Pythagoras, more than 2,400 years ago, discovered an inviolable rule of geometry your children still learn at school today.

"The square on the hypotenuse of a right triangle is equal to the sum of the squares of the other two sides."

In its simplicity and certainty, it represents the essence of dependability. Like other unchanging laws of geometry, when applied to myriad problems of engineering, it represents a valuable tool in man's fight for achievement.

Dependability is no less an essence of American broadcasting. At no moment of day or night does radio fail the nation's need for information, entertainment, news or companionship. It is there, always and dependably, on every receiver's dial.

The Fort Industry Company's seven stations know the importance of that dependability. Serving 20,000,000 people in seven valuable markets, their predictably reliable performance has won them the respect of listener and advertiser alike.

Dependability, we think, is the keynote of service. Dependability, we know, is the basis of our continued success. No listener, no advertiser finds us lacking in it.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. · WWVA, Wheeling, W. Va. · WGBS, Miami, Fla. · WAGA, Atlanta, Ga. · WMNN, Fairmont, W. Va. · WLOK, Lima, O. · WHIZ, Zanesville, O.

"You can bank on a Fort Industry Station"
**KRNT Hoopers Continue UP-UP-UP in Des Moines**

Planned programming and audience promotion continue to reward KRNT and you with these results. Check them carefully.

**Hooper Station Listening Index**

**Des Moines City Zone**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>KRNT STA. B STA. C</th>
<th>KRNT STA. B STA. C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING . . . 8 A.M. - 12 NOON, MON-FRI.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov.-Dec. 1946</td>
<td>48.1</td>
<td>16.4</td>
</tr>
<tr>
<td>Nov.-Dec. 1945</td>
<td>46.6</td>
<td>24.2</td>
</tr>
<tr>
<td><strong>AFTERNOON . . . 12 NOON - 6 P.M., MON-FRI.</strong></td>
<td></td>
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</tr>
<tr>
<td>Nov.-Dec. 1946</td>
<td>36.3</td>
<td>19.4</td>
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<tr>
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<td>27.7</td>
<td>21.8</td>
</tr>
<tr>
<td><strong>EVENING . . . 6 P.M. - 10 P.M., SUN-SAT.</strong></td>
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<td></td>
</tr>
<tr>
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<td>25.9</td>
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<tr>
<td>Nov.-Dec. 1945</td>
<td>21.1</td>
<td>29.0</td>
</tr>
<tr>
<td><strong>SUNDAY AFTERNOON . . . 12 NOON - 6 P.M.</strong></td>
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<td></td>
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<tr>
<td>Nov.-Dec. 1946</td>
<td>34.5</td>
<td>25.7</td>
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<tr>
<td>Nov.-Dec. 1945</td>
<td>35.1</td>
<td>25.0</td>
</tr>
<tr>
<td><strong>SATURDAY DAYTIME . . . 8 A.M. - 6 P.M.</strong></td>
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<td></td>
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<tr>
<td>Nov.-Dec. 1946</td>
<td>30.8</td>
<td>28.2</td>
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<tr>
<td>Nov.-Dec. 1945</td>
<td>26.8</td>
<td>25.8</td>
</tr>
<tr>
<td><strong>TOTAL RATED TIME PERIODS</strong></td>
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<tr>
<td>Nov.-Dec. 1946</td>
<td>32.7</td>
<td>23.3</td>
</tr>
<tr>
<td>Nov.-Dec. 1945</td>
<td>27.5</td>
<td>26.1</td>
</tr>
</tbody>
</table>

**Buy Listeners!**
**Buy Customers!**
**Buy KRNT!!**
Anniversary Greetings

to the first and largest exclusive radio representative

EDWARD PETRY & COMPANY, Inc.

from its largest regional network client

THE YANKEE NETWORK, Inc.

Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.

24 YANKEE HOME-TOWN STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>City</th>
<th>City</th>
<th>City</th>
<th>City</th>
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<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
<td>WONS</td>
<td>Hartford, Ct.</td>
<td>WNLC</td>
<td>New London, Ct.</td>
<td>WWCO</td>
</tr>
<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
<td>WHYN</td>
<td>Holyoke, Mass.</td>
<td>WBRK</td>
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<td>WDEV</td>
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<tr>
<td>WJOR</td>
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<td>Portland, Me.</td>
<td>WAAB</td>
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<tr>
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<td>Bridgeport, Ct.</td>
<td>WCOU</td>
<td>Lewiston-Auburn, Maine</td>
<td>WHEB</td>
<td>Portsmouth-</td>
<td>WMNE</td>
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<td>WKXL</td>
<td>Concord, N.H.</td>
<td>WLLH</td>
<td>Lowell-Lawrence, Massachusetts</td>
<td>WEAN</td>
<td>Dover, N.H.</td>
<td>Plus FM Stations</td>
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<tr>
<td>WSAR</td>
<td>Fall River, Mass.</td>
<td>WLYT</td>
<td>Rutland, Vt.</td>
<td>WSYB</td>
<td>Providence, R.I.</td>
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<tr>
<td>WEIM</td>
<td>Fitchburg, Mass.</td>
<td>WKB</td>
<td>Manchester, N.H.</td>
<td>WWSR</td>
<td>St. Albans, Vt.</td>
<td>WTRR</td>
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<tr>
<td>WHAI</td>
<td>Greenfield, Mass.</td>
<td>WLYR</td>
<td></td>
<td></td>
<td>Boston</td>
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</tbody>
</table>

Closed Circuit

WITHDRAWAL of NBC and CBS from active membership in NAB, expected at May board meeting, may be more summary than that. There’s talk about pulling out altogether (i.e., not accepting associate status) and setting up separate trade association with Washington headquarters. Whether ABC and MBS would go along is conjectural.

FCC is between devil and deep blue on its temporary expediting (freeze) procedure. It now appears impossible to process all of applications within 90-day hiatus from Feb. 7 deadline. An extension would open Pandora’s box of trouble. FCC may decide to make clean breast of it and say it didn’t work then go back to normal procedure of considering oldest applications first and setting for hearing those of competitive or mutually exclusive nature.

WORST that can happen on color versus black & white, it is now conjectured, is that CBS will get pat-on-back for trying, word of encouragement but no out-and-out commercialization. That twilight zone of developmental operation, which would be quasi-commercial, quasi-experimental, still looks like good bet, but no bet is good because FCC hasn’t made up its mind.

WASHINGTON’S handful of television—a which includes members of FCC and department heads—attest that set maintenance bill is insignificant, but that refreshment bill is terrific. When prize-fights or sport events are on, neighbors and friends don’t wait for invitation but just drop in. Some bring their own ice cubes.

IF YOU’RE playing television sweepstakes, don’t look for any decision by FCC on color versus black & white before week of March 17. Commission’s wizard of legalistic drafting—Assistant General Counsel Harry Plotkin—already is at work on proposed decision, but which way it goes must await FCC “conferences” in executive session because of momentous nature of ruling.

NOT TO BE confused as omen was status last week of Commissioner Ray Wakefield, who was named Acting Chairman during absence (at RE) of Chairman Charles R. Denny and Commissioner E. K. Jett. Vice Chairman Paul A. Walker was in Oklahoma. Mr. Wakefield, Republican of California, awaits word from White House as to his reappointment come expiration of his term June 30. There’s considerable doubt about it.

ED COOPER, now drafting new communications legislation as specialist of Senate Interstate & Foreign Commerce Committee, has withdrawn from part in application of Northwestern Ohio Broadcasting Co., which more than year ago filed for new regional at Lima, O. Holding less than 10% in company, (Continued on page 88)

BROADCASTING...at deadline

Upcoming

(Other Upcomings, page 96)

Business Briefly

CHRYSLER EXPANDS—Chrysler Corp., Detroit (De Soto), has added 25 stations to current spot announcement campaign during month of March. Agency, BBDO, N. Y.
FLIT SEASONAL—Stanco Inc., New York (Flit), starts seasonal spot campaign in few weeks through McCann-Erickson, N. Y.
COLGATE SPOTS—Colgate-Palmolive-Peet Co. (Vito), March 51 starts 26-week one-minute announcement campaign, daytime, on about 300 stations. Agency, Ted Bates Inc., N. Y.
SCHUTTER STARTS—Schatter Candy Co. (Old Nick, Bit O’ Honey) began sponsorship March 7 of Girl Meets Boy, audience show, 2 weeks on WGN Chicago 9-9:30 p.m. (CST). Agency, Schwimmer & Scott, Chicago.
UNITED FRUIT ON 120—United Fruit Co., New York, on March 17 starts for 52 weeks one-minute announcement campaign on 120 stations. Agency, BBDO, N. Y.
BIRDSEYE EXPANDS—General Foods Corp., New York (Birdseye), expanding spot campaign to 90 additional cities, starting March 31, for 10 weeks. Agency, Young & Rubicam.
CALUMET PROGRAM—General Foods Corp., New York (Calumet, sponsors quarter-hour rural program on 7 Texas stations starting April 1. Agency, Young & Rubicam, N. Y.

AP Studies Fees for Radio Associate Plan

NEW FORMULA for equitable assessment of stations subscribing to Associated Press news service being studied by AP to become operative with application of associate membership status in cooperative news association. Customary methods of payment by radio for raw materials being studied, ranging from flat fee to card rates and income percentage, as well as proposed variation of coverage area plan.

Associate membership authorized by AP membership last year. Since then PA executives, headed by Vice President and General Manager W. J. McCambridge and Assistant General Manager Oliver Gramling, seeking procedure comparable to newspaper membership assessment.

Plan discussed informally last week by Mr. Gramling with NAB Radio News Committee in New York (see story page 88).

As associate members, stations would not have right to vote but would not be subject to assessments on same basis as newspaper members. Proposed rate plan alluded to as "opportunity area" of station, or entire population area in which primary signal is present. Plan to be offered 776 stations now subscribing to special AP radio wire. Special research group has studied plan several months. PA to be continued as corporate entity. AP expected to liberalize policy, with full report available to stations and networks for background use.

AP—searching for an equitable rate formula which will be fair to all classes of stations. It is as yet undetermined. Change of Rates—AP will offer a continuous contract with provision to reopen on change in rates. Any increase agreed upon would not be retroactive. If station and AP cannot get together stations may drop service without penalty. Realignment—With continuous contract AP plans to insert resignations clause which would probably be construed as part of "last chance" notice. Newspapers may withdraw from AP membership on two years notice. Notice—Announcement soon—Final announcement of AP associate membership contract will be forthcoming in a matter of weeks.

Bulletins

SETTLEMENT of libel suit filed in 1945 by William S. Paley, chairman of CBS board, against London paper, which had accused him of using his wartime military office as colonel in effort to gain control of Radio Luxembourg, reported Friday. Daily Mail said to have issued apology and paid unannounced sum of damages to charities on Mr. Paley’s behalf.

FCC COMR. PAUL A. WALKER reported recuperating satisfactorily in Oklahoma City hospital after suffering broken blood vessel in leg while attending Oklahoma Radio Conference. Reports Friday said he plans return to Washington offices "in a few days."

Page 4 • March 10, 1947
Once Indians roamed Chickasaw Bluffs—now WHHM listeners reside there.

We aren’t mad at anyone. Why should we be—with those sweet morning, afternoon and night Hoopers.

So we believe there’s been a lot of commotion about the Memphis radio setup when it’s all so simple.

Fellows, why not admit—

WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

Our planned programming and beautiful Hoopers assure you an attentive audience and advertising results in the Bluff City.
GET MORE FOR YOUR MONEY
ON WMT

Iowa's rich rural market includes one fourth of all Grade "A" U. S. farmland - highest per capita income in America.

GET BOTH IN EASTERN IOWA WITH WMT

Iowa's steady industries account for 50% of her fabulous income: dependable, spendable income the year round.

GET YOUR KATZ REPRESENTATIVE NOW.
Get the story of WMTland's rich "twin markets".

BROADCASTING
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Washington 4, D. C.
Telephone: ME 1022

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SOL TAISHOFF
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Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, Manager

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ADVERTISING: S. J. Paul, New York Advertising Manager; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CENtral 4116
Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, ENtopas 8181
David Glickman, Manager; Raibh G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. ELgin 0776
James Muntz, Manager.

Broadcasting © Magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting - The News Magazine of the Fifth Estate. Broadcast Advertising © was acquired in 1932 and Broadcast Reporter in 1933.

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CONTACT MAN

This salesman has plenty of confidence. He should have because he represents 1,094 wholesale houses in the Nashville area and sold $210,953,000 for them before he went to war... That's a lot of business—but he's doing even better now... Nashville's retail market is going ahead with him... Retail sales here were up to $356,977,000 in 1944... So plan your campaign now to reach your share of the buying audience in this above-average market who listen regularly to favorite shows broadcast over WSIX.

AMERICAN  MUTUAL
5,000 WATTS  980 KILOCYCLES

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy
NIELSEN OFFERS

A NEW YARDSTICK

...which again shows that an advertiser gets more for his money on CBS

The Nielsen Radio Index, which measures the minute-by-minute listening of U.S. radio families, creates a new and valid yardstick for measuring network values.

It is: cost per rating point per minute...or, the cost per minute of actual audience earned in terms of total time and talent expenditures.*

*EXAMPLE: a half-hour program with a talent cost of $3,000 and time cost of $6,000, and an NRI rating of 10, has a cost per rating point per minute of $30. Mathematics: total cost for 30 minutes: $9,000. Cost per minute (regardless of rating) $300. To get cost per rating point per minute, divide by rating (10). Answer: $30.

SOURCES: Nielsen's computations were based on month-in month-out NRI Average Audience Ratings, on talent costs as estimated by Variety, and on actual time costs (with discounts earned) quoted on network rate cards.
Averaging audiences and costs for all sponsored network programs broadcast during the twelve months of 1946, Nielsen found that:

CBS costs less per rating point per minute than any other network.

Taking CBS as 100, the chart and tables below show the standing of the networks:

<table>
<thead>
<tr>
<th>ALL COMMERCIAL NETWORK PROGRAMS</th>
<th>Cost Per Rating Point Per Minute</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>CBS: 100</td>
</tr>
<tr>
<td></td>
<td>NETWORK A: 101</td>
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<tr>
<td></td>
<td>NETWORK B: 119</td>
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<td>NETWORK C: 136</td>
</tr>
</tbody>
</table>

Here, at last, is a realistic index to the relative dollar values delivered to the advertiser by each of the four networks.

It confirms again the leadership of CBS.

COLUMBIA BROADCASTING SYSTEM
Feature of the Week

“I DON’T THINK the perfect radio sermon has yet been evolved,” Elinor Inman, director of religious broadcasts for CBS, said as she spoke at the Yale U. Divinity School March 4.

“Too many ministers stick to the written style,” Miss Inman said. “They lack the conversational tone. I don’t think the sermon can be separated from the delivery.”

Miss Inman, who has produced the CBS Church of the Air programs for the past four years, has some ideas about the types of sermons they like to listen to, and Miss Inman herself has some very definite ideas about sermons and how they should be written.

“A good radio sermon must have its core something that really matters to people—something that will make a difference in their lives,” said the CBS religious director. “A sermon can’t assume a mood; instead, it must catch attention. And it must hold that attention throughout the whole of the broadcast.”

Urges Careful Preparation

She recommends that a minister write his sermon just as a playwright writes his play. Miss Inman advises ministers who deliver sermons over the CBS Church of the Air series to spend one hour of preparation for every minute of delivery. Since each speaker is limited to 15 minutes, he should spend 15 hours of preparation, including writing and practicing the delivery of his sermon.

The Church of the Air programs are now in their 16th year on the air. Each Sunday they are carried from 10-11 a.m. (EST) on 75 CBS stations throughout the country. Speakers are selected by a 12-man committee and present views of Protestants, Catholics and Jews alike.

Sellers of Sales

BARBARA LANSING SMITH, timebuyer at Gahagan and Turnbull Co., New York, can trace her descent back to the front side of a cough drop box, but her latest distinction arises from her purchase of all the spot radio time for Thomas E. Dewey in his last successful campaign for the governorship of New York.

Great granddaughter of one of the Smith Brothers, a fact unknown to most of her co-workers, blonde, attractive Barbara Smith has made her own way in her own field to emerge as one of the most enterprising buyers of time in radio.

Born in Poughkeepsie, New York, Jan. 14, 1921, she attended Bennett Junior College, majoring in interior decoration. Upon graduation she spent a year at Wood-Puritanon, Poughkeepsie, where she undertook a business course.

Her first job in 1942 was as secretary to the superintendent of The Inn at Buckhill, Pa. A year later she went to New York and joined World Broadcasting System as assistant sales manager. In 1944 she became associated with Hershon-Garfield, New York, as a timebuyer. And in May 1946, Miss Smith joined Gahagan and Turnbull & Co., New York, as head of its time buying department.

She buys radio time for the Republican State Committee and also for the Monticello Drug Co. and Gallowhur Chemical Co. (Skol).

She is married to Eugene B. Krieger, a surveyor. They were married Nov. 16, 1946.

Her hobbies are skiing, knitting socks for her husband and cooking.

She is a great fan of Bing Crosby and has a large picture of the famous crooner in her office.

The DOUBLE-DUTY STATION

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

ELINOR INMAN, director of religious broadcasts for CBS, believes ministers should give more attention to their style of delivery in presenting radio sermons.
In the Pacific Northwest states of Oregon and Washington high power doesn't assure a station of high listenership throughout the area! The reason: Those rugged mountain ranges of Oregon and Washington cut up ordinary radio broadcasting emanating from the metropolitan centers. Your expensive sales messages bounce right off the ramparts of the Olympics, Cascades, Siskiyou and Coast Ranges.

As a result, 194,210 Radio Families in the Pacific Northwest are "by-passed" by broadcasts from these centers ... people spending over 154 millions of dollars for food alone ... who have an average Per Capita Effective Buying Income of $2,688 ... highest in the nation.

There's Only One Effective Way to Reach This Prosperous Market with Radio!

* That one way is through the local radio stations ... the 15 stations of the Oregon-Washington Radio Group. B&M figures show these stations are listened to by more than 74% of the available daytime audience ... better than 62% of the available nighttime audience in each home county ... some rates in the high eighties and nineties! Here, and here alone, is the key to tapping this thriving market of 194,210 radio families in Oregon and Washington.

OREGON
KWIL (MDL)  KORE (MDL)  KAST (MDL)  Astoria
KBND (MDL)  Bend  KOOS (MDL)  Coos Bay

WASHINGTON
KXRO (MDL)  Pikes Peak  KXRR (MDL)  Roseburg
KSLM (MDL)  Salem  KQCO (ABC)  KXOS (ABC)

Topographic map shows the 15 stations of O-W-R-G. and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.

DLM Don Lee Mutual Affiliate
ABC American Broadcasting Company Affiliate

For detailed information write or wire THE HOMER GRIFFITH COMPANY • New York • Chicago • Hollywood • San Francisco • Dallas

March 10, 1947 • Page 11
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Ask Chuck Dresser about his hobbies, and he'll probably describe the joys of swinging in hammocks. But ask him about his business experience and you'll see that he couldn't have had much time for swinging! With twelve years of business success behind him (plus five years in the Army) this young Old Colonel has also found time to travel in nearly every country of Europe and South America!

That's another thing about all our men at F & P — we know that time is the greatest asset we have — that time can be made to yield great dividends of achievement and fun, or that it can bog us down in small routines and pettiness. We choose the former. When you give us an assignment, we do it, promptly and thoroughly — then clear the decks for the next.

"If you want a job well done, give it to a busy man." A lot of you agencies and advertisers must believe in that adage, because we're busier and doing more business, every year after every year, here in this group of pioneer radio-station representatives.

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

EXCLUSIVE REPRESENTATIVES:

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>City</th>
<th>Station</th>
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<tr>
<td>ALBUQUERQUE</td>
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<td>BALTIMORE</td>
<td>WCBM</td>
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<td>BEAUMONT</td>
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<td>CINCINNATI</td>
<td>WKYC</td>
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<td>WDSM</td>
<td>FARGO</td>
<td>WDAY</td>
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<td>WAVE</td>
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<td>NEW YORK</td>
<td>WMCA</td>
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<td>SYRACUSE</td>
<td>WFLR</td>
<td>TULSA</td>
<td>KTUL</td>
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</table>
FCC Asking $7,300,000—For What?

By ROBERT K. RICHARDS

For what specific purpose does the Federal Communications Commission seek its largest peace-time budget ($7,300,000)?

This question was uppermost in the minds of many broadcasters and Congressmen, and perhaps in the minds of a few FCC employees, as the time approached for budget hearings before the Sub-Committee on Independent Offices of the House Appropriations Committee.

It has been learned that the FCC has submitted to Congress a 153-page document, replete with tables, undertaking to justify its budget request for the fiscal year 1948.

A careful examination of this document reveals that:

1. Percentage-wise, most of the increases sought are to be devoted to legal and accounting activities in the Commission, principally to do with standard broadcasting.
2. A relatively insignificant increase is sought for engineering—"relatively insignificant" in view of the fact that in 1947 more than 205 new broadcast stations (352) were authorized than in the entire period from 1934 through 1945 (469).

Program Regulation Activity

It is in the FCC Law Department that most activity relating to program regulation (viz., Blue Book) takes place. The 153-page justification document makes only passing, and superficial, reference to the Commission's concern with program matters.

The heavy increases sought, however, for the Law Dept. (more percentage-wise than for Engineering) and for the Accounting Dept. can only be interpreted to mean that the FCC intends to expand its activities in these areas. And it must be remembered that the justifications lay heavy emphasis on "standard broadcasting" in this regard.

The pursuant breakdowns, derived from an examination of the FCC report, are concerned with only $6,875,000 of the $7,300,000 total request—since $375,000 is sought for a special telegraph investigation and $50,000 for printing, items not pertinent to this review.

The summary Table I shows the distribution of the requested appropriation among divisions of the FCC's work.

The terminology "other activities" emerges throughout the Commission statement, and in most cases it beggars description. The only definition given is that "other activities," mentioned in the table, will include: (a) special legal (including litigation which is principally in broadcasting); (b) special accounting (never specifically defined); (c) supervision of regulatory work and (d) general administration.

One to Six Division

Table I indicates a division between common carrier and radio in the ratio of about one to six. "Common carrier" accounts for only 13.3% of the total appropriation and 12.4% of the personnel. It can be presumed, therefore, that the same ratio applies in the matter of "other activities"—that five parts of the monies will be diverted to radio and one part to common carrier. How, then, will these five parts of the sum sought be spread over broadcast activity? Table II answers that question: Skipping the first item in Table II, "radio spectrum," which is minor and has to do not only with broadcasting but other radio services, it is interesting to examine more closely Items (2) and (4).

Item (2) in the table indicates that the total amount to be diverted to broadcasting activities under the request is $1,162,635—which would appear to be a reasonable sum.

However, Item (4), "Surveillance of Technical Aspects," would require $2,369,894. What does "Surveillance of Technical Aspects" mean? In the report, it is subdivided three ways: (1) field engineering and monitoring (2) laboratory division and (3) technical information.

The latter two are relatively small. However, "field engineering and monitoring" accounts for 406.3 of the 513 personnel requested under "Surveillance of Technical Aspects" and for $1,791,064 of the total amount (or an increase over 1947 of $129,283).

A need for increased activity in field testing would be indicated, in view of the multiplicity of grants made by the Commission and the rising curve of interference problems. But Commission experts themselves admit that there is less need now than ever before for monitoring to insure that stations are "on frequency." Technical advances have been such that it is rare when a station gets off frequency. What, then, would the additional monitoring produce? Why is it needed?

During the war, the FCC monitored many stations for program content. That this activity has carried over into peacetime is indicated by the introduction of program exhibits into hearings by FCC counsel and by the program stipulations contained in the Blue Book.

Whether the additional monitoring is intended to produce check transcriptions on program content is not explained in the report. There is listed, as one item under "monitoring," a "cryptic "other investigations"—not further described.

It is evident, however, that the $1,162,635 figure listed for "Broadcasting" under Table II does not tell the whole story.

Passing mention should be made of Item (3) in the table, as well.

Table I

<table>
<thead>
<tr>
<th>Division</th>
<th>Amount Personnel</th>
<th>Amount Personnel</th>
<th>Increase over 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Radio</td>
<td>$4,587,204</td>
<td>1055</td>
<td>$489,734</td>
</tr>
<tr>
<td>II. Common Carrier</td>
<td>944,737</td>
<td>202.6</td>
<td>104,456</td>
</tr>
<tr>
<td>III. Other Activities</td>
<td>1,345,059</td>
<td>369.6</td>
<td>68,862</td>
</tr>
<tr>
<td>Total</td>
<td>$6,875,000</td>
<td>1627.2</td>
<td>$663,052</td>
</tr>
</tbody>
</table>

Table II

<table>
<thead>
<tr>
<th>Division</th>
<th>Amount Personnel</th>
<th>Amount Personnel</th>
<th>Increase over 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Radio spectrum</td>
<td>$106,535</td>
<td>27.8</td>
<td>$25,788</td>
</tr>
<tr>
<td>2. Broadcasting</td>
<td>1,162,635</td>
<td>275.1</td>
<td>340,515</td>
</tr>
<tr>
<td>3. Safety and special</td>
<td>946,232</td>
<td>239.1</td>
<td>84,618</td>
</tr>
<tr>
<td>4. Surveillance of</td>
<td>2,369,984</td>
<td>513.0</td>
<td>38,813</td>
</tr>
<tr>
<td>Technical aspects</td>
<td></td>
<td></td>
<td>48.8</td>
</tr>
<tr>
<td>Total</td>
<td>$4,587,204</td>
<td>1055.0</td>
<td>$489,734</td>
</tr>
</tbody>
</table>

Under Item (3) "Safety and special services," the FCC seeks only $946,232. Yet it is on its activities in this field, principally, that the FCC argues its need for more money.

In the report, great emphasis is laid on the Commission's efforts in behalf of figures as of Jan. 1, 1947: 34,375 radio stations, 70,000 amateurs, 325,000 radio operators, 25,000 special airplane radio operators, 5,653 applications in safety and special radio services, etc. Yet to discharge this task, which appears gargantuan from a statistical viewpoint, the Commission requires less than $1,000,000.

Just how is the money sought to be applied in the various broadcasting services? Some indication as to "where we go from here," or at least where the FCC believes we are going, is contained in Table III.

By definition, it seems that most of the request under "general regulatory activities" and "other obligations" may be considered chargeable to standard broadcasting.

Information contained in the first three tables might be tabulated as in Table IV, to present a comparative figure. Totals in Table IV, of course, are approximations—but are believed

(Continued on page 14)

March 10, 1947 • Page 13
LAST WEEK we said editorially that we thought the FCC budget was a public matter. If it were not a public matter per se, in a democracy, it would be rendered such by the FCC’s activities in matters of program and economic regulation.

Problems are public matters, since people listen to them. If the FCC is to have any jurisdiction over them, it which with increasing fervor, the people should know what jurisdiction, and how much of their tax money is to be spent in the effort.

Here we try to tell them. We regret that our information is not more specific, since the FCC’s budgetary authors have concluded the precise answer to that question with a lot of statistical doubt.

But there’s one way that the people can find out. This is the way: During hearings to be held on the budget request before the Subcommittee on Independent Offices of the House Appropriations Committee, Richard B. Wigglesworth (R-Mass.), chairman.

In a spirit of helping the Committee in its important task of defining the limits of FCC jurisdiction by budget control, we offer the following questions as guidelines. They supplement those published March 3.

1. What is the work of the Field Engineering and Monitoring Division? How much of this work relates to nonengineering matters, and how much of the Division’s appropriation has been, and would be, allocated for such nonengineering?

2. What has been the definition of the Division’s 1947 appropriation and man-hours was spent monitoring stations for program performance? Does FCC propose to continue to monitor programs under its 1947 budget? If so, to a greater or lesser extent than during the past year?

3. How is nonengineering data thus compiled by the Commission in the discharge of its duties under the Communications Act?

4. How do the time and money spent on program and other nonengineering monitoring now (1947 and proposed under the new budget) compare with time and expenditures for the same type of work during the War? Before the War? If there has been an increase, is it proportionate to the gain in number of stations? Greater? Less?

5. What proportion of the proposed appropriation would be spent on radio, as distinct from common carriers? How does this compare with the proportion of the FCC workload deriving from radio?

6. Of the radio appropriation, what proportion would be allotted to broadcasting, as distinct from “special services,” etc? How does this compare with the proportion of the radio workload deriving from broadcasting?

7. Of the appropriation for broadcasting, what proportions would be spent on AM TV FM TV?

8. What percentage of the money spent on AM would be confined to engineering work, excluding the monitoring of stations for nonengineering information in FM TV?

9. What percentage of the money spent on AM would be spent on matters relating to programs, including program monitoring and program studies conducted by the Law, Accounting and other departments?

10. What percentage of time and money would be spent gathering information on stations’ income, expenditures, comparisons of program expenditures with other expenditures and with income; employment, rates of pay, overtime and straight-time hours and pay, etc?

11. Does the Commission’s economic inquiries to questions relating to (1) the financial ability of a proposed licensee to build his proposed station, and (2) a determination of whether he is acquiring control of more than the maximum reasonable number of stations? How can the requirement of additional economic information be justified under the Act?

12. How much of the information mentioned in No. 11, is it the expert attention of an accountant or an economist?

13. Would the Commission revoke or refuse to renew a station’s license because of programming exposure violations specifically prohibited in the Act (obscene language, lottery, etc)? If so, by what authority? If not, of what purpose is the Blue Book and to what extent are the license-renewal hearings thus far ordered to move require the use of factors which involve no violations specified or even hinted of in the Communications Act?

14. For what types of programs, not specifically forbidden in the Act, would FCC refuse a license?

15. To what extent have applicants’ program plans been shaped by the policies of the Blue Book? If at all, is this not regulation of programs?

16. If FCC would revoke a license for programming which involves no violation of the specific provisions of the Communications Act, what are the minimum circumstances under which it would do so?

17. What are the maximum circumstances, relative to legislation which a station would be permitted to remain in operation?

18. What section of the Communications Act gives authority to the Commission to inquire into the program expenditure which is called into hearing on its renewal application?

19. What is “good radio” and what is “bad radio” from the FCC’s point of view, and how do these definitions jibe with the provisions of the Communications Act?

20. What proportion of time devoted to hearings, especially in investigations and/or program plans! Fifty percent? More? Less?

21. In what percentage of cases do there arise, solely or partially as a result of the Commission’s program questions, findings, briefs, proposed findings, answers and exceptions, oral arguments, petitions for re-hearing, rulings thereon, etc?

22. If program questions are eliminated, how much reduction in the Commission’s workload would result? Wherein would enforcement of the Communications Act suffer thereby?

23. How much more nearly current would be your present workload if the Commission had not required, and in many cases followed up with further detailed inquiry into, program plans of applicants?

24. You say that the bottleneck in your processing procedure is the engineering department. In your 1948 budget requests, however, do you not request a greater rate of increase for legal than for engineering?

25. How many stations have been called upon to explain their programming or program policies as a result of complaints? How much FCC time has been consumed by these investigations, and what has been the result? Does FCC put the burden of proof upon the complainants or upon the stations complained against?

26. When there is a complaint against a station, does FCC’s request for an explanation carry a threat, implied or otherwise, against the station’s future license applications?

27. How much time is consumed by FCC Commissioners and/or staff members in preparing speeches and/or articles on the subject of radio programming? How much of this time, in preparing and/or assisting to prepare such articles and speeches, is chargeable to the appropriation to the Commission?
WHO, WKY, Davis duPont Winners

Presentations Made In New York City On Saturday

The Fifth Annual duPont Awards, regarded as major prizes in the radio industry, last week were presented to WHO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator.

The presentations were made Saturday night in New York's St. Regis Hotel at a dinner sponsored by the Alfred I. duPont Awards Foundation. ABC broadcast the ceremonies from 7:30 to 8 p.m., feeding, in addition to its own affiliates, the two winning stations, which are affiliated with NBC.

Accepting the awards for the stations were B. J. Palmer, president of Central Broadcasting Co., owner of WHO, and E. K. Gaylord, president of WKY. Mr. Davis also was present.

The annual duPont awards are presented to two stations, one of greater than 5,000-watt power and one of 5,000-watt or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

A duPont award also is given yearly to a commentator-reporter "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Wartime OWI Chief

Mr. Davis, the wartime chief of the Office of War Information, joined the ABC network at the close of the war. He is currently heard Mondays through Fridays 7:15-7:30 p.m. under cooperative sponsorship.

A Rhodes scholar, Mr. Davis was a member of the New York Times editorial staff for 10 years. From 1939 to 1945 he was chief of CBC.

WHO’s duPont award entry described the station’s soil conservation education program and particularly the manner in which WHO effected "soil Conservation Through Radio." In a big, looseleaf, wood and leather-bound volume with pages 20 by 16 inches in size WHO told the story of its fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, held Sept. 21, 1946, in Marion County, Iowa, and attended by 50,000 farmers.

The event was described by Dr. Hugh H. Bennett, chief of soil conservation work for the U.S. Department of Agriculture, Washington, D.C., as "probably the biggest and most significant one-day demonstration ever given on farm lands in this or any other country."

Full-Page Photos

WHO used photographs (including several of full-page size), charts and printed facts to illustrate and emphasize the extent and the cost of soil erosion damage and to point out how WHO was attacking the problem aggressively and with results. There was a section devoted to "Iowa’s Centennial Year" and a page telling about Herb Plambeck, WHO’s farm service director, who plans and stages the station’s annual plowing matches and soil conservation field days.

There were photostats of pages from newspapers illustrating 100 daily and weekly papers had cooperated in the WHO soil conservation project, a copy of the Knoxville Journal’s soil conservation supplement, and a copy of the November, 1946, issue of Iowa Farmer, official publication of the Iowa Farm Bureau, which gave a two-page spread to WHO’s soil conservation field day.

The WHO entry concluded with a summary of results, with the final "punch" line reading, "A mighty blow was struck against soil erosion — destroyer of land and creator of poverty which each year claims three billion tons of U.S. topsoil . . . equivalent to a train of box cars extending around the earth 18 times—thereby assuring a more permanent American agriculture."

WKY’s entry, less elaborate but (Continued on page 83)

Joint Radio Advisory Group Planned

Stanton, Ryan, Mortimer Lead Move to Raise Industry Service

Formation of a high-level broadcasters advisory council composed of executives of radio, agencies and sponsors, and acting "to improve radio’s service to the public," was proposed last week in New York at a meeting of some of the leading industry figures.

Recommendation that the broadcasting business form a "nonprofit, nonpolitical, cooperative group," as the council was described in an official statement, was made by a committee composed of Frank Stanton, president of CBS; F. B. Ryan Jr., president of Ruthrauff & Ryan, and Charles G. Mortimer, vice president of General Foods. Mr. Mortimer was said to have been the most active originator of the proposal.

Three Functions

According to an announcement issued at the conclusion of a prolonged luncheon meeting at the Waldorf-Astoria, the Stanton-Ryan-Mortimer committee suggested that the council perform three functions:

1. An information activity, to inform broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.  
3. A program of continuing research into public acceptance of broadcasting.

The official release said: "The committee emphasized that its recommendations were prepared in a spirit of enlightened self interest and that the organization would in no way duplicate any existing body."

One member of the committee, unidentified but quoted in the release, was said to have warned that listener tastes were "steadily improving" and that it was the committee’s wish "to incorporate the listener’s improving tastes into the broad pattern of free radio."

The organizational details of the advisory council were left by the Stanton-Ryan-Mortimer group to a larger committee, which was formed at the luncheon meeting. The chairmanship of the organizational committee, which also must devise a means of supporting the council financially, fell to a broadcaster, Edgar Kobak, president of MBS.

Other members of the committee are Niles Trammell, president of NBC; Clair McGolough, president of WGAL, Lancaster, Pa.; I. B. Lounsberry, executive vice president of WGR Buffalo; Thomas D’Arcy Brophy, president of Kenyon & Eckhardt; Sigurd S. Larmorn, president of Young & Rubicam; Robert Elder, vice president of Lever Bros.; Donovan B. Stetler, ad. director of Standard Brands.

Two advisory committees, to assist the organizational committee in its work, were formed. One, composed of Frederic R. Gamble, president of the AAA, chairman; Justin Miller, president of NAB, and Paul B. West, president of ANA, will advise on association and industry relations. The other, composed of Isaac W. Digs, chairman; George Link, AAA, Don F. Totty, NAB; A. L. Asby, NBC attorney; Julius Brauner, attorney and secretary of CBS, and Joseph A. McDonald, secretary of ABC, will be legal advisor.

Most of the members appointed to committees were present at the Waldorf-Astoria meeting.

Broadcasting • Telecasting

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Webster Named to Fill FCC Vacancy

Telecommunication Expert Picked by Truman

FCC's SEVENTH CHAIR has finally been filled, pending Senate confirmation, by President Truman's nomination Friday of Commodore Edward Mount Webster.

Commodore Webster, with a long career as a telecommunication expert dating back to his graduation from Coast Guard Academy in 1909, served as assistant chief engineer of the FCC from 1938 until war's outbreak.

It is understood that Commodore Webster and Chairman Charles R. Denny, FCC, were in conference with President Truman before latter left for Mexico. Commodore Webster had repeatedly said he would only take post if drafted.

His nomination (for a term which expires June 30, 1949) was expected (BROADCASTING, March 11, 1946) and was hailed, as those prominent men have been Marion Martin, prominent Republican Committee Woman; Fanny Neyman Litvin, FCC attorney; James M. Mead, former Democratic Senator from New York; J. Burke Clements, Democratic office holder in Montana and strongly endorsed by former Sen. Burton K. Wheeler (D-Mont.); Capt. F. O. Willenbucker, Republican, former Naval communications expert and now a radio consulting engineer; George P. Adair, chief engineer of the FCC since 1944 and Col. Taylor, a Democrat, former FCC general counsel and later chief prosecutor at the Nuremberg Trials.

Denny Favorite

It is believed, however, that Chairman Denny of the Commission, who has had frequent conferences with the President on the appointment, favored Commodore Webster—principally because of his technical background. Faced with the largest logjam of applications in history, the FCC's need for the technical assistance at policy levels has been evident for some time. Ewell K. Jett, Independent member of the FCC, is known to have favored the appointment of his colleague, Mr. Jett, until now, has been the only engineer-commissioner. Commodore Webster, politically, is independent. He was born in the District of Columbia (Feb. 28, 1889). He has never voted. If confirmed by the Senate, he will become second Independent member of FCC—with Mr. Jett. Curiously enough, both Independents will be engineers.

The Commission roster then will include three Democrats (Chairman Denny, Comrs. Paul A. Walker and Clifford J. Durr) and two Republicans (Comrs. Rosel H. Hyde and Ray C. Wakefield) with two Independents. Wakefield's term expires June 30, 1947.

During his seven-year tenure at the FCC, Commodore Webster was in charge of Safety and Special Services, but his knowledge of broadcast matters is extensive. He was graduated from the Coast Guard Academy in 1909 and his acquaintanceship among telecommunications and marine leaders has been growing all that time.

Commodore Webster has attended virtually all of the international conferences concerned with telecommunications, especially those devoted to allocations in the fields of telecommunications, aviation and safety services. This valuable technical background is known to have weighed heavily in his favor to fill the FCC chair, which has been vacant since February, 1946, when Paul A. Porter, FCC chairman, left the post to become OPA Administrator. The chair originally was held by former Chairman James L. Fly. The Commission faces heavy responsibilities in international allocations problems when

Denny Pledges FCC Aid to Radio

Tells Annual IRE Meeting Commission Will Assist New Services

ASSURANCES that the FCC will do everything in its power to smooth the path for the continued growth of established radio services, while working also "as new ideas are perfected to move them out of the experimental ranks as rapidly as possible and put them on a regular basis" were given by Charles R. Denny Jr., FCC chairman, at the IRE banquet Wednesday for that reason. Mr. Jett, until now, has been the only engineer-commissioner.

Chairman Denny said: "Clearly, we are on the threshold of an immense expansion in the use of radio in our everyday lives. In this expansion, the radio engineer, the radio industry and the commission must work together, closely and cooperative-

Cairo Plan Revision

One of the first jobs, he continued, is the revision of the Cairo allocation plan which deals primarily with radio-aviation. This plan has been rendered "grossly inadequate." With the aid of the radio engineers, Mr. Denny said, the Commission has formulated a plan which it will take in May to the World Telecommunications Conference in Atlantic City.

Domestically, the FCC has been "undertaking an overall revision of the Commission's rules and standards which govern the operation in the United States of the various radio services," Mr. Denny said. "It is our objective," he stated, "to uncover, and make known, deficiencies and requirements and operating requirements for each of the different individual radio services shall be completely overhauled and brought up to date. In making these revisions we are seeking to do a great deal more than simply extending existing rules. We are carefully reviewing each rule and each standard for the purpose of insuring that we retain only such requirements as are really essential for the proper functioning of the service in question."

But, he said, the "principal job that lies ahead concerns the birth and development of new radio services." Promising to get these out of the experimental ranks and on a regular basis as soon as possible, he said that the "experimental classification should be reserved for laboratory experiments and for field testing of services which have not yet proven out," with provision for "the widest possible latitude for the full play of the imagination and techniques of the radio engineer.

High Frequency Spectrum

In conclusion, Mr. Denny asked the engineers to go to work on two pressing problems: radio hearing and the high frequency spectrum. The Commission, he said, has set up four "graveyards" for radio hearing devices in the 19, 27, 40 and 2400 kilocycle bands, where they can operate without interfering with radio communications, but already the hearing people are asking for more frequencies and wider bands.

Fred R. Lack, Western Electric Co., vice president, acted as toastmaster at the dinner, at which Dr. Frederick B. Llewellyn of Bell Labs, retiring president, and Dr. Baker made brief addresses. Dr. Baker presented the awards to the recipients and fellowships to the recipients. Donald G. Fink, editor of Electronics, accepted on behalf of all the new IRE fellows.

Banquet Television

Banquet session was televised by WNBTY New York, and also fed to Washington.

The contribution of electronics science to submarine warfare was praised by Vice Admiral Charles A. Lockwood Jr., who commanded

(Continued on page 96)
JAMES CAESAR PETRILLO's report plans to leave the country in face of Congressional investigation have put the House Labor Committee on its guard, prepared to use its newly acquired subpoena power on a moment's notice.

Committee Chairman Fred A. Hartley (R.N.J.) told BROADCASTING that the group may honor Mr. Petrillo's plea for a delay until the Supreme Court decides the constitutionality [BROADCASTING, Feb. 3] of the Lea Act as long as he can be certain that the AFM president remains available for interrogation.

The invitation to Mr. Petrillo was dispatched Feb. 28 [BROADCASTING, March 3] setting the hearing date for March 12. The AFM boss answered by telegram, "I appreciate but regret my inability to accept your invitation to appear before the committee on Education and Labor on March 12. The case of the United States versus Petrillo, involving a test of constitutionality of the Lea Bill, is now pending before the Supreme Court of the United States. For this reason I feel it would be improper for me to appear before your committee."

READY WITH SUBPOENA

Chairman Hartley declared that if there appears to be much substance to published rumors that Mr. Petrillo is planning to leave the country "we'll slap a subpoena on him." He pointed out that his committee has been authorized to investigate racketeering in labor unions, and that Petrillo is wanted not only to testify on legislation but to answer charges he has been operating a "one-man dictatorship" and abusing the rights of individual union members.

The Supreme Court is not expected to decide the Lea Act before the middle of April while the Labor Committee is planning to wind up its legislative hearings by March 15. Chairman Hartley said, however, that an investigation of union racketeering will be conducted collaterally with the work on actual labor legislation, so that the Petrillo interrogation might be put off until late Spring although it was made amply clear that the committee is determined to bring Mr. Petrillo before it.

He characterized as "a terrible problem" the committee's assignment to write legislation to force a democratization of labor unions. Such practices as denying majority participation in union elections should be eliminated, he added, pointing out that this was one of the major charges standing against Mr. Petrillo. "If we can," he continued, "we will try, through the law, to require union elections by a majority of the membership rather than through a limited number of members who happen to be present at a meeting."

The Chairman also disclosed that Rep. Carroll D. Kears (R.Pa.) has been chosen to carry the burden of the Petrillo investigation. Congressman Kears has shown the most interest in testimony relating to the AFM [BROADCASTING, March 3] since he is himself an AFM cardholder, a pioneer in radio and a recognized educator, sympathetic to complaints that AFM has interfered with educational radio.

Major testimony against the AFM came from Dr. Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich. Chairman Hartley told BROADCASTING that it may be necessary to call Dr. Maddy before the committee again should the Petrillo case require additional evidence. The AFM was also placed in the record March 6 when Herman W. Steinkraus, president and chairman of the board of Bridgeport Brass Company of Conn., cited Mr. Petrillo for "featherbedding" in an action which placed Dr. Maddy's Music Camp on the unfair list for putting a children's orchestra on the NBC network in 1942. Mr. Steinkraus appeared before the Labor Committee on behalf of the U. S. Chamber of Commerce.

**General Foods Official Wins 1946 Top Advertising Award**

RALPH STARR BUTLER, vice president in charge of corporate relations and research, General Foods Corp. was awarded the 1946 Gold Medal Award for his "distinguish services to advertising" in a presentation before 400 advertising, publishing, and business executives at New York's Waldorf-Astoria Hotel Friday.

Other individual winners of the Annual Advertising Awards were Edgar Kobak, president of MBS, for his "contributions to the knowledge and technique of radio advertising" and Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories, Inc., for his "contributions to the advancement of television as a new service to the public and as a new medium of advertising."

In addition, 14 bronze medals, 18 honorable mention certificates, and a special silver medal were awarded for outstanding entries in other classifications. For advertising as a social force, bronze medals went to H. J. Heinz Co. and Maxon Inc. and honorable mentions to The Studebaker Corp., Roche, Williams & Cleary Inc., Minnesota Federation of Labor and Melamed-Hobbs Inc.; for association advertising, bronze medals to American Meat Institute and Leo Burnett Co. Inc. and honorable mentions to The Mutual Savings Bank of Fall River (Mass.), Batien, Barton, Durstine and Osborne Inc., Florida State Advertising Commission, and Allied Advertising Agencies of Florida Inc.

In the radio division, bronze medals for outstanding skill in commercial program production went to Standard Brands Inc. and J. Walter Thompson Co. for the Fred Allen program. For programs which contributed most to the advancement of radio advertising as a social force, bronze medals were awarded to the U. S. Rubber Co. and Campbell-Ewald Co. for the New York Philharmonic-Symphony broadcasts and to Thomas J. Lipton Inc. and Young & Rubicam Inc. for a special program—"Hunger Marches On."

The annual Advertising Awards were founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1930. They were revived in 1935 by Advertising & Selling Magazine, the present sponsor.

**They Say...**

"I CAN only ask that those who may at any time profess to be critical (of radio) remember that no German, no Russian, no Japanese has ever heard a singing commercial . . . Our radio is free . . . The mistakes we have made are honest mistakes—and not because what you hear has been ordered by any political party or by any separate interest group."

James D. Shouse, president of Cronkley Broadcasting Corp., on WLW Cincinnati's 25th anniversary broadcast.

"KEEP YOUR listener friendly by keeping your copy brief. . . NAB principles and recommendations on commercial copy length . . . are well and good but a big educational job must be done by stations and agencies on clients who demand more commercial and can usually find a station that will violate the code to get the business . . . 80 words per minute is all the average mind can consume."

Mark Schreiber, vice president and radio director of Ball Davidson Inc., before Denver Advertising Club Feb. 27.

"WE WANT the bouquets and the brickbats, because only through knowing what you (the listeners) enjoy can we give you the programs that please, programs that accept, programs that mean our survival, expansion, and your applause."

Frank King, president of Florida Broadcasting Co., at opening of new WMBR Jacksonville studio building March 1.

**Two Sponsor Baseball**

BASEBALL games of the Oklahoma City Indians, Texas League, will be sponsored this season on KOCY and KOCY-FM by General Mills (Wheaties) and Duncan Coffee Co. (Admiral). All games will be sponsored on KOFY-FM, with KOCY carrying games when time is available, according to Matthew H. Bonebrake, station manager.

**Cantor Replacement**

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), with broadcast on June 26 replaces for 14 weeks, Eddie Cantor Show on 136 NBC stations, with musical show featuring Georgia Gibbs, vocalist, and Dave Rose orchestra, Thurs. 10:30-11 p. m. Jimmy Wallington has been assigned announcer on summer placement. George Herber will handle script and direct, with Cecil Underwood supervising production for Warwick & Legler Inc., New York agency servicing account.

**broadcasting • telecasting**

March 10, 1947 • Page 17
Joseph Ream Now Executive vp; Julius Brauner Secretary of CBS

Mr. REAM
JOSEPH H. REAM, former CBS vice president and secretary, was elected executive vice president of the network, and Julius F. Brauner, CBS general attorney, was elected secretary of the company, at a meeting of the CBS board of directors in New York last week.

Mr. BRAUNER
years. He became secretary four years later, was elected a vice president in October, 1942, and in June 1945, was elected a member of the board. Before his association with CBS Mr. Ream was with the New York law firm of Cravath, De Gersdorff, Swaine & Wool.

ABC Co-ops Add 178 Sponsors in Jan.-Feb.

ABC cooperative program sales department last week announced 178 new sales during the past two months which it attributed to the sales awards plan under which salesmen become eligible for merchandise prizes based on sales and renewals of such broadcasts.

The America's Town Meeting of the Air series, which became available for co-op sponsorship on ABC on Jan. 9, headed the list of new co-op business with 60 sales. Elmer Davis was in second place with 18 new sales and Martin Agronsky in third with 17 new sponsors.

The Dick Tracy program added 14 sponsors during the past two months and Harry Wisner gained 12; Ethel and Albert, 11; Headline Edition, 11; Bagnhage, 10. Walter Kiernan reported nine new sales and Cliff Edwards, six.

General Mills Series

GENERAL MILLS, Minneapolis, effective March 24 begins sponsorship of The Betty Crocker Magazine of the Air on 87 ABC stations, Mondays through Fridays, 10:25-10:45 a.m., the same period in which the firm sponsors The Best of All Churches on 139 ABC stations. The new program will originate from New York while Hymns of All Churches originates from Chicago.

TBA Proposes Antenna For Apartment Houses

TELEVISION BROADCASTERS Ass'n.'s subcommittee on apartment house television antennas last Tuesday presented an interim plan which would allow immediate installation of television receivers in multiple-dwellings in the New York area, at a meeting with the Real Estate Board of New York City.

It was decided to develop the plan further and present it in about two weeks. Details are not available, but it is believed to envision a multiple antenna system capable of feeding a large number of video receivers. This point was demanded by landlords several weeks ago.

Attending the meeting for TBA were Ernest A. Marx, Allen B. Du Mont Labs.; William W. Cone, RCA Victor; Alexander Fisher, Belmont Electric Co.; Ben Adler, Tempo Service Corp.; Will Baltin, TBA.

Manor House Extends

W. F. McLAUGHLIN & Co., Chicago (Manor House Coffee), March 3 extended Manor House Party, quarter-hour five times weekly, featuring Skip Farrell, Art Van Damme Quartet, to the following seven NBC stations: WIBA WOOD WIRE WGL WEEK WMJ WMAQ. Manor House has sponsored the show on WMAQ Chicago since Sept. 1945. Contract for 13 weeks was placed by Sherman & Marquette, Chicago.

Richard Locked Out

WOR New York has locked the door on Richard—for good! The station has announced that it is restricting, on all its musical programs, the use of the ubiquitous novelty tune, "Open the Door, Richard." In addition, WOR is asking all comedians to refrain from using gags, puns and routines on the subject, in hopes of relieving the social hazard for all Richards.

Summer Layoff

SPIKING report that Lady Esther Ltd. was dropping CBS Screen Guild Players effective July 7, Jack Runyon, Hollywood radio director of the Bow Co., agency servicing the account, said the date merely marked the start of eight weeks' summer layoff. Program will resume Sept. 8 with same sponsor despite rise in cost from $10,000 to $12,500 a week.

First Anniversary

A RISE in billings from zero to $11,000 a week for Walter Weir Inc., New York, was revealed in a birthday announcement by Walter Weir, president, marking the first anniversary of the agency. The agency celebrated its first birthday March 7 with a house-warming party at its offices at 250 West 57th St., New York.

Four Networks Would Lose $7,625,000 If Cancellation Notices Follow Through

APPROXIMATELY $7,625,000 yearly time billings on the four networks will be lost as a result of cancellation notices during the past three months, it was estimated last week.

Of the networks, CBS has been hit hardest with approximately five shows scheduled to be dropped. They are: Hollywood Jackpot, sponsored by Whitehall Pharmacal Co.; That's_fun, sponsored by Household Finance; Sparkle Time, sponsored by Canada Dry; Hollywood Players, sponsored by Cresta Blanca Wines; The Ellery Queen Show, sponsored by Whitehall Pharmacal Co., which is transferring to NBC replacing The Bob Burns Show; and Your Hit Parade, American Tobacco Co. (Lucky Strikes), which also moves to NBC.

NBC has had two cancellation notices, Meet Me at Patsy's, sponsored by P. Lorillard Co. (Old Golds) and Roy Rogers, sponsored by Miles Labs.

Mutual has been notified that the following shows will be cancelled: It's Up to You, sponsored by Seventeen magazine, Buck Rogers, sponsored by General Foods (Post's Corn Toasties) and McGarry and His Mouse, sponsored by General Foods (Sanka Coffee). Only one show—Pot 'O' Gold, sponsored by Tums—has been cancelled on ABC.

Richard Ream锁定了大门，因为它对Richard来说很不好！该电台已经公布了，在所有的音乐节目中，禁止使用普遍使用的怪兽曲子“Open the Door, Richard”。此外，WOR要求所有的喜剧演员停止使用笑话、双关语和在这个主题上的各种表演，以希望缓解社会上的危险。

夏季裁员

SPIKING报告说，Lady Esther Ltd.将CBS Screen Guild Players于7月7日生效。Jack Runyon，Hollywood电台导演，Bow Co.的代理服务公司，他说这个日期仅仅意味着开始八周的夏季裁员。该节目将在9月8日恢复，时间为同一赞助商，尽管成本从10,000美元增加到12,500美元。

第一周年

A RISE在账单从零增加到每周11,000美元，由Walter Weir Inc.，纽约，被揭示在一周生日的庆祝公告中。Walter Weir，总裁，标记了代理机构的第一周年。该机构在3月7日庆祝其生日，并在办公室250 West 57th St., New York举行了搬家派对。

四个网络将失去7625000美元，如果取消通知跟随通过

APPROXIMATELY $7,625,000每年的时间 Billing在四个网络将丢失作为结果的取消通知期间。

Of the networks, CBS has been hit hardest with approximately five shows scheduled to be dropped. They are: Hollywood Jackpot, sponsored by Whitehall Pharmacal Co.; That's_fun, sponsored by Household Finance; Sparkle Time, sponsored by Canada Dry; Hollywood Players, sponsored by Cresta Blanca Wines; The Ellery Queen Show, sponsored by Whitehall Pharmacal Co., which is transferring to NBC replacing The Bob Burns Show; and Your Hit Parade, American Tobacco Co. (Lucky Strikes), which also moves to NBC.

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65 miles up

That's a view of earth... about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities... but if it's Baltimore you're trying to picture... the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city that delivers more listeners-per-dollar-spent than any other station in town!

WITH
AM and FM
BALTIMORE 3, MD.

To: Tinsley, President
Headley-Reed, National Representatives

March 10, 1947  *  Page 19
**FCC Clear Channel Policy Up for Test**

**U. S. Court Will Hear Oral Argument Thursday**

FIRST COURT TEST of FCC's daytime clear channel licensing policy—a policy the clear channel stations claim may well lead to "chaos"—is scheduled for Thursday before the U. S. Court of Appeals for the District of Columbia.

The Court is slated to hear oral argument on WJR Detroit's appeal from the Commission's non-hear- ing grant last Oct. 22 authorizing Tarboro Broadcasting Co. (now Coastal Plains Broadcasting Co.) to build and operate a 1-kw daytime station at Tarboro, N. C., on 760 kc, WJR's clear channel.

One of Several

The case is one of several on file or scheduled to be filed appealing from specific grants for daytime stations on clear channels on grounds that the dominant stations would suffer severe interference and that the grants constitute a predetermination of the clear channel because they make it difficult, if not impossible, for the clears to seek power above 50 kw in event higher power is permitted.

WGN Chicago filed a similar appeal in the same Court last Wednes- day. That case, involving a non-hearing grant to Radio Virginia Inc. for a new 1-kw daytime outlet at Rich- mond on 720 kc, on which WGN is the dominant station. The court was asked to issue a stay order suspending effectiveness of the Richmond grant until the appeal can be heard and decided.

In its appeal from the Tarboro grant, WJR also asked for a stay order but was denied. The fact that a stay order was requested, however, was seen as one reason oral arguments that the dominant stations would suffer severe interference and that the grants constitute a predetermination of the clear channel because they make it difficult, if not impossible, for the clears to seek power above 50 kw in event higher power is permitted.

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**Bulova Sale of WOV Stock to Henshel Ready for FCC**

NEGOTIATIONS for the sale of Arde Bulova's interests in WOV New York to Harry D. Henshel, his brother-in-law and president of the station, for $400,000 and 60% of net current assets, were completed last week, subject to FCC approval.

The sale involves 60% of the Class B stock of WOadama Corp., li- censee corporation, and would effect the separation of WOV from WNEW New York, controlled by Mr. Bulova, as required by the duopoly rule.

President Henshel already owned 20% of the Class B stock and 50% of the Class A. With FCC approval of the transfer, Bulova would control the station, with the remainder of the stock—20% of Class B and 50% of Class A—held by Rita O'Dea, who owns 10% of WNEW.

The transfer application, to be filed within a few days by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, will be the second such application to be filed by WNEW since it was afraid of the Commission's duopoly prohibitions.

Mr. Henshel and Bulova sought to sell their interests to Murray and Moyer WVO Stars Co., but that offer was rejected by FCC on grounds that the Mesters were not qualified. The Mesters, who lost an appeal of the decision in a three-judge statutory court of New York (Broadcasting, Feb. 10), are reported contemplating an appeal to the U. S. Supreme Court.

A $500,000 suit brought by Mr. O'Dea, minority stockholder, is also pending against WVO York Corp., Greater New York Broadcasting Corp. (WNEW), Milton Biow, and Mr. Bulova. Mr. O'Dea alleges fraud in a 1941 exchange of calls and assets of WOV and WNEW. Defendants deny the claims.

Under a prior agreement, Mr. Bulova has offered Mr. O'Dea, on the same terms as that of which he is not a part, a part of the stock in proportion to his present holdings. Mr. O'Dea has 60 days from Feb. 26 to exercise this option.

**Future Plans**

Mr. Henshel's plans for the station, which now devotes much of its broadcast time to Italian-language programs, call for no "immediate" changes but "considerable research work" starting at once and includ- ing a survey of WOV's "present and potential audience" to deter- mine how it may render the best possible service.

Ultimate identification of the WOV call letters with the "World of Veterans" theme is planned.

With approval of the transfer, Mr. Henshel plans to withdraw as vice president and secretary of Bul- ova Watch Co. and as officer of any Bulova subsidiary, and all Bulova officers and executives associated with WNEW will resign their WOV posts. These include Mr. Bulova, director; Har- old A. LaFont and Sander H. Cohen, vice presidents and directors, and Morris Zimmerman, secret- ary.

WOV operates on 1280 kc with 5 kw power. Mr. Henshel became acting general manager in December 1941. He resigned to take an Army commission in June 1942 and served both in the U. S. and overseas. He was Air Move- ments Officer under Gen. Omar N. Bradley, now head of the Veterans Administration, and later served on the U. S. Administrative Staff, Headquarters 21st Army Group (British) under Field Marshall Montgomery, aiding in the prepara- tion of the invasion of Europe. He was awarded the Bronze Star and five battle stars.

Mr. Henshel was re-elected presi- dent of WOV in March 1946. He has minority stock interests in American Standard Watch Co., Providence; Westfield Watch Co., New York; Mowbray Realty Co., New York, and is a trustee of Joe- ph Bulova School of Watchmak- ing at Woodside, L. I., which aids disabled veterans in watchmaking.

**President's Rating**

President Harry S. Tru- man has beenHooper Sur- veying in his March 3 address, broadcast from Mexico City on all four networks at 10:30 p.m. The special Hooper Sur- vey for CBS gave the Presi- dent a 9.2 share of audien- cie. CBS estimated his audience numbered 24,899- 000.

**Bob Hope Is First In Hooper Ratings**

Fibber McGee Show Ranks Second

And Jack Benny Third

BOB HOPE was in first place in the Feb. 26 Program Hopperings released last week, Fibber McGee & Molly were second, and Jack Benny third.

The average evening sets-in-use of Fibber McGee dropped down 1.5 from the last report and up 0.5 from last year. The average evening rating was 10.8, down 0.5 from last report and up 0.5 from a year ago. Average homes tuned into the shows was 80.6, down 0.8 from last report and no change from a year ago. The current total sponsored hour index was 73 as compared with 71 1/4 last report, 77 3/4 a year ago.

The first 15 programs reported were: Bob Hope 31, Fibber McGee & Molly 29.8, Jack Benny 29, Amos 'n Andy 26.8, Fred Allen 26.5, Red Skelton 24, Gunboat 24.6, Radio Theater 23, Duffy's Tavern 20.8, Screen Guild Players 20.5, Bandwagon 20.4, Mr. District Attorney 20, Walter Winchell 19.3, George Burns and Gracie Allen 10, Take It Or Leave It 17.8.

When a Girl Marries led the list of top 10 daytime programs in the report, with Our Gal, Sunday in service, and Ma Perkins (CBS) in third.

The top 10-week-day programs reported were: When a Girl Marries 9.5, Our Gal, Sunday 8.3, Ma Perkins 8.2, The Makers 8.0, Helen Trent 8.1, Right to Happy- ness 8.0, Backstage Wife 7.8, Kate Smith Spases 7.6, Just Plain Bill 7.6, Breakfast in Hollywood (Kel- logg) 7.5, Stella Dallas 7.1, Young Widder Brown 7.1.

The U. S. Administrative Staff, Headquarters 21st Army Group (British) under Field Marshall Montgomery, aiding in the prepara- tion of the invasion of Europe. He was awarded the Bronze Star and five battle stars.

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More advertisers, local and national, buy more time on KLZ than on any other Denver station.
THE NEW RCA TELEVISION PROJECTOR (TYPE TP-16A) FOR TELECASTING 16mm SOUND FILMS
Attractive, umber-gray, crackle finish matches that of other RCA television equipments. Pedestal houses field supply and control circuits for motor (See main copy).

As Used with RCA's TK-20A Film Camera. Pictures are projected directly on the mosaic of the pick-up tube in the film camera to obtain video signal. With a mirror switching system, one camera can be used to serve a pair of projectors.
low-cost television projector

available for immediate delivery

Simplicity of operation, proved dependability, and low cost are the highlights of this new television tool.

With it you can take full advantage of the excellent program material now available on 16mm sound films. Newsreels, shorts, documentaries, and sound films on countless other subjects can be worked into your daily schedules to add program variety and to keep down costs.

The TP-16A Television Projector is a completely self-contained, streamlined unit designed especially to meet the exacting requirements of television stations. Features include:

- High-intensity optical system providing brilliant reproduction of pictures.
- A stabilized sound unit that assures unequalled sound quality.
- Simple, foolproof, film-feed system permitting quick, easy film threading.
- Dependability assured by using precision-made parts of design similar to those used in RCA's outstandingly successful sound film projector—the famous PG-201.

As shown by the diagram below, an ingeniously simple system is used to permit the required 60 field-per-second television scanning of standard 24 frame-per-second sound film. The 60 light flashes which must pass through the film every second are easily obtained with only three major parts: a 1000-watt projector lamp, a slotted rotary shutter to interrupt the light beam, and a large-size motor that acts as a shutter drive. There is no need for expensive pulse-forming circuits. The incandescent lamp furnishes plenty of brilliance for 16mm film. Perfect synchronization with the television system is assured by using the common power source to drive the shutter motor. No external synchronizing connections are required.

For better, easier film programming it will pay you to investigate this simplified projector. We'll be glad to send you complete price and descriptive data. Write: Dept. 18-C2, Radio Corporation of America, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

PRINCIPLES OF OPERATION

Line A illustrates how, by using a special intermittent mechanism, the "pulldown" time in the TP-16A is reduced to 2/3 the "frame cycle." Line B indicates the duration and repetition rate of the short intervals during which light passes through the film. Line C shows the scanning intervals. Note that scanning takes place during the unlighted interval following each flash. This is made possible by the "storage" property of the film-camera pickup tube. The first frame is scanned twice, the second frame three times, the third frame twice, etc., for an average rate of 2⅔ scanings per frame. This rate multiplied by 24 frames per second provides the required 60 scanned fields per second.
BROADCASTING TRENDS

How Should BMB Space

59% of Subscribers Agree Checks Should Be at Least Yearly

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

“How often do you think BMB surveys should be made?”

<table>
<thead>
<tr>
<th></th>
<th>Once a Year</th>
<th>Twice a Year</th>
<th>Once Every Two Years</th>
<th>Once Every Three Years</th>
<th>No More</th>
<th>Don’t Know or Unanswered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total BMB Subscribers</td>
<td>47%</td>
<td>12%</td>
<td>27%</td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

REGION

Pacific & Mountain... 40 17 30 - - -
West Central ...... 58 8 16 5 3 10
East Central ....... 37 11 48 - 4
Middle Atlantic .... 52 6 24 - 6 9
South Atlantic .... 40 20 20 8 8 4

CITY SIZE

500,000 and over... 20 20 40 20 - -
100,000-500,000..... 40 8 30 5 3 14
25,000-100,000 .... 50 8 33 - 2 7
10,000-25,000 ..... 59 8 16 - 6 11
Under 10,000 ...... 40 40 13 - - -

NETWORK AFFILIATION

ABC .. 50 15 17 2 7 9
CBS .. 37 4 44 4 - 13
AMS .. 47 14 29 - 4 6
NBC .. 63 7 19 7 - 4
No affiliation .. 50 22 21 - - 7

CLASS “A” HOURLY RATE

Less than $100. 49 13 23 - 7 8
$100-199 ... 52 11 30 - - 7
$200 and over.. 35 9 31 13 - 12

The sample was controlled for proper balance by city-size, network affiliation, geographical area, and base hour rate.

Analysis of station manager opinions about this question by geographical areas indicates that a majority of stations in all regions (except the East Central states) believe that BMB surveys should be conducted at least once a year. Preference in the East Central area is equally divided between choices for studies at least once a year and once every two years. Annual surveys are particularly favored by stations in the West Central and South Atlantic areas; twice a year studies by Mid-Atlantic and New England and Western stations; and once every two years by East Central and Western stations. (See Table I for complete details by region.)

Cities Under 100,000

Managers of stations located in cities of 100,000 population and under show the greatest enthusiasm for annual or semi-annual surveys. Small-city stations are most anxious for frequent BMB surveys: 80% of stations in towns of under 10,000 population want surveys at least once a year, equally divided (40%) between choices for annual and semi-annual studies. Broadcasters located in cities of 500,000 and over reveal greater preferences (40%) for one survey every two years than other groups, while an equal number (40%) of these same stations favor studies at least once a year. A large minority of these stations (20%) favor one survey every three years. (See Table I for complete details by city size.)

A majority of all affiliate groups, except CBS, prefer at least one survey each year. CBS affiliates are most inclined to biennial studies. NBC stations (70%) and non-network stations (72%) are the strongest advocates of at least once-a-year BMB surveys. (See Table I for complete details by network affiliation.)

Analysis of the replies to the “how often” question by station volume reinforces the conclusions reached above about city-size. Low rate stations (base rate less than $100) favor a BMB study at least once a year (62%). Stations in the $100-199 base rate class are equally inclined toward annual surveys (63%) but at the same time are somewhat more impressed with biennial studies than low rate stations. Large volume stations (base hour rate $200 and more) show relatively less preference for at least once a year studies (44%).

(Continued on page 48)
cover
Texas' Twin Cities

2 SHOTS FOR 1 PRICE

with WRR-KFJZ

There is a billion-dollar buying income in the Dallas-Fort Worth area . . . and WRR and KFJZ are giving advertisers double coverage of these two markets with simultaneous-or-separate-hour schedules . . . both stations for one price!

Get double results for your client with WRR and KFJZ . . . two stations—one price.

NATIONAL REPRESENTATIVE
WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD
OPEN YOUR EYES TO THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C.E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

It's a real “eye-opener” to discover that only with the Don Lee Network can you reach the huge outside audience — consisting of approximately half of the Coast's 12,117,584 people who spend $9,038,433,000 a year in retail sales!

**ONLY DON LEE** offers 41 stations to accomplish this dual job of inside and outside coverage — more stations than all other networks combined.

**ONLY DON LEE** with overall coverage of both markets, delivers more listeners than any other Pacific Coast network.

If your product can be sold all over the Pacific Coast, remember only Don Lee has the network facilities to reach all the people in both Pacific Coast Markets.

More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

The Nation's Greatest Regional Network
Fan Mail Aid Is Introduced by AWB

Three-Day N. Y. Session Discusses Several Radio Angles

U. S. BROADCASTERS who measure the success of their programs by the amount of listener mail they eke out have noticed a recent and already marked decline in such letters. Last week a plan to fill the sagging mail bags with cheery praise was announced by the convention of the Assn. of Women Broadcasters held March 7-9 in New York. At a Waldorf-Astoria dinner given to the convention by Dorothy Lewis, Coordinator of Listener Activity of the National Broadcasting Co., Mrs. Lewis said she believed that the use of greeting cards would encourage listeners to be more vocal.

The plan to distribute greeting cards for radio fans was suggested to the greeting card industry by Dorothy Lewis, Coordinator of Listener Activity of the NAB. When Mrs. Lewis said it was her belief that the use of greeting cards would encourage listeners to be more vocal, Mr. Lewis explained that the availability of the new fan greeting cards would be mentioned on air by members of the Association but that the major burden of promoting the distribution of the cards would be assumed by the greeting card industry.

Stimulates Correspondence

Alma Kitchell, president of the Assn. of Women Broadcasters, recalled that many listeners had told her they had planned to write her but had needed some form. A fan greeting card, she thought, would stimulate such correspondents.

The “world premiere” presentation of the fan greeting cards included a display of complete reproductions of samples and the distribution of portfolios of cards to the guests. A. D. Hart, director of the greeting card industry, presided at the presentation.

Other speakers at the Friday night banquet at the Waldorf were A. D. Hart; Frank Beardall, president of NAB, John Gillen, Second Assistant Postmaster General, and Lillian Fishman, member of the executive committee of the greatest card industry.

The feature of the first (Friday) session was a panel of discussions at Roosevelt Hotel by Lee Hart, assistant director of Broadcast Advertising for NAB, speaking on the subject, “How Would You Handle a Department Store Account?” Wynne Hubler Speece, women’s director, WNAX Yankton, S. D., and Dorothy Kemble, MBS continuity director, “What Do You Know About Station Operation as It Affects Your Program?” Frances Wilder, CBS consultant on daytime programs, “How Well Do You Know the Daytime Listener?” and Eleanor Hanson of WIKL Cleveland, “What Is Your Second Mile?”

Department Store Accounts

Miss Hart stressed the scheduling of departments of most interest to the audience, and then within the department, the featurings of individual items which will attract immediate traffic. “Helpful, informative copy is important,” said Miss Hart, “and should contain specific suggestions for the customer.” Finally, there should be follow-through with interior display and a check at the point of sale to measure the business at the point of the sale. Mrs. Speece, advising how to reach a rural audience, said although she believed information important and helpful, she contended that it was worth twice as much if it were handled as conversation, than as a routine of important facts to be followed.

“Thats where we have it all over the newspapers,” declared Mrs. Speece. “The producer of our own interest and enthusiasm is so far superior to seeing the printed word on the printed page.”

Miss Houlaian said that showmanship belongs with the programs and departement programs are more than with publicity or promotion. “The keynote of our industry and the job we all have to do,” said Miss Houlaian, “is the development of good will.” The first step, according to the speaker, is “to tell the truth effectively.” Comparing radio to the United Nations, she said that broadcasters were striving to make a better world with more understanding.

“Do it,” Miss Houlaian said, “must have dignity, because dignity is the proper base for high ideal. We must have the proper training and respect for accuracy, which produces honesty, because these are the products of our composite intelligence and of course, the showmanship of our medium itself demands that we have imagination and enthusiasm.”

Rules for Women

Miss Kemble offered several rules for women broadcasters to follow when preparing their programs: (1) investigate sponsored production, then do what the commercial says they will; (2) beware of over-commercializing programs; (3) investigate publicity releases to be used on the air to avoid propaganda; (4) investigate groups or activities to which broadcasters have been asked to lend their names; (5) try to make programs integral parts of the civic and social life of the community.

Mrs. Wilder urged women broadcasters to reassure their housewife listeners that “cooking, doing dishes, washing and ironing, mending and making the living room attractive are all important contributions to the American way of life.”

“The successful woman broadcaster,” said Mrs. Wilder, “will be the one who is aware of basic psychological principles that motivate.”

(Continued on page 41)

Ontario Major, Small Markets Meet

Regulating Body Similar To FCC Is Suggested For Canada

SMALL MARKET station financial and technical matters were highlighted at the one-day meeting of the southern Ontario small market stations, held at Toronto March 2. Under the chairmanship of Harry Dawson, manager of the Canadian Assn. of Broadcasters, it was suggested that the CAB establish standards for a certificate of proficiency for transmitter engineers, and that independent stations submit financial statements requested by the Dept. of Transport with the provision that these be treated confidentially and not be made available to competitors.

Ontario major market stations met March 4, and Toronto station representatives on March 5.

The small market group also discussed the possibility of a Parliamentary Committee of the CAB, and whether the CAB should be widely circulated at the same time that it is presented to the Parliamentary Committee.

Commission Recommended

It was suggested that CAB urge that a commission similar to the FCC be established in Canada at which both independently owned stations and Canadian Broadcasting Corp. could appear in public on an equal footing, and that the brief outline functions of such a commission.

Major market stations felt that CAB should present a brief on freedom of speech on radio to the Parliamentary Committee being established on the Bill of Rights, and that presentation to the forthcoming Parliamentary Committee on Radio Broadcasting should do equality of rights with CAB for independent broadcasters before a proposed communications commission.

Major Markets on FM

On FM the Ontario major market stations felt that any recommendations to the CBC board of governors should stress equality of operation on power ceilings and frequency use with rights enjoyed by American stations near the international border.

Recommendations to the CAB were also made on promise of performance questionnaire required by CBC, with postponement being asked of time till April 1. Station operating licenses were discussed but no resolution submitted.

Small market operators felt that promise of performance questionnaire ought to show approximately what had been done by way of listener relations programs for past year. Proof of performance questionnaire to be submitted later in the year is expected to call for actual two week periods of sustaining programs. On FM power ceilings it was felt that these should be based on some limit to be arrived at, if possible, by treaty with the United States to protect border stations. At the annual meeting it was suggested the secret ballot be used, there should be more entertainment and more useful talks, and that a broadcast should be aired.

Jim Allard, CAB public service director, pointed out that small market stations do a valuable public relations job through local contacts, adequate tours of stations by listener-visitors, community activities of staff, building personality of staff, proper training of writers and announcers. Free time broadcasts should be announced as such and organizations given such free time should be sent itemized bill of cost, and bill marked “complimentary” to show what it costs to put on free broadcasts.

Dug Scott, CAB director of broadcast advertising, spoke on national and regional sales plans of CAB and how CAB can help stations.

Attending the small markets group were Bill Stovin, CJBQ Belleville; Jack Beardall, NBC Chatham; Jack Radford, CFPM Brockville; Frank Squires, CJCS Stratford; Howard Bedford, CKVY Niagara Falls; Gordon Archibald, CHOV Pembroke; Ralph Snelgrove, CFQS Owen Sound; Ross (Continued on page 40)
ON THE OCCASION OF OUR 15th ANNIVERSARY

We pay our respects to the ownership and management of the distinguished radio stations (some of them with us from the beginning, some quite new) which have contributed so substantially to the growth of Spot Radio advertising for the combined benefit of the advertiser, the advertising agency and the radio broadcasting industry. Most of these stations have seen Spot Radio grow from the enfant terrible of 1932 to the "grown-up" of 1947 standing shoulder to shoulder with other advertising media, and bowing to none.
JUST look back. In 1932, Spot Radio was actually in a state of chaotic turmoil. Sure, radio was getting results for advertisers — but in spite of itself. "Brokers" queried three or four stations in a market and then pushed the sale of the one from which they got the most revenue, regardless of the advertiser's needs. Local talent was "thrown in free," just to help the sale along.

Agency time buyers, knowingly but helplessly, bought time for one client at one rate and the equivalent time for another client at a different rate — on the same station. This national advertiser paid the local rate while his competitor paid the national rate — on the same station. Commercial copy limits and length of announcements depended on just how much the advertiser or agency could squeeze, wheedle or brow-beat out of the station manager. Real research was non-existent. Radio was paying out, but there were no standards by which the advertiser could measure why or how. Yes • • •

IT WAS THAT BAD, IT WAS A MESS!
Then, on March 15th, 1932, Edward Petry announced the formation of the first national exclusive radio station representative company. A number of the leading radio stations of the country, alarmed at the situation of the industry, made up the first Petry "list." Others soon joined — and stayed. (Most of the stations on the Petry list have never had any other exclusive representative.) All of these stations felt that perhaps exclusive representation could solve the problem of the industry.

...and it did...
TODAY Spot Radio is an organized and integrated industry responsible for a highly successful advertising medium fully respected and constantly used by the nation's advertisers, large and small. This stature has been attained through the early and continued efforts of those who saw ahead and realized that success could be achieved only by giving fair consideration to the needs of the listening public, the advertiser and his agency and the radio stations of the country. The principles on which the Petry Company was founded and operates and the policies and practices conceived and executed by the Petry group of stations contributed in no small measure to Spot Radio's present-day place in the sun. This progress continues and will continue.

THE FIRST AND LARGEST EXCLUSIVE NATIONAL RADIO REPRESENTATIVE IS NOT TREADING WATER BECAUSE
It isn't enough to be FIRST just once!

Here are some Petry "Firsts" -

1st exclusive radio station representative.
1st to standardize and maintain station rates.
1st to eliminate brokers.
1st to publish and distribute standard market data.
1st representative to join NAB.
1st to advertise in national magazines to promote spot broadcasting.
1st to conduct and publish research to promote spot broadcasting.

To stay first you must be first throughout the years.

Edward Petry & Co., Inc.
Oldest and largest exclusive national radio station representative.

New York - Chicago - Los Angeles - Detroit - St. Louis - San Francisco - Atlanta - Boston
DR. V. K. ZWORYKIN
TO GET POTT'S MEDAL

DR. VLADIMIR K. ZWORYKIN, director of electronic research for RCA, will receive the Potts Medal from the Franklin Institute, Philadelphia, at the institute's annual medal day exercises April 16.

The award has been given annually since 1906 for distinguished work in science or the arts, important developments of previous basic discoveries, inventions or products of superior excellence or utilizing important principles.

The medal goes to Dr. Zworykin this year for his invention of the iconoscope and kinescope, which are essential to modern commercial television.

J. B. Powell

J. B. POWELL, 60, former comptroller of Press Wireless at Shanghai and victim of torture while a prisoner of the Japs, died Feb. 28 of a heart attack following a speech at a luncheon meeting at U. of Missouri Alumni Assn. in Washington.

WINNER of 1946 annual H. B. Davis Award presented to announcers of NBC and affiliated stations was Bill Stulla (extreme 1), KFI Los Angeles [BROADCASTING, March 3], who received $300 and a gold medal. Engraved rings were presented to group winners in several classifications, as follows (1 to r): Herb Sheldon (second from l), WNBC New York, NBC owned and operated station group; David Bennett, WKBO Harrisburg, Pa., local affiliates; Bob Kay, WAVV Louisville, regional affiliates; Arch Macdonald, WBZ Boston, clear channel affiliates.

RADIO GROUP OF KY.
MEETS MARCH 28-29

SPRING meeting of Kentucky Broadcasters Assn. will be held March 28-29 at the Seelbach Hotel, Louisville, according to J. E. Wil- lis, Nunn Stations, KBA president. Agenda has not been completed but tentative plans call for discussion of FM problems along with questions of general interest to AM operators and GP holders.

Meeting will open at 10 a.m. March 28, with luncheon following, and an afternoon session that will wind up with cocktails. Dinner meeting will include an FM speaker. Short business session and closed meeting for members are scheduled on the morning of March 29.

Vacancy created on the KBA board by departure of Peter Cline, WLEX Lexington, for Shreveport, has been filled with appointment by the board of M. L. Peace, WFKY Frankfort.

WAB to Meet
WESTERN ASSOCIATION OF BROADCASTERS, Canada, plans its next annual meeting at Minaki, Ont., Sept. 3 and 4. This will be the first WAB meeting east of Winnipeg. Canadian stations west of Lake Superior are members of the WAB.

Signs FM Contract

ONE of the largest contracts for FM advertising on the Pacific Coast has been signed by Breuner Stores, Richmond, Oakland, Berkeley and Vallejo, Calif. (furniture and radio retailers), with KRCC Richmond, new FM outlet. Contract is for a series of five half-hour weekly broadcasts for 62 weeks of Music from Hollywood, heard Mon. through Fri. 9-9:30 p.m. Program is a transcribed production of popular and light classical music arranged in the modern manner, featuring Frank DeVil and his orchestra. Agency is Emil Reinhardt Adv., Oakland, Calif.

"Don't Spare the Adjectives!"

(that's what we told our copywriter)

"We want to congratulate the Edward Petry Company on their 15th anniversary," we said. "We want everybody to know this is something pertinent to the entire industry of spot radio."

"Now," we added, "Here's the company that started the whole thing. Back in 1932, they called it exclusive national representation for radio stations. And, today, they're the oldest and largest representative. Still exclusive. Still national."

Then the copywriter hands us and says, "How long has the Petry Company represented KARM?" (That's us.) And we said, "Since March, 1943. And we're proud of it."

Then the copywriter leaned back and said, "You haven't left much for me to do, have you?"

"What do you mean?" we asked.

And he smiled. "You've just written the ad!"

And so we had!

K A R M

C B S

5,000 WATTS

* Fresno, California
WE'VE COME A LONG WAY TOGETHER

25 years
of Broadcasting "in the Public Interest"
to a Southern Audience
Licensed March 15, 1922 — the First Station in Dixie

20 years
of Affiliation with National Broadcasting Company

15 years
of Association with Edward Petry & Company, Inc.

It is now significant that WSB's first broadcast, the night of March 16, 1922, was a summary of the day's news. Then, as now, The Voice of the South recognized its obligation — and its opportunity — to serve in the public interest. 25 years of operation under the same call letters, and a continuous association with NBC and Edward Petry & Company since the organization of each, are evidence of the stability that has characterized WSB . . . one of America's great stations.

WSB
The Voice of the South
ATLANTA
750 KC * 50,000 WATTS
THE ATLANTA JOURNAL STATION
KRKO, WLBR Officials Offer Advice On Transcribed Shows' Cost Problem

LETTER to BROADCASTING from Charles Barham on prohibitive costs of transcribed shows (Feb. 17 issue) prompted two station officials to offer Mr. Barham advice. W. R. Taft, manager of KRKO Everett, Wash., writes that "KRKO's potential coverage will run roughly 10% of a Seattle station — our retailer is fortunate to run 15% of the volume — yet most transcription companies charge anywhere from 33 1/3% to 100% of the Seattle price for the Everett market.

"Perhaps if enough small market stations were to show their interest in this matter [these] boys might realize that they are passing up a great potential market.

"As a suggestion to Mr. Barham, look into NBC recording division's 'package' deal, investigate World's 'Audi-Flex' service, check on the Texas Rangers and the Sons of the Pioneers. . . . KRKO went for the NBC 15 package proposition and has done right well with it. We also have all the other above mentioned shows (commercially sponsored).

A way of circumventing the problem of high-priced transcriptions is offered by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa.

"After contacting many transcription producers," he writes, "prices soon convinced me that I would have to look elsewhere for material to supplement our news and record shows...

"So we went to work on the local color angle. We first employed an experienced news editor and when WLBR began operations in Lebanon three months ago, we went on the air with three daily local newscasts (all long since have been sold).

"We are building all types of live shows based on the support of local groups just as fast as time and personnel limitations will permit and the demand continues to exceed the supply. There are some cost factors for clients, but relatively little as compared to the prices of transcribed shows . . . the local color angle works — and the smaller the community, the better it works," Mr. Skinnell says.

"Despite a great deal of small town talent we are not accused of being amateurish. We have high standards for announcers and we insist on good production methods and precision operations . . . Now we have reached the stage where we neither need nor want canned programs and our clients and listeners are just as gratified as we are."

Goodfellow to Manage KSJB Jamestown, N. D.

COINCIDENT with its move into newly completed studios, KSJB Jamestown, N. D. (Jamestown Broadcasting Co. Inc.) has announced the appointment of Joseph W. Goodfellow as its resident manager. A CBS affiliate operating with 5 kw on 600 kc, KSJB is owned by John W. Boler.

The new resident manager was with U. S. Rubber Mr. Goodfellow Co. for ten years. He saw service in the Pacific area during World War II, and upon returning to civilian life went to New York to take charge of the New York national sales office of Mr. Boler's radio interests.

KSJB's new studios are located at 422 S. W. Second St., Jamestown. Lloyd R. Amoo, station's chief engineer, supervised construction of the studios and the installation of a new RCA transmitter seven miles south of Jamestown. The transmitter installation was completed last July.

Akron Daytime Listeners' Favorite Is Fred Waring

DAYTIME radio listeners of Akron, Ohio, have voted Fred Waring's 11 a.m. NBC program their favorite show in a two-week poll conducted by Bee Offiner, radio editor of the Akron Beacon-Journal. The Waring show is heard in Akron over WTM Cleveland.

Close second was Don McNell's Breakfast Club, AFR program carried by WAKR Akron. Arthur Godfrey, WADC-CBS, ranked third, and the remaining favorites in the order named were: Tom Brenneman, Request Matinee; Road of Life, Star Spotlight, Hymns of All Churches, news programs, Melody Roundup, Ma Perkins, House Party, Bride and Groom, Kenny Baker and Queen for a Day.

Listeners voted overwhelmingly for musical and variety shows, as compared with serials. Favorite serial was Road of Life. News broadcasts were popular, with Bawkhage taking the top spot. Of the 2,899 votes cast in the Beacon-Journal's poll, 627 came from outside Akron, including one from Florida.

WTOP Quiz

HALF-HOUR quiz show, "You're the Top" on WTOP Washington, has returned to air replacing Sat. 2:30 p.m. broadcasts of "Meet the Minus." Roee Martin is m.c. of quiz show.
TriAltesp

To give you the jump in the Twin Cities market

Edward Petry & Co. service and KSTP results. The country's foremost radio representatives . . . the Northwest's leading radio station. What a pair! The one anticipating each step of the other . . . the two teaming perfectly to give you the jump in this important Minneapolis-St. Paul Market. And the team continuing to match stride for stride to keep you out in front. Sure-fire stuff, this combination. Try it and see.

50,000 watts—clear channel key station for the Northwest network exclusive NBC affiliate for the Twin Cities

Represented nationally by Edward Petry & Co., Inc.
World High-Frequency Office May Evolve at May Meeting

AN INTERNATIONAL high-frequency organization will probably be formed during the first World High Frequency Conference [BROADCASTING, Feb. 3] scheduled to follow the World Radio Conference opening May 15 in Atlantic City, it was learned last week.

Preparatory meetings for the HF conference are under way with a 12-man committee drawn from the State Dept., War Dept., FCC and Bureau of Standards working on U. S. proposals. Industry consultation will be invited so that the U. S. delegation is fully informed of all American needs and demands.

Greatest difficulty faced by the HF conference is the lack of spectrum space for all HF services needing recognition. The preparatory committee's problem is to get agreement on an international organization which, it is understood, would act as an "ether regulatory body" to administer technical standards, monitor for deviations from assigned frequencies, provide a central information bureau to permit sharing of programs and establish an international code of broadcasting ethics.

High-Frequency Change

A complete reorientation of the HF schedule is needed because since the beginning of hostilities in 1939 all nations started "pirating" HF frequencies with the result that the spectrum today is in chaos. The Allies are still using frequencies formerly controlled by Germany and Japan, with international broadcasters generally picking up a frequency whenever it is not being used.

Thus the United States today is using about 56 frequencies whereas it is estimated that under an orderly apportionment of frequencies it would probably not be able to use more than 14 at any one time. This situation prevails in any country which has the facilities or interest to engage in HF broadcasting.

The need for an international HF organization has long been recognized and it is expected that most, if not all, of the nations participating in the Atlantic City meeting will bring their own plans.

Heading the preparatory HF broadcasting committee is Forney A. Rankin, associate chief, State Dept., International Broadcasting Division. Other members are: John E. Begg, assistant director, OIC; Robert R. Burton, International Broadcasting Division; John S. Cross, associate chief, State Dept., Telecommunications Division; Dr. J. H. Dellinger, chief, Central Radio Propagation Laboratory, National Bureau of Standards; Kenneth D. Fry, chief, International Broadcasting Division; Capt. Paul D. Miles, FCC Frequency Service; Harvey B. Otteman, associate chief, State Dept., International Telecommunications Division; Curtis B. Plummer, chief, FCC Television Broadcasting Division; Thomas E. Bracken, OIC legal advisor; Col. A. G. Simpson, Signal Corps, War Dept.; and John D. Tomlinson, assistant chief, State Dept., Office of Administration.

FOR "STRENGTHENING the bonds of inter-racial harmony," President Truman presents the Woodell L. Willkie Certificate of Merit to H. Leslie Atlass (right) CBS Central Division v-p, and to Charles Browning of the Chicago Defender. [BROADCASTING, March 3]. WBBM Chicago and the Defender have collaborated in presenting the weekly program, Democracy, U. S. A., which prompted the award.

NEW ENGLAND MEETING OF IRE SET FOR MAY

SIX TECHNICAL papers on communications, micro-waves, FM and measurements are to be presented at the all-day radio engineering meeting May 17 at the Hotel Continental in Cambridge, Mass. Sponsor of the meeting is the newly-created North Atlantic Region of the Institute of Radio Engineers.

A large space in the Hotel Continental will be devoted to exhibits of radio and electronic products manufactured only in New England.

All members of the IRE except students, in the area concerned with the meeting, will receive a registration form by mail. Persons who do not receive registration forms may write H. H. Dawes, New England Engineering Meeting, 275 Massachusetts Ave., Cambridge 39, Mass. L. E. Packard, of Technology Instruments Corp., Waltham, Mass., is general chairman. Speakers are: John V. N. Granger, Harvard; Herbert Metten, Sylvania Electric Products; William G. Tuller, M.I.T.; R. A. Soderman, General Electric; Aldo Miccioli, associate, Dale Pollow, New London, Conn.; Julian S. Schwab, Research Lab of Physics, Harvard.
RADIO STATION KGW
EXTENDS CONGRATULATIONS
TO EDWARD PETRY & CO. INC.
ON THEIR FIFTEENTH
ANNIVERSARY

THIS IS KGW'S
FOURTEENTH YEAR OF ASSOCIATION
WITH EDWARD PETRY & CO.
Consistent Station Policies Urged
Hardy Tells Oklahoma Conference of New Industry Trend
SUCCESS of stations coming on the air with little wattage and small investment has blasted the old broadcasting theory that high power, fine studios and a large staff constitute a great station, Ralph Hardy, executive assistant, KSL Salt Lake City, told the annual Radio Conference held Feb. 27-March 2 at Norman, Okla., and Oklahoma City [Broadcasting, March 3].

Mr. Hardy's talk was one of a large number scheduled on the four-day agenda. He noted that half of radio's management is in the hands of older men who entered the field as investors. The bonanza is past, however, and many stations are being sold, Mr. Hardy said. "The tired old men can't stand the gaff," he said, suggesting "this is the finest thing that has ever happened to the radio industry."

He called for managers to establish definite operational policies, clearly defined for all staff members. "So long as continuity writers, analysts, newscasters, program directors and managers each work in the dark so far as unified policy is concerned, the station will mean little as an influence in its community," he concluded.

Attendance of 611
With 611 radio executives, educators and students registered, the conference brought out several trends, according to those who took part. First, it was shown that radio management is acutely aware of its postwar community responsibility; with increased competition, broadcasters are alert to the growing need for better management, public relations, local programming, employee relations and program diversity.

A. D. Willard Jr., NAB executive vice president, warned of the censorship dangers facing all means of communicating intelligence. Unless remedial measures or Supreme Court action halt the censorship trend, he added, the press and movies may come under the restrictions now imposed on radio.

"Facsimile may be the difference between life and death for newspapers," he said. "Television is coming along more rapidly than is realized by many persons in the motion picture industry. There soon will be tele-theatres. Both facsimile newspapers and teletheatres would be subject to the same licensing as are today's radio stations. The same censorship would apply. Because of these technological advancements, resulting in the necessity for a license, freedom of speech, freedom of the press and freedom of motion pictures would be threatened."

Ted Malone, ABC, urged broadcasters to unite in demanding the right to editorialize. "For every danger that can be given for editorializing I can cite a greater danger in the present system," he said. "Broadcasting will not attract greater managerial talent until greater opportunity for service is made possible through the right of a station to have a stated policy and to follow it."...added.

Discusses Religious Programs
Bill Bryan, KOMA Oklahoma City, told of the benefits of well planned religious programming.

Leland F. Cooley, television director of McCann-Erickson, New York, told the video session that 240,000 of the expected 300,000 receivers to be produced this year would go to the Eastern seaboard, with the rest divided between Midwest and the West Coast. He estimated 100 transmitters would be produced this year.

Sam Cuff, general manager of Du Mont Labs., described a new process of recording telecasts. He predicted a powerful television station could be built in a city such as Oklahoma City for as little as $100,000, including all installation expense and equipment.

Parks Johnson, m. c. of the CBS Vox Pop, pointed to need for better commercials on programs and promised a different type of commercial format on his own program next autumn.

LOIRE BROPHY, 49, DIES; EMPLOYMENT ANALYST
LOIRE BROPHY, 49, head of her own employment consultant organization in New York and in private life the wife of John McNeil, former general manager of WJZ New York, died on March 4 at her home, 320 Park Ave., New York, after a short illness.

Miss Brophy had been an employment counselor for more than 20 years. She became personnel analyst and executive counselor for many of the large advertising and publishing firms. Her latest book, "There's Plenty of Room at the Top," was published in January by Simon & Schust, Br., New York.

Surviving is her husband.

FOR "outstanding services rendered to Naval personnel during World War II," WTOP Miami, Fla., Feb. 26 was presented an achievement award by U. S. Navy Dept.
February 17, 1947

Edward Petry, President
Edward Petry Company
17 East 42nd Street
New York City, N. Y.

Dear Ed:

My hearty congratulations to you, Ed Voynow, Hank Christal and Staff upon the culmination of your fifteenth year as Station Representatives.

As one pioneer in this industry to another, Station KFI commends the high ethical standards of representation that you have established and maintained.

Clean business, from the standpoint of advertiser, product and advertising copy, is synonymous with your name. Add to this salient factor your consistent sales policies - carefully planned and executed - and one can readily understand your leadership in the Spot Radio field.

We are indeed proud to be among the stations which you represent, and I am joined by the entire staff of KFI in the wish for your continued success.

Yours truly,

Earle C. Anthony
President
Southern Sportscasters Elect Harden President

SPORTSCASTERS of the South have formed the Southern Sportscasters Assn. to serve as a central distribution point for news of interest to all southern sportscasters, to work toward stamping out "gambling and bribery" in all sports, to seek for radio men "equal recognition and equal rights now granted other news gathering media," and to strive for improvement of broadcast facilities from playing fields—facilities now considered inadequate in many places.

Organization meeting was held at Columbia, S. C., with WIS as host. Frank Harden, WIS sports chief, who instigated the sportscasters association idea, was elected president of the group. Other officers are Bob Bender, WTMA Charleston, vice president, and Dan Daniels, WMBR Jacksonville, secretary-treasurer.

Guests of the radio men at the organization meeting included Alderman Duncan, AP bureau chief in Columbia; Riley Powell, UP bureau chief in Columbia; Earl Blue, Sally League (baseball) president; Fred Hunter, president of Columbia Reds baseball team; Steve Libby, promotion-publicity manager at WIS.

AMONG THOSE present at organization meeting of Southern Sportscasters Assn., held in Columbia, S. C., with WIS as host, were: front row (1 to r)—Bill Mims, WHAN Charleston; Alderman Duncan, AP bureau, Columbia; Fred Hunter, president, Columbia Reds baseball team; Earl Blue, president, Sally League; Riley Powell, UP bureau, Columbia; Durham Moore, WKIX Columbia; second row (1 to r)—Dan Daniels, WMBR Jacksonville; Norm Strand, WCAV Savannah; Bob Bender, WTMA Charleston; Frank Harden, WIS Columbia; Gene Hinrichs, WNOK Columbia; Wayne Poucher, WCSC Charleston; back row (1 to r)—Verner Tate, WPBC Greenville; Moody McElveen, WCOS Columbia; Joe Hunt, WRDW Augusta.

CBC Russian Beam

CANADIAN BROADCASTING Corp. plans to send shortwave programs to Russia as soon as suitable personnel are available, CBC International Service headquarters at Montreal, has announced. CBC sent its first Russian program on July 1, 1945, and it was rebroadcast on the Russian domestic service, the first foreign program so aired. Since then about six special broadcasts have been beamed to Russia. The Russian government asked the CBC to outline plans for a Russian language program from Canada when CBC international service began operations two years ago.

On this the 15th Anniversary of the

EDWARD PETRY COMPANY INC.

the staff of Station KSL extends congratulations and best wishes to that Company with appreciation for a job well done. The Petry affiliation with KSL, Columbia's 50,000 watt station in Salt Lake City dates back to 1932, and this association has been both a happy and successful one.

KSL

COLUMBIA'S 50,000 WATT VOICE IN UTAH

Salt Lake City

Changes Affecting Three Cuban Outlets Listed

CUBA has notified signatories of the North American Regional Broadcasting Agreement of changes affecting three stations, as follows:

1170 kc—CMAB Artemisa, Pinar del Rio; 250 w, directional antenna at night; Class II station.

1290 kc—CMKD Holguin, Oriente; operating at present at Santiago de Cuba. Cde.

1340 kc—CMAW Pinar del Rio; 250 w fulltime; Class IV; scheduled to begin operations in October 1947.

Budget Cut

REQUEST by State Dept. for more than $7,000,000 to expand relay facilities for overseas broadcasting [CLOSED CIRCUIT, March 3] was whittled down by the Budget Bureau to $6,168,000. The sum is the largest part of a department supplemental appropriation demand of $8,366,000 sent to Capitol Hill by President Truman last Monday.

WCPO Cited

WCPO Cincinnati, Feb. 25 was presented an award of merit for being "the outstanding organization" in the Cincinnati Recruiting area of the Marine Corps, which includes the southern half of Ohio. Award was made as the result of WCPO's nomination, by Captain A. M. Roebuck, officer in charge of the Cincinnati district, as the individual outstanding organization assisting in the recent Marine Corps recruiting drive.
Any radio station which strives for quality in every phase of its operation will own the highest listener loyalty.

We have believed this since 1925.

KVOO
Oklahoma's Greatest Station

50,000 watts  1170 kc  NBC Affiliate
Edward Petry & Company, Inc. National Representatives
Trends
(Continued from page 24)
and more for two year (31%) and three year (13%) schedules. (See Table 1 for complete details by hour rate.)

"Are your BMB subscription costs high, low, or fair?"

<table>
<thead>
<tr>
<th>% of BMB subscribers</th>
<th>High</th>
<th>Fair</th>
<th>Low</th>
<th>Don't Know</th>
<th>No answer</th>
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<td>42%</td>
<td>39%</td>
<td>1%</td>
<td>15%</td>
<td>3%</td>
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<td>TOTAL</td>
<td>100%</td>
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Virtually as many station managers consider BMB costs fair or low (40%) as feel the costs are high (42%). Fifteen percent of the subscribers on the panel have not yet decided how to judge their BMB costs.

Findings By Area

Examination of the findings by geographical area reveals that station managers in the Pacific and Mountain areas are most satisfied with BMB costs—only 27% of these broadcasters regard BMB prices as high, and 50% judge the costs fair. Stations in the East Central and South Atlantic areas divide their judgments on BMB costs approximately equally between high and fair; while stations in the West Central, Middle Atlantic and New England areas tend to consider BMB costs high.

Managers of stations in smaller cities (10,000-25,000 population) consider their BMB costs fair more often than other broadcasters. Only 24% of this group feel BMB charges are high, but an equal number are undecided. Similar indecision is found in the small cities (under 10,000 population) where 27% of the managers reported they had not yet decided how to evaluate their BMB costs. Among NBC and CBS station managers, approximately as many regard BMB costs fair as consider them high. ABC managers tend to consider their costs high, while Mutual affiliates emphasize the fairness of their BMB charges. Non-affiliates show a marked lack of decision—29% have not yet made up their minds.

Higher dollar volume stations (base rate $100 and over) are about equally divided in their judgments—virtually as many see their BMB costs as fair as consider them high. Low rate stations tend to consider their costs high, although a large minority (21%) are undecided.

Detailed replies by region, network affiliation, city size, and base hour rate are shown in Table II.

The final installment of the BMB survey will be published in the March 21 issue of Broadcasting. It will report the answers to this question: "From what you have seen of BMB's operation so far, how do you evaluate:

(1) BMB's management;

(2) BMB's research formula;

(3) BMB's selling methods;

(4) BMB's method of reporting its data;

(5) BMB's educational efforts in explaining the uses of its data."

ARTIST'S DRAWING of new Radio Bldg. in Arlington, Va., where WEAM will have its studios and offices. Station, scheduled to begin operations in March on 1390 kc, has filed proposal with the FCC to increase its power from 1 kw day-time to 5 kw day and night. Licensee is Arlington-Fairfax Broadcasting Co.

Radio Writers Lab Bought
By H. R. von Dorster Jr.

PURCHASE of Radio Writers Laboratory (Lancaster, Pa.), radio script service, by Herbert R. von Dorster Jr., advertising agency executive, has been announced. The new owner, a Lancaster resident, recently returned from Europe where he served several years with the Army.

Radio Writers Laboratory, publishers of RWL Scripts, was founded in 1935 by the late M. S. Miller, a pioneer in radio script writing and syndication, who died Sept. 29, 1946, at the age of 50. Its services now extend to nearly 1000 radio stations in the U. S., Canada, Hawaii, Alaska, New Zealand, Australia and Europe.

Mr. von Dorster has announced that there will be no change in personnel and that he and Margaret L. Smith will serve as associate directors of RWL.

School for Veterans

THE AMERICAN THEATRE Wing school for returned veterans of the entertainment industry has begun its second term. A change of policy will carry students through 10 weeks instead of the present eight, and more advanced courses will be offered. The practical courses include a radio workshop which will regularly present a show on WMCA New York. Other workshops include television, opera, and theatre. Among the new courses offered are acting—classic plays, a screen seminar, radio technique for theatre actors, acting technique for singers, make-up—character study, general musicanship, radio announcing and additional dance and music courses.
THE TEEN-AGERS
HAVE A TERRIFIC TIME!

When Dixie Nightcap goes out over our 50,000 watt, clear channel signal it is an uproarious, Bobby-sox occasion. You'd think it all happened on the spur of the moment.

But back of this seemingly spontaneous effect there's a story—the story of WSM LIVE TALENT PRODUCTION in action.

Dixie Nightcap is a great variety show moulded from our roster of 300 entertainers. Comedy by such stars as Minnie Pearl, Rod Brasfield, and Jamup and Honey... songs by Betty and the Dixie Dons, Carolyn Malone, Kitty Faulkner, and Jack Baker... music by Owen Bradley and Beasley Smith and their bands. It's packed with name guest stars—loaded with surprises—and paced fast. It's typical of WSM produced shows that keep 650 a hot-spot on the dial for this area of 5 million choosy citizens.

• FOR SALE? Well, we built it as part of the teen-age bracket of our public service schedule. But it would be a good one for your teen-age product, wouldn't it?

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

"The Best in Broadcasting"

NASHVILLE
ON THE 15th
ANNIVERSARY
of the
EDWARD PETRY CO., INC.

FIFTEEN years ago, the Edward Petry Company announced a new plan of exclusive national representation. And, 13 years ago—WLH joined the swelling ranks of radio stations represented by that company.

WLH is proud to have supported the Petry plan loyally and consistently for so long a time.

WLH
Basic Mutual and Yankee Networks
Lowell-Lawrence
MASSACHUSETTS

Best Wishes

to

Edward Petry Co., Inc.

for

15 (or 50) more
Successful Years

from all the staff of

WAGE

Syracuse, New York

A Petry-represented Station
CJBC Toronto Planning Limited
Acceptance of Commercials

ADDITIONAL SIGN that Canadian Broadcasting Corp. is swinging to full time commercial operation although remaining government controlled is seen in announcement on March 4 at Toronto that "new policy (for CJBC Toronto) will permit limited acceptance of local business." Horace N. Stovin & Co., Toronto, Montreal and Winnipeg, have been appointed exclusive representatives for local and national business. Bob Kesten, formerly with Canadian Army Public Relations, and former CBC and BBC war correspondent, has been given a six months contract as manager of CJBC.

Plans for development of station include a steady promotion campaign and complete recasting of program schedule. Mr. Kesten has been in radio since 1938, serving with CKGB Timmins and CKWS Kingston, and freelancing in Toronto. He went overseas with Canadian Artillery in 1945, and was later in charge of a 1 kw mobile station of Canadian Army in western Europe.

Change in policy of CBC in going more commercial on CJBC, key station of Dominion network and CBC's second station in Toronto, is of special interest in view of the fact that new 50 kw transmitter for CJBC, now 6 kw, is being constructed at site of CBL, CBC's other 60 kw station at Toronto. CJBC is expected to receive 860 kc frequency of CFRB Toronto, city's oldest station.

Development is also of interest

World Radio Conference
Proposals Are Released

U. S. PROPOSALS and recommendations for the World Radio Conference beginning May 15 at Atlantic City [Broadcasting, March 3] were released last week. The proposals, contained in revisions of the General Radio Regulations of Cairo of 1938 and the International Telecommunications Convention of Madrid of 1932, were almost identical with those produced by an industry-Government preparatory committee which has been working on the re-drafts since last November.

In addition to a revised service-allocation table [Broadcasting, Feb. 24] the documents include a detailed plan for a permanent International Telecommunications Union and a Central Frequency Registration Board [Broadcasting, July 1, 1946]. The proposed ITU includes an administrative counsel with supervisory authority, an executive committee to coordinate day-to-day operations of the Union and machinery for the establishment of committees to handle special problems.

in view of the fact that CBC was set up to give national coverage and not local commercial programming. CBC's increasing need for money to finance its programming and growing staff is considered to be in part responsible for the change in policy. CJBC is the first CBC station to have a commercial station representative.

It is understood that part of program changes will consist of cancelling American sustaining network shows and substituting local Toronto programs to give station local flavor which will later be expanded to give a southern Ontario programming content when station goes to 50 kw.

PRODUCER of This Is Your Home, Samuel Dickson (second from r), proudly displays the National Retail Dry Goods Assn.'s Award for Distinctive Merit which the show, heard Sundays at 10:30 a. m. on KPO San Francisco, won as an outstanding radio program of 1946. This Is Your Home deals with matters of particular interest to Californians. It has been on the air under continuous W & J Sloane sponsorship since February, 1943. With Mr. Dickson are Bud Heyde (extreme l), KPO announcer and narrator of This Is Your Home; R. V. Hamlin, vp of W & J Sloane; and Milton Seropian (extreme r), KPO-NBC sales representative.

"Hauoli la hanau"*

EDWARD PETRY
AND COMPANY

We couldn't wish you
"HAPPY BIRTHDAY"
more sincerely if we had put it in English!

Aloha,

KPOA RADIO HAWAII

5000 W • 630 KC • HONOLULU
NINETEENTH anniversary of the American Forum of the Air over MBS was celebrated Feb. 22. Blowing out the birthday cake candles are (l to r): Irvin P. Sulda, producer; T. A. M. Craven, vp of Cowles Broadcasting Co.; Sen. Charles W. Tobey of New Hampshire, one of the participants in the 19th anniversary panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, chairman and founder of the forum; Judge Thurman Arnold, former assistant attorney general, also a 19th anniversary panel member; Charter Heslep, MBS; Wendell Berge, until recently assistant attorney general, anti-trust division.

WBAY CORAL GABLES IS ON AIR AT 1490 Kc

WBAY took the air Feb. 26 at Coral Gables, Fla., as a full time independent station, operating with 250 w on 1490 kc. Station is owned by Atlantic Shores Broadcasting Ltd., whose general partners are James A. Brown, contractor, the Rev. Ronald Johnson, Bert Graulich, program director and formerly with two other Miami area stations, WQAM and WKAT, as an E. B. Griffis, attorney.

Manager of the new station is Norman MacKay, for 15 years director of programs and advertising for WQAM. Walter E. Kinney is chief engineer, and the engineering staff also includes Jack Carteret, Eugene Wilbur and Joaquin Ossario.

Staff announcers are Merle Roberts, formerly of WCKY Cincinnati, Bob Meyer, formerly a Chicago free-lancer, and Ted Anthony, formerly of WAGA Atlanta. Mary Jean Williams is music librarian, and Judy Strubhar, formerly of WGST Atlanta, is musical director. Verne Holter, recently of KOB Albuquerque, has been named traffic director. Sales staff consists of Gene Gosch of WFBM Indianapolis, Peter White and Jim Brooker.

Three G. I. students at the U. of Miami are working a shift at WBAY. They are Don Caddy, continuity; Jerry Kraslow, news; Arthur Browne, symphony announcer. Serving as secretary to Mr. MacKay is Bette Falconer, formerly with WMMN Fairmont, W. Va. Alma Jane Schwarzenbek is PBX operator and receptionist.

WBAY is presenting music around the clock and UP and local news every half hour day and night. Station’s transmitter and 180-ft. tower are located on a 5-acre plot three miles from downtown Miami. Studios are at 322 Avenue Aragon, Coral Gables.

Ontario Meeting

(Continued from page 26)

Rowlands, CKDO Oshawa; Frank Johnson, CKNX Wingham; Bill Burgoyne, W. C. Wingrove and V. A. Lococo, CKTB St. Catharines; W. C. Mitchell and J. Shaw, CKCR Kitchener; Burton Heward, CKSF Cornwall.

Attending the Ontario major market stations meeting on March 4 at Toronto, were Roy Thomson and Jack Davidson of CKWS Kingston, CHEX Peterborough, CFCH North Bay, CKGB Timmins and CJJK Kirkland Lake; Lloyd Moore, CFRB Toronto; Jack Cooke, CKEY Toronto; Ken Soble, CHML Hamilton; Bill Cranston, CKOC Hamilton; Ted Campeau, CKLW Windsor-Detroit; D. Wright, CFPL London; Lyman Potts and Lloyd Westmoreland, CKOC Hamilton; Clifford Sifton, CKRC Windsor; Wes McKnight, CFRB Toronto; and Roly Ford, CHUM Toronto.

They love singing commercials in Upper Darby, Pa.

At least the dancing members of the St. Laurense church congregation love one of them—the one used by Bit-O-Honey candy on David Harding, Counterparts, an ABC show. Recently William J. Ryan, who conducts weekly dances at the church, requested a recording of the Bit-O-Honey jingle.

It seems there had been “awkward pauses” between dance sets and Mr. Ryan decided to fill them with the commercial tune. “It was an instant hit,” he wrote. “We now plan to collect other lively jingles.”
To Edward Petry & Company
CONGRATULATIONS
From KARK, Little Rock

To the Petry organization on its 15th Anniversary, KARK extends sincerest congratulations.
Your high standards have gained the respect of the national radio advertising field and have advanced the efficient use of radio for all broadcasters.
KARK, too, in its 16 years of service to listeners, has maintained the highest standards of radio. That is why KARK, the only NBC outlet in Arkansas, continues to be, year in, year out, one of the most listened-to stations in Arkansas.

WORKING OUT details for an active year are newly elected officers of Hollywood Advertising Club. Planners (l to r) include: Ernie Belt, national advertising manager of Hollywood Citizen-News, treasurer; Walter Van de Kamp, head of California Advertising Agency, president; Thomas H. A. Lewis, vp and radio director of Young & Rubicam, vice president; C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, secretary.

Roger Baker is Appointed KOB General Manager

APPOINTMENT of Roger Baker, who for eight years has been associated with WLW and the Crosley Broadcasting Corp., as general manager of KOB, 50 kw NBC affiliate at Albuquerque, N. M., has been announced. Mr. Baker's resignation from WLW becomes effective March 15.

Mr. Quinn has announced that he plans to enter business in Albuquerque.

The new KOB manager made his radio debut in Buffalo in 1928 as a sports announcer. Joining the staffs of WLW and WSAL in March, 1939, Mr. Baker succeeded Red Barber as announcer for the Cincinnati Reds baseball games. In 1941 he was appointed director of tobacco trade relations for WLW and the next year was named director of public relations. He was engaged in sales promotion work for WLW in 1944 and 1945, and became an account executive in the sales department in 1945.

CAB Regional Meetings

CAB Regional Meetings, March 12, will hold meetings of member stations in the three Atlantic coast provinces at Halifax, and with station representatives resident at Montreal March 10. Meetings are for general discussion on problems of retail and national sales, public relations, public service, management and policy, and conclude the coast-to-coast regional CAB meetings.

NEW FTC COMPLAINTS TO NAME OFFENDERS

NEW STYLE Federal Trade Commission complaints will name radio programs and networks which carry alleged illegal advertising. The new procedure, result of the Administrative Procedures Act of last summer, will give respondents opportunity to refer directly to the source of complaints.

Another major change in standard provisions will be a notice in complaints which will give respondents the right to seek settlement—without hearing—by submitting a written request within 15 days after complaint is serviced. The request for such settlement will not affect the standard procedure for filing formal answers to complaints.

Meanwhile, the FTC on Wednesday issued an interpretation of a trade practice rule applying to the advertisement of radio sets to the effect that it is "improper to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube capacity." The interpretation arose out of a ruling by Chicago Circuit Court in June, 1944, upholding an FTC complaint against the Zenith Radio Corp.

Aid Appreciated

THE SALVATION ARMY has prepared a report showing radio's contribution to the army's work during the past year. According to the army's New York office, stations "have not only given most generously of their air time but have even rallied personnel for the manning of Christmas kettles and financial drive booths." The report, which will be completed in about six weeks, will be sent to the FCC, the NAB, and army leaders.

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Your high standards have gained the respect of the national radio advertising field and have advanced the efficient use of radio for all broadcasters.

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KARK
5,000 Watts
Little Rock, Ark.

ED ZIMMERMAN
Vice President and General Manager
National Representatives:
EDWARD PETRY & CO.,
New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

SPECIAL OCCASION!

THE ownership and management of WMAS congratulate the Edward Petry Co. on the occasion of its fifteenth anniversary.

WMAS joined the exclusive national representation of the Petry Company 13 years ago. And, during these years, has been a cooperating part of the vital Petry plan for representation.

WMAS
CBS Affiliate
Springfield, Mass.

March 10, 1947 • Page 47
IRE Convention Sees New Equipment

TV Apparatus Prominently Displayed at Annual Industry Show

(See story on page 16)

FILLING two floors of New York’s Grand Central Palace, a section of the 1947 IRE convention last week spread out before the thousands of visiting radio engineers a tangible report on the industry’s progress since its inauguration round two years ago.

From the massive transmitters to the tiny components of subminiature tubes, the makers of radio apparatus showed in their exhibits how the wartime discoveries and developments are being converted to peacetime uses.

Television met the visitor at the very door of the exhibit area, when he found himself staring at his own image in the screen of a video receiver.

The image was transmitted from a rocessed television camera focused on the gateway itself. The RCA exhibit which flanked the front of the show, RCA also displayed a new power tube for video transmitters—the 664-A—fully embodying a new principle not heretofore used commercially and flexible enough to cover the entire range of the 13 channels assigned to commercial television.

Video cameras and monitoring equipment were shown by Allen B. Du Mont Laboratories, along with a working model of the "inputter" featured in its exhibit at the recent annual meeting of the IRE. Transvision showed its television kit, a package of all the parts needed to assemble a video receiver, including a 7-inch cathode ray viewing tube, for sale at $159.50 to those who prefer to build their own sets instead of buying them ready made.

The portion of video packages, a set of television studio equipment for schools, advertising agencies, department stores, television and radio networks and others who want to stage video programs, was shown by Television Projects Inc. The TPI equipment is priced at $8,600, with TPI supervising its installation and instructing the buyer’s personnel in its operation.

TV Receiving Antennas

Television receiving antennas were shown by Workshop Associates and by Kings Electronics. The Workshop antenna is a three-eleven high, 100-foot unit, priced at $28.50, and with a different model for each channel. Kings offers a "roto beam" antenna, a double dipole which by means of a remote control switch at the set can be rotated through a full circle, enabling exact focus on any signal. The price is $115.

Facsimile apparatus was displayed by Finn Telecommunication and Times Facsimile Corp. The latter exhibited equipment for transmitting news pictures, weather maps and the like on a point-to-point basis, either by radio beam or wire. Finch showed broadcast transmission and receiving units, a home recorder, a table model and a console, each including AM and FM receivers as well as the facsimile equipment.

But these new types of radio communication by no means stole the show from sound broadcasting. AM and FM transmitters were promi-

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EXHIBITORS at the IRE meeting in New York last week include:

Airadio, Inc., Stamford, Conn.; Aircraft Products Corp., Boston, N.J.; Air Products 

Corporation, Cherry Hill, N.J.; Allied Control Co., New York; Al- pha Dealer Equipment Corp., Compton, Calif.; American Radio Re-

IEEE Transactions on Information Theory, 1970. A typical page of the IRE Transactions on Information Theory journal, showing the layout and style of the publication. The page contains multiple sections of text, with headings and subheadings indicating different topics or areas of research. The text is formatted in a standard academic style, with paragraphs, sub-paragraphs, and references. The page also includes a table, which appears to be a list of key concepts or terms related to the main discussion. The layout is clean and professional, typical of technical and scientific journals. The page is designed to provide clear and concise information to the reader, with each section logically following the previous one. The text appears to be well-organized and easy to follow, with proper use of indentation, punctuation, and formatting. Overall, the page effectively communicates the technical content in a readable and accessible manner. The page is an example of how academic journals present complex information in an organized and structured way, allowing readers to easily understand and follow the arguments or discussions presented. The page serves as a model for how technical and scientific papers should be written and formatted, providing a standard for future publications in similar fields.
MERRILL A. TRAINER, expert in television research and development, has been appointed manager of RCA television equipment sales. He will supervise the sale of television transmitters, studio equipment, antennas, television microwave relay equipment, and other components. He was previously in charge of the firm’s television terminal equipment development.

Mr. Trainer entered television in 1927 and during the next three years was associated with Dr. E. W. Alexander in television at General Electric. He has been a member of the RCA television engineering staff since 1930 and has been intimately associated with most of the major RCA television developments. Mr. Trainer succeeds Henry Rhea in his new post. Mr. Rhea has been named manager of WHOW, Clinton, Ill.

WFJS-FM Boosts Power
WFJS, Freeport, Ill., FM station, which had been operating with 250 w since it went on the air Oct. 1, increased its power to 3 kw on March 1, Thomas C. Moers, station manager, announces. WFJS presents three newscasts daily, using AP and local items, and among its feature programs presented weekly are We Are Freeport, a story of Freeport industry and enterprise; Your Community’s Health, another weekly show; FHS on the Air, produced by students of Freeport High School; R. F. D. Freeport, prepared with the cooperation of various farm agencies and Our Town and Social Security. WFJS also broadcasts all of the local high school league ball games.
WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.  

WBAL  50,000 WATTS • BALTIMORE NBC AFFILIATE!

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

**Remedy in Sight**

ALTHOUGH the legislative mill has been grinding all too slowly for those who have been looking toward Capitol Hill for relief, it now becomes apparent that Congress is heading toward remedial labor legislation. Only the issue of radio's freedom is more important to those who live by the microphone.

Congress is disposed to enact legislation that will effectively end the secondary boycott. There appears to be little likelihood of banning the closed shop, declared Practically all of the grief experienced by broadcasters has stemmed from the secondary boycott. That is because of the peculiar make-up of radio. Petriello's AFM has been successful with its squeeze plays through that device. AFRA's entire technique of organization is based on it. IBEW has used that device. The story is always the same: The network agrees to terms but must agree not to serve affiliates which have been declared unfair by the union. AFRA, organized in only a handful of cities, thus could force the networks to "organize" for them in every city in which they have affiliates by the simple device of having the particular station declared "unfair." The union encirclement of radio could become complete if the vicious secondary boycott practice persists. The anti-Petriello law, now to be reviewed by the Supreme Court, was aimed at that obnoxious practice. The Petriello law is declared "lawless legislation" by the lower court, and therefore held unconstitutional, wouldn't matter, if Congress enacts new legislation effectively outlawing the secondary boycott and terminates other excesses which have given labor the whip hand.

**Elevation of Joe Ream to the Executive Vice Presidency of CBS is another success story of radio. Joe was 30 when he joined CBS in 1924 as a lawyer, later becoming general counsel. He switched to the administrative side several years ago. His election to the second slot under Frank Stanton is deserved recognition of his outstanding ability, acumen and personality.**

**Finger Pointing Dept.**

**NOT LAST AMONG those who point the finger of shame at radio for "crime" and "horror" dramas are the newspapers. It is interesting to observe, in consequence, the first three prize winners in the Eighth Annual Editor & Publisher Photo Contest:**

No. 1: A woman leaping to her death from the blazing Tomcoff Hotel in Atlanta.

No. 2: A fallen striker being beaten by four policemen while a small boy views the scene from the background.

No. 3: A 67-year-old man in a suicide leap from the Empire State Bldg.

Of the six honorable mentions, one is a murder victim; one a murderer; another a man accused of embezzlement; a fourth, more strike violence; a fifth the backside of John L. Lewis and a sixth, a small boy receiving his last pup from the poundmaster.

Thank goodness for the American press—and particularly for small boys, small dogs and John L. Lewis' large backside. All is not lost.

---

**Station Break Brakes**

MINOR insurrection is evident in station ranks over reports that the rule governing station identification is about to be relaxed. The regulation (3.406) now requires identification at half-hour intervals. The FCC is considering a change to one-hour intervals, on the hour.

Some affiliates see in this move a network-inspired effort to deprive them of their station break (now ranging 20-30 seconds) which now brings in substantial revenue, because ad-jacencies to top-rated network programs are the most coveted of all. Whether or not any network, or all of them, are supporting such change, it obviously would mean that networks could book solid one-hour shows with no station breaks. Affiliates argue that the half-hour station break is station, not network time.

We doubt whether the networks could influence the FCC to do anything of this sort. And it really doesn't matter what the regulations require. When and how frequently station breaks should occur is a matter of agreement between network and affiliates, not one subject to Government fiat.

The FCC says informally that the half-hour break no longer is needed for monitoring stations. It has been delayed, it said, mostly since the days when stations bopped all over the band, and had to be checked on frequency deviations by the inspectors. Monitoring equipment and crystal controls now are such that deviations can be detected without awaiting the station break. Hence, the FCC may be disposed to relax the rule.

The FCC can require identification once an hour or once a day. It should have no bearing on the business relationships of networks and stations. We are mindful of the fact, however, that the listener might desire frequent station identification, particularly with so many new ones cropping up. And that condition won't be helped with the upcoming 30 kc separation between stations in the same cities, in lieu of the existing 40 kc, which will tend to clutter up the band that much more.

We feel stations shouldn't be deprived of legitimate and important revenue—particularly important to the smaller affiliates. Nor should stations try to jam more than one spot in a second break.

With competition keenest and more stations' managers fighting for the dollars and
capital and artificial barriers to legitimate revenue sources. Shutting off of such revenue would promptly result in action by affiliates, probably in the formation of a new affiliate organization like the Independent Radio Network Affiliates (IRNA).

A FEW days ago, the Board of War Communications passed out of existence, by executive order of the President. The board had been created in 1940 as the Defense Communications Board, when war was imminent. Certificates of the board's activities made headlines. It imposed restrictions on all modes of communications operations, functioning as a security agency. It was responsible for the freezes of broadcast equipment, but the most important action of the board heretofore has never been publicized. The board had before it early in its existence, a proposal that all broadcast operations be placed under the general command control. It turned thumbs down on it. Its wisdom was reflected in radio's war performance which won the plaudits of Government, the military and the public. With the board's demise, we should remember that it could have happened here. For the BWC, there should be a hearty "Well Done!"

---

**Our Respects To—**

HARRY DENVIR BURKE

HARRY BURKE has been "air" minded for twenty years! He pioneered in Midwestern aviation and broadcasting. At times these two industries occupied equal importance in his life but broadcasting eventually took the lead.

Radio took a foothold in Mr. Burke's life 19 years ago when he became announcer and salesman for WJAG Norfolk, Neb. He became manager of WFIV Fort Lauderdale in 1931, to become affiliated with WOW Omaha. During the 13 years with the WOW organization where he began as part-time announcer and salesman, he was chief announcer, program manager and assistant general manager in charge of sales.

In April 1944 he became general manager of KFAB Lincoln, and wrestled for two years with material and building problems in an effort to use KFAB a 50,000-w Omaha operation. The week of January 13, this year, trade paper announcements heralded his success. Now as general manager of the only 50,000 w station in the Omaha area, he looks back on his 19 years of radio experience with a justifiable feeling of progress.

It was twenty years ago when Harry Burke began his active aviation career which has identified him with the continuous development of Midwestern aviation. He flies his own plane and is one of the original members of the Civil Air Patrol. He also holds the rank of Captain in the capacity of Wing Communications Officer for the State of Nebraska.

Mr. Burke has been consistently industry minded. Locally, regionally and nationally he is ever active in promoting broadcasting. Some of his outstanding work was with the Association of Education-by-Radio.

A highlight in his career was in 1943 when he was selected as one of 12 representatives in the radio industry to present the nationwide retail promotion plan of the National Association of Broadcasters in 126 cities.

His territory consisted of chief markets in Illinois, Indiana, Wisconsin, and Minnesota. Additional appearances were made in Iowa and Utah after the regular schedule had been terminated by the radio executives who toured the United States, Mr. Burke was appointed to handle the premier presentation in Washington, D. C.

Although Harry Burke has always been a Midwesterner at heart, in Central City, Neb., June 19, 1903—part of his early education took him East. He first attended Kemper Military School, Boonville, Mo.; then Worcester. (Continued on page 54)

Page 52 • March 10, 1947

**Broadcasting • Telecasting**
Music Enchants a City

A city listens to music broadcast by WQXR... concert programs by the world's greatest artists, composers, orchestras. More than half a million families - a city within a city - share a love for WQXR. They devote 62% of their radio listening time to WQXR... and more than 40,000 even pay $1 a year each for WQXR's Monthly Program Guide.

Above-average in income... selective in the products they buy... WQXR families are a discriminating market, valuable for better sales today... for consistent buying tomorrow. Over 80 advertisers currently use WQXR, "New York's Most Beloved Radio Station"... distinguished for good music and the news bulletins of The New York Times.
Respects
(Continued from page 52)

Academy, Worcester, Mass.; returning to finish his formal education at the U. of Nebraska.

In school he went out for football and basketball, and what time was left away from classes was given to track and tennis.

Mr. Burke is still very fond of outdoor recreation. He often gathers a group of friends in his plane and flies them to the best nearby fishing and hunting grounds. At home he maintains a fair golf score.

"Fair golf score" is the way Harry Burke would describe his golf game. One of his outstanding features is modesty, and he is generally known—and liked—as "one of the quiet guys of broadcasting."

His wife is the former Laurine Jacobsen. They have two children, a daughter, Barbara, 10, and a son, Pat, 5.

Mr. Burke is a member of Sigma Nu, Ad Club, Adsell, Happy Hollow Country Club, University Club, Athletic Club, QB, National Aeronautical Assn., Ak-Sar-Ben, Kiwanis, Omaha and Lincoln Chambers of Commerce. Also he is a member of the Executive Council of the Covered Wagon Council of the Boy Scouts of America.

**Canadian Stations Get Questionnaire**

RENEWAL of Canadian Broadcasting station licenses on April 1 hinges on recommendation of board of governors of Canadian Broadcasting Corp., who have asked for the first time that stations submit plans for the year's public service broadcasting. Questionnaire has gone to all Canadian stations from George Young, CBC station relations director, Toronto. Answers are to be filed with CBC by March 10.

Stations are being asked to undertake operation in compliance with provisions of the Canadian Broadcasting Act (1947), and to perform the duties of a trustee of a radio frequency; to list how many hours of average weekly broadcasting time will be devoted to programs of paid non-staff talent, unpaid non-staff talent, staff talent, community activities, talks and discussions on public affairs, and other local live broadcasts. Stations must report planned percentage of total revenue to be paid to local live talent, what percentage of total revenue is to be used for all local live sustaining programs.

**CPA Sees Set Gain**

MANUFACTURERS of radio receivers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to a production outlook for 1947 by Civilian Production Administration. Production of table sets is at a record level, almost twice the 1940-41 monthly average, says CPA, and current demand is now apparently being met. CPA forecasts increases in car radios as fast as steel becomes available.

**BBC's EARS BOXED**

Afraid of Politics, Accuses

\_\_Laborite M.P._\

ACCUSATIONS that BBC was too timid to broadcast controversial political discussion yet so bold as to devote "70%" of its humor to smutty sex stories were made during a House of Commons debate a fortnight ago, according to a report in the London News Chronicle reaching New York last week.

The News Chronicle's parliamentary correspondent reported that Mrs. Jean Mann, Laborite M. P., had asserted that British listeners were not getting their money's worth from the BBC air.

"After referring to the increased number of divorces, the problem of illegitimate children and parents who took their responsibilities too lightly, the correspondent wrote, "Mrs. Mann suggested that encouragement to regard 'that sort of thing as the highlight of happiness could be found in the broadcasts of bands, crooners and even ITMA.'" ITMA is one of Britain's most popular variety programs.
WTAG
Scores Big Hit

with Quiz Shows of Network Calibre Keyed for Local Appeal

Leave it to WTAG experts when it comes to promoting audience response, a natural goal sought by every advertiser. They've scored again with two smash-hit quiz shows, QUIZ PARTNERS, INC.† and A QUESTION OF MUSIC.† Quiz Partners, Inc., an audience participating show with "dividends" and stockholder's bonus prizes ranging from pressure cookers to pearls, fills WTAG's Little Theatre five days a week.

A Question of Music is an informal and entertaining daily half-hour with the WTAG Jury of Experts, who answer questions submitted by listeners. An amazing listener mail response, with questions touching all phases of music from Bach to Beale Street, keeps the program sparkling and fast-moving. Noted personalities visiting Worcester frequently appear as guest jurors.

No wonder WTAG programs pay big dividends to advertisers in this $300,000,000 high income® market.

†Both of these shows available for participation.

®Food purchases 53% above national average.

PAUL H. RAYMER CO. National Sales Representatives

WTAG - WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

580 KC 5000 Watts
Bob Bodden, former program director at KDKO Jansville, Wis., has joined KROS Clinton, Iowa, in similar capacity. He succeeds Jack Hubbard who resigned to join sales staff of Phillips Mills Inc., Feed Mills Division.

Lee Jones, announcer at KLZ Denver, has been awarded full scholarship to attend Harvard Law School. Harvard awarded scholarships to seventeen through national with highest undergraduate record. Mr. Jones has worked as full time announcer at KLZ while earning his degree at U. of Denver.

Jean Gose, formerly with WCAQ department of Anthena Adv. at St. Louis, has been named education director of KMOX that city.

Bill Phillips, announcer at WBLR Lebanon, N. H., has been invited to join WFMY proposed FM outlet in Allen- ton. Pa. Paul Mitchell and Jay Taub, both new to radio, have joined WBLR announcing staff. Anita Sullivan has joined station's continuity department.

Myron L. Bennett, writer-producer announcer formerly with KENT Des Moines, KWEW St. Louis, and other midwestern stations has joined production department of KCBC Des Moines. He will produce the daily shows.

Charles Lammers, director of dramatics at WTV Cincinnati, has been elected to honorary membership in Thespians national high school dramatic group.

Harry R. Lubcke, Don Lee Broadcasting System director of television, March 10, will speak at Mid-Hollywood at luncheon meeting of Los Angeles Electric Club.

Hugh Wedlock and Howard Snyder, producers of CBS "Dinny Simms Show" to write and direct "Let's Go Fly a Kite" in radio and television world of 1953.

Stuart Novins, assistant to CBS West Coast operations director of publicity, leaves March 12 to discuss "Effective Use of Radio" in an address to representatives of Greater Los Angeles Auxiliary.

Al Steen, radio announcer formerly with WIND Chicago and WIBC Indianapolis, has joined the staff of KRXU Phoenix. He will conduct station's daily "Spanish Hour" streamlining.

Bennie Smith, formerly in publicity department of Young & Rubicam, Hollywood, has been named production director of West Coast portion of CBS "We the People.

John D. Maloy, WCPB Boston program manager, toured Vermont Montpelier and spoke before members of Vermont Education Association.


Herb Futran, continuing as writer, has been named as director of NBC "Woman in White."".

Norma Jean Nilsson, 9-year-old actor, who appeared in "The Velma Show," has been signed for film role in "The Gangster," King Brothers production.

W. H. Galleher, executive, of KXW Philadelphia has returned to his duties after a long illness.

Tom Snowden, program manager of WEED Rocky Mount, N. C., has been named to head publicity committee for annual Eastern Carolina Pot Stock Show to be held in Rocky Mount in April.

John Tansey, production manager of WBZ, Richmond, Va., is the father of a boy.

Russ Hall, formerly in radio in New Mexico and John, joined with KRHR Denison, Tex., have joined announcing staff there.

Jack Peterson, manager of program operations at WIB Columbia, S. C., Choctaw Indians, has been named director of WSU, San Antonio station. Mr. Robinson, who joined WIS promotion manager. Columbia High School division of National Honor Society using subject, "Radio as Future for Teen-age South Carolinian." Daily Column.

Cecil Norton, former announcer of KENW Riverside, Calif., has joined KWKW Pasadena in similar capacity.

Ronald C. Oxford, television and FM executive producer of WLA Los Angeles, March 1, announced that studio meeting in Los Angeles American Public Relations Assoc. on "What Television Wants From Colleges and Universities."

Joseph H. Beck, television director formerly of WYNN Minneapolis, accompanied by Big Duhnlund, director of Star Drug Guild, has been in Hollywood for two weeks looking over West Coast television, radio and theatre operations.

Robert Fenn, former producer of BBC London, is to establish himself in Hollywood.

Don Wilson, Hollywood announcer, has been named as substitute for "Corps Came C. G. O."

Norma Barnett, music librarian of KFOX Hollywood, has resigned.

Merritt Coleman, in charge of operations of KCBS-TV New York television station, is the father of a girl, Betsy.

Samuel B. Dickson, writer-producer at KPO San Francisco, is author of a book titled "The Murder of Mr. H." to be published by Stanford U. Press. Book is based on W. & J. Shaine Co. program "This Is Your Home," which Mr. Dickson writes for KPO.

Jacky Low, former m.c. at WWDC Washington, is the father of a girl, Jo Lynn.

Gil Doud, writer-producer at KGO San Francisco, has resigned to collaborate with Howard and Siddons on writing of "The Adventures of Sam Spade," series.

John M. Guest has joined announcing staff of WOWO and WOWO-FM Fort Wayne, Ind.

Ernie Lee, folk singer, formerly with NBC "Plantation Party," has joined staff of WVL Cincinnati, starting 15-minute program, Tues. and Thurs. 10 a.m.

Benne Alter, formerly with WMCU Detroit, has joined production department of WABC New York. This change has been announced by Universal-International-Studios for role in film, "Bunch of Babies."

Agnes Moorehead, co-star of CBS "Mayor of the Town," has been signed in another role in Walter Wanger productions film, "Lost Love."

Clifton Shrednik, music director of KOA Denver, has been chosen sole judge for Miss America, and two attendants of spring formal dance at Pueblo Junior College, Pueblo, Colo.

Bill Brown, former WBA Madison, Wis., announcer, has joined staff of WWDK Rochester, Me., in similar capacity.

Robert F. Lamere, formerly with WBY, Chicago station, has been named program director at WBLH Maitsoo, Ill.

Anne Hayes, director of women's activities at KCMM Kansas City, Mo., has been named "special publicist" by Parents Teachers Assn. for "meritorious work with children in the interest of home, school, and church."

Edith Phoenix has joined WIP Philadelphia as vocalist.

Dal Gray, formerly of CKRM Rouyn, Que., and CFRM Edmonton, has been announcer program director at WLHJ Markham, Ont.

Paul Reed and Irv Morrison have joined announcing staff of CKXW Vancouver.

Al Jarvis, m.c. of "Make Believe Ballroom" on KLAC Hollywood, has been named technical advisor on broadcast sequences of Universal-International-Screen Publications, "For the Love of Mary."

Ski Safety Norris G. Olesa, writer and producer of "Winter Sports Bulletin," show heard on KOLO, Reno, Utah, devoted to ski news and ski safety tips, has his right leg in two places and sprained his left leg while skiing at Snow Basin. "Winter Sports Bulletin" weekly series, however, with Mr. Olesa writing show from his hospital bed and bringing out new angles on safety, gleaned from first hand experience.

Sterling Fisher, NBC assistant public service counselor, has announced his candidacy for mayor of Tarrytown and North Tarrytown, N. Y.

Len Levinson, Hollywood freelance script consultant, and Del Sarbutz, announcer, have opened Chicago Saturday afternoon comic strip "Colonel Potterby and the Duchess" for packaging as weekly 30-minute situation comedy program.

Gordon Allen, announcer of CKBB Brandon, Ont., is the father of a girl, Merle.

Gordon Gray, formerly with WAKR Akron, has been named announcing staff of WR Detroit.

Tony Freeman, former orchestra conductor at KPO San Francisco, has been named musical director of station, succeeding Carl Sckell.

Gil Thomas, writer-producer former with KFI Los Angeles and KQW San Francisco, has joined KGO San Francisco.

3 Mutual Programs To Go Off Air Late This Month THREE Mutual programs will be discontinued at the end of this month, with General Foods canceling two shows and Seventeen magazine discontinuing the It's Up to You series.

The "Buck Rogers Show" currently heard on MBS Mondays through Fridays, 4:45-5 p.m., on behalf of the General Foods "Post's Corn Toasties" product, will go off the air after the broadcast of March 28. The other General Foods show, McCarr and His Mouse, heard Mondays, 8:30-9 p.m., for "Sanka," will be discontinued on March 31. Seventeen Magazine, New York, will cancel It's Up to You, heard on MBS Wednesdays, 8:30-9 p.m., on March 26.

Agency for the "Post's Corn Toasties" is Benton & Bowles, New York, while Young & Rubicam, New York, places the business for "Sanka." Al Paul Lefton, New York, handles the Seventeen Magazine account.

Summer Hiatus Lady Esther Sales Co., sponsors of Screen Guild Players on CBS, Mon. 10-10:30 p.m., will take an eight week summer hiatus from July 7 to Sept. 8. Agency is Blow Co., New York.
Mr. Charles Bisheare  
W.I.N.R.  
Robinson Building  
Binghamton, New York

I want to take this opportunity to express our gratitude for your assistance in recruiting workers for the Veterans' Administration Hospital at Sampson, N.Y. The announcement made by you over W.I.N.R. was the only type of publicity used and the response was terrific. Approximately two hundred people called or visited our office to see Mr. Allen Leach, Veterans' Administration representative. We do not know, as yet, the total number of persons from this area who will be employed as a result of this campaign, but we will keep you informed as we receive additional data from the Sampson Personnel Office.

This gesture of W.I.N.R. is in keeping with the splendid program your station is following in assisting the veterans of Broome County to obtain employment. Again, many thanks and sincere appreciation from the Veterans' Administration and our staff.

Very truly yours,  
New York State Employment Service  
Department of Labor  
G. Albion Kemworthy, Manager

WINR'S Listeners Make WINR'S Advertisers WINNERS

Whether your message is of public service or for private gain, the way to win its greatest acceptance by the 225,000 people in the Triple Cities is to send it through the channel that wins their attention — WINR. And these people average more spending money per year than those in any other city over 75,000 in New York State.

DAVID CARPENTER, General Manager  
HEADLEY-REED, National Representatives

NBC in the Triple Cities  
ENDICOTT  
BINGHAMTON  
JOHNSON CITY
BIRTH NOTICE, 1923—

MEMPHIS, TENN., Jan. 23—Born to
The Commercial Appeal, the South's
greatest newspaper, one lusty radio station, christened WMC

Radio Station WMC was created as a public service medium. Since 1923, this aim has consistently been expressed in the program structure of this pioneer station in the Mid-South.

That is why today the Mid-South area of 684,460 radio homes looks to WMC, listens to WMC, with a feeling of loyalty founded on complete trust.

* B.M.B.'s 1946 report.

—the station with the billion dollar market area

AFRA Group Views Secondary Boycott

Advisory Group Holds First Meeting on Talent Problem

SPECIAL five-man AFRA committee authorized by the NAB board last January to report on developments in the talent union situation met Wednesday in Washington. The committee reviewed the whole problem. While no indication was given of the committee's action, it was expected that at least one more meeting will be held before a report is ready for the board's next meeting, scheduled May 21-22 in Washington.

The board became embroiled in an argument over the AFRA-network contract at the San Francisco meeting Jan. 5-7 after several directors insisted that the contract be thoroughly explored to detect any phrase or hidden sentence that might pertain to secondary boycott.

Boycott Opposed

In negotiating the contract, network representatives had taken a flat stand against such a boycott, even in the face of a threatened nationwide AFRA strike. The contract contains a clause in which networks and AFRA agree to appoint a joint AFRA-industry committee to explore the whole subject of relations between the industry and union.

Under this clause NAB was expected to name industry representatives to the committee. Pearing such action might be an endorsement of discussions touching the boycott subject, the board instead ordered President Miller not to name NAB or industry representatives to a joint board. Instead, he was directed to appoint the exploratory committee.

Attending the committee meeting were Roger Clipp, WFIL Philadelphia; John E. Scher, WCBM Baltimore (MBS affiliate); John J. Gillin Jr., WOW Omaha (NBC affiliate); I. R. Lounsbury, WGR Buffalo (CBS affiliate); Herbert Petrey, WHN New York (independent). Attending for NAB were President Miller; C. E. Arney Jr., secretary-treasurer; Richard D. Hoberg, director, Employee-Employer Relations Dept.

Book on British TV

FIRST postwar edition of "Television Receiving Equipment," a technical publication in the field of video in Britain, has been published by Iliffe & Sons Ltd., Dorset House, Stamford St., London, S. E. 1., for Wireless World. The author is W. T. Cocking, M. I. E., formerly chief experimental officer at the Post Office, and associated with Wireless World, who is also editor of Wireless Engineer. Important detail improvements in technique in British television are covered by the author in additional pages. Book now contains 354 pages of text matter and 210 illustrations.

ROY J. BOWMAN, assistant manager of KOFF Shreveport, Okla., has been named general manager. He succeeds his wife, Maxine, who resigned Mar. 1.

BROADCASTING • Telecasting
Here are two brand new Western Electric Reproducer Sets for broadcast stations, recording studios and other professional users—designed from the ground up to bring out the full quality of today’s finest transcriptions and records.

The 1304A includes the popular 9A Reproducer; the 1304B has the new 9B. Both equipments are available, less cabinet, as the 304A and 304B Reproducer Panels respectively. An entirely new drive mechanism with a belt and one-step helical gear reduction at both 33⅓ and 78 rpm provides constant-speed operation and extra long life. Mechanical filters isolate the turntable effectively from vibration in the motor, the driving mechanism, and the cabinet.

A new, more efficient, electrical method of changing turntable speed, based on reversing the direction of rotation of the motor, eliminates the usual clash gears or planetary ball devices.

The attractively styled cabinet is adjustable in height to match various operating requirements. For full details, see your local Graybar Broadcast Equipment Representative—or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

Designed by Bell Telephone Laboratories
CARL C. WICKSTROM, former account executive of Western Adv., Los Angeles, has joined W. J. E. E. Adv., that city, as media director and production manager, JUNE G. MARSH, formerly of Boeninger & Scott, Chicago, has been named fashion coordinator of agency.

NORTON W. MORGUE, vice president in charge of Los Angeles office of J. Walter Thompson Co., March 15, resigns to establish his own advertising firm. He has been connected with the agency for 14 years. ROBERT B. SHIREY, senior account executive of agency's Los Angeles office, will succeed Mr. Morgan as manager. He has been with the agency for 15 years.

FRANK NEWTON, former account executive of Pacific Coast Adv., San Francisco, has opened his own advertising agency in the same city.

FELIX SUTTON, copy supervisor of Kaa- tor, Farrell, Chappell & Co., New York, and ROBERT E. SHAW, agency's art director, have been named vice presidents of the agency.


BUNNIM PHOBEADS, partner in Rhoades & Davis Adv., San Francisco, has sold controlling interest of the partnership to his partner, ROBERT O. DAVIS. De- viding major portion of time to his interest in food manufacturing field, Mr. Rhoades will continue to act as general sales manager of the agency in that capacity.

JOSEPH H. CAMPBELL, Jr., former sales development manager of Lockheed Aircraft Corp. and general manager of Western Adv., Chicago, has been named marketing manager of Lockheed Adv., Los Angeles, and has assumed his new position in Chicago. EUGENE W. COOPER, former vice president and account executive of unit that he joined, has joined Foote, Cone & Belding in similar capacity.

HENRY O. WITZLENS has been elected vice president of Gardner Adv., St. Louis. For past three years he has been director of research and in recent months has served as assistant to president.

HERBERT A. CARLSON, account executive for Hurnt, Russ & McDoniel, Chicago, has been elected a vice president of the office.

EMIL V. LOTRUCGILLO, assistant production manager of Charles Dallas Beach Co., Newark, N. J., has been appointed traffic manager.

ADRIAN BRYAN, former account executive at Lester Harrison Inc., New York, has joined Whitley Assoc., that city, as copy chief.

GLADYS PLON, former associate copy chief for Jergens products at Len- net & Newell, New York, has joined Robert W. Orr & Assoc., that city, in same capacity.

SCHOFIELD, HUBER & GREEN, Chicago, have moved offices to 360 N. Mich- igan Ave., Telephone: State 1976.

ROBERT HOLLEY & CO., formerly lo- cated in RKO Bldg., New York, has moved to Colvin Bldg., 236 W. 55th St., that city, also retaining branch office in Bldg.

WALSH Adv., Windsor, Ont., has opened offices at Montreal, with LEO COX, for- merly of J. J. Obisbo Ltd., as manager, and at London, England, where offices are located at 3515 Argyle Rd., Ruston Road. GEORGES AKINS, presi- dent, and ROGER IRWIN, account executive, are in England to open Lon- don branch.

HOWARD W. NEWTON, vice president and copy chief of J. M. Mathes Inc., New York, has been named executive director, John Donahue & Co., that city, in similar capacity.

ROGER R. ROSEWALD, formerly with Blow Co., New York, as an account executive, has been named manager of Los Guelo Gowan Co., New York.

SENFEDER, HUBER & GREEN, Chicago, have merged to form Kurk & Brown Inc., with offices at 280 S. Wabash Ave.

ARTHUR KRON, executive vice presi- dent of Gotham Adv., New York, March 12 will address luncheon meeting of American Marketing Assn., New York, on the theme: "Some of the Problems and Advantages of the 'Radio Ads'".

DAVID G. SCHWIMMER, Jr., former advertising manager, New York, has joined Jere Cranford & Co., Los Angeles, as account executive, in similar capacity.

J. WALTER THOMPSON Co., new- ly elected president of American Broadcasting Co., Toronto, has opened a new office in that city, in cooperation with Jere Cranford & Co., Los Angeles, as account executive.

Mr. Charles R. Knight has been elected a vice president of the agency.

CLAYTON NORDY Latvenir, formerly of Los Angeles office of J. Walter Thompson and WILIAM J. SCAMMON, formerly with that city's office in San Bernadino, Calif., have joined West-Marquita, Los Angeles, as account executive and public relations director, respectively.

ALFRED E. POYNTZ Adv., toronto, has opened office at London, Ont., with ROBERT W. McLEIN as manager.

MARGARET KING EDDY and WILLIAM WRIGHT have been elected vice presidents of Jere Cranford & Co., Los Angeles, as assistant treasurers, and have been named ROBERT WHITE and WALTER C. KERN.

IRWIN SALZMAN, former account executive of Gore & Co., Los Angeles, has joined Hugo Scheberin & Co., New York, as an associate.

RUSSELL B. ROSS as media director and production manager.

J. WALTER THOMPSON Adv., Los Angeles, is now monitoring television in addi- tion to other duties.

JAY SHINNICK, former manager of Chicago office of J. WALTER THOMPSON Adv., Los Angeles, has been appointed sales manager of National Broadcasting Co., Chicago. He succeeds BRORBY, Chicago, as advertising manager for NBC, New York, and has joined Jere Cranford & Co., Los Angeles, as account executive.

RAFAEL ENZHOVEN, former adver- tising and sales promotion manager of J. WALTER THOMPSON Adv., New York, has been appointed director of all creative department.

JANE SMITH, former unit head in marketing department of Buthruft & Ryan, New York, has been appointed director of J. Hay- den Adams, New York, as copywriter.

WILLIAM L. SHINNICK, former account manager at Jere Cranford & Co., Los Angeles, has opened additional office space in Railway Exchange Bldg., moving from 19th to 18th Floors.

SHERWIN J. ROGERS, radio writer, professionally known as "Rotoform," has joined Sigler & Assos., Chicago, as account executive and publicity director.

ERNST G. MICHEL, formerly of Frank Oxart Co., Los Angeles, has joined the staff of Fred Stern, that city's publicist, as his publicist representative, in that city.

DAVID E. HILL, former Salt Lake City newspaperman, has joined the staff of Salt Lake Telecasting Adv., Detroit, as director of public relations.

ETHLE MERKLEN, account executive at B. T. O'Connell Co., New York, has been appointed assistant director of agency.

JACOB A. EMERY, formerly with Curr & Co., that city's publicist, has been appointed as advertising manager.

HARRY NEAL BAUM, advertising manager of Fairbanks, Morse & Co., for ten years, has resigned, and has joined Boardwalk Broadcasting Co., Brockton, Chcago, as executive vice president.

Mr. Morgan has been named a vice president of the agency.
15 HOME TOWN MARKETS
COMPOSE THE NEW
INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KVMY, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City

5% OF THE LAND HOLDS
95% OF THE PEOPLE

15 Home Town Markets
(Population over one million)

There are 408,976 square miles in Utah, Idaho, Wyoming and
Montana — 4 85
100 persons per square mile on the average! But the
people live in concentrated areas where Intermountain Network
stations are located, giving you concentrated coverage of 15 home
town markets totaling more than a million people.
LONDON LETTER—By William Pingrey

Close to $16 Million Additional Funds Are Requested for BBC

THE Assistant Postmaster General has asked approval for a supplementary expenditure for the BBC of 3,994,000 pounds ($15,976,000).

This sum was to cover January, February and March this year—a quarter not provided for in the original estimate of 7,500,000 pounds ($30,000,000). The supplementary estimate, the Assistant Postmaster General said, consisted of 2,970,000 pounds ($11,880,000) for domestic networks and 1,024,000 pounds ($4,096,000) for overseas services of the BBC.

The revenue for the domestic services represents 85% of the net license revenue for the three months period. The overseas services are not supported by license payers.

Barbara Ward, BBCBrains Truster, was scheduled to depart this month for a two months lecture tour of America for the Foreign Policy Assn. She said she planned to spend some time with CBS and other U. S. radio networks.

The London Star reported that BBC was completing arrangements to take over most of the British Army’s radio stations throughout the world.

By this, the paper added, “the BBC will gain valuable links in an Empire radio chain. Programs travelling to or from Britain and Australia or South Africa could be made crystal-clear if these services stations were used as boosters.”

The BBC was attacked last week in the House of Commons for playing too many Bing Crosby discs during the fuel crisis.

Walter Elliot, Conservative member from the Scottish Universities, asked the Postmaster General, government minister responsible for the BBC, if the public could not have had some of the cancelled “highbrow” Third Program “even in those hours which he has consecrated to Bing Crosby and Frank Sinatra?”

Replying to Conservative party charges that there was a preponderance of “left wing speakers” on the BBC, the broadcasting monopoly issued a statement that “a fair party balance is maintained over reasonably broad periods of time.”

“Taking all programs in all BBC domestic services,” it stated, “the figures for broadcasts by Members of Parliament ... for the last quarter of 1946 were: Labor 18, Conservative 15, Liberal 3, Liberal National 2, Independent 5.”

The BBC said it can “discharge its trust of impartiality” without applying a “political test” or attaching a “party label” to every speaker.

Defending the BBC, Philip Fothergill, chairman of the Liberal Party Executive, said “the truth is that they (Conservatives) have failed to secure a higher proportion of broadcasts not because of political bias, but purely because they have not got the resources to offer the nation.”

Wreck Story Aired

COOPERATION of WFBG, NBC affiliate at Altoona, Pa., and of A. T. & T. linemen and a Pennsylvania State Police sergeant enabled NBC to air a broadcast from the difficult-to-reach scene of the Pennsylvania Railroad’s “Red Arrow” wreck near Altoona on the News of the World broadcast the same day that the wreck occurred. Bjorn Bjornson, who was NBC’s Stockholm correspondent during the war, did the on-the-scene remote broadcast. Engineers from WFBG assisted Walter Godwin, NBC engineer from Washington, in setting up remote equipment for the broadcast. A. T. & T. linemen strung broadcast lines from the wreck scene on the famed Horseshoe Curve to the nearest private telephone at a mine two miles away. Sgt. Sid Rutledge, of the State Police, did his part by leading the broadcast party over a little-known route through an open strip coal mine to the scene.

Communications Resume

COMMUNICATION between the U. S., and Rumania was resumed Feb. 25, according to an announcement by the American Telephone and Telegraph Co., New York. Telephone service between the two countries is established over a short-wave radiotelephone circuit between New York and Berne, Switzerland, and land wires between the Swiss capital and Rumania. Service with Europe has now been restored to all countries with the exception of a small number in Central Europe and the Balkans which were occupied by the Germans. Plans are under way, A&T said, to restore telephone service to several other countries in this area, also via the Switzerland radiotelephone circuit.
EDWARD H. LLOYD, Jr., formerly with sales department of W8Z Bos- ton, has joined sales staff of WEZ that city, replacing GORDON V. NOR- RIS, who resigned to become director of sales and advertising for Vello Prod- ucts, Lyndonville, Vermont.

FRANK MATTHEW, a member of sales staff of KEW Wichita, Kan., has been appointed national sales manager and promotion manager. He joined KEW sales department in 1939. Mr. Mathews succeeds CLARK A. LUTHER, who has resigned to devote time to his interest as vice president and general manager of KAKE Broadcasting Co., recipient of proposed grant for new AM station in Wichita.

Mr. Mathews

CASTING, Feb. 3:

J. THEODORE KENNEDY, former ad- ministrative manager to J. Edgar Hoover, head of FBI, has joined commercial department of Sun County Broadcasting Co., Phoenix, Ariz.


FRANK N. JONES, of WOOL Columbus, Ohio sales department, has been ap- pointed station's sales manager. W. S. GRANT Co., San Francisco, has been appointed sales representative for KPMO Fort Worth, new 500 w. sta- tion on 1600 kc now under construction. LEON WRAV, account executive of Don Lee Broadcasting System, has been ap- pointed public relations chairman of Hollywood Ad Club.

HERBERT L. KRUEGER, WTAG Wor- cester, Mass., commercial manager, has been appointed local chairman of radio publicity for current Red Cross Drive.

PAUL MULVHILL, of the Toronto office of National Broadcast Sales, is the father of a girl.

GERRY HALL, of commercial depart- ment at CKOB Timmins, Ont., is the father of a boy.

WHITNEY CLEMENT, account executive of KFPO Fort Worth, has resigned to open his own business.

G. F. BAUER, sales manager of WINN Louis ville, has been appointed chairman of publicity committee of NAB Seventh District.

CHARLES G. BURKE, sales manager of WJR Detroit, has been elected presi- dent of Retired Club of Michigan.

BOB SHREVE, veteran of 10 years in radio, has joined sales staff of WOWO Fort Wayne, Ind.

R. P. GRIFFITH, sales executive of WPFW Atlantic City, N. J., has resigned to join WPJY, Pittsburgh in similar capacity.

CHNC New Carlisle, Que., has appointed Joseph A. Hardy & Co. and Montreal, as exclusive representative.

KFSO San Mateo, Calif., has appointed Gene Grant & Co., Hollywood, as na- tional sales representative.

JOHN R. OVERALL, MBS division sales manager, is the father of a boy, John R.

2 Firms to Make Records

Of Entire Operas Soon

RECORDINGS of operas in their entirety will be made available to the public in the near future as the result of separate contracts signed by Columbia Recording Corp., New York, and RCA Victor, New York, with the Metropolitan Opera Co.

The five-year contract between Columbia Recording and the Met- ropolitan provides for two operas each year to be recorded by Co- lumbia directly from the stage of the famous New York Opera House.

KCOL, FORT COLLINS
250-W OUTLET, STARTS

ALTHOUGH its new, modernistic transmitter-studio-office building is not scheduled for completion until April 15, KCOL Fort Collins, Colo., went on the air March 1 as a full- time 250-w outlet on 1460 kc. Temp- orarily the station is broadcasting from a frame building adjoining its new studio, which have been under con- struction since Nov. 1. Companion trans- mitter and

Mr. Kahle's speech input equipment are being used for the present while the station awaits delivery of a new Collins double console and transmitter.

General partners of KCOL, which operates under the trade name of Northern Colorado Broad- casting Co., are: Douglas D. Kahle, who is serving as general manager and technical director, Jack L. Hitchcock, program director and promotion manager, and Wilbur B. Rocchio, an attorney associated with Colorado's former governor, Ralph L. Carr, in Denver. Limited partner is Warren D. Brainard, who formerly was with KFAB Lincoln.

Before assuming the KCOL gen- eral managership Mr. Kahle was an engineer with three Denver stations, KFEL, KLZ and KOA. Mr. Hitchcock formerly was announcer and special events man at KFAB and KOA. During the war he worked with OWI in San Francisco and Honolulu, and later was put in charge of setting up and pro- gramming OWI's 50 kw propa- ganda station on Saipan.

Marvin Griswold, formerly continuity chief at KFAB, is KCOL's commercial manager and continuity chief. Harold Austin, formerly with KOA and during the war a radar specialist with Raytheon, attached to the Navy, is chief engi- neer.

KMAC Plea Denied

FCC announced last week that it had denied KMAC San Antonio's petition for a grant of its license renewal application without the hearing previously ordered to inves- tigate the station's program- ming. Commr. E. K. Jett voted to grant. The action was taken last Feb. 22, a day after FCC announced it had refused to reconsider its order for a hearing, also on program- ming issues, on the renewal applica- tion of KONO San Antonio [BROADCASTING, Feb. 24). The two hearings are to be held March 4-8 before FCC Commr. Paul A. Walker in San Antonio.

INFORMATION ON new games and hob- bies is presented in dramatized form on new CBG Trans-Canada network program "James and John," aired week- ly from Winnipeg. Program consists of talks by two young boys, James and John, with their uncle J. J., who tells them about new games and hobbies.

What's so "alike" about these things?

Nylons have to get to sales on time. Speed counts. And Air Express delivers 'em pronto.

Great Britain's reconstruction needed blue prints quickly. International Air Express saved days in their delivery.

Transcribed radio programs can't be late! Speed counts—and that's why radio people' use Air Express regularly.

You need the speed of Air Express, too!

You're in a business where speed counts, and Air Express can serve you well. Today, more and bigger planes are carrying your Air Express shipments at speeds up to five miles a minute. Rates are low. For example: to Air Express a 17-lb. shipment 1149 miles costs $5.74. Heavier weights similarly inexpensive! Investigate:

* Special pick-up and delivery at no extra cost.
* Direct by air to and from principal U.S. towns and cities.
* Air-rail between 23,000 off-airline communities.
* Direct air service to and from scores of foreign countries.

Write today for Rate Schedules containing helpful shipping aids. Address Air Express Division, Railway Express Agency, 200 Park Avenue, New York 17. Or ask at any Airlines or Railway Express office. Air Express Division, Railway Express Agency, representing the Air- lines of the United States.

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Women in Television

Mr. Popple pointed out that women make excellent television announcers, because "a pretty face on a television screen is much more appealing to a televiuer than a mustached Romeo with a soft voice."

Even in the demonstration of commercials, the feminine touch is important, especially in the light of a recent survey which showed that a televised message is eight times more potent than the spoken word, he said. Mr. Popple believes that women will also gain some of the top sales positions because of the buoyant enthusiasm they can register for anything which strikes their fancy.

Mr. Hogan explained how a four-page edition of a facsimile magazine for women might be set up. Mr. Hogan said that the first page might be a digest of news interesting to the home, the second fashion news and advertising, the third food items and marketing information, and the fourth a serial story with illustrations. Regarding the various forms of radio, Mr. Hogan concluded, "We regard standard broadcasting, FM sound broadcasting, FM facsimile broadcasting and television as four complementary parts of the radio picture and not as competitors."

During a Saturday morning panel discussion Sally Butler, president of the National Federation of Business and Professional Women's Clubs, criticized present program standards, particularly slamming "soap box operas," "alleged" comedy shows, and the "silly competition which exists among the four major networks."

"Radio is too old to be adolescent," Miss Butler said, "so I say ... wake up, radio, it's almost too late."

THE SASKATCHEWAN ASSOCIATION of Broadcasters has been revived and reorganized, and its first reorganization meeting was held at Regina during latter part of February.

Block Application Is Denied by Weber

Interested Mainly in Service For Baton Rouge, He Says

FRED WEBER, general manager of WDSU New Orleans and secretary and 18% stockholder of Bayou Broadcasting Co., a 1540-ke applicant for Baton Rouge, denied in window on 1540-ke cases that he ever talked with anyone about a "block application to keep Roy Hofheinz out of New Orleans."

Mr. Hofheinz and W. N. Hooper, his partner, of KTHT Houston, are applying in the name of Louisiana Broadcasting Co. for 50 kw, directioned fulltime, on 1540 ke at New Orleans. In his hearings, Earl Smith, general manager and 15% owner of WLCS, new station at Baton Rouge, testified that Mr. Weber telephoned him last October and suggested that he apply in New Orleans for the frequency sought by Mr. Hofheinz and that he replied that he was not interested (Broadcasting, Feb. 24).

Mr. Weber, however, testified that "to the best of my knowledge ... whatever conversations were held with Mr. Smith were: 'Are you going to apply for higher power as a result of 1540 apparently being available in the southern part of the country?' And he said, 'No,' that they were content with their operation."

Mr. Weber said his engineers told him no other frequency was available for fulltime use at Baton Rouge. If an existing Baton Rouge station changed frequencies, he noted, a channel would thus become available for his group to apply for. He asserted that he was interested primarily in providing a broadcast service to the Baton Rouge area, that he would have been interested even if there had been no 1540-ke application for New Orleans, and that, actually, he did not know there would be a conflict between the two.

Bayou Broadcasting's application requested power of 250 w day and 100 w night, but a petition is pending to amend to 30 kw day and 10 kw directioned at night.

Opinion Meter Premier

NAZITIONAL premiere of General Electric Co.'s "opinion meter" is scheduled to take place beginning today (Monday) in Nashville under the auspices of WSM and the Nashville Tennessean. The "meter" is to be used in broadcast demonstrations in many of WSM's programs, Harry Stone, the station's vice president and general manager, announced. In addition, a poll of public opinion is being conducted throughout Tennessee, with results to be carried in daily WSM broadcasts and in the Tennessean. Opinion meter was designed by General Electric to measure and indicate composite opinion of as many as 120 individuals in less than 10 seconds.
HIGH COMMAND of new WRNY Rochester, which began operation last month: (1 to r) Harold Kolb, program director, formerly of WEDR Buffalo and WSAY Rochester; George B. Kelly, former U. S. Congressman from Rochester, president; and Lester W. Lindow, former general manager of WFBM Indianapolis, general manager.

Bing Wins
A CROONERS CONTEST stirred more promotional activity than any project ever attempted by WTOD Toledo, says the station's president, Stanley Speer. Poll was conducted by the disc jockeys of the Requestfully Yours program. Top places went to Bing Crosby, with 44.3%, Perry Como with 30.6%, Frank Sinatra with 19.7%. A semi-classical contest is now being staged by WTOD-FM.

Du Mont TV Sets
ALLEN B. DU MONT Labs. shipped $875,000 worth of television receivers Jan. 27-Feb. 23. Dr. Allen B. Du Mont, president, said backlog of unfilled orders for video sets still exceeds $3,100,000. Du Mont is planning early deliveries to Philadelphia, Washington, Schenectady, Detroit, Chicago, St. Louis and Los Angeles.
farmers who would be helpless if operating alone get together in a cooperative to attain effective bargaining power in selling their products and in obtaining farm production supplies and equipment. He pointed out that all cooperatives are subject to federal income taxes and pay real estate, social security, transportation, communication, excise and personal property taxes.

Mr. Wysox, explaining that Mr. Lewis had taken the position that there was tax evasion in cases where patronage refunds are paid in stock, declared that Mr. Lewis himself is a member of Southern States Cooperative, owns Southern States common stock in the amount of $61.01, and received patronage checks in the form of dividends of $10.08 for 1944, 1945 and 1946.

TORONTO ADV. & SALES CLUB has presented $1,000 to U. of Toronto for two $500 bursaries for graduate students to continue studies on marketing...
Byrd Ship’s Radio Arrangement Good

CBS Correspondent Hannes Tells How Broadcasts Were Handled

BROADCASTING FACILITIES aboard the USS Mt. Olympus, flagship for the Byrd Expedition to Little America, were surprisingly good, according to a report from CBS correspondent Arthur Hannes.

At first, said Mr. Hannes, broadcasters thought that atmospheric conditions would be their No. 1 problem, but they soon learned that light and darkness were the greatest influence on signals. The initial contact, which was usually started about a half-hour before the broadcast, sometimes seemed as though it were a phone call next door until five minutes before air time, when complete fading would cause cancellation. Every possible step was taken to avoid interference, including the shutting down of continuous wave circuits, teletypes and picture transmitters.

The ship’s studio was in the War Command Room on the main deck. Microphones were lashed down by a heavy cord to an oval shaped table. The echo of the steel room was cut down by heavy draping on three walls, and the scuffing of heavy ski boots lessened by canvass-covered flooring. The fourth wall contained a large blackboard for posting schedules and frequencies.

Special tribute was paid to the ship’s radio operators by Mr. Hannes, who said, “While they were never heard, they deserved full credit for the successful broadcasts from aboard ship.”

Technicians Choose IBEW

TECHNICIANS of WFBR Baltimore, through an NLRB consent election, have voted in favor of the International Brotherhood of Electrical Workers (AFL) as their bargaining agent, William C. Bareham, president of R. B. T. Local Union No. 1400, I. B. E. W., at Baltimore, announces. The technicians formerly were affiliated with the National Assn. of Broadcasting Engineers and Technicians. Contract negotiations with WFBR were begun March 6.

License to RCA

A LICENSE to manufacture radio receiving sets employing the transformerless AC-DC principle, or the Cisin patent No. 2,086,256 as it is legally known, has been granted to RCA as a result of an out-of-court settlement of a dispute that has been brewing between the Cisin interests and RCA since 1937.

That time, the validity of the patent was admitted by the American Telephone and Telegraph Co., Western Electric Co. and several others. RCA’s refusal gave rise to an infringement suit, with the latest decision by the U. S. Circuit Court of Appeals in favor of Cisin.
There are microphones, amplifiers, a control console, a clock... everyone knows what a studio is!

But the custom built department at the Langevin Company answers this question a little differently. Instead of visualizing a studio as a collection of conventional, packaged broadcast equipment, we like to think of it in terms of audio facilities sufficiently flexible to handle the production of the toughest show— including those requiring unusual dramatic effects to satisfy the client.

Every studio has its own operating problems, and every chief engineer his original ideas. This broadcast station individuality is our business! It's our business to custom build for you the studio facilities you need and want, providing for reverberation chambers, sound effects, and all the other “specials” that make for station flexibility.

With Langevin Quality amplifiers in stock, our custom built department is ready to engineer and fabricate, for earliest delivery, your answer to “What's in a Studio?”

The Langevin Company
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
HEMPTON, 37 W. 62 ST., 72 - SAN FRANCISCO, 1950 West St. 3
DALLAS, 7017, MONTREAL 3, 50

NEW YORK

A Major Supplier for the
Point State
4 Market

KCMC and KCMC-FM
Frank O. Myers Manager

Resources: Agriculture, livestock production and marketing, railroads, 51 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic use.

National Representatives
Taylor-Howe-Snowden Radio Sales

ALL NORTHERN VERMONT

BURLINGTON HAS THE ONLY

1000 WATT - FULL TIME

BROADCASTING • Telecasting
Feb. 28 Applications . . .

ACCEPTED FOR FILING

AM-910 kc
Vallejo Best, Co., Oxnard, Calif.—CP for new standard station on 910 kc, power of 250 w, daytime.

AM-1050 kc
Woodland Best, Co., Woodland, Calif.—CP for new standard station, 1050 kc, power of 250 w and daytime.

Remote Pickup
WSPR Sarasota, Fla.—CP for new remote pickup station to be operated on 1050, 2500, 1250 kc, 21.2 w and emission A3.

Remote Pickup
WSPR Sarasota, Fla.—CP for new remote pickup station to be operated on 1050, 2500, 1250 kc, 20 w and emission A3.

AM-926 kc
KFNF Shenandoah, Iowa—CP to increase power from 200 w to 1 kw day and night, install new transmitter and DA for night use, and change transmitter location.

AM-1240 kc
James R. Williams, Newton, Kan.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM-1250 kc
T-C Best, Corp., Lansing, Mich.—CP for new standard station, 1250 kc, 250 w, unlimited.

TV-Completion Date
WNYC New York—Modification of CP which authorized new visual and audio transmitters, changes in antenna system and specified frequency for extension of completion date.

Time Extension
WNYC New York—Extension of special service authorization to operate additional time between the hours of 6 a.m., EST, and sunset at N. Y. and between the hours of sunset at Minneapolis, Minn. and 10 p.m., EST, using AM equipment therefore, for the period beginning 5 a.m., EST, March 2, 1947.

AM-1110 kc
KIOX Bay City, Tex.—Vonuntary Assignment of CP to Bay City Best, Co., a parent of John George Long, T. D. Dood and Harry L. Reading, Jr.

AM-1600 kc
Eastland-Ranger-Cisco Best, Co., Eastland, Tex.—CP for new standard station, 1600 kc, power of 1 kw, DA for night use and unlimited.

AM-850 kc
The Bi-State Best, Co., Mexia, Tex.—CP for new standard station, 850 kc, 250 w, daytime.

Applications for Renewal Filed:
WRRC Birmingham, Ala.
WDBJ Roanoke, Va.
WVLJ Palmetto, Fla.
WNUW Iowa City, Iowa

AM-910 kc
Eva Miller Grimes t.r. as Ventura County Best, Co., Oxnard, Calif.—CP for new standard station, 1210 kc, 1 kw, daytime—AMENDED: to change from 1150 to 1210 kc, changes in antennas and forest system.

AM-1390 kc
Albert Alvin Almed, Sacramento, Calif.—CP for new standard station, 1900 kc, 1 kw, DA for night use and unlimited hours of operation—AMENDED: to change from 1150 to 1210 kc, make changes in DA, for day and night use.

AM-1120 kc
Robert W. Rounsaville, Buckhead, Ga.—CP for new standard station, 1120 kc, 1 kw, daytime—AMENDED: to change frequency from 1080 to 1120 kc.

AM-1130 kc
Thomas Carr, J. E. Duncan, Roy Richards, and Robert D. Tinsger, d/b as Peach State Best, Co., Macon, Ga.—CP for new standard station, 1130 kc, 1 kw, daytime.

AM-1260 kc
W. Alexander Knight, East St. Louis, Ill.—CP for new standard station, 1260 kc, 1 kw, DA, and unlimited hours.

AM-1080 kc
Northwestern Indiana Radio Co., Valparaiso, Ind.—CP for new standard station, 1080 kc, 1 kw, daytime—AMENDED: to change frequency from 1090 to 1200 kc.

AM-620 kc
Commercial A. I. S, Sioux City, Iowa—CP for new standard station, 620 kc, 1 kw, DA, unlimited hours—AMENDED: to change daytime DA pattern and change transmitter location from 7 miles southeast of Sioux

(Continued on page 77)
FCC Actions
(Continued from page 69)

Applications Cont.:  
City, Iowa (S. Dakota) to 4 miles east of Sioux City.

AM—Transfer  
WACE Regional Bestg. Co., Chiepee, Mass.—Acquisition of control thru sale of 200 shares of common stock (3 1/3%) from David J. Hayes and John S. Begley to John S. Begley.

AM—1300 kc

AM—1540 kc
Wendell Zimmerman, Carl O. Jones, Roy L. Morris and D. E. Farner, d/b as Kansas City Bestg. and Television Co., Kansas City, Mo.—CP for new standard station. 1380 kc, 5 kw, daytime.

AM—1940 kc

AM—2140 kc
Chet L. Gonce and Ralph Morgali, d/b as The Voice of Fallon, Fallon, Nev.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—970 kc

AM—1400 kc
GUBERT M. Hutcheson, Jr., as Guilford Bestg. Co., Greensboro, N. C.—CP for new standard station, 1600 kc, 250 w, unlimited.

AM—6150 kc
Tri-City Bestg. Co., Bellaire, Ohio—CP for new standard station, 990 kc, 1 kw, daytime and AMHERD to change frequency from 990 to 1050 kc.

AM—1130 kc
Land O'Lakes Bestg. Corp., Cambridge, Ohio—CP for new standard station. 1130 kc, 1 kw, daytime.

AM—Assignment  
WRBN From T. Nied and Perry H. Stevens, d/b as Nied and Stevens, Warren, Ohio—VOL assignment of license to Nied & Stevens Inc. (1400 kc).

AM—960 kc
Public Bestg. Service, Enid, Okla.—CP for new standard station, 960 kc, 1 kw, DA, unlimited.

AM—1205 kc
Paul Kirtman, Lansford, Pa.—CP for new standard station, 1250 kc, 250 w, unlimited.

AM—Transfer  
KXQO Sweetwater Radio, Sweetwater, Tex.—Acquisition of control from Mittie F. McMeel and Lola McMeel by J. B. McMeel. (75 shares of common stock—50%). (1400 kc).

AM—Assignment  

Remote Pickup License  
KBBF area of Houston, Tex.

TENDERED FOR FILING  
(Since Feb. 7)
AM—Transfer  
WDAS Philadelphia, Pa.—Consent to transfer of control from Alexander W. Dannenbaum and Cecil L. Naumburg to William Goldman Theatres Inc. (1400 kc).

AM—Frequency Not Specified  
Darlington Bestg. Co., Darlington, S. C.—CP for new standard station to be operated on frequency not specified. 250 w, daytime broadcast.

AM—810 kc
KTRI Tucson, Ariz.—Consent for S.S.A. 810 kc, 100 w, approximately 2 1/2 miles south of town on 450 ft., 60 miles a week and ending in no event later than Sept. 7, 1947. (810 kc).

AM—1260 kc
WFOY St. Augustine, Fla.—Consent to transfer of control from Glenn Marshall, Jr., Ed Norton and Frank King to J. C. Bell.

AM—490 kc
KPLT Lamesa, Tex.—Consent to assignment of CP to R. O. Parker, R. A. Woodson, K. S. Ashby, 0/b as Lamesa Bestg. Co.

Application Dismissed  

March 3 Decisions . . .  
BY COMMISSIONER WAKEFIELD
Petition Granted  
Antilles Bestg. System, Rio Piedras, P. R.—Granted petition requesting leave to file a brief in support of its application.

AM—1540 kc
San Gabriel Valley Bestg. Co., Monterey, Calif.—Granted petition for leave to amend its application so as to specify the frequency 1540 kc, 3 kw, daytime only. Instead of 1520 kc, 1 kw, daytime only, and the amendment was accepted.

FM—Unassigned
Hollywood Community Radio Group, Hollywood, Calif.—Granted petition requesting leave to amend its application for FM station so as to change identity of the applicant from an association to that of a corporation. (Action taken 12-17-46).

BY THE SECRETARY
Completion Date  
WGHF New York—Granted modification of CP for extension of completion date to 6-30-47.

CP—Modified  
WPTL Providence, R. I.—Granted modification of CP which authorized new noncommercial educational station to change in make system in station.

CP—Modified  
KSKX Corpus Christi, Tex.—Granted modification of CP, which authorized new station, to change type of transmitter.

CP—Modified  
WLOA Braddock, Pa.—Granted modification of CP which authorized new station to change type of transmitter and antenna changes.

CP—Modified  
WBMS Boston, Mass.—Granted license to cover CP which authorized new station on 1000 kc, 1 kw, daytime only, and to specify studio location; conditions.

AM—1690 kc
KTRC Sante Fe, N. Mex.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited.

Remote Pickup  
KMBM area of Dallas, Texas.—Granted license to cover CP which authorized new remote pickup station.

Last week the Commission issued correction to report of Feb. 27 stating that the frequency specified for Allentown Broadcasting Co., Allentown, Pa., should be 95.5 mc instead of 95.9 mc.

Remote Pickup  
Pikes Peak Broadcasting Co., area of Colorado Springs.—Granted CP for new remote pickup station, subject to change in accordance with proceedings in Dec. 6001.

Remote Pickup  
WSRA area of Decatur, Ill.—Granted modification of CP which authorized new remote pickup station, for approval of antenna and transmitter location.

Remote Pickup  
KFXD Nampa, Idaho.—Granted license to cover CP which authorized changes in frequency to 580 kc, increase in power to 1 kw, change in transmitting equipment and installation of DA for day and night use and rate.

Completion Date  
KBCO Fort Collins, Colo.—Granted modification of CP for extension of completion date to 5-18-48.

CP—Modified  
WMBC Macomb, Miss.—Granted modification of CP which authorized new station, for extension of completion date to 3-14-47.

Completion Date  
WJGD Gadsden, Ala.—Granted modification of CP which authorized new station, for extension of completion date to 4-21-47.

 Completion Date  
WCOG Meridian, Miss.—Granted modification of CP for extension of completion date to 4-12-47.

Completion Date  
WCAZ Carthage, N. C.—Granted modification of CP for extension of completion date to 6-18-47.

CP—Modified  
WJOS Atlanta, Ga.—Granted modification of CP which authorized new station, for approval of antenna, of transmitter and studio location.

Completion Date  
WPDM Jacksonville, Fla.—Granted modification of CP for extension of completion date to 6-15-47.

PHILADELPHIA'S
No. 1 Independent
SPORTS! MUSIc! NEWS!
16,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.  In New York by Joseph Lang, 31 W. 41st Street
Remote Pickup
WRHK area of Bristol, Tenn.—Granted license to cover CP, which authorized new remote pickup station: frequency assignments subject to change in accordance with proceedings in Docket 6651.

Assignment of License
KIRK area of Houston, Tex.—Granted voluntary assignment of license for relay station to the Houston Post Co.

WDDW Eugene, Ore.—Granted modification of CP for extension of commencement and completion dates to 5-1-47 and 11-1-47.

CP—Modified
KSUI Iowa City, Iowa—Granted modification of CP for extension of completion date to 7-16-47.

WHA-FM Madison, Wis.—Granted modification of CP for extension of completion date to 3-12-47.

WOOK Silver Spring, Md.—Granted modification of CP for extension of station to 5-1-47 and to change studio location; conditions.

Completion Date
EBN-TV Buffalo, N. Y.—Granted modification of CP for extension of commencement and completion dates to 4-15-47 and 10-15-47, respectively.

Remote Pickup
Leonard A. Veldhouse, Mobile, area of Grand Rapids, Mich.—Granted CP for new remote pickup station, frequency assignment subject to change in accordance with proceedings in Docket 6651.

Harris County Broadcast Co., Houston, Tex.—Same.

AM—730 kc
WACE Chicago, Ill.—Granted license to cover CP which authorized new standard station to operate on 730 kc, 1 kw, day and night; and to specify studio location.

March 4 Applications
ACCEPTED FOR FILING
AM—1490 kc
WTBY Troy, N. Y.—Granted license to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—910 kc
Gene Burke Brophy, Nogales, Ariz.—CP for new standard station, 1260 kc, 100 w, 250 w day, unlimited and—AMENDED—change frequency from 1240 to 910 kc, power from 250 w to 100 w, night, unlimited, 250 w day, unlimited.

AM—910 kc

AM—1240 kc

AM—1250 kc
Frank M. Heim, Modesto, Calif.—CP for new standard station, 1300 kc, 1 kw, DA, unlimited —AMENDED—change frequency from 1300 to 1300 kc, changes made in DA for night, change direction and time change station.

AM—1540 kc
San Gabriel Valley Broadcasting Co., Montebello, Calif.—CP for new standard station, 1530 kc, 1 kw, DA, daytime.—AMENDED—change frequency from 1500 to 1540 kc, change power from 1 kw to 5 kw and install FM.

AM—990 kc
Pittsburgh Bestex Corp., Pittsburgh, Calif.—CP for new standard station, 990 kc, DA, for night use and unlimited—AMENDED—change re changes in DA.

FM—92.5 mc
Union-Tribune Publishing Co., San Diego, Calif.—CP for new high frequency FM station, 4500 kc.—AMENDED—change frequency from 4350 kc to channel 953, 93 kc, transmitter site, ERP from 31.8 kw to 48.3 kw, specify type of transmitter and make changes in antenna system.

FM—Unassigned
Seminole Bestex Corp., Belle Glade, Fla.—CP for new station to be operated on frequency to be assigned by FCC, ERP of 1 kw and height above average terrain 242.5 feet.

AM—1100 kc
Fred B. Wilson and Channing Cope, Atlanta, Ga.—CP for new FM station (Metropolitan) to be operated on channel 221, 93 kc, ERP of 344,000 kw.—AMENDED—change name from Fred B. Wilson and Channing Cope to Fred B. Wilson and Channing Cope, db/a Wilson Cope.

FM—1180 kc
WDLS Jackson, Tex.—License to cover CP which authorized increase in power and installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc
Cambridge Co., Cambridge, Md.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1570 kc
R. H. Timney Jr., Essex, Md.—CP for new station, 1570 kc, 1 kw, daytime.

AM—1450 kc
Western Maryland Bestex Corp., Hagerstown, Md.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1310 kc
Wyandotte Bestex Corp., Wyandotte, Mich.—CP for new standard station, 1310 kc, 250 w, unlimited.—AMENDED—change name of applicant from Bernard Pratt and Louis Giesler, a partnership d/b/a Wyandotte Bestex Corp., to Bernard Pratt, Louis Giesler and William H. Handelman, a partnership as Wyandotte Bestex Corp.

AM—1190 kc
Mississippi Bestex Corp., Starkville, Miss.—CP for new standard station, 1190 kc, 250 w, unlimited.

AM—1060 kc
Grand Valley Bestex Corp., Chillicothe, Mo.—CP for new standard station, 1060 kc, 1 kw, daytime.

AM—1110 kc
KFAB Omaha, Neb.—License to cover CP as modified, which authorized new transmitter and DA for night, change frequency, change power, change hours of operation and change transmitter and authority to determine operating power by direct measurement of antenna power.

AM—1220 kc
Morristown Bestex Corp., Morristown, N. J.—CP for new standard station, 1220 kc, 1 kw, daytime.

FM—Completion Date
WGCF New York, N. Y.—Modification of CP, as modified, which authorized new FM station, for extension of completion date.

FM—Unassigned
American Quartz Laboratories, Yonkers, N. Y.—CP for new station to be operated on frequency to be assigned by FCC, ERP of 292 w.

AM—1150 kc
WFNS Burlington, N. C.—License to cover CP, as modified, which authorized new standard station and to specify

NOW 5000 WATTS
DOING A DOUBLE JOB
IN THE MAGIC VALLEY
TWIN FALLS, IDAHO: WEED & CO., Representatives

BROADCASTING * TELECASTING

March 10, 1947 * Page 71

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDY
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

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

5,000 Watts
Daytime

1,000 Watts
Nighttime

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

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

KPAC Mutual Broadcasting System

MBS

March 10, 1947 * Page 71

getting ready to give 'em BOTH BARRELS!
Texas Applicant Asks Nighttime-Only Grant If Fulltime Request Is Denied

A BID for nighttime-only operations, if a fulltime grant cannot be filed with FCC by Charles W. Balthrope of San Antonio.

Mr. Balthrope, now KABC San Antonio station manager, is one of the applicants for the San Antonio-Gonzales-Taylor areas of Texas. In its proposed decision FCC anticipated a grant to the Gonzales applicant and denials to others on grounds that Gonzales has a greater need for the service [BROADCASTING, Feb. 10].

Mr. Balthrope filed exceptions to the proposed decision contending that his application should have been chosen for a grant, but added: If, however, the Commission should

City Broadcasting Co., Seattle, licensee of KDSH, Queen City, which also operates KIRO Seattle and has an interest in KFPY Spokane, plans to transfer its properties in Idaho to a company recently organized by Boise Valley Broadcasters Inc., with Mr. Whillock as executive head as soon as KDSH begins operation.

The KDSH application, together with the Balthrope proposal, is assigned to the same frequency fulltime. (FCC's proposed decision has said the Commission should

KCBC Planning to Start Mar. 15 (1390 kc, 1 kw)

KCBC (1390 kc, 1 kw fulltime), owned by Capital City Broadcasting Co., is scheduled to begin operating as a new basic Mutual outlet at Des Moines about March 15, the management announces.

President of the corporation is George O'Dea, owner of O'Dea Finance Co. [BROADCASTING, Aug. 12, 1946], and the other officers are Sidney J. Pearman, owner of Pearlone Recording Studios, vice president, and Hugh N. Gallagher, an employee of O'Dea Finance, secretary-treasurer.

Gene Milner, program manager, states that KCBC has engaged a staff of ten to handle the writing, production and announcing chores. Writer-producers include Jimmy Walker and Verne Jay, the latter best known for his network rewrite of 45 minutes for Mr. and Mrs. North, Famous Jury Trials and The Shadow.

Other staff members and their duties are: Woody Hirsch, special events and audience participation shows; Don Purdy, Lee Harris and Chuck Shields, commercial announcers; Dale Barton, farm news; Mary Jane Chinn, production and m.c. work on variety features; Stella Barker, women's program; Ralph Zarnow, music director; Louie Weertz, staff pianist.

Other 1450 kc. Applicants

In addition to Mr. Balthrope's San Antonio application, the 1450 kc case includes applications of Express Publishing Co., San Antonio; Gonzales Broadcasting Co., Gonzales (proposed grant), and Taylor Broadcasting Co., Taylor. All four requested 250-w operation on the frequency fulltime.

Mr. Balthrope argued that under the new AM Engineering Stand-ard, more applicants could gain the Taylor application, and that this would permit a grant of his own fulltime application. (FCC's proposed decision had said the Commission was "impressed" with the Taylor applicant but that a grant would involve too much adjacent-channel interference with WACO Waco.

Mr. Balthrope did not request oral argument on the proposed decision but asked permission to participate if argument is requested by other applicants. His exceptions were filed by Eliot C. Lovett, Washington attorney.

Zimmerman Resigns

R. R. ZIMMERMAN, administrative assistant to President Truman on personnel matters, resigned last week following issuance of the Executive Order amending Civil Service procedure. He had an active part in developing this program for a strengthened merit system. Mr. Zimmerman joined the White House staff in 1948, coming from the Council on Personnel Administration.

Excess Insurance Covering LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
F RANK JUNELI, director of public relations and promotion for KROD El Paso, Texas, has been named director of station relations for Southwest Network. Newest affiliate in the network is: KUIN Pecos, EVLF Alpine, and kYEVM Marfa.

ARThUR DURHAM, formerly with O'Brien & Dorrance, New York, has joined WBDB Chicago, as promotion manager.

BARBARA PIERCE has joined publicity-promotion department of WTOA Worcester, Mass.

School Publication Column designed to attract high school student listeners, a "patter-chatter" column is being presented to local high school and college publications by WILLIS MEMPHIS. Column, written by Gordon Lawhead, is a record of future news features of station's record shows. Concept is currently being printed in seven high school and two college papers, and is written individually for each one.

Announcement Folder TWO-COLOR folder announcing appointment of Gabriel Durkee, to the position of Manager of Stella Lippitz Adv., New York, is being distributed to the trade. Folder presents photo of Mr. Bumberg, facts on his advertising experience and conviction, "We Just got Gabriel to blow your horn."

Male Beauty Contest CONTEST to pick "most handsome male character" in "Greenbloom, N. O. is being conducted, supervised by Bob Jones on "Groans by Jones," Wednesday morning program heard on WBOI that city, 2:30-3:30 p.m. Listeners in nominations to Mr. Jones. The season, local daily newspaper, recently carried story on "Groans by Jones" and "Quick Chatter." Red Cross Show ADAPTATION of Lewis Carroll's "Alice's Adventures in Wonderland" is being prepared by Bill Meredith, script writer at WLW Cincinnati, as station's contribution to American Red Cross Drive. Titled "Alice in Red Cross Land," program emphasizes importance of fund drive. Show was aired on WLW March 1 and will be carried into Cincinnati stations during current Red Cross Drive. Plans are being made to adopt program for use throughout the country.

"Farm Safety Contest" SAFETY on the farm is keynote of second annual Farm Reporter program contest of KJG Dallas. Program, titled "Farm Safety Contest," is open to boys and girls in 4-H and FFA clubs. To win contest, first place winner to be distributed to clubs throughout area, through agriculture instructors and county agents.

KABC Promotion FOUR-COLOR counter cards are being distributed to retail drug stores by KABC, San Antonio, as promotion for "Morning Hymn Show" diriged by B. E. Smith. A weekly, five times weekly on KABC by 666 Cold Preparations. Program is five minutes long, with a ground drawing of hymn book with name of program and time aired superimposed. Five window display in local grocery stores have also been arranged by KABC, featuring "Radio Clock." pro-

gram aired Mon., Wed., Fri., sponsored by Nabisco Wheeler. KLYO Publica-

tion NEW MONTHLY publication entitled "New-Source," is being published by KVOO Tulsa, Okla. Four-page publication tells in brief form world news of the month. Station is distributing booklets to listeners on request.

Production Booklet NBC has sent a 4-color booklet to its affiliates describing purpose of "NBC's Air Castles." Air Castles are seven NBC networks throughout U. S. which are described in text and illustrations in booklet. It is not concerned with programs, but rather with physical means of getting programs on air.

Blue Book No. 2 Blue Book No. 2 is a title of new promotional booklet issued by KICA Clovis, N. M. In forward of booklet, B. E. McAlister, general manager, states "We at KICA Clovis, N. M. are concerned with public relations and promotion. Success of our own programs, and the entertainment program, "American Girls" which we feature, depends not only on the actual program, but on how public relations and promotion are handled. Therefore, we have been of the opinion that a handbook, a step by step guide for stations, would be of the utmost value to the stations. This booklet is designed to be such a handbook, and to help in radio promotion and public relations, not only in Clovis, but in any small station."

CAR Programs CANADIAN Asm. of Broadcasters has developed series of TV programs for member stations. "What's The Score?" is designed as good merchandising program, public relations vehicle and to give program preview. CAR also is issuing data on programming for member station under weekly "I pay to your radio audience" plan.

NBC Monthly Folders NEW series of promotion pieces titled "Portraits of Progress" is being sent by NBC Radio-Recording Division to stations and clients. Twelve consecutive monthly folders will be mailed, each featuring different thesaurus program.

Souvenir-Programs SOUVENIR-PROGRAMS are distributed each month by New York Herald Tribune at its "American Town Meeting of the Air" NBC on-air program which the New York newspaper sponsors on WJZ New York, Thurs., 10:30-11:30 p.m. Booklet describes current program, and gives facts about the program and its sponsor.

Plastic Rate Card SEVEN-PANEL plastic spiral binder containing rates for Card of KWBS Hollywood. Printed in three colors, inserts for each panel feature theme "The New World We Serve," Station's record of public relations and program achievement is chronicled along with personalities featured.

Announcing forthcoming power increase in 3,000 and opening of 14,000 w FM outlet, WHCF Canton, Ohio, will use tax-posters in that city and Massillon. Posters feature slogan, "Good Neighbor Mike" character holding sprinkler, can and watering four adjacent breaking through ground. Caption reads, "Good Neighbor Mike on the Beam—April Showers Bring..." Posters will be issued March 31.

Anniversary Piece CELEBRATING its 25th anniversary (BROADCASTING, March 31), WLW Cincinnati, has issued large four-fold promotion piece printed in full color and distributed to 25 years of growth. Picture of first ground breaking, some of its early talent and current programs are featured in piece, titled "WLW is 25."


Radio Albums COOPERATING with Public School Board of San Antonio, KTSJ that city, is distributing, 2500 of its 1947 Radio Albums to children in elementary grades third to eight will be made in schools by teachers with request that album be taken home.

Baseball Films MOTION pictures of 1946 Baseball World Series and picture giving hints on how to play different positions on baseball diamond, will be presented March 1 presented at Dept. of Commerce Auditorium, sponsored by Kiction, under sponsorship of WWDA that city, and Tony Wakeman, WWDA sportscaster. Film showing was "Baseball Youth Activities program in Washington to promote interesting events for youth of the country. Tickets for show were distributed to all by WWDA.

Program Schedule PROGRAM SCHEDULE for March has been issued by WAPM Birmingham, Ala. Schedule is issued in tri-colored cover featuring station's slogan, "WAPM Radio Alabama—Alabama's First FM Broadcast Station." In addition to monthly schedule, booklet contains facts about FM coverage.

Radio Club FREE radio courses in dramatics, announcing, engineering, music, talent and script writing are being offered by WTAQ Worcester, Mass., to members of its Radio Club. Station has produced educational motion pictures to be used at weekly class meetings and has issued wide-audit package of one each to members. Cards bear WTAQ Radio Club insignia, and stations of six classes have individual color card.

KPO Facts TAGGED "Six Flags To Know About KPO," San Francisco NBC station is distributing two weekly, each with facts of population growth and color map of city.


The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION PICKWICK HOTEL, KANSAS CITY 6, MO.
Ever see a Spartan sell tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $55,500.

Newspaper advertisement from the 1947 edition of the Colorado State University yearbook, The Ram. It promotes the "Teen-Age Feature Program" for high school students on WSPA Radio, Spartanburg, South Carolina.

WSPA Spartanburg, South Carolina

1000 watts day and night, 950 kc. Rep. by Holladay
CBS Station for the SPARTANBURG-GREENVILLE Market

KERO Bakersfield

RODMAN RADIO STATIONS
KRE - KRFM - FRESNO KERO - BAKERSFIELD

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LISTENER participation program titled "Your Musical Corsage" will feature on WATF Chicago. Sponsored by Schiller Flower, the program advises listeners to write in requesting their favorite Memory Melody. Narrator Paul Bron Balinder reads winning letters and presents listened's song. For each letter used, sponsor contributes a corsage, delivered to home while program is in process. All contributing listeners receive glass rose bowl with Schiller Red Rose. Aired Sat 5 PM, program is owned by Paul Bron Balinder, Balinder and Radio Adv. Chicago.

Broadway Musical Scores FEATURING scores from Broadway musicals. "Neville's Island" is new show heard on KSLF-PM Salt Lake City, Aired Sun. 7-7:30 P.M. Program is sponsored by Beta Sigma Phi, national sorority, distributed to local FM listener and advertisers by the agency giving nine-inch records. Stating that this is "Utah's first commercial FM radio program dedicated to the promotion of fine arts among the state's radio listeners."

Teen-Age Feature PROGRAM designed for high school students is aired Sat 9:15 AM over WJFP Herrin, Ill. Titled "Teen Town Time," opening program featured Herrin High school chorus. Other programs include speech, science, agriculture and language. Sponsor is Herrin Supply, department store.

Teen-Age Tips NW show dealing with teen-agers and their problems is aired on \"Meet the Memph\". Thurs. 8:30-9 P.M. (CST). "Six Children, 10 Kids," participants are six high-school students who debate on various topics. Program also includes social news, tips on fashions and sports comments by Memphis outstanding young sportsmen. J.W. McKinnon sells and produces show with Joe Allison as manager. Show is a DHL Incorporated Co. Memphi, soft drinks.

Radio News Ad Air

LISTENERS are invited to phone "want ads" to WRBQ Memphis, for free airing on their 30-second \"Air\" program, heard Mon.-Fri., sponsored by Pure Oil Oil Co. Address ads may be sent directly to station or to any Pure Oil dealer advertised, at no charge, on show. Station reports that enough ads have been received to keep traffic going on air for three weeks without accepting another ad. Promotion for show clipped throughout over 10,000 printed cards and ads in local newspapers.

U. of Iowa Centennial CENTENNIAL birthday of U. of Iowa is observed. Cadets, with special program, Transcribed message from oldest living graduate from the university. Mrs. Lavina Wilbur, 85, a resident of Beverly Hill, was featured as the highlight of show. Also heard were Victor Hemingway, Sr., of U. of Iowa and Douglas Grant, WMT program director.

Recipies Aired RECIPES of "old fashioned taste with modern equipment" are heard on \"Modern Kitchen.\" aired 9:15 AM over WORH Cincinnati. Heath Trefinger Thomas is hostess of program and sends out a gift to printed listeners on \"Modern Kitchen.\" Stationery bearing her picture and signature.

WEEK-LONG series of special programs celebrating centennial of Lawrence, Kansas, will be presented on WLAB, that city, during week of April 13. Musical, dramatic, and institutional programs will feature local and regional talent.

Classics for Children

RECORDED series of daily programs for children, titled \"Treasure Island.\" March 3 over WLIR New York, aired Mon. through Fri. 5:30-5:50 PM. Featuring children's music with stories narrated by personalities prominent on screen, stage and radio program has received approval from Nathaniel Kaplan, secretary of Board of Education, and Albert C. Zemansky, executive leader of New York Society for Biblical Culture.

LATEST news of local engagements and weddings is presented by WLIR Lebanon on its latest news program aired during noon hour. Full details of events are given, with appropriate musical bridges. Bill Haipern, WLRJ announcer, writes and produces show which is sponsored by Huberman's Jewelry Store of Lebanon.

Lenten Series SERIES of 12 films featuring tales from the bible is being presented by NBC Television on WNST New York, during Lenten season and thereafter. NBC Television has obtained exclusive rights to showings of these films which were made by Cathedral Films, producers of religious motion pictures on West Coast.

Exchange Series Replacement NEW CBS series titled \"As Others See Us\" has replaced trans-Atlantic exchange program \"To Be Sincere.\" Sun. 12:30-1 P.M. Larry Lasuer is featured with comments by magazines, newspapers and radio commentators of other countries about impression of U. S. in world correspondence.

Air Coverage COVERAGE of finals in the four man Olympic trials on Lake Placid bobrun Feb. 16 was handled by WOG Schenectady, N. Y., by means of helicopter equipped by General Electric Co. with short wave transmitter. Announcer in helicopter flying above bobrun was able to describe races as they negotiated various curves to the teles. Program was aired at 10:45 AM and carried on NBC.

PTA Favorites PARENT TEACHERS Assn. of Memphis has voted \"Young America Songs,\" heard on WMC Memphis Sat. 1 P.M., as its favorite locally-produced children's program. Show is directed by Wilton Mount, supervisor of music in Memphis public schools. \"Junior Theater,\" presented in cooperation with Community Service Agency giving children's programs in cooperation with Community Service Agency. Program is presented in cooperation with Community Service Agency.

Teen-Age Education LATEST television in series titled \"Teen-Age Education.\" Aimed at stimulating family interest in children's education, to decrease juvenile delinquency, a program \"Teen-Age Education.\" has been started on WGAN Portland, \"Teen-Age Education.\" is sponsored by \"Boy Scouts.\" Children and Parents. Teachers. Program is led by \"Children's Commission.\" "As others see us\" will be broadcast in June during next session of Circuit Court.

Dramatization of News DAILY newscast on WJPA Wilmington, Del., is dramatic program titled \"Dramatization of News.\" Written by William P. Frank, new director of WJPA, and produced by Don Graham, dramatizes many news stories of Delaware.

Student Production REVISED format of "Smoke Signals.\" 30 year old Boy Scout program heard on WHAM New York, has been presented need for announcers, dramatic cast and writer. Shows are produced by graduate radio students of Rochester Institute of Technology, now produce program under supervision of Al Sison, director of WHAM.

Home Description DAILY interviews with the housewives of Cleveland, Ohio, highlight WKRA Ashland's program, \"Meet Your Neighbor.\" Station manager Joe Matthews says, \"as an interviewer and prepare programs in home of hostess, before program begins with a tape recorder. Mr. Matthews goes from room to room and describes home.\"
FRENCH TO OFFER U. S. TRANSCRIBED SERIES

THE NORTH AMERICAN service of the French Broadcasting System will make available a series of transcribed programs in English to U. S. broadcasters beginning April 7, it was announced last week in New York. This is the first time these programs have been offered to the U. S. by the newly expanded North American service of Radio Diffusion Francaise. Prominent American broadcasters reviewed these shows and offered suggestions at a meeting held in New York on Jan. 29.

The following 14-minute, 30-second transcribed programs will be offered on a weekly basis: *Hello From France*, a weekly round-up of interviews with Parisian celebrities and American visitors; *Renardesque In Paris*, featuring the latest popular songs, singers and orchestras; *French Folklore*, describing provinces of France, their geographic and economic characteristics, customs, folk songs.

Four to five-minute program subjects will include literature, art, recipes, fashion, travel, economies and entertainment.

Several 14-minute, 30-second programs also will be offered on a bi-monthly basis.

**Seminar Proposed**

NEW ADVISORY BOARD of Emory U.'s division of journalism is considering a proposal to hold a seminar for radio and newspaper men similar to Columbia U.'s American Press Institute. Suggestions for the seminar, tentatively planned for next winter, came from Leonard Reinsch, managing director of WSB Atlanta. The advisory board chairman is George C. Bigger, president of Atlanta Journal Co. Its membership, in addition to 22 newspaper and advertising executives, includes five station managers—James E. Bailey, WAGA Atlanta; Wilton Cobb, WMMS Macon; John Fulton, WGAT Atlanta; Walter Speight, WATL Atlanta, and Mr. Reisch of WSB.

MILESTONES

TWO-HOUR 20th anniversary broadcast is being planned by WMBD Peoria, Ill., for March 22 from Peoria Armory. CBK Bob Hawk will m.c. Full scale three-week promotion build-up, using all media, now effective. FM promotion tie-in included. Five hundred business and civic leaders are to be honored guests... Benjamin Moore & Co., New York (paint and paint product manufacturer), has started third year sponsorship of weekly *Your Home Beautiful* on ABC. St. Georges & Keyes is agency. Show has been on the air for 19 years. Assistant Man- age F. M. (Todd) Sloan of Westinhouse Radio Stations is newest Westinghouse addition to the Twenty Year Club, informal organization of radio pioneers, headed by Commentator H. V. Kel- lern, former executive of New York, observes its 15th an- niversary March 15. Station representative now has eight branch offices throughout the country.

CKNX Wingham, Ont., during week of 21st birthday, sent bouquets of roses to couples celebrating their 21st wedding anniversaries. Airing Montreal 25th milestone publicity includes use of bright green and silver streamers upon all station mail... KFBK Sacramento, Calif., which claims to be first newspaper-owned station on the Coast, has entered the 26th year of its operation. Affiliated Sacramento Bee is now in 81st year.

Cal J. McCarthy, senior vice president and treasurer of Ruth- rauff & Ryan, New York, has started its 26th year with the agency... James A. Byron, news editor of WOR Fort Worth, Tex., is celebrating his 10th year on the air... George Monaghan, has marked his first year as record m.c. at WOR New York... Ed Hart, pro- ducer moderator of WINX Wash- ington forum *Is Congress Doing the Job*, enters second year with show... Wes McNight, program director and sportscaster of CFRB Toronto, is now in his 21st radio year. CFRB also passes 20th mile- stone.

Entering 23rd year is *Home Service Daily* feature of WTOP Wash- ington. Show is conducted by Elinor Lee who marks her fourth anniversary with program... Beginning its 24th year of op- eration, CKWX Vancouver, B. C., has formally inaugurated its 5 kw transmitter.
STORY of a three-year-old girl critically ill with tuberculosis in a Macon, Ga., hospital, and in need of funds for treatment, was broadcast over WMAZ that city, by Announcer Fred Hill and Alice Price, WMAZ news reporters, on the 11:10 p.m. news show Feb. 28. Mr. Hill reported that physicians said the girl's only chance for life centered around a drug, streptomycin, which was so costly the family could not afford to buy it. Before he could finish the broadcast, contributions were being phoned in to WMAZ news room. A druggist contributed a supply of streptomycin and treatment was started. WMAZ broadcast daily reports of the child's condition, until March 2 when the report of her death was received. Contributions continued even after her death, the station reports, and more than one thousand dollars was pledged.

WNAC Helps Save Life

FLASH announcements over WNAC Boston and the Yankee Network helped save the life of a Quincy mother and her unborn child and aided in the arrest of a murder suspect—all within the space of a week—the station management reports. Less than an hour after WNAC had interrupted its Tello-Test program to broadcast a bulletin concerning the sex-slaying of an 11-year-old Malden, Mass., school girl a suspect was turned over to the Malden police—by his mother, who had heard the bulletin—and later the same day the suspect confessed the crime. The case involving saving of life concerned the wife of a Quincy police officer who was suffering severe hemorrhages before the birth of her child. When Yankee Network aired an appeal over WNAC for blood donors, one with the right type of blood was obtained, a transfusion was given, and both mother and baby are reported "doing very well."

In the Public Interest

KMPC Clinic

WITH diphtheria epidemic threatening the Los Angeles area, KMPC Hollywood, cooperating with the city health department, set up a special clinic at the station Mar. 5 to inoculate children. Recordings of the proceedings were cut for distribution to Los Angeles stations.

Find Foster Homes

SEATTLE stations are being highly praised for their contribution to the Foster Home Finding Campaign, according to Leopold Lippman, director of public information for the drive. Radio publicity started two weeks after newspaper promotion, and despite this fact, of the 900 homes offered, about one-third came in response to radio programs and spot announcements. The radio appeal was directed primarily to homes for school-age children, who are the most difficult to place. In addition to spot announcements on most Seattle stations and special shows on KKA, the campaign received special support from KJR, which recorded several interviews with the children.
Gives You More Than High Fidelity

High fidelity is not enough. Over a period of years the test of quality in broadcast equipment is consistently high performance with continuous operation. The 300G transmitter is proving its quality in every installation. Its performance exceeds FCC requirements.

Every circuit is engineered for efficiency. Every component is operated well within its rating. Sealed transformers, chokes, and capacitors, together with oversize, heavy duty circuit components provide adequate safety factors. The result is simplified design with fewer stages and components, and long uninterrupted service. True economy is inherent in a 300G station—low original cost, low operating cost, and minimum maintenance and repairs.

The 300G has high fidelity performance, 540-1600 kc frequency range, dual oscillators, forced air cooling, front panel control of motor tuned circuits, personnel and circuit protection, filament voltage regulation, vertical chassis construction with maximum accessibility, and many other advantages. Get the complete details by writing for a 300G bulletin.

The 12Z Remote Amplifier

4 channels, complete in one package, light weight, 30—12,000 cps, +17 dbm output, a-c or battery operated, self-contained power supplies, talk-back, 600 ohm output impedance.

The 212Y Remote Amplifier

Single channel, a-c or battery operated, self-contained a-c supply, 30—15,000 cps, low noise and distortion, low cost, +17 dbm output, talk-back, easy installation, 600 ohm output impedance.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y. 458 S. Spring St., Los Angeles 13, Calif.

FOR BROADCAST QUALITY, IT'S...
Ralph Heaton, former partner of Allen, Heaton & McDonald, Cincinnati, has been appointed advertising director of Bowman Ginn Inc. Philadelphia. Poole & Beding, New York, is agency for Bowman Ginn account.

International Harvester, Chicago (institutional), April 15 will feature "Harvest of Stars," from New York to West Coast for four weeks. First program originates from Hollywood on that date; Seattle on April 13; San Francisco on April 19 and Hollywood again on Apr 27. Agency: McCann-Erickson, New York.

Homestead Brewery, Homestead, Pa. (Hofbrau and Heigh Ho beer), has appointed P. A. Farsace Adv. Pittsburgh, to handle advertising. Radio to be used.


Roy E. Hammond, assistant comptroller of General Motors Corp., Detroit, has been elected comptroller of firm.

Kushins Inc., San Francisco (men's shoes), has appointed Hober, Dieterich & Honeff, New York, to handle advertising. Plans include use of radio.

National Farm Show Inc., Chicago, has appointed Malcolm-Howard Ad., that city, to handle advertising for National Farm Show in Chicago, Nov. 29 - Dec. 7. Radio will be used.

New Process Baking Co., Chicago (Green Mill bread and cake), has appointed Oryan Adv., Chicago, to handle advertising. Radio will be used.

Reiner Mfg. Co., Berkeley, Calif. (automatic Plant Nurse), has appointed Ad Fied Adv., to handle advertising. Radio will be used.

McDaniel's Sales Agency, Oakland, Calif. (home freemasons and Walk-in freemason coolers), has appointed Ad Fied Adv., that city, to handle advertising. Test campaign will include use of radio farm programs.


Mat Corp. of America, New York (Dobbs hate), has appointed Dothery, Clifford & Sheafeld, New York.

Helms Bakeries, Los Angeles (home delivery chains), March 10 starts weekly spot announcent campaign for 11 Southern California stations. Contracts are for 16 weeks. Agency: Dana Jones Co., Los Angeles.

Tool Up for Video

Stromberg-Carlson Co. announces that it is now tooling up for production of the two video receivers it demonstrated during the January furniture mart in Chicago and expects to have them on the marketplace during the last quarter of 1947. One set, TV101L, is a straight television console with a 10-inch direct viewing tube, facilities for covering all 13 video channels.

Amateur Lends Hand

Donald L. Oveday, WGAN Portland, Me., engineer who is also an amateur radio operator, aided a Portland resident, Harland Bruns, in getting in touch with his Army son in Germany to find out that his mother was recovering from a major operation. Mr. Loveday, using his 400-watt amateur station, W1MXQ, contacted a radio amateur in Hamburg, Germany. Arrangements were made for a 9 a.m. contact between the American and German amateurs. The contact was successfully made, and Mr. Bruns told his son, who was listening on the German end, that the mother was to undergo the operation that day. A week later a second contact was made by Mr. Loveday with the same German amateur, and this time Mr. Bruns told his son that his mother was on the road to recovery.

Network Accounts

Renewal Accounts

Frank H. Lee Co., Danbury, Conn. (Lee hats), March 31 renewed for 14 weeks "Drew Pearson" on ABC, Sun. 11:15 a.m. (EST), Agency: Young & Rubicam, N. Y.

General Foods Corp., New York, March 31 renewed for 12 weeks "Forty Faces Life" on NBC, Mon. through Fri. 11:30-12:00 p.m. Agency: Young and Rubicam, N. Y.

Network Changes

American Tobacco Co., New York (Lucky Strike cigarettes), April 26 starts "Your Hit Parade" on CBS, Sat. 9-9:30 p.m. to NBC, Agency: Foote, Cone & Belding, N. Y.

Lever Bros. Co., Cambridge, Mass. (Swan soap), June 30 drops "Jean Davis Show" on NBC, Mon. 7:30-8:00 p.m. Agency: Young and Rubicam, N. Y.

Canada Dry Ginger Ale Inc., New York, March 28 drops "Merrill Willson Show" on CBS, Fri. 7:30-8:00 p.m. Agency: Young and Rubicam, N. Y.


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Earle Building, Washington 4, D.C.
Telephone National 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. • ME. 4477
Washington, D.C.

RUSSELL P. MAY
CONSULTING RADIO ENGINEER
1422 F St., N.W., Wash., D.C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
CONSULTING RADIO ENGINEER
1909 Eye St., N.W. • National 0196
Washington 6, D.C.

GARO W. RAY
CONSULTING RADIO ENGINEER
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2053 Lab. Phone 7-5465
Instruments and Measurements

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D.C.
1319 F St., N.W. • DISTRICT 4127

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 400

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. • Atwood 3328

KAR & KENNEDY
Consulting Radio Engineers
1708 K St. N.W. • Republic 6891
Washington, D.C.

John Creutz
Consulting Radio Engineer
319 Bond Bldg. • Republic 2512
Washington, D.C.

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D.C.
1585 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D.C.
Michigan 2261

Colton & Foss, Inc.
Electronic Consultants • WASHINGTON, D.C. •
927 18th Street NW, Republic 3858

John Creutz
Consulting Radio Engineer
319 Bond Bldg. • Republic 2512
Washington, D.C.

ROBERT BURGESS
Consulting Radio Engineers
219 W. 57th St., N.Y. 19
Telephone 2-2874

H. V. Anderson
CONSULTING RADIO ENGINEERS
715 American Bank Bldg., Tel. Raymond 0311
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABBY STREET
ARLINGTON, TEXAS
PHONE—1218

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 35th Ave.
Atwater 0438
PORTLAND 4, OREGON

GEORGE H. JASPER
Radio Consultant
STATION OPERATION & MANAGEMENT
including setup, market studies, program policies.
Little Building, Boston 16, Mass. Hanover 4948

NATHAN WILLIAMS
Allocation & Field Engineering
2A Algoma Blvd. • Oskosh, Wis.

J. B. HATFIELD
CONSULTING RADIO ENGINEER
P.O. Box 333 • WA. 7800
SEATTLE 22, WASHINGTON

BROADCASTING • Telecasting
March 10, 1947 • Page 77
Applications Cont.: Robert G. Magee and Thomas P. Robinson, (60 and 80 common stock—54.5%).

FCC Actions  

(Continued from page 71)


AM—1450 kc

Halifax Bstg. Corp., South Boston, Va.—CP for new standard station, 1200 kc, 250 w, unlimited.—AMENDED to change frequency from 1300 to 1400 kc.

AM—1240 kc

Radio Bluefield Co., Bluefield, W. Va.—CP for new standard station, 1240 kc, 250 w, unlimited.—AMENDED: re articles of partnership agreement.

AM—880 kc

WQAY Oak Hill, W. Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Applications Dismissed

AM—900 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—CP for new standard station, 900 kc, 250 w, unlimited.—DISMISSED Feb. 26, conflict with 3.25 d.

AM—900 kc


AM—1570 kc

Central State Bstg., Clintonville, Wis.—CP for new standard station, 950 kc, 250 w, unlimited.—DISMISSED Feb. 26, conflict with 3.25 d.

Applications for Renewal

KPSS Los Angeles, Calif.—KPSS Grand Junction, Colo.—Kenosha, Wis.; WHV Sherman, Tex.; KTMS Albuquerque, N. M.—(No change in license, change to new transmitter location.)

License Assignment

WGQV Greenville, Tenn.—Consent to assignment of first class to Radio Greenville Inc.

AM—1400 kc

WHAL Shelbyville, Tenn.—Consent to assignment of first class to R. D. S. F. George S. F. Perry and H. P. Smith d/b/a Shelbyville Bstg. Co.

March 5 Decisions ... BY THE COMMISSION

AM—1490 kc

Torrington Bstg. Corp., Torrington, Conn. and Berkshire Bstg. Corp., Danbury, Conn.—Announced proposed decision for grant of Torrington Bstg. Co. application for new station, 1490 kc, 250 w, unlimited; proposed to deny Berkshire Bstg. Co. application for same facilities.

AM—790 kc

Northern Texas Bstg. Co., Fargo, N. D. and KVOX Moorhead, Minn.—Announced adoption of proposed decision for grant of Northern States Bstg. Co. application for new station. 790 kc, 5 w, unlimited. Denial of application to deny KVOX application to change frequency from 2250 w to 2700 kc. 5 w, unlimited. Commission denied request for proposed grant to KVOX and proposed denial to Northern States.

AM—1200-1400 kc

Newnan Bstg. Corp., Newnan, Ga., and VAUX for new standard station, Newnan, Ga.—(No change in license, change to new transmitter location.)

AM—1360 kc


License for CP

WHSR Floral, N. Y.—License to cover CP, as modified, which authorized non-commercial educational station.

AM—1600 kc

Champion City Bstg. Corp., Springfield, Ohio—CP for new standard station, 1570 kc, 1 kw, daytime.—AMENDED to change frequency from 1570 to 1600 kc.

AM—1110 kc

Brazoria County Bstg. Corp., Brazoria, Texas—CP for new standard station, 1550 kc, 250 w, daytime.—AMENDED to change from 1550 to 1510 kc.

Modification of CP

WIRL Fort Smith, Ark.—Modification of CP which authorized new standard station, to specify power of 5 kw and DA for day and night use, change transmitter and change transmitter location—AMENDED to modify DA, change geographic coordinates (no change in description).

AM—1340 kc

“Show-Me” Bstg. Co., Rolla, Mo.—CP for new standard station, 890 kc, 250 w, unlimited.—AMENDED: to change transmitter and radio locations.

Application Dismissed

AM—810 kc

KBTI Yakima, Wash.—Special service authorization for 810 kc, 100 w, approximately two hours after local sunset, six days each week, for period

FCC Actions.
RCA has the most complete line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM and TV broadcasting ... tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes when new tubes are needed.

For information on RCA tubes for broadcasting, write RCA, Sales Division, Section P-36B2, Harrison, New Jersey.
DETROIT'S LEADING INDEPENDENT STATION

WBG E NOW ON AIR; IS HOST TO 5,000

ATLANTA'S newest radio station WBGE (1340 kc, with 250 w) was officially dedicated March 3 with some 600 guests attending the buffet breakfast and formal evening dinner festivities [BROADCASTING, March 3].

Owned by Mike Benton and managed by Maurice Coleman, WBGE's open house party held March 1 attracted over 500 Atlantans. Jim Kirby, program director, was m. c. of the dedicatory programs.

Among the guests were Lambdin Kay, former WSB Atlanta pioneer, now with Georgia Assn., Industries; William Jenkins, Willie Davis, Georgia Theatres; Mr. and Mrs. Happy Queries, WRGA Rome; Senator Jack Williams, WAZW Waycross; Belmont Dennis, WMOC Covington; Earl Mann, Atlanta Baseball Corp.; Helen Fink, National Beauty Shop Assn.; James Battle, Decatur Bldg. and Loan; J. Comer, General Electric Co.; Milton Daniel, Beaudry Motor Co., N. D. Eubanks, Harrison Co., Ralph Huie, First National Bank, Atlanta; J. A. Northington, Graybar; C. G. Schneider, General Elevator Co.; Mayor W. B. Hamilton, M. Atlanta; Robert Reavis, Calvin Stanford Adv.; William Snowden, Snowden & Steward Adv.; Frank White, Kirkland & White Adv.; Mr. and Mrs. Washington Lent, Washington.

Purchase of the 156 Atlanta Crackers baseball broadcasts by P. Lorillard Co., for Old Gold Cigarettes, through Lennen & Mitchell, New York, was announced by Mr. Coleman.

Cancer Society Mapping Its April Campaign Plans

THE AMERICAN CANCER SOCIETY is taking to the air with an array of big talent in a campaign April 1-30. Heading the list are Joan Davis and Jay Josten who will act as co-chairmen of the Radio Artists Committee. The Mills Brothers, Jennifer Jones, Kate Smith, Ralph Edwards, Lionel Barrymore and Mrs. Eleanor Roosevelt will be heard during the campaign.

A new feature of this year's drive is a radio kit to be mailed to all stations. Included in the kit is a wide variety of transcriptions from which the broadcaster can select.

For sustaining time, the network program departments will be approached directly by the society. Sponsors will be asked to contribute one or more announcements during April. The Radio Artists Committee will arrange guest appearances of prominent personalities, Daytime serials, medical programs, and others which are adaptable will be slated to the subject of cancer. National spot broadcasters and advertisers will also be requested to include appeals.

WJ BK

STILL GOING STRONG ON WJBK!

Stillback
Cooter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxodol
Word Baking Co.
Adam Hats
Bread
Cheese Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

STATION WJBK

Carries more national advertising... does a larger dollar volume... than any other 250 watt station in this area.

WJ BK

JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 1
FCC Actions (Continued from page 80)

MARCH 6 DECISIONS

by COMMISSION EN BANC

FM—Applications

Chronicle Pub. Co., Marion, Ind.—Authorized conditional grant for class B station subject to further review and appeal pending engineering details.

Worchester Broadcast Corp., Worcester, Mass.—Same.

FM—CPS Granted

CPS were authorized by Commission conditionally to cover new station.

AM—1490 kc

Antietam Bstg., Corp., Hagerstown, Md.—Granted CP for new station, 1490 kc, w., unlimited, engineering conditions.

Loys Marion Hawick & Bennetsville, S. C.—Commission on its own motion, removed from hearing and granted application for new station, 1490 kc, 250 kw, day.

AM—1050 kc

Frequency Bstg., System, Shreveport, La.—Designated for new station, 1050 kc, 250 kw, unlimited.

Petitions Dismissed

WHAT PHILIP M. SMITH filed petition for reconsideration directed against Commission action of Jan. 3, granting CP to Mutual-Atlantic Broadcast Station in Atlantic City.

WHY—Plaintiffs—Granted modification of existing CP to comply with FCC rules 1946 for new station, 1600 kc, 1 kw, DA-1, subject to condition that applicant will accept minimum power of 250 mw, 80 percent of which was due to co-channel interference.

AM—1940 kc

Dismissed—Presentation of Loving cup to Frank R. Smith, center, general manager of WSSW Pittsburgh, as first prize for station's outstanding promotion of football broadcasts in N. W. Ayer & Son competition was featured in a program attended by representatives of 12 Pittsburgh area radio stations in Pittsburgh's Duquesne Club. Amount of meeting was to organize network for radio coverage of Pirates baseball games. Serving as co-hosts were (1 to r): John Purves, N. W. Ayer & Son; B. M. Boor, Atlantic Refining Co. (which sponsors broadcasts of Pirate games over WSSW); Mr. Smith; William McComb, Atlantic Refining Co.; Tom MacMonah, N. W. Ayer & Son; B. Hamey, general manager of Pirates, spoke. Mr. Smith announced that this year WSSW would cover Sunday and holidays as well as week-day Pirates games.

PRESENTATION OF LOVING CUP

To: Frank R. Smith

From: N. W. Ayer & Son

March 6, 1947

RADIO ACTIVITY IN WORLD War III

THE SOCIETY for the Prevention of World War III, New York, is offering a $250 prize for the best radio program proposal in answer to the question "Will Germany be the cause of another world war in the next decade?" in a dramatic form, background of German infiltration into peace and programs underlying Germany's two attempts at economic reconstruction. Six copies can be obtained by writing Radio Dept., Society for the Prevention of World War III, 515 Madison Ave., New York.

250 w., unlimited, (contingent on KTOK changing to 1000 kc).

FM—Unassigned

Hastleton Bstg., licensee of WJPA, Hazelton, Pa.—For new FM station, 47.9 mc., unlimited, as class B; change frequency from 47.9 mc. to the present assigned frequency; specify antenna height above average terrain, 787 feet; ERP 6 kw.; specify transmitter type; specify antenna system.

AM—1100 kc

Correction to FCC Report of Feb. 10:

Greer Bstg., Co., Greer, S. C.—Facilities should read 1620 kc, 250 kw, day instead of 780 kc, 250 kw, day.

License Renewals

The Atlanta Journal-Gazette of Atlanta, Ga., for license renewal of developmental station WAYS.

Cresby Bstg., Corp., Cincinnati—Same for new standard station.

Miami Valley Bstg., Corp., area of Dayton, Cincinnati, Columbus, Delaware, Troy, Sardis, Tiffin, Bloomingburg, Ohio—Same for WJZD Chicago—Same for WJXXJ York—Same for WIXP and WIXR.

LICENSE RENEWALS

LICENSE RENEWALS

ASSIGNMENT OF CP

WHI-A, licensee of WQED, Pittsburgh, Pa., N. Y.—Consent to assignment of CP of WQED to WHI—Same, for new standard station.

WHB—Same

WBBO Salisbury, Md.—Modification of CP for changes in DA night, operating facilities, and night, install new transmitter and change transmitter location.

WMBW Indianapolis—Modification of CP to increase power from 250 w. to 2 kw., day, install new transmitter and change transmitter location.

March 8 applications

ACCREDITED FOR FILING

KFXA Fort Worth, Tex.—License to cover CP, as modified, which authorized new standard station and to specify station location and authority to determine operating power by direct measurement of antenna power.

coverage

KFFA Helena, Ark.—CP to change frequency from 1400 to 1390 kc., increase power from 250 w. and night to 1 kw. day and night, install new transmitter and DA night, specify new transmitter.

KKS—Same

KFI Los Angeles—Modification of CP for new transmitter and extension of completion date.

KMK—Same

KROI San Antonio—Modification of CP which authorized installation of new transmitter for extension of completion date.

AM—1690 kc

WBAY Green Bay, Wis.—Granting without hearing of new standard station.

WBTI Richmond, Va.—Granting without hearing of new standard station.

WBB cooks

WBBB Savannah, Ga.—Authorization of new standard station.

WESTERN PENNSYLVANIA BROADCASTING CORPORATION, Pittsburgh and East Liverpool Bstg. Co., East Liverpool, Ohio—Designated for consolidated hearing applications for new station, 1340 kc, unlimited.

AM—1490 kc

George Basil Anderson, Columbus, Neb., and Concedera Bstg., Co., Concedera, Kan.—Designated for consolidated hearing applications of George A. Anderson in Columbus, Neb., 900 kc, 1 kw, daytime and Concedera Bstg. for new station at Concedera seeking same frequency with 250 w., unlimited.

AM—1250-1260 kc

Bellville News-Democrat, Bellville, Ill.—Presented petition for license to cover CP for new station at Bellville, Illinois, 1250 kc, 1 kw, unlimited DA night.

Belleville News-Democrat, East St. Louis, Ill.—Designated for new station at Belleville, Illinois, 1250 kc, 1 kw, unlimited, DA night, subject to condition that station will not begin operation until March 15, 1947, and operation will be limited to daytime.

Champaign County Broadcasting Co., Urbana, Ohio—Petition for license to cover CP for new station at Urbana, Ill., 1250 kc, 1 kw, unlimited, DA night.

Champaign County Broadcasting Co., East St. Louis, Ill.—Designated for consolidated hearing application of Champaign County Broadcasting Co., for new station at Urbana, Ill., 1250 kc, 1 kw, unlimited, DA night, subject to condition that station will not begin operation until March 15, 1947, and operation will be limited to daytime.

MARK 8 APPLICATIONS

ACREDITED FOR FILING

KFXA Fort Worth, Tex.—License to cover CP, as modified, which authorized new standard station and to specify station location and authority to determine operating power by direct measurement of antenna power.

AM—1690 kc

KFFA Helena, Ark.—CP to change frequency from 1400 to 1390 kc., increase power from 250 w. and night to 1 kw. day and night, install new transmitter and DA night, specify new transmitter.

FM—Unassigned

Rodgers & McDonald Newspapers, Inglewood, Calif.—CP for new class (A) FM station to be assigned by FCC, ERP 1 kw.

KFS—Same

KFI Los Angeles—Modification of CP for new transmitter and extension of completion date.

FM—Unassigned

Rocky Mountain Bstg., Pueblo, Colo.—CP for new class (B) FM station, frequency to be assigned by FCC, ERP 150 kw, antenna height above average terrain, 335 feet.

FM—Unassigned

WTIC Hartford, Conn.—Modification of CP which authorized installation of new transmitter and extension of completion date.

FBW—Same

WBAY Coral Gables, Fla.—License to cover CP, as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

WFGB Evansville, Ind.—CP to increase power from 1 kw. night, 5 kw. day to 3 kw. day and night and to make changes in DA night.—AMENDED to modify DA.

WSBT South Bend, Ind.—Modification of CP, as modified, which authorized increase in power, installation of new transmitter and changes in DA, for extension of completion date.

AM—1100 kc

The Gate City Co., Keekuk, Iowa—CP for new standard station, 1100 kc, 250 kw, day, unlimited.

FM—93.5 mc.

Linner's Bstg., Station, Monroe, La.—CP for new standard station, channel 298: 93.5 mc., ERP 10 kw.

FM—Unassigned

Elmer A. Eggbert, Station, Minn.—CP for new (metropolitan) FM station, frequency to be determined by FCC, ERP 10 kw., to specify studio location and antenna system.

FM—Unassigned

Radio St. Louis, St. Louis—CP for new standard station, 960 kc, 1 kw, daytime.

FM—Unassigned

Chanticleer Bstg., Co., New Brunswick, N. J.—CP for new (class A) FM station, frequency to be assigned by FCC, ERP 1 kw, unlimited.

AM—1400 kc

Griffith Bstg., Co., Norman, Okla.—CP for new standard station, 1400 kc,
ISN'T it only natural when you find...
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

FCC Budget
(Continued from page 14)
874 for the Engineering Dept. in matters relating to "Broadcasting." At the same time, it should be noted that an increase of almost $300,000 is sought for the Engineering Dept. under the heading, "Surveillance and Technical Aspects"—which may or may not relate to program monitoring activities.

But perhaps most curious in this development—the emphasis on law and accounting activities as indicated by the requests for bigger increases in these departments—is the casual reference to program regulation by the FCC.

No place in the justifications is the Blue Book mentioned. No place is it noted that over 300 stations were on temporary license in 1946 because of program considerations. No place is it noted that an estimated 60% of hearing time, on new applications and renewals, is devoted to program matters. The single reference to program matters is found in this line from a long paragraph defining the Law Dept.

Activities: "development of facts for assistance of Commission in determining whether a grant will be in the public interest (character of program service proposed to be rendered; other means for mass communication in area proposed to be served)."

Two brief passages describe the activities of the Accounting Dept. in relation to economic regulation. They are general in nature, defining the Commission requirement for annual financial reports; for statistics seeking to establish financial responsibility of applicants and material aimed toward revealing "something about the earnings of stations and their ability to survive or improve service."

The proposed expenses of the Engineering Dept. are broken down between Standard Broadcast, FM and Television. No such breakdown is shown in the Law Dept. or in the Accounting Dept. Thus, it is impossible to determine precisely how much is to be spent—in the latter two departments, which seek the greater increases—in the various categories.

5 CPs For FM Stations, Two Conditional FM Grants Issued

TWO NEW conditional FM grants and five construction permits were authorized last week by the FCC. Of the permits, two were granted in lieu of previous conditions.

Chronicle Publishing Co., Marion, Ind., was given a conditional grant for a class B station. Authorization is subject to further review and to approval of engineering details. Firm publishes daily newspapers in Marion and Sarasota, Fla., and is owned by David B. Lindsay and members of his family. Chronicle Publishing previously had been denied AM facilities in Marion since proposed station would cause un-

UNFAIR STATION CLAUSE IS SOUGHT BY NABET

INCLUSION of an unfair stations clause, similar to that which was a subject of dispute in recent network-AFRA negotiations, in a contract with NBC and ABC was demanded last week by the National Assn. of Independent Broadcast Engineers and Technicians.

The demand was made at the outset of negotiations between NABET and the two networks and WOR New York. The NABET contract with those broadcasters expires May 1.

Like the AFRA demand, which was later compromised with the formation of a union-industry advisory committee [broadcasting, Sept. 30, 1946], the NABET proposal was that the networks refuse to feed programs to stations with which NABET is engaged in disputes.

Last week's conferences between NABET and NBC, ABC and WOR were described as purely preliminary and had not reached the stage of specific discussion of wages or conditions. Allen T. Powerly, president of NABET, was said, however, to have made it clear that NABET would prosecute its demand for the unfair stations clause due interference to existing outlets in that area.

Single conditional grant was made to Marvin Handlemann and Howard P. Handlemann, a partnership doing business as Worcester Broadcasting Co., at Worcester, Mass. The first Handlemann brother has 53% interest, the second 47%. Both are associated with their father in the real estate business. Firm also is AM applicant.

All but one of the new permittees is now engaged in broadcasting. That permittee is Gore Publishing Co., Fort Lauderdale, Fla., publisher of the News and Sentinel. The following were authorized FM construction permits; conditions. Power given is effective radiated power; antenna height is height above average terrain. AM affiliation is in parenthesis; FM call precedes permittee. Grants are:

Cannon & Carroller (KIPY), Los Angeles, Class B; 98.1 mc (No. 231); 20 kw; 277 feet.

Gore Pub. Co., Fort Lauderdale, Fla., Class B; 93.7 mc (No. 229); 9.6 kw; 275 feet.

Peoples Bost. Co. (WLAN) Lancaster, Pa., Class B; 93.3 mc (No. 232); 20 kw; 430 feet.

WSAP-FM Portsmouth Radio Corp. (WSAP) Portsmouth, Va., Class B; 94.7 mc (No. 234); 49 kw; 355 feet (in lieu of previous conditions).

WCF-FM Radio Industries Broadcast Co. (WCF) Ashbury Park, N. J., Class A; 107.1 mc (No. 295); 700 w; 990 feet (in lieu of previous conditions).

Charge MBS Unfair
UNFAIR LABOR practices were charged against MBS last week in a petition filed with the New York office of the National Labor Relations Board by the United Office and Professional Workers of America, Radio Guild (CIO).

The union's petition cited examples of alleged interference by Mutual department heads with the union's organizational activities. No mention was made in the petition of the three union members who the UPOWA unofficially had asserted a fortnight ago were dismissed by MBS.
**duPont Awards**

(Continued from page 15)
equally complete in descriptive details, told in a leather-bound loose-leaf volume illustrated with photographs, postcards and newspaper clippings how the station’s series of 13 programs on venereal disease prevention was heard. Fridays at 9:45 p.m. had “achieved not only its goal in Oklahoma but also leaked across state lines—even international boundaries—to take its message about one of civilization’s most vexing health problems to the audiences and constituencies of 54 other radio stations and health department units.”

First summarizing the venereal disease problem, the WKY entry then told how WKY had decided to step into the picture, explained why the station had in mind, and how it obtained support and endorsement of civic and official groups, then described how it not only carried but demonstrated the potential of prevention of venereal disease.

WKY’s entry made the observation that “in Oklahoma at least” (the WKY project) proved that radio could be a very valuable tool in providing information. It was one of the first radio projects to take its message to the public in answer to a problem of the day.

**8,500 Visitors Inspect New Studios of WMBR**

FORMAL OPENING of the new $150,000 home of WMBR Jackson- ville, Fla., March 1 and 2 was attended by 8,500 residents of Jacksonville and vicinity, the station management reports. Broadcasting operations from the new studios started last month.

The new building, located at 675 S. Main St., Jacksonville, is of modernistic design and concrete block and stucco construction. It is one and a half stories high.

WMBR recently was granted an increase in power from 250 w to 5 kw, and also received a 40 kw FM permit. Station is owned by Florida Broadcasting Co.

**Buys College Trio**

JOHN H. BRECK Inc., Springfield, Mass., effective March 13 begins sponsorship of the IBS Music Hall on three Intercollegiate Broadcasting System stations, Thursdays, 10-11 p.m. The hour-long program of recorded classical music is heard on the west coast of the system sustaining. Stations on which the show will be sponsored are WRAD Radcliffe College, Cambridge; WRS Wellesley College, Wellesley, Mass., and WMWC Mary Washington College, Fredericksburg. Va. Agency for Breck is Charles Sheldon Adv., Boston.

**Grant for Knoxville Awarded Beaman**

East Tennessee Broadcasting Co. Owner is Local Resident

**FINAL ACTION** was announced by FCC last week granting the application of East Tennessee Broadcasting Co. for a new station at Knoxville, Tenn., on 1340 kc with 250 w and unlimited hours. The application of Smoky Mountain Broadcasting Co. for the same facility and the petitions of two stations for permanent or oral argument and reopening of the record were denied by the Commission.

Local Resident

Local residence of Clarence Beaman Jr., sole owner of East Tennessee Broadcasting and who is to be active manager of the new station, is given by the Commission as a major preference over Smoky Mountain Broadcasting Co. Mr. Beaman has lived in Knoxville all of his life except for 4½ years in the Army and 2½ years in Rochester, N. Y., with Eastman Kodak Co. He was released from the Army Signal Corps as captain and since has operated his own insurance business in Knoxville which he will sell.

The Commission found that only one of the five stockholders in Smoky Mountain who have held the stock has been active in the broadcasting industry. The Commission found that the relationship of the Knoxville Broadcasting Corp. as a local station would not be as a station that would be active in the broadcasting industry.

**KXHR Russellville, Ark., Starts as 250-w Outlet**

KXHR, new 250-w fulltime outlet on 1490 kc at Russellville, Ark., accepted telephone requests for music and played records during its first seven hours of broadcasting Feb. 24. Station is licensed to the Valley Broadcaster of Russellville, and it marks the initial venture in radio for Jerrell Shepherd and Clyde R. Horne, co-owners.

Most of KXHR’s staff members, including Randall McCarral, commercial manager; Roland Denney, chief announcer; John E. Riddle, chief engineer; James Lipton, engineer-announcer, and Keith Baker, announcer, have had previous radio experience. Other staff members include Bill Kaiser, Bill Horne and Betty Bruce.

Studios and transmitter room are located in the Fine Arts Bldg. of Arkansas Polytechnic College. Station’s open-line transmission line from transmitter to antenna is 767 feet long.
Denny at IRE *Continued from page 16*

American submarine activities in the Pacific from 1943 to the end of the war, in an address given at the president's luncheon Tuesday.

Retiring President Frederick B. Llewellyn of Bell Labs, toastmaster, introduced Dr. Baker at the luncheon, and also presented four new members of the IRE board: J. E. Brown, assistant vice president and chief engineer, Zenith Radio Corp.; F. R. Lack, vice president, Western Electric Co.; J. R. Poppele, vice president, WOR New York; D. B. Smith, director of research, Philco Corp.

The expanding responsibilities of engineers for the uses to which their technical developments are put were emphasized at a special Wednesday afternoon symposium on "The Engineering Profession." Dr. Charles E. Olliffe, RCA executive vice president in charge of RCA Labs., urged his fellow engineers to break out of their "professional shells" and accept the higher responsibilities of leadership outside their profession.

Citizen and Scientist

The engineer, Dr. Jolliffe declared, is at least partly to blame for the frequent misuses of his technological accomplishments because he has left to others the control of his creative work. "Now," he stated, "we must be a citizen as well as a scientist, for he needs to relate his achievements in science to the whole of human endeavor."

Dr. Harry S. Rogers, president, Polytechnic Institute of Brooklyn, discussed the problems involved in attempting to educate students to become good citizens as well as good engineers. Dr. Edward U. Condon, director, National Bureau of Standards, final speaker in the symposium, emphasized the increased responsibilities of engineer and scientist to humanity created by the advent of the nuclear age.

The convention's technical sessions comprised 120 technical papers, covering the latest developments in nuclear physics, A.M. and F.M. broadcasting, television, microwave, waveguide measuring equipment, air and sea navigation, vacuum tubes, circuits, electronic controls, circuits, propagation and antennas, wave guide techniques etc. Despite the fact that the sessions were run four at a time, overflow crowds were common that sessions were often repeated.

One such paper was that given by C. Brunetti of the National Bureau of Standards on new electronic aids for computing. It described a variety of methods for the new art of printing electronic circuits, including silk screen, spraying, painting, stamping and photographic, and discussed their performance under various conditions of temperature, humidity, aging and electrical loading.

Mathematical and experimental research aimed at the elimination of "phase distortion" which causes blurring of television images and eye strain of viewers was discussed by Dr. Michael J. Di Toro of the Microwave Research Institute Polytechnic Institute of Brooklyn. Explaining that blurring results from images reaching the receiver at slightly different times and that it may be corrected by setting up so-called networks to absorb the unwanted impulses and provide a clearer picture, Dr. Di Toro reported on research which will enable the video engineer to compute the amount of distortion before the equipment is built and to correct it in advance, substituting a scientific procedure for what has been a hit-or-miss technique.

At another session, W. B. Lodge, CBS director of engineering, discussed the propagation characteristics of the UHF video band as disclosed by the nation-wide monthly field tests of the CBS experimental color video transmitter, W2XCS New York, operating on 490 mc.

James E. Shepherd, Sperry Gyroscope, was chairman of the convention. Philip F. Silling of RCA was vice chairman; Edith E. Wright, IRE, secretary. Members of the general convention committee were: Austin Bailey, AT&T; George W. Bailey, IRE; Stuart L. Bailey, Jansky & Bailey; Edward J. Content, acoustical consultant; Elizabeth Lehmann, IRE; J. R. Poppele, WOR; B. E. Shackelford, RCA.

Chairmen of the other convention committees were: Frederick R. Lack, Western Electric Co., finance; Elwood K. Gannett, IRE, institute activities; William O. Swinyard, Hazeline Electronics Corp., section activities; R. D. Campbell, AT&T, registration; E. Finley Carter, Sylvania Electric Products, hospitality; Mrs. F. B. Llewellyn, women's activities; Ernst Weber, Polytechnic Institute of Brooklyn, technical program; Rodney O. Cop, ABC, facilities; James W. McRae, Bell Labs, printed program; Helen M. Stote, IRE, proceedings liaison; Virgim M. Graham, Sylvania Electric Products, luncheon; Thomas E. Scarr, Western Electric Co., hotel arrangements; George McElrath, NBC, banquet; A. B. Chamberlain, CBS, president's luncheon; Ed-moor F. Giguerre, Federal Telephone and Rado Corp., cocktail party; Leo L. Beranek, William C. Cop, IRE, exhibit manager; Dorn- man D. Israel, Emerson Radio and Photograph, exhibit requirements.
Grants to Volunteer State (Nashville) and Newnan Co. (Georgia) Set Aside

FCC last week set aside its grants to Volunteer State Broadcasting Co. for a new 5-kw station on 1300 kc at Nashville, Tenn., and to Newnan Broadcasting Co. for a 250-w outlet on 1400 kc at Newnan, Ga. [BROADCASTING, Feb. 3].

The Commission's order in the case, which originated with both applicants requesting 1500 kc, followed petitions by WATL Atlanta, and WJHO Opelika, Ala., asserting that their normally protected contours would receive objectionable daytime interference from the use of 1400 kc at Newnan.

FCC called for further hearing today (Monday) to determine whether such interference would exist and whether, even if it would, a grant of 1400 kc to Newnan might still be justified.

The Commission's first decision in the case proposed to grant 1500 kc to the Newnan group but provided that this regional channel should go to the Nashville applicant if the latter could find a local frequency available for Newnan. Volunteer State found 1400 kc, which WATL is vacating to move to 1380 kc, and Newnan Broadcasting accepted.

On the basis of the subsequent petitions of WATL and WJHO, Newnan asked the Commission to make final its proposed decision, giving Newnan 1300 instead of 1400 kc, if further hearings were necessary on the 1400 kc authorization. Newnan said it is willing to stand by its agreement to accept the local channel if it is actually available but that it "does not consider a frequency to be available if its availability can be determined only by going through another hearing."

Volunteer State responded with a request to have the record reopened to permit WATL and WJHO to present their claims. It contended, however, that interference to WATL or WJHO from a 1400-kc operation at Newnan "would be entirely inconsequential and too trivial to affect the decision of the Commission."

Volunteer State is headed by Edward M. Kirby, public relations counselor of Washington and Nashville. Newnan Broadcasting is a partnership of D. T. Manget, cotton merchant; Evan W. and James Thomasson, owners of the Newnan Times, and Ida A. Thomasson, wife of James.

George Crandall, CBS press information director, is in Methodist Hospital, Brooklyn, N. Y., for correction of an old leg injury, result of boyhood football accident.


to frequency available for Newnan. cant if the should exist and WJHO allowed to Newnan Broadcasting to Volunteer applicants requesting Grants to JACK HARRIS BROADCASTING to WSM Memphis before leaving to become manager of KPRC Houston, has as its guests (1 to r): Fred Harvey, owner of Harvey's Department Store which sponsors the show; Ernie Keller, who is taking over the Listeners' Digest 8:45 p. m. daily spot; and Edwin W. Craig, president of WSM and Accident Insurance Co. Mr. Harris, who resigned as assistant manager of WSM to take the KPRC managership, launched the show last fall. Feature news and stories culled from leading magazines are presented on Listeners' Digest.

Programs Featured, Sales Study Shows

NAB District Survey Covers Small Market Stations

MOVEMENT to emphasize sale of programs instead of spots has developed rapidly in the NAB District 2 (New York, New Jersey), according to a survey of local outlets in the area by Simon Gold- man, WJTN Jamestown, N. Y. Small Market chairman. The survey is part of a nationwide drive by the NAB Small Market Station Executive Committee, according to J. Allen Brown, head of NAB's Small Market Station Division.

Methods used by these stations (under 5 kw in cities of less than 50,000) to promote sale of programs as against spots include, according to the Goldman study: Additional commission on program sales; rate structure favorable to programs since schedule permitting three or more announcements to be bought for less than a quarter-hour program makes sale of program time difficult; advertisers starting with spot campaigns are developed into heavy buyers of time and then converted partially to programs; sale of network co-op shows.

The survey shows that the co-op programs along with local news and "local flavor" features are the better vehicles for local advertisers. Improvement of syndicated programs is also cited as an incentive to salesmen.

Mr. Goldman found that better programming and emphasis on program sales are the best ways to build audiences and advertisers.

Deadline for St. Louis Strike Extended by AFRA

DEADLINE for the threatened strike of the St. Louis AFRA local which would affect KXOK and KWK [BROADCASTING, March 3] has been extended until midnight March 12. The local's 13-member board of directors agreed to the extension at the request of KXOK and of A. J. Hummert, federal conciliator, according to Sterling Harkins, president of the local. Strike deadline originally had been set for midnight March 2.

The union is asking for an increase in the base pay of announcers from the present $55 a week level to $65 and a 55% increase for singers and actors. Managers of the three stations say they have offered a base wage of $70 a week to announcers plus merit increases.

KSD, the St. Louis Post-Dispatch station, is not involved in the current negotiations because its contract with AFRA does not expire until April 6.

WJR Dividend

DIRECTORS of WJR Detroit have voted payment of a quarterly dividend of 25c a share payable March 7, to stockholders of record Feb. 27, 1947. O. A. Rich- ards, president of The Goodwill Station Inc., announces.

What has become of quadrills*

MEMPHIS

March 10, 1947  Page 85
**Grant Proposed for Fargo Outlet**

Torrington, Conn., Local Applicant Also Wins Favor of FCC

**PROPOSED DECISIONS** anticipating grants for a new 5-kw regional station at Fargo, N. D., and a new station at Torrington, Conn., were announced by FCC last Wednesday.

The proposed grants went to Northern States Broadcasting Co. for KVOX with 5 kw, directionalized at night, at Fargo, and Torrington Broadcasting Co. for 1490 kc with 250 w at Torrington. Mutually exclusive with the respective proposed grants, the applications of KVOX and Moorhead, Minn., to change from 1340 to 790 kc, and Berkshire Broadcasting Co. for a new station on 1490 kc at Danbury, Conn., were withdrawn and proposed denials.

In the Fargo-Moorhead case, FCC Comr. E. K. Jett voted for a grant to KVOX, which would give a regional station to each city. Under the majority’s proposal, it was expected Fargo would have two stations (WDAY and Northern States), both regional, while Moorhead will have one (KVOX), a local. Mr. Jett indicated that if the majority had voted a grant to KVOX, he would have favored assigning KVOX’s present local frequency to the new applicant in Fargo.

Explaining its preference for the Fargo applicant, the Commission noted that the grant as proposed “would result in a fairer and more equitable allocation of frequencies, will bring a new and competitive service into this area, and result in an additional service to many new persons at night in an area that is served by only two stations at night.”

Based On Needs

The choice of Torrington Broadcasting Corp. to propose a grant also was based upon the comparative needs of two communities: Torrington, FCC found, relies upon one outside station for daytime primary service, while Danbury has its choice of five, and at night, although receipt in both communities is “imperfect,” Danbury “has a far wider choice of stations for primary service.”

Another factor, FCC said, was “the greater integration of ownership and operation of the proposed Torrington station…”

Ownership of the firms given proposed grants is:

Northern States Broadcasting Co.—Fargo—Wills E. Farguson, president, Harry R. Seegers, executive vice-president, and Robert B. Hargrave, secretary and treasurer, and 41.5% owner; Joseph S. Farnham, businessman, vice-president and 29%; Duncan Campbell, stockholder in several retail stores, and William A. Egan, businessman, each 6.25%.

Moorhead Broadcasting Co.—Moorhead—R. H. Kaelber, president and 41.5% owner, and Robert H. Gaff, owner and 20% each.

**SCBA to Discuss Contemplated State FM Educational Network**

**DISCUSSION of proposed statewide FM educational network will occupy the membership of Northern California Broadcasters Assn., at a meeting on March 13, according to Robert O. Reynolds, president, and general manager of KMPC Hollywood.

Meanwhile a minority opposition to $1,716,000 project has been uncovered within ranks of educators themselves.

State-wide network would place dominant control in Sacramento, it is said. A few educators are opposed to the plan.

Questioned on this minority opposition, Francis W. Noel, state head of Audio-Visual Education Division, recognized its existence but felt it grew from “ignorance.”

Elaborating, he said the projected network would allow for maximum individual thinking through decentralized program planning.

Although individual opinions within broadcasting’s organization are several and opposing, SCBA has yet to take any official stand on the matter. Its planned meeting follows recent hours between Mr. Reynolds, Mr. Noel, and Dr. George Pettit, assistant to president, U. of California, Berkeley, and representative broadcasters of Southern California area.

It appears unlikely that SCBA will take any positive stand. Northern California Broadcasters Assn. has discussed matter but has reached no conclusions.

Segments of membership in both groups are opposed to the plan but neither organization appears to be ready to go on record for or against measure. Individual objection to plan is based upon implied political threat of such a network and competition. However no opposing broadcaster wants to be quoted directly to this effect.

On the question of political misuse, Mr. Noel indicated to Broadcasting that such fears were groundless since operation would necessarily be consistent with FCC regulations.

From a programming standpoint Mr. Noel said he felt there was no area of competition since main purpose of a network was aimed at integration with classroom activities. Asked the purpose of nighttime programming, he indicated its aim was adult education. On the question of whether music might be a part of programming, he said there was a possibility it would.

**Interruption**

**DAGWOOD AND BLONDIE BUMSTEAD** will probably never know how close they came to breaking up church one recent Sunday night. Down in Charlotte, North Carolina, at the Hawthorne Lane Methodist Church, the minister was in the middle of prayer when Doorwood’s whiny voice blared out through the loudspeakers—"Blondie-ee-ee." The PA amplifiers had acted as receivers and picked up the whole broadcast from the WBT transmitter. Services were resumed after the equipment was disconnected.

**Evening Hours Question**

Opposing broadcasters say they are sympathetic to the value of radio in education. But they question educational programming between 7 and 9 a.m., 3 and 7 p.m. and possibly additional nighttime periods.

When asked how education officials aim to accomplish adult education more successfully than it is currently handled by commercial radio, Mr. Noel was not certain. He maintains that all of the state’s educational radio must place final reliance upon industry advice and guidance.

A church official expressed concern that commercial broadcasters are not altogether clear on competition. Al-
though none would be quoted directly, they do not concede their opposition to educational programming.

Measure calling for $1,716,000 to finance the program has been introduced in the state's assembly as HB-1514, Senate as SB-1382.

Hearings on the measure, as yet unscheduled, are certain and participation by industry representatives is assured.

FCC Interested

FCC interest in the project also has been evidenced by Robert Hudson, western regional attorney. He has contacted broadcasters and education department officials alike in what he termed a "fact-finding" approach.

 Asked whether his fact-finding approach was based upon representations made to Commission by either educators or industry representatives, he said none had been made to his knowledge. Queried further regarding specific FCC authority to enter the picture, he said it was within "broad instructions" given his office but referred all specific questions to Washington.

The U.S. Office of Education also has joined in support of the project, and a following meeting in Washington Feb. 29 dispatched following telegram signed by Dr. Franklin Dunham to California Department of Education: "At a meeting Federal Radio Education Committee held here in Washington yesterday, I was instructed to forward your letter in support of state-wide educational non-commercial FM network to extend services education by radio to all schools, school systems, colleges, universities and adult courses in education throughout California."

To Drop 'Sparkle Time'

CANADA DRY Ginger Ale Inc., New York (Canada Dry beverages), following March 28 broadcast will discontinue weekly Sparkle Time with Meredith Wilson's orchestra on 140 CBS stations. Sugar shortage was given as the reason for cancellation. No replacement is planned. Agency is J. M. Mathes Inc., New York.

WHILE VISITING Hollywood, Mr. and Mrs. Harry McCann, of McCann-Erickson, took in on a broadcast of the CBS Dr. Christian program, sponsored by Chesbrough Mfg. Co. Group assembled before the broadcast included (1 to r): Neil Reagan, director; Art Gilmore, announcer; Mrs. McCann also; Jean Hersholt, star; Mr. McCann, agency president; Rosemary DeCamp, who plays Judy Price; John League Oberg, whose 1945 grand prize winning script, "Home Is the Son," was rebroadcast on the night of the McCann's visit.

UNESCO World Radio Plan Urged as Peace Aid

WORLD-WIDE broadcasting facilities as part of the United Nations Educational, Scientific and Cultural Organization's program to reduce international informational barriers were urged March 3 by Assistant Secretary of State William Benton. Mr. Benton told the American Association of School Administrators, meeting in Atlantic City, that "World enemies Nos. 1, 2, and 3 are ignorance, misunderstanding and unwarranted mistrust..." He said that such misunderstandings have resulted in stereotyped impressions about foreign peoples which contribute to the conflicts that lead to war.

UNESCO has just started a survey to study the possibilities for establishing a world shortwave network. Attempts are being made to coordinate the UNESCO survey with plans and activities of the UN which is already operating a small scale programming unit. UN programs are given some time on both Canadian and U.S. facilities.

UNESCO World Radio Plan Urged as Peace Aid

STRIKE NOTICES FILED BY MORE PHONE UNIONS

ADDITIONAL unions affiliated with the National Federation of Telephone Workers filed strike notices last week before the March 7 deadline, and prospects seemed no brighter for early settlement of differences which may result in a nation-wide strike on or after April 7 involving upwards of 275,000 telephone workers. Thirty-three unions representing that many

Request Dismissed

APPLICATION of International Business Machines Corp. for a series of microwave radio relay stations between Los Angeles and San Francisco was dismissed by the FCC last week in view of the fact that the Commission's policy has not been established concerning admission of newcomers to the field of radio common carrier service where direct competition would result to existing carriers. Dismissal was without prejudice to future consideration.

Shortwave Studios

CBS PUT into use on Thursday two new studios for shortwave broadcasts only. The studios, located at 501 Madison Ave., New York, had been under construction for the past five months. Shows are being aired from them 6 a.m. to 1 a.m. daily, in English, Spanish, Portuguese, French, Dutch, Italian, German, Polish, Czech, and Serbo-Croatian.

Show CBS Color TV

FOR THE BENEFIT of scientists and engineers attending the IRE convention, CBS last week put on a special demonstration of color television. Dr. Peter C. Goldmark, developer of the CBS sequential system of transmitting colored images, conducted the demonstration, held at CBS headquarters.

Hucksters' Club

BALTIMORE radio salesmen, producers and writers have formed an organization which they call the Hucksters' Club. Miss Lee Hart, of NAB, addressed a dinner meeting at the Park Plaza Hotel in the Maryland metropolis last Tuesday, when the organization was effected. Workers had filed strike notices as the deadline approached.

One of the unions involved is the American Union of Telephone Workers, which represents the long lines division of American Telephone and Telegraph Co. [Broadcasting, March 3].

Principal goals of the unions are a $12 weekly wage increase and a union shop, but negotiations with AT&T, the Bell Telephone System and other companies on these points are stalemated.
**Announce Creation Of CBS Co-op Unit**

Ralph Hatcher is Sales Manager; Nancy Cook Heads Promotion

**FORMATION** of a CBS Co-op Di-vision with headquarters in New York was announced last week by J. Kelly Smith, CBS Director of Station Relations.

Sales manager for the new di-vision is Ralph Hatcher, for the past three years manager of the CBS Station Relations Central Division. Nancy Cook, associated for 15 years with various forms of advertising, selling and promotion, is promotion manager for the di-vision.

**Televison Week**

LUNCHEON today (Monday) at Biltmore Hotel, Los Angeles, marks start of Television Week in South-ern California. Sponsor of luncheon is Los Angeles Electric Club. Harry Lubcke, Don Lee television director, will be one of the speakers. Pro-ceedings will be telecast by KTLA Los Angeles.

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**Midwestern NBC Station Representatives to Meet**

NBC CENTRAL DIVISION will be host to more than 100 station representatives from midwestern network affiliates, who will gather at the Drake Hotel, Chicago, March 13-15 for a series of meetings with top NBC executives.

NBC station meetings, held annu-ally across the nation, will open in New York today (Monday). Follow-ing the Chicago session three-day meetings are to be held in At-lanta, March 18-20, Dallas, March 24-26, and Los Angeles, March 31-April 2.

NBC executives who will attend the meetings and address sessions are Niles Trammell, president; Frank E. Mullen, executive vice president and general manager; William S. Hedges, vice president in charge of planning and develop-ment; Clarence L. Mesner, vice president in charge of programs; John F. Royal, vice president in charge of television; Kenneth R. Dykema, vice president and charge of broadcast standards and practices; Sydney Eiges, press department manager; Charles P. Hammond, director of advertising and pro-motion; Hugh M. Beville, director of research, and Sheldon B. Hickox Jr., station relations manager.

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The costs of co-op shows are be-ing readjusted to compensate for the different number of sets in use in various time zones, and to pro-vide lower minimums for smaller stations. Another feature of the new CBS service is a station salesmen's incentive cash bonus plan to encourage local sales.

**CBS Programs** available for cooperative sale are: CBS Morn-ing News Roundup, 8-8:15 a.m., Mon.-Sat.; CBS news, 9-9:15 a.m., Mon.-Sat.; Hones Party 4-4:25 p.m., Mon.-Fri.; Red Barber, sports, 6-6:30 4:30 p.m., Mon.-Fri.; CBS news with Charles Collingwood, 11-11:10 p.m., Mon.-Fri.; CBS news with Ned Calmer, 11-11:10 p.m., Sat-Sun.; CBS News Feature, 11-10:15 p.m., Sun.-Sat.; Joseph C. Harsh, Meaning of the News, 11-11:15 p.m., Mon.-Fri.; Quincy How, Meaning of the News, 11-11:15 p.m., Sat.

**Resigns Union Post**

ROY TINDALL has resigned as executive secretary of Hollywood Local 40, IBEW, and his suc-cessor has not been named. As local re-presentative of the national ne-gociating committee working out a CBS national contract he is cur-rently in New York.

**WHG, WRUF Contracts**


**Television Week**

LUNCHEON today (Monday) at Biltmore Hotel, Los Angeles, marks start of Television Week in South-ern California. Sponsor of luncheon is Los Angeles Electric Club. Harry Lubcke, Don Lee television director, will be one of the speakers. Pro-ceedings will be telecast by KTLA Los Angeles.

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DREW PEARSON (second from r), ABC commentator, completes negotiations for a renewal contract with his Sunday evening sponsor, Frank H. Lee Co. (Lee hats), Danbury, Conn. Interested watchers are (1 to r): Harry Trenner, vp in charge of radio for William Weintraub Agency; Thurman Arnold, former U. S. attorney general; Mrs. Pearson. Contract is for 104 weeks, one of the longest ever signed in radio.

JOINT GROUP STARTS RETAILER TV SURVEY
JOINT SURVEY of television sponsorship is being conducted by NAB and National Retail Dry Goods Assn. to determine who is using the medium, what facilities will be available, and what interest retail stores are likely to take in visual sponsorship.

A committee representing both associations is undertaking the project, called for at a meeting held Feb. 20 in New York.

Howard Abrams, NRDGA sales promotion manager, said the study is being undertaken despite the fact that only eight cities are equipped with television facilities, although about 25 have CPAs. "We want to have all possible information about TV at our command so that we can assist stores with this new medium just as soon as they are ready," Mr. Abrams said.

Because of high costs of TV sponsorship, NRDGA is considering the idea of encouraging manufacturers to cooperate in preparing TV commercials on film, much as transcriptions are now made available to local dealers.

Rep. Redden Withdraws His Interest in WHKP APPLICATION was filed with FCC last week for assignment of the construction permit for WHKP Hendersonville, N. C. from Redge Broadcasting Co., a partnership composed of Monroe M. Redden and William A. Egerton, to Redge Broadcasting Inc. Mr. Egerton owns 51% of the assignee while the former half-interest of Mr. Redden is represented by a representative from North Carolina, is purchased by two new parties for a money consideration equal to Mr. Redden's capital interest in the station. At the time of filing for the station this interest was $5,000.

The incorporators of the new firm and their interests are: Mr. Egerton, 102 shares (51%); R. L. Whitmire, 40 shares, and L. B. Prince, 58 shares. The new stockholders are both local business and professional men. Mr. Redden, upon his appointment to Congress, felt it inadvisable to retain interest in WHKP. Station was granted its CP in July 1946; is assigned 280 w on 1450 kc. WHKP is a Mutual affiliate.

2 More ABC Outlets KMON Great Falls, Mont., and KOPR Butte, Mont., now under construction, will affiliate with ABC on or about Sept. 1, bringing the network's total number of stations to 246. KMON, owned by Sun River Broadcasters, will operate fulltime with 5000 w on 970 kc, and KOPR, owned by the Copper Broadcasting Co., will operate fulltime with 1000 w on 650 kc.

WINS WJZ Contest FIRST PRIZE of $200 in a WJZ New York amateur Farm Photo Contest went to John H. Vondell, assistant professor of Poultry Husbandry at Massachusetts State College, Amherst, Mass. Winning picture was chosen from 3825 photographs entered by 720 amateur photographers. Professor Vondell also won $55 in additional awards in other classes.

Two-month Farm Photo Contest was sponsored by the WJZ Farm News Program Monday-Saturday, 5:45 a.m., under the direction of Phil Alampi who conceived the idea of the contest.

Meeting Dates Set On AM Application FCC Lists Engineering Session Schedule by Frequencies A SCHEDULE, according to frequency, of further engineering meetings on AM applications being processed under FCC's "temporary expediting procedure" was announced by the Commission last week.

The schedule shows the date and hour of meetings at which engineering studies on the respective channels must be returned to the Commission. All meetings will be held in Room 1146 or 1147 of FCC headquarters in the New Post Office Bldg., Washington, D. C.

The schedule: Channel 500 kc, March 17, 10 a.m.; 590 kc, March 14, 1 p.m.; 590 kc, March 19, 8 a.m.; 600 kc, March 19, 10 a.m.; 610 kc, (held March 7); 620 kc, March 17, 5 p.m.; 630 kc, March 18, 1 p.m.; 740 kc, March 11, 10 a.m.; 740 kc, March 19, 8 a.m.; 810 kc, March 18, 10 a.m.; 810 kc, March 19, 8 a.m.; 850 kc, March 17, 1 p.m.; 910 kc, March 17, 1 p.m.; 920 kc, March 20, 10 a.m.; 940 kc, (held March 7); 950 kc, March 15, 10 a.m.; 970 kc, (held March 7); 990 kc, March 24, 10 a.m.; 1000 kc, March 18, 10 a.m.; (no second meeting required); 1020 kc, March 15, 10 a.m.; 1020 kc, March 19, 10 a.m.; 1120 kc, March 20, 10 a.m.; 1140 kc, March 13, 11 a.m.; 1170 kc, March 11, 10 a.m.; 1190 kc, March 12, 1 p.m.; 1210 kc, March 12, 1 p.m.; 1210 kc, March 21, 10 a.m.; 1270 kc, March 13, 11 a.m.; 1290 kc, March 12, 12 p.m.; 1300 kc, March 15, 10 a.m.; 1310 kc, March 15, 10 a.m.; 1320 kc, March 14, 12 p.m.; 1350 kc, March 18, 10 a.m.; 1380 kc, (held March 11); 1390 kc, March 10, 12 p.m.; 1390 kc, March 17, 10 a.m.; 1410 kc, March 15, 10 a.m.; 1440 kc, March 13, 10 a.m.; 1460 kc, March 10, 1 p.m.; 1470 kc, (held March 7); 1480 kc, March 13, 1 p.m.; 1500 kc, March 13, 2 p.m.; 1500 kc, (no second meeting; map due March 11); 1550 kc, March 19, 10 a.m.; 1560 kc (no second meeting required); 1580 kc (return date not yet scheduled); 1600 kc, March 14, 10 a.m.

Consistently Yours Through the years, WAIR has kept its finger on the pulse of this vigorous market. Our program policy is based on public demand. That's why WAIR holds a maximum of the listeners every hour of every broadcast day. Here's a seller!

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Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHOS THEY WANT THE BEST Ask
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ENGLISH - JEWISH - ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitain New York Market.

Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

March 10, 1947 • Page 89
OUTSTANDING RADIO ALUMNI of the U. of Oklahoma were honored during the annual Radio Conference at the university. Recipients of gold keys from Maj. William V. Cox, alumni association president, were (1 to r.): Paul A. Walker, FCC commissioner; Joseph Callaway, Michigan State College; John Dunn, manager, WNAD Norman, Okla.; Dr. George L. Cross, U. of Oklahoma president; Muriel Monsel Bremener, NBC address; Tel Belard, radio educator; Dr. M. L. Wardell, toastmaster; Joseph W. Hicks, public relations consultant. In rear, Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Walter Emery, FCC attorney; Maj. Cox, at far right. (Story on page 38.)

SEE S YOUTH'S FAITH IN RADIO FALTERING

OUTSTANDING RADIO ALUMNI of the U. of Oklahoma were honored during the annual Radio Conference at the university. Recipients of gold keys from Maj. William V. Cox, alumni association president, were (1 to r.): Paul A. Walker, FCC commissioner; Joseph Callaway, Michigan State College; John Dunn, manager, WNAD Norman, Okla.; Dr. George L. Cross, U. of Oklahoma president; Muriel Monsel Bremener, NBC address; Tel Belard, radio educator; Dr. M. L. Wardell, toastmaster; Joseph W. Hicks, public relations consultant. In rear, Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Walter Emery, FCC attorney; Maj. Cox, at far right. (Story on page 38.)

SEES YOUTH'S FAITH IN RADIO FALTERING

EDITOR, BROADCASTING: Maybe it isn't important, but this is what is happening in many homes where children listen attentively to radio "kid" programs, taking my own family as a typical example: We have four boys, ages 6-8-10 and almost 12. They all stand on their necks or put their big toes in the chair cushions while listening to the "kid" shows daily, Monday through Friday. Almost continuously premium offers are made. The announcers forcefully RUSH the boys into sending the coins and the proof of purchases. The boys RUSH and HOW. Then they wait . . . wait . . . wait for days . . . nay, they wait for weeks! Finally, when the enthusiasm is gone for the premiums, the items are received.

That is what is happening. Now, only one of the boys is on the sucker list. The others no longer trust the announcers; they no longer trust the sponsors. They are growing up with a contempt for sponsors and announcers. Oh yes, they continue to listen to the shows. Maybe it doesn't matter.

May be it does. Boys reason pretty much as my youngest son, who is still on the sucker list. This morning while I was shaving he said to me: "Daddy, how long does it take a letter to go to Chicago?" I tell him. "How long does it take one to come back?" I tell him. "Well, why then do those guys on the radio lie to us?" I tell him.

HAROLD E. ROLL, Director of Promotion & Publicity, KFAB Omaha.

Feb. 21, 1947.

1946 EDITION OF FM HANDBOOK OFF PRESS

THE 1946 EDITION of "FM Radio Handbook," technical publication presenting reference data and detailed facts about theory, design, planning, installation, operation, service and regulations in the field of FM, is off the press. The 174-page volume, profusely illustrated with photographs, charts and diagrams, is edited by Milton B. Sleeper, editor and publisher of FM and Television, monthly publication.

Chapter headings in the new handbook give an indication of its contents - "Background of Frequency Modulation," "Theory of Frequency Modulation," "Frequancy Modulation Broadcasting" (including answers to questions most frequently asked by those who are planning to enter FM broadcasting); "FM Broadcast Studio Techniques"; "Coaxial Lines for FM Transmitters"; "Audio Distortion and Its Causes"; "High Fidelity Reproduction"; "Antennas for Communications Frequencies"; "Selective Calling Methods"; "Maintenance of Communications Systems"; "Alignment of FM Receivers"; "WWV Signals for Checking Frequency Meters and Railroad Radio Installations," etc.

The FM handbook is available in cloth-bound ($4.00) or paper bound ($2.00) editions from the FM Co., Great Barrington, Mass. (New York office, 511 Fifth Ave.).

NEW SCOTT TV LINE

NEW LINE of Scott television receivers, believed to be the first of their kind, are adaptable to any Scott AM or combination FM receiver, according to Hal S. Darr, president of Scott Radio Labs., Chicago. First shipment of the new receivers to the company's distributors is now under way. Mr. Darr said the Scott video receiver, which will retail at approximately $500, is equipped with a 12-inch picture tube with all television controls for both high and low bands.

Dealers in Chicago, Washington, Philadelphia and Detroit are exhibiting the new receivers, Mr. Darr said.

Advisory Groups

ARMY-NAVY Munitions Board is issuing an invitation for candidates from communications industry to consider becoming advisory committees being formed to aid National Defense planning in creation of Industrial Mobilization Plan. Board is endeavoring to extend recognition to small, medium and large operators, and where practicable, to select membership with regard to geographic representations. Proposed advisory committees will work with Government groups on end products and component parts.

WOP I HAS BUSY DAY

STAFF of WOP I (AM and FM) Bristol, Tenn., had a busy day Feb. 27, highlighted by the dropping of food supplies to Engineer Warren Gilpin, his wife, and Announcer Kenneth Hewitt, stranded by heavy snow at the station's FM transmitter and studios on White Top Mountain 33 airline miles northeast of Bristol. Bristol and Annandale transmitter site was running dangerously low, but after several attempts a plane directed by radio communication from both WOP I-AM and FM was able to get through the overcast and drop the needed supplies.

Almost simultaneously an explosion demolished a Bristol filling station, killing five persons and injuring a sixth, who died later. Within ten minutes, according to W. A. Wilson, WOP I president and general manager, the station's continuity director, Mike Cady, and Chief Engineer Russell Robinson were on the scene with a shortwave pack transmitter and were broadcasting a description of the tragedy. Jack Martin, WOP I special correspondent, took over for late reports.

Later the same day, through arrangements made while the explosion excitement was at its height the three station staff members managed to rooined atop the mountain went on the air over NBC to tell the nation of their experience.
VEST-POCKET RADIO
NBC Device Enables Control Room to Give Video Stage Director Instructions

NO LONGER is the stage director on the floor of the NBC television studio a menace to unwary actors or technicians who might—and frequently did—become entangled with the coiling telephone wire which connected his headset with the control room to bring him instructions from the program director. NBC's engineering department has eliminated that problem by developing the "pocket ear," a vest-pocket radio receiver measuring 6½ by 3 by 1 and weighing only one pound (shown in photo).

Instructions are broadcast from a high frequency transmitter in the studio ceiling with a power output of less than one-tenth of a watt, enough to give clear reception throughout a large studio but too weak to cause outside interference. They are received by the tiny set and conveyed to the wearer's ears through a flexible vinyl tube 1/16 inch in diameter. Tube ends in a rubber ear plug designed so it may be worn for long periods without discomfort. Inside the tube is a hair-thin wire which serves as antenna for the receiver.

First model to be tried out used a standard headset with an antenna standing straight up from the top of the wearer's head, giving him a "man from Mars" appearance. Latest model, which has been thoroughly tested at WNB (NBC video station in New York), operates well and allows the stage director to move freely through the studio without either trailing wire or wearing a headless aprt to cause television actors to break into laughter.

System Introduced to Eliminate Ignition Interference in Cars

THE AUTOMOBILE Manufacturers Assn. has just adopted a set of recommendations made by a joint committee of the Radio Manufacturers Assn. and the Society of Automotive Engineers which, when put into effect, will serve to eliminate interference of motor vehicle ignition systems with high frequency radio and television broadcasting.

The joint SAE-RMA committee reported that receiver interference can be reduced to tolerable limits if vehicle electrical system radiation is kept within specified values. This can be accomplished by modifying the automobile electrical system and by installing resistors in cars' high tension circuits.

The average AM radio listener is now not disturbed by vehicle electrical system interference because AM broadcasting goes on in the 550-1500 kc frequency range. Vehicle interference power is not noticeable at frequencies above 1500 kc and reaches a peak, according to an SAE spokesman, in the 30-150 kc range. It is within this range that FM and facsimile and television broadcasters are now licensed by the FCC.

The joint RMA-SAE committee made the following recommendations which the AMA in turn approved:

1. Locate high-tension coil to permit an eight inch or shorter lead from coil to distributor.
2. Keep primary electrical wiring, metal rods and conductive tubing as far from high-tension wiring as possible.
3. Use a 10,000-ohm suppressor in the distributor-to-coil high-tension lead.
4. Use a 10,000-ohm suppressor at each spark plug.

The AMA has also asked all bus, truck, and passenger car manufacturers to begin immediately to prepare their vehicles to meet the recommended tolerable interference limits by Jan. 1, 1943, but asked that installation of resistors be deferred until tests now under way have been completed.


Song Suit
JOHN WOLFE, owner of a San Francisco transcription firm by that name, has filed suit in California Superior Court for $50,000 and a royalty accounting in connection with the song hit, "Huggin' and Chalkin." Mr. Wolfe charges that Clancy Hayes, radio artist, and Kermit Goell, president of the Hudson Music Corp., New York publishers, had the song published in their names. The song was written by Messrs. Hayes and Wolfe, says Mr. Wolfe. Suit also was aimed against five John Does who, Mr. Wolfe's attorneys say, are officials of the firms in Hollywood and Los Angeles which made recordings of the song for sale.

Report on Communism
STEPS to remove Communists from Government positions have been advocated by the U. S. Chamber of Commerce in a report urging prompt action in the interest of national security. Titled "Communists Within the Government," the report covers findings of Congressional committees and other groups. It does not name specific agencies but estimates that about 400 Communists hold important positions in Washington. The report was prepared by the Chamber's Committee on Socialism & Communism.

Aid for Family
RESPONSE was overwhelming when a citizens committee from Holt, Ala., aroused by the killing of a girl, Martha Moseley, appealed to WJJD Tuscaloosa for financial help. The girl had been the main support of her invalid mother and her sister who was not employed full time. Not only did James R. Doss Jr., operator of the station, turn over all programs, both sustaining and commercial, for three hours for the appeal, but Tuscaloosa citizens topped the $2,500 goal set by the citizens committee by $6,500.

Radio Division of General Motors Corp., Kokomo, Ind.

Equitable Renewes
EQUITABLE LIFE ASSURANCE Society of the U. S., New York, effective April 4 for 52 weeks renews sponsorship of This Is Your FBI on ABC, Fridays, 8:30-9 p.m. Agency is Warwick & Legler, New York.

WMT Takes Over
BECAUSE crowded conditions at Iowa State College made it impossible to hold the annual "Farm and Home Week" gathering, WMT Cedar Rapids presented outstanding farm authorities over its facilities throughout the period, Feb. 12-22. Cooperating with the college and the National Farm Inst. of Des Moines, WMT scheduled the features on the station's regular farm programs during the week. Talks were transcribed in Iowa by Farm Service Director Chuck Worcester, and in Washington, D. C. and Fort Worth.

Moonlight Surprise
EXCAVATION WORK for the new KRUX Phoenix-Glendale, Ariz., was scheduled to go on the air on a 24-hour basis in March, produced some interesting results. Taking advantage of moonlight to get in extra hours and rush the work to completion, the excavators unearthed a skull and other bones and fossils. Chief Engineer Russ Davis waited until daylight for closer examination of the skull, which crumbled away after exposure to the air. The station general manager, John D. Morgan, reports that Mr. Davis and his crew have been making good progress on the KRUX construction, despite their experience with the skull. KRUX will be the k.w.t of the new statewide Gene Burke Brophy network. Radio Arizona. It will operate with 250 w on 1340 kc.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by E. B. Marks

ANOTHER NIGHT LIKE THIS
On Transcriptions: Capitol, Hal Derwin; Standard, Buzz Adlam; Thesaurus, Vincent Lopez, George Wright; World, Les Brown; MacGregor; Barberly Allen.
On Records: Dick Haymes (Desi Arnaz (Vic.), Hal Deewinn (Cap.), Larry Douglas (Sig.), Hal Winters (Apollo), Tommy Tucker (Col.), Herb Kern (Tempo), Don Alfredo (Pan-Amer.).

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Classified Advertisements

酬金

Payable in advance—Checks and money orders only—Minimum $1.00.
Situation Wanted 10¢ per word. All others, 15¢ per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-com- missionable. Applications for classified advertised positions should be sent to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted

 Experienced salesman—Permanent staff member wanted to develop business for station in thriving radio market on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

 Salesman, Michigan ABC station has position for experienced man, fifteen percent commission guaranteed $50.00 per week, career opportunities. All replies confidential. Box 834, BROADCASTING.

 Man, fifteen percent commission guaranteed $225 weekly. Station, excellent opportunity for growth and advancement. Box 917, BROADCASTING.

 Disc jockey wanted by 5000 watt network midwest station. Should have good voice, capable of handling all or part events, as well as special events. Excellent working and living conditions. Write full qualifications and references. Salary, expenses to Box 588, BROADCASTING.

 Salesman, New York State. ABC station in outstanding market. An unusual opportunity to a good salesman. Write Box 984, BROADCASTING.

 Program director, capable all-round man wanted to manage new network station, center of city. Good base plus salesman's car. Write details and references. Salary, expenses to Box 987, BROADCASTING.

 Network affiliate, southwest city of 12,000, wants announcer with first class license April first. Congenial surroundings, comfortable, fifty dollars a week, Box 989, BROADCASTING.

 Production manager-announcer. Opening for good combin- ation engineer and announcer at new central Florida station. Good base plus salesmen's car. Opportunities, Box 990, BROADCASTING.

 Texas station will train veteran in sales, serving. Give details to Box 991, BROADCASTING.

 Fast opening for one good announcer needed immediately to manage network station. No duties. Box 992, BROADCASTING.

 Chief engineer: for new 1 kw station now under construction. Experience in small station desired. To start immediately. Send full details, experience, salary, etc., first letter, Box 97, Flint, Michigan.

 FOR SALE Florida Radio Station
 Located in one of Florida’s largest and best-markets—an thriving territory with a superb year-round climate. A profitable station that has been undercapitalized. Price $100,000.

 Blackburn - Hamilton Company
 Radio Station Brokers
 San Francisco, California
 Bay V. Hamilton
 335 Montgomery St.

 Washington, D. C.
 1011 New Hampshire Ave.
 National 7640

 POSITION PROGRAMMING DEPARTMENT

 Wanted by the World Broadcasting, New York City, for responsible position in broadcasting department, person with radio station experience. Salary commensurate with qualifications. Apply by letter only, stating qualifications and experience and minimum salary desired.

 Help Wanted (Con’t)

 Network adding another broadcasting station in Alaska. Applications invited following positions: combination "air personality" announcer, licensed a.m. chief engineer, broadcast assistant. Excellent working and living conditions. Write full qualifications and references. Salary and benefits to Box 61, BROADCASTING.

 Washington, Pennsylvania needs experienced announcer who com- bines ability with musical or writing ability. No controls.

 Engineers with announcing ability for studio transmitter. Radio station start up about April 1st. Write Chief Engineer, KDSB, Boise, Idaho giving full information.

 Top midwest station wants topnotch producer. Position available immediately. Write Personnel Service, Box 413, Philadelphia.

 Engineer - announcer (combination), full time position. Excellent opportunity for advancement. Full details of qualifications, pictures, and construction experience Box 1932, Fort Worth, Texas.

 Station manager—Excellent opportunity for steady, dependable man thoroughly familiar with all phases of small station operation. May be possible to purchase interest to right man. Present manager leaving. Will sell all station equipment. Opening June first, meantime. If interested write. Box 993, BROADCASTING.

 Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station X, Kansas City, Missouri.

 Good job for experienced man to play the theatre coast to coast for long established motion picture producer. Maturity appearance and excellent stage personality essential. Must have attractive voice, which will travel with him. Desirable car necessary. Excellent proposition for properly qualified. Include snapshot of both in first letter and interview will be arranged.

 B. Meade, Supervisor of Personnel, Box 249, Wilmington, Ohio.

 Wanted. Announcer and commercial salesman for radio station expecting to go on the air about April 9th. Excellent opportunities for right men. Contact E. H. Harpole, KYOU, Uvalde, Texas.

 Help Wanted (Con’t)

 Need transmitter engineer immediately. Personal qualifications necessary. Good salary with progressive station. Wire or write WDAM, Savannah, Georgia.

 Special events director wanted. By foremost midwestern CBS affiliate. Give detailed background including experience, salary, voice transcription, etc., to Box 663,操纵台, Massachusetts.


 KULU Honolulu, 10 kw, ABC affiliate seeking applications for experienced technicians. Transportation expense not advanced. Single men preferred. Start April 1 or 15. Make full application walter, no control letter. P. O. Box 1479, Honolulu, TH.

 Sportscaster-announcer—capable of playing radio, baseball, football, basketball; salary good. Send disc and complete information to WELM, Elmhur, N. Y.

 Virginia station—250 w. fulltime network affiliate has opening for announcer with reasonable experience. Good working conditions. Box 969, BROADCASTING.


 Wanted—Engineer-announcer, first class license. If interested, write today to network station, studio and tower address. Small town, reasonable compensation. Standards, salary $500, apartment, house available. WMOC, Cortland, Ga.

 Engineer—First class, with advertising experience. Station KOPO, Tucson, Arizona.

 Good salary plus commis- sions to experienced salesmen who are first class and who want to become successful men in sales. Excellent opportunity in beautiful Mesa, Arizona. KAVY.

 Wanted—First phone to operate 250 kw radio station this summer, WKEP, Kingsport, Tennessee. Staff being recruited for new fulltime local in important south Texas market. Must have first class personality, proven ability required. Write to WKEP, Kingsport, Tennessee.

 Network owned KDD, Santa Barbara, California. America’s Riviera, requiresfill announcer-engineer, first class license. Will arrange interview only by letter. Send qualifications and references. Salary $48.00 per week, $75.00 per month. Send transcription.

 Wanted—5000 watt station in the south, needs first class announcer. Write full qualifications, references. Salary $96.00 per week, excellent salary on competitive basis. Box 975, BROADCASTING.

 Help Wanted (Con’t)

 Wanted—Chief engineer for 250 watt network affiliate in North Carolina. Must have maintenance experience and knowledge of operation.PWD station and engineer contractor. Reference required. Wire if interested. Box 880, BROADCASTING.

 Combination program director-announcer. Must be able to step into job at once. Excellent salary and performance. Men without experience accepted. Box 689, BROADCASTING.

 Position open mid-April. Radio Station WPJX, P. O. Box 874, Martinsburg, W. Va.

 Situations Wanted

 Adaptable newcomer. Professionally trained all phases announcing. Veteran anywhere, Box 891, BROADCASTING.

 Experienced disc-jockey-producer-writer wants offers from only those paying $75 weekly to prove man with reputation and references. Box 892, BROADCASTING.

 Announcement—veteran, need experience. Excellent in all phases of broadcasting. 1 year college. Prefer Rocky Mountain area. Box 922, BROADCASTING.

 Veteran starting in radio, 1 year college; excellent in all phases of advertising. Disc, photo on request. Louis Nokso, 971 Virginia Street, Gary, Indiana.

 Announcer with experience thoroughly experienced and with a pleasant personality that really sells, desires position within the city. Any station, application and references, Box 920, BROADCASTING.

 Announcer; Good lively, friendly voice. Stars in variety, advertising, small towns. Shows. Personally trained by profession- al. Opportunity with several stations. For- merly in Miami, and Washington County. Excellent working experience in a station. Know where to find an experienced man, trained, 24, University degree. Box 921, BROADCASTING.

 Program director. Production manager, newsmen—competent, dependable, will work 7 days a week, Box 922, BROAD- CASTING.

 Program director-newscaster. Pre-war experience, available on two weeks notice. Des- irable for major market or coast city over hundred thousand. Box 923, BROADCASTING.

 Announcer, independent and network experience. First phone, 25, married, presently employed. Gulf or southwest preferred. Box 924, BROADCASTING.

 Announcer: 14 years, sports specialist, disc jockey, BROADCASTING. In- telligent, no drunk or drifter. Veteran. Prefer permanent employment. Box 925, BROADCASTING.

 Program director: Top announcer, good mind, excellent personality, thorough knowledge all phases production since middle twenties. College graduate, veter- an, 27, college, broadcasting, intelligent. Adaptable, but inexperienced man of 24. B.A. Degree, wants break in sports covering. Write and tell what you can do, anywhere, now! Box 927, BROADCASTING.

 Wanted

 BIGTIME PROGRAM DIRECTOR!

 For the most successful metropolitan 250 watt independent station in the midwest. Application treated in the strictest confidence. Please give following information: age—marital status—one or two previous employers and length of experience with them—whether or not interested in programming of independent station. If you have not been independent station programming experience do not apply. Personal interview of our expense will be arranged. Box 973, BROADCASTING.

 PROGRAM DIRECTOR

 wanted for 2 station network in southwest We need a program director who has had experience in program- ming both AM and network stations. The salary will be based on qualifications and experience. Apply Box 943, BROADCASTING.

 COMMERCIAL MANAGER wanted for established 250 watt network station. Excellent opportunity in large market. Power increase soon. Send complete details of experience, references and salary picture. Box 968, BROADCASTING.
Situations Wanted (Cont'd)

Nationally known violinist—Excellent references. Management or capable musical director. Box 941, BROADCASTING.

Singing and copy writer with six years experience including writing, production, and announcing. Good ideas and style. Holds 250 kilowatt in large eastern city to 250,000 listeners. Box 942, BROADCASTING.

Veteran, experienced, college background. Desires position as recording engineer with advanced merchandising ability. Box 943, BROADCASTING.

Program director. Audience building. Highly saleable shows my specialty. Box 944, BROADCASTING.

News editor, 16 years in radio; former newspaper executive; edit, write, direct entire news operation. Can reduce newswroom expense; also, organize and operate inquiries. Wide public service coverage. Box 943, BROADCASTING.

Engineer—First class license, presently employed, with experience in eastern or southern California. Married, sober, reliable. Box 944, BROADCASTING.

Copy writer plus or minus musical director. Box 945, BROADCASTING.

Broadcasting

- Situation from nesnopier. War conditions helped stations resist this fatal assault, but there will come a day. Now’s the time to jump on the professional sound that sells, holds audience, and sells product. Your program director, one with ten years experience in all phases of broadcasting, 50 kilowatt, in large eastern city to 250,000 listeners, seeks a capable, versatile, first class announcer, writer, producer, know low budget problems. This is not exaggeration, or half truth, details and as & t. will write. Box 956, BROADCASTING.

Program executive, top notch newsmen, writer. Plenty experience. Interests in top offers only. Go anywhere. Box 957, BROADCASTING.

Engineer. Ist phone. Single, small station experience. Desires connection with W. E. S. and good educational opportunity. Box 958, BROADCASTING.

Veteran engineer will install, organize and manage station. Inquire minimum staff. Now completing FM installation, seeking better opportunity in big city. Box 959, BROADCASTING.

Available experienced radio engineer, including excellent references from people active eastern city. Write. Box 960, BROADCASTING.

Radio station owners. Make profits with a minimum of risk with Bob Hope, Fred Allen and Jack Benny. Your radio station will be leader. Make a Republican senator laugh. Salvage the two hundred dollars you now pay in taxes, and pay in one dollar bills. Box 955, BROADCASTING.

Attention radio station owners. Make profits with a minimum of risk with Bob Hope, Fred Allen and Jack Benny. Your radio station will be leader. Make a Republican senator laugh. Salvage the two hundred dollars you now pay in taxes, and pay in one dollar bills. Box 955, BROADCASTING.

“Don’t pass out, roll a natural” with this new telephone to your expected customers. Do programming, producing and acting. Commercial and APBS experience. Graduate top ten school. Radio City, N. Y. Married and interested in steady work. Dick B. Southside Drive, New York 32, N. Y.

Announcer, veteran, married. Trained in all phases of radio. Wm. S. Bennett, 4541 Sheridan Road, Chicago.

Baseball announcer—Class A or B or C. Desire play-by-play nightly sportscast. 24, single, APBS experience. Graduated top ten school. Radio City, N. Y. Work Boston. Also handle football, other mid-west sports reports. Box 961, BROADCASTING.

Baseball announcer, 39, single. Prefer California. Box 962, BROADCASTING.

Announcer, veteran married. Trained for some suitable station. Address Announcer, Box 963, BROADCASTING.

Baseball announcer—Class A or B or C. Desire play-by-play nightly sportscast. 24, single, APBS experience. Graduated top ten school. Radio City, N. Y. Work Boston. Also handle football, other mid-west sports reports. Box 961, BROADCASTING.

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Announcer, veteran married. Trained for some suitable station. Address Announcer, Box 963, BROADCASTING.
NAB, Recording Firms Oppose Pan American
Pan American

NAB has taken a firm stand against ratification of the proposed Inter-American Convention on copyright protection, adopted last June at a three-week meeting held in Washington by representatives of Pan American nations. Don Petty, NAB general counsel, appeared before an open discussion held by the Committee on International Copy Relations of the American Bar Assn. The committee is on record as opposing ratification of the treaty, calling the open discussion preparatory to reporting to the ABA Board of Governors.

Also opposing the treaty, but appearing on behalf of the New York City Bar Assn., were Sydney M. Kaye, BMI first vice president, and Julius Brauner, CBS attorney, just named network secretary.

Dr. Luther H. Evans, Librarian of Congress who headed the U. S. delegation at the signing of the treaty last June [Broadcasting, July 1], urged Senate ratification. He said the treaty “gives the United States author or owner of protected works an advantageous position within Latin-American countries.”

Recorders Opposed

Objection to the treaty will be submitted to the State Dept. by Columbia Recording Corp., Decca Records and RCA Victor Division, jointly opposing its provisions as affecting recording and transcription firms.

The recording firms contend that the statutory 2-cent per record sale for each recorded composition has developed wholesome competition and provided the public with different versions of compositions at a reasonable price, at the same time amply protecting the composer.

The new convention, with its compulsory license provisions, would lead to numerous copyright evils, they contend. Their objections are summarized as follows:

1. The convention grants numerous rights to non-domiciled aliens which are not available with respect to matter copyrighted in the United States.
2. It requires uninvited use and registration of the copyright nor does it provide for notice of copyright to the user. U. S. nations will be subjected to liability in jurisdictions outside the United States of American works, and complete confusion and uncertainty will be introduced.

The elimination of the compulsory license and the 2-cent clause would tend to create a monopoly and destroy the competitive structure under which the recording companies operate. It would deprive the public of a series of musical compositions.

Many compositions have been or will be given to or will be given in the future in all the contracting countries in additional to the rights provided under the treaty. A user must therefore know the copyright and cash contributions hereafter amended of all the contracting countries as well as the provisions of the treaty, an impossible burden.

Right of public performance is created without regard to non-profit performance.

Treaty language may be interpreted to grant to a Latin-American composer a copyright in recordings even after the grant of a license by the composer to commercially exploit the work.

The convention provides for the retention by the author of the claim to protection and to sue against any person who opposes any change in it, discouraging adaptations and arrangements.

A provision of "infringement of rights" titles subjected to laws of unfair competition is "bundling." Many music now in the public domain would retrospectively be made subject to copyright.

Baby Gets Care

KOME Tulsa has won the praise of its listeners for helping to make possible treatment at the Mayo Clinic, Rochester, Minn., for a two-year-old child, Chris Millan, suffering from a rare kidney ailment. The child lay critically ill in a Tulsa hospital and his parents were without funds to send him to Mayo's and had no means of getting him there quickly. Learning of this, Dick Campbell, KOME program director and news editor, invited the parents to explain their plight on his 10 p.m. broadcast Feb. 4. Following the broadcast, seven private plane owners offered to contribute their planes for the trip, KOME reported.

Checks and cash contributions began to come in, and by 3:30 the next afternoon the child had been flown to Rochester in an ambulance plane and was ready to undergo an operation.

Hi-Run Driver

A 40-year-old Johnson City, N. Y., resident who said his conscience bothered him after he had heard a radio appeal for a hit-and-run driver to surrender walked into Binghamton, N. Y., police headquarters this week and gave himself up. The man, identified as Francis J. Siboda, of Johnson City, had heard George O'Connor's City Deck (local news broadcast) over WIBR Binghamton at 7:45 p.m. Feb. 17. Mr. Siboda confessed that he was driver of the car which had run down and fatally injured a 60-year-old junk peddler.

JOE MCBRIDE’s "BIG MUDY" WOW Reports Heavy Demand For Its Movie

WOW Omaha reports a heavy demand for its color movie, "Operation Big Muddy," telling the story of the project being undertaken by U. S. Army engineers for development of the Missouri River basin. Latest showing of the movie, which was filmed while WOW was presenting a series of broadcasts concerning the various dam projects comprising a story in Washington, D. C., at a meeting at Hotel Statler sponsored by the Nebraska delegation in Congress.

The 16 mm film previously had been shown before the state legislatures of Iowa and South Dakota, many civic groups and the national convention of the Mississippi Valley Assn. WOW has over 100 unmentioned the one-man campaign.

Story of the river and its current development, as told in the film, was written by Harold Storm, WOW's publicity manager, who arranged for his friend, Clark, the association's special events director, when Mr. Clark was assigned to do special broadcasts from key points along the Missouri where concrete dams are being built.

Narrative is by Ray Olson, WOW production manager.

Wherever the film is shown WOW distributes a 3000-word prepared text under Mr. Storm's direction describing in detail the story told by the color movie.

Stamps for Veterans

WHEN Commentator Harold Frederick of KSFQ San Francisco announced his campaign being conducted by a local citizen to get foreign postage stamps for collectors among the convalescing veterans in area hospitals, the response was immediate. Within a few days Mr. Frederick was informed that as a direct result of the broadcasts the drive went through and the 105,000 stamps to last for three months.

Finds Job

DURING a broadcast of the daily Man on the Street over KNOE Monroe, La., Bill Stanley, announcer, interviewed Arthur F. Seldorff, who stated he was looking for a job. Mr. Stanley asked his qualifications which were good, grocery store clerking, driving a truck and odd jobs. The interviewer said he was very much in need of work, being just out of the service and his wife expecting a baby.

As the conclusion of the broadcast, KNOE received a call from Dr. Will Sam Kendall, Monroe dentist, who had the type of job that Mr. Seldorf was anxious to undertake, at salary of about $500 a month.
Milwaukee Journal Buys WSAU Wausau, CBS Outlet on 1400 kc, for $200,000

PURCHASE of WSAU Wausau, Wis., 250-w CBS affiliate on 1400 kc, by the Milwaukee Journal Co., licensee of WTMJ and WMJ, said WSAU will continue as a local station, using the present call letters and retaining most of the present programming. He said no material changes in staff are contemplated.

The transfer is subject to FCC's Aeco public-bidding procedure. The application, filed by Lester Cohen of the Washington law firm of Hogan & Hartson, asks that the WSAU license be assigned from Northern Broadcasting to the Jour- nal Co.

WSB Observing Its 25th Year With Special Shows

MARCH 15 will mark the 25th anniversary of WSB Atlanta, and the station, owned by the Atlanta Journal, is airing special programs in connection with the event. Growth of Southern radio and of WSB will be portrayed in half-hour programs (6:30-7 p.m.) tonight (Monday), tomorrow and Thursday. The first of these three programs will deal with the station's infancy, tomorrow's program with its period of adolescence, and the Thursday program its maturity. Music which was popular during each of the three periods will be included in the programs.

WSB has planned a special show dealing with the future of radio for Friday (March 14) at 6:45 p.m. This on the next evening the week will be climaxed by WSB Birthday Party, a half-hour show beginning at 6:15. WSB is affiliated with NBC, and a tribute to the station was aired on NBC's Honeymoon in New York last Thursday. John M. Butler Jr., WSB's general manager, has been with the Atlanta Journal Co. for 31 years and with WSB for 15. Managing director of the station is J. Leonard Reinisch.

Aids Farmers

RECENT snow in Loudoun County, Va., blocked off the farm-to-market roads for days, forcing farmers to dump their milk because they could not deliver it. County officials called on Connie B. Gay, conductor of Town and Country Time program on WARL Arlington, Va., asking him to broadcast an appeal for help in clearing the roads. They would be "pleased" to get a dozen men, they said. Mr. Gay was immediately available and immediately broadcast the radio appeal, a half-hour spot announcement which was later repeated. Four hours later, more than 350 volunteers appeared at the Highway Dept. to aid in the road work.

Vets' Citation

U. S. VETERANS Administration, Indiana regional office, presented WIBC Indianapolis with citation expressing appreciation for station's cooperation in 1946.

ARCHITECT'S SKETCH shows modern building which will house WJSJ-FM, the FM affiliate of WJSJ Winston-Salem, N. C. Transmitter plant, including public lobby, will be near center of tri-angle formed by Winston-Salem, Greensboro and High Point. WJSJ-FM expects to be on air by mid-summer, operating with effective radiated power of 48 kw on Channel 288.

Good Samaritan

WMGY Montgomery, Ala., presenting a half-hour "man-on-the-street" broadcast after a natural gas line explosion had left most Montgomery residents without heat not on the first day. The explosion was caused by three officials of the Alabama Gas Co. and municipal officials for broadcasting safety precautions but also had opportunity to be a Good Samaritan. The WMGY program had been in progress less than five minutes when the WMGY offices received a phone call from an excited male listener advising that his immediate problem was how to get some heat in the house for his wife, who would be "having a baby within three hours." WMGY obliged by placing two electric heaters from its studios to the expectant mother's bedside within ten minutes.

BETTER PICK-UP
Maxfield Describes New Type
Of Mike Arrangement—A NEW SYSTEM of microphone placement and control which is said to enhance the quality of reception is described in an article in the Western Electric Oscillator. Written by J. P. Maxfield, acoustics expert for CBS broadcasts on its labs, the piece states that "One of the important advantages of this type of pickup is as much as 6 db gain in coverage at no extra expense to the sponsor or the broadcasting company."

The system is based on strategic placement of microphones especially in pick-ups of large orchestras. A generalized line of Mike is placed toward the rear of the hall to the left facing the stage, in line with the violin section. A second mike is directly in front of the violins, a third mike was placed in front of the soloist, to the left of the podium. By delicate control adjustments, a depth and clarity is achieved with the Mike that is far superior to that obtained with ordinary pick-up methods. The technique is now being used for CBS broadcasts of New York Philharmonic Symphony.
KONO San Antonio Presents Evidence Supporting Spot Commercial Record

HEARING on the renewal application of KONO, a twin city station operating under trade name of Mission Broadcasting Co., was held in San Antonio last Wednesday and Thursday, with testimony centering around the FCC's 1938 instructions concerning classification sustaining and commercial time. (The instructions were issued as page 25 of the FCC's annual financial report for 1938).

The witnesses examined were heard on Wednesday, but the hearing was carried over to Thursday morning to allow Robert Roth, assistant general manager and son of the station's owner, Eugene J. Roth, to testify.

Dealt With Spots

FCC questioning dealt principally with the number of spot announcements carried by KONO. Under the FCC 1938 instructions commercial time was to be determined by the amount of actual time consumed in making spot announcements, but under FCC's new method of determining commercial time (brought out in 1945) any spot announcements lasting a 15-minute time segment put that 15-minute period in the classification of all-commercial.

James M. Brown, KONO general manager, carried the main burden of the station's testimony, which presented comparative figures showing the amount of commercial time used in KONO broadcasts during 20 weeks picked at random 1943 through 1946 and taking into consideration the 1938 and 1945 FCC instructions. The testimony set forth that the actual time KONO devoted to commercials during a 15-minute program was slightly over two minutes during daytime hours and slightly under two minutes at night.

Brown declared that generally is to operate as a music and news station, with a maximum of three minutes in any 15-minute period devoted to talking and the remainder to music. Experiments presented by KONO showed that the majority of its spot announcements were not longer than 50 words taking approximately 20 seconds of time.

KONO brought Ward Dorrell, vice-president of KONO, Inc., to San Antonio to testify concerning the popularity of KONO broadcasts in comparison with those of other San Antonio stations. Mr. Dorrell introduced Hooper charts for the calendar years 1943-1946 indicating that KONO's Hooperating placed it in No. 2 spot.

Mr. Roth, KONO's owner, testified that before the war KONO produced a large amount of live talent shows, that during the war it had to depend almost entirely on recordings, but that since the war live talent shows had increased to a little more than 10% of KONO's total broadcast time, and that the station was hoping to achieve up to 25% live talent.

KONO was represented by Edward W. Bennett and Franklin C. Salisbury, Washington, D. C., attorneys, and Walter Emory represented the FCC. James C. Cuningingham presided over the hearing, held in the Federal court room in the U.S. postoffice at San Antonio.

Aids Veteran

WHEN a partially disabled veteran, James Edmonds of Ashley, III., offered an eye for sale in order to buy a farm, John Raleigh, newscaster at KXMO St. Louis, broadcast the story on his Saturday afternoon program. Shortly after the broadcast, KMOX newsroom received a call from H. C. Edmonds of St. Louis County, saying that he would be glad to have Mr. Edmonds on a tenant on his farm, without the eye in exchange. Mr. Edmonds, who is actually in an operation at the Jefferson Barracks Veterans Hospital, St. Louis, was immediately notified of Mr. Cockran's offer.

Offer of Eye Broadcast

NEWS EDITORS Don Brice and Bill Tomkins of WKEN Youngstown, Ohio, brought the station's listeners a transcribed interview with the pair from the home of Marie Didion in Edinboro, Pa., after Mrs. Didion's offer to give one of her eyes in exchange for a farm and living quarters for herself, her invalid husband their four children had touched off controversy in medical, scientific and legal fields.

KCBC SURVEY

2,000 Listeners Asked What Type Programs They Like

KCBC, owned by Capital City Broadcasting Co. which is now in operation at Des Moines on 100 kc, has conducted a house-to-house survey of potential listeners to determine what type of programming it will have, Sidney J. Pearlman, station manager.

Four staff announcers were dispatched to make personal calls to more than 2,000 Des Moines area homes. They found that music was first choice with 71.1% of the persons interviewed, and consequently more than half of KCBC's programs are all music or combination music-talk, Mr. Pearlman says.

Second choice showed 48.8% for news, with comedy-variety and dramas showing following closely. Here, too, the station adjusted its programming to the demand. Daytime serials represented the type of program most disliked, with 47.4% of the interviewees saying they were the least popular.

Webster (Continued from page 16)

the world Telecommunications Conference convenes in Atlantic City.

It is not unlikely that Commodore Webster, as a member of the Commission delegation, will attend that parade and take a prominent part in it.

Webster is scheduled to head the group and Comr. Jett will participate.

Commodore Webster's appointment was also hotly debated by the Senate Interstate and Foreign Commerce Committee of which Sen. Wallace A. White (R-Me.) is chairman, then go to the full Senate. A vote on the appointment, however, was not taken in the full committee, it is known, however, that Senator White has been ac- quainted with Commodore Webster's work for many years. Commodore Webster has appeared before his committees many times as a witness, both in behalf of the FCC and in opposition to FCC (Comr. Guard). Senator White himself at one time was considered for the FCC post but friends in Congress persuaded him against it since his services, it was felt, were needed there.

To accept the FCC appointment, Commodore Webster must give up his post as director of the Division of Telecommunications, Manufacturers' Federation of American Shipping, a post he accepted in August, 1946. He accepts the appointment at considerable financial sacrifice. Reportedly he was making upwards of $15,000 in the NPAO post and $5,000 annually in retirement pay. He must give up both for his $10,000 Commission salary.

Commissioned in 1912

Commodore Webster was commissioned in the Coast Guard in 1912 (May 15, 1912, as a Sub-Lieutenant 2nd Class) and was recalled to active service as Chief Communications Officer, U. S. Coast Guard Headquarters, Washington. Subsequent-ly he was appointed by D. C. Roper, Secretary of Commerce, on an interdepartmental board to study communications in the U. S. He was placed on the Coast Guard retired list in 1942.

Among the conferences on world communications he has attended are: Telegraph Conference, Paris (1925); Radio Telegraph Conference, Washington (1927); Telegraph Conference, Amsterdam (1928); Safety of Life At Sea Conference, London (1929); International Technical Consulting Committee on Radio Communications, Copenhagen (1931); Radio Telegraph Conference, Madrid (1932); International Marine Wireless Conference, London (1937); International Telecommunications Conference, Cairo (1938); Third World Conference of Radiotelegraph Experts for Aeronautics, Cracow, Poland (1939).
At Deadline...

NAB, ASCAP TO HOLD JOINT NEW YORK MEETING

NAB Music Advisory Committee, dealing with copyright matters, to hold meeting March 17 at Waldorf-Astoria, New York, in advance of joint meeting with ASCAP executives March 18.

Joint meeting to be of get-acquainted nature with talks chiefly concerning interpretations of present contracts. Definitions of participating program, spot transcription and other terms, which once threatened to develop into major fight, to be considered. Belief expressed ASCAP unlikely to ask more money from industry, with present contract standing good chance of extension for another nine years.

SWANEE HAGMAN RESIGNS

C. T. (Swannee) HAGMAN, former manager of WTCN who resigned last July to become general manager of ABC Central Division, Chicago, tendered sudden resignation to Ed Borrough, Central Division vice president, Feb. 6. Mr. Hagman sent resignation from his former home in St. Paul. While Mr. Hagman's reasons could not be reached for comment, Mr. Borrough said he "understood" resignation due to dissatisfaction with Chicago as residence for family. Mr. Hagman has been approached by group headed by William Johns Sr., of Ridder Johns, newspaper publishers interested in acquiring majority control of stock in KSTP, but is believed to be considering either purchase of station in Twin City area or applying for CP.

UNIVERSAL CHANGES

UNIVERSAL PRODUCTIONS, subsidiary of Universal Sales, headed by Wesley I. Dunn, owner of KSFO San Francisco, undergoing reorganization, with William Godfrey to head of all departments. Included in dismissals are Larry Keit, West coast manager; Ray Linton, Chicago manager; Bob Reichenbach, sales promotion and publicity, and John Gordon, program director, WOSU. R. V. Shirey, former manager of Universal Recorders, transcription subsidiary, reportedly to head new program department in brokerage capacity.

FOUR NAMED BBDO V-Ps

FOUR BBDO account executives, two in New York, one in Buffalo and one in Cleveland, elected vice presidents last week. William J. O'Donnell, with agency since 1925, and Thayer Cumings, who joined BBDO in 1927, appointed vice presidents in New York office. Dale G. Castro, with firm since 1926, elected vice president in Buffalo branch, and Elmore E. Haring, who joined BBDO in 1936, appointed vice president in Cleveland office.

IMMUNICATIONS BOARD BILL

"EASE" introduced in California State Senate (S-908) to create communications board to be established and analogous to Illinois State Board of Equalency in Language. Communications Board is ordained "to coordinate, in advisory capacity, his operation and use of existing or proposed publicly owned and operated communication facilities," between cities and subdivisions of date.

PETRILLO HEARING APRIL 28

PETRILLO CASE scheduled for oral argument before Supreme Court April 28. High Court had announced formal notice of jurisdiction on March 3 [BROADCASTING, Feb. 3]. Government's brief must be filed three weeks before date of argument, union brief one week before. Henry Kaiser is preparing AFM argument, under guidance of AMCFL attorney Joseph A. Padway, and will probably make oral presentation. Government attorney not yet assigned by Justice Dept.

WU, BELL STRIKE THREATS

SIMULTANEOUS strike against Western Union and Bell Telephone System threatens last week as AFL bargaining committee notified WU president J. L. Egan of intent to file strike notice with Labor Dept., which would bring walkout about April 7, same date scheduled by National Federation of Telephone workers. Union officials claim WU agenda for negotiations, opening today (March 10) would take away all employee gains made since 1939.

COLUMBIA SERIES

PLANS for new series of half-hour radio programs titled The Pulitzer Prize Program, to be produced by Famous Artists Corp., Beverly Hills, in conjunction with Columbia, announced by Dean Carl W. Ackerman, of Columbia's Graduate School of Journalism. Network and sponsor undecided at present.

HOLLYWOOD GUILD ELECTS

HOLLYWOOD Radio Directors Guild has elected five members to national board in addition to Thomas Freebairn Smith, president; Anthony Standford, Glenhall Taylor, Paul Franklin, Phil Cohan and Bill Robson. All will attend national convention in Chicago, March 23-25.

BROADCASTING  Telecasting

NEW REGIONAL GRANT ON 1300 kc FOR CLEVELAND

FINAL decision conditionally granting application of Cleveland Broadcasting Co. for new 5 kw outlet on 1300 kc, directional, at Cleveland and denying mutually exclusive request of Scripps Howard Radio Inc. announced by FCC Friday.

At same time FCC reported: Proposed decision granting new station on 1320 kc, 250 w, unlimited time, at Pueblo, Colo., to Pueblo Radio Co. and denying application of Dorrance D. Roderick for identical facilities; adopted resolution authorizing applications of CBG Broadcasting Co. for new station at Madison, Wis., on 1070 kc with 10 kw and unlimited hours, direction night to protect CBA Sackville, N. B., NARBA Class I-B outlet.

In addition Commission adopted supplemental proposed decision for grant of following applications: Beloit Broadcasting Co., Beloit, Wis., 1400 kc, 100 w, unlimited; Village Broadcasting Co., Oak Park, Ill., and Radio Wisconsin Inc., Madison, Wis., both for 1490 kc, 250 w, unlimited. FCC would not denying applications of: Eight Broadcasting Co., Eigion, Ill.; rushes; Variety and Form; and Cleveland Marvin Co., Oak Park, Ill., and Edwin Mead, Rockford, III.; latter three on same grounds for Eight Broadcasting Co. and Edwin Mead.

FCC decision is in reliance on ownership-management local residence and diversification.
FURTHER TESTS considered likely after FCC hearing Friday on proposal to amend AM Engineering Standards to permit assignment of stations in same area on as low as 30-kc separation [BROADCASTING, Feb. 3, 10]. Hearing due for May 10.

Session, before Commission en banc, disclosed clear cleavage between engineers advocating extensive additional tests and cautious approach to proposed 30-kc standard, and those favoring use of greater liberalization than FCC's proposal to assign stations on 30-kc separation if their 250-millivolt contours do not overlap.

Even without reallocation of AM band, which FCC officials said last summer they would not consider, authorization estimated "several hundred" new stations might be assignable if 30-kc separation were permitted where 250-millivolt contours do not overlap. Many less assignments would be gained if overlapping were restricted to 25-millivolt contours, it was pointed out. In latter case, 30-kc separation would be impossible for stations in same city, but generally possible if located in adjacent cities.

Engineers appearing for Liberty Broadcasting Co., applicant for Rochester station on channel (650 kc) only 30 kc from existing station (680 kc), testified two stations might operate in same city on 30-kc separation and, so long as their 250-millivolt contours don't overlap, interference would be no greater than in operation of 40 or 50-kc separation where overlapping contours are much greater than 250 millivolts.

Objectionable cross-modulation problems can be eliminated, said Paul D. P. Spearman, attorney and stockholder in Liberty, by "simple filter" in transmitting plant.

Testifying on 30-kc separation tests in Philadelphia-Camden area [BROADCASTING, March 3], FCC Engineer Ralph Renton said "the most" shown in Philadelphia-Camden experiments is that 30-kc separation is satisfactory if 18-millivolt contours do not overlap.

He said further tests should be made but recommended on basis of information at hand that 30-kc separation might be allowed if their 15, and not more than their 25, millivolt contours do not overlap.

Most of complaints in Philadelphia test—incorporating what and WTEL Philadelphia and WCAM Camden—blamed on receiver defects. In Washington-Bethesda case, involving experimental operation of WBCC Bethesda 30 kc from WWDC Washington, Mr. Renton expressed belief much of reported difficulties due to conditions external to receivers. FCC Engineer John C. Peterson said checks were made of all 11 points from which complaints received in Washington experiment, and test receivers tuned out interference at all but two.

Some Commissioners and several participating engineers expressed further testing of 30-kc separation should be made, particularly of operations where station's 250-millivolt contours approach each other but do not overlap. Liberty Broadcasting witnesses considered additional experiments of little value.

Objectors to unrestricted authorization of 30-kc separation for stations in same areas included Frank Marx, ABC director of engineering; William S. Duttera, staff allocations engineer of NBC; John H. DeWitt, engineer, who appeared as individual.

E. M. Johnson, Mutual engineering director, said he anticipated "no trouble" if there is no overlapping of 25-millivolt contours, and that, assuming use of filters in transmitters, he didn't believe his company would develop on 250-millivolt standard. He suggested tests be extended to blanketed contours and to lower frequencies.

Paul A. DeMars, consulting engineer, said two stations (but not three) might be assigned on 30-kc separation in same area if transmitters are close together and stations' signal intensities over service areas are similar.

John F. Byrne, engineering director, Airborne Institute Labs, and James O. Weldon, consulting engineer, testified for Liberty that 25-kc separation feasible if there is no overlapping of 250-millivolt contours, and that they thought additional testing would bring little additional information of value.

Other Liberty witnesses—Lester Carr, A. Earl Callum Jr., and Joseph A. Chambers, consultants—said to testify when hearing resumes. With argument on aeronautical radio rules scheduled this morning, Commission staff attorneys asked for 30-kc separation session at 2 p.m. today or thereafter upon completion of aeronautical hearing.

CANNED TAKES WARING

NBC's five-a-week daytime musical program Fred Waring Show will be sponsored on entire network Fridays, 11-11:30 a.m. (EST) effective March 14 by Minnesota Valley Canning Co. [BROADCASTING, March 3]. New client will sponsor on Fridays for four consecutive weeks, temporarily cancel until July 18, then resume for 26 weeks. Reason for split contract is production layout during crop season. Products to be advertised are Niblets corn and Green Giant peas. Waring sponsored Tuesdays and Thursdays by American Meat Institute, Chicago. Leo Burnett Co., Chicago, agency for both accounts.

FCC ANTENNA CHANGE

FCC Friday announced policy permitting application to be amended to reflect changes in antenna design as agreed upon in engineering conferences following channel studies in AM "temporary expediting" procedure. Applications for amendments to be made via petition, upon which Motions Commission will act.

More Tests Seen on 30-kc Separation Plan

FCC PONDERS REASSIGNMENT OF FM STATIONS

FCC conducting tests of FM station signals to determine if two-channel separation, especially in metropolitan areas, should replace present one-channel plan. Commission also testing receiving sets for manufacturers to determine efficiency. Reassignments on FM band developed if one-channel separation is found inadequate.

Cross talk, due to spread of signals and aggravated by drifting of early model FM receiving sets, found in dozen areas, especially in East. FCC officials reported all areas beyond New York, all understood to be anxious to clear up FM interference problem before stations go on air in large numbers. Original FM metropolitan assignments said to have been jammed together in areas. FCC would act.

Closed Circuit

(Continued from Page 4)

Mr. Cooper presumably has elected to dispose of interest in view of Congressional activity, to which he was designated in January when new Congress organized.

MARRIAGE of IBEW (AFL) and NABET (independent) may be in offing. Inside talk is that matter has gone beyond flirtation stage and now has reached courtship status. D. Tracy, IBEW president, and Allan T. Powle, NABET head, are key romancers.

ADD TO WOES of standard broadcasters. All signs point to technical feasibility of 30 kc frequency separation between stations in same metropolitan areas. Thus FCC shortly is expected to amend regulations to red 'ce tolerance from 40 kc to 20 kc, making room for perhaps several hundred additional stations, many of them in major markets.

STATE DEPT.'s International Broadcasting Foundation plan [BROADCASTING, Feb. 24] will be made public this week, probably simultaneously with delivery of proposed legislation to Capitol Hill. Legislation would create separhate fund for international broadcasting by Dept. Monies for same, however, would part from unexpended reserves already marked for broadcasting use.

WITH SUCCESS of Bing Crosby transcriber series, and despite report to contrary, Ed Bergen said to be considering similar deal that would put him on ABC at termination of current NBC contract for Standard Brand (Chase & Co." cornflakes). Hence Bob Hope giving thought to same idea.

Page 98 • March 10, 1947
The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW's Farm Program Director... and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944... and we still don't know how he does it. For example: besides directing and appearing on the daily broadcasts of "Everybody's Chore Time" and "Everybody's Farm Hour," Roy conducts two highly popular Sunday morning farm shows, "From the Ground Up" and "Farm Front"... is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW's practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody's Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW's famine investigating party on a six weeks' tour of Europe's worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, "I don't know, but I love it!"

Which is probably why WLW's farm programming won VARIETY'S award for "contributing to the world's breadbasket"... was cited as "outstanding" in BILLBOARD'S poll of radio editors. It's also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.
It's no trick at all for the allouta talliatus¹, because he knows how. No trick at all to keep a sponsor happy in Washington without a whopping rating, either. That is, if you get results, as WOL does.

There are several local advertisers whose histories on WOL prove the point real quick. The dairy, which has sponsored “The Johnson Family” across the board for the past four years. Though the show has only a mediocre rating, you couldn't pry the sponsor off (Heaven forbid!) with a crowbar.

Or the furniture store, which has shared Fulton Lewis jr. with an auto dealer for the past five years. So overwhelming were the results that these sponsors bought an additional strip, at 11:15 PM—and each night repeat the Lewis broadcast by transcription. Unconventional—but successful radio! Yet Lewis’s broadcasts have never had sensational ratings in Washington.

Or the brewery, which has sponsored a 30-minute quiz on WOL for the past 8½ consecutive years (a show which has never rated among the “First Fifteen”). Or the department store, which demanded that WOL create-to-order a special show after rated hours, and has been sitting back watching customers flock in ever since.

Like raindrops, these case histories add up to a flood of confidence in WOL on the part of local advertisers who measure results primarily by the flow of dollars coming over the counter. No monkey business: advertisers like these increased WOL's local billing by 48% last year. If you’re up a tree, call us or Katz.

¹Long-tailed monkey, that is.