAB convention in Chicago last October.

The liaison with the motion picture industry was interrupted with the retirement of Byron Price to be assistant secretary general of the UN. Mr. Price, wartime director of censorship, had taken keen interest in the movement.

The committee considered free speech from both the U. S. and international standpoints.

Attending the committee meeting, held at the Waldorf-Astoria, were Chairman John Fetzer, WZKO Kalamaozo; Harold Hough, WBAP Fort Worth; Henry Johnston, WSGN Birmingham; Jesse Thompson, MBS (for Edgar Kobak); Frank Stanton, CBS; Frank E. Mullen, NBC (for Niles Trammell); James W. Woodruff Jr., WMAL Columbus, Gen. President Miller; Secretary-Treasurer C. E. Arney Jr.; General Counsel Don Petty.

Though NAB is conducting a full-scale campaign for protection of freedom of speech and the American plan of broadcasting, this problem and others common to both groups will be discussed today (Mar. 8) in the series of NAB-FCC liaison luncheons.

Discussion at these get-togethers has centered on the FCC's "level," with both groups stating that they are working toward the same end—the best possible broadcast service for a democratic nation under a system of private enterprise.

In his Blue Book anniversary statement, Mr. Miller called on all broadcasters to follow his suggestion that disclaimers of FCC authority be attached to program information in renewal applications or financial reports. He said these forms should be accompanied by "a clear statement to the effect that such submission is in no way to be construed as acquiescence in the Commission's asserted right to require this program information."

He called attention to two Commission requests for detailed program and financial information. The first, Section 324, is the annual financial report for networks and station licensees, and the second is a demand for detailed program information covering a composite week in 1946. Both were issued in mid-January.

He repeated his statement of April 19, when he asked the FCC to follow the Blue Book, covering summary and conclusions as well as proposals for future Commission policy, "reveals

(Continued on page 88)

Congress Gets Acquainted with FCC

Several Committeemen Hold Policy Questions in Reserve

By PETER DENZER

FCC's first official meeting on Tuesday with the 80th Congress left both minority and majority members of the House Interstate and Foreign Commerce Committee full of praise for the manner in which the Commission's case was presented, although some members had reservations as to actual practices.

It was learned that Chairman Charles W. Johnson Jr. of the committee defended the Blue Book as a sort of warning finger to broadcasters who have failed to set up satisfactory program standards of their own initiative, given had to be offered from some quarter, namely the FCC. Mr. Denny did, however, credit some of the industry with an excellent job of meeting public interest and demand for good programming.

Better Understanding

Committee Chairman Charles A. Wolverton (R-N. J.) told Broadcasting he had called upon the FCC to provide Congress with a better understanding of Commission functions and practices. Tuesday's meeting with the FCC was first of a series of "get-acquainted" meetings with the various departments over which the Interstate Committee has jurisdiction.

In his invitation to Mr. Denny, Rep. Wolverton stated, "it would seem to me that such personal contact would be helpful in breaking down prejudices in the House. It seems to be a chasm between the Congress, its legislative committees and the departments, commissions and bureaus, which come under the jurisdiction of the several committees of Congress."

In a statement released after the meeting Mr. Denny said: "The success of (the) meeting amply demonstrates that such meetings are very worthwhile. In the past, congressional committees have had to depend upon annual reports by the agencies and formal hearings on particular bills in order to learn about the administrative agencies and the various regulatory problems facing them. ... On the whole, these meetings shed much more flexible procedure whereby the whole machinery of government—both legislative and executive—can be made to function more smoothly.

The entire morning session was taken up with an informal report on Western Union's problems which Chairman Denny felt should be brought to the attention of the Committee. In the afternoon President Denny met a barrage of questions which covered broadcasting from FM to electronic cooking.

Although Mr. Denny was accompanied by the balance of the commissioners, he carried most of the questioning. One committee member said privately he thought "Denny is the best chairman the FCC has ever had."

Congressmen expressed considerable interest in FM, demanding to know whether it would replace AM, how soon low priced sets would be available to the public, technical impediments to more rapid expansion of FM, etc. Mr. Denny referred most of the technical questions to Comr. E. K. Jett.

There was also great interest in the so-called "gray yard band," assigned to industrial, scientific and commercial users. Mr. Denny told committee members the FCC is anxious to give the greatest encouragement to manufacturers of electronic stoves, dishwashers and other devices in the 2400-2500 mc band. The problem, he said, to provide a sufficient frequency range for these purposes without interfering with other services.

Seek More Information

In spite of the day-long session, and the sizable territory covered, many committee members expressed a desire for further information on FCC operations. One committee member told Broadcasting that there is need for considerable inquiry into the FCC, with emphasis on "information and not witch-hunting."

"As long as we get the kind of cooperation which Mr. Denny declares Free Speech as First Issue

BROADCASTING • Telecasting

March 3, 1947 • Page 15
Ford and General Foods Sponsor Dodgers Home Game Telecasts


The Dodgers' 1947 season will start April 15 at Ebbets Field, Brooklyn, with the Boston Braves as opponents. A coin will be tossed to determine whether the opening game's telecast will be sponsored by Ford or General Foods, with the two alternating for the remainder of the season—77 games in all.

Bob Edge has resigned as television sports director of CBS to handle the descriptions of the baseball weekly telecasts as freelance announcer-commentator and he is expected to continue in this field on an independent basis. Following his handling of the mike for the station's telecast of the New York University-Notre Dame basketball game last Monday—also under Ford sponsorship—he left for Havana, where the Dodgers are in spring training.

Plans call for the collection of background information about the plays and of films of training and of pre-season exhibition games, which will be used for television material by WCBS-TV in advance of the opening game as a buildup for the season's telecasts.

Ford is currently the major sponsor of telecasts on WCBS-TV and one of the largest purchasers of video time in the entire field through its sponsorship of track meets, basketball games, hockey matches, skating carnivals, horse and dog shows and other events staged at Madison Square Garden. The motor company's 'Parade of Sports series began last fall with telecasts of the home games of the Columbia U. football team and have continued through the winter with the Garden events.

General Foods, which signed its first television contract in agreeing to co-sponsor the Dodgers telecasts, will distribute the commercials among a variety of its products, with no decision made yet as to what treatment the commercials will be given.

Howard M. Chapin, associate advertising director and chairman of the General Foods television committee, represents his company in negotiating the contract for the baseball telecasts, with C. J. Seyffer, manager of Ford's northeastern region, handling for the motor company and George L. Moskowitz, commercial manager of CBS television, for WCBS-TV.

Three agencies are concerned with the General Foods part of the television schedule: Young & Rubicam, Benton & Bowles, and Foote, Cone & Belding, all of New York. The Ford advertising is handled by J. Walter Thompson Co., New York.

May Switch

GENERAL FOODS last week reportedly was considering a change in agencies on its Fort Clay television, five times weekly on NBC, sometime in April. The show is now handled by Young & Rubicam, New York, and may go to Benton & Bowles, New York.

Mr. McCosker

McCosker Resigns As WOR Chairman

Resignation Effective June 1, Will Remain as Advisor

ALPRED J. MCCOSKER, president of WOR New York from 1933 to 1944, last week resigned as chairman of the board of Hamberger Broadcasting Service Inc., owner of WOR, a position to which he was elected after his term as the station's president.

The resignation, announced after Mr. McCosker had left New York for a month's vacation in Florida, is effective June 1.

An official statement issued by the station explained that Mr. McCosker had resigned "because of a desire to curtail his activities," but it added that he "will, however, continue for an additional term of years as a director and regular employee for consultation and other advisory services relating to WOR."

Although no official word was available concerning the selection of Mr. McCosker's successor, it was believed probable that an unassigned chairman would be named, doubtlessly from among present board members.

Mr. McCosker's resignation as chairman of the WOR board prompted speculation as to his future in a similar capacity on the Mutual board, of which he has been chairman since 1934. It was understood that as yet he had given no indication of intentions to resign that position.

Associated with WOR for 23 years, Mr. McCosker became the station's director and general manager in 1926 and president in 1933. He was NAB president from 1932 to 1934.

Drop Sponsorship

LEWIS HOWE & Co., St. Louis, (Tums) on March 27 will drop sponsorship of the Pot O' Gold program, Wednesdays, 9:30-10 p.m. on ABC, Roche, Williams & Cleary, New York, is the agency.
Arguments Are Heard on Duopoly

Rules Flexibility Need Cited by Majority Of Participants

FCC, sitting en banc to hear arguments on how to codify multiple ownership rules that duopoly has too many facets to control, was told last Monday by most of the 11 participating attorneys that duopoly has too many facets to control, particularly by Comr. C. J. Durr.

Chairman Charles R. Denny pointed out in the course of the arguments that the Commission would be advised to deny any FM or television application proposing the use of a directional antenna, “at least for the present,” in hope that directives will not be used at all in these fields.

The Commission had prepared coverage maps and ownership charts on 67 different groups which to some extent were involved, through existing grants and/or applications, in “common ownership and overlap of service areas.” Sixty-six related to FM; one to TV.

Referring to the variety of factors which contribute to duopoly problems, Mr. Pierson noted that Yankee Network’s applications for FM stations at Boston, Providence and Bridgeport involve some overlap because of FCC’s requirements for Class B stations. If the stations were allowed to cover only the retail trade areas of the respective cities, he said, there would be no overlap problem.

Mr. Sutton, appearing for the

FCC-FMA Review Engineering Test

Results Expected to Show Whether Separation Is Adequate

ENGINEERING tests over the nation, particularly New England, by FCC and engineering members of FM Assn. were reviewed Wednesday at the first FMA-FCC liaison luncheon, held at the Hotel Washington. Tests are designed to show whether the present one-channel separation is adequate and whether reports of interference are due to non-actuality of sets.

Full support of FM to statewide educational FM networks was pledged at the luncheon by Roy Hofheinz, FMA president. He said the FM station was in no way connected with any movements to oppose such networks. “We sincerely believe that every State in the union should have an educational FM network to provide not only additional classroom work, but to carry on adult education,” he said. FMA has set up a special $25 membership fee for educational stations at the suggestion of the U. S. Office of Education.

Commissioner of Education John W. Howard stated that FMA is very much interested in the FMA promotional campaign, Mr. Hofheinz said.

Representing FCC at the luncheon were Chairman Charles R. Denny; Commissioners Clifford J. Durr, E. K. Jett, Ray C. Wakefield, Rosel H. Hyde; Chief Engineer George P. Adair; Assistant Chief Engineer John A. Wilkoughby; Cyril S. Braun, chief of FM Section, Engineering Dept.; Benedict P. Cottone, general counsel; John McCoy, chief of FM Section, Law Dept.

Attending for FMA were Mr. Hofheinz; Everett L. Dillard, vice president; L. John H. Marks, chief counsel; Bill Bailey, executive director.

Mr. Durr also argued that experience with changing standards in AM indicated FCC should not now apply, in FM, any “self-enforcing rule-of-thumb based on arbitrary standards of service.” He contended that listeners do not tune to a station because of its ownership, but because of its service, and that overlap within a trade area is secondary to providing service to that area. He pointed out that “overlapping service” is permitted in other businesses without harmful effect.

BROADCASTING • Telecasting

March 3, 1947 • Page 17
Facsimile Is Challenge to Newspapers

Additional Service Planned, Says Knight

By JOHN S. KNIGHT

Editor and Publisher, Miami Herald

THE Miami Herald will begin demonstration of a facsimile edition in March. Continuous publication of bulletin facsimile editions is scheduled for late fall.

We in the Knight Newspaper organization feel that facsimile reproduction of daily newspapers is emerging from the experimental stage and warrants field trials under actual conditions of daily publication.

Facsimile is not ready to displace our daily newspapers in their present form, but it does have intriguing possibilities as a supplemental service. In this respect it may well change our present concept of newspaper publishing.

Bulletin Service

At the present time I feel that facsimile has a tangible value as a means of publishing bulletin matter to augment our regular street and home delivery editions. It will provide an added service to readers who have facsimile receivers. It is upon this basis that we are proceeding on the Herald.

Our first demonstrations in March will be conducted by Radio Inventions Inc., of New York City. Members of our own special facsimile staff, who have been working on facsimile planning for several months, will work with the New York demonstration team. Following the brief demonstration period our own staff will take over the complete operation.

Transmission facilities are provided through the present 3-kw FM General Electric transmitter recently installed in our station, WQAM, WQAM-FM.

Tower Under Construction

A 400-foot Blaw-Knox tower is now under construction 300 feet off shore in Biscayne Bay for FM broadcasting. It will have an 8-kw General Electric antenna and should be completed late in April. The 3-kw transmitter plus the 8-kw antenna will give our FM transmitter a rated output equal to 50-kw AM.

FM broadcasts are now being made from a temporary antenna attached to our regular 200-foot AM tower.

We are using General Electric equipment developed by John V. L. Hogan and associates in our facsimile activities. I understand we will have the latest equipment, incorporating many new refinements, for our Miami demonstrations. These receivers are hand-made by General Electric at this time. The company does not anticipate getting into mass production until sometime next year.

The high initial cost of the handmade receivers and their scarcity will necessarily limit our immediate operations, but I feel that we can gain much in know-how through limited operation that will be of benefit to our readers at such time as receivers are made available on a mass basis.

‘Newspaper’ Operation

Every phase of facsimile publication, with the exception of the actual transmission from the WQAM-FM transmitter, will be handled within the Herald building. Facsimile is essentially a newspaper, not a radio operation.

The facsimile department is functioning temporarily in the editorial room until new quarters can be provided.

Special equipment is needed to prepare copy for the facsimile scanner. Present sending equipment transmits pages measuring 5.2 inches by 11.5 inches, or about a third the size of standard newspaper pages. Experiments have revealed that regular body type of newspapers comes out fuzzy, and

Mr. KNIGHT

GEORGE KAMEN
119 WEST 17th STREET  ·  ROOM 919  ·  NEW YORK 16, N. Y.  ·  Clock 54670

February 27, 1947

As you probably know, 'sports' radio (chosen by all recent surveys as the most effective type of advertising and promotion at the present time. Read I point out how

115 Wabac business on a so-called 'sports' product by using 'sports.' 'Sports' radio is also very expensive. However, we offer you a chance to accomplish 'sports' radio for almost nothing.

We offer you a chance to have your sporting product "plugged" over one of the greatest networks in America, the Mutual Network. The product is PHOENIX CAVES. This is an all-sports-participation show sponsored by Edwin and Austin on the Mutual network from 7 to 10 P.M., Monday, Tuesday, and Thursday.

This is a combination unit and giveaway show. The company is furnishing you with an attractive display window and the quilt consists of nineteen check action pictures, action pictures, action pictures, action picture mugs, and the flowers of Hollywood.

This format of the program lends itself to the presentation of a limited number of full sets to the four or five contestants. These gifts are described as a flatlander, third-person recommendation mentioning their trade lines and manufacturer.

We would like to present your company's line three times a week. We will furnish you all material for publicity and advertising triangles. We charge a sum of $100.00 per broadcast for the air time and all other services.

This show costs the sponsor $32,000 a year. You can get the same publicity and advertising for only three watches and $150.00 a week on the very easy show.

This is really a chance of a lifetime. I hope you can get together and discuss the arrangements very soon.

Sincerely,

LEONARD S. WILDE
Keep swimming!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities. So they stayed put where they were.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly!

Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over . . . is Station W-I-T-H.

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

If you're trying to reach Baltimore . . . the 6th largest city . . . W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.

WITH

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, President • Headley-Reed, National Representatives

March 3, 1947 • Page 19
Hearing on Rival Bids for KSTP Called

FCC Seeks Detailed Information in St. Paul Case

CALLING for detailed information on the proposed purchasers and their plans, FCC last week ordered a hearing on March 13 before the Commission to consider the rival $825,000 bids for 75% interest in 50-kw KSTP St. Paul.

Bidders are Stanley E. Hub- bard, KSTP station partner and general manager and 25% owner, who borrowed $850,000 from Avia- tion Corp. and gave the company an option to buy the 75% interest for around $1,200,000 [BROAD- CASTING, Sept. 30, 1946], and a group of Minneapolis and St. Paul businessmen who matched Mr. Hubbard's $825,000 offer under the FCC's revamped procedure [BROAD- CASTING, Dec. 16].

Obviously with reference to Mr. Hubbard's option to Avco, which owns Crosley Broadcasting Corp., the Commission intended to hold its 10 hearing issues one "to determine whether the transfer to Hubbard is proposed for the purpose of providing a bona fide broadcast service by the proposed transferee or for the purpose of a retransfer at a higher price."

The Commission also asked for information on "the method and manner of control over KSTP by transferee, Hubbard, including what influence and/or control, if any, over the station would be exercised by Crosley Broadcasting Corp. or its parent, Aviation Corp., prior to the exercise of the option... by either of said companies to acquire control of KSTP."

1927 Agreement

Another issue seeks full information with regard to the agreement of Nov. 23, 1927 between KSTP and the St. Paul Assn. of Commerce granting to the latter certain rights and interests in and to the station, and what effect will be had thereon by transfer of control over the station to either of the proposed transferees."

The second bidder, who applied in the name of I. A. O'Shaugh- nessy and others and the Thomas Hamm Brewing Co., contended that Lytton J. Shields and Frank M. Brown, whose estates control the 75% now up for sale (50% and 25% respectively), agreed in 1927 never to sell unless the St. Paul Assn. was given a chance to meet outside offers. This agreement, it was claimed, was based on advances of about $35,000 by Assn. members to keep the station in operation.

Whether transfer to either of the proposed purchasers would involve violation of the multiple ownership rule is another question posed by the Commission for answer during the hearing. This issue is part of one calling for "full informa-

Watch 'Vocal' Critics, Radio Warned

U. of Oklahoma Speakers Dissect Broadcasting During Forum

COMMERCIAL radio received more praise than criticism, but broadcasters were warned that while critics of radio are in the minority they are a vocal minority, as the annual Radio Conference at the U. of Oklahoma opened Thurs- day at Norman, Okla.

Outlining the purpose of the conference as "Programming to Meet Current Needs," Dr. Sherman P. Lawton, Oklahoma U. coordinator of radio and conference committee secretary, voiced the hope that the conference "will help forewarn and forearm the industry through increasing understanding of the basic causes of criticism." Robert T. Enoch, manager, KTKO Oklahoma City, was chairman of the opening session. Meetings were held in Nor- man on the opening day, moving Friday to the Daily Okla Hotel, Oklahoma City, where final sessions were scheduled through Sunday afternoon.

Awards to Alumni

At the Thursday dinner meeting awards were presented to Okla- homa U. alumni in radio. Gold keys were given FCC Commissioner Paul A. Walker; Walter Emory, FCC at- torney; Joseph W. Hicks, Chicago public relations consultant; Muriel M. Rutford, St. Louis, and Ward B. Tingle, Rochester; Joseph Callaway, Michigan State College educator; Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Ted Beisler, radio educator. Awards in absentia were presented to Homer Heck, NBC producer; John Swineford, ABC announcer; Calvin Tinney, Mutual commenta- tor; Norris Golf (Lum), of Lum 'n' Abner.

Dinner discussion dealt with "United States Radio and the World," with Dr. M. L. Wordell, head of the Oklahoma U. history department presiding. Kenneth D. Fry, chief, International Division, State Dept., said the U. S. is beaming 30,000 program hours monthly to other nations to tell the truth about America, with 55 nations now using this "powerful instrument" for international broadcasts. "We must have a strong voice," he said.

Rear Adm. A. S. Merrill, Eighth Naval District, New Orleans, said the U. S. can have peace so long as it will pay for preparedness. Jack Harris, newly appointed manager of KPRC Houston and wartime head of the War Dept. Radio Section, said "radio ad libbed through its first world war" and pointed to need for cooperation with armed forces in peace to prevent another war.

Outline BBC Policy

Douglas Ritchie, British Infor- mation Service, New York, outlined BBC's international policy. BBC broadcasts 47 languages, he said, and it is one of the soundest and most important phases of world life.

James Allard, director of public service, Canadian Assn. of Broad- casting, prepared radio programs for can- didates. He said Canadians listen to American programs over Canadian stations "and like them." He sug- gested American forums include Canadian participants, reminding that Canada is the buffer between U. S. and Russia.

U. S. Programs Best

At the opening session Harlow Roberts, vice president of Good- kind, Joice & Morgan, Chicago, declared American radio had the most popular programs heard by any people in any country. Mr. Roberts added that he is "all for program improvement but I also am for improvement in the busi- ness side of radio." He warned that broadcasters that other media are planning active campaigns for business and suggested radio sell itself to local retailers and sales- men of products advertised on the medium. "If you don't," he cau-}

(Continued on page 77)
IF IT'S GOLD YOU WANT...
Use a "pan" in Alaska!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Daylight Saving Voted Down for Washington
FARM-R-LSC opposition to daylight saving for the District of Columbia last week presaged an even more intense campaign against proposals for national daylight saving. The House voted 210 to 124 against daylight saving, with resistance primarily from farm districts, although H. R. 1700 would have granted the "summer time" only to the Capital where there are practically no farmers.

District Commissioner John Russell Young told a Senate Committee that the District has "about one or two" farmers, and Sen. Arthur Cap- per (R-Kans.) suggested that these farmers be exempted from observing daylight saving time. In spite of considerable discussion among business and civic organizations in the Capital it appeared that daylight saving as a D. C. issue was dead for the year.

NBC "College of Musical Knowledge" with Kay Kyser March 12 returns to Hollywood for origination.

Chicago AFRA Spokesman Sees Need For More Study of Chicago Radio
RAYMOND JONES, executive secretary of Chicago AFRA, told Chicago Radio Executives that there has been "too damn much talk and too little thinking and effort" regarding the status of Chicago radio.

Speaking before the Radio Management Club, Mr. Jones presented "facts and opinions," which he urged agency and station executives to relay to advertisers.

"It has been estimated that approximately 30% of network origination is sold in Chicago," Mr. Jones said. "There are 60 network origination from Chicago. Of these, 43 are sustaining and 17 are commercial."

Mr. Jones reported the results of a survey AFRA recently made of Chicago's radio resources:

One hundred and fifty of the 225 members of the Radio Writers' Guild (Chicago) have written, or are writing, one or more successful network programs. Over 100 have been earning their living in radio for at least 5 years. Approximately 30 have been earning their living in radio for at least 10 years. There are 10 current Chicago originated network programs written by Chicago writers.

The 52 members of the Radio Directors' Guild have directed over 201 network programs collectively.

Chicago AFRA has 758 members. Of 312 actors and actresses, 250 have professional experience with more than 250 programs or have more than a year's experience.

Of 224 announcers, 150 have similarly complete experience of a sort to meet top network quality standards.

Page Mr. Durr!
THERE IS at least one listener in Concord, N. H., who likes commercials. The other day he phoned WXXL and protested mightily because he had heard only a public service announcement on the Hop Harrigan show. When told the program was only a "sustainer," he was a bit pacified, but still grumbled that he missed the commercial.

Jobs in Radio Discussed At Rocky Mountain Meet
JOE opportunities in radio were discussed at the 15th annual Rocky Mountain Speech Conference in mid-February, sponsored by the U. of Denver, and arranged by Russell Porter, Denver U. coordinator of radio. Panel on industry employment included: Hugh B. Terry, manager of KLZ and NAB district chairman; Rex Howell, owner-manager of KFOX and Grand Junction; Allen Miller, director of Rocky Mountain Radio Council; Miss Evadina Hammersley, director of women's activities for KOA.

Mr. Howell stressed the fact that the small community station was no longer looking for itinerant employees, but for permanent ones, who were widely versatile. Mr. Terry pointed out that "writing is the most undeveloped field in radio." The conference was told by Mr. Miller that although educational radio was not highly remunera-tive, it offered maximum returns in personal satisfaction. Miss Hammersley predicted that women will take a more active part in radio in the future.

Weather Bureau Ticker
A NEW high-speed Western Union ticker for U. S. weather reports will be added to the New York newsroom of WJZ and ABC by April 1. The new weather bureau ticker will give hourly changes in temperature, humidity, wind velocity, direction and barometric pressure for the New York area. State-by-state forecasts also will be received over the ticker, thus augmenting the current weather news reports now being broadcast by WJZ-ABC.

IBS Elects
THE INTERCOLLEGIATE Broadcasting System has announced the election of the following officers: Dr. C. Russell Potter, director of the Institute of Arts and Sciences, Columbia U.; New York, president; Roger Clipp, general manager, WFL, Philadelphia, vice president; Judith Waldner, director of public service, NBC, Chicago, secretary; Guy della-Cioppa, assistant to the chairman of the board, CBS, New York, treasurer.

WJZ New York has reported that new business increased in January ran 32% ahead of bookings for December 1946.
"BOSTON BLACKIE"

13.9

IN MINNEAPOLIS!

Fourth highest rated program
all days, all times, all stations!

OTHER "BLACKIE" RATINGS:
- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

FLASH...NOW 16.5

"BOSTON BLACKIE"

TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR

Consistently beats all competition on stations from
cost-to-coast. Based on the famous Cosmopolitan
magazine stories and current Columbia pictures.
RADIO'S GREATEST POINT-PER-DOLLAR BUY!

FOR LOCAL AND REGIONAL SPONSORS

FREDERIC W. ZIV
Radio Productions
1529 MADISON ROAD CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD
News Clinic Coincides With NAB Area Meetings

RADIO news clinic will be held in connection with the NAB area meeting of District 10 (Ia., Mo., Neb.) and District 12 (Kan., Okla.) to be held April 14-16 at the Hotel Muehlebach, Kansas City. William B. Quarton, WMT Waterloo, will be general chairman of the clinic, to be directed by Arthur C. Stringer, NAB director of special services. Announcement of the clinic, which occupies the final day of the area meeting, was made jointly by John J. Gillin Jr., WOW Omaha, District 10 director, and William B. Way, KVOO Tulsa, district 12 director. First multi-state news clinic was held Jan. 14 in connection with the District 14 meeting at Salt Lake City.

PARTICIPANTS in the first State Department broadcast to Russia, [Broadcasting, Feb. 24] photographed in the IBD studio in New York following the broadcast (1 to r): Boris Brodenov, Kathrine Elene, James Shigorin, Vladimir Postman, Lucy Bates (seated), Tatiana Hecker, Victor Franzusoff.

Boston Is Included In Pulse Audience

‘Radio Theatre’ Tops Evening Shows, Benny Second

THE BOSTON metropolitan area, since January has been included in the Pulse Inc., New York, radio audience measurement which is issued bi-monthly. The Pulse personal interview roster method of measurement is now regularly employed in the metropolitan areas of New York, Philadelphia and Boston.

According to the BMB estimate of radio families, there were 4,505,600 radio families in the metropolitan areas mentioned above; 13.2% of the radio families in the country were in these areas.

Set-in-use for the three areas combined for the January-February period was 25.4. This figure was the average quarterly hour set-in-use for the 18 hour day 9 a.m. to 12 midnight for the seven days of the week.

Top 10 evening shows listed by the Pulse during the past two months were: Lux Radio Theatre, 27.2, Jack Benny 26.2, Charlie McCarthy 23.8, Fred Allen 22.7, Bob Hope 21.9, Screen Guild 20.0, Mr. District Attorney 19.8, Joan Davis Show 19.7, Inner Sanctum 19.4, Fibber McGee & Molly 19.4.

Top 10 daytime shows listed were Kate Smith Speaks 9.9, Rosemary 9.5, Aunt Jenny 9.1, Helen Trent 9.1, Our Gal Sunday 9.9, Big Sister 7.4, Breakfast Club 7.3, Road of Life 7.2, Ma Perkins 7.1, Young Dr. Malone 6.8.

Top 10 Saturday and Sunday daytime programs listed were: The Shadow 12.4, Quick as a Flash 9.5, True Detective Mysteries 9.1, House of Mystery 8.9, Counterpoy 8.7, One Man’s Family 8.3, Shef- fer Parade 8.9, Harvest of Stars 8.9, Hour of Charm 7.9, Family Hour 7.8, RCA Victor Show 7.8.

Engineering Conference

CONSTRUCTION under way at six Westinghouse Radio Stations Inc. outlets will be discussed at a conference of Westinghouse engineering personnel opening today (Monday) in New York. Attending will be top Westinghouse station executives, Vice Presidents Walter Evans and Walter E. Benoit, WRS Manager J. B. Conley, and Assistant Manager F. M. Sloan, who will conduct meeting. Conference was scheduled to coincide with annual IRE convention.

Albert G. Graff

ALBERT G. GRAFF, 48, in charge of media at Ellington & Co., New York, died of a heart attack Feb. 22 while shoveling snow outside his home at 145 Broadway, Pleasantville, N. Y. Mr. Graff joined the agency in 1944.

Surviving are his wife, Caroline Meyer Graff, and two daughters, Carol and Joan.
During the first year following the end of World War II, 750 new firms were established in Portland’s Multnomah County.

Industrial payrolls now are hitting close to $600 million... triple the 1940 level.

KEX is your key to this land of opportunity. KEX, the wide-awake station that keeps growing in pace with its ever-increasing market. Ask our Sales Department, or Free & Peters, for further information and availabilities.
For eleven years Betty McCall has talked to Baltimore housewives as one homemaker to another. From her own experience in running a home and managing a family—shopping for food and home furnishings—personally trying out new recipes, comes the wealth of helpful advice which makes "Your Friendly Neighbor" unique in audience appeal.

Any Raymer representative will gladly give you availabilities for sponsor participation. Will gladly show you, too, why this basic CBS station with 600 KC—5000 watt coverage is a great buy.

Baltimore Housewives Cordially Welcome
"Your Friendly Neighbor"

WCAO
"The Voice of Baltimore"

Represented Nationally by Paul H. Raymer Co.
WSAV Operation On 630 kc Proposed

Denial to WTMA Anticipated; Both Want Some Facilities

A DECISION proposing to grant the application of WSAV Savannah, Ga., for 5-kw operation on 630 kc, directionalyzed at night, and to deny the request of WTMA Charleston, S. C. for the same facilities, was announced by FCC last Wednesday.

The Commission reasoned that a grant to WSAV, which now operates fulltime on 1340 kc with 250 w, would lead to a more equitable distribution of radio service because:

WSAV’s proposal would provide daytime primary service to an additional 350,529 people and to an additional 14,800 people at night, whereas under the WTMA proposal the daytime gain would be some 332,549 and the population gained at night only 1,856. As to the portion of the population which does not now receive any radio service, the WSAV proposal would provide daytime service to some 25,019 more people than would the proposal of WTMA.

FCC noted that a grant of pending 630-kc applications of either WCPO Cincinnati or Queen City Broadcasting Inc., Cincinnati newstation applicant, “would result in some reduction of the night-time population gained” and would be served by either WTMA or WSAV, but said “the WSAV proposal would be more seriously affected.”

A grant to WLAP Lexington, Ky., seeking 630 kc in the same proceeding with WCPO and Queen City, the Commission said, “would not raise the limitation to either WTMA or WSAV.”

It was pointed out, however, that WSAV’s use of 630 kc would raise the RSS limitation to either of the proposed operations in Cincinnati (from 3.38 millivolts per meter to about 5.1), while WTMA’s would not. “However,” FCC said, “this fact is not considered to be of sufficient importance to outweigh the advantages [of service to a greater number of additional listeners] for the proposed WSAV operation, particularly in view of circumstances that a large number of services are presently available to the persons residing within the 3.38 mv/m and 5.1 mv/m contour of the proposed Cincinnati operation.”

The proposed grant to WSAV was made subject to whatever interference may be received from the ultimate winner in the WLAP-WCPO-Queen City proceeding for 630 kc.

WTMA now operates with 1 kw fulltime on 1250 kc.

Power Increase Delayed BECAUSE of technical difficulties, KMPC Hollywood, scheduled to start 5000 w airing Feb. 27, for third time postponed power switch from 10,000 w with no new date set. Failure of manufacturers to deliver needed equipment is cause of delay, it was said.

ARTIST’S sketch of exterior of building which will house WEWS (Scripps-Howard Radio Inc.) television studios in downtown Cleveland.

Scripps-Howard Will Launch Video Station in Cleveland

BROADCASTING "Will launch WEWS in Cleveland," Scripps-Howard Radio Inc. has entered into a long-term lease for 35,000 square feet of floor space in downtown Cleveland preparatory to launching a television station in the Ohio metropolis. James C. Hanrahan, vice president of the firm, announced last week. Mr. Hanrahan said construction has begun on the half-million-dollar project and completion is anticipated by early fall. Calls letters of the video outlet, Scripps-Howard Radio's initial broadcasting unit, will be WEWS, the E. W. S. representing the initials of the late E. W. Scripps, founder of the Scripps-Howard group of newspapers.

Entire Building

The WEWS studio-office site is at 1816 E. 18th St., next door to Hotel Allerton and two blocks from Hotel Statler. The entire building with the exception of six small storefront fronts has been leased. Formerly used to house the Women's City Club of Cleveland, the building henceforth will be known as the WEWS Bldg., Mr. Hanrahan said. Extensive remodeling and modernization is to be undertaken by the Austin Co. of Cleveland as soon as Office of Temporary Control approval can be obtained.

The main studio's central staging area will cover a little more than 4,000 square feet, according to the plans announced by Mr. Hanrahan.

From the roof of Hotel Allerton (equivalent of 21 stories high) WEWS will relay its visual signal to its transmitter located on an elevation in Parma, Ohio, south of Cleveland. The WEWS television antenna, an RCA super-turnstile, will be erected on a supporting tower to be provided by International Derrick and Equipment Co., Columbus, Ohio. It will have an overall height of 450 feet.

Mr. Hanrahan said transmitting and studio equipment costing approximately $260,000 was ordered by Scripps-Howard last September from Allen B. Du Mont Laboratories. One complete image orthicon camera chain has been delivered, with transmitters and other equipment scheduled to follow this spring.

Joseph B. Epperson, chief engineer, Scripps-Howard Radio Inc., is in charge of technical construction of WEWS. Mr. Hanrahan, who now lives in Cleveland, is acting general manager of the station.

The Austin Co.'s plans for the WEWS studio building include provision for two television studios; one control room; one master control room; a motion picture film developing plant, cutting room, projection room and film storage vault; and large storage and workshop space for scenery and props. Studios will be designed to permit as many as 1000 television program visitors at one time. In addition to handling the WEWS television building project, the Austin Co. is working on video and FM stations in Washington, New York, St. Louis, Hollywood and Seattle, Mr. Hanrahan said.

RECEIVER OUTPUT HITS PEAK DOLLAR VOLUME

ALLTIME dollar volume record in production of radio receivers is believed to have been established in January when 1,564,171 units were turned out by members of the Radio Manufacturers Assn.

Ten per cent of the January sets were consoles, a sharp upturn from the 1946 trend when a cabinet shortage confined production almost entirely to table models. Console ratio is expected to increase during 1947, reaching perhaps 17% or 18% later in the year as compared to a 1946 average of only 7%. Record total set production was achieved last October when the figure reached 1,678,444 units. December's output was 1,404,687 units.

AM-FM production continued its marked upward trend in January, rising from December's 40,903 to 51,318. Manufacturers' schedules called for continued increase in AM-FM output as the year progresses, since engineering details that kept FM production at a low ebb last year have been overcome.

Television set output totaled 5,437 in January as against 3,561 in December, with 4,790 of the January output consisting of table models.

Fremantle Change

AMERICAN Division of Fremantle Overseas Radio Ltd. of London has been formed into a separate corporation to be known as Fremantle Overseas Radio Inc. Office continues to be located at 860 Madison Avenue, New York. Paul Talbot, formerly director of the American Division, has been elected president of the new corporation which represents companies in Europe and North and South America.

BILL STULLA OF KFI DAVIS AWARD WINNER

THE 1946 ANNUAL H. B. Davis Award to announcers of NBC and affiliated stations was won by Bill Stulla, of KFI Los Angeles, it was announced last week. Mr. Stulla was awarded $300 and a gold medal.

Group winners of engraved rings, plaques, and annuals were Herb Sheldon, WNBC New York, in the NBC-owned- and operated station class; Bob Kay, WAVE Louisville, regional affiliates; Arch Mack, WGR Buffalo, non-channel affiliates, and David Bennett, WKBW Harrisburg, Pa., local affiliates.

Honorable mentions went to Kennedy Ludlum, WRC Washington, in the owned and operated station class; Howard Tupper, WGY Schenectady, clear channel affiliates; Ralph Sims, WJBO Baton Rouge, regional affiliates, and Dale C. Moore, WHIZ Zanesville, O., local affiliates.

Awards will be officially bestowed during a special NBC broadcast March 5, 6:15-6:40 p.m.

March 3, 1947 • Page 25
World Conference Proposals Are Ready to Send to Bern

INDUSTRY-GOVERNMENT meetings preparatory to the World Radio Conference, which opens May 15 at Atlantic City [BROADCASTING, Feb. 3], have been concluded "with decisions hammered out until they were accepted by everyone."

Harvey B. Otterman, assistant chief of the State Department’s Telecommunications Division and chairman of the Industry-Government Committee, told BROADCASTING that the United States proposals for the World Conference are now ready for transmission to the Bern Bureau of International Telecommunications. The U. S. proposals will be circulated from Bern to the 60 nations which have been invited to the Atlantic City conferences.

"We have been fortunate in the past, largely because of the pains-taking care taken in the preparation of our proposals. The U. S. proposals have been drawn up in such detail that we can hope for a great degree of successful consideration although of course we can make no forecasts," said Mr. Otterman.

Groundwork for the World Conference was laid in a series of meetings including the Third Inter-American Telecommunications Conference in Rio De Janeiro [BROADCASTING, Sept. 17, 1945], the British-American Conference in Bermuda [BROADCASTING, Dec. 10, 1945], and the five-power Telecommunications Conference in Moscow last November [BROADCASTING, Nov. 18, 1946].

One of the "fundamentals" upon which there has been “a great deal of concurrence” to date, said Mr. Otterman, is the question of setting up a permanent International Telecommunications Union to function at all times. It was understood that with the large number of nations requesting shortwave space on a crowded spectrum the U. S. will propose to permit each nation to broadcast specified hours, so that two countries might be assigned the same frequency or band of frequencies to operate at different hours.

Mr. Otterman expressed concern over the problems involved in the revision of the frequency allocations table and declared that since there will not be nearly sufficient frequencies for all services, there will have to be some way to give more space to HF, "and that will mean taking some space from other services."

Another “terrible problem” will be assignments of frequencies for the proposed International Broad-
HAVE a slice of our BIRTHDAY CAKE?

When you buy a slice of WDAY time, these days, you also buy a part of WDAY's 25 years' experience in broadcasting—

—better programming, better showmanship, better service that gives WDAY a 6 to 1 edge in listener-preference, over any other station in these parts!

Yes sir, in the Red River Valley it's WDAY by six to one! Write this Oldest Radio Station in the Northwest for all the facts, or ask Free & Peters!

FARGO, N. D.  NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
Fun at a Broadcast

Pennsylvania Railroad ticket clerk spends morning at radio musical quiz; gets breakfast, prizes, laughs... on the house

Accompanied by two co-workers, Mrs. Beatrice Singer, of Rego Park, Queens, appeared at New York’s WCBS studios to do battle with Harry Kramer (M.C. of “Hits and Misses”). She listened to popular recordings, then tried to answer musical questions submitted by radio listeners.

First stop on her itinerary was Colbee’s Restaurant in the CBS building, with Kramer as host at breakfast. Later, Mrs. Singer was one of three studio contestants on “Hits and Misses”. Given $20 to start, she forfeited $5 for one musical “miss”, pocketed $15 for two “hits”.

Mrs. Singer’s radio debut was made on WCBS’ new morning quiz show. After only one month on the air the January Pulse for New York gave “Hits and Misses” a 3.3 rating! Prospective participating sponsors can get full information from WCBS, or any Radio Sales Office.
3. Mrs. Singer relates experiences as clerk for the Pennsylvania Railroad. From 10:00 to 10:30 a.m., listening housewives get vivid word-picture of what representative women "in business" do.

4. Recorded music entertains listeners at home. Transcriptions—featuring name bands and the most popular singers of the day—are selected from the huge WCBS Record Library. Although not all questions are of musical nature, Kramer's contestants in the studio are often asked questions based on program's recorded tunes.

5. Mrs. Singer forfeits five of twenty dollars which Kramer had handed to her at start of interview. Kramer and Beverly Harman (P.R.R. Passenger Representative) chuckle at Mrs. Singer's "miss".

6. A profitable time was had by all. Tomorrow morning, three contestants from another business organization will go through same program paces, will try to take home their twenty dollars.

7. Next day's program is prepared by Kramer and MacNamee. Listeners submit over 1,500 letters a week. Each hopes to win $10 by having her set of questions supply fun for a broadcast.
ASCAP to Elect
ASCAP will mail ballots this week to members for the annual election of directors. Candidates include: popular writers, 8-year term, three to be elected—Stanley Adams, Otto Harbach, Edgar Leslie, incumbent, Bernie Benjamin, Philip Charig, Herman Pincus, John La-touche, John Redmond, Bud Green; 2-year term, one to be elected—Oscar Hammerstein 2nd, incumbent, Harold Rome, Vernon Duke; standard writers, 3-year term, one to be elected—Deems Taylor, incumbent, Abram Chasins, Philip James; publishers, all for 3-year terms, popular, three to be elected—J. J. Bregman of Bregman, Vocco & Conn, Abe Olman of Robbin Music Corp., Lester Santly, Santly-Joy Inc., incumbents, Irving Caesar, Irving Caesar Inc., W. C. Handy, Handy Bros.; music—Bob Miller, Bob Miller Inc.; standard, one to be elected—Frank H. Connor, incumbent, Edwin L. Gunther.

KFI-AFRA Come to Verbal Accord on Announcers
ALTHOUGH no contract has been signed, KFI Los Angeles worked out a voluntary verbal agreement with AFRA on staff announcers with freelancers getting scale pay.

Despite the fact that other network stations are paying top of $68.75, KFI under new pact voluntarily raised staff announcers from $68.75 per week to $65. Adhering to its policy of signing no written agreements with unions, KFI contract is only verbal. Station is still officially on record as objecting to agencies being forced by AFRA to assume responsibility for payment of commercial fees to staff announcers, it was said. KFI will continue opposition to the AFRA arbitrary-fee clause.

KROW Oakland, in recognition of "outstanding services to Naval personnel during World War II," received a certificate of achievement from the U. S. Navy Bureau of Naval Personnel.

Goes West
CHICAGO will get a reverse jolt March 31 when Quaker Oats Co., Chicago, and ABC move Ladies Be Seated featuring Johnny Olsen, from New York to Chicago. Reason given for move is that Quaker can keep a less-strained eye on the show in its own bailiwick. Quaker sponsors the 2-2:15 p.m. CST segment of the show (five times weekly) the latter quarter-hour is sustaining. Show will be produced by Phil Patton and directed by Charles Ace re. Agency for Quaker portion is LaRoche & Ellis, Chicago.

Both Sides in Newspaper Strike Tell Views on Air
REPRESENTATIVES of striking unions and newspaper management used the facilities of WMAS Springfield, Mass., to air their sides of the argument when attempts were made to publish a non-union newspaper in Springfield after all of the city's papers had been shut down by a strike for 144 days.

The union representatives took to the WMAS microphone Tuesday night, Feb. 18, as they had done frequently during the long strike. Management replied with its version of the difficulty the following night, and labor came back with another salvo over WMAS Thursday night, Feb. 20.

The broadcasts came after a partially successful attempt of supervisory employees and other non-union workers to get out the Springfield Daily News on Monday, Feb. 17.

RWG Withdraws Plea On Freelancers' Behalf
A RADIO WRITER'S Guild application to the New York regional office of the National Labor Relations Board, seeking to establish the Guild as a bargaining agent for free-lance sustaining writers on networks, was withdrawn by the Guild last week.

No explanation of the Guild's withdrawal was given, but it was presumed that the action was taken in anticipation of possible future recourse to the NLRB on matters affecting not only the single group of free-lance sustaining writers, but all other writers save for those who are staff employees.

The Guild, it was said, hoped to meet with networks in negotiation on behalf of the free-lancers, but the networks reportedly had not indicated when they would be willing to meet.

Meanwhile, New York Guild officials met with network executives last Tuesday to discuss a staff writers' contract. No progress was reported at the meeting, but another is scheduled for this week.
MEMO
FROM MR. GATES
TO:
Mr. Pippenger
This letter says what we've been trying to tell our customers all along.
P.S.G.
GATES RADIO COMPANY
Quincy, Illinois

WICY
North Country Broadcasting Company
65 Woodward St., Malone, N.Y.
PHONE 187

November 15, 1946

Mr. P. S. Gates,
Gates Radio Company,
Quincy, Illinois.

Dear Mr. Gates:

Although this letter is a little belated, I have been wanting to write it since going on the air November 4 and have been prevented only by the pressure of activities.

Your Mr. MacReynolds from the New York office did a magnificent job when he was here around the end of October. He spent many long hours assisting in the solution of technical difficulties and the fact that we are on the air and things look excellent from a technical point of view clearly indicate to me that his contribution to the work of our chief engineer, Mr. Charles Walker, was an important factor. Together they worked tirelessly, and the thing I appreciated most in Mr. MacReynolds was his deep concern for our problems and his spirit of cooperation with our Mr. Walker. This spirit we have found to be rather common in your organisation and sometimes not so common in others.

I can't underestimate the value of the services of your organisation and Mr. MacReynolds to WICY and our chief engineer, Mr. Walker. I knew that you would want to know how we feel about this.

Very truly yours,

MITCHELL C. TACKLEY
Production Manager.

MEMO FROM MR. PIPPENGER
TO:
Mr. Gates-
Right! I'll tell our Advertising Agency to use it in our advertising.

March 3, 1947 • Page 31
CBS Color Showing Given in New York
Inter-Society Color Council Sees Demonstration

A SPECIAL demonstration of CBS color television was given Monday in New York for 28 members of the Inter-Society Color Council, including prominent scientists and representatives of leading industrial companies. Dr. Peter C. Goldmark, CBS director of engineering research and development, himself a member of the Color Council, conducted the demonstration.

D. B. Judd, of the National Bureau of Standards and a member of the Optical Society of America; Prof. M. J. Zigler, of Wellesley College and the American Psychological Assn., Dorothy Nickerson, of the U. S. Dept. of Agriculture and council secretary, and W. F. Little, of the Illuminating Engineering Society and one of the Council's counsellors, were among those attending the demonstration.

Also present were E. L. Stearns, American Cyanamid Co.; J. H. Godlove, General Aniline & Film Corp., and P. J. O'Neil, Pacific Mills, all members of the American Assn. of Textile Chemists and Colorists; K. L. Kelly, of the American Pharmaceutical Assn., National Formulary; W. C. Granville, of the Container Corporation of America and a member of the American Society for Testing Materials, and R. H. Bingham, of Ansco Corp. and a member of the Society of Motion Picture Engineers.


May Drop
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (CameL Cigarettes), may not renew Abbott & Costello. Thursday on NBC for next fall. It was understood that the comedy team had been offered to other agencies in New York for next season's sale. William Esty & Co., New York, handles the Camel show.

NAB Commended
NAB was cited last week by the USO and National War Fund for its "most generous contribution of time and talent" from 1941 to 1947. In addition, the networks, local stations, sponsors and advertising agencies also were thanked by the two organizations for "helping greatly to finance...the USO, and the relief agencies of the National War Fund."

IN HONOR of 20 years service, members of WEEI Boston's 15-Year Club are present with watches. Dorothy Franklin, seventh member to be thus honored, is secretary to Caroline Cabot, director of the Caroline Cabot Shopping Service. With her are: Carleton E. Dickerman, (1), who has been WEEI announcer for 20 years; and Harold Fellows, WEEI general manager.

WAR COMMUNICATIONS BOARD IS ABOLISHED
THE BOARD of War Communications was abolished last week by Executive Order of the President. First established as the Defense Communications Board in September 1940, the board coordinated the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security.

Upon its abolition the board was composed of FCC Chairman Charles B. Denny, chairman; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Admiral Earl E. Stone, Chief of Naval Communications; William Clayton, Under Secretary of State in charge of the Office of Transportation and Communications; Edward H. Foley Jr., Assistant Secretary of the Treasury, secretary; Capt. D. E. McKay, Chief of Communications of the U. S. Coast Guard, assistant secretary. In public statement, the board expressed appreciation "to all the industries, the labor unions, and the Government agencies which rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The board issued 37 orders during its tenure, 17 of which were cancelled two days following the defeat of Japan. The remaining outstanding orders were dropped last week with abolition of the board.

RCA Showroom
AN ELABORATE showroom for public demonstration of the latest in radio and television is under construction in Rockefeller Center by RCA. The showroom, which will contain exhibits of RCA's various divisions, will probably open early in April. Among RCA subsidiaries which will have exhibits are NBC, Radiomarine Corp. of America, RCA Victor, RCA Communications, RCA Institutes and laboratories.

WORCESTER'S Gretchen Thomas makes each day a little brighter and housewives work a little lighter with the

WTAG MODERN KITCHEN
Housewives of Worcester and central New England go all out for WTAG's Modern Kitchen—and for good reasons, too. So do advertisers for equally good reasons. Gretchen Thomas speaks with friendly authority five days a week on everything connected with the kitchen—preparation of food, shortcuts to economy, the art of home making. Housewives abide by and are grateful for her recommendations. Just as Gretchen Thomas is a big favorite with thousands of central New England housewives, so do advertisers find this popular program a peak spot to keep brand names alive in this prosperous $300,000,000 market.

Available for food account participation.

IN HONOR of 20 years service, members of WEEI Boston's 15-Year Club are present with watches. Dorothy Franklin, seventh member to be thus honored, is secretary to Caroline Cabot, director of the Caroline Cabot Shopping Service. With her are: Carleton E. Dickerman, (1), who has been WEEI announcer for 20 years; and Harold Fellows, WEEI general manager.

WAR COMMUNICATIONS BOARD IS ABOLISHED
THE BOARD of War Communications was abolished last week by Executive Order of the President. First established as the Defense Communications Board in September 1940, the board coordinated the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security.

Upon its abolition the board was composed of FCC Chairman Charles B. Denny, chairman; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Admiral Earl E. Stone, Chief of Naval Communications; William Clayton, Under Secretary of State in charge of the Office of Transportation and Communications; Edward H. Foley Jr., Assistant Secretary of the Treasury, secretary; Capt. D. E. McKay, Chief of Communications of the U. S. Coast Guard, assistant secretary. In public statement, the board expressed appreciation "to all the industries, the labor unions, and the Government agencies which rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The board issued 37 orders during its tenure, 17 of which were cancelled two days following the defeat of Japan. The remaining outstanding orders were dropped last week with abolition of the board.

RCA Showroom
AN ELABORATE showroom for public demonstration of the latest in radio and television is under construction in Rockefeller Center by RCA. The showroom, which will contain exhibits of RCA's various divisions, will probably open early in April. Among RCA subsidiaries which will have exhibits are NBC, Radiomarine Corp. of America, RCA Victor, RCA Communications, RCA Institutes and laboratories.

WORCESTER'S Gretchen Thomas makes each day a little brighter and housewives work a little lighter with the

WTAG MODERN KITCHEN
Housewives of Worcester and central New England go all out for WTAG's Modern Kitchen—and for good reasons, too. So do advertisers for equally good reasons. Gretchen Thomas speaks with friendly authority five days a week on everything connected with the kitchen—preparation of food, shortcuts to economy, the art of home making. Housewives abide by and are grateful for her recommendations. Just as Gretchen Thomas is a big favorite with thousands of central New England housewives, so do advertisers find this popular program a peak spot to keep brand names alive in this prosperous $300,000,000 market.

Available for food account participation.

WA
NOT BRAGGADOCIO——JUST PLAIN FACTS!

Why WHWL Is The "Anthracite's Most Powerful Independent Radio Station"

*Offering a greater daytime service to the Anthracite Region, including the rich Wilkes-Barre—Scranton—
Hazleton—Berwick Area.

Owned and Operated by Radio Anthracite, Inc.
38 E. MAIN ST., NANTICOKE, PA. — TEL. 1332

Represented Nationally by
Forjoe and Company

SAM LEAVITT
General Manager
FCC Has Adopted New Rules Governing Noncommercial Educational FM Service

WITH SOME MODIFICATIONS of its original proposal, FCC has announced the adoption of new rules governing noncommercial educational FM broadcast stations, effective April 1.

The Commission left the way clear for oral argument on the rules if objections or suggestions justifying it are filed within 20 days from Feb. 17, when their adoption was announced.

Officials said one of the major changes incorporated in the final version, as compared with the original proposal [BROADCASTING, March 18, 1946], provides that the accreditation of their "state departments of education and/or recognized regional and national educational accrediting organizations shall be taken into consideration" in determining the eligibility of both publicly supported and private-ly controlled educational organizations which apply for noncommercial educational FM stations.

This accreditation factor, authorities said, may affect several pending applications filed by religious organizations. It was pointed out, however, that the 20-day period for comments will permit any who want to do so to file objections and present the reasons for their opposition to inclusion of this consideration.

Another change from the version proposed last March, officials noted, is that the rules relating to transcription identification will not be applicable to mechanical records broadcast on programs "designed specifically for in-school listening." Otherwise the disc-identification requirements are the same as those in AM and commercial FM.

Primarily for clarification, it was explained, "cultural programs" were added to those types which noncommercial FM stations may transmit to the public. Other classes in this category are educational and entertainment programs.

As previously announced, 20 channels — 201-220, inclusive — are set aside for noncommercial educational FM, and the extent to which stations hold the requirements of any state-wide plan for noncommercial educational FM broadcast stations filed with the Commission will be taken into consideration in passing upon their applications.

FM Engineering Standards will be applicable to noncommercial educational stations, and to a large extent the general rules and resolutions for the two services are comparable.

The rules consist of new Sec. 3.501 to 3.891, inclusive, of Part 3 of the Rules Governing Standard and High Frequency Broadcast Stations. Titled Subpart D, "Rules Governing Noncommercial Educational FM Broadcast Stations," they relate to classification of stations and allocation of frequencies; administrative procedure; equipment; mechanical operation, and other rules of operation. They were adopted Feb. 14 and announced last Monday.

FCC Has Adopted New Rules Governing Noncommercial Educational FM Service

WBNY
Buffalo, N.Y.

TRUSCON RADIO TOWER

Another New
WELL-DESIGNED
WELL-BUILT
WELL-PERFORMING
TRUSCON RADIO TOWER

More and more the landscape is becoming dotted with Truscon Radio Towers serving the AM and FM needs of the broadcasting industry.

One of the newest is WBNY, Buffalo, N. Y., a Truscon Self-Supporting Radio Tower with FM antenna. Height of tower is 358 feet...height of FM antenna is 62 feet...total overall height is 420 feet.

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

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

Manufacturers of a Complete Line of Self-Supporting Radio Towers...Uniform Cross-Section Guyed Radio Towers...Copper Mesh Ground Screen...Steel Building Products.

FOR SALE
1 Share Canadian Broadcasting Corporation

According to recent CBC statements and to facts as given in CBC annual reports, the Corporation has a net financial standing of $1,300,000, based on registered assets of $1,500,000, all of which were underwritten, in no respects as a citizen shareholder, a remaining net worth of $200,000. In the last ten years it has not incurred deficit but has accumulated surplus.

(1) It has not sold the best possible merchandising in the way of radio programs or telecasting.
(2) It has adopted and acted on policies which I cannot personally approve.

In consequence I wish to disassociate myself with the Corporation and withdraw from any responsibility in connection with its actions. My own share in Canadian Broadcast Corporation is therefore offered for immediate sale. No reservation or refund.

Apply to—
RICHARD G. LEWIS
Publisher
Canadian Broadcaster

ANXIETY to withdraw from any responsibility in connection with the actions of Canadian Broadcasting Corp. is expressed in this full-page advertisement in Canadian Broadcaster signed by its editor and appearing in the Feb. 8th issue of that magazine. Editor Richard G. Lewis quotes CBC spokesmen as saying that as a citizen of Canada he is "a shareholder in CBC," arguing that if this is true he has a right to "sell" his share in the corporation.

Resumes Operation
HOLLYWOOD CHATTERBOX Enterprises, which functioned as a Hollywood radio production unit before war, has resumed operation. Frank R. Brown and Al Michaelian head firm, which is a service to advertising agencies and film producers using spot and exploitation form of broadcasting.

Peak Output Seen
GREATER phonograph record production in 1947 surpassing the 1946 output of more than 300,000,000 records, plus countless thousands of other types of transcribed recordings, was predicted last week by William C. Speed, president of Audio Devices Inc., New York. "We in the recording industry," Mr. Speed said, "definitely believe that the popularity phonograph records and recorded radio programs enjoyed during the past year is only the beginning of a trend that will soon see more and more people enjoying recorded entertainment in their homes."
NOW

5,000 WATTS!

......A GREATER VOICE FOR THE “BIGGEST SHOW IN TOWN”

NEW TOWERS
NEW TRANSMITTER
NEW TRANSMITTER LOCATION
NEW POWER,—5,000 WATTS
NEW COMPLETENESS OF COVERAGE OF THE RICH ROCHESTER TRADING AREA
STUDIOS, an auditorium for audience participation shows, and offices will be housed in this new $100,000 building being erected for CHUM, dawn-to-dusk outlet at Toronto. Building, located at Mutual and Granby Sts. in the Canadian city, is expected to be in use early this year, the station management reports.

**Improvments and Power Boost Projected by KXFМ**

**IMPROVEMENTS totaling $160,000 to be applied to a power increase to 1 kw for KXFМ and to KXFМ-FM have been announced by Lee Bros. Broadcasting Co., owners and operators of KXFМ San Bernadino, Calif. KXFМ-FM is operating interim from a site in San Bernadino with single bay square loop antenna with four radiating elements on top of present AM tower. Transmitter will be moved to a location in mountains overlooking adjacent valley. Power increase will result in a frequency shift from 1240 kc to 690 ke with accompanying erection of new towers on 400 acre tract, as well as construction of $26,000 building to house new transmitter. Early summer is estimated date for broadcasting with new power.

**New Studios and Offices For WJR Detroit Okayed**

PLANS for complete new studios and offices for WJR Detroit, were approved by the company's board of directors, Owen F. Uridge, vice president and general manager, disclosed this week.

The new plant also will house WJR's proposed FM station and will utilize the 21st, 22nd and 23th floors of the Fisher Bldg. Under proposed changes all broadcasting activities will be centered on the 21st floor, with offices of the management on the 22nd and 23th floors. Structural work is expected to start March 1, with all studio installation and remodeling completed by May 1 pending CPA approval.

**WLS Lansing Takes Air With 500 W on 1430 Kc**

WLS went on the air at 1430 kc Feb. 19 as the MBS outlet at Lansing, Mich. Station is operating on a daytime basis with 500 w. It is owned by Lansing Broadcasting Co., of which W. A. Pomery is president and general manager and J. C. Pomery secretary-treasurer and chief engineer.

KXK Л Great Falls, Mont., newest affiliate of Pacific Northwest Broadcasters, planned to go on the air about March 1 with 250 w on 1400 kc. Studios and transmitter are in the basement of Great Falls' 5-story Park Hotel, and the antenna rises 150 feet above the top of the hotel. K. O. MacPherson, manager of KXK Л Helena, is also managing KXL Л. Hal Stewart is KXK Л program director.

**KBOL Boulder Takes Air With 250 W on 1490 Kc**

KBOL Boulder, Colo., went on the air Feb. 15 and is operating on a schedule of 18 hours daily. Owner and licensee of the station, a 250-w outlet on 1490 kc, is J. H. Hollayer president of Hol- lister Crystal Co. and former half-owner of KANS Wichita. Jack Todd has been named general manager, and his predecessor Shaffer is commercial manager.

Mr. Hollayer has announced that KBOL, which refers to itself as Radio Boulder KBOU, will feature music and news and will present local and network events of general interest. Religious, educational and civic features will be offered daily, he said.

**KROJ Has Troubles, Plans To Take Air Nevertheless**

WITH its transmitter and tower installation completed but construction of its studios delayed by material authorization "red tape," KROJ, to be licensed to Tex., nevertheless is making plans for a station to go on air in April, if possible, according to Ingham S. Roberts, KROJ general manager.

KROJ is licensed to Valley Radio Broadcasting, Inc., and will operate as a Mutual outlet with 1 kw. Mr. Roberts says a sales office will be maintained in downtown McAllen, a broadcast studio in what will eventually be a two-room apartment in the transmitter building, and the continuity and programming departments in a 20 x 24 ft. claboard shack on the site of the permanent studio.

**KFBK-FM, New California Station, Makes Its Bow**

KFBK-FM made its bow in California's Sacramento Valley on Feb. 22. It is an affiliate of the Mc- donough Co., which operates KFBK in Sacramento and other stations in California.

For the first 60 days operations will be from a single bay square loop antenna mounted on a 60-foot pole atop the Bee Bldg. in Sacra- mento. Eventually operations will be conducted with high power from a 2870-foot mountain about 40 miles from Sacramento.

**KERA Goes to 1 Kw**

KERA Dallas, WFAA's FM station, began broadcasting on the air increased power, 1000 w, on Feb. 14. The station, which had been on the air with 250 w since Oct. 5, 1946, had hoped to use the higher power sooner, but severe weather delayed this move. In addition the antenna, the KERA management said. Antenna is anchored atop the Mercantile Bank Bldg. in Dallas 542 feet above street level. KERA stated its coverage now extends to a 40-mile radius.
More and More
250 Watt Stations
are being powered by Raytheon

Here's the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits—A high level modulation system eliminates necessity of complicated circuitry, reduces cost, and minimizes harmonic distortion.

2. Increased Operating Efficiency—The use of the most modern circuits and components which are operated at below their maximum capacity, together with simplified circuit design, greatly increases overall operating efficiency.

3. Greater Dependability—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown, and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.

4. Simple, Speedy and Accurate Tuning—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.

5. No Buffer Stage Tuning—The use of a Video triode in the buffer stage eliminates this complicated tuning.

6. Silent Operation—Natural air cooling means no blower noise, permits microphones in same room with transmitter.

7. Low Audio Distortion—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.

8. Easy Servicing—Vertical chassis, symmetrical mechanical layout and complete accessibility through double front doors and hinged side panels make the RA-250 a favorite.

9. Easily Meets All F.C.C. Requirements—All electrical characteristics are well within the F.C.C. requirements. Noise level is —60 db below 100% modulation. Frequency response 21 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7475 Rogers Ave., Chicago 26, Illinois
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

March 3, 1947 • Page 37
Myer and Hageroy
In New WRS Posts

Mr. Myer, technical field director, and Mr. Hageroy, engineering manager, have been appointed to their new posts at WRS, the new station in Roanoke, Virginia. WRS is owned and operated by Swing Radio Inc., WDBJ News, and will begin operation in early 1948.

Mr. Myer, who is also assistant general manager, has 30 years of experience in broadcasting, having worked for such stations as WKY, KEX, KDKA, and WIP. He is a native of Indianapolis and a graduate of the University of Chicago. He has been with the WRS staff since the beginning of the station's construction.

Mr. Hageroy, who is also assistant general manager, has been with WRS for the past two years, working on the station's technical aspects. He is a native of New York City and a graduate of the University of Illinois.

Several Desirable News Programs
Now Available

WDBJ gives more news to more people in the Roanoke area than any other station in the region. WDBJ alone covers most of Roanoke and Southwest Virginia, a richly productive area of 841,700 people.

WDBJ's superb facilities, "reach," and proven leadership assure listener loyalty and listener interest. WDBJ's complete news department, with director and assistant, receives both UP and AP services plus the local news of Roanoke and many other communities gathered in cooperation with the largest daily newspapers in the region.

A Proven ENTREE
TO A RICH MARKET

WDBJ gives more news to more people in the "Mountain Empire" than any other station, for WDBJ alone covers most of Roanoke and Southwest Virginia, a richly productive area of 841,700 population.

WDBJ's superb facilities, "reach," and proven leadership assure listener loyalty and listener interest. WDBJ's complete news department, with director and assistant, receives both UP and AP services plus the local news of Roanoke and many other communities gathered in cooperation with the largest daily newspapers in the region.

Several Desirable News Programs
Now Available

CBS * 5000 Watts * 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., National Representatives

Page 38 • March 3, 1947

BROADCASTING • Telemarking
WHEN IS A COMMERCIAL TWICE AS GOOD?

WHEN IT'S IN WDRC's Market Basket

THIS popular WDRC show makes your commercials twice as good by giving you: 1) Your regular 1-minute announcement, 2) Sampling of your product and extra announcements in the "Market Basket," 3) One of Hartford's highest Hoopers for a morning show.

Twice each morning, a mobile unit with two announcers and the "Market Basket" roams around Greater Hartford. Where will it stop? No one knows, but the audience listens!

Then a doorbell rings, and a pleased housewife is on the air! She is interviewed and presented with the "Market Basket," which is filled with free gifts, mostly sponsors' products.

The "Market Basket" is the double-barreled feature of the "Shoppers Special," WDRC's every weekday morning program, from 7:15 to 9 a.m. What else happens for an hour and forty-five minutes? Plenty! That's why WDRC has an 8-page brochure to send you, on request.

Naturally, the show is practically always filled with sponsors. There are a limited number of availabilities now, and we do mean limited. So write without delay.

Send for Brochure
An 8-page brochure, describing all the features on The Shoppers Special.
MORE AND MORE NATIONAL AND
WCKY BECAUSE WCKY GIVES THEM
PER DOLLAR THAN

According to the Nov.-Ja
Monday thru Frid.

WCKY DELIVERS 52% MORE AUDIE
WCKY DELIVERS 92% MORE AUDIE
WCKY DELIVERS 138% MORE AUDIE

WCKY Is the Lowest Cost
31 of the 48 Quarter-Hour

CALL FREE & PETERS
When You Buy Radio Adverti
You Get The Mos

Invest Your Ad E

L.B.

WC
CINCI
FIFTY THOUSAND WAT
LOCAL ADVERTISERS ARE BUYING A MORE AUDIENCE IN CINCINNATI ANY OTHER STATION

in Audience per Dollar for Periods from 8 AM to 8 PM.

FOR AVAILABILITIES.

sing In Cincinnati, Buy Where t For Your Money!

Dollar WCKY's-ly!

Wilson

KY

NNATI

ITS OF SELLING POWER
Editorial

Broad Strokes

NAB PUBLIC RELATIONS Executive Committee has projected a charter [BROADCASTING, Feb. 24] that, properly pursued, should bring about a desirable relationship between American broadcasting and those served by the art. Only the broad outline has been developed: To improve relationships with other media; to maintain high program standards; to stress community activity; to serve the public interest more diligently. These are broad strokes on the canvas, and the detail must be filled in by management at the local level.

The overall objective of any public relations effort is to promote the merit of a product or service. So it follows that in the case of radio, a unique medium, the best public relations obtain when the best service is rendered.

Even the most vocal critics against American broadcasting acknowledge, sometimes grudgingly, that our system excels all others. We do not proceed, then, from a standing start—for we have the momentum of over 25 years of steady growth.

Our energies, then, should be directed toward building that momentum, through better programming; and bringing to the attention of the whole public the fact that radio is working toward a fuller life for all.

The NAB committee has made a good start. Now all that is needed is follow-through.

Bad Business

NO COMMERCIAL practice in broadcasting cheapens the art more, in our view, than that illustrated by the letter reproduced on page 18. Any broadcaster who can read that letter with equanimity, with no resentment toward those who foster the practice the letter illustrates, must be a phlegmatic soul indeed.

A firm of merchandise brokers, operating under the name of George Kamen, seeks to solicit free merchandise to be used as "giveaways" on Hollywood Jackpot (CBS). All the manufacturer need do, the Kamen organization reports in this particular instance, is furnish three merchandise gifts and $150. For the week, the manufacturer will get a free plug on a coast-to-coast CBS program which is costing the current sponsor $25,000 a program.

This paragraph, excerpted from the letter, speaks for itself.

This show costs the sponsors over $25,000 a week. You can get the same publicity and advertising for only three watches and $150.00 a week on the very same show.

It is evident that Mr. Kamen solicits such merchandise with the knowledge and consent of the agency handling the Whitehall Pharmacal Co. account, the sponsor involved in this case. Perhaps the sponsor, too, understands and condones that it should be resisted by broadcasters. This is the kind of commercial practice that gives substance to the criticism of American broadcasting which has emerged in recent months.

Unfortunately this particular case, although spotlighted by publicity just now, is not an isolated one. The New York Herald Tribune's competent John Crosby reported from Hollywood last week the practice of giving guest stars everything from bracelets to automobiles for air appearances.

In a related category is this new series of transcribed productions featuring John Vandercook. They are free to the stations and available for local sponsorship. But who is footing the bill on Vandercook, on production and on corollary costs? The Air Transport Assn. And why? Not out of the goodness of its heart, you can be certain. There is, as they say, a gimmick and it's not only puzzling, but alarming, that nearly 300 broadcasting stations would buy this "pig in a poke" without first seeking the raison d'etre. ATA is buying and selling, and the public is properly apprised in newspapers and magazines. Is it simply supplying boilerplate for "local sponsorship"?

If a sponsor requires prizes for giveaway programs, we feel he should buy them. And if trade-names of non-advertising firms are to be mentioned on broadcast programs, then straight commercial rates should be charged. Any compromise on that policy is bad ethics and bad business.

White House Blackout?

A BEHIND-THE-SCENES battle in Washington bodes no good for radio's status as a news medium. It is a throw-back to the pre-war era, when the press fought radio's right to police news as it broke.

The press association men covering the White House had protested the use of voice transmission from the Seaplane Tender Green- och Bay, which will escort the Presidential yacht Williamsburg on the Caribbean cruise. They had insisted that radio men aboard use radiotelegraph too. The Navy, by some dourous hocus-pocus, initially found that it couldn't afford to put a voice transmitter aboard—about a $5,000 item. And Charles Ross, press and radio secretary to the President, evidently felt his hands were tied.

After a fortnight of uncertainty, the matter was adjusted "amicably" last Thursday when the Washington bureau managers of the press associations withdrew objections to voice transmission. The Navy discovered a 50-w signal could be emitted, sufficient for voice relay.

It doesn't take the FBI to figure this out. The press association men did not want to compete with the voice, wanted it emitted more swiftly and more effective. They want radio to use the press association dispatches. They don't want their press associations quoting the broadcasts, which practice during the war became popular.

It's the same old story of attempting to stop progress. It is inconceivable that at this late date, the press should attempt to stymie radio coverage of the movements of the nation's chief executive. Did the broadcast transmission from the Byrd Expedition at the South Pole have been handled on schedule for several weeks. But voice coverage of the President practically off-the-coast of Florida became an issue.

Irrespective of the substance of this incident, the issue is important. Shall radio be relegated to its pre-war status of second-hand news coverage? After having covered every important aspect of the war direct from the beachheads to the peace tables, shall radio be penalized because the microphone is swifter journalism than the printing press?

The Caribbean thrust was an ill-contrived and silly effort to deprive the public of the free flow of news—the very thing the press association heads have been harping about.

Charles Ross, as the President's press and radio secretary, functions for all methods of news dissemination. Radio's equal footing with the press was decided by the war.

Our Respects To—

ELLIOTT MAXWELL SANGER

W RITING in a national periodical, a celebrated publisher referred broadly to WQXR as the "station with a soul."

But radio folk have long since specifically identified Elliott Maxwell Sanger, together with the station's founder, John V. L. Hogan, as the "soul behind the station."

As executive vice president and former co-owner of WQXR, Mr. Sanger has succeeded in converting a visionary plan into a profitable reality. The "vision" was his overpowering conviction that the broadcasting industry could afford a radio equivalent of the quality newspaper. WQXR represented the implementation of that vision; and the station's subsequent growth proved the hard practicality of his foresight.

In February 1936, John V. L. Hogan and Mr. Sanger—working from the simple credo that good radio could also mean good business—launched the Interstate Broadcasting Co. in New York City, devoted to the transmission of classical music.

The large-sounding title of the organization was in reality a euphemism for a garage loft in Long Island City operating for three or four hours a day on an experimental license with the call letters WQXR. Mr. Sanger served as combination program manager and sales chief.

Later that same year, the station acquired a Fifth Ave. address but no proportionate enhancement in business. It was at that location that Mr. Sanger and associates conceived the idea of the program booklet. This was a monthly listing of the station's programs. It was offered at 10 cents a copy and served as an indicator of listener interest in WQXR programs.

Cued by an immediate response to the booklet offer, the organization broadened, emphasizing its "living room" atmosphere and expanded in 1939 to 5 kw. By 1940 the power had increased to 10 kw.

The "quality" motif had begun to pay off and reached its culmination in a recent set of statistics which indicated that 41,000 listeners subscribed to the monthly booklet at a dollar a year. Regular listeners now total more than a half million families.

To conform with the unique composition of his listenership, Mr. Sanger has developed an equally individual commercial policy. Most of the sponsors content themselves with a factual mention of their products at the beginning of the program and a parallel mention at the close; yet so loyal is listener identification that (Continued on page 48)

BROADCASTING • Telecasting
DEPENDABILITY OF DELIVERY

LONG before the days of Livingston, warriors in darkest Africa were using drums to summon tribesmen to a council of war. They depended on weather and wind for the effectiveness of their signal.

In Baltimore, Station WCBM delivers your message day or night any day, or every day, no matter what the wind or weather. Dependability and definite penetration into a great consumer market, are reasons why time-buyers, with complete metropolitan coverage in mind, choose WCBM.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
GRAYSON WINS AWARD FOR IMN NEWSCASTS

CARL GRAYSON, Intermountain Network newscaster (1), receives congratulations from Vernon Churchill, president of Advertising Club of West.

CARL GRAYSON, Intermountain Network newscaster, received the first place gold award in the Salt Lake City Advertising Club's annual competition. T. A. Axelson, club president, announced last week. The award went to Mr. Grayson for his daily IMN 9:30 p.m. newscast sponsored by Utah Oil Refining Co. and heard over 15 IMN stations in Utah, Idaho, Wyoming and Montana.

Mr. Grayson's newscasts originate at KALL Salt Lake City, where news facilities of the Salt Lake Tribune-Telegram and all of the wire services are utilized.

In addition, KALL won a silver award in the commercial-public service division of the annual Advertising Club competition, with "Speak for Freedom," written and produced by Alvin G. Pack and sponsored by Eimco Corp., Salt Lake City.

Awards were presented by Vernon Churchill, president of the Advertising Clubs of the West, in ceremonies at the annual banquet of Salt Lake Advertising Club at Hotel Utah. Salt Lake. KALL broadcast the proceedings.

ABRL Book Out

THE 1947 edition of the Radio Amateur's Handbook has just been published by the Headquarters Staff of the American Radio Relay League. The Handbook, in its 21st year of publication, is a standard manual of amateur radio communication, revised yearly. There are 632 pages with 1,257 illustrations. The price in the U. S. proper is $1.25; elsewhere the price is $2.

THE SELLING VOICE

WRNL ... a modern, progressive station holding the largest daytime audience of any station in the Richmond area...

IN THE BUYING MARKET

RICHMOND, VA... with an annual per capita sales of $563 as compared to $391 for the nation. A steady, depression-proof market unaffected by war...

GIVES GREATER PROFITS

To the WRNL advertiser!

Commercial

FAY DAY, Navy veteran and recent graduate of Harvard's Graduate School of Business Administration, has been named to head new department of sales research at WTOP Washington. ADDISON SMITH, formerly in New York radio departments of Ted Bates Inc. and Benton & Bowles, has joined Don Lee Broadcasting System, Hollywood, as account executive.

WALTER HIDDICK, Co., Los Angeles, will continue to represent Burn-Smith station representative, on West Coast, according to GUY M. HIDDICK, president, former firm.

R. E. GREEN, manager of national sales and service at KOMO Seattle, March 1, left for three-week sales visit in the East. His plans include stops in New York, Chicago and Detroit.

JOE W. COBBS, former Army captain, has joined WSCR Benton, P. A., as commercial manager.

EARL PRICE, RCAF veteran, has joined commercial departmenof of CHW Pembroke, Ont.

BILLOFTON has joined traffic department of KODI, Pico, and BILLIE BACKLER has been added to accounting department.

CFRA Ottawa, new 1 kw station on 590 kc to begin operations May 1, has appointed Ted Bates, All-Canada Radio Representative, to assoed Canadian representative.

JOHN HOGG, commercial manager of KOY Phoenix, is in Hollywood for week's conferences with CBS officials.

JOHN PEARSON Co., Chicago, has been appointed national representative for WHJ, Johnson City, Tenn., WMLO (CP) Milwaukee, WIs., and WDAI Muncie, Ind.

GEORGE P. COOPER Jr., Army veteran and formerly with WER, has been named to WHV Savannah, Ga., as account executive.

BEATRICE M. CATES, traffic manager of WLAW Lawrence, Mass., and ROBERT IRVING KIMEL, time salesman of WHV Haverhill, are to be married April 12.

CONSTANCE D. STACKPOLE, owner and director of "New England Cupboard," on WNAC Boston, April 14 will join sales staff of WREI that city.

WILBUR EDWARDS, CBS Chicago radio sales manager, Feb. 27 arrived in Hollywood for week's conferences with network officials.

HARRY MASON SMITH, vice president of WCRY, has been named to the sales department of WLW Cincinnati, has returned to his duties after more than 10 weeks absence due to ill health.

NEAL SMITH, assistant sales manager, assumed duties of sales director during his absence.

GEORGE L. MOSKOVICS, commercial manager of WORV-TV New York, Feb. 16 addressed Benton & Bowles, New York, Job Training Session. His subject was "Radio in Television."

ANDY McDERMOTT, sales manager of KYW, will continue to represent radio stations intime sales for the National Association of Broadcasters, to be held at Royal York Hotel, June 7.

EDWARD T. MCCANN Jr., formerly of WTTG Wolcott, went to Commercial departmen, has joined WCPB as sales representative.

CHESTER SUTHERLAND, former commercial manager of CTKL Kirkland Lake, Ont., and ROD LEWIS, new to radio, have joined commercial staff of CKL.

PEGGY STRICKLAND, formerly with sales department of North Central Broadcasting System, New York, has joined W~LB New York staff.

CLARK GEORGE, sales service manager of CBS Hollywood, is the father of a boy.

NBC Awards

AWARDS totalling $5 went to 11 New York NBC employees during January for suggestions to improve operations of the network. James J. Connor of the traffic department received the largest award, $25, for his suggestion regarding WNBC station breaking announcements, which was to refer to the station as "pioneer station of the National Broadcasting Company." The announcements are now being used on the air. Other awards of $5 and $10 went to the following: Laurette G. Feeney, engineering; Betty Fritz, research; Renee Hubert, radio-recording, Thomas S. Kerr, guest relations; Louis J. Newman, controller; Edward Nolen, engineering; Charles W. Phelan, engineering; Adam Reisz, interna
tional; Erline Wallace, and Arthur B. Zacks, program.

On ASCAP Committee

JOHN O'CONNOR, publisher-member of ASCAP, New York, has been named to the society's executive committee. Lester Salli has replaced Gene Buck as chairman of the committee. The chairmanship is rotated every three months.

Bar Group Names Petty

DON PETTY, NAB general counsel, has been named by the American Bar Assoc. as a member of the national committee of the Section of Administrative Law. He also has been appointed to the Committee on Statement of Principles of Administrative Law. This Committee is making an overall study of administrative methods and principles which should apply under the American form of government, including analysis of licensing as a procedure and limitations of action based on administrative rulings.
COME AND SEE
SONOCRAFT
FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

REPRESENTING THE PRODUCTS OF:

- ALTEC-LANSING CORP.
- BRUSH DEVELOPMENT CO.
- RECOTON CORP.
- PRESTO RECORDING CORP.
- REK-O-KUT CO.

AVAILABLE NOW AT:
SONOCRAFT CO., INC.
45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997

BROADCASTING • Telecasting

March 3, 1947 • Page 45
In Washington, D. C., the Nation’s Capital

AMERICA’S TOWN MEETING OF THE AIR

offers an unparalleled opportunity for the prestige advertiser who can combine a powerful Public Relations and Advertising job.

Available at low co-op price For Complete Information

WMAL
BASIC ABC NETWORK
5000 WATTS • 630 KC

Owned and Operated by THE EVENING STAR BROADCASTING COMPANY

Page 46 • March 3, 1947

WILLIAM MORRISON, radio director and former financial executive of the Guild, San Francisco, has been appointed vice-president of agency. WILLIAM T. TODD, associated with Lennen & Mitchell, New York, for six years, has been appointed head of the new office in charge of copy.

EDMUND L. RICHMAN, former vice president in charge of radio for Foote, Cone & Belding, and more recently head of his own Hollywood production firm, has joined executive staff of Kudner Agency and is establishing offices at 1600 N. Vine St., that city. As such he will produce CBS “Tony Martin Show” starting March 30 for The Tax Co.

Mr. Cashman

ALFRED S. TONE Jr., formerly with Frank Wellman Agency, Philadelphia, has joined Kofod & James, that city, as an account executive.

R. C. FRANCIS, associated with Campbell-Ewald Co., Los Angeles, for more than 20 years, has been appointed vice-president in charge of West Coast operations. He succeeds W. H. MOLL, who resigned to establish Reach CityChevrolet Co., Long Beach, Calif.

JOHN RAVENEL, AAP veteran and formerly in production department of WABC, Chicago, has joined radio division of McCann-Erickson, Chicago, assigned to account and presentation.

JOHN J. MCKENNA, director of public relations at McCann-Erickson, New York, is the father of a new baby, Isabel.

WALTER BLAKE, former account executive for McCann-Erickson, Los Angeles, has joined Donahue & Co in similar capacity and will head West Coast offices to be established in Beverly Hills.

CHARLES FISHER, former columnist of Philadelphia Record, and DWDGH VERN METER, former theatre manager in Reading and Pottstown, Pa., have joined public relations department of N. W. Ayer & Son, Philadelphia.

GEORGE MOLL, former president of George Moll Adv., Philadelphia, has been named second vice-president of the Northeastern Hospital, that city.

LEW C. SNYDER, former manager of RJR Seattle and Portland, Ore., has joined Pacific National Adv., Seattle, as production manager.

ABBOTT REALLY, formerly with Young & Rubicam, New York, has joined San Francisco office of Blow Co, as account executive for Roma Wine. He replaces AD KLEIN, resigned.

GORDON G. AGNEW Jr., former editorial director of American Life Automotive Co., New York, has joined market research division of G. M. Bradford Co., that city.

STUART PUFFER Inc., Chicago, has expanded offices and located in permanent quarters at 20 N. Wacker Drive, Telephone is Franklin 1397.

KING RICHARDSON, former production manager of Glaser-Galley & Co., Los Angeles, has joined Dan B. Miner Co., that city, in similar capacity. BEN LA- MATER, former copy head of Glaser-Galley, also has joined agency’s copy staff. WILLIAM G. GRAY, agency manager of production and traffic, has been appointed account executive.

WILLARD S. WOOD, formerly with Campbell-Ewald Co., Los Angeles, has joined Neale Adv. Assoc., that city, as an account executive.

THOMAS ARMSTRONG, former Army airman, has joined traffic division of Brooke, Smith, French & Dorrance, New York.

WILLIAM H. LEWIS Jr., former account executive at Dawson-Filberg, New York, has joined Kastor, Chesley & Clifford, that city, in executive capacity.

MONEY HANRAHAN, talent buyer of Young & Rubicam, Hollywood, and in private life Mrs. John Mulvihill, is the mother of Mary, who accompanied the family to Pinehurst, N. C., for Spring’s first big tennis match.

HENRY O. PATTISON Jr., vice president of Benton & Bowles, New York, has been appointed copy chief of agency.

R. V. POLLOCK has resigned from W. J. Morrison & Co., New York, to head new business department of Amos Parrish & Co., that city.

ROBERT E. MOORE, ex-Army veteran, has joined his father’s agency, L. F. McCracken & Co., Cincinnati.

W. EARL ROTHWELL, head of Pittsburgh agency by that name, is in Honolulu consulting with TATUPE, West Coast manager, on operational expansion.

J. M. HICKERSON Inc., New York, has acquired additional office space for one department in Empire State Bldg., Offices now located at 110 E. 42 St.

ALEXANDER DUNCAN CUOMO Jr., senior vice president and director of BBDO, New York, will retire from firm next month.

RALPH W. REESE, with Young & Rubicam New York, for 13 years, has been appointed manager of agency’s international division. LORIMER R. SLOCUM, vice president, continues as director of division.

WILLIAM N. DAVIDSON, formerly with ABC station relations, has joined radio production division of Rogers & Smith Adv., Los Angeles, and is in charge of women’s programs.

MARY RUTH FORGETTE, formerly in publicity department of Selanick Inter- national, as public relations manager, has joined production staff of Arthur W. Stowe Adv., Los Angeles.

HOWARD BOOKER, co-owner and radio director of Culp & Booker Adv., Los Angeles, has been elected president of agency.

JEANNE GRAY, New York radio and stage actress, has joined radio production staff of Rogers & Smith Adv., Los Angeles, and is in charge of women’s programs.

MARY RUTH FORGETTE, formerly in publicity department of Selanick Inter- national, as public relations manager, has joined production staff of Arthur W. Stowe Adv., Los Angeles.

BIL KELS, former manager of AL ANGELES, who recorded "Make Believe Ballroom," has opened advertising agency under his own name at 624 Sunset Blvd., Hollywood.

TED COLBY, former program director of Radio City Station, St. George, has joined marketing staff of General Ad Agency, Hollywood.

TAM KOORDAN Co., Los Angeles, has moved to 605 Lucas St, Telephone is Madison 6-2562.

C. JAMES PRAUD, president of Dayton Ohio Advertising Club, has been ap- pointed national field representative for American Advertising Federation of America.

IN CANADA

WINNEPEG is a “MUST” buy

Men Who Know

select

CKRC

430 KC

SW 5000

In Canada

Representative - Weed & Co.
In the olden days of Memphis, here was a symbol of affluence.

Now, in modern Memphis, there's another stepping stone to sales influence. It's WHHM—the freshest, the newest breath of life to come to Memphis broadcasting.

WHHM gives its listeners a new concept of radio entertainment and while so doing garners beautiful Hooper ratings, audience appreciation and results for advertisers.

Step up to WHHM—use it as a stepping stone for sales, at less cost per listener in Memphis—step your sales progress up with the station that's starring in Memphis . . . put your spots on this result-ful spot.

WHHM

INDEPENDENT—BUT NOT ALOOF

MEMPHIS, TENNESSEE
DOG STORIES, narrated by Ned Lynch, are presented on "My and My Dog," heard Mon., Wed., and Fri. over WKNB Salt Lake City. Series is sponsored by Vim Dog Food Co., that Mr. Lynch presents stories and tells listeners where they may call to have Vim delivered to their door. Same method is repeated on KALL and KUTA Salt Lake City in spot announcement series. Cooper & Crowe Adv., that city, is agency for Vim.

Bowling Quiz
DURING the 10th annual Merchandise Show being held in Philadelphia March 3-4, WPFN that city is broadcasting daily half-hour quiz show, titled "Ten Strike Quiz." Program has bowling format with participants drawn from hard-earned, and merchandise dealers attending Merchandising Show. Frances McGuire, WPFN director of women's activities, and Bill Bean, station's sports director, conduct series which will be aired in auditorium of Supple-Biddle Co., Phila- delphia's wholesale firm sponsoring Mer- chandise Show and WPEN series.

Health Questions
ROUND-TABLE discussion by physicians on health questions is subject of weekly program, "How's Your Health?" which began on WBNX New York, March 1. Series, broadcast Sat. 2-2:15 p.m., is presented in cooperation with New York U. College of Medicine, whose dean, Dr. Currier McRoberts, presides as moderator, assisted by Robert Sherry of WPBNY's advertising department.

Religious Music
DESIGNED to show how much of world's most famous music is of local origin, program featuring organ being presented on KFSK Sacramento, Calif. New series is aimed at promoting better understanding among peoples of all denominations.

Listeners' Opinions
LISTENERS are invited to submit opinions concerning civic and national affairs to be used on "Across the Back Fence," Bat- ttle Creek, Mich. The station, which recently has received favorable reviews, is using the program "Letters to the Editor" is asking listeners to participate in discussions. KIXO also is presenting daily series of profiles and essays of each type program covering variety of sub- jects. Three announcers alternate with unusual flavor and strange laws and customs around the world.

Announcer Auditions
PARTICIPATION on new program, "So You Want To Be An Announcer?" over WKBX Philadelphia, is open to boys of Memphis high schools. Preliminary aud- itions for each school are held weekly and five best entries appear on show aired Sat. 11:30 a.m. Pinki winner will receive prize plus three-month con- tract as part-time announcer during summer.

Safety Suggestion
LISTENERS to "Man on the Street" on WPAY Ponte Vedra, Ohio, Mon. through Sat. 12-12:15 p.m. were asked to express opinions on question: How can we make Portsmouth safer for pe- destrians and vehicles? Variety of sug- gestions were received, including in- stallation of more traffic lights, standardizing placement of lights and signs, and instituting heavier penalties for traffic violations. One listener suggested moving foot accelerators from automo- biles.

Spot Your Market
With more and more stations coming on the air concentrated coverage becomes increasingly more important. The buying power in the South is primarily centered in the cities. This is true of Knox- ville which is served by WIBR. Out of 40 rated daytime quarter hours WIBR had 23 in first place, 10 in second. Cover the cream of the Knoxville market at greatest economy through WIBR . . . "the voice of Knoxville".

Juvie Quiz
JUVENILE quiz show, offering movie tickets as contest prizes, is new fea- ture which began on WBNJ New York, March 1. Series, broadcast Sat. 9:30-10 p.m. presents Win Blake. WKXL announcer, as host of show. Blake's previous work in Flinders milk dairy tops to be "the milk which is..." is heard by phone. Rural Adult Education

RURAL ADULT Education is a discussion program dealing with country problems of students in rural schools within 30 mile radius of Wingham. The series, which has been repeated regularly since its first airing on Wingham, Ont. Panels for half-hour weekly program include school teach- ers, school board members, parents and students from rural schools within 10 miles radius of Wingham.

Civic Feature
NEW feature of WSOB Charlotte, N. C. is "The Mayor's Report to the People," heard Sat., 11:30-12 p.m. There are 111 city officials to express their point of view. The program is presented on program each Wed., at 6:45 p.m. Broadcast is arranged so that complete report of previous days' city council action is available. Don Mac- Swain, station's civic events coc- ordinator, represents citizens of Charlotte in interviewing Mayor on important mat- ters of local interest.

Legislative News
BRINGING the pertinent news of state legislatures, KRLC Lewiston, Idaho, has special report at Boise for daily tele- scribed and telegraphic accounts. As- signed are three handled bySignals, and Shreve, with 15-minute programs being transmitted and heard both from and 400 miles to Lewiston.

"Cood Cimbake"
NEWS of social events in local schools, auditors of record receive is basis of "Cood Cimbake," new show on WKXL Concord, N. H. aired Mon. through Fri. from 3:45 to 4 p.m. "Sandky" San- ders, WKXL announcer, is m.c. of pro- gram. "Bite-sized" action is the thrill- ing type of studio for opening of "Cimbake" and those who want more news about the autographed shell as membership token in program's fan club.

Rehearsal Aired
BACKSTAGE performance of Charle- town Symphony Orchestra, is aired over WCHS Charleston W. Va., as sta- tion records and later aired orchestra's rehearsal session. Rehearsal was heard without formality with host and orchestra being given by Director Ambrose Davis and special interac- tive comments by Burton Sons of WCHS staff and Helen M. Thompson, executive secretary of orchestra.

Training Guide Dogs
METHODS of training guide dogs for the blind was described on "News and Interviews" program on KFGO San Fran- cisco, Feb. 25. Clarence Lesser, con- ductor of show, interviewed Stewart Weigl, executive director, and guide dogs of the blind school at Los Gatos, Calif. Weigl explained how dogs are taught to lead and protect sightless persons.

Carolina Cup Races
COVERAGE of Carolina Cup Races at Camden, S. C., March 29, will be han- dled exclusively by WIS Columbia, S. C. according to program Director Rich- ard Purh. WIS short wave station WBNJ will broadcast "as close as possible," according to coverage. Frank Harden, WIS sports chieftain, will make program. Correspondence's director at WBNJ, will handle show.

Operation Tryouts Aired
LOCAL Tryouts for a Franklin Opera Co. from Montana District are being presented for "KANA Montana" in new series titled "Aria Aud- itions," which is heard Tues. and Thurs. 5-15:30 p.m.

"Juke Box Session"
"TEEN-AGER" show, are requested to call WHBQ Memphis and present re- quests to be aired on "Juke Box Ses- sion" 30 minute show heard each Sat- urday. Each request must give name of show he attends and prizes are awarded to student from which most requests each week.

Wake Up Service
WAKE UP call to KCMO Vancouver, B. C., on weekday 7 a.m. show, "Call Boy". While Al Good- man, m.c. of show, airs musicals, times signals, and news, he also calls listeners who have left requests at KCMO to be awakened. Calls out all.

Sports Telecasts
PORDOR MOTOR Co., Detroit, Feb. 15 scheduled telecast of Cal. basketball games from Madison Square Gar- den, to be relayed to radio stations of motor company's "Parade of Sports" series on new WCBS TV station. WCBS-TV also plans to telescan on suc- cessful "Halls of Fame" programs and Knights of Columbus meets, all from the Garden.

Women's Contributions
NEW WOMEN'S network Canada network from CBL, Toronto, is weekly series "Women's Way," dealing with women's contributions to social culture, politics, literature, religion, science and history. Mattie Rotenberg produces program.

Mental Health
MENTAL HEALTH is subject of new CBC Trans-Canada network weekly feature program "Mind's Eye," dealing with importance of mental hospitalization. "Mind's Eye" will be presented in various dramatized form, of people who have been hospitalized through proper medical care. Leading medical authorities are presented on weekly pro- gram.

Thrilling Stories
THRILLING STORIES, "Selling Thrilling Stories," presented in cooperation with Thrilling Publications, New York, was to begin Sat., March 1. The series, which presents stories with sports, news, and special background.

National Guard Feature
ABC is in cooperation with U. S. National Guard to present new series of service program featuring Paul White- man, his orchestra and chorus, Wed. at 9 p.m. Featuring the Guard's retired Secretary of War Robert F. Patter- son, under its agents, "National Call," a. N. W. Ager & Son, New York, is pro- viding talent for any ABC in national operation with affiliated stations, is providing air time.

Video Animated Cartoons
APPLICATION of animated cartoons in television commercials will be used by General Mills, Minneapolis (Cheerios). "Cheerios" is a cartoon film that fabulously surrounds Cheerio's cereal character. "Joe," is a wax-fatigued telephone operator being pro- duced by Green assoc. Chicago radio and television agency, is being cooperated with Dancer. Fitzgerald, Sample, Inc.

TV Political Program
IN CAMPAIGN for reelection, Alder- man B. C. Quigley, Feb. 17 appeared on television show on WBKB Minneapolis program on "Politics of first term accomplishments." Bob Erson, WBKB announcer, interviewed Alderman.

"Canada Week"
SPECIAL series about Canada and Can-adian people, titled "Canada Week," is being presented during week of March 16th and 23rd, under the auspices of CIBC in cooperation with CBC. Programs are weekly, and each will supply a new educational achievement in international educational broadcasting that "the Air" is heard in both countries.

Aids Unemployed
PUBLIC service program titled "The Jobseeker" is heard daily Mon. through Fri. 8:40 a.m. over KSFU San Francisco. "The Jobseeker" is a cooperative operation with California State Employment Service and is given by Labor Department director, Bill Ladef, Sketches of unem- ployed men and women's backgrounds for qualifications jobs are given and prospective employers are invited to call and arrange an interview.

Cooking Clues
ABBOT LUTZ, who cooks cooking show, "ST RU" Tues. and Fri. over WLOF Norfolk, Va., gives a recipe that listeners can easily identify. The first listener to identify recipe invites her home to partake of dish described.
Atlanta-to-Los Angeles Coaxial Cable Will Be Ready by Fall, AT&T Declares

A PREDICTION that coaxial cable will connect Atlanta and Los Angeles by next fall appears in the February issue of Long Lines, house organ of the long lines department of American Telephone & Telegraph Co. Reporting on the department's activities during the past year, the magazine states:

"One of the important projects of the 1946 construction program was the new coaxial cable being extended to the Pacific Coast over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled for the early fall of 1947."

Stating that "a considerable portion of our future construction program will consist of coaxial cables," the article reported that "approximately 1,700 miles of this type of cable were placed in 1946, bringing the total to around 3,300 route miles."

"During 1946," the article continued, "television broadcasters expanded their use of coaxial cable facilities for experimental television transmission. About 200 programs originating in New York, Washington, Philadelphia or Baltimore have been carried to television broadcasting stations in both New York and Washington."

"Substantial progress was made during the year in the construction of the New York-Boston microwave radio relay system, and it is expected that these facilities will be available for tests early this year. . . . Installation of an experimental radio relay system between New York and Philadelphia is also planned for 1947."

The magazine also reports on the application of AT&T for authority to install terminal stations in New York and Chicago for an experimental radio relay system between these two cities [Broadcasting, Feb. 3].

TV MULTIPLE ANTENNA DATA SOUGHT BY TBA

ERNEST A. MARX, chairman of the Television Broadcasters Assn. subcommittee on apartment house antenna installations, has written to all manufacturers of electronic equipment asking whether they are working on multiple antenna distributing systems capable of feeding a large number of video receivers.

"This system," Mr. Marx explained, "must be able to allow any tenant to purchase any make of television receiver, regardless of input impedance, plug it in on the multiple antenna system and receive usable signals."

Pointing to the "great and insistent demand" for such systems, Mr. Marx said that the TBA engineering committee will be glad to investigate any system submitted.

The subcommittee was created after several New York apartment house owners had told their tenants no antenna installations would be permitted until suitable multiple antenna systems had been devised [Broadcasting, Feb. 17, 24].

FELLER DELIVERS!

STRIKE ONE!—BOB FELLER, with intimate stories of baseball's outstanding personalities. . . .

STRIKE TWO!—GUESTS drawn from highest ranks of American and National Leagues, managers, players, batboys and fans. . . .

STRIKE THREE!—Hi-Lo-Jack & the Dame, nationally known radio stars.

Quarter Hour transcriptions 26 weeks April
5th thru Sept. 27.
Wire for rates and auditions.

RADIO PRODUCTIONS, Inc.
2901 S. Moreland
Cleveland, Ohio
Producers of
Singing Weathermen 
Time In Rhyme 
Musical Thermometer

March 3, 1947 • Page 49
J. R. TOWNSEND, Inc., San Diego (tuna, radio distributors), has appointed The Tullis Co., Los Angeles, to handle regional advertising. Firm has half million dollar advertising appropriation with more than 50% budgeted for radio.

BRIDGEOFORD Co., San Diego (Bridgeford frozen foods), has appointed N. W. Ayer & Son, Hollywood, to handle advertising.

SAFEWAY STORES Inc., Oakland (Nob-Hill Coffee), has appointed Hannah Adv., San Francisco, to direct advertising. Present schedules will continue.

FLOTILL PRODUCTS Inc., Los Angeles (canned foods), March 3 starts twice daily quarter hour participation in Al Jarvis "Make Believe Ballroom" on KLAC Hollywood. Contract is for 13 weeks. Other Pacific Coast radio will be used. Agency: The Tullis Co., Los Angeles.

INTERNATIONAL HARVESTER Co. has signed "Slim Bryant and the Wildcats" featured on farm broadcasts of KEDR Pittsburgh, for 30 promotional shows throughout Pennsylvania, West Virginia and Ohio from Feb. 26 to April 9.

MCCOY'S WILSHIRE, Beverly Hills (Imperial washable wall coverings), has appointed Atherton & Co., Hollywood, to handle advertising with 13 week spot announcement schedules on KOFJ and KRLA Hollywood.


BIBLE INSTITUTE of Los Angeles (religious) has appointed Broadcast Adv., Los Angeles, to handle advertising effective March 1. Institute annually spends more than $100,000 on radio. In addition to transcribed programs on various stations, sponsors weekly half hour live "Bible Institute of the Air" on 180 MBS stations.


WEST COAST SOAP Co., Oakland, Calif. (Powow household cleaner), has announced plans for expanding radio advertising during 1947. Company will continue to sponsor H. V. Kaltenborn three times weekly on KFQ San Francisco, as well as series of transcribed spot announcements. Agency: Brumbaugh, Van Norden & Staff, San Francisco.

A. M. KARAGHEUNIAN Inc., New York (rugs and carpets), has issued bulletin to trade stating that carpet manufacturers in 1947 will spend about $3,700,000 for radio and other media in industry's goal of "50% increase in floor covering sales over normal years." STAGE Inc., New York (denture accessories), has appointed Roberts & Reiner's, that city, to handle advertising. Radio will be used.

NEW JERSEY SAVINGS AND LOAN LEAGUE, Newark, has appointed W. B. man Adv., Philadelphia, to handle advertising. Radio to be used.


TILFORD FOODS Co., Chicago, early in May will start video dramatic series on WMBW New York Thurs., 7-9 p.m. Agency: J. Walter Thompson Co., N. Y.

WHEN WJW moved into Cleveland it grew in strength and stature . . . aimed at Superiority in entertainment and service for listeners and advertisers. Now . . . with top local programming, high listener acceptance, more daytime dialers per dollar than any other regional station, WJW has become CLEVELANDS CHIEF STATION . . . giving advertisers more for their money.

### Pulling Power for Your Buck!

**WHAM WAS THE STRAWBERRY CARSLON STATION**

WHAM Topp them All in Western New York

**WHAM PULLS POWER FOR YOUR BUCK**

## Network Accounts

**Renewal Accounts**

NOXZEMA CHEMICAL Co., Baltimore.

**Network Changes**


**CAB Regional Meetings**

ONTARIO STATIONS will hold meetings under Canadian Association of Broadcasters regional meetings plan at Toronto, March 6-8. Meetings March 3 are for smaller market stations. Agencies: March 4 for major market stations, and on March 5 for station representatives with offices at Toronto. CAB policy and plans and member station problems will be discussed at the three day session.

**BROADCASTING • Telecasting**

### BILLION DOLLAR INDUSTRY SEEN IN VIDEO SET SALES

TELEVISION set sales will amount to one billion dollars within five to seven years, according to J. B. Elliott, RCA vice president in charge of instrument division.

Within 1947, he said RCA hopes to deliver 15,000 to 20,000 sets to Los Angeles area; this will be approximately 10% of company's total output. Answering a query on the effect of color on currently marketed black and white receivers, he said converters would be available when an electronic system of color is available. Mr. Elliott is currently in Los Angeles with other RCA executives arranging for that city's T-Day program scheduled for March 10.
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
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.

Mr. Ryder

KPAC
Mutual Broadcasting System

March 3, 1947 • Page 51
You have until March 10th

To reserve space near the new and exclusive figures on your market that will appear in sales management's 1947 survey of buying power.

Unchallenged as the one and only source of up-to-date figures on local markets, the survey is used throughout the year in media selection by 15,000 executives of national advertisers and their agencies. Realizing this, hundreds of newspapers, radio stations, chambers of commerce, outdoor and car-card organizations find the survey indispensable as a year-round tool for defining and selling their markets.

For detailed information on the survey of buying power and how to use it in your promotion, write our nearest office.

The 1947 survey will be published May 10th, but reservations in the city and county sections must be in by March 10th.

Position is being assigned on a first-come, first-served basis, and immediate action is necessary if you wish to have your story favorably located near the figures on your market.

WILLIAM KOBLENZER, former head of Music Corp. of America's Chicago radio department, has joined Frederick Ziv Co., New York, as head of new live program production department. Mr. Koblenzer will also work in custom built transcription department.

JOSEF ZIMANICH, former head of National Flowers Service's eastern studios, where he directed music and dialogue recordings for trailers, has joined staff of Columbia Records, New York. He will work in popular and classical artists and repertoire departments.

TELEWAYS RADIO PRODUCTIONS, Hollywood, has signed WILLIAM (Willie-Bill) ELLIOTT and ANDY DEVINE for starring roles in 30-minute transcribed western series titled "The Amazing Texan," ROBERT LIBOTT and FRANK BURT will write series with J. CLINTON STANLEY producer-director.

LOUISE V. JORJIAN has joined transcription department of WTAG Worcester, Mass.

HAL WILSON RADIO PRODUCTIONS, Hollywood transcription producer and program packager, has moved to 6000 Sunset Blvd. Telephone is Hollywood 711.

KFI Newscenter Policy

BELIEVING "certain types of sensational stories have no place on a radio broadcast," KFI Los Angeles has adopted a policy against their usage. "Only when perpetrators of the column be brought to light, and good journalism demands it, will the newscasts" of KFI "report the facts of the story," statement concludes. That city's series of brutal slayings motivated policy, it was said.

Evidently Birmingham prefers WSGN... For the latest 1946 Conlan Survey puts us out front again in the all-day (8 A.M.-6 P.M.) period with 35.9% of the listening audience. Analysis of radio surveys shows that WSGN has steadily maintained this decisive lead. So for outstanding coverage, buy Alabama's leading station.

SCIENTIST'S FINDING MAY ELIMINATE FADING

SCIENTISTS at the U. of California have just reported on findings which may eliminate fading and garbling in long distance radio communication.

Elimination of such fading may be accomplished, they stated, following research in bouncing radio waves of the ionosphere, 60 miles above the earth. According to Dr. M. G. Morgan, staff engineer in the Navy electronics-research laboratory at the university, it may be possible to build a rotating antenna which will greatly reduce the erratic behavior of the reflected waves.

... Waves Split

With the present antenna, waves are split when they hit the ionosphere and bounce back as two separate signals, almost equal in volume. By rotating the antenna it was found that one signal could be made stronger and the other one weaker. Scientists hope to devise an antenna which will strengthen the stronger reflection and reduce the weakened one to the point where it will present no problem at the receiving end. But the major difficulty in solving the problem is that the ionosphere, which is an ionized layer of air, is not constant in reflecting quality. It is affected by the earth's magnetic field and by free electrons liberated by radiations from the sun.

KFI Newscenter Policy

BELIEVING "certain types of sensational stories have no place on a radio broadcast," KFI Los Angeles has adopted a policy against their usage. "Only when perpetrators of the column be brought to light, and good journalism demands it, will the newscasts" of KFI "report the facts of the story," statement concludes. That city's series of brutal slayings motivated policy, it was said.

Evidently Birmingham prefers WSIGN... For the latest 1946 Conlan Survey puts us out front again in the all-day (8 A.M.-6 P.M.) period with 35.9% of the listening audience. Analysis of radio surveys shows that WSIGN has steadily maintained this decisive lead. So for outstanding coverage, buy Alabama's leading station.

**USE NRB'S RADIO CAMPAIGNS FOR LOCAL ADVERTISERS**

50 or more campaigns each month —33 commercials packed with tested sales appeals and benefits in each campaign. Also Seasonal Campaigns, Station Breaks, Test Program Ideas, Planning Guide and other important aids. Used by more radio stations than all other continuity services combined. Most economically priced. Write for FREE SAMPLE today.

... The National Research Bureau, Inc. Chicago 10, Ill.

"A Clearing House of Tested and Successful Ideas."
New LISA SERGIO, junior San Francisco, has been caster, Bob Garred, CBS through U. Dept. of Navy, Washington, has completed document. Mark Austad, news analyst at WWDC, has been appointed to serve on agricultural committee of San Francisco Chamber of Commerce for 1947.

Walt Lockman, recruiting commandant through ABC, has been appointed director of special events at WBBQ, Boston. He has received a certificate of appreciation for cooperation extended toward successful completion of corps post-war recruiting program.

Walt Lohman, sports director of KCOM, Kansas City, is in Hollywood for two weeks.

Irvin Marder has resigned as farm editor of WCAU, Philadelphia.

Carl Christopher, agricultural director of KFOC, San Francisco, has been appointed to serve on agricultural committee of San Francisco Chamber of Commerce for 1947.

Royal Brougham, sports editor of Seattle Post-Intelligencer, has been appointed sports advisor for KOMO, that city.

Gene Claussen, former newscaster at WMJ, Cedar Rapids, Iowa, has joined news staff of WRMX, Louis.

Mark Austad, news analyst at WWDC, Washington, has completed documentary film of "Balanced Farming" for Dept. of Agriculture in cooperation with University of Missouri and Sears Roebuck Foundation. Film is expected to be released through commercial theatres.

Bob Garred, CBS Hollywood newscaster, is the father of a girl.

Henry Schacht, farm editor at KPO, San Francisco, has been appointed to citizen's committee which is to plan first annual Grand National Junior Livestock Exposition to be held March 29 to April 3.

Smallest Radio

PRODUCTION of a midget radio, said to be the smallest yet offered to the trade, has been announced by Sentinel Radio Corp. Set measures four inches in height, four inches wide and eight inches long. It has five tubes and can be plugged in to AC or DC current, or operated with a battery. Ernest Alschuler, president of Sentinel, said the new radio will be the smallest of three lines soon to reach the retail trade. Mr. Alschuler added Production is under way at Sentinel's Eveson, Ill., plant.

Former WJOL Owner Seeking Priority For License If FCC Denies Renewal

WHETHER a previous owner has priority to a station license in the event renewal is denied to the present operator—that is the question posed in effect in a unique application reported by FCC.

The applicant, Albert J. Felman, one-time owner of WCLS (now WJOL) Joliet, Ill., seeks transfer of control of WJOL from Joliet Broadcasting Co. to himself, contingent on renewal of license being denied the present licensee. Joliet Broadcasting, however, is not a party to the Felman application, which in some quarters was expected to be returned by FCC as being "incomplete."

The renewal hearing of WJOL has been ordered reopened by the Commission [Broadcasting, Feb. 8] "to obtain detailed information regarding programs broadcast and to be broadcast... dealing with horse racing and gambling, with particular reference to complaints of the chief of police and other citizens of Joliet." As a result of previous hearing concerning a time lease contract held by Mr. Felman with WJOL since 1932, the Commission had proposed to deny license renewal of the station [Broadcasting, Nov. 25, 1946].

In his application Mr. Felman reviewed his association with the station, citing terms of purchase in 1932 by which he gave up ownership for a cash consideration plus the now disputed time lease. The broadcast periods covered by the pact have been used to advertise the Broadway Store, department store operated by Mr. Felman. The applicant claimed that the time lease had constituted the major portion of the consideration in his sale of the station, and that therefore if the renewal is not granted the license should be transferred to him.

The application asked, in event a transfer would not be "deemed the suitable legal method of accomplishing this objective," that the license instead be issued to him by the Commission if the WJOL renewal is denied.

Concerning the horse race information broadcast by WJOL and in response to a letter from the chief of police, the WJOL manager, Robert L. Bowles, in written reply had stated that such information is "nothing more than may be obtained with the access to any daily newspaper, or through similar broadcasts by Chicago stations."

Jolson Signs

William Morris Agency, New York, has signed Al Jolson to an exclusive radio authorization for a period of six months. The agency is currently negotiating for a fall radio series for the star.
Actions of the FCC

February 21 to February 27

(AS-localsubset DA-directional antenna SS-adjuncttransmitter ERP-effective power)

Feb. 21 Decisions...BY COMMISSION ON BANC

AM-1190 kc
Santa Monica Bestc., Co., Santa Monica, Calif.—Denied petition for review of action of motions Commissioner Feb. 6, 1948. Petitioner filed a petition for leave to amend application so as to specify time operation on 1300 kc, with 1 kw power, during operation, and to make other changes; and affirmed action of said motions Commissioner.

AM-400 kc
Vulcan Bestc., Co., Birmingham, Ala.—Denied petition requesting that its application for new station on 1480 kc, 150 kw, be granted for filing in consolidated proceeding with application of John R. Breazeal, Esq., WJ turned, both requesting 850 kc at Birmingham (Vulcan application is contingent upon grant of WNDR)

AM-1460 kc
KORE Eugene, Ore.—Granted petition for leave to amend application as to change of time, from 1450 to 1460 kc, during operation, and to seek for new station at 1450 kc, 1 kw unlimited.

Removed From Docket

Eugene broadcasters, Eugene, Ore.—On Commission's own motion, removed from hearing application for new station.

Petition Denied

Sacred Heart Bestc., Co., Middletown, R.I.—Adopted decision and order denying petition to move station to New York, as it requested reconsideration and setting aside of grant to Rhode Island Bestc. Co. for new station at New York, as it was believed to have been made in error.

KEDC Colorado Springs, Colo.—Granted petition for modification of CP to relocate transmitter and studio location.

EDEK San Bernardino, Calif.—Granted modification of CP to show new transmitter and studio locations to be the same.

KEMO San Mateo, Calif.—Granted modification of CP to make changes in antenna system, change type of equipment, and change transmitter location, subject to approval of site and antenna system by CAA.

WAQJ Jackson, Miss.—Denied modification of CP to increase output to 2 kw unlimited.

KMLC Decorah, Iowa.—On Commission's own motion, removed from hearing dock and granted application for modification of license to specify hours of operation from 9 a.m. to 11 p.m. daily.

AM-1240 kc
Telegraph Radio, Akron, Ohio.—Granted petition for leave to amend application to show that applicant is a subsidiary of the Ohio Broadcasting Co., for use of new station.

AM-1490 kc
Spartanburg, Radio Co., Spartanburg, S. C.—Denied petition for reconsideration and hearing on application for new station at Spartanburg, S. C.

AM-1070 kc

AM-1019 kc
Central Broadcasting Co., Greenville, N.C., and Parsons Bestc., Co., Parsons, N.Y.—Denied for consolidated hearing applications of Central Broadcasting Co, and Tom Watson, Jr., Parsons Bestc., Co., for new stations at Greenville and Parsons, respectively, both requesting 1001 kc and 250 w 1 kw daytime.

AM-550 kc
Dr. Francisco A. Marquez, Aguadilla, P. R., and Jacinto Sugranes, Ponce, P. R.—Denied for consolidated hearing applications of Dr. Francisco A. Marquez, for new station at Aguadilla, P. R. on 550 kc, 1 kw unlimited, and Jacinto Sugranes, for new station at Ponce, P. R., on 550 kc, 1 kw unlimited.

AM-1220 kc
W W. Roark and Coleman Bestc., Co., Greenville, S. C.—Denied for consolidated hearing applications for new station, both requesting 1220 kc and 250 w unlimited.

AM-1130 kc

AM-1460 kc

AM-1210 kc
San Joaquin Live Broadcasters, Fresno, Calif., and Public Interest Broadcasters, Reno, Nev.—Denied for consolidated hearing applications of San Joaquin Live Broadcasters, for new station at Fresno, Calif., on 1210 kc, 1 kw unlimited, and Public Interest Broadcasters for new station at Sack, Calif., on 1210 kc 250 w limited.

AM-1280 kc
WBBH Port Chester, N. Y.—Denied for hearing application for new station at Port Chester, N. Y. on 1280 kc, 1 kw unlimited.

KRGB Kingman, Ariz.—Denied for hearing application for new station at Kingman, Ariz., on 1240 kc, 1 kw unlimited.

—received Western Electric CLOVER-LEAF ANTENNAS during 1946...and more are on the way

FM stations in every section of the country are going for the Clover-Leaf in a big way. The SA is available in power gains from 1.3 to 4.7 and has a 50 kw power handling capacity. When you need an FM broadcast antenna, talk to your local Graybar Broadcast Representative for full details on the Clover-Leaf—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y. See it at the I.R.E. Radio Show, Grand Central Palace, New York, March 3-6th.

—QUALITY COUNTS—

BROADCASTING • Telecasting
FCC Actions
(Continued from page 54)

Decisions Cont.: 

AM—1310 kc
Lake Station, Inc., Milwaukee—
Designated for hearing application for new station at Waukesha, Wis., for nights and Da day and night; Wauk Waukesha. Withdrawal of application March 3. Further ordered that petition filed by Wauk Waukesha for consolidation with applications of Lake States Bstg. Co. be designated for hearing, be dismissed.

AM—710 kc
Pacific Foundation, Richmond, Calif.—
Designated for consolidated hearing application for new station on 710 kc 1 kw daytime to be heard in consolidated proceeding with applications of Frank Andrews, Moorpark, Calif., and Western Bstg. Assoc., Modesto, Calif.

AM—1490 kc
Petaluma Broadcasters and Walter L. Read, Petaluma, Calif.—Designated for consolidated hearing application for new station on 1490 kc 5 kw unlimited and consolidated with applications of Frank Andrews, Moorpark, Calif., and Western Bstg. Assoc., Modesto, Calif.

AM—1280 kc
Ishpeming Bstg. Co., Ishpeming, Mich., and Gordon H. Broskey, Marquette, Mich.—Designated for hearing applications of Ishpeming Bstg. Co. and Gordon H. Broskey for new stations at Ishpeming and Marquette, respectively, both on 1280 kc 250 w unlimited.

AM—1150 kc 1110 kc
Kewanee Bstg. Co., Kewanee, Ill., and KNOX Bstg. Co., Galesburg, Ill.—
Designated for consolidated hearing application of Kewanee Bstg. Co. for new station at Kewanee on 1150 kc 250 w day and KNOX Bstg. Co. for new station at Galesburg on 1110 kc 1 kw daytime.

AM—1230 kc

AM—1340 kc
Harry Willard Linder and Max H. Lavine, St. Cloud, Minn.—Designated for consolidated hearing applications of Harry Willard Linder and Max H. Lavine for new stations on 1340 kc 250 w unlimited.

AM—1490 kc

AM—1570 kc

WMLT Dubuque, Ia.—Granted renewal of license for period ending Feb. 1, 1950.

Request Denied
KONO San Antonio, Tex.—Denied request for reconsideration and grant without hearing, in re application for renewal of license.

FM—STA Denied
Peoria Bstg. Co., Peoria, Ill.—Denied application amending special temporary authority to commence an interim FM operation Feb. 15 with 250 w transmitter and dipole antenna located 245 feet above street level.

By COMMISSIONER WAKEFIELD

Commission on its own motion continued hearing in re Amendments to Standards of Good Engineering Practice Concerning Standard Broadcast Stations, presently scheduled for March 4.


KSFO San Francisco—Granted petition for leave to intervene in consolidated hearing upon applications of Frank Andrews and Western Bstg. Assoc.

KRVR Sherman, Tex.—Granted petition to dismiss without prejudice application.

Johnston Bstg. Co., Birmingham, Ala.—Granted petition for leave to amend its application for CP so as to show revised program plans, etc.

Radio Bluefield Co., Bluefield, W. Va.—Granted petition for leave to amend its application for CP so as to show an amendment of Articles VI and X of partnership agreement filed with application.

KWAT Watertown, S. D.—Granted petition for leave to amend its application for CP so as to make certain minor nontechnical changes in its application.

WARC Inc., Rochester, N. Y.—Granted petition for leave to amend its application so as to specify 95 kw unlimited instead of 1000 kw unlimited for the new station licensed to Rochester. Amendment to application and application as amended removed from hearing docket.

San Fernando Valley Bstg. Co., San Fernando, Calif.—Granted petition for leave to amend its application so as to show resignation of two directors and election of four new directors, etc.

KFW Philadelphia—Dismissed as moot petition requesting indefinite continuance in hearing upon application presently scheduled.

KANS Wichita, Kan.—Granted petition requesting indefinite continuance in hearing upon its application presently scheduled March 7; hearing was continued without day until further order of Commission.


KJAN Bstg. Co., Opeleauza, La.—

Granted petition insofar as it requests removal of application from hearing docket. Instead of a petition requests reconsideration and grant of application. It is dismissed.

Greater Dallas Bstg. Service, Dallas, Texas.—Granted petition to dismiss without prejudice application.

Community Bstg. Co., Fort Worth, Tex.—Commission on its own motion removed from hearing docket application.

Fred Jones Radiocasting and Televisi-
on Corp., Oklahoma City—Granted petition for continuance of consolidated hearing on its application and application of Midland Bstg. Co.; hearing presently scheduled for March 3 was continued to April 2.

Federated Publications, Lansing, Mich.—Granted petition for continuance of consolidated hearing presently scheduled Feb. 21 on respective applications and continued same to March 25.

By COMMISSIONER WALKER

Walmac Co., San Antonio, Tex.—

Granted petition requesting admission of Al. M. Heck to Bar of Commission pro hoc vice for purpose of participating in consolidated hearing on applications of Walmac Co.

Feb. 24 Applications

ACCEPTED FOR FILING

AM—740 kc
The Connecticut Electronics Corp., Bridgeport, Conn.—CP for new standard station 740 kc. 1 kw, daytime—AMENDED to install DA and change transmitter location.

AM—1340 kc
Clearwater Radio Bstgs., Clearwater, Fla.—CP for new standard station 1340 kc. 250 w, unlimited—AMENDED to specify new location.

AM—1000 kc
Southland Bstg. Corp., North Miami Beach, Fla.—CP for new standard station 1070 kc. 250 w, daytime—AMENDED to change frequency from 1070 to 1090 kc.

KRLC Lewiston, Idaho—Modification of CP which is amended to change name of licensee, change frequency, increase power, install new transmitter and DA for night use and change transmitter location, for extension of commencement and completion dates.

AM—1050 kc
WIDE Tuscola, Ill.—CP for change transmitter and studio locations—AMENDED to specify new transmitter location.

AM—1320 kc
Lake Shore Bstg. Co., Evanston, Ill.—CP for new standard station 1320 kc. 5 kw, daytime—AMENDED to change name of applicant from John Dawes Ames, Robert Francis Hurleigh and N. Paul Nelson, a partnership d/b/a Lake Shore Bstg. Co., to Lake Shore Bstg. Co. to change frequency from 1320 kc to 1520 kc, install DA, change transmitter location and change studio location.

AM—1490 kc
Community Bstg. Co., Oak Park, Ill.—CP for new standard station 1490 kc. 250 w, daytime.

AM—1130 kc
Des Moines Bstg. Corp., Des Moines—CP for new standard station 1130 kc. 1 kw, DA unlimited—AMENDED to change frequency from 1240 to 1150 kc.

(Continued on page 56)

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

SHAKESPEARE

12 YEARS of EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

Pressings of the new vinylite

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

ALLIED RECORD MANUFACTURING CO., INC.
Hollywood 38, California
1041 North Las Palmas Avenue Hollywood 5107

March 3, 1947 • Page 55
FCC Actions
(Continued from page 55)

Applications Cont.: 100 w to 1 kw, change type transmitter, install DA for day and night use and change transmitter location, for extension of completion date.

AM—730 kc Goodland Best Co., Goodland, Kan.—Grant new standard station 730 kc, 1 kw, daytime.

AM—110 kc KTBS Sherreptet, La.—CP for increase power to 1 kw, install new transmitter and DA for day and night use. AMENDED to add delete of change of location from 940 to 860 kc.

The Asher Best Co., Service, Quincy, Ill.—CP for new standard station 910 kc, 1 kw, daytime, AMENDED to change frequency from 910 to 1300 kc, change type transmitter, change transmitter and studio locations and changes in directors and stockholders.

AM—560 kc Frankston Best Co., Springfield, Mass.—CP for new standard station 650 kc, 5 kw, DA, unlimited—AMENDED to change frequency from 580 to 860 kc.

AM—1640 kc WMBC Macon, Ga.—Modification of CP as modified which authorized new standard station 1640 kc, AMENDED to change frequency of completion date.

AM—570 kc Radio Assoc., Biloxi, Miss.—CP for new standard station 1250 kc, 1 kw, daytime.

AM—1230 kc Scott County Best Co., Sikeston, Mo.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1490 kc Reno News & Review, Reno, Nev.—CP for new standard station 1450 kc, 250 w, unlimited—AMENDED to change from 1450 to 1460 kc.

AM—1230 kc Strand Broadcasting, Inc., Atlantic City—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1230 kc Atlantic City Cable & Corp., Atlantic City—CP for new standard station 1460 kc, 250 w, unlimited—AMENDED to change from unlimited to daytime and change type of transmitter.

AM—1590 kc WAKR Akron, Ohio.—Modification of CP which authorized changes in DA for night use and changes in ground system, for extension of completion date.

AM—1490 kc East Liverpool Best Co., East Liverpool, Ohio.—CP for new standard station 1490 kc, 250 w, unlimited—Continued the limit of daytime changing to 970 kc.

William H. Miller, Palossville, Ohio—CP for new standard station 1510 kc, 250 w, daytime.

AM—960 kc The Wooster Republican Printing Co., Wooster, Ohio.—CP for new standard station 1490 kc, 250 w, unlimited—AMENDED to change frequency from 1490 kc power from 100 to 500 w, hours from unlimited to daytime only, change type of transmitter and make changes in ground system.

AM—720 kc Semirole Best Co., North Wales, Okla.—CP for new standard station 1450 kc, 250 w, unlimited—AMENDED to change frequency from 1490 to 720 kc and hours from unlimited to daytime only.

AM—1550 kc WLOA Braddock, Pa.—Modification of CP for modified type transmitter, for new authorized new standard station, change type of transmitter.

AM—680 kc WMPM Memphis, Tenn.—Modification of CP, as modified which authorized change in frequency, increase in power, installation of new transmitter, and DA for day and night use and new transmitter location, for extension of completion date.

AM—1410 kc Frank Mitchell & Sons, Inc, Nashville, Tenn.—CP for new standard station 870 kc, 1 kw, DA, limitless—AMENDED to delete amendment filed 12-26-46 and make changes in unlimited.

Application Returned:
AM—1346 kc Rintoul & Yeadon, Buffalo, N. Y.—CP for new standard station 1340 kc, unlimited—AMENDED to return CP for request of attorney.

Feb. 25 Decisions... BY THE COMMISSION

AM—STTA Extended WOKO Albany, N. Y.—Extended until April 1, 1947, special authorization for continued operation of station WOKO (Comr. Dure voting against extension).

Petition Denied KMAC San Antonio, Tex.—Denied petition for reconsideration and grant of license for renewal of license of KMAC (Comr. Jett voting for grant).

AM—560 kc KFDM Beaumont, Tex.—Grant supplemental petitions for reconsideration and grant of license for renewal of license of KFDM (Comr. Jett voting for grant).

Record Reopened WGVK Charlotte, N. C.—Directed that order in proceeding on application for renewal of license of WGVK and change from station 1490 to 1230 kc, be reopened and that matter be set down for further hearing on 30 days' notice; also ordered hearing in consultation with these proceedings the additional matters including application for transfer of control of licensees from Worth & Co., to Eugene W. Custis.

Record Reopened WCBS Charleston, S. C.—Directed that record in proceeding on application for renewal of license of WCBS, of which further new hearing be on 30 days' notice as further hearing in proceedings on station.

BY THE SECRETARY

WRFV Washington, D. C.—Granted application of WRFV for new standard station 1450 kc, unlimited and for change of studio location.

WHKP Hendersonville, N. C.—Granted renewal of CP for new standard station 1450 kc, unlimited and for change of studio location.

John J. Lauzon & Sons, Fall River, Mass.—CP for new standard station 1080 kc, 1 kw, unlimited—AMENDED to change from 1080 to 1460 kc.

Anson Radiotone, Inc., Wadesboro, N. C.—CP for new standard station 1460 kc, 250 w, unlimited—AMENDED to change from unlimited to daytime and change type of transmitter.

AM—1210 kc WAKR Akron, Ohio.—Modification of CP which authorized changes in DA for night use and changes in ground system, for extension of completion date.

John H. Laury, Holyoke, Mass.—CP for new standard station 1080 kc, 1 kw, unlimited—AMENDED to change from unlimited to daytime and change type of transmitter.

AM—1590 kc John J. Laury, Holyoke, Mass.—Grant new standard station 1460 kc, unlimited and for change of studio location.

WSPR Backus, Minn.—CP for new standard station 1450 kc, unlimited and for change of studio location.

AM—1210 kc Anson Radiotone, Inc., Wadesboro, N. C.—CP for new standard station 1460 kc, 250 w, unlimited—AMENDED to change from unlimited to daytime and change type of transmitter.

AM—1490 kc East Liverpool Best Co., East Liverpool, Ohio.—CP for new standard station 1490 kc, 250 w, unlimited—Continued the limit of daytime changing to 970 kc.

William H. Miller, Palossville, Ohio—CP for new standard station 1510 kc, 250 w, daytime.

AM—960 kc The Wooster Republican Printing Co., Wooster, Ohio.—CP for new standard station 1490 kc, 250 w, unlimited—AMENDED to change frequency from 1490 to 720 kc and hours from unlimited to daytime only, change type of transmitter and make changes in ground system.

AM—720 kc Semirole Best Co., North Wales, Okla.—CP for new standard station 1450 kc, 250 w, unlimited—AMENDED to change frequency from 1490 to 720 kc, and hours from unlimited to daytime only.

AM—1550 kc WLOA Braddock, Pa.—Modification of CP for modified type transmitter, for new authorized new standard station, change type of transmitter.

AM—680 kc WMPM Memphis, Tenn.—Modification of CP, as modified which authorized change in frequency, increase in power, installation of new transmitter, and DA for day and night use and new transmitter location, for extension of completion date.

AM—1410 kc Frank Mitchell & Sons, Inc, Nashville, Tenn.—Grant new standard station to make changes in antenna, to change type of transmitter, and to change transmitter location.

KEY Mankato, Minn.—Grant CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WQQQ Washington, D. C.—Grant license to cover CP which authorized new station on 579 kc 500 w daytime.

KEEN San Jose, Calif.—Grant modification of CP which authorized new station, for approval of antenna, to change type of transmitter, to change transmitter location, and to change studio location.

WCOP Boston, Mass.—Grant modification of CP for extension of completion date to 1-22-47.

WPT Pittsburgh, Pa.—Grant modification of CP which might authorize new station, to change type of transmitter and changes in vertical antenna; conditions.

BY COMMISSIONER WALKER

KONO San Antonio, Tex.—Denied petition requesting 20 day extension of hearing on application for renewal of license, presently scheduled March 4 at San Antonio.

Feb. 25 Applications... ACCEPTED FOR FILING

AM—680 kc Empire Best Co., San Antonio, Calif.—CP for new standard station 680 kc, 1 kw daytime.

AM—990 kc Riverside Best Co., Riverside, Calif.—CP for new standard station 990 kc, 1 kw daytime.

AM—600 kc KFSD San Diego, Calif.—Modification of CP as modified which authorized new installation of new transmitter and directional changes in studio location and for new transmitter, for extension of completion date.

AM—810 kc KGO San Francisco—Modification of CP as modified which authorized new increase in power, install new transmitter and change type of transmitter and change studio location, for extension of completion date.

AM—1610 kc Town Talk Best Co., Santa Paula, Calif.—CP for new standard station 1400 kc, 250 w unlimited.

WENE Endicott, N. Y.—Modification of CP which authorized new standard station, for approval of antenna, to mount FM antenna on top of AM tower, for approval of transmitter location and change studio location.

AM—1010 kc Thomas G. Harris, Individually and as trustee of the tidelands, WESL—CP for new standard station 1490 kc, 3 kw, unlimited—AMENDED to change frequency from 1490 to 1340 kc.

Brownwood Best Co., Brownwood, Texas.—CP for new standard station 1110 kc, 250 w daytime.

(Continued on page 60A)

"Those WFDF Flint ads sure build blds."

Cousin Kathy says:

Dear Cousin:

Do you like my horse? I call him Bobby Feller 'cause he's always picking up. Yes, Cousin, he's the kind of horse Fritzy Snyder likes to ride with. Didja hear Mr. Gene Horne on Red Barber's CBS Sports Show last month? Bob Hobbler, our sports expert, interviewed him during the national Wildlife Conservation Meeting here and did a swell job! Well spring's around the corner, down here. The first violet made an appearance and blushed. I blushed right back. Speaking of violets, Violet Short, of our community Schramm's has been up to Oklahoma City for the radio conference—theon to New York to the N.A.B. Women Radio Directors Meeting. Cousin Rex Preit got back last month from the big cities where he saw Frank Silvernail, Dick Grahl, and Bob Kenette. Over in Chicago he had nice visits with George McGivern of the Chicago Journal. Not to forget being with the TSH crews in both towns. Fred Bender's "In and Out Round" each morning from 8:00 to 8:30 (a really swell participating show) calls himself a disc jockey. And I thought disc jockeys followed a plot! What a harrowing experience! Tell everyone we are sure airing those fine CBS and special KTSA shows to South Texas. Come and see us... Love and kisses...
Andrew Co. begins its second decade of service to the broadcasting industry

- Transmission lines for AM-FM-TV
- Directional antenna equipment
- Antenna tuning units
- Tower lighting equipment
- Consulting engineering service

ANDREW CO
363 EAST 75TH STREET - CHICAGO 19
Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
A survey of surrounding cities indicates a radiation pattern approximately as shown by the shaded area above. Listeners almost 150 miles away reported excellent volume and clarity of reception. The remarkable coverage is due to the power gain of Federal's Square-Loop Antenna. The clarity and tone quality is made possible by the exceptional fidelity and mean carrier stability of Federal's "Frequematic" Modulator — an exclusive feature of every Federal FM transmitter.

*Trade Mark

Federal's 8-Element Square-Loop Antenna dominates the Minneapolis skyline from the top of the Foshay Tower — highest building in the Northwest. Ruggedly constructed to withstand heavy winds and icing loads, this 80-foot antenna has already proved its dependability in temperatures down to 22 degrees below zero!

**Federal Telephone**

Export Distributors: — International Standard Electric Corp. 67 Broad St., N.Y.C.
SQUARE-LOOP FM ANTENNA MAKES WORLD DEBUT!

WTCN-FM, Minneapolis, goes on the air with most efficient FM Antenna installed anywhere...boosts 3kw transmitter to 25kw...with coverage of 30,000 square miles.

Federal's 8-Element Square-Loop Antenna made radio history with the opening of the Twin Cities FM station, WTCN—the first super-directive antenna of its type and power gain to be installed anywhere. It gives the 3kw Federal transmitter an effective radiated power of 25kw—providing excellent reception over an area of approximately 30,000 square miles. This makes WTCN the world's most efficient FM station—and, with an FCC permit for an output of 400kw, it will eventually be one of the country's most powerful stations, too. With Federal's high-gain antenna, this maximum rating of 400kw can be achieved with the installation of only a 50kw transmitter!

WTCN is among the FM stations with permits for the most powerful ratings in the country. Others are KWK, St. Louis, with 369kw—and WTMJ, Milwaukee, with 349kw. These three stations have all selected FM by Federal! And Federal can equip your new FM station, too— from microphone to antenna. Write today for complete information. Dept. R-309.

Station WTCN was officially opened by a gala inaugural program featuring the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting. With FM by Federal, listeners at home were enabled to hear this famous orchestra with the same brilliance and tonal color as the studio audience. Insert shows Mr. Mitropoulos and Governor Luther W. Youngdahl of Minnesota, at opening of ceremonies.

"Wonderful! Magnificent! A terrific step of progress." This was the comment of the famed conductor, Dimitri Mitropoulos, when he heard his own orchestra over an FM receiver, during an on-the-air rehearsal.

and Radio Corporation

Newark 1, New Jersey
FCC Actions
(Continued from page 56)

Applications Cont.:

AM—1230 kc
Coyle Broadcast Co., Coyle, Tex.—CP for new standard station 1230 kc. 50 w unlimited.

AM—1230 kc
KSIX Corpus Christi, Tex.—Modification of CP as modified, which authorized new standard station, to change type and completion dates.

AM—1430 kc
KDEM Denton, Tex.—License to cover CP which authorized new standard station and mount FM antenna on top of AM tower, and authority to determine operating power by direct measurement of antenna power.

AM—1540 kc
East-West Broadcast Co., Fort Worth, Tex.—CP new standard station 1540 kc. 15 kw, DA unlimited—AMENDED: to change frequency from 1540 to 1630 kc, increase power from 250 w to 5 kw, install new transmitter and DA for day and night use, and change transmitter location and changes in stockholders.

AM—630 kc
KMAC San Antonio, Tex.—CP to change frequency from 630 to 1360 kc, install new transmitter and DA for day and night use, and change transmitter location—AMENDED: to change frequency from 940 to 1350 kc, power from 250 w to 1 kw and change type of transmitter.

AM—1550 kc
WLOW Norfolk, Va.—License to cover CP as modified, which authorized new standard station and to specify location and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc
KSEM Moses Lake, Wash.—Modification of CP as modified, which authorized new standard station, for extension of commencement and completion dates.

AM—790 kc
KFIO Spokan, Wash.—CP to change frequency from 1230 to 790 kc, increase power from 250 w to 5 kw, install new transmitter and DA for day and night use and to change transmitter location—AMENDED: re changes in DA for night use only instead of day and night use and change transmitter location.

AM—1480 kc
WHIZ Newark, N.J.—CP for new standard station 1480 kc, 250 w unlimited—AMENDED: re stockholders.

AM—1230 kc
Marathon Broadcasting Co., Wausau, Wis.—CP for new standard station 1230 kc. 100 w unlimited.

AM—1030 kc
West Allis Broadcasting Co., West Allis, Wis.—CP for new standard station 1030 kc. 250 w unlimited.

FM—Unassigned
Airline Airways of Beach, Calif.—CP for new (class A) FM station on frequency to be specified by chief engineer of FCC and ERP 300 w.

FM—Unassigned
News-Press Pub. Co., Santa Barbara, Calif.—Modification of CP which authorized new FM station, to change type of station to Class A; specify frequency as "To be assigned by FCC" type of transmitter; ERP 300 w, transmitter site and antenna system.

Modification of CP
WNLC-FM New London, Conn.—Modification of CP which authorized new FM station, to change commencement and completion dates.

WMGA-FM near Moultrie, Ga.—Modification of CP which authorized new FM station, to change commencement and completion dates.

Dublin Broadcast Co., Dublin, Ga.—Modification of CP which authorized new FM station, to change commencement and completion dates.

WJMJ-FM Lansing, Mich.—Modification of CP which authorized new FM station, to change transmitter location and to make changes in antenna system.

WTCL-FM Minneapolis—Modification of CP as modified, which authorized new FM broadcast station, to change completion date.

KSTP-FM St. Paul, Minn.—Modification of CP which authorized new FM station to change type of transmitter; ERP to 540 kw, make changes in antenna system and change commencement and completion dates.

WKAL-FM Rome, N.Y.—Modification of CP which authorized new FM station, to change type of station to Class B transmitter site, frequency to "To be assigned by FCC", type of transmitter, ERP to 55.5 kw, commencement and completion dates.

FM—92.7 mc
Serip-Howard Radio, Knoxville, Tenn.—CP for new (class B) FM station on channel 204 to increase ERP from 2 to 5 kw, make changes in antenna system.

Modifications of CP
WJDP Reading, Pa.—Modification of CP which authorized new FM station, to change transmitter site.

WSM-FM Nashville, Tenn.—Modification of CP which authorized new FM station, to change transmitter site.

KTBN Wichita Falls, Tex.—Modification of CP which authorized new FM station, to change completion date.

TV—Change Site
Gus Zaharis, South Charleston, W. Va.—CP to change transmitter site of television station WWSX.

Modification of CP
WBEN-TV Buffalo, N. Y.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates.

License Renewals
Gordon Gray, Winston-Salem, N. C.—License renewal of ST station WAKKX.

Midland Broadcast Co., area of Kansas City—License renewals of remote pickup stations KSTU KEIS KAOH.

TENDERED FOR FILING
(Continued from page 61)

AM—1440 kc
WTMN Battlecree, Va.—Modification of CP to install new transmitter, specify transmitter location and make changes in antenna system.

PlANS for putting "substantial quantities" of RCA television receivers on sale in Los Angeles early in March have been announced. Same pattern will be followed as in Detroit, Washington and St. Louis.

Campaign started with a series of dealer meetings Feb. 26 and 27 at the Ambassador Hotel, Los Angeles. These sessions, held in cooperation with Lee J. Meyberg Co., RCA Victor home instrument distributor in the area, are being followed by installation of sample receivers in the stores of franchised dealers.

The table models will be shown at the dealer meetings, at which RCA will also show dealers two console models, a direct viewing set including AM, FM and shortwave radio and a record player, and a large-screen projection set including AM, FM and shortwave. Company representatives to attend the meetings are: J. B. Elliott, vice president in charge of the Home Instrument Division; H. G. Baker, general sales manager; Dan Halpin, television receiver sales manager; J. C. Marden, promotion manager; Hal Maag, West Coast region manager of RCA Victor, is coordinating the program.

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's biggest cooperative on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale
ANOTHER NIGHT LIKE THIS (Mark)

CAPITOL: Hall Dewing
THERESAUS: Vincent Lopez
George Wright
STANDARD: Burt Adlam
WORLD: Joe Brown
MACGREGOR: Burt Adlam

BEST MAN, THE (Vanguard)

LANG: WORTH: Four Knights
STANDARD: Legendary
The Starlighters
THERESAUS: Nat Savino Trio
WORLD: Les Brown

EVERYBODY LOVES MY BABY, MY BABY (Good)

MacGREGOR: Music A Le Carlo
LANG: WORTH: Frankie Carle
STANDARD: Joe Eitchel
CAPITOL: King Sisters
ASSOCIATED: Eliot Lawrence

FOR SENTIMENTAL REASONS (Decca)

CAPITOL: Eddie Le Morne
WORLD: Charlie Spinks
STANDARD: Burt Adlam
ASSOCIATED: Vic Damone

I MIGHT HAVE BEEN A DIFFERENT STORY (Campion-Peggy)

ASSOCIATED: George Towne
CAPITOL: Gene Krupa
MACGREGOR: Burt Adlam

MACANAGUA, NICARAGUA (Bemi)

CAPITOL: Jan Garber
STANDARD: Freddie Martin
ASSOCIATED: Elroy Ladd
LANG: WORTH: Chuck Foster

MISSLOU (Colonna)

ASSOCIATED: Emory Deutsch
WORLD: Max Metz
STANDARD: Carl Rovan
THERESAUS: Xavier Cugat

MY ADOBE HACIENDA (Peer)

MacGREGOR: Sunshine Girls
STANDARD: Burt Adlam
THERESAUS: Nat Savino Trio

OPEN THE DOOR, RICHARD (Duques)

CAPITOL: Jan Garber
STANDARD: Charlie Spinks
WORLD: Burt Adlam
LANG: WORTH: Les Brown
CAPITOL: Jan Garber

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED: Elroy Lawrence
STANDARD: Bob Crosby
LANG: WORTH: Four Knights
STANDARD: Bob Crosby
WORLD: Nat Brandeveau
XEROX: Eddie Skelton
ASSOCIATED: Jerry Sews
THERESAUS: Nat Savino Trio

WHAT MORE CAN I ASK FOR? (London)

LANG: WORTH: Four Knights
STANDARD: Bob Crosby
WORLD: Nat Brandeveau
XEROX: Eddie Skelton
ASSOCIATED: Jerry Sews
THERESAUS: Nat Savino Trio

PROMOTIONAL campaign for WESC Greenville, S.C., new 5,000 w station, has been operating since early January. Promotional schedule includes ten-page letter being mailed to viewers in area, which gives recipe of new “Six-Sixty Sundae” developed by station and offered at no cost to dealers. Ingredients of sundae, approximate cost of production, and suggested selling price are included, in addition to offer by station to furnish menu inserts. Materials are silk-screened on mirrors and spot announcements are made at no cost, featuring “Six-Sixty Sundae.” Letters will be followed up with personal calls to WESC salesmen to dealers interested in serving sundae. Opening of new station is “It’s 660 In Dixie.”

Champagne BOTTLES of champagne have been distributed to radio editors in New York area stations. Ten noted continued years (Wines), co-sponsored of “The Fitzgerald’s program, Mon., through Fri., 6-4:50 p.m., on WJZ New York. Attached note, signed by J. V. Dumbra, president of the magazine, explained that “Whether or not you drink is a champagne taste... beats the Fitzgerald’s program as something to suit every taste...”

FREE DECALS FREE decals are offered to listeners by Crosby Cheese Co. on its “El Caro Noric Cheese” program over “Orndorff Ramblers” Caracas, Venezuela. Pan American Airways Co. New York, sta- tion representative, reports that more than 1,500 listeners responded to the first day’s offer. The decals are by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

WNCB Program Folder

ON SATURDAY night “elf dwellers” and rural listeners paused to listen to “Grand Ole Opry,” according to promo- tion by personnel being distributed throughout the area. The cover, replica of pine board fence, was announced by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

WNCB Program Folder

ON SATURDAY night “elf dwellers” and rural listeners paused to listen to “Grand Ole Opry,” according to promo- tion by personnel being distributed throughout the area. The cover, replica of pine board fence, was announced by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

WNCB Program Folder

ON SATURDAY night “elf dwellers” and rural listeners paused to listen to “Grand Ole Opry,” according to promo- tion by personnel being distributed throughout the area. The cover, replica of pine board fence, was announced by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

WNCB Program Folder

ON SATURDAY night “elf dwellers” and rural listeners paused to listen to “Grand Ole Opry,” according to promo- tion by personnel being distributed throughout the area. The cover, replica of pine board fence, was announced by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

WNCB Program Folder

ON SATURDAY night “elf dwellers” and rural listeners paused to listen to “Grand Ole Opry,” according to promo- tion by personnel being distributed throughout the area. The cover, replica of pine board fence, was announced by writing a call at office of local Kraft distri- butor. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.
Our editorial projects for 1947

1. Improved financing for schools.
2. Development improved water supply.
3. Support for youth recreational center.
4. Establishment of city planning commission.
5. Improved program of public health.

KFJX
Serving Public Interest in Colorado for 21 Years
Grand Junction
920 kc
1000 watts

March 3, 1947
Page 61
FCC Actions
(Continued from page 61)

Applications Cont.:  

AM – 1140 kc  
WHJR Greenville, Miss.—License to cover CP which authorized installation of a new transmitter.

AM – 1450 kc  
WHDL Allegany, N. Y.—License to cover CP which authorized installation of a new transmitter.

AM – 1260 kc  
Concord Bestg. Corp., Niagara Falls, N. Y.—CP for new standard station 1360 kc 250 w unlimited requests facilities of WWEB Buffalo, N. Y.; contingent upon WWEB being assigned 970 kc.

AM – 1320 kc  
WLOS Asheville, N. C.—Modification of CP which authorized new standard station, to mount FM antenna on top of AM tower and specify studio location.

AM – 930 kc  
T. Julian Skinner Jr., Charlotte, N. C.—CP for new standard station 930 kc 1 kw DA unlimited.

AM – 970 kc  
WIGA Ashkultula, Ohio—Modification of CP which authorized increase in power, change in hours of operation, installation of new transmitter and DA for night use, for approval of DA for day and night use and change type of transmitter.

AM – 1290 kc  
WBPF Lock Haven, Pa.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM – 720 kc  
WHWL Nanticoke, Pa.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM – 1450 kc  
Conroe Bestg. Co., Conroe, Tex.—CP for new standard station 1450 kc 100 w, unlimited.

AM – 740 kc  
Texas Star Bestg. Co., Dallas, Tex.—CP for new standard station 740 kc 10 kw DA unlimited.

AM – 870 kc  
KNNK Fort Worth, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

FM Antenna  
KGBS Marion, Tex.—Modification of CP as modified which authorized installation of a new vertical antenna with FM antenna mounted on top, for extension of completion date.


Application Returned:  

AM – Remote Station  
WFGU-Brentwood, S. C.—CP for new remote pickup station on 33.50 mc. 8 kw; emission A2. Application returned re paragraph 25 (a) and wrong frequency.

Application Dismissed:  

Transfer of Control  
WPBA Creston, Iowa—Voluntary transfer of control of licensee corpora- tion (or corporation’s assignee). Re. Rambo (36% of ownership) to A. R. Taysseer-Brown. (36% of shares of capital stock—company’s attorney at request of attorney).

Hearings Before FCC  

March 3 10 A.M.  

AM—Heartland  
Lee-Smith Co., Fairburn, Minn.—CP 920 kc 1 kw DA unlimited. Respondent: Minnesota.

March 4 10 A.M.  
AM—Further Hearing  
Crescent Broadcasting Corp., Shenan-  
doah, Pa.—CP 580 kc 5 kw unlimited. DA-2N.

情况 of KCI, Harrisburg, Pa.—CP 580 kc 5 kw unlimited. DA-2N.

WFRP Harrisburg, Pa.—Same.

WARM Scranton, Pa.—CP 580 kc 5 kw unlimited.


Renewal Hearing  
ONGO San Antonio, Tex.—License renewal; also for FM facilities. To be held before Commissioner Room 217, Federal Bldg., San Antonio.

March 5 10 A.M.  
AM—Further Hearing  

March 5 8 10 A.M.  
AM—Hearing  
KMAC San Antonio, Tex.—License renewal; also for CP 1600 kc 5 kw unlimited. Lester Lee May, San Antonio, Tex.—CP 1600 kc unlimited.

To be held before Commissioner, Room 237, Federal Bldg., San Antonio.

March 5 10 A.M.  
AM—Hearing  
Western Bestg. Assn., Modesto, Calif.—CP 710 kc 1 kw DA.

Frank Andrews, Modesto, Calif.—CP 730 kc 250 w D.

Pacific Foundation, Richmond, Calif.—CP 710 kc 250 w DA.

Intervenors: KQW ESPO.

March 6 10 A.M.  
AM—Hearing  
Oneonta Star, Oneonta, N. Y.—CP 1400 kc unlimited. Respondent: WABY.

March 6–7 10 A.M.  

To be held in Federal Court Room 234, Federal Bldg., Missoula.

March 7 10 A.M.  
Hearing and Oral Argument  

Ruthrauff and Ryan Sued BY Associated Products  

RUTHRAUFF & RYAN Advertising Co., Chicago, and its vice-  

president, Norman Phelps, were named as co-defendants in a suit for $350,000 filed Feb. 25 in U. S. Circuit Court.

Associated Products Co., Chicago, makers of Chen Yu nail polish and other cosmetics, filed the suit, charging the agency, which handled its account through 1946, had wrongly advised the firm to enter into a tie-in advertising campaign with the motion picture producers of *Duel In The Sun*.

Because the film was not released last summer, as originally planned, the company said it lost an estimated $100,000 in profits on a special new shade of nail polish called “Sun Red.”

Engineer Meet  

ENGINEERING Committee of NAB will meet in Washington March 10 at the Mayflower Hotel, with Chairman Orrin Towner, WHAS Louisville, presiding. NAB has been without a head of its en-  

gineering department since last summer when John L. Mabrook resigned to join ABC headquarters engineering staff in New York.

Combined Departments  

THE PRESS, special events, public service and agricultural departments of KPO San Francisco have been combined into one overall unit, tentatively named public service and information department. John Thompson, formerly head of special events and public service division, has been named head of the new unit. He will be responsible for press and special events sections, with Henry Schacht remaining as director of agriculture broadcasts. According to John Ellwood, KPO general manager, the move was made for further efficiency and for economy reasons. Policy may be followed by other NBC-operated stations in the Western states.

Training School  

RADIO SALES training school was conducted under auspices of Fred A. Palmer Co., Cincinnati, station management and operation consultants, Feb. 24-26 at Hotel Gibson, Cincinnati. Among the instructors were: Don Davis (below), president of WHB Kansas City, Mo., and (in upper picture) J. W. Knodel of Avery-Knodel Inc., Chicago (stand-  

ing), and Kenneth Church, executive vp of WCKY Cincinnati. Morning general sessions were devoted to two 45-minute lectures by in-  

structors, followed by 45-minute in-  

structor sales demonstrations. Each afternoon the group attending the school divided into six small clinics  

for demonstrations of selling on assigned subjects. Each man attend-  

ing was required to put on at least one sales demonstration, with a pe-  

riod of instructor and class criticism and discussion following.
Knight

(Continued from page 18)

building and be connected with the WQAM-FM transmitter by a special telephone company toll line. This line must be equalized from 7 to 13 kc within a plus or minus 1 DB.

One receiver for monitoring purposes will be retained in the facsimile department along with another scanner. At first it is planned to place a limited number of receivers throughout the Miami area for demonstrations. Our plans for distribution of the special receivers are still in the formative stage.

Expect Advertising

At this time the FCC does not permit publication of advertising in facsimile editions, but we see no reason why this should deter our development work.

Facsimile presents a new challenge to newspaper publishers. It is a challenge that we are glad to accept. It is our aim to explore new techniques that will keep us in the forefront of the rapid strides being made in electronic development.

WTVR Given 82-88 mc

WTVR RICHMOND, the television outlet of Havens & Martin, licensee of AM station WMBG and holder of a construction permit for a new metropolitan FM station, last week was granted modification of CP to change frequency from channel 3 to channel 6, 82-88 mc. WTVR also was given an extension of its commencement and completion dates.

Tulsa U. FM Outlet

U. OF TULSA'S FM station, KWOS, constructed through the generosity of W. C. Skelly, Oklahoma oil man and owner of KV00 Tulsa, went on the air last Wednesday. Mr. Skelly's initials serve as basis for the call letters. University plans to use the station in its comprehensive 4-year radio course. Engineers from KV00 set up the station and served as advisers in construction of the studios, which are of polycylindrical design.

WBBB FM on Air

WBBB Burlington, N. C., AM outlet of Alamance Broadcasting Co. whose FM affiliate has been operating on 101.3 mc with 1 kw last October, expects to increase its FM operation to full 34 kw effective radiated power sometime in July. WBBB in BROADCASTING Feb. 24 was incorrectly listed as recipient of a Burlington conditional FM class A grant for 104.3 mc, 1 kw power. Recipient of that grant is Burlington-Graham Broadcasting Co., holder of construction permit for WFNS that city, new 1 kw daytime outlet on 1150 kc. WBBB is licensed for 1 kw daytime on 820 kc.

U. S. ARMY RECRUITING PLANS SPOT CAMPAIGN

U. S. ARMY Recruiting through N. W. Ayer & Son, New York, will start a spot campaign on March 17 for two weeks on approximately 850 stations. Some stations have refused to take the Army Recruiting announcements on a paid basis but are using the series of 13 spots as a public service feature. The figures on how many stations are carrying the campaign as a public service have not been compiled, according to an N. W. Ayer executive.

It was known that WWRL New York was one of the stations that rejected the commercial announcements but would use them as a public service feature. Edith Dick, station manager, said that "government announcements such as the proposed Army Recruiting announcements...are, we feel, of a public service nature and WWRL will continue, as in the past, to broadcast such announcements without cost as a public service."

Seidel Named

VIOLA WEINBERGER Co., New York, manufacturer of women's gloves, has appointed Seidel Adv. Agency, New York, to handle its advertising. Lanagane's, New York, manufacturers of decorative textiles, has also appointed the agency to service its advertising campaign.

Video Inauguration

INAUGURATION of Uruguay's president-elect, Tomas Berreta, March 1 was filmed by WCBS-TV New York, CBS television station. Films of the ceremony will be televised in the U. S. early in March.

NEW YORK, N. Y., M. C. A. Series

THE NATIONAL Council of Y.M.C.A.'s has issued a new series of six electrical transcriptions entitled "Broadened Horizons" to 600 of its local affiliates in the U. S. and Canada. The programs include dramatizations depicting the needs of youth in war-torn countries. Scripts were written by Irve Tuchin, Morton Friedman and Max Erlach.

Video Shows Dropped

STANDARD BRANDS Inc, New York, is discontinuing after this week's broadcasts its two video programs on WNET New York—The Hour Glass, which since May 9, 1946 has been on at 8-9 p. m. Thursdays, and Dancing on Air, which recently replaced Face to Face in the 8-11:15 Sunday evening spot which Standard Brands has sponsored since June 9, 1946. Agency is J. Walter Thompson Co., New York.

BROADCASTING • Telecasting
Duopoly
(Continued from page 17)

Costs are so much higher proportionately to aural broadcasting." He asked that the television duopoly rule make a distinction between black-and-white and color operations, similar to the distinction between FM and AM.

Duke M. Patrick, appearing for Crosley Broadcasting Corp., said Mr. Sutton's reference to changing standards and the need for flexibility applied to television even more than to FM. The overlap of Crosley's television grants for Cincinnati and Columbus with its application for Dayton, he said, is "nominal."

Cities Need for Boosters
Horace L. Lohnes, speaking for the McClatchy stations in California, which have conditional FM grants for Bakersfield and Sacramento and are applying for Stockton and Modesto, said some overlap arises there because the only suitable site for an FM transmitter to serve one city is such that a one-millivolt signal is received in another. He also argued that the need for boosters in FM and television should not be overlooked, and noted that in many instances two relatively low-powered stations may be involved in duopoly while a single high-powered station is permitted to cover the service areas of both, and more.

Percy H. Russell Jr., representing Liberty Broadcasting Co., an FM applicant for Pittsburgh, and WTIC-FM Hartford, applicant for Bridgeport, referred to the variety of factors involved in overlap cases and expressed belief that no "simple rule" could be found. Each case, he said, should be determined on its own merits.

James A. McKenna Jr. said Copley Press, which has a Class B grant for Aurora and is applying for Class B at Elgin and Joliet, Ill., would ask that the grant and the applications be changed to specify Class A stations. Similarly, he said, Southern California Associated Newspapers will withdraw its Alhambra FM application and change its Glendale application from Class B to Class A, with plans for auxiliary studios at Alhambra. San Pedro Printing & Publishing Co., controlled by Southern California Associated Newspapers, will amend its San Pedro application to request Class A operation, he asserted.

He suggested that no duopoly question be raised in FM if the commonly owned stations' 1,000 microvolt contours do not overlap.

Mr. Segal spoke for WADC Akron, which lost a proposed decision for 50-kw operation on 1220 kc to WQAR Cleveland despite a substantial overlap which would exist between WQAR and its sister station, WJR Detroit. He argued that the question does not involve such factors as joint rates and separate markets, but that the "evil" is in allowing one interest to control two channels, out of a limited number, to reach a potential audience.

He said he was "not wedded to the 30% figure" for maximum permissible common ownership of overlapping stations and that perhaps FCC could arrive at a better one. Asked how he decided upon 30%, he said the figure is "more than a quarter and less than a third."

In response to another question he said that, although he had not considered it, an aspect of duopoly, he thought the 30% rule "might well work" even if the stations were located in the same city.

Louis G. Caldwell, attorney for WQAR in the long WQAR-WADC fight for 1220 kc, replied that no set rule should or could be devised to give proper consideration to all factors involved, and that there are ways "bound to be twilight areas."


High C's must run in the Nimitz family. Freshkies hits them, while his master, Adm. Chester W., rides them in his battle wagons. With Mrs. Nimitz accompanying him, and Dale Morgan, WOL Washington special events director as voice coach, Freshkies sang Feb. 13 on the Ray Henle 12 noon show, and the Arthur Hale 7:30 p.m. show, both on Mutual.

NLRB Orders Election at GE San Jose Plant
ELECTION to determine whether employees of the General Electric Co. manufacturing plant at San Jose, Calif., wish to be represented by United Electrical, Radio and Machine Workers (CIO) has been ordered by the National Labor Relations Board. Order was issued last Monday, and the election is to be held within 30 days from that date.

Participating will be all production and maintenance employees at the San Jose plant, including warehouse employees, but excluding office clerical employees, technical employees and all supervisory employees.

Following a hearing held at San Francisco on Dec. 19, 1946, before Robert Tillman, hearing officer, the NLRB issued a finding to the effect that General Electric had refused to recognize the UERMA as exclusive bargaining representative of the San Jose plant employees. NLRB said that General Electric's contention that the plant personnel was being increased and the group presently employed should not be permitted to select a bargaining agent for the larger group which will exist in June, 1947, was without merit.

FM Stations Linked
TWO previously independent northwestern Ohio FM stations—WFOB Fostoria and WFOO Fremont—now are linked in what may be the nucleus of an Ohio FM network, it was announced last week. WFOB is owned and operated by Lawrence Harry, WFOO by the Robert F. Wolfe Co. The stations are exchanging local talent programs and public service features.

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

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

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

TIDE
The News Magazine of Advertising, Marketing and Public Relations

232 Madison Avenue, New York 16, N. Y.
**Upcoming**

March 1: NAB News Subcommittee, Program Executive Committee, New York.
March 5: NAB Special AFRA Committee, Hotel Statler, Washington.
March 7: FCC Hearing, re: amendments to standards of good engineering practice; concern—Time and place to be announced.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.
April 1-2: NAB Program Managers Executive Committee, New York (tentative).
April 14-15: NAB Area G Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.
April 28-29: NAB Area B Meeting (District 1, 7), Roosevelt, Kansas City.
May 3-6: NAB District 2 Meeting, Waldorf-Astoria, New York.

*WOKO Makes New License Move*

Plan to Effect Transfer In Control of Outlet Given to FCC

**FIRST PHASE** of its previously announced proposal to reorganize was effected last week by WOKO of Albany, N. Y., in filing with FCC an application for acquisition of control of WOKO Inc. by Raymond M. Curtis through surrender of voting stock held by Harold E. Smith, general manager, in exchange for non-voting stock. Purpose of the plan [Broadcasting, Jan. 20] is to place the station in position to request a regular license, now that the Supreme Court has upheld the Commission's denial of the WOKO license renewal plea.

Last week the Commission granted WOKO its second special temporary authority for continued operation since the SCOTUS decision. It is effective until April 1. Commissioner Durr voted against extension.

The high court's decision reversed an earlier one handed down by the District Court of Appeals and sustained the FCC's no-renewal stand taken in view of the 12-year hidden ownership of a quarter interest by Sam Pickard, ex-Radio Commissioner and onetime CBS vice president, and his aid in that act by Mr. Smith.

Taking from position of voice in corporate affairs those whose actions composed the basis for the FCC proceedings, the reorganization was outlined in the January petition to the Commission to amend its pending license renewal application and to grant it as a "second chance."

The transfer application states that Mr. Smith exchanged his 255 shares of common stock (33.55%) for an equal number of shares of non-voting stock. This reduces the 760 shares of common now outstanding to 505, thus placing Mr. Curtis in control since he continues to hold 255 shares. The Press Co., publisher of the Albany Knickerbocker News, holds the other 250 shares.

On Jan. 9 Mr. Pickard sold his 240 shares to WOKO Inc. for $108,000. This transaction was reported to FCC on a separate form.

Because of his competence in day-to-day operations, Mr. Smith would continue as general manager of WOKO, the applicant states. That WOKO has rendered valuable community service was brought out in the hearings and court proceedings—being a factor in the Court of Appeals reversal of the FCC decree—the petition indicated. Mr. Smith, however, is no longer office or director of the corporation. Newly elected secretary is Samuel Jacobs, assistant corporation counsel in the law department of the City of Albany. WOKO president and treasurer is Mr. Curtis, also an attorney. Vice president is Deuel Richardson.

Second phase of the effort to place WOKO in position to seek renewal of its license is in preparation by Dempsey & Koplovitz, Washington legal counsel. This will be an application for severance of ownership affiliation with WABY, in accordance with the Commission's duopoly ban. Messrs. Smith and Curtis, as well as the Press Co., are stockholders in Adirondack Broadcasting Co., WABY through its acquisition of the WOKO transfer application, Messrs. Smith and Curtis will exchange their WABY stock with Press Co. for that which the latter holds in WOKO. In addition each would pay Press Co. $5,000.

The WABY stock is held as follows: Mr. Smith and Mr. Curtis, each 12.5 shares; Press Co., 36 shares. The 125 shares in WOKO which Mr. Smith receives in exchange also will be turned in for non-voting stock, the WOKO transfer request stated. WABY is operating on temporary license extension until April 1, pending solution of the Albany duopoly situation.

At the time of filing the January reorganization petition, WABY also requested increase of power from 1 kw day and 500 w night to 5 kw on 1460 kc. WABY is assigned 250 w on 1400 kc. There is pending an application of Van Curler Broad- casting Co., for 5 kw on WOKO's frequency should the latter be deleted.

**Free Speech**

(Continued from page 15)

the objective of the report. Labelled 'Procedural definitions,' and 'tentative definitions' this part of the report, while not promulgated as a rule or regulation, has been invoked by the Commission as a basis. The only point made was "If such a job needed to be done it should have been done by broadcasters and not by Government agencies."

Judge Miller indicated resentment at statements published elsewhere imputing to him as NAB management officials a weakened Blue Book stand or approval of the FCC's report. He said the only statement he ever had made was that "There have been so many interpretations of this decision was this: "If such a job needed to be done it should have been done by broadcasters and not by Government agencies."

KCKN Promotion Piece

"Promotion" piece issued by KCKN Kansas City stresses fact that station caters to city listeners. Action shot of beautiful placemat and banana buyers to "Aim Your Selling Shots Where They Will Count," appears on front cover.
Congress-FCC
(Continued from page 18)

Denny has demonstrated he is willing to give," he concluded, "an investigation is not necessary, but there should be continued inquiry."

Chairman Wolverton has not decided whether he will establish a separate radio sub-committee. He told Broadcasting that if time permits he would prefer to have the full committee sit on all hearings, "since ten of the committee members are new to the group and should have the chance to become acquainted with everything that is going on."

It was felt, however, that once the Interstate Committee's organization is well established there will be a move to set up sub-committees for special inquiries. Chairman Wolverton has already referred to Rep. Harris Ellsworth (R-Ore.) as the committee's "radio expert." Mr. Ellsworth owns KRNR Roseburg, Ore., and opposes what he terms the FCC's "drift" away from the intent of the Communications Act.

Satisfied With FCC

He told Broadcasting that the committee had been "very well satisfied with its introduction to the FCC although that doesn't mean we always agreed with them."

There has been considerable pressure from both parties in the House for a special investigation of the FCC. Rep. Clarence Brown (R-Ohio) introduced a bill last month to set up a five-man commission to investigate all activities of Government agencies, including the FCC [Broadcasting, Jan. 13]. On the minority side, Rep. Eugene Cox (D-Ga.) told Broadcasting "there should be an investigation of the FCC" but chances for Congress approval of a select committee for its purpose are slim as long as the legislative calendar is so crowded.

Rep. Cox headed a select committee investigating the FCC in 1943 and 1944. His objections to the Commission are based primarily on disapproval of its personnel and the influence he feels former Chairman Justin F. Fly still exercises in Washington. A bitter feud between Chairman Fly and Mr. Cox had the effect of putting the select committee's investigation on a personal basis. Mr. Cox finally resigned from the committee on the urging of his friends, but has continued a keen interest in Commission activities.

The FCC is slated for one close examination in mid-March when the Independent Offices subcommittee opens hearings on Commission past spending and money requests for fiscal 1948 [Broadcasting, Feb. 17].

Appearing before the committee with Mr. Denny were: Commissioners Paul A. Walker, Ray C. Wakefield, C. J. Durr, E. K. Jett, Rosel H. Hyde; Chief Engineer George R. Adair; Assistant Engineers William R. Simpson; Asst. Chief Engineer (Chief, Broadcast Division) John A. Willoughby; Asst. Chief

THROUGH ITS general manager, A. E. Joselyn (center), WCCO, CBS-owned Minneapolis-St. Paul station, has offered its facilities to Minnesota's senators and representatives to report back to their constituents. Plans call for a weekly round table by the legislators to be transmitted at the Capitol in Washington for broadcast over WCCO. Teletype facilities from CBS Washington news bureau to WCCO will be utilized as part of news service for expression of legislative opinion on WCCO news shows. With Mr. Joselyn are (l to r): Eric Sevareid, chief, CBS Washington news bureau; Sen. Edward J. Thye (R-Minn.); Congressman W. H. Judd (R-Minn.); Congressman George MacKinnon (R-Minn.).

Lighter, Livelier Format for Broadcasts To Russia in Effect With New Frequency

NEW FORMAT to "liven and lighten" Russian language edition of Voice of America, and a new frequency to help overcome atmospheric interference went into effect Thursday as a result of the State Dept.'s experience over 10 days of broadcasting through the "iron curtain."

Assistant Secretary of State Ben- ton told a news conference last Wednesday that the Department will welcome any and all suggestions which will make the Voice of America more effective in Russia.

The importance which the State Dept. is placing upon the Russian language programs was revealed by a constant stream of cables between U. S. Ambassador to Russia Liet. Gen. W. Bedell Smith and Washington. On the basis of these cables the program has been altered considerably from the first aired on Feb. 17 [Broadcasting, Feb. 17].

General Smith not only suggested more news and less history, but wider use of "anything but the more esoteric forms of jazz."

Mr. Benton said that although Russia has refused to post any notice of the American broadcasts there has been no attempt to in any way interfere with the program. He revealed that there are 13 countries besides the United States broadcasting to the USSR, including Great Britain, Ecuador, Chile and Yugoslavia.

Meanwhile, the Russians are beaming English language programs to reach American sets 27 hours, 20 minutes a week and one hour, 46 minutes weekly in Yiddish.

Power Boost for KFDM

A GRANT TO KFDM Beaumont, Tex., to increase power from 1 to 5 kw on 560 kc was announced by FCC last Tuesday. The authorization was issued Feb. 22 upon a grant of supplemental petitions filed by KFDM asking the Commission to reconsider its action designating the application for a grant.

Beaven Resigns

WITH resignation of Herb R. Beaven, partner of Davis & Beaven Adv., Los Angeles, agency, has changed name to Davis & Co. Offices continue at 523 W. Sixth St., according to Robert J. Davis, who simultaneously announced expansion and adding of three new firm partners. They are Joseph Sill Jr., radio and copy director; Ray Tibbitts, art director, and Elliott V. Bogert, account executive. Mr. Beaven has joined Ray Gage, who recently acquired Clarence B. Juneau Agencies and changed name to C. B. Juneau Inc., with new offices at 2412 W. Seventh St.
17 Final CPs, 3 Conditional Grants for FM Issued by FCC

SWELLING its roster of FM authorizations, FCC last week added three more grants to its list of conditional permits and issued 17 final construction permits. Of the latter, eight covered new facilities in lieu of previous authorizations. The Commission also approved three requests to withdraw FM applications and another, that of Lucian E. Kinn, to cancel a CP for a Class B station in Post Falls, Idaho. Frequency of KRFM Fresno, Calif., was also changed to channel 252.

KROW, Oakland, Calif., application for a Class B station was removed from the docket and granted conditionally, subject to further review and approval of engineering details.

Southern Broadcasters, Richmond, Va., owned by a Washington trio, likewise was given a conditional Class B grant. President is Richard R. Hutcheson, operator of Washington Speech Academy. York L. Wilson, Jr., is secretary, and William H. Brawley, on American U. faculty, is vice president. Owners will retain Washington residence but employ manager to operate station.

KGXB Springfield, Mo., was third conditional grante, also for Class B facilities.

Of those receiving final CPs all are identified with AM operations except three: Berkshire Broadcasting Corp., Danbury, Conn.; Advertisers Press Inc., Flint, Mich., and Champlain Valley Broadcasting Co., Albany, N. Y. Berkshire and Champlain, however, are AM applicants. Advertisers Press publishes the Flint News-Advertiser, Tuesday-Friday paper.

CP Authorizations

The following were authorized CPs, conditions. Power given is effective radiated power; antenna height is that above average terrain. AM affiliations are given in parentheses while FM call precedes name of permittee. Grants are:

The Berkshire Broadcasting Co., Danbury, Conn.—Class A; 106.3 mc (No. 238); 220 w; 350 feet.

South Shore Broadcasting Corp. (WGBB), Hammond, Ind.—Class B; 92.1 mc (No. 271); 30 kw; 385 feet. 

Advertisers Press Inc., Flint, Mich.—Class A; 104.3 mc (No. 265); 220 w; 220 feet.

Champlain Valley Broadcasting Corp., Albany, N. Y.—Class B; 94.9 mc (No. 233); 2.7 kw; 165 feet.

John W. Haigis (WHAI), Greenfield, Mass.—Class C; 907 mc (No. 250); 1,000 w; minus 465 feet.

Allentown Broadcasting Co. (WKAP), Allentown, Pa.—Class B; 95.9 mc (No. 238); 7 kw; 715 feet.

WWNY-FM, The Brooklyn Co. (WWNY), Watertown, N. Y.—Class B; 100.8 mc (No. 235); 1,700 kw; minus 96 feet (in lieu of previous conditions).

WMBF, Media Broadcasting Service (WFAM), Pottsville, Pa.—Class B; 96.3 mc (No. 252); 1,000 kw; 78 feet (in lieu of previous conditions).

WAIJ-FM, WAIJ, Morgantown, W. Va.—Class A; 104.3 mc (No. 282); 1 kw; 2 feet. (In lieu of previous conditions).

WMUS-FM, Greater Muskegon Broadcasters (WMUS), Muskegon, Mich.—Class B; 95.1 mc (No. 260); 9 kw; 280 feet. (In lieu of previous conditions).

WFAG-FM, WTAG, Worcester, Mass.—Class B; 102.7 mc (No. 260); 1 kw; 2 feet. (In lieu of previous conditions).

WJFG-FM, Seashore Broadcast Corporation (WWGB), Philadelphia—Class B; 96 mc (No. 267); 17 kw; 580 feet. (In lieu of previous conditions).

WGAB, The Van Wyck Network (WABJ), Worcester, Mass.—Class B; 103.1 mc (No. 278); 6.5 kw; 700 feet. 

The Florida Electric Network (WMTW), Portland, Me.—Class B; 98.1 mc (No. 251); 23 kw; 3,800 feet.

WWFB-FM, Clark Assoc (WWNP), Binghamton, N. Y.—Class B; 96.3 mc (No. 243); 12 kw; 590 feet.

Applications Withdrawn

Dunkirk Printing co., Dunkirk, N. Y., was permitted to withdraw its application for conditional grant of Class A station. The same was accorded Amalgamated Broadcasting System, Rochester, N. Y., and Berks Broadcasting Co., Reading, Pa., for class B stations. Latter operates WEIU Reading and was recently purchased by Hawley Broadcasting Co., owned by Eagle and Times publishers. [BROADCASTING, Nov. 4, 1946]. The conditional CP has been included in the sales transaction.

The deletion of channel 272 in Fresno, Calif., for KFMR and granting in its stead channel 292 (98.3 mc) follows policy announced previous week by the Commission with respect to shuffling of certain tentative allocations in that state to permit added available facilities [BROADCASTING, Feb. 24].

FTC is Asked to Probe Charges of Fulton Lewis

THE FEDERAL TRADE Commission has been asked to investigate statements made by Fulton Lewis Jr., commentator, on his MBS program in connection with cooperative business organizations. A petition was filed with the Commission last Wednesday by John Carson, director of the Washington office of The Cooperative League, USA, and of National Cooperatives Inc., requesting an investigation of Mr. Lewis’ statements, which Mr. Carson charged were designed to defame, injure and perhaps destroy “honorable cooperative business organizations.”

Mr. Carson declared there is a national-wide conspiracy to inspire fear, hate and prejudice against cooperative organizations. He pointed out that FTC was established to compel fair business practices which would serve the common good, that the Commission has condemned business organizations and their agents who defamed competitors’ products, and that the Commission has been “justly severe in its condemnation of business men and their agents who use false statements to defame and injure and destroy honorable competitors.”

ABC Station Planning Group Elects Clipp

ROGER W. CLIPP, general manager of WFLl Philadelphia, last week was elected chairman of the ABC Stations Planning and Advisory Committee at the quarterly meeting of the committee at ABC headquarters in New York City.

Three new members attended the committee meeting: Fred Weber, WDSU New Orleans; Frank C. Carman, KUTA Salt Lake, and Robert R. Feigin, WPDB Jacksonville, Fla. Other committee members were J. P. Williams, WING Dayton; E. K. Hartenbeger, KCNO Kansas City, Mo.; Harold Hough, KGG in Portland, Ore., and Ernest Lee Jahncke, manager of the station relations department, Eastern Division.

KTRB Wins Renewal

LICENSE renewal was granted by FCC last week to KTRB Modesto, Calif., for the period ending Nov. 1, 1949. At the same time the Commission extended the license of KOMA Oklahoma City on temporary basis for a period of 60 days. Commission also extended the licenses of the following stations on temporary basis until May 1: KFI (and auxiliary) Los Angeles; WJAG Norfolk, Neb.; WSOO Sault Ste. Marie, Mich.; KFJZ (and auxiliary) Portales, N. M.; KOB Albuquerque, N. M.; WAIT Chicago.

Transfer Granted

DISSOLUTION of its subsidiary firm, Metropolitan Television Inc., licensee of WABF (FM) and W2XMT (experimental television) in New York, was announced by John H. Leachman Broadcast Co., last week by FCC in authorizing transfer of control of those stations to the parent firm headed by Ira A. Hirschman. The former New York department store executive, who had long been active in radio as vice president and director of station relations of WABF and W2XMT, acquired the two stations from Abraham & Strauss and Bloomingdale Bros., department store firms, for $106.000 [BROADCASTING, Aug. 12, 1949]. FCC last week also transferred control of station W2XMT, by Hirschman Broadcast Co. to Metropolitan Broadcasting and Television Inc.

March 3, 1947 • Page 67
neighor Station Interference Slight

30-kc Separation Seems Adequate in First Experiments

EARLY REPORTS from the first tests of stations operating on only 30-kc separation in the "same city" indicate virtually no mutual interference and only occasional complaints from listeners.

This was the report received by BROADCASTING late last week from the Philadelphia - Camden area, where, FCC revealed, stations just 30-kc apart have been operating simultaneously since Feb. 5.

The tests are being conducted on Commission authority in preparation for the March 7 hearing on proposed AM standards relating to channel separation [BROADCASTING, Feb. 10]. Additional tests of 30-kc separation also were started in Washington, D. C., last week.

FCC Silent

Until the tests are nearer completion—they are due to run "at least until March 9," FCC said—Commission authorities were reluctant to discuss the findings thus far made. As yet, they said, there has been no detailed canvassing of the reports.

But spokesmen for WHAT and WTEL Philadelphia and WCAM Camden, which are conducting the 30-kc tests in that area, told BROADCASTING that the results thus far have been generally good. Officials of one station said they had received "no complaints whatsoever" from listeners, either in mail returns or in a special survey conducted by the station.

At one of the three stations, however, it was felt that the WHAT-WTEL experiment is not a wholly "fair" test. Officials there conceded that the results thus far had been "in general all right," but believed that the showings would be more useful if WCAM operated with a vertical antenna.

WHAT and WTEL, which share time on 1340 kc, normally do not operate when WCAM, a share-time station on 1310 kc, is in operation. To make the test, FCC gave them experimental authorization to continue their share-time arrangement during WCAM's broadcast time.

WHAT operates with 100 w power, WTEL with 250 w, and WCAM with 500 w. The WCAM transmitter is about six miles from WHAT's and an estimated seven to eight miles from WTEL's.

Neighbors Undisturbed

At one station officials reported that listeners living only a short distance from the WCM transmitter had reported reception of WHAT and WTEL transmissions on 1340 kc "with no interference," and that others in the vicinity of the WHAT or WTEL transmitters similarly reported no interference in picking up WCAM on 1310 kc.

At the station where the test was not considered a completely fair one, authorities said reports received from listeners "remote" from the 250-millivolt contour lines of the two stations indicated simultaneous broadcasts "are working fine," but that there have been few reports on reception at or near the 250-millivolt lines.

Whereas present Commission practice is against assignment of stations on less than 40-kc separation in the same city, a number of industry engineers requested that the Standards be changed to permit "same-city" operation on 30-kc separation if the stations' 250-millivolt contours do not overlap (BROADCASTING, Feb. 3).

In its announcement that tests are being conducted, FCC said there is "still some question in the mind of the Commission and some difference of opinion among engineers" regarding the question.

"There are problems separate from the ability of a receiver to discriminate between signals of two stations 30 kc apart which may involve interference when such two stations are in proximity to each other," FCC asserted.

The Washington experiment, started last Tuesday, was made through cooperation of WBCC Bethesda, Md., the Collins Radio Co. of Cedar Rapids, and Richard Eaton, president of WOOK Silver Spring, Md. In addition to its regular operation on 1120 kc, WBCC is temporarily operating a 1-kw transmitter on 1420 kc, three channels removed from 260-what WWDC Washington (1450 kc). WBCC's transmitter and WWDC's booster are about three to four miles apart.

It was understood that the early reports from this test included "some complaints," but officials declined to make any prediction of the outcome until the experiment is nearer completion.

FCC asked listeners to cooperate by submitting comments on reception of the two transmissions.

To Increase Power

CJOC Lethbridge, Alta., has received its new 5-kw Canadian Marconi transmitter. Bob Reag, chief engineer, expects station to be on the air with increased power soon.

New Studios

TWO new audio studios constructed by NBC Hollywood will be put into operation this month, according to Letters S. Frost, assistant to network's western division vice president. Costing approximately $400,000, one will be available March 15 and second complete March 31, with acquisition of seats. Meanwhile latter studio will be available for rehearsals.
Close Sues Cowles, Warner for Libel

Asks for $200,000 Damages From WOL Broadcast

COWLES Broadcasting Co. and Albert L. Warner, news chief of Cowles' Washington station, WOL, last Thursday in a libel suit brought against them.

Deputy U.S. Marshal Oscar Streine (I) serves subpoena to Col. Warner by Upton Close, former Mutual commentator. Mr. Close is asking $200,000 damages for "libelous publication of a broadcast concerning the plaintiff given by Col. Warner March 6, 1946, and later printed in the Congressional Record and in numerous publications. Col. Warner's broadcast originated from WOL, a Mutual outlet.

The complaint prints the full text of the broadcast, in which Col. Warner analyzed Mr. Close's political leanings. He said that "He attacks not only our own Government, but Great Britain, Russia and France." After expanding that subject, citing specific instances of Mr. Close's alleged fascist beliefs, Col. Warner concluded his broadcast with: "Where you find greed, selfishness, and stupidity there you will find Upton Close ..."

"The broadcast was inserted in the Congressional Record on March 8, 1946, on request of Sen. Claude Pepper (D-Fla.) who finished his description of Col. Warner and the broadcast with "... which I think under the circumstances exhibits remarkable restraint on the part of Mr. Warner."

According to the complaint, the

Radio-Press Agreement Assures Voice Broadcasts on Truman Caribbean Trip

AMICABLE SETTLEMENT of a dispute between press association and radio newsmen covering the White House was reported last Thursday with the establishment of voice broadcasts from craft in ocean-going presidential parties.

The dispute developed a fortnight ago in connection with plans for the President's trip to Caribbean waters next week. Newsmen covering the White House had protested voice transmission to Presidential School. Secretary Ross, presumably on the ground this speedier mode of direct transmission would place them at a disadvantage on news coverage. Press associations customarily use radiotelegraph via code or teletype-writer.

For about ten days after the incident developed, it appeared that no voice transmission would be provided aboard the seaplane tender Greenoch Bay which will escort the presidential yacht Williamsburg. The Navy initially held that it would not supply voice transmission and Secretary Ross was reported as being in no position to override the Navy.

Tests of one of the two TBI-type transmitters aboard the Greenoch Bay developed that a 50-w voice signal could be emitted and that with transmission conditions in the Caribbean at Charles peak at this season, it was felt the voice transmission could be re-transmitted as quoted in many newspapers, magazines, and pamphlets. "By reason of such publications," says the complaint, "plaintiff has been greatly injured and damaged in his professional reputation, and has been brought into public odium and contempt." Complaint alleges the broadcast caused several of Mr. Close's lectures and radio programs to be cancelled, in addition to having his text-books rejected in schools.


In the BUYING Ark-La-Tex

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

ABC NETWORK

TAR HEEL BROADCASTING SYSTEM

Washington, North Carolina

National Radio Representatives

FOR JOE & CO.

New York - Chicago - Los Angeles

March 3, 1947 - Page 69
Further Hearings for Two Charleston Stations
Set for April 2

THE RECORDS in the long-pending cases involving renewal of license and transfer of control of WGKV Charleston, W. Va., and license renewal of WCHS, also at Charleston, were ordered by FCC last week to be reopened for further hearings on April 2.

The action was based on an affidavit filed by Worth H. Kramer, former controlling stockholder of WGKV, who asserted that the facts relating to his part interest in and part in the operation of the station "differ substantially from those reflected in the record" of the WGKV proceeding, FCC reported. Mr. Kramer said he was in the Navy and unaware of the hearing at the time it was held.

The WCHS renewal case, now being reopened for the second time, has not been consolidated with the WGKV proceedings. The original issues for both renewal hearings, however, specified "hidden ownership" questions, and the Commission in reopening the records stipulated that the further hearings involving both stations be held on the same date.

During hearings of the House Select Committee to Investigate the

49.5% of all Iowa radio families “LISTEN MOST” to

WHO
(during daytime)
11.4% to Station B!

50,000 Watts
DES MOINES

Free & Peters, Inc. Representatives

Radio Reflects U. S. Truly, Hudson Says

AMERICAN RADIO is a true reflection of its average listener's personality, according to Robert Hudson, CBS director of education.

Speaking before a large group of educators on Friday at the "Radio in Education" conference of the Missouri State Teachers Assn. Mr. Hudson stated, "If we examine American radio critically, we find it part and parcel of the society in which we live. It has a technical slickness about it, it is highly commercial, it is restless and in a hurry, it is willing to experiment and to try something new."

In line with this, he pointed out that the BBC, "whatever you may think of it, is inexorably British, and it will change only in step with fundamental changes in the British character." Admitting that "American radio is loud, occasionally vulgar, and often serious," he maintained, nevertheless, "that it is still a fair reflection of America."

Commenting on audience participation, Mr. Hudson told the conference that "the true audience, show, in his opinion, "is not the one where questions are put to people in the studio, rather it is the program which challenges the attention of the listener and compels him to relate this experience to past experiences and to re-examine and perhaps to reformulate previously held opinions, conclusions or attitudes."

Record Entry List

OHIO STATE U. credited broadcasters concern with FCC Blue Book report and return of manpower and materials for record number of 500 local and regional station entries in public service awards competition at the 11th annual Institute for Education by Radio May 2-5 in Columbus. Deadline was Feb. 1 and previous show was at last year's institute. With 175 network entries, total list will be 675, according to Dr. Harrison B. Summers, acting director of the conference.

Experimental Grant

CONSENT was granted by FCC last week to the Virginia Department of Highways to operate an experimental class 2 portable station in the vicinity of Richmond in connection with the development and testing of speed meters. The application proposes to gather data relative to the speed of vehicles on various highways in order to formulate control regulations and techniques for sign placement, signal operation, parking and design. The construction permit issued calls for 2670 and 2456 mc with 0.2 w on temporary basis only. FCC has not determined whether this type of operation be required on a regular basis or that frequencies can be made available on a regular basis.

WHB The Voice of Kansas in Topeka

BROADCASTING • Telecasting

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed their needs for 20 years. And it's why they buy WBW-advertised goods.
New Atlanta Outlet
On Air at 1340 Kc
WBGE Operates 24 Hours Daily;
Official Opening Today

WBGE (1340 kc, 250 w) went on the air on a 24-hours-a-day basis at Atlanta last Saturday at 6 a.m., and the station's official opening and dedication is scheduled for today (Monday). Today's special events will include a buffet breakfast from 8-9 a.m. and a dinner party from 7-9 p.m. in the ballroom of the Georgian Terrace Hotel, Maurice C. Coleman, WBGE's general manager, announces.

WBGE studios are located in the Georgian Terrace, and the transmitter is at West Peachtree and Pine Sts., Atlanta. Station has a mobile truck fully equipped to handle remote broadcasts.

General Broadcasting Co. is licensee of WBGE, which is locally owned and operated. Mike Benton is president of the firm.

Jimmy Kirby, popular with Atlanta radio audiences, has returned to the air and is serving as WBGE's program director. Channing Cope, columnlist, is conducting a daily program as farm editor. Jeanne McCord, known as "The Story Lady," is presenting a daily show designed for children under ten years old. The station also features a midnight to 6 a.m. "milkman's matinee" conducted by Larry Mellert.

WBGE is presenting news broadcasts every hour on the hour, with Ralph Ellis as newscaster. News is gathered by the WBGE staff, and the AP wire service also is used. Station has made plans to broadcast all games of the Atlanta Crackers baseball team during the 1947 season. Ernie Harwell will handle these broadcasts. Another sportscaster featured over WBGE is Les Hendrickson. Other WBGE personalities include Gordon Gill, who handles the "Alarm Clock Club" each morning, Ed Link, Army veteran, and Jack Dromey, ex-Navy pilot.

RCA's 1946 Net $10,983,053; NBC is .3% Off Figure for 1945

NET EARNINGS of RCA in 1946 amounted to $10,983,053, according to the company's annual report issued last Thursday by Brig. Gen. David Sarroff, president. This was equivalent to 56.4 cents a share of common stock. The earnings in 1945 were $11,317,068 or 58.6 cents a share after payments of preferred dividends were deducted.

Total gross income from all sources amounted to $236,968,770, representing a decrease of 15.2% from 1945 income of $279,503,615. In 1945 the corporation was still engaged in filling substantial government orders.

Included in the RCA totals were an NBC contribution of $61,067,034. Since NBC makes public no financial statement of its own, these figures are considered to be at least a reflection of the network's income. In 1945, $61,270,570 was reported for NBC, representing a decrease this year of $203,536 or .3%.

RCA personnel numbered 39,361 as of Dec. 31, 1946. This represented an increase of 6,376 over last year. Relations were maintained with 37 separate labor unions, and various labor problems were solved without strikes.

Employees in the manufacturing division of RCA increased to a postwar high of 28,300 in December; 6,720 employees entered service during the war, and 3,493 of them have been reemployed. In addition, 4,171 new veterans have been hired.

Average increases of at least 17% an hour were granted to the majority of hourly paid employees in the RCA Victor Division, the report said. In December average hourly earnings, excluding overtime were $1,08, an increase of 19.7% over 1945, and 60% over January, 1941. Hourly paid employees received an average of $47.41 in December, 27.7% over the same period last year and 87% over January, 1941.

A table of financial results for the past 10 years showed annual averages of: $194,475,000 gross income; $32,376,346 net profit before federal income taxes; $12,416,000 federal income taxes; net profit after income taxes of $9,868,000. The profit before taxes represented 15.2% of the annual average over the 10-year period of 11.3% of the gross income and an annual average of profit after taxes of 4.9%.

During the 10-year period dividends paid to stockholders amounted to $60,086,242. Of this, $32,376,346 was paid to preferred stockholders and $27,709,896 to common stockholders. The net worth of the corporation increased by $39,108,225 during the 10-year period and is now $101,676,817. The total earned surplus amounted to $54,099,043 on Dec. 31, 1946, an increase over last year of $5,060,916.

In spite of a decrease of $203,536 in the NBC contribution to RCA income, the corporation celebrated its 20th anniversary in 1946 by surpassing all previous years in its volume of commercial business, the RCA report stated.

Hits Proposal for News, Advertising Separation

SUGGESTION that news programs be completely separated from advertising, allowing them to use only adjacent spots, is illogical as confining newspaper advertisers to space only on pages adjacent to news stories, according to E. R. Vadeboncoeur, WSyr Syracuse, chairman of the NAB News Committee.

Mr. Vadeboncoeur made the statement in a letter to Jack Gould, radio editor of the New York Times, which has advocated separation of advertising from newscasts. He reminded that the entire, expensive, superb business and art of gathering, writing, printing and distributing newspapers is built upon and lives by the advertising dollar. He cited some examples of repugnant newspaper advertising as a highly-reputed New York State newspaper. "Until radio begins exhibiting that kind of fearfully bad taste, radio won't have to apologize for the way it handles its news and advertising," he concluded.

CBS Gets Award

AWARD of the National Garden Institute for outstanding network service on behalf of the gardening movement will be presented to CBS March 8 by the institute. Don Leren, CBS agricultural director, will accept the award on behalf of the network from Paul C. Stark, head of the Dept. of Agriculture gardening program.

M. L. Wilson, director of the department's Extension Service, will present an award to the outstanding gardener of the United States.

Larkin Office

MARK LARKIN, formerly in charge of public relations and publicity for Duane Jones Co., New York, has opened his own office at 11 E. 45th St., New York 17, to serve advertising agencies which do not maintain their own public relations or publicity departments. Mr. Larkin said that in New York City alone there are 447 agencies without such facilities. For them, he will offer a combined service, packaged to include a service for clients, either with or without agency supervision. Following an extensive career in Hollywood, during which he organized and published a number of public service broadcasts for the Red Cross, American Legion and other organizations, Mr. Larkin served as radio publicity director of the Republican National Committee during the 1944 presidential campaign.

LOGLINE Quizzical?

MEMPHIS

Like everyone else he'll want to know how we can give so much coverage at low cost. This is sweet music for time buyers get the facts today.

W. H. REEBEE

‘New York’ Chicago ‘Hollywood’

March 3, 1947 • Page 71
Jackson Co. Awarded Contested Grant for Tenn. Full-Timer

JACKSON Broadcasting Co., Jackson, Tenn., was named by FCC last week as recipient of a proposed grant for a new local station on 1490 kc, 250 w, unlimited time. The Commission proposed to deny two mutually exclusive applications for the same facilities in that city, filed by Hub City Broadcasting Co. and George Arthur Smith. Hearings were held last June.

At the same time the Commission announced its final decision in the Shreveport, La., case of competing applications for 1560 kc, granting the request of Frank H. Ford, local businessman, for 1 kw daytime and 500 w directionalized at night on that channel. In line with the proposed finding of Jan. 30, the decision also denied request of James A. Noe for 250 w fulltime on 1560 kc [BROADCASTING, Feb. 10]. Mr. Noe is operator of WNOE New Orleans and KNOE Monroe, La. Following the adoption of the proposed decision Mr. Noe notified the FCC of his waiver of right to file exceptions and to request oral argument. The Ford grant involves technical conditions.

In the Jackson triangle the Commission found that all applicants would serve approximately the same areas, that all are financially, legally and technically qualified, and that the program plans offered by each are acceptable. The Commission concluded that "In making a selection as is necessary here, we must consider the applicants themselves, their experiences and background, to determine which seems to be in the best position to provide a local radio service to the community."

Local Residents

To support its choice of Jackson Broadcasting Co. the Commission stated that it comprised mostly of local residents, all except one of whom are substantial business and professional men, and all of whom are more interested in providing an answer to the community's radio needs than to seek a profit. Therefore, the Commission felt that "there should be no danger of over-commercialization." It also expressed belief that because of the varied interests of the firm's members the station would more readily be operated in the general public interest rather than for "some possible private interests."

FCC noted that Hub City has only one local resident (since 1942) among its stockholders, all several have radio backgrounds. Hub City owners, the Commission said, "seem to have selected Jackson principally because it appeared to offer admirable commercial opportunities."

Of the other applicant, George Arthur Smith, a native of Jackson, the Commission stated that although Mr. Smith is a successful businessman the control of the station would be vested in a single person rather than several as in Jackson Broadcasting, and that Mr. Smith would be dividing his attention with his other business interests and as Mayor of Jackson.

Conrr. C. J. Durr preferred the Hub City application "because of the apparently greater integration of the management of its proposed station with the ownership thereof."

The ownership of the firm applicants follows:

Jackson Broadcasting Co.—Authorized capital, 1000 shares, common $100 par, 25 shares purchased. Glenn Dillon (20%, director), director First National Bank; other business interests; L. B. Tigger (20%, director), president of Gulf Mobile and Ohio Railroad Co. and Tennessee Bankers Assn.; W. Culver White (25%, vice president), attorney; Frank W. Caldwell (25%, secretary-treasurer), president Second National Bank; P. E. Russell (20%, president), 80%-owner Coca-Cola Bottling Co., vice president Independent Oil Mill; William Holland Jr. (14%, director), director in family business; Belton C. Sullivan (12%, vice president and general manager), in charge of department store advertising of New York Daily News, was born and reared in Jackson. Certain exceptions and exceptions were waived.

Hub City Broadcasting Co.—Partner ship composed of R. E. McCallum Jr., W. B. Davies, Mrs. George W. Hamilton and Findling Atchley. Mr. McCallum moved to Jackson in 1942 to enter business with his father as cotton merchant and hardware dealer. Mr. Atchley, chairman of radio committee of Chattanooga Chamber of Commerce, Mr. Davies is Army lieutenant, former program director WBLJ Dalton, Ga., Mrs. Hamilton, resident of Dalton, is invested with title to two of partners which are her sons-in-law.

Benton Sees Radio As Peace Weapon

PEACE through "further and rapid development of mass communications" is one of mankind's great hopes, according to a statement given to Broadcasting by Assistant Secretary of State William Benton.

Mr. Benton said that a "fellowship plan" proposed by the United Nations Educational, Scientific and Cultural Organization meeting in Paris last December, would help those nations poor in communications techniques acquire skill in the mass media—radio, press and motion pictures.

These skills, he said, "are not well distributed throughout the world. They are largely the monopoly of three or four nations." He declared that a program has already been developed in England whereby technicians in the mass media from technologically backward countries are able to take training under British supervision. He added, "No definite plan has yet been developed in this country. When it is developed I am sure our communication industry will be eager to cooperate."

The fellowship plan is expected to receive further UNESCO attention at the national conference scheduled for March 24-26 in Philadelphia where sectional meetings will study programs for promoting international understanding through radio, schools, press, films and international cooperation by scholars and scientists.

WHTN Selects Staff

WHTN, which expects to go on the air soon at Huntington, Va., as a 1 kw daytime outlet, is rounding out its staff, Mike Layman, general manager reports. Arnold Silver is program director and Harold Sturm chief engineer. Two engineers added to the staff recently are Frank D. Reynolds and James Barnhart. Scottie McDonald is office secretary. The station, licensed to Greater Huntington Radio Corp., will be on 800 kc.

BWHL Adds

TWO ADDITIONAL staff members have been announced by BWHL (750 kc, 1 kw daytime), which went on the air at Nanticoke, Pa., on Feb. 21 [BROADCASTING, Feb. 24] Ken Beoghaid is promotion manager and B. T. Marshall is chief engineer. Station is using AP and UP wire services, and has engaged Forjoe & Co. as national advertising representatives. Capitol and Standard Radio transcription libraries are being used. BWHL studios are at 38 E. Main St., Nanticoke.
ADVANCE registration for the annual convention of the Assn. of Women Broadcasters of NAB, to be held March 7-9 at the Hotel Roosevelt in New York, had passed the 150 mark by the middle of last week. Theme for the convention will be "The Woman Broadcaster Looks Ahead."

Greetings from President Alma Kitchell, introduction of AWB officers, and a clinic on "Our Business of Broadcasting" will feature the morning session March 7. Afternoon session will be on the theme, "Radio Trends," and there will be addresses by Jean Rindlaub of BBDO, Jack Poppele, president of the Assn. of Television Broadcasters, and John Hogan of WQXR.

Complete program follows:


Friday, March 6

Convention Theme: "The Woman Broadcaster Looks Ahead.

10 a.m.-Morning session, small ballroom. Greeting, President Alma Kitchell. Introduction of AWB officers. Report of Hospitality Committee. Clinic, "Our Business of Broadcasting," Dorothy Kemble, MBS. "How Would You Handle a Department Shifting Account?" "What Do You Know About Station Operation As It Affects Your Program?" Frances Wilder, CBS. "How Well Do You Know The Daytime Listener?" Eleanor Hanson, WHK. "How Is Your Record Misled?" Wynn Hubler, Spece, WNAX, "How Do You Reach Your Rural Audience?" Marie Houlihan, WEN, "What Are Your Showmanship Techniques?"

12:30 p.m.-Lunch, Guests of the New York Dress Institute.


5:30 p.m.-Network cocktail parties.

7:30 p.m.-Distribution, Meeting Card Industry, Grand Central Manor, Astoria.

Saturday, March 7

8 a.m.-Breakfast, guests of Millinery Fashion Bureau, West Ballroom, Commodore Hotel.

10:30 a.m.-Morning Session: Theme, "Radio Services to the Public." Kenneth Dreier, Margaret Oulkin Banning, Panel Discussion. Moderator, George V. Denby Jr., "America's Town Meeting of the Air." ABC President, Mike Dickinson, president, General Federation of Women's Clubs, Club; Miss Sally Butler, president, National Federation of Business and Professional Women's Clubs, Business; Dean Mildred C. Thompson, Vassar; Education; Danny O'Keefe, Youth; Miss Minerva Barnes, Barnard; President, Inter-American Council of Women. (U. N. Member from the Dominican Republic). Women. 12:15 p.m.-Recess. Reception in Liberty, Honor Guests.

12:45 p.m.-Luncheon, Grand Ballroom. Theme, "Boycotting...A Critical Issue in the Public Interest." President, Alma Kitchell, president of AWB. Invocation. Rev. Ralph W. Sockman, National Radio uplift, NBC Message, Governor Thomas E. Dewey, Introduction, Honor Guests, Music, Eleanor Steibe, Metropolitan Opera, Miss G. N. N. E. Willard Jr., executive vice president, NAB. Preview. "Radio's Record," compiled by Dorothy Lewis, NAB coordinator of Listener Activity and Frances F. Wilder, CBS consultant on daytime programs. Participants in the presentation will include Robert W. Wason, chairman, National Assn. of Manufacturers, Frank Stanton, president, CBS; Edgar Kohn, president, MBS; Mary Woods, president, ABC; Paul Williams, president, Grocer Mfrs. of America; Bond Geddies, managing director, Grocer Mfrs. of America; Dr. Sockman, Sherman Dryer, producer; plus radio name stars, including Basil Rathbone, Bob Trout, Ted Husing, George Wink, Mary Margaret McDonald. Tea- AWB Members Guests of N. Y. Women's Council of Broadcasting, Alma Kitchell.


Sunday, March 8

Breakfast-Guests of Assn. of American Publicists to Overnight Producers Inc.

9:30 a.m.-AWB Business Session (for active members only), Small Ballroom.

Luncheon- AWB Board (closed). Suite.

COMMITTEE TO HEAR CELLER ON MARCH 3 HOUSE INTERSTATE and Foreign Commerce Committee is scheduled today (March 3) to hear Rep. Emanuel Celler (D-N. Y.) justify his bill (H.R. 3936) to broaden FCC powers over "public service" programs.

The measure is identical with the Celler bill of the 79th Congress (H.R. 4314) which failed to gain consideration on March 6, 1946, before the committee then headed by Rep. Clarence Lea (D-Cal.).

Annual IRE Meeting Will Attract 7,000

AN ESTIMATED 7,000 radio engineers are expected to attend the 1947 annual convention of the Institute of Radio Engineers starting today (March 3) and continuing through Thursday at the Commodore and Grand Central Palace, New York.

A radio engineering show, in which 168 manufacturing, industrial and research organizations, along with Army, Navy and government agencies, will present the latest in radio equipment and techniques, will be a highlight of the convention.

NAB Body to Probe AFRA Pact to Meet

SPECIAL NAB five-man committee to decide whether the newly AFRA-network agreement involves any hidden clauses that would lead to implosion of the secondary boycott, or unfair station clause, will hold its first meeting Wednesday at the Hotel Stater, Washington.

The committee was appointed Thursday by NAB President Justin Miller under orders from the board of directors. Affiliated to the exploratory group were Roger Clipp, WFIL Philadelphia (ABC affiliate); John Elmer, WCBB Baltimore (MBS affiliate); John J. Gillin Jr., WOW Omaha (NBA affiliate); I. R. Lounsbury, WGR Buffalo (CBS affiliate); Herbert Petley, WHN New York (independent).

ASCAP - NAB MEETING SCHEDULED FOR MARCH

PRESIDENT Justin Miller of the NAB last week was authorized to arrange a special mid-March meeting between ASCAP and the NAB to discuss relations between ASCAP and the industry at the expiration of existing contracts Dec. 31, 1949. The action was taken at a New York meeting of the NAB Music Advisory Committee and was based upon a request from John G. Paine, general manager of ASCAP.

The NAB committee is also seeking information about licensing procedure from SESAC, another music licensing organization.
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Send to Box 902, Broadcasting. Full payment must accompany order. No advertising on credit. Amounts of $100.00 and under—No Cash. All replies confidential. Box 834, BROADCASTING.

Announcement—New 250 watt midwestern station in town of 15,000 wants manager to take complete charge. Box 902, BROADCASTING.

HELP WANTED

Expertise salesman—permanent staff member needed to develop business for station in metropolitan area on east coast. No network. Income commission with results. Box 746, BROADCASTING.

Salmon, Michigan ABC station has permanent opening for a sales manager. Good personality, capable of handling all sales problems, interested in growth of station. Good working and living conditions. Excellent references, salary expectations to Box 457, BROADCASTING.

Disc jockey wanted by 5000 watt midwest network station. Excellent opportunity for development of new program ideas. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 856, BROADCASTING.

A good outfit needs a good salesclerk and a good studio engineer to complete its staff. We are in a big city. Are you? Box 868, BROADCASTING.

Opening immediately for young woman to go in publishing in the Piston program and do some air work on new aggressive and progressive network. Some station experience preferable. One year full time experience if possible, enclosed audition record and photograph. Box 868, BROAD-

Opening for two sales engineers

Two qualified men are required by a prominent manufacturer of broadcasting equipment for the position of sales engineer in the midwest territory. Applicants should have a thorough knowledge of commercial broadcasting and the use of various types of optical recording devices. Age and good references, education is helpful but not mandatory. This is a real opportunity for ambitious sales-minded men to command a good income if they produce the business. Please send full particulars about present and past employment, education, marital status, remuneration expected, and if possible, a photograph. Reply to Box 856, BROADCASTING.

Help Wanted (Cont.)

Top announcer-news specialist, including editing. Forty hours, two consecutive days off. Station is in smaller market. Give full particulars. Photo and transcription desirable. Box 889, BROADCASTING.

Saleman, New York State. ABC station in outstanding market. applicants to a good opportunity to a good salesman. Write for details. Box 888, BROAD-

Program director, capable all-round man to assist manager new network in outstanding market. An opportunity to a good salesman. Write for details. Box 889, BROAD-

Network affiliate, southwest city of 12,000. Needs announcer with first class license. Full particulars in first letter. See full details in first letter. Box 890, BROAD-

Ad man for station with good chance to play theatre coast to coast for long established motion picture producer. Must be experienced in all phases of work to travel with him. He requires a reliable car necessary. Excellent proposition for the right man. Give all details and include a picture of both in first letter. Box 891, BROAD-

Want—Engineer—announcer, first class license, opportunity advancement, new network. Call or write, specify North to South sale. Small town, reasonable living conditions, starting salary $3000. Box 892, BROAD-

Engineer-operator, new 250 watt FM station immediately. Should be able handle installation: some experience necessary. Excellent opportunity for right man. Write for full details and letter on WQUR (Courier Times), New Castle, Ind.

Program staff needed for new kilowatt station. Daily salary guaranteed, Mutual station going on air in 40 to 60 days. College training desirable. Must be enthusiastic and articulate. Write, Box 893, BROAD-

Operator—First class, announcing experience. State experience, training, full details first letter. Room guaranteed. WENU, Whiteville, N. C.

Salary is good, working conditions more than reasonable, advancement possibilities over 80, etc. Announcer “looking.” Send all replies and voice audition immediately. XKLH, Butte, Montana.

Immediate opening for transmitter engineer on Mutual affiliate station in Jacksonville, Fla. Must be sure of job, pay $800.00 per month, telephone or write. Address: R. L. Rose, Jefferson City, Missouri.

Help Wanted (Cont.)

Announced—Announced wanted. Immediate opening progressive 250 watt sta-

tion. Have full particulars. Good references. Box 897, BROAD-

Continuity writer wanted. Mostly morning, afternoon. Excellent opportunity, pay $150 a week. Box 898, BROAD-

Network affiliate, southwest city of 12,000. Needs announcer with first class license. Full particulars in first letter. See full details in first letter. Box 899, BROAD-

Wanted—Wanted for midwest network affiliation. G. W. Austin, General Manager. New network. Pay $150 a week. Box 900, BROAD-

Saleman, New York State. ABC station in outstanding market. Applicants to a good opportunity to a good salesman. Write for details. Box 888, BROAD-

Program director, capable all-round man to assist manager new network in outstanding market. Op- portunity to a good salesman. Write for details. Box 889, BROAD-

Network affiliate, southwest city of 12,000. Needs announcer with first class license. Full particulars in first letter. See full details in first letter. Box 890, BROAD-

Ad man for station with good chance to play theatre coast to coast for long established motion picture producer. Must be experienced in all phases of work to travel with him. He requires a reliable car necessary. Excellent proposition for the right man. Give all details and include a picture of both in first letter. Box 891, BROAD-

Want—Engineer—announcer, first class license, opportunity advancement, new network. Call or write, specify North to South sale. Small town, reasonable living conditions, starting salary $3000. Box 892, BROAD-

Engineer-operator, new 250 watt FM station immediately. Should be able handle installation: some experience necessary. Excellent opportunity for right man. Write for full details and letter on WQUR (Courier Times), New Castle, Ind.

Program staff needed for new kilowatt station. Daily salary guaranteed, Mutual station going on air in 40 to 60 days. College training desirable. Must be enthusiastic and articulate. Write, Box 893, BROAD-

Operator—First class, announcing experience. State experience, training, full details first letter. Room guaranteed. WENU, Whiteville, N. C.

Salary is good, working conditions more than reasonable, advancement possibilities over 80, etc. Announcer “looking.” Send all replies and voice audition immediately. XKLH, Butte, Montana.

Immediate opening for transmitter engineer on Mutual affiliate station in Jacksonville, Fla. Must be sure of job, pay $800.00 per month, telephone or write. Address: R. L. Rose, Jefferson City, Missouri.
BROADCASTING • Telecasting

March 3, 1947 • Page 75

Situations Wanted (Cont'd)

Looking for a radio station owner who needs additional capital and talent to develop an outlet. My experience is in all phases of leading NFC radio stations (current and past). My experience in management, sales, engineering, and programming is well respected by those in the field. Also, we are well equipped by background and training to plan, coordinate and "milk" your future. Will guarantee success and maintain and improve operating profit. All inquiries strictly confidential. Box 881, BROADCASTING.

Copy sells—Continuity list! Current work for radio advertising agency proves it. Expert in writing and producing continuity to fit a radio station's needs. Skilled and very fast, has new ideas. No commitments. Box 896, BROADCASTING.

Announcer, veteran. Young, capable. 8 months experience newscasting CBS station. Desires opportunity for play by play baseball announcing this summer. Unusual and very pleasant voice. Bus to catch. College background. East coast preferred. Can send disc. Box 866, BROADCASTING.

Announcer-producer. Reliable, Master's degree, married, pre-war English instructor. 25 yrs experience, 250-watt. Minimum salary $60.00. Desires future with future. Box 887, BROADCASTING.

Baseball announcer. Play-by-play experience in major league baseball sports and general sports review. Will go anywhere. Very adaptable. Box 891, BROADCASTING.

Radio executive, 15 years experience, excellent reputation. Interested in general management at top broadcast post. Good record in establishing, developing, and managing broadcast stations. Permanent work affiliation desired. Flair for sales, local production, community relations, special events, over-all programming, promotion, employee and public relations. Equipped for diversified station and industry affairs. Inquiries will be answered and kept confidential. Box 892, BROADCASTING.

Chief engineer available soon. Techni- cal consultation for your future station, 12 years experience with 5-KW station; equipment design and control. Fortunes in employment are radio training plus Navy radio. Will bear re- sponsibility of any station made versa- tible and efficient, valuable to new li- censes. Permanent or temporary. Age 26, married. Box 893, BROADCASTING.

Can you use a man with top NFC radio-announcing school training short on experience, but long on enthusiasm and perseverance? Photo, disc, full particu- lar available. Box 895, BROADCASTING.

Program director-announcer; Veteran. Five years experience in station manage- ment, announcing, disc jockey, and control board operation. Excellent voice, thor- oughly competent. Available immedi- ately. Prefer positions on central U.S. Box 896, BROADCASTING.

Announcer—veteran, 25, single, college, professional voice. Desires permanent stations, stage. Desire permanent job. Disc jockey, announcer, sales, etc. Available 24 hours in U.S. Write or wire John E. Silvio, 1512 Ada Street, Joliet, Illinois.

Hal Styles may have a problem with a young, ambitious, capable man, vet- eran or non-veteran, who has been thoroughly grounded and well prepared in six months by radio professionals in an- nouncing, news and production—experi- ence and continuity writing. Write or wire Hal Styles, WPRO, 880 Wilshire Blvd., Beverly Hills, Cal.

Transmitter engineer—20 years experi- ence. Available for $50.00 weekly thru- out U.S. Personnel Service, Box 413, Phila- delphia.


Situations Wanted (Cont'd)

Available—1 have spent 15 years in the radio business. Program, production, sales, news, and development of station. Excellent strong points. At present am free lance- man; desire permanent job with but desire permanent income and future. Good references available. Will work for personal interview. Good references are available. Write, wire or call WES. Taylor, Detroit, Madison 057.

Announcer, announcer-producer, comedy, mysteries, documentaries, seeks position with network, NBC, CBS, or independent. Hassome continuity, commercials or publicity. Box 864, BROADCASTING.

Announcer, dependable, single, South- west preferred. College grad. Full de- presentation. Box 898, BROADCASTING.

Program director for station. Five years experience. Excellent resume. Will lead to open audit. Box 898, BROADCASTING.

Three excellent commercial announcers, experienced. Rand, Chicago, Los Angeles, Des Moines, Kansas City. Will work for permanent or new career. Box 898, BROADCASTING.


Station managers in Midwest or west- ern part of U.S. Desires permanent position. Desires experience in new or old aggressive station. Box 899, BROADCASTING.

Disc jockey—two year man. Let transcription tell story. Box 899, BROADCASTING.

Program director for you, a good one. Superior in major market programming. Experience, announcer, writer, pro- ducer, musical director, Program- mers. Box 899, BROADCASTING.

Disc jockey with 5 kw, Desires staff job where talent can be utilized by open audition. Box 900, BROADCASTING.

Three excellent commercial announcers, well known to network. Will work for sports, news, special events. All expenses paid when in city. Desires affiliations with new or old aggressive station. Box 897, BROADCASTING.

Radio executive. 20 years experience. Combining copywriting, scriptwriting; stenographic, typewriting. Box 897, BROADCASTING.

Announcer, dependables, single, South- west preferred. College grad. Full de- presentation. Box 897, BROADCASTING.

Disc jockey—3 year man. Let transcription tell story. Box 901, BROADCASTING.

Program director for you, a good one. Superior in major market programming. Experience, announcer, writer, pro- ducer, musical director, Program- mers, Box 901, BROADCASTING.

Announcer, three year experience, college, 15 years experience; transcription on re- quest. Box 901, BROADCASTING.

Program director—ANNOUNCER. Desires position with aggressive sta- tion in New York or southwest. Five years experience. Best references. Box 904, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, single, 21. Trained Colum- bia College Chicago. Extensive turn- table and on-the-air experience, information on request. Box 879, BROADCASTING.

Station managers—Here's an opportu- nity to get some sparkling continuity. Very aggressive station and staff. Like Richard, for an open door. Box 880, BROADCASTING.

Chief engineer now employed one thou- sand watt station desires change. Two com- missions or advertising agencies. Box 881, BROADCASTING.

New England programs: versatile, young man fully available for continuity, promotions, news, commercials. Comes with strong points. At present announcing BO: agility of thought, talent, potential or imagination. Please care if you are diligent, intro- duction. Box 921, BROADCASTING.

Situations Wanted (Cont'd)

For Sale (Cont'd)

For sale—Two Presto turntables at $60.00 each. Each contains one Lange- vin offset reproducer arm; KB-10886 switch; 711 A bracket; 9 A reproduc- tor head, 171 A coil; 10 A Presto turntable at $205.00 containing one 10 A head; Presto 5 A Western Electric arm. Will accept equalizer switch; 711 A coil; 71 A A reproduc- tor head; Presto reproducing group consisting of 151 A pickup and reproducer, 501 A scratch file, Presto reproducer, 125 A A reproduc- tor head. Box 879, BROADCASTING.

Fairchild 199 recorder, new condition, $875.00, first served, second, $810.00. Box 890, BROADCASTING.

For sale—Ready for immediate installa- tion. Presto reproducing group complete with $1800.00 worth of tubes. Ferguson circuit, automatic tuning, Cardioid one meter on tubes. Wire or phone KIM 40, San Francisco, Calif.

For sale: Composite transmitter, excel- lent condition. Contact Tom Carr, Car- rol Broadcast, 113 W. Washington, Atlanta, Georgia.

For sale: Gates 30 console complete, 8795 PT. Gates dynamic complete, 31895: 2 Av-Ave pickup heads, arm, and box. Presto reproduction group, type D-2, E-4, $45.00; RX-1011 Carter installation, $175.00; 24-28 Hallrafters receiver $150.00; NC-100- KA Audio-visor, $130.00; General Radio 3778 signal gen- erator, $90.00; General Radio 7468B signal generator, $88.00; Cloud9. B.C. 588 reproducer head, $325.00; Weston high frequency modulator $125.00; Western Electric 132A reproducer head, $125.00; 42 mc 2000; 2 coaxial cables 115 feet $25.00 each; 32 feet 1/4" flexible co- axial $50.00. Sold for E. 'W. Nin- win, WIXN Broadcasting Company, Washington, D.C., 20010.

Federal Radio—600 A impedance bridge; 125 volts. New, never been plugged in. Antenna impedance measuring set complete with General Radio type 710 N precision variable condenser, 1 to 1.111 ohm decade unit, Western Thermo- elecric cathode ray tube, $400.00, f.o.b. Dallas, Texas, Box 911, BROADCASTING.

For sale: 100/250 watt cross wave- board reproduction group complete, 125- cps console and sweep input equip- ment. First served in use available in 90 days. Call or write Doyle Osman, KAI, Reno, Calif.

Selenor meters suitable for synchronous static and dynamic equipment. Box 701, 21 W. 16th St., New York City.

For sale—Two (2) Presto turntables used. Desires outright, or wire WBZ, Lock Haven, Penna.

For sales—New 250 watt fulltime net- work affiliate in southern single station market. Good location, 100,000 to 200,000 thousand net. Ill health and on doctor's order. One year's notice. Box 904, BROADCASTING.

For sale—Walden turntable with lock fulltime west Texas, no competition, should show $650 good small market. Box 904, BROADCASTING.

For sale—Western Electric 22 D remote equipment. Never operated. Offer takes it. Box 923, BROADCASTING.

WGW Will Record Verbal Writer - Producer Facts

A PLAN for recording all verbal contracts made between writers and producers, and submitted to the grievance committee of the Radio Writers Guild and approved at its last membership meeting. All Guild contracts would be required to call the Guild informing it of any verbal contract made with agency or station producers for a script or a series of scripts. The new contract details would be filed on a duplicate blank by the Guild. A copy would be sent to the producer confirming his negotiations with the writer.
Decentralization of Radio Asked

**Attack on Commercialism Also Heard by Civil Liberties Union**

MONOPOLISTIC tendencies and hyper-commercialism threaten the freedom of the air, speakers told the 27th annual meeting of the American Civil Liberties Union in Manhattan's Henry Hudson Hotel Feb. 22.

The charges that the air (as well as the press) have fallen into monopolistic control were leveled by Morris L. Ernst, liberal attorney and author of *The First Freedom*.

"It is a serious thing," said Mr. Ernst, "that in 15 areas of the United States the press and radio facilities are controlled by monopolies." He urged, as he had in his book, that ownership of press and radio of the federalization, and currently a public service radio consultant.

Quinsey Howe, CBS news analyst

**WLW Is Observing 25th Anniversary**

WLW Cincinnati is celebrating its 25th anniversary this week and has planned a special anniversary broadcast for Wednesday (March 5) at 7 p.m. (EST). James D. Shouse, president of Crosley Broadcasting Corp., owners of WLW, announced.

Appearing on the hour-long broadcast will be leading radio personalities and "behind-the-scenes" workers who helped build WLW to its present stature. Among former WLW entertainers invited to participate are Jane Froman, the Mills Brothers, Singin' Sam, Little Jack Little, and Hink and Dink. Stars now in New York will be heard by lines to WINS, Crosley owned, in that city.

A feature of the broadcast will be the playing of "Song of India," first heard over WLW's predecessor, SCK. Powel Crosley Jr., founder of the station, will introduce the number. Mr. Crosley began broadcasting by playing "Song of India" on a phonograph and broadcasting it through his 20-watt experimental station in 1921. The "Pallacci," one of the first musical selections heard on WLW, also will be broadcast during the anniversary program.

Mr. Crosley, Mr. Shouse and Frank Smith, first manager of WLW, are scheduled to appear on the program, arrangements for which are under supervision of Eldon Park, vice president in charge of programs. Peter Grant, a WLW veteran, will be narrator of the show.

**Propose New Approach to Research**

A PLEA for a more intelligent approach to radio audience research was made by Sam H. Barton, president of Indi-Research, Inc., at a recent luncheon meeting of the New York chapter of the American Marketing Assn.

Application Important

Speaking on the topic "How Much Can We Spend for Radio Research?" Mr. Barton said that with stations, networks, advertisers, advertising agencies, station representatives, Government agencies, schools, radio research firms and associations of various kinds all buying and making radio audience research, "the maze of relationshhips makes it almost impossible (like taxes) to know what the real costs are."

"One result, however," he declared, "is that almost all of the money is being spent to collect data, with little left over for its application."

Mr. Barton gave these basic reasons why radio research is needed at all: "To know whether a program is being heard by as many people as we might reasonably expect. To be periodically assured that reasonable numbers are continuing to listen (or to be warned if they are not). To learn how we may increase the size of the radio audience. To build the desired types of programs. To select program types which will attract the type of audience desired."

He followed this with five criticisms of radio audience research as it is today:

1. Too little time, money and energy spent for analysis, interpretation and application of the findings.
2. Too little is spent for pretesting or controlled experiments.
3. Recent audience size and distribution measurements should be "vastly increased" to permit sectional and partial network measurements.
4. Too many useless figures are collected, processed, computed, printed, and charted, obscuring the useful facts.
5. There is still "much insufficiency and duplication" in collecting data and their preliminary treatment.

While many kinds of statistics are needed, Mr. Barton pointed out that not all are needed every week.

In a final suggestion to advertisers, prompted by the criticisms of radio research raised by Robert Elder of Lever Bros. Co. (BROADCASTING, Feb. 10), Mr. Barton advised them "to take a leaf from the methods of modern sales management and reason out logically what the fundamental methods should be for the budgeting and controlling of an advertising program. When advertisers have this well in hand, then and only then, will the industry know what measures of audience development radio research to fit the bill will then be easy, once the specifications are truly known."

**Legislative Mill**

H. R. 2228—A proposed amendment to the Communications Act by Rep. Thomas J. Land (D., Mass.) introduced Wednesday would prohibit "use of radio broadcasting facilities for the dissemination of views in furtherance of any movement which is subversive of the Government of the United States," or which advocates theories or doctrines contrary to the Constitution of the United States or any State.

H. Res. 111—Passed in House on Wednesday will give subpoena powers to Labor Committee (see early story).

**Book Matches**

PERSONALIZED book matches are being distributed to radio editors of local newspapers and trade papers by ABC Central Division, Chicago. Match cover is red, with blue printing giving name of individual editor and his mailing address. To remember, "Drew Pearson now at new time. 5 p.m. Sunday, WENR."

R. D. Rodner says Video Is Practical Now

THAT TELEVISION at its present stage is not economically practical was branded as a major fallacy by Arden B. Rodner, president of Television Productions, in an address before the Chicago Assn. of Commerce and Industry, Feb. 26. Mr. Rodner, who resigned from Commonwealth Edison, Chicago, last month to open one of the first independent television production firms rejected the idea that television can succeed only as an adjunct of motion pictures utilizing motion picture production facilities. "Actually," he declared, "television is more closely related to radio than the movies or the stage in the character of its programming because it has the same factor of immediacy, the ability to show things as they happen." Mr. Rodner believes that television audiences would soon tire of eight hours a day, seven days a week of Hollywood dramatization.

"Another fallacy based on the assumption that the 'reconversion from war to peace has hit radio news hard.'" Mr. Novik said. New programs, he said, had raised new problems requiring different treatment from that adduced by war.

"Who is to say what kind of radio news best serves the public interest, convenience and necessity?" asked Mr. Howe. "The listening public remains, of course, the court of last appeal, but the listening public is not always quick to react. The FCC has no authority to determine program content."

Dr. Lee H. Lazerfeld, director of the Bureau of Applied Social Research and author of *The People Look at Radio*, appeared with Mr. Novik in the panel discussion. Dr. Lazerfeld thought that "the problem lies in any way we can find for radio to shift the changes in thinking of the population."

**Aviation Corp. Net Exceeds 14 Million**

CONSOLIDATED net earnings of the Aviation Corp. whose wholly-owned subsidiary, the Crosley Broadcasting Corp., owns WINS New York and WLW Cincinnati, amounted to $14,536,399, including extraordinary profits on sales of securities, for the fiscal year ended Nov. 30, 1946. This is equal after preferred dividends to $2.56 a share in the common stock, according to the corporation's annual report issued on Friday.

Net earnings included non-recurring profits of $12,721,246, after taxes, on sale of $211,000 shares of American Sugar REsults would have shown a profit of $6,600,000 representing estimate of tax credit resulting from carry-back provisions of the Internal Revenue Code. Consolidated net sales for the 1946 fiscal year amounted to $82,781,267.

The above figures included operating results of the Crosley Coro set manufacturers now operating as a division of the Aviation Corp.
Radio Sales School Plan Well Received

STATION MANAGERS, commercial managers, old-timers in radio selling and beginners in the industry attended the radio sales training seminar held in Cincinnati Feb. 24-26 under sponsorship of the Fred A. Palmer Co., advertising and radio consultants. Fifteen states were represented.

Plans already are under consideration, according to Fred A. Palmer, head of the firm bearing his name, and R. M. Fleming, vice president, who directed the seminar activities, to expand the seminar to include other sections of the country. Mr. Palmer and Mr. Fleming made this announcement after requests for seminars had been received from Dallas, San Francisco and Atlanta.

"Students" attending the Cincinnati seminar spent eight hours a day attending lectures, sales demonstrations and quiz sessions, and at the close of the seminar each "student" received a certificate of completion.

All of the seminar speakers emphasized the importance of closer attention to servicing existing accounts, more thorough knowledge on the part of radio salesmen of station information, and greater emphasis on programming as a means to combat competition.

A 10-point sales and service program for radio salesmen was presented by Mr. Palmer. Appearing as lecturers, demonstration leaders or panel participants were: Don Davis, WHB Kansas City; Charles Caley, executive vice president of WMDB Peoria and WDZ Tuscola, Ill.; J. W. Knodel of Avery-Knodel Co., Chicago; Kenneth W. Church, executive vice president of WCKY Cincinnati; Miss Katherine Hardig, assistant radio director of the Ralph H. Jones agency, Cincinnati, and Stephen Douglas, director of sales promotion, the Kroger Co., Cincinnati.

Oklahoma (Continued from page 28)

meeting, and an evening discussion of commercials.

At the Monday public relations and promotion forum Joseph W. Hicks, president of Jos. W. Hicks Org., Chicago, who served as chairman, reviewed results of a nation-wide survey that he had conducted. He found that a third of stations answering a question on public relations problems had expressed fear of too much Government regulation, with possible ultimate Government ownership of radio.

In a speech by Miles Heberer, New York State Radio Director, scheduled to be read in absentia, work of the State bureau was described. The bureau supplies program and information service for 82 stations in the State.

Saturday's schedule covered management problems, role of audio media in audio-visual education; station personnel in program making; audiences, attitudes, radio news, women broadcasters, general advertising problems, function of universities in radio research, sports.

Sunday, final day, included discussions on school training for radio, listening habits, serious music and meetings on FM and television.

Plans for FM

At the FM meeting Bill Bailey, executive director of FM Assn., in a prepared speech was to say that FM broadcasting will move forward swiftly this year as 10 kw transmitters become available in the summer. Many stations are now operating on low interim power; he explained. Arrival of table model AM-FM sets in quantity by early summer, with larger shipments will be another important factor, he said, predicting 700 stations will be on the air by the end of the year.

He revealed FMA had learned that all manufacturers would help put over FM if FMA would hold off a promotion campaign for a year, FMA's answer was "emphatically no," fearing irreparable damage from any further delay as the market becomes flooded with expensive AM consoles.

Selly Defends Labor

SENATE LABOR Committee on Tuesday heard Joseph P. Selly, President of American Communications Association, CIO, offer a general indictment of what he calls "legislative attacks on trade unions." On Thursday, the Committee heard testimony from James Mathias, Director of Organization, United Electrical, Radio and Machine Workers Union. The Committee is taking testimony from both industry and labor prepara-

tory to submitting a series of labor bills to the Congress.

IRE BANQUET on Wednesday, with FCC Chairman Charles D. Hickox, a key speaker, will be televised by WNBC New York, NBC video station, starting at 8:45 p.m. Dr. W. R. G. Baker, General Electric Co. Engineer and charge of research and incoming IRE president, and Dr. Frederick B. Lelligown of Bell Labs, outgoing president, will speak at the dinner session of the three-day convention.

Skywave (Continued from page 18)

a future but a very present one and should be dealt with in the Rules and Standards independently of whether or not an increase in power of 1-A stations is permitted.

To FCC's suggestion that evidence on daytime skywave may be introduced in the clearing-rule debate, Mr. Bland said CBBS "intends to introduce all evidence that is available," but that "there is insufficient data on the problem to enable the Commission intelligently to consider any revised Rules and Standards."

CBBS voiced belief that its members "and other representatives of the industry will cooperate and assist in the investigation and survey, as they did in 1935, if co-channel duplication of clear channels is halted long enough to make the investigation and survey."

Mr. Leydor's accompanying affidavit pointed out that existing Rules and Standards governing "assignment and allocation of frequencies" are based upon electrical measurements which should consist of a continuous recording of the field intensity of standard broadcast stations covering all the hours between sunrise and sunset over a period of at least one year.

1. The stations and points of measurement should be geographically spaced so that the obtained field intensity with distance can be determined.

2. The points of measurement should range from the distance from the ground in question to a distance equal to the field intensity.

3. The fields of observation should be so spaced that the effects of frequency and antenna pattern can be isolated.

4. In two or three cases a given station should be measured in different directions to determine interference.

March 3, 1947 • Page 77
At Deadline...

5 NEW STANDARD OUTLETS AUTHORIZED BY FCC

FIVE NEW standard stations authorized by FCC in report issued Friday. Of these Southeastern Broadcasting System (James S. Rivera) previously had grant for Sanford, Fl., which was subsequently rescinded.

Grants are: Voice of Dixie, Birmingham, Ala., 690 kc 1 kw day; Shawnee Broadcasting Co., Chillicothe, Ohio, 1490 kc 250 w unlimited; Nonpareil Broadcasting Co., Council Bluffs, Iowa, 1560 kc 500 w daytime (Com-cr. Durr for hearing); KAW Broadcasting Co., Topeka, Kan., 1560 kc 500 w daytime; Southeastern Broadcasting System, Sanford; 1400 kc 250 w unlimited. Southeastern originally had been granted Jan. 8, was rescinded following day. New grant is conditional re technical data.

Ownership of permittees is as follows:

Voice of Dixie Inc.—Irailene Benne, president (20%); high school mathematics teacher; Cyril M. Brennan, vice president (30%), retired; William E. Benne Jr., secretary-treasurer (10%), electrical engineering instructor, U. of South Carolina; William E. Benne Sr. (50%).

Shawnee Bgstg Co.—D. C. Varner, president (75%), former assistant director WHAS Louisville, Ky.; J. H. Callaway, treasurer (50 sh), WHAS other stock; Melvin Van Dyke, secretary, WHAS sports staff; Frank A. Dieringer (40 sh), chief treasurer WSB Atlanta, Ga. Each has held two shares; rest of holdings subscribed or optioned.

Nonpareil Bgstg Co.—Robert R. O'Brien (150 sh), publisher daily Nonpareil; Robert R. O'Brien, president (1 sh), chairman board Nonpareil; W. F. Hughes, vice president (1 sh), board chairman New Nonpareil; Robert H. O'Brien (1 sh), feature writer; gravy A. Ballantyne, vice president Daily Express (1 sh), former western sales manager North Central Bstg. System and Washington, D.C., station manager; gravy A. Blanchard (13 sh), executive vice president State Savings Bank, director KMKJ Grand Island, Neb., of which his wife owns 50%; Raymond A. Smith (13 sh), attorney, secretary treasurer Nonpareil, former western sales manager; Mr. Ware entitled to subscribe to company at 25%.

KAW Bgstg Co.—E. H. Hatcher, president, attorney; J. A. Gustafson, vice president, electrical engineer; J. S. Parker, treasurer, attorney; L. E. Flak, secretary, contracting firm each (25%); F. L. Thatcher (1 sh), officer; support staff.

James S. Rivere trading as Southeastern Bstg. System, Mr. St. Jones, operations manager, WMEM Cordelle, Ga., and Fort Pierce, Fla., applicant.

PROGRAM ANALYSIS REQUIRED ON ALL FM CP PETITIONS

FCC WARNED Friday that henceforth it will not accept FM CP applications not accompanied by "Report of Procedure for Program Analysis," in triplicate, in form prescribed by Blue Book. Such applications, FCC said, will be returned as incomplete.

Though FM applicants have been required since last March, when Blue Book appeared, to file proposed program data before getting CP, Commission said one out of five applications lacks it, and 52 now on file cannot be processed because of this deficiency.

FCC said it will re-examine all pending FM applications on this basis, and will take such action as may be appropriate in cases where a proposed weekly program analysis has not been submitted." Pending applicants were advised to make sure complete program information is on file, and, if not, to submit without delay. FCC ordered form (Mimeograph No. 94421) and instructions (Mimeograph No. 96000).

TOM STOKES, United Feature Syndicate columnist, received third annual Raymond Clapp Memorial award of $500 from President Truman at White House Correspondents Assn. dinner Saturday night.

FOLK MUSIC PREFERRED TO 'HILLBILLY' AT OKLAHOMA U.

PROGRAM improvement will require increased station revenue, John Tinne, commercial manager of KWK St. Louis, told Oklahoma U. conference session on local selling Friday morning.

"The hillbilly" is becoming too popular, said Clark Luther, sales manager of KFH Wichita, said overselling hurts many local accounts. Don Davis, manager, WHB Kansas City, urged stations to have thorough knowledge of competitive media and accounts. R. S. Jr., commercial manager of KTUL Tulsa, discussed stations sales charts.

Hillbilly term should be replaced by folk music, George Biggar, general manager, WIBC Indianapolis, proposed at hillbilly session. Bradley Kincaid, WSM Nashville, said station managers do not give folk music program breaks and sponsors it deserves. Harold Saford, WLS Chicago program director, said WLS Saturday night program had switched back to hillbilly for the "swing swing".

BBM is "greatest blow yet struck at scotch-and-soda selling," U. conference told by William O. Wiseman, sales promotion manager, WOW Omaha, during audience survey panel.

ENTERPRISE Pictures PLANS $1,000,000 DRIVE

DONAHUE & COE, New York, will open office in Hollywood to service new account, Enterprise Pictures, and continue servicing Metro Goldwyn-Mayer. Walter Blake, formerly vice president of Blaine-Thompson agency and account executive on the Warner Brothers account, appointed by Donahue & Coe associates, executive on Enterprise Pictures.

Enterprise appointed agency last week and will start campaign on "The Other Love," and "March of Triumph." Plans for "Arch of Triumph," it was revealed, has initial budget for advertising and promotion at $1,000,000.

PHILA. TV APPLICATION

PHILADELPHIA Daily News filed amended television application Friday showing formation of 500,000 member applicant, Daily News Television Co., controlled by Seaboard Radio Broadcasting Corp. (WIBG). Seaboard, which previously withdrew own video application, holds 81% of new company. Daily News owns 10%; Lenuel Schofield, attorney, 4.6%; and Jack E. Lit, Camden real estate man, 4.4%. Application is for only remaining Phila- delphia channel, No. 12. Development of studios in John Wananaker Dept. Store proposed, and WIBG-owned tower site outside city will be used (Daily News' proposed downtown site has been found unsatisfactory). Amended application filed by Thad H. Brown Jr. of Roberts & McInnis, attorneys.

FCC TO STUDY BOOSTER PLEAS

PENDING formulation of overall policy, FCC announced Friday, applications for AM booster or synchronously operated amplifier stations will go into Commission's pending files. First to go was WCMA Ashland, Ky.'s application for booster at Hum. Va.

As preliminary to policy-making, Commission invited interested persons to assist in FCC study by submitting comments and suggestions. Proposed rules will be drawn up later.

ATLASS ACCEPTS WILLIE AWARD FOR WBDM

SPECIAL AWARD to WBDM Chicago for advancing national unity through Democracy, was presented by President Truman Friday night as feature of annual Wendell L. Willkie Awards for Journalism ceremonies and dinner at National Press Club, Washington. WBDM and Chicago Defender, co-operate in presenting Democracy, U. S. A., which dramatizes lives of outstanding Negroes who have contributed to America's progress.

Chicago Daily Law, like WBDM, received certificate of merit for work in weekly broadcast. Receiving award for WBDM was H. Leslie Atlase, vice president of CBS Central Division, Chicago, and for newspaper Charles Browning, Defender representative.

NEW STATION FOR NEWARK; WCAW, WAGE INCREASES

FINAL DECISION announced by FCC Friday effectuating Dec. 12 proposal to (1) grant Newark Broadcasting Corp.'s application for new Newark, N. J., station on 620 kc with 5 kw, DA fulltime, and (2) authorize power increase on existing NBC stations in New York City to 5 kw.

Newark Broadcasting, new-station grantee, owned by six Newark residents: Arthur Walsh, vice president of Edson Co. and former U. S. Senator, president and 20%; Arthur Vander- bilt, attorney and director of U. L. School, treasurer and 30%; Mrs. Parker O. Griffith, leader in civic and music circles, vice president and 5%; Stuart Hedden, retired banker, secretary and 20%; Earl Rodney, banker, 20%; Lewis B. Ballantyne, business, 5%.

Mutually exclusive with grants approved, applications of Donald Flamm and Metropoli- tan Broadcasting Service for new 5-kw stations on 620 kc in New York were denied.

Newark Broadcasting, new-station grantee, owned by six Newark residents: Arthur Walsh, vice president of Edson Co. and former U. S. Senator, president and 20%; Arthur Vander- bilt, attorney and director of U. L. School, treasurer and 30%; Mrs. Parker O. Griffith, leader in civic and music circles, vice president and 5%; Stuart Hedden, retired banker, secretary and 20%; Earl Rodney, banker, 20%; Lewis B. Ballantyne, business, 5%.

(Continued from Page 4)

GREEN GIANT, Le Sueur, Minn., and Brown Shoe Co. (Buster Brown), St. Louis, expected to sign for one Waring show each, leaving NBC to absorb only one of $2,500 talent segments. Network has received verbal okay from agency to move Waring program to 10 a.m. (EST) in order to sell 11-11:15 a.m. (EST) period to Manhattan Soap Co. through Duane Jones Co., New York, for daytime serial. Only barrier to proposal is whether to hold off until return of standard time next fall.

PACKAGE shows being offered to advertising agencies as past summer had some permanent replacements been dominantly low-budget script shows—everything from melodrama to mysteries—rather than costly musical shows usually offered at this time.

NEGOTIATIONS by independently-owned Canadian broadcasting stations for long- term agreement on music copyright fees with BMI Canada Ltd. and Composers, Authors Publishers Assn. of Canada, are understood to be nearing completion.

U. S. PROPOSALS for World Radio & Telecommunications Conference will be made pub- lic this week (early story, page 26).
DRAMATICS . . .

All the world is really a stage through the wonders of broadcasting. Down through the years KMBC has contributed much to the development of this dramatic art. Its "Magic Book", a weekly portrayal of favorite children stories, classical and modern, was awarded highest honors during the Tenth American Exhibition of Educational Radio Programs at Ohio State University.

—KMBC of Kansas City
OKLAHOMA CITY

Oklahoma is the decisive favorite of Listeners day and night

The 41.8% share of audience which the average WKY program attracts in the 30 counties adjoining Oklahoma City is a show of power unapproached by any other station heard in this area. WKY's share, in fact, is more than three times that of any other station according to a diary study of listening in this area conducted by Audience Surveys, Inc.

Without an audience a program is powerless to sell. On WKY, in company with the programs enjoying top audience ratings 93.3% of the time, a program generates the power to sell more and sell it more profitably. WKY's audience power is sales power!