everyone
can't
buy
MINK...

NEITHER CAN EVERYONE afford Bob Hope, Jack Benny or Allen. Fred Allen, that is. Some people just don't have that much money to spend.

On the other hand, not everyone needs that much money.

Here on WOR, many a client has discovered that a mutton-coat sized budget can buy effective results. There's the man who started a new business recently, for example. He had only a limited amount of money to spend on advertising. To be specific, he had about 500 dollars. He needed to get his money's worth right now. After one week on WOR, he got it.

WOR can bring the same kind of returns for you.

Call our sales office, Pe 6-8600. Or write . . .

WOR

—that power-full station

at 1440 Broadway, New York

mutual
This is

THE DOEHRING FAMILY

of near
MOROCCO,
INDIANA

HAROLD DOEHRING and family of near Morocco, Indiana, farm 257 acres. Theirs is a diversified farming operation that last year included 112 acres of corn, 60 acres of soybeans, 7 milk cows, a flock of 350 chickens, and 75 hogs shipped to market. Their investment in machinery and feeding equipment alone totals $4,250.

When the Doehrings moved on their present place nine years ago, they had one youngster and a house with few modern improvements. Today, there are five young Doehrings, and they live comfortably with a new stoker-furnace, electric range and refrigerator, radios and running water.

The Doehrings have listened to WLS ever since it came on the air in 1924, profiting from weather, markets and farm information. "We appreciate WLS more than ever since the children are growing older," Mrs. Doehring says. "Instead of wanting to go into town Saturday nights, they prefer to stay home and listen to the WLS National Barn Dance."

The WLS microphones have been focused for 23 years on this family and home and the families and homes like it in Midwest America—taking an intimate interest in their problems, giving them service and entertainment that have made them loyal listeners—and advertising results depend on loyal listeners.

Evagene works on her radio scrapbook, filled with pictures clipped from Prairie Farmer and the WLS Family Album.

The First Americans had a system for signaling. The Indians built fires on mountain tops, relying on the wisps of smoke to be seen by fellow tribesmen posted on other elevations.

The effectiveness of such a signal depended on the direction of the wind and was restricted to the range of vision. It is a far cry from that primitive method to modern radio. Time-buyers know from experience that with WCBM there is a profitable certainty in always reaching listeners in the rich Baltimore market. You are missing an important message yourself if you haven't heard what WCBM can do for you and your selling.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
BROADCASTING... at deadline

Closed Circuit

UPCOMING dual transaction shortly to be filed with FCC for approval will involve sale of WSPA Spartanburg by A. B. Taylor, president, and Walter J. Brown, vice-president and general manager, for over $400,000 to Liberty Life Insurance Co. of Greenville (owner of WIS Columbia, S. C.) and reinvestment by Mr. Brown of his share for acquisition of control of WORD, Spartanburg local, for roughly $100,000. Mr. Brown founded WORD several years ago.

LYLE WILSON, crack Washington political correspondent and for years head of United Press Washington bureau, could have had Byron Price's old job as vice-president of Assn. of Motion Picture Producers. Eric Johnston, AMP president, asked him to assume post when Mr. Price accepted assistant secretary of U.S. delegation to United Nations but Mr. Wilson, despite enticing remuneration (about $50,000 plus), elected to remain newspaperman.

HOPPED UP publication reports about radio seeking star, which stemmed from the Broadcasters' Advisory Council plan, brought thundering horde of candidates who want to be fitted for crown and scepter. But, alas, if project jells at all, it now contemplates one major-domo who would serve to correlate and disseminate in continuity acceptance status.

RADIO'S RIGHT to voicecast from shipboard on Presidential cruises, disrupted in connection with contemplated Caribbean cruise, since canceled, may be settled with finality shortly. Following this incident [BROADCASTING, March 3] one press association executive has set in motion machinery looking toward permanent understanding which will affirmatively settle radio's right to cover Presidential trips direct.

C. T. (Swanee) HAGMAN, who resigned general managership of ABC Central Division to return to native St. Paul, shortly will emerge as part owner-manager of nearby Minnesota station. He also is expected to become identified with certain other Minnesota properties in ownership or managerial capacity, or both. Decision to leave ABC after eight months attributed mainly to family's homesickness. [BROADCASTING, March 10].

SENATOR WHERRY (R-Nebr.), Chairman of Senate Small Business Committee, will ask W. G. H. Finch, president, Finch Telecommunications Inc., to demonstrate facsimile before the group investigating newsprint shortage. Prediction that tax would be part of testimony before Committee came from Senator James E. Murray (D-Mont.). [BROADCASTING, Feb. 10], former chairman of the Committee, who had warned technological improvements threaten newspapers with "possible extinction."

Upcoming

March 21: Joint NAB Finance Committee and By-Laws Revision Committee, Stoter Hotel, Washington.
March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carlton Hotel, New York.

Business Briefly

DE SOTO PLANS • De Soto Division of Chrysler Corp., reported ready to place transcribed Judy Garland show on ABC preceding weekly transcribed Bing Crosby series.

PALL MALL SHIFT • Program replacing Frank Morgan Show April 2 on NBC, Wed., 10-10:30 p.m., to be called Big Story; originally titled Feature Assignment, Agency, Foote, Cone & Belding, N. Y.


URS NAMED • Universal Radio Sales, New York, has been appointed station representative by KSOK Arkansas City, Kan.; WOAY Oak-hill, W. Va.; WKAN Kankakee, Ill.; KGVL Greenville, Tex.; KXOL Fort Worth, Tex.

LA FRANCE SPOTS • General Foods, New York, (La France Bluing) starts eight-week announcement campaign March 31 on over 100 stations. Agency, Young & Rubicam, N. Y.

LA BOHEME DROPS • La Boheme Vineyards Co., Fresno, Calif., has cancelled current spot campaign as well as additional one scheduled to start in March through McCann-Erickson, N. Y.

AVERY NAMED • KOMA Oklahoma City and KTUL Tulsa appoint Avery-Knodel as exclusive national sales representative effective April 1.

MIRACLE FOAM TO EXPAND • H. R. Davi Co., maker of Miracle Foam, plans to add stations in Bakensfeld, Fresno, Stockton and Reno for Something for the Family series starring George Jessel. Firm has renewed in San Francisco and Los Angeles, plans dinners for jobbers in those cities to honor Mr. Jessel. Deal being handled by Universal Radio Productions, Hollywood.

WRITERS GUILD TO VOTE ON STRIKE IN THREE CITIES

STRIKE vote will be taken by local of Radio Writers Guild April 8 in New York, Chicago, and Los Angeles. Guild has received what it considers unsatisfactory replies from three networks and no reply from one network in answer to demand for negotiations covering freelance writers. Guild strategy committee recommended strike vote. Eastern Council of Guild endorsed decision.

Council of Authors League of America (parent body of Guild), passed resolution offering full support to writers. Guild's demands: Elimination of outright sale of scripts, Guild shop, equitable release forms, minimum rates for freelance scripts, sufficient arbitration machinery.

BROADCASTING • Telecasting
More and more advertisers are finding that these stations offer rich sales opportunities. All six markets are consistently prosperous because of diversity and advantageous locations. For information write:

**RADIO ADVERTISING CO.**

New York • Dallas • Chicago • Hollywood • San Francisco
In 1946 . . . for the first time in the state’s history . . . Minnesota farmers received a cash income estimated at OVER ONE BILLION DOLLARS! This gigantic cash income means tremendous buying power. Get your share of Minnesota farm wealth through WDGY, the station that gives you “Minnesota and Then Some.”

MELVIN DRAKE
Vice President & Station Mgr.

CHARLES T. STUART
Pres. & Executive Director

AVERY-KNODEL INC.
National Representatives

MINNEAPOLIS
WDGY
5000 WATTS

SAINT PAUL
1130 KC

PRICES CITED

STUART
Tremendous
dollars!

State Farm
Income to
Top Billion

WDNY

DEPARTMENTS

Agencies 54 Our Respects to . . . 50
Allied Arts 70 Production 56
Commercial 58 Programs 66
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At Washington Headquarters
SOL TAISSOFF
Editor and Publisher

EDITORIAL
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Art King, Managing Editor; J. Frank Healy, Rozie Crear, Associate Editors; Fred Fitzgerald, Asst. to the Managing Editor. STAFF: Lawrence Christopher, Peter W. Denker, Paul Pulcomer, Elizabeth do Nair, Mary Sturzl. EDITORIAL ASSISTANTS: Jocelyn Brown, Margaret Elliott, Frances Tymann, Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS
MAURY LONG, Business Manager
Bob Bredlau, Adv. Production Manager; Harry Stevens, Eleanor Schadi, Tom Stock.
AUDITING: B. T. Vanstap, Irving O. Miller, Viola Sutherland.

CIRCULATION AND READERS’ SERVICE
BERNARD FLATT, Director
Dorothy Young, David Ackerman, Leslie Helb, Pauline Arnold, Doris Redick.

PROMOTION
WINFIELD E. LEVI, Manager
Betty Beekmantin.

NEW YORK BUREAU
250 Park Ave., Zone 17, Plaza 6-8556

EDITATIONAL: Edwin H. James, New York Editor; Florence Small, Patricia Ryder, Dorothy Manclaw, Bruce Robertson, Senior Associate Editor. ADVERTISING: B. J. Paul, New York Advertis- ing Manager, Martin Davidson.

CHICAGO BUREAU
669 N. Michigan Ave., Zone 1, CHIC 4-5118
Fred W. Sample, Manager; Joan Eldridge.

Hollywood BUREAU
6000 Sunset Boulevard, Zone 28, HEMPstead 818
David Glickman, Manager; Ralph G. Weisman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. Regin 0715
James Montagnier, Manager.

Broadcasting & Telecasting was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting a The News Magazine of the Fifth Estate. Broadcasting & Telecasting was acquired in 1955 and Broadcast Reporter in 1958.
Largest Local Food Chain Chooses . . .

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

It is only natural that Quad-Cities' most successful local grocery chain, with stores on both the Illinois and Iowa sides, would choose the radio station with the most responsive audience. And in Quad-Cities this points to WHBF . . . with a record of seven consecutive years of exclusive sponsorship by Eagle Super Markets. This is a reliable tip-off to national advertisers who want to help their products reach the top in the Quad-City market.

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

BASIC ABC for the QUAD-CITIES

WHBF 5000 Watts Full Time

1270 KC and WHBF-FM

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

March 17, 1947 • Page 7
TWO POPULAR RECTIFIER TUBES

for broadcast, communications, and other work

...better built for more hours of topgrade performance!

<table>
<thead>
<tr>
<th>RATINGS</th>
<th>GL-8008</th>
<th>GL-673</th>
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<tr>
<td>Cathode voltage</td>
<td>5 v</td>
<td>5 v</td>
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<tr>
<td>current</td>
<td>7.5 amp</td>
<td>10 amp</td>
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<td>Typical heating time</td>
<td>30 sec</td>
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<td>Anode peak inverse voltage</td>
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<tr>
<td>peak current</td>
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<td>avg current</td>
<td>1.25 amp</td>
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Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotron the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed ... this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant ... these qualities stem from the modern structural design of the GL-8008 and GL-673— their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today! ElectronicsDepartment,GeneralElectric Company, Schenectady 5, N. Y.

GENERAL ELECTRIC

we're riding high in Syracuse...

The Federal Reserve Board put it very simply. Syracuse had a bigger retail gain during December, 1946 than any city in the United States. But here at WSYR we know there's more to it. Being plumb in the middle of this prosperous area, we know all about the high 1946 incomes of our industrial and farm workers.

In fact, we've helped them spend a good many of their dollars. We know that when they crowd stores in Syracuse (and other cities and towns throughout WSYR's 17-county area) they buy the things wise advertisers advertise over WSYR.

It's significant, too, that our local retail advertising in December, 1946, was 45% more than in December, 1945. And for all of 1946, WSYR's local advertising was up 23%. More local advertisers (actually 80%) use WSYR than any other station. Like many national advertisers, they find WSYR plays a big part in setting record sales gains. We've been doing it for 25 years now.

Tap your share of this growing billion-dollar buying potential by letting WSYR help build a demand for what you have to sell. First step is to get in touch with us or Headley-Reed.

*Period ended December 31, 1946 when Syracuse retail sales hit 41% above same period, 1945.

WSYR
SYRACUSE

570 kc. - 5000 watts
NBC in Central New York
"The coming electronics capital of the world"
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations
Feature of the Week

By SIDNEY N. STROTZ
NBC Western Division VP

I'M GETTING TIRED of reading and hearing things like:
"Why do the same names stay at the top of Hooper's first 15 year after year?"

"What would happen to radio if Jack Benny, Bob Hope and Fibber McGee retired?"

"Where is radio going to get new talent anyway?"

To answer the last two questions first, radio right now is building its own future in the talented persons of supporting players—or stooges—on its own top shows.

True, the select circle in the top 15 doesn't change much year after year, but this season there are shows which have hit the top star people who were or are stooges on other shows: Phil Harris of the Jack Benny Show, now appearing with Alice Faye on the Hitch Bandwagon; Ozzie Nelson and Harriet Hilliard, who were stooging for Red Skelton a few years ago; and Harold Peary; Great Gildersleeve, who got his start insulting Fibber McGee. In addition, Dennis Day gets closer to the first 15 every time the ratings are taken.

There are many other new programs starring either current or former stooges. The Jack Benny Show alone has fathered no less than five programs. The Phil Harris-Alice Faye and Dennis Day shows are two. Mel Blanc, who stooges for Burns and Allen and Judy Canova as well as Benny, stars in his own show on CBS: and Kenny Baker and Frank Parker, who were Dennis Day's predecessors on the Benny program, now star in their own programs, one on ABC and other transmitted.

Meredith Willson, long-time orchestra leader and comedy foil on Maxwell House Coffee Time on NBC has had his own CBS program this winter, after a successful test run as summer replacement for Burns and Allen—continuing, as do Day, Harris and Blanc, to appear on the program which gave him his start. Kenny Delmar, Fred Allen's Senator Claghorn, has been starring in a quiz show on CBS. It was there also that the late Marlin Hurt, ex-Fibber and Molly stooge, was getting his own Beulah show underway at the time of his death.

Harry (Parkyakarkus) Einstein is just concluding a three-year run of Meet Me at Parky's on NBC.

(Continued on page 80)

Sellers of Sales

W HEN radio came to Philadelphia March 18, 1922, one of the first voices listeners heard was that of Harold Simonds. On that date he took time off from his job in the traffic department of the Strawbridge & Clothier department store to sing a baritone solo and join a male quartet on the first broadcast of WFI, the Strawbridge & Clothier station.

For ten years he doubled between the store and station, meanwhile campaigns for WFI to become commercial. Finally after ten years he did convince the store executives, and WFI took on sponsors. In 1932 Hal became WFI's first salesman, and ironically, his first account was with a competing department store.

By now Hal was devoting full-time to the station, selling, producing, and announcing. He was one of the best known newscasters in the city, and although he had never covered sports, he took on those duties too, and from 1936 to 1943 he did the sportscasts for the station. When all the duties became a little too much for one man, he sacrificed the mike work to give all his time to sales.

When WFI and the Lit Brothers station, WLIT, were merged into WFL in 1935, Hal Simonds remained on the staff, so that this 25th anniversary year is being celebrated jointly by WFI and Hal.

Among the larger accounts he handles for WFL, five are with makers of dairy products: Abbotts, Supplee-Sealtest, Borden's Philadelphia Certified Milk Assn.; and Breayer's. He also services three large department store accounts—one of which is Strawbridge & Clothier, the same store that introduced Hal to radio 25 years ago.

He is 53, a father and grandfather. And he still has the same zest for selling that he brought with him to WFI back in 1922.
WGN has more facts about Chicago radio programs than any other station. The combined information of the Neilsen Radio Index, Supplementary and Regular Hooper reports and the Broadcast Measurement Bureau enable WGN to offer a superior and continuing service to present and potential advertisers.

Results, measured in terms of accepted research, are convincing many advertisers that the correct answer to middle-western radio is WGN.

A Clear Channel Station... Serving the Middle West

MBS
37,819 box tops for a picture of a pest!
Consider the whimsey of Fred Beck. To prove the pulling power of his program — a 15-minute column of comment, wit and information — Fred asked his listeners to send him any spare box tops. In return, he offered them a picture of his brother-in-law. No nylons, no book of recipes — just a picture of a pest. Yet in one week Columbia Pacific received 37,819 box tops.

Fred Beck is new to radio, but old to fame. In 1934 he met a man with an idea, eighty dollars and a borrowed weed patch. Together they parlayed these sparse beginnings into the fabulous Los Angeles Farmers Market. Fred Beck's contribution was — and is — coining words that add up to an eight-million-a-year business... a daily column of wit and wisdom in the Los Angeles Times. To the amazement of the Times, three readership surveys proved Beck's advertisements had more readers than most of their nationally syndicated columns. Today, Fred's market hints are featured on page two, the only advertisement or column that holds that honor.

As Fred Beck's box top bonanza indicates, his words lose none of their magic when they take to the air. Right now he's unsponsored, 8:15-8:30 a.m. Monday through Friday. Call us, or Radio Sales and we'll get Beck to boost your sales on the Pacific Coast.
Look who's joining us!

E. P. J. Shurick!

If you've been studying "station promotion" recently (or have even been a casual observer), chances are you've already admired a lot of Ed Shurick's work. His efforts at KMBC (and elsewhere for fourteen years in radio) have been outstanding. Hence our pride in announcing that Ed is joining our New York Office as Promotion Manager, to help both you and us to promote spot radio.

Yes, spot radio still needs promotion. There are still many advertisers who don't yet realize that it's the most flexible, economical and effective medium in advertising. So long as that's the case, we of F & P will continue to devote a good part of our time to "carrying the word." To our minds, that's one of the most constructive functions we can perform, here in this pioneer group of radio-station representatives.
Many Complaints Of Interference Are Received

By RUFUS CRATER

A REALIGNMENT of FM assignments and Class B channel allocations is being considered within the FCC, with prospects ranging from relatively small-scale shifting of frequencies to full-scale reallocations. The studies were initiated as a result of complaints of mutual interference between stations separated by only a single "blank" channel, as provided in the present allocation and assignment plan [BROADCASTING, Feb. 24, March 3, 10].

Some industry engineers maintained that best results will not be achieved unless stations operating in the same area are separated by three blank channels—800-ke., as against the 400-ke separation required now—and that a full-scale realignment of channels will be necessary.

In some quarters within FCC it was felt that the difficulty lay primarily within the blanket areas of stations, even on the present 400-ke separation, and that in many areas the solution might be found in shifting assignments so as to achieve maximum mobile separation of transmitters operating 400 kec apart. This factor might also be taken into consideration in issuing frequency assignments within given areas in the future.

General Reallocation

Commission experts also were reported to be considering the possibility of a general reallocation of frequencies to provide three or four channel separation of stations operating in the same area. This possibility was also being studied with a view to determining how much, if any, loss would result in the number of channels which would be available in the various areas.

To engineering observers it appeared likely that a greater channel separation of stations would result in fewer available channels, at least in some areas. FCC authorities, however, said the question was one for which they are now attempting to find the answer.

It was thought likely that if assignments in Area I—the Northeast, which has more large cities and a greater number of channels—could be realigned with no loss of channels, then it would be possible to realign Area II (the rest of the country) without losses. If it is found necessary to make a general reallocation which would result in substantial channel losses, one FCC source noted, the "one-out-of-five" frequencies which are being reserved until July 1 for newcomers might be used advantageously in keeping availabilities near the present maximum.

There was no feeling that FM would be moved from the present 85-108 mc band.

In unofficial quarters, however, it was regarded as conceivable that some reclassification of Class A and B channels might be necessary if the realignment problem should involve heavy losses of Class B availabilities. Such reclassifications, even so, would depend upon the Commission's attitude toward the relative desirability of Class A and B stations.

The same possibility was seen with respect to channels currently allocated solely for noncommercial educational stations. Of the total 100 channels, 20 are reserved for noncommercial educational use, 20 are classified for Class A operation, and 60 for Class B. The latter are allocated to specific cities and general areas. There is no allocation plan for Class A channels.

500 Permits

Legally, channel changes for stations already authorized—more than 500 have received construction permits, including some 150 stations already on the air but not counting approximately 175 conditional grants—could not be ordered without hearings, except with the stations' permission. Thus long drawn proceedings would be likely. Stations in areas where all channels have already been assigned would be sure to protest any action which might reduce the number of channels in those areas.

Commission authorities said there are "about a dozen" cities where stations are now in operation on 400-ke separation. Complaints of mutual interference have been reported in "four or five." At one of these, Syracuse, the complaints resulted in a request for investigation by receiver manufacturers. Tests conducted with FCC assistance [BROADCASTING, March 10] showed that FM stations of WFBL and WSYR, separated by one blank channel, could not be separated by any of five high-priced receivers being used, if one signal was 28 times as strong as the other. When the ratio was 1 to 1, all but one receiver could make a separation.

When an experimental transmitter was set up to simulate 600-ke separation, all of the receivers could (Continued on page 81)

Group's Approval of Webster Seen

No Opposition Apparent To New Commission Member

By PETER DENZER

FINAL committee confirmation of Commodore Edward Mount Webster for FCC's seventh chair [BROADCASTING, March 10] was delayed as BROADCASTING went to press by a routine request from a member unable to attend the Senate Interstate and Foreign Commerce Committee hearing Thursday.

Chairman Wallace H. White told BROADCASTING he had been assured by the Senator, whom he declined to name, that there was no particular significance to the request, viewed as a formality of a type that has delayed several earlier nominations.

Commodore Webster was called before a quorum of eight Senators for a brief resume of his background and qualifications. Those present included besides the Chairman: Senators Charles W. Tobey (R-N.H.); Albert W. Hawkes (R-N.J.); E. H. Moore (R-Oka.); Ernest W. McFarland (D-Ariz.); Warren G. Magnuson (D-Wash.); Francis J. Myers (D-Pa.), and Erien McMahon (D-Conn.). Absent were Senators Clyde Reed (R-Kan.); Homer E. Capehart (R-Ind.); Owen Brewster (R-Me.); Edwin C. Johnson (D-Col.), and Tom Stewart (D-Tenn.).

There was every reason to believe that full Senate confirmation would be forthcoming without political debate. Not only is Commodore Webster politically independent—he is a resident of the District of Columbia and thus has never been able to vote—but his record as a telecommunications expert is so outstanding that both minority and majority members (Continued on page 82)
Benny Tops Pacific Hooper In February
Bob Hope, Red Skelton Tie For Second Place

JACK BENNY led the first 15 programs in the February Pacific Network Program Hoopertings released last week, followed by Bob Hope and Red Skelton tying for second place.

The report showed an average evening audience rating of 10.9, an increase of 0.3 from the last report, and an increase of 1.0 from the rating for the same period in 1946. Average evening sets-in-use reported were 36.2, 1.3 more than the last report and 3.7 more than a year ago. Average evening available homes were 78.6, no change from the last report, and up 10.1 from a year ago.

The average daytime audience rating was 3.8, down 0.4 from the last report and showed no change from a year ago. Daytime sets-in-use average was 16.6, a decrease of 0.4 from the last report and up 0.4 from a year ago. The average daytime available homes was 68.9, down 0.5 from the last report, down 1.6 from last year.

The first 15 programs for Pacific programs as listed in the report were: Jack Benny 8.9, Bob Hope 8.4, Red Skelton 9.4, Charlie McCarthy Show 8.8, Fibber McGee & Molly 9.7, Walter Winchell 7.4, Fred Allen 6.4, Radio Theatre 5.1, Amos 'n Andy 5.1, The Whistler 5.7, Aldrich Family 19.9, Bandwagon 19.6, Eddie Can- tor 17.6, Blondie 17.6, Great Gildersleeve 17.6. 

ED FITZGERALD FORMS OWN PACKAGING FIRM

ED FITZGERALD, former account executive at Dancer-Fitzgerald-Sample, New York, and Frank Small, personnel manager of the Professor Quiz program sponsored by American Oil Co. on ABC, have formed a new program packaging agency, Fitzgerald Asoc. Offices are at 140 East 39 St., New York. Banner & Grief, New York, is in charge of promotion and public relations for the new firm.

Prior to his association with D-F-S, Mr. Fitzgerald was vice president and radio director of Edward Wexler & Co., and was also former director of Bureau of Copyrights of NBC.

The company is currently packaging for radio the Chicago Tribune Syndicate comic strip, "Goseline Alley," and a series based on the Simon and Schuster children's books, the "Golden Books."

Standard Time for All Interstate Commerce, Including Radio, Asked

DAYLIGHT SAVING TIME blossomed briefly last week as both a national and District of Columbia issue. Rep. Emory H. Price (D-Fla.) asked the House Interstate Commerce Committee last Monday to consider his bill (H. R. 2414) to put all interstate commerce, including radio, on standard time.

Meanwhile, the Senate District Committee approved, without dissent, a bill to give the capital daylight saving time in spite of overwhelming action against summer time by the House which two weeks ago [Broadcasting, March 3] voted down a bill by Rep. Arthur G. Klein (D-N. Y.).

Rep. Price told the Interstate Committee that a change of time "upsets a lot of people as far as their listening to radios is concerned." He said he had introduced his bill at the request of a Florida radio station operator whom he declined to name.

A letter from the Florida station accused the "home offices of the networks" in New York of throwing radio schedules throughout the country out of line by following New York time changes. Although Mr. Price said he believed the large broadcasting companies in New York will probably fight this bill" he told Broadcasting that unless he gets more "reaction" from broadcasters he will not press for a full hearing.

In spite of early vigorous opposition in the House, it appeared that reconsideration might be in order after expected Senate passage of a measure which would authorize District Commissioners to establish daylight saving time in the capital. Chairman Dirksen (R-III.) of the House District Committee said he would act immediately to get the bill (S-785) through the House.

District civic groups have been vocal in their support of local summer time.

IT & T Elects Halsey

FLEET ADMIRAL William F. Halsey Jr., who recently retired from duty, has been elected a member of the board of directors of International Telephone and Telegraph Co.

Ludens Inc. Signs

LUDENS INC., New York, has signed a five-year contract with Hoagy Carmichael. The advertiser sponsors Mr. Carmichael's Sun., 5:30-5:45 p.m. on CBS, for Luden's cough drops. Starting next fall, however, the show will be on for the advertiser's Fifth Avenue Match and Maltese Inc., New York, is the agency.

KADDERLY SELECTED TO GO TO AUSTRALIA

WALLACE KADDERLY, farm director of KGW Portland, Ore., has been selected to leave March 21 for Australia as guest of the Australian Broadcasting Commission on an inspection-consultation tour of that country and its farm broadcasting facilities, it was announced last week by H. Quentin Price, KGW general manager.

Mr. Kadderly in effect represents the U.S. Government's agricultural radio interests as well as those of American commercial broadcasting and the National Assn. of Radio Farm Directors. The Australian government for almost a year has been corresponding with the U.S. Dept. of Agriculture in regard to sending a farm radio representative from this country. With none free to go, USDA recommended Mr. Kadderly who has had extensive government farm radio relations in addition to his industry experience in that field.

Mr. Kadderly will be abroad about two months, on leave from KGW. While overseas he will broadcast over Australian facilities as well as make reports for use in the U.S. His itinerary also may include New Zealand.

SIX 52-WEEK RENEWALS ARE ANNOUNCED BY CBS

CBS last week announced six 52-week renewals, three of which were for the Procter & Gamble Co. The network has reported 25 programs renewed for sponsorship since Dec. 30, 1946.

Procter & Gamble Co., Cincinnati (Spic & Span and Drift), March 24 renews Perry Mason on CBS, Mon.-Fri., 2:15-2:30 p.m., through Dancer-Fitzgerald-Sample, Chicago, and March 31 for Ivory soap renews Lowell Thomas, Mon.-Fri., 11:11-11:55 p.m., and Mystery of the Week, Mon.-Fri., 7:7-8 p.m., through Compton Advertising, New York.


United-Rexall Drug Co., Los Angeles, April 4 renews the Duane Moore Show, Mon.-Fri., 3:30-4 p.m., through W. N. Ayer & Sons, New York.

Drawn for Broadcasting by Sid Hix

"No, I'm NOT flying too low, and I did not just buzz the radio tower!"
Advisory Council Plan Brews Rumors

Proponents Discount Talk As Both Speculative And Premature

By EDWIN H. JAMES

NEW YORK radio circles last week were abuzz with rumors and ominous predictions that (1) radio was about to fall under the complete domination of advertisers, (2) a "cease" was to be appointed to Alma Curtis and premature. The fury followed the announcement of a proposed formation of a broadcasters advisory council [BROADCASTING, March 10].

Most of the speculation had a common characteristic. It ignored the fact that no broadcasters advisory council had been formed and that the committee which had been appointed to plan its formation had not even met.

By Wednesday the rumors had developed such authority that several opportunistic members of the unemployed were known to have telephoned certain executives interested in the formation of the council to ask for the job as U. S. radio czars.

Broadcasters and sponsors who have been actively proposing the organization of the advisory council made it clear that such talk was quite speculative and premature. To date the design and destinies of the advisory council have been discussed only in the most general terms.

Some observations, however, may be made concerning the general functions of the proposed council. Mortimer Cites Need

First among these is research, or at least new interpretation of existing research facts. Last week Charles G. Mortimer, vice president of General Foods and one of the originators of the advisory council plan, said he saw a need for qualitative investigation of present radio acceptability to the public.

"There has been a lot of criticism, much of it alleged from the public, about radio," he said. "It seems desirable to dig into the smoke and see how much fire there is."

Mr. Mortimer suggested a parallel to broadcasting's present position. "When," he said, "the enlightened manufacturer finds out what the public wants before he begins to produce an article. He doesn't try to sell something he thinks the public wants."

When Mr. Mortimer, Frank Stanton, CBS president, and F. B. Ryan Jr., president of Rutherfurd, of New York, explained to the FCC that originally suggested the formation of the council, were first discussing the plan, they realized that now "there was no one organization in which all parties of interest were devoting themselves to the improvement of broadcasting in the public interest in order for broadcasting to continue as an advertising medium," Mr. Mortimer said.

Thus, a tripartite council, composed of representatives of broadcasting, advertising agencies and advertisers seemed to be needed, he said.

Research Undetermined

The specific types of research the council ought to undertake and the specific functions it ought to perform, Mr. Mortimer said, were matters for decision by the organizational committee, whose chairman is Edgar Kobak, president of MBS.

The first meeting of the organizational committee has not yet been called. Mr. Kobak, whose responsibility it is to convene the committee, was out of New York last week.

Court Criticizes FCC Hearing Denial

Charges Clear Channel Issues Should Be Settled First

FCC's policy of granting daytime stations without hearing, though they clip service area from clear-channel outlets, drew a judicial rebuke from the U. S. Court of Appeals for the District of Columbia during the first legal test of the Commission's course of action. It was in the appeal of WJR Detroit from the nonhearing Oct. 22 to Tarboro Broadcasting Co. (now Coastal Plains Broadcasting Co.) for a new 1 kw daytime station at Tarboro, N. C., on 760 kc, the court last Thursday took up the first of a series of clear-channel appeals from similar FCC grants.

The judicial crackdown came as Max Goldman, chief of the FCC Litigation Section, was explaining that the pending clear-channel hearing is a legislative procedure in which higher power—perhaps as high as 760 kw—and redefinition of clear channels are issues.

Justice E. Barrett Prettyman, former general counsel of the Bureau of Internal Revenue, for many years District of Columbia corporation counsel, observed: "But you do have a pending clear-channel hearing. If you start granting stations all around then you have in effect prejudged the clear-channel hearing. It makes no difference whether it is a legislative, quasi-legislative activity or not."

As the FCC counsel continued explaining why the Commission could not suspend its vast business program to protect a specific right, Chief Justice D. Lawrence Grewell said: "I can't understand why the FCC doesn't wind up the clear-channel hearing before making these grants." Mr. Goldman explained that the war is the main factor, and that the hearing involves a vast amount of research and argument.

At this point Justice Prettyman said: "He (WJR) only wants the right to be heard. In 25 years administrative experience I have yet to hear one good reason for denying a hearing. I have never heard of a single good result that came from refusal of a hearing by an administrative agency."

Justice Bennett Champ Clark also questioned failure to grant WJR the right to be heard in a case involving interference in its service area.

Though the court was highly critical of the Commission's denial of hearing to WJR, it showed interest in the FCC contention that WJR was refused hearing because FCC rules provide protection only within the 100 microvolt-per-meter contour. WJR's claim of interference is based on distant Michigan points receiving a 32 uv/m signal as against the FCC's 100 uv/m minimum. WJR contended that its signal was the most heard in the area though not the most powerful, and that low noise level was an important factor.

All three judges were concerned (Continued on page 81)
Stern Urges Freedom for Opinion Molders

Should Be Allowed, Not Made, to Join Unions, He Says

By J. DAVID STERN
Ex-Publisher 'Philadelphia Record'

IN ANSWER to your inquiry of Feb. 13, I am in favor of industrial unionization under certain circumstances.

Where the overwhelming majority of workers are doing very definite mechanical jobs, are in the same wage bracket and of approximately the same skill, I see no objection to industrial unionism.

On the other hand, where some of the workers are highly skilled while the majority is not, industrial unionization is out of place. To give a concrete example: $100 Minimum.

The Philadelphia-Camden units of the American Newspaper Guild struck my newspapers—the Philadelphia Record, Camden Evening Courier and Camden Morning Post—for a minimum of $100 per week for reporters.

That is what the public heard about.

But what was not emphasized was that the Guild also demanded a minimum of $100 for telephone advertising solicitors. This latter work requires no stenographic or business training—only eighth grade efficiency in writing legibly and accuracy. The $100 pay for this kind of work in the Philadelphia area is $30. The highest pay is $35—by one big department store chain.

By coincidence we had exactly the same number of classified advertising telephone solicitors as senior reporters—22. The senior reporters were averaging more than $90 a week. The classified advertising solicitors were averaging $41 (had been offered $48). It was the classified advertising telephone solicitors, many of whom live at home and look forward to marriage as a career, that were most provocative in their insistence on a strike. The clerical force—bookkeepers, clerks, stenographers, secretaries, copyboys and copygirls—outnumbered the professional newspaper workers—editors, reporters, rewrite men, copyreaders, photographers and artists—more than two to one.

The clerical workers are in a position to find employment in any business in this territory. The professional newspapermen and women are limited to a few newspapers, magazines and advertising agencies where their peculiar skills would be appropriate.

It is a paradox of unionism where you try to unite such diverse in-

BIGGEST BLOW to unions in public opinion moulding fields was the summary and courageous action of J. David Stern, liberal publisher of Philadelphia Record and Camden Courier and Post last month in selling those properties, suspending publication, because he could no longer stand gaff of strikebound operations. WCAU Philadelphia also was sold to Philadelphia Bulletin. Because biggest problem facing radio aside from its freedom on parity with the press is labor, BROADCASTING asked Mr. Stern what in his view could happen in radio if the craft union concept is diluted. He hits straight from the shoulder in the accompanying letter to BROADCASTING.

Mr. STERN

Interests and accomplishments under one leadership. Industrial unionization is appropriate for a great automobile factory where 90% of the workers are on the production line. It is obviously inappropriate for a publishing business or a radio station.

This was clearly demonstrated when the Guild actually went on strike. The copyboys and copygirls, average age 20, who had faithfully attended Guild meetings and had been most loyal to Guild leadership, now became the captains of the picket line and the leaders of the strike. These kids were ordering around men like our financial editor, Joe Livingston, a recognized authority who formerly served as economist for WPB; Charles Lee, our book editor and formerly of the English staff at the U. of Pennsylvania, and so forth.

The top leaders of the strike were the incompetents who had never made good in the editorial and advertising departments. They vented their venom not only on management but on the competent members of the staff who had made good.

I am writing you this as a warning to the skilled members of the radio profession. If they allow themselves to be drawn into an industrial union, they may find themselves subjected to the same humiliating experience.

I would like to reiterate my suggestion to the House Education and Labor Committee: that no mold of public opinion should be compelled to belong to any association. This was erroneously reported, and later corrected, by the Associated Press. The AP's original report was to the effect that I advocated that molders of public opinion should be prohibited from belonging to any union.

That is just the opposite of what I said.

I want to accord opinion-formers the utmost freedom, to belong or not to belong to any organization. I think such a law is essential to preserving a true freedom of speech and of the press.

Half-Wave Towers Asked for Locals

NAB Group Sees Wider Coverage; Suitable For FM Outlets

By J. FRANK BEATTY

NAB last week opened the way for strengthening of signals of local stations (Class IV) through use of half-wave instead of the prevailing quarter-wave antennas. Its action came at a meeting of the Engineering Executive Committee, which discussed with FCC engineering executives the widespread belief that locals can use only quarter-wave antennas.

This misunderstanding has no factual basis, apparently having arisen from the fact that many engineers have installed quarter-wave antennas as a standard package. FCC's regulations and standards have no such limitation.

FCC engineers informally indicated they were not opposed in principle to the use of higher antennas and better ground systems to improve coverage of locals, whose total number is rapidly soaring toward the 1,000 mark. These towns in general will be suitable for FM radiation in case of joint AM-FM operation.

The NAB committee also went on record with a recommendation that the FCC make certain it is adhering to its own Standards of Good Engineering Practice in granting new stations and improved facilities for existing stations.

Though broadcasters generally have been complaining about degradation of their signals as a result of the wholesale granting of new outlets, the engineering group merely went on record with a note of caution. A majority of the committee took the position that degradation at this point is an economic (Continued on page 79)

WHAT'S NEW in the technical side of radio, and what to do about it, was discussed March 10 at a meeting of the NAB Engineering Executive Committee. Attending were (1 to r.): Howard S. Frazier, Frazier & Peter, former NAB engineering director; G. Porter Houston, WCRB Baltimore; A. D. Willard Jr., NAB executive vice president; C. E. Arney Jr., NAB secretary-treasurer; Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Oscar Hirsch, WKRO Cairo, III.; T. A. M. Craven, Cowles stations; Roland C. Hale, WCOB Boston.

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BMB REPORT PROVES
WHO’S COVERAGE

The map above shows WHO’s daytime county figures from the BMB Report, in Iowa, Minnesota, Wisconsin, Illinois, Missouri, Kansas, Oklahoma, Nebraska and South Dakota—in “Iowa Plus”.

Taking it from any angle you wish, this data is convincing proof that WHO is widely listened-to in one of the nation’s most vital marketing areas.

WHO has a daytime BMB audience of 674,400 families. It has 22 of the 30 most popular network and local shows in Iowa, and an established daytime audience in which 49.5% of the State’s families “listen most” to this one station, according to Dr. F. L. Whan’s 1946 Iowa Radio Audience Survey. It has an outstanding record of enlightened public service. Therefore WHO is obviously your best radio buy in Iowa.

Ask us or Free & Peters for data on any subject which in your opinion is required to prove WHO’s values for the advertiser, the listener, or the public welfare in general.
KSTP Sale Probed as Hearing Opens

Final Decision Before Thursday Assured By Option

CLOSE SCRUTINY was given financial details of President St. Paul's Hubbard's proposed $825,000 purchase of the remaining 76% of KSTP St. Paul and his offer to Avco to buy the station for $1,200,000 as FCC opened hearings Thursday on Mr. Hubbard's bid and the rival offer of a group of Minneapolis-St. Paul businessmen.

A final decision by the Commission not later than March 20—next Thursday—was assured since Mr. Hubbard's purchase agreement and the option to Avco will expire if the transfer has not been approved by that date. To avoid the need for a proposed decision, the Commission sat en banc to hear the case.

The entire first day's session was devoted to presentation of evidence on behalf of Mr. Hubbard, who is founder, president, general manager and 25% owner of the 50-kw KSTP. Friday was spent in presentations of evidence on behalf of J. A. O'Shaughnessy and associates and the Thomas Hamm Brewing Co., who matched Mr. Hubbard's $825,000 bid for the station under the Avco Rule. Brief oral arguments for both applicants followed.

Charges 'Trafficking'

Fontaine Bradford, Washington attorney for the rival bidder, contended Mr. Hubbard's proposals involved "trafficking in stations" since Mr. Hubbard would acquire 75% interest for $825,000 and has given Avco, which advanced $850,000 to him to make the purchase, an option to buy 75% interest six months later for $1,200,000. At one point Comr. E. K. Jett said he did not agree with the "trafficking" charge.

Spokesman for the competitive bidders said that they thought Mr. Hubbard and his staff had done a "good job" operating KSTP, that their primary interest in the proceeding was to retain control of the station in the St. Paul-Minneapolis area, and that they would have filed no application had Mr. Hubbard secured his financial backing from local investors.

A charge of violation of Minnesota's Blue Sky Laws by the local, unincorporated group was raised by Mr. Hubbard's counsel Friday. The claim was denied by representatives from the local group, who said the State Securities Commissioner had given informal assurance that there was no such violation. Francis D. Butler of counsel for Rhodes-Brown estates which are selling the 76% interest, raised the question whether the estates, should they sell to the local group, might not be subject to demands for a refund in event Blue Sky Law violation is ever found by the courts.

Mr. Bradford argued that Avco would actually control the station during the six months in which it is deciding whether to exercise the option, and that therefore the transfer to Mr. Hubbard is "nominal." The option agreement permits Avco to name one director of the station during this interim period, he pointed out, maintaining that Avco would vote as the Avco director wished for fear the option would not be exercised.

In reply James D. Shouse, president of Crosley Broadcasting Co. (WLW Cincinnati and WINS New York) and vice president of Avco, the parent of Crosley, testified that Avco would waive the right to name a director during the interim period; that Avco had made no effort to influence KSTP affairs, and would not do so during the interim period.

Mr. Shouse said Avco would "like very much" to enter radio in the St. Paul market but that the board of directors had not yet considered whether the option will or will not be exercised in event the transfer to Mr. Hubbard is approved. He said that at this time he probably would recommend that Avco purchase the stock, but that he did not know what recommendation he might make six months hence. The option, it was pointed out, provides that Avco may acquire 75% between the sixth and seventh months after approval of the transfer to Mr. Hubbard.

Under cross-examination by Vernon L. Wilkinson, FCC assistant general counsel, Mr. Hubbard testified that in making plans to acquire the station he was considering broadcast service, not profit. "I don't even think of profit," he declared.

Questioned from the bench, he said he would finance the purchase himself if Avco chose not to use its option, and that he thought it would be "fitting and proper" for the Commission to approve the transfer to him on the condition that in so doing it would not passing upon the option to Avco. Hubbard Questioned

Mr. Hubbard was questioned in detail about methods he would use in financing if Avco did not use its option or if the Commission denied transfer to Avco. He replied that in 13 months, when the loan to Avco became due, KSTP would have $883,000 available, which added to the $1,200,000 might be secured from bank loans or loans from individuals.

Asked whether he tried previously to raise the $825,000 purchase price, Mr. Hubbard said that he had been able to get commitments "but not under favorable conditions." One bank, he said, wanted 25% of common stock as a bonus. A similar condition was stipulated by an individual who agreed to advance the money, he declared. Now, he asserted, "conditions have changed," so that when

Both in the interests of economy and true world understanding of America the State Dept., he said, should be "proactive" in its present international radio operations which bring Voice of America programs in 25 languages to all corners of the globe.

There is no profit, he wrote, in trying to sell the idea of American freedom, when programs, broadcast on U. S. Government contracts immediately after a stockholder meeting, would not do so during the interim period.

Mr. McDonald charged that the Foundation was merely a "sugar coated" device to permit the Government to "run the show just as firmly as the British Government runs radio wave through BBC.

He asserted that both in talent and industry is much better equipped to "sell American ideals around the world than could any number of pontificating presentations of the unvarnished truth, such as the State Dept's far fetched international broadcasts to the Soviets.

Mr. McDonald's letter was the first widely distributed information the 80th Congress has had on the broadcasting Foundation since it was first broached on Capitol Hill during executive hearings before a Senate Appropriations Subcommittee hearing last year [Broadcasting, June 24, 1946] when the State Dept. money requests for overseas broadcasting were being weighed. Government rebuffed to Mr. McDonald's recommendation when Congress receives a general memorandum from the State Dept. proposing establishment of the Foundation to assume responsibility for all American overseas broadcasting functions, which Assistant Secretary of State William Benton

U.S.-Controlled Broadcasts Hit Zenith Head Seeks End To Shortwave Programs Of State Dept.

OPPOSITION to Government plans to enter permanently into the shortwave broadcasting business was expressed by Zenith Radio Corp. President E. F. McDonald in a letter received by members of Congress, Secretary of State George C. Marshall and President Truman, Thursday.

Benton Says Zenith Control Plan Would Be 'Inadequate'

CONTROL of international broadcasting by private enterprise, urged by Zenith Radio Corp. president E. F. McDonald (see story on page 21), "would have been totally inadequate," declared Assistant Secretary of State Benton in a reply to Mr. McDonald's letter to Congress published last Wednesday in the Congressional Record.

In a statement given to Broadcast, Mrs. Benton said Commander McDonald will find, if he inquires, that this fact is generally admitted by those who have studied the problem and are best informed about it.

He also asserted that a proposed International Broadcasting Foundation, criticized by Mr. McDonald as "unecessary Government competition with private enterprise," would not be able to "job control" broadcasting out of the State Dept., although he did not elaborate on the role given to Government in the Foundation's policy and procedure.

Mr. McDonald said the plan was approved by Secretary Marshall he day he left for Moscow. The plan is now being reviewed by the Bureau of the Budget. It covers or implicitly answers some of the points raised by Commander McDonald. This was the first official acknowledgment of existence of the plan, disclosed by Broadcasting almost a year ago [Broadcasting, June 24, 1946].

Mr. Benton credited Commander McDonald with giving "voice to many ideas which I held before I joined the government and found myself responsible for the men handling our international broadcasting."

He added, however, that his own ideas "have greatly changed as a result of carrying this responsibility" and expressed belief that Commander McDonald's ideas "would have changed also if he had been exposed to the operating and
Gulf Stream

That’s a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That’s not a bad picture and story example for one of our W-I-T-H points.

Down here we’ve built not one business ... but quite a few! And we didn’t depend on the laws of nature, either.

Hard work ... good programming ... good engineering ... this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a 5-station town.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city ... W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list ... and you’ll hook the listening audience that can buy.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President 
Headley-Reed, National Representatives
March 17, 1947 
Page 21
1922. One of the earliest audio systems, shown here at WWJ, Detroit, used a Western Electric B-type amplifier, with keys, jacks and plugs provided for line selection and output switching.

1926. The first coordinated speech input system was this Western Electric 7A, with all controls in a wooden console mounted on a desk. First to use rectified a-c for plate supply.

1929. Studio control equipment installed in the first New York studio of the Columbia Broadcasting System. This was one of the first custom-built audio systems.

1939. This custom-built audio console for WOR was the first commercial type meeting all requirements for FM use. It provided circuits and equipment to meet specific operating conditions. The tailored metal desks mounted amplifiers, control and switching equipment and turntable units—all within easy reach of the operator.

1946. The 25B console is an improved, enlarged version of the 25A, introduced in 1942. For either FM or AM use, the 25B provides two channels and controls two FM or AM programs simultaneously. This new equipment is compact, rugged and modern in appearance. Ease of control, instant accessibility, plug-in cable connections and a frequency response of ±1 db, 30 to 15,000 cycles are some outstanding features.

- QUALITY COUNTS -
front in Broadcast Audio Systems

1931. This smartly styled 9A audio equipment was the first all a-c system. All controls in a single panel; frequency response stepped up to 10,000 cycles.

1933. The factory-assembled 700 series was the earliest to use recessed panel construction, interchangeable for rack or cabinet mounting. For multiple channel operation, several panels were combined.

1936. The all a-c, console type, self-contained 23A studio control equipment introduced a brand new style for standardized studio units. First studio system to use stabilized feedback. The current 23C, with frequency response to 15,000 cycles, is widely used in AM and FM broadcasting.

1947. Typical of the custom-made broadcast audio systems being produced by the Bell Laboratories-Western Electric team is this up-to-the-minute custom console designed for KJL, Hollywood. Custom-built equipment such as this is engineered to meet completely requirements of any station and provides the most flexible, versatile method of program control.

Ever since the Laboratories'scientists designed and Western Electric produced the first high power commercial broadcast transmitter and provided the audio facilities to go with it, this same team has pioneered in broadcast audio systems. Years of experience in the production of telephone amplifiers and switching equipment have given Bell Laboratories and Western Electric a head start in the broadcast audio facilities field—and constant research has kept them ahead.

When you need speech input equipment—for studio or portable use, standard console or tailor-made, AM or FM or both—look to Western Electric.
You can't cover California's Bonanza Beeline without on-the-spot radio

Bonanza market of the golden west . . . that's the Beeline! Yes, here in California's prosperous central valley and in the rich Reno-corner of Nevada, per capita retail purchases top the U.S. average by 35%.† But Beeline people live in a land ringed by mountains—mountains that stop most outside radio signals. To radio-sell these big spenders, you need on-the-spot radio.

That means the five BEELINE stations. As a group they deliver interlocking coverage of this whole 2 Billion Dollar market. And each is the favorite station of its area. KWG Stockton, for example, rates tops with farmers in the nation's fourth fattest farm county.

Not a network or a chain, the BEELINE stations can be bought any way you want. Check Raymer for all the facts.

†Sales Management's 1946 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

KFBK SACRAMENTO (ABC) 10,000 watts 1530 kc. KOH RENO (NBC) 1000 watts 630 kc.

KERN BAKERSFIELD (CBS) 1000 watts 1410 kc. KWG STOCKTON (ABC) 250 watts 1230 kc. KMJ FRESNO (NBC) 5000 watts 580 kc.
Moscow Eases Its Ban on Broadcasts
U.S. Radio Men Allowed to Air News of 4-Power Conference

AMERICAN radio correspondents in Moscow were able to broadcast to the U.S. last week for the first time since the Soviet Union imposed a complete ban on foreign broadcasts four months ago [Broadcasting, Nov. 11]. Moreover, NBC claimed that its report from Henry Cassidy on Monday was the first uncensored radio program ever made from the U.S.S.R.

Lifting of the ban was applicable only to news about the four-power Conference of Foreign Ministers which opened last Monday. And, according to network news chiefs in New York, there is no indication at this time that broadcasts would continue after the conference.

On his part, Mr. Cassidy said that “the American delegation is convinced that the previous promise of freedom of reporting from the conference made in New York by Mr. Molotov is being fulfilled. This seems to create a pleasant atmosphere before the conference.” CBS’ Howard K. Smith also referred to the relaxing of the ban and reported that the Soviets “had made a significant contribution toward better relations by permitting free broadcasts.”

Edmund Stevens, of ABC, did not refer to the subject in his report, and MBS’ William Fulton was unable to broadcast at all on opening day because of accreditation difficulties.

NBC plans Moscow pick-ups on the 8 a.m. and 7:15 p.m. world news programs; CBS will air a two-minute spot on the 8 a.m. show and probably several others to be announced later; ABC will utilize its 8 a.m. and 7 and 11 p.m. broadcasts for conference reports; MBS, however, said no definite programs were scheduled but correspondents would be aired on regular programs or under special set-ups in the case of big developments.

Ecuador Modernizes
ECUADOR has become first country in South America to inaugurate modernized radio-telegraph facilities. New system eliminates decoding of messages at “gateway” cities, handling them in form suitable for immediate delivery to addressees.

KWIN Resumes
KWIN Ashland, Ore., forced off the air when fire destroyed its studio-transmitter building Dec. 20, 1945, was scheduled to resume broadcasting March 9. Station, owned by Rogue Valley Broadcasting Co. and operating with 250 w on 1400 kc, plans a formal opening of its new building within a few weeks, Bob Reinholdt, general manager, states. The new structure is of the same size as the one destroyed by fire but the floor plan has been changed.

THAT’S a gold-plated spade that D. W. Thornburgh (1), CBS vp, and Edward Wallerstein, Columbia Recording Corp. president, are examining. The spade broke the ground for the new $1,000,000 CRC Hollywood record plant. Over 250 radio, film and music personalities were present at a luncheon March 6 which preceded the ceremonies at the site of the new plant on Robert- son Blvd. An estimated 30,000,000 records will be produced annually in the plant.

WKAP, Daytime Outlet Takes Air at Allentown
WKAP Allentown Pa., one of the Rahall group of stations, went on the air March 8 as a daytime independent outlet with 1 kw on 1580 kc. Station will carry a large number of local live shows, according to Robert D. Buchanan, commercial manager of the Rahall group. First day’s programming included 11 live shows, one a remote from Allentown and two remotes from Bethlehem; three 15-minute newscasts; nine 5-minute newscasts; and three women’s programs.

Staff of the new station includes four announcers and a woman’s editor. WKAP, which contemplates building studios in Bethlehem in the near future, is the third Rahall station to open. The two others are WWNR Beckley, W. Va. and WNAR Norristown, Pa.

Stations are owned by N. J. Rahall and Bros. N. Joe and Sam G. Rahall are in the retail clothing, publishing and public transit business, while Farris E. and Dean F. Rahall are engineers. All four of the brothers are war veterans.

WRGA Launches Its FM At Rome, Ga. (100.9 mc)
WRGA Rome, Ga., has launched its FM station, John W. Quarles, president of Rome Broadcasting Corp., licensee, announces. Present operating schedule is from 3-9:15 p.m. daily.

The station is on channel 265 (100.9 mc). It began broadcasting with slightly reduced power with the expectation that it would soon be on full power of 1400 w, according to Mr. Quarles. Transmitter and studios are atop Mount Alto near Rome.

Western New York’s biggest daytime radio map is the “new” WGR’s.

And Buffalo’s newest daytime sensations are Ralph Snyder’s and Billy Keaton’s two fast-moving disc shows...

From 7 a.m. to 10 a.m.
Monday through Saturday, “The Ralph Snyder Show” in quarter hours of music.

From 3:30 p.m. to 4:30 p.m.
Monday through Saturday, “Meetin’ with Keaton” in 10-minute periods of music.

At night—following the evenng’s parade of Columbia’s stellar shows—is a new hour and a half featuring the deep, pleasing baritone delivery of Martin Tobin—

From 11:30 p.m. to 1:00 a.m.
Monday through Saturday, “Martin Tobin’s Tune Time” in 15-minute periods of danceable music.
30-kc Separation Issue Reviewed

3 More Engineers Testify On Behalf of Rochester 650-kc Applicant

FCC was assured by three consulting engineers last week that AM stations may operate only 30 kc apart in the same city so long as their 250-millivolt-per-meter contours do not overlap.

The assurance came from Lester H. Carr, Frank H. McIntosh, and A. Earl Cullum Jr., who appeared on behalf of Liberty Broadcasting Co. as the Commission completed its hearing and oral argument on proposed AM engineering standards relating to channel separation. Liberty Broadcasting is an applicant for a new station at Rochester, N. Y., on a frequency (650 kc) only 30 kc removed from an existing Rochester station (680 kc).

The engineers' testimony coincided in principle with that of two other engineers who appeared on behalf of Liberty Broadcasting in the March 7 session of the hearing: John F. Byrne, engineering director of Airborne Institute Labs, and James O. Weldon, consultant (BROADCASTING, March 10).

FCC's proposed standard would permit assignments in the same area on 30-kc separation provided the stations' 25 millivolt contours would not overlap, which in effect would preclude grants on 30-kc separation in the same city but permit it in many instances where adjacent cities are involved. Present policy is against same-city assignments on less than 40-kc separation.

It appeared likely, as the hearing was completed Monday, that no decision on the proposed rule would be forthcoming before April 1 at the earliest. Whether further tests would be called for, as indicated in the March 7 opening session, was regarded as questionable. Tests which have been under way in Philadelphia-Camden and Washington-Bethesda have been cancelled.

 Authorities appraised the two days' testimony as indicating that superheterodyne receivers generally will separate signals only 30 kc apart while older, less expensive sets are less likely to do so. Whether FCC should "protect" the owners of old and inexpensive sets by insisting upon standards which will cause them no further interference problems was regarded as a major question for the Commission to decide.

It was also pointed out that 30-kc separation, particularly on the 250-millivolt standard, might be considered as a step toward degradation of the standards of service.

Testimony indicated that the major factors to be considered are (1) intermodulation between transmitters; (2) receivers, and (3) external cross-modulation. In general, Messrs. Carr, McIntosh, and Cullum agreed that intermodulation problems could be solved by the use of relatively simple filters, that the average receiver could make a three-channel separation successfully, particularly if the receivers are located outside the blanket areas of the stations involved; and that the difference between 40 and 30-kc separation is mainly "academic" so far as external cross-modulation is concerned.

Gustav B. Margraf, representing NBC, expressed a feeling that if 30-kc separation is permitted the new station should be required to assume the main responsibility for correcting any interference problems that arise.

At the March 7 session, several engineers recommended that the Commission use caution in authorizing 30-kc separation and argued that considerably more experimentation is desirable. These included Frank Marx, ABC engineering director; William S. Dutera, NBC staff allocations engineer, and John H. DeWitt, consulting engineer, who appeared as an individual.

E. M. Johnson, engineering director of MBS, anticipated no appreciable trouble with 30-kc separation if the 250-millivolt contours do not cross, and Paul A. DeMars, consultant, suggested that two stations — but not three — might be assigned 30-kc apart in the same area provided their transmitters are close together and their signal intensities are similar in given areas.

Mr. Carr said it might be advisable, if the 250-millivolt standard were adopted, to provide that the transmitters involved not be located inside specific contours so as to prevent disparity of their signal strengths, but that he did not regard this as absolutely necessary.

Mr. McIntosh said the "only thing to be gained" by 30-kc separation would be additional stations; that even within the blanket areas of the stations involved listeners would be able to receive at least as many stations as before, and that other listeners would be able to receive two whereas they received only one before.

The hearing was held before the Commission on June 1. Harry Becker was counsel.

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

Reviewing the FCC's proposed channel separation standard, specialists testified that 30-kc separation is feasible and practical, but more extensive testing is needed before a final decision is made.

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.

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5,000 WATTS  •  980 Kilocycles

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

Page 26 • March 17, 1947

BROADCASTING  •  Te le c a s t i ng
ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye. Timing, impact, and follow-through—marks of the expert—distinguish each Weed and Company representative.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD
BROADCASTING · Telecasting
News Internes Plan to Be Widened

Press Services to Take Part in Summer Project

RADIO news internship plan, sponsored by the NAB and the Council on Radio Journalism, will be operated for the third successive year, according to Arthur C. Stringer, NAB Director of Special Services and secretary of the NAB News Committee.

The project will be broadened to include employees of press associations. The NAB committee discussed the internship plan at its recent meeting [Broadcasting, March 10], Press Assn. and United Press having agreed to participate in the project.

Put to Work

Basic idea of the internship plan is to give college journalism instructors practical experience in radio news through service at a broadcast station during the summer. Six stations financed internships last summer as part of the movement to improve the standards of radio news. The stations were KFI Los Angeles; KPRC Houston; WHBC Canton; WHO Des Moines; WSYR Syracuse; WTMJ Milwaukee.

Both stations and internees voiced approval of the project. Internes were put to work, doing everything from bobbing batteries of teletypes to conducting wire-recorder interviews. They worked all shifts, and learned all the practical problems that face station newsmen, knowledge they are able to pass along in their classrooms.

Typical comment was that of Intern J. W. Schwartz, assistant professor, Dept. of Technical Journalism, Iowa State College, assigned to WHO Des Moines. J. O. Maland, WHO general manager, turned his internee over to Jack Shelley, news editor, who started him just as he starts any new employee. By the end of the internship Mr. Schwartz had taken complete charge of a news show, from preparation to actually putting it on the air.

As a result of his internship, according to Mr. Schwartz, a number of principles need emphasis in the classroom. He lists them as follows:

News Judgment—Most of the flood of material that streams into the radio station must inevitably wind up in the wastebasket. There just isn’t enough time to get it all on the air. At WHO nothing was given quite so much attention as to what to broadcast, accentuating the importance of training journalism students to evaluate the news.

Accuracy—I was amazed at the many inaccuracies of the wire services. Not only were there mistakes in grammar, but the services often disagreed over the most elemental facts in identical stories. Radio news staffs must be doubly vigilant, for the press impressions on their part, as well as recognize the errors committed by their news sources.

Deadline—Again and again during my internship news stories broke only seconds before, or during, a broadcast.

Because of the immediacy of the situation, the tension and speed common to any newscast while broadcasts are being prepared seemed greatly magnified. Always the story was completed on time; never was there a case of too little, too late, but each incident illustrated that no deadline is quite so inelastic as the radio deadline.

Brevity and Clarity—"Concise and clear" was the instruction I heard most often. The radio listener refuses to be burdened with a lengthy report of the day’s happenings nor will he tolerate complex wording and phrasing. His defense is a simple twist of the dial.

Others who served as internes last year were: Russell J. Hammargren, associate professor of Journalism, U. of Southern California, at KFI Los Angeles; C. E. Chunn, assistant professor, Dept. of Journalism, U. of Tulsa, at KPRC Houston; Michael Radock, assistant professor, School of Journalism, Kent State U., at WHBC Canton; D. Alan Scott, assistant professor, Dept. of Journalism, Michigan State College, at WSYR Syracuse; Burton L. Hotaling, assistant professor, School of Journalism, Rutgers U., at WTMJ Milwaukee.

HOLLYWOOD origination brought this trio together with start of NBC Dr. I. S. program from that city.

Gathered at party observing occasion are (1 to r): James Fleming, director of Mars Inc., program sponsor; Dr. I. Q. (Lew Valentine); Don Linton, Los Angeles manager of Grant Adv. Inc., agency servicing account.

Select Club Name


Call Letters Changed

CHVC is new call letter of CKVC Niagara Falls, Ont., 1 kw station on 1660 kc, to begin operation early this summer. Change in call letters has been authorized by Department of Transport. Station is represented in Canada by James L. Alexander, Toronto and Montreal, and is to be represented in U. S. by J. P. McKinney & Son, New York and Chicago. CHVC has contracted for two teletype wires of UP and British United Press.
In 1945 Kentucky's farm income reached an all-time high of $449,139,000.00. And 1946 saw Kentucky's farm production reach even greater heights. The percentage gain was well above the national average.

Here are a few examples
1946 PRODUCTION OVER 1935-1944 AVERAGE

<table>
<thead>
<tr>
<th>CROP</th>
<th>Kentucky</th>
<th>U. S. Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOBACCO</td>
<td>51.4%</td>
<td>50.0%</td>
</tr>
<tr>
<td>CORN</td>
<td>37.5%</td>
<td>29.0%</td>
</tr>
<tr>
<td>POTATOES</td>
<td>35.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td>OATS</td>
<td>53.0%</td>
<td>34.6%</td>
</tr>
<tr>
<td>BARLEY</td>
<td>-8.4%</td>
<td>-12.0%</td>
</tr>
<tr>
<td>RYE</td>
<td>147.7%</td>
<td>-49.6%</td>
</tr>
<tr>
<td>BUCKWHEAT</td>
<td>16.6%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>HAY, ALL TAME</td>
<td>42.4%</td>
<td>5.6%</td>
</tr>
<tr>
<td>HAY, WILD</td>
<td>25.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>HAY, CLOVER AND TIMOTHY</td>
<td>77.3%</td>
<td>21.2%</td>
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<tr>
<td>HAY, ALFALFA</td>
<td>72.6%</td>
<td>0.1%</td>
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<tr>
<td>PEACHES</td>
<td>42.2%</td>
<td>38.9%</td>
</tr>
</tbody>
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Kentucky livestock marketings jumped from $71,825,000.00 in 1940 to $175,716,000.00 in 1945—a gain of 144%. Kentucky land value has increased 132% since 1941, against a national average increase in land value of 77%.

WRITE TODAY FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GAINS
Address request to Radio Station WHAS, Louisville 2, Kentucky
WDNC Granted, WRAL Denied 620 kc; New Locals Awarded Durham and Miami

FINAL decision was adopted by FCC last week granting change of assignment to WINC Durham, N. C., from 1490 kc, 250 w, unlimited hours, to 1 kw day and 5 kw night on 620 kc with directional array. Station's present local facilities were awarded new applicant at Durham, Public Information Corp.

FCC last week also adopted final decision granting the application of Paul Brake for new station at Miami, Fla., on 1450 kc with 250 w, unlimited time. Mr. Brake, holder of first class operator's permit and Navy commander during the war, formerly had been in radio engineering and supply field as well as research and aviation radio.

In the Durham decision the Commission denied the mutually exclusive application of WRAL Raleigh, N. C., for the 620 kc assignment. Basis for the Commission's decision, according to the FCC report, was the greater population to be served by WDNC, constituting a more equitable distribution of facilities. The proposed population and area to be gained by WRAL already is served by WPTF Raleigh, the report concluded, while most of the area gained by WINC presently is not served by any existing Durham outlet.

Rival Applicant Denied

In the Florida action, the Commission denied the mutually exclusive application of Everglades Broadcasting Co. for the same 1450 kc facilities in Miami Beach. The Commission's favor of Mr. Brake was based on his past radio experience and his Miami area residence.

Public Information Corp. is composed of the following: Thomas B. Sawyer, president (39.9%); Army veteran with radio experience, to be manager; Mrs. Thomas B. Sawyer, 0.85%; P. M. Sawyer, vice president (32.9%); Federal Internal Revenue Agent, Greensboro, N. C.; Dr. Roma S. Cheek, secretary-treasurer (32.9%), executive secretary of the North Carolina State Commission for the Blind; Leslie W. Ricketts, 0.85%.

In addition to WDNC, Durham is served daytime by three other stations in that city as well as by WPTF and three other out-of-town stations, the report stated. FCC also has issued construction permits for four new stations which will provide daytime service to major portions of the areas to be served by WDNC. Raleigh is served by five other existing stations in addition to WRAL and WPTF. Seven outlets under construction will provide primary service to portions of the area proposed to be served by WRAL.

Principals in Everglades Broadcasting Co. are: Joseph B. Falt Jr., president and treasurer (60%), with Case Nursery Co., Huntsville, Ala.; Harold E. Sheffers, secretary-treasurer (40%), formerly with commercial department of WOL Washington and now Miami resident; Robinson R. Saunders, vice president, Fort Lauderdale, Fla., attorney.

THE "556" Broadcast Dynamic shown here un-retouched was badly burned in a fire January 7 that gutted the Rita Theatre in Longview, Texas, where it was being used in a remote show for Radio Station KFRO. Surprising part of the story is that the Microphone worked perfectly when tested in our Service Department.

The excellent showing made by the Shure "556" Broadcast Dynamic Microphone is a "living" testimonial to the ruggedness and dependability of all Shure Microphones.

WDNC Granted, WRAL Denied 620 kc; New Locals Awarded Durham and Miami

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The excellent showing made by the Shure "556" Broadcast Dynamic Microphone is a "living" testimonial to the ruggedness and dependability of all Shure Microphones.
WHICH STATION HAD THE FIRST SUCCESSFUL TWO-WAY BROADCAST WITH A DIRIGIBLE IN FLIGHT?

THE SAME STATION WHICH WAS FIRST IN ST. LOUIS WITH TELEVISION - KSD. KSD-TV, THAT IS.


KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD
ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

March 17, 1947 • Page 31
Radio Covered Polar Expedition

Broadcasts Averaged One
A Day on Three-Month Antarctic Journey
By ROBERT NICHOLS

THE United States Antarctic Expedition scattered 4,000 Navy, civilian, Coast Guard, Army and Marine personnel over and about a continent as big as United States and Europe together. Its 13 ships sometimes operated more than 3,000 miles apart. Its planes darted in and out of an unexplored region the size of all China. The scene of these operations—Southpolar continent—was farther from New York than Singapore and atmospheric conditions between were worse.

And yet major American networks carried more than 90 spot broadcasts from time the first expedition ship left United States until the last ship—less than 100 days later—re-crossed Antarctic circle bound for home again. Average: one newscast a day.

The job of following and reporting the expedition’s fortunes and failures for American radio audiences fell to five men—Lee Van Atta, reporter; Columbia’s Arthur Hannes, NBC’s Robert Reuben; Alton Blakeslee; and Mutual’s Roy Gibbons. Most broadcasts were of two-minute spot news variety. Programs involved everything from first reports of a plane crash that cost three lives to sidelights on what penguins were doing in Little America. Reporters found themselves dabbling in exploration history, Antarctic geography, icepack navigation, and even geology.

A few shows, however, interviewed Rear Admiral Richard E. Byrd, expedition technical advisor, and Rear Admiral Richard Cruzen, task force commander.

Interviewing admirals has its tense moments at times—for example, Bob Reuben’s experience this trip. Mr. Reuben was accompanying Admiral Byrd Antarcticwards, aboard aircraft carrier, Philippine Sea. NBC wanted shipboard interview. Everything was arranged and the Admiral agreed, time was set, Mr. Reuben had special microphone set up, and day for broadcast arrived. A half hour before broadcast time the Admiral advised Mr. Reuben he wanted to revise script and would meet Reuben at makeshift studio in “a few minutes.” Mr. Reuben went to the studio, three decks up and at opposite end of the Leviathan carrier, and began making proper contacts with New York. Seconds ticked by and time to go on the air narrowed from five to four, and from four to three minutes. Admiral Byrd still did not appear.

Here Mr. Reuben’s account of the story ends except that he was sweating and pacing the small room when the Admiral arrived on exact minute network gave the go-ahead signal. The Admiral’s aides later provided details of the tense interim preceding the broadcast. In his cabin Admiral Byrd calmly penciled new phrases into script and scratched out others and, in between, chatted with his staff. Then he glanced at his watch and informed his company “there are exactly two minutes until we go on the air. I wonder how long it will take us to get up to the radio room?” After an unbottled stroll through the carrier’s maze of ladders and passageways, Admiral Byrd pushed into the studio with a chucked aside, “I’ll bet Reuben has been sweating this out.”

Bob Reuben, incidentally, was the one late-comer among the expedition’s newsmen. The role was an unusual one for him.

A Man of “Firsts”

Sent Antarcticwards in lieu of NBC’s Max Hill who left expedition at Panama when unexpectedly taken ill, Mr. Reuben has long record of “firsts” as correspondent. Working for Reuters, Mr. Reuben was first war correspondent into France, parachuting in the night before D-day. He dispatched first invasion story Londonwards via carrier pigeon.

Shortly before the end of the war, Mr. Reuben went to Pacific Fleet Headquarters aboard the Nimitz flagship in Pearl Harbor. Later he proceeded to MacArthur’s headquarters at Manila and was one of quartet of correspondents flown into Tokyo ahead of MacArthur, getting first story out of fallen Nipponese capital.

In Antarctic Mr. Reuben again was in on another first. He was one of two correspondents making record flight with six Douglas transport planes from the carrier towards Little America. It was the first time transports had been launched from carrier, and first time squadron planes crossed Antarctic circle, and the first time so heavy a plane landed on continental ice shelf.

Other radio correspondents had their problems too. Antarctic veterans—Art Hannes, Lee Van Atta, Roy Gibbons and Al Blakeslee—were all forced to make at least one “blind” broadcast where, not knowing whether New York was receiving them, they went ahead broadcasting, hoping their voices reached United States. “Blind” broadcasts resulted when United States picked up Little America but the expedition was unable to hear American stations because of some quirk of South polar atmospheres.

WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to this station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

WSBT SOUTHBEND
940 KILOCYCLESCOLUMBIA NETWORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
Page 32 • March 17, 1947

BROADCASTING • Telecasting
IN the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume...an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with KOMO's new RADIO CENTER.

KOMO’s voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market...with their almost double the national average per capita spendable income. For KOMO is the exclusive voice of NBC in this area.

By any yardstick you choose, KOMO...the vital voice of the Seattle-Tacoma-Puget Sound Country...is by all odds the best dollar for dollar advertising value.
C. L. Menser Tells NBC Stations To Appraise Themselves, World

"THE BUSINESS of coming of age is not so much a matter of years, as of attitudes," Clarence L. Menser, NBC vice president in charge of programming, told station representatives at the NBC annual stations meetings held March 10, 11 and 12 at the Waldorf Astoria Hotel, New York.

In a talk titled "Free, Right and Twenty-One" Mr. Menser declared, "We must make an appraisal of ourselves and of the world about us. Any objective appraisal of our situation," he added, "must point to the need for research, not to fortify preconceived opinion, but upon which to base new judgments and feel that we are right. For it is not enough for us to believe we are right, we must be in a position to demonstrate it to anyone who would question it. It is not enough merely to think we are serving an audience, we should have research to prove it."

"Secondly," Mr. Menser said, "we can try to make an objective appraisal of ourselves. In fact, we don't need to try very hard to discover too much carry-over from childhood habits. A common one is our habit of expecting to have our errors excused because we are still an infant industry."

Other speakers were Niles Trammell, NBC president, who delivered the welcoming address; Frank M.

HENRY PEASE, 71, DIES IN NEW YORK

HENRY M. PEASE, 71, first vice chairman of a director of the International Standard Electric Corp., New York, manufacturing associate of the International Telephone and Telegraph Corp., which he was also a vice president and director, died on March 7 at the New York Hospital after a short illness.

Mr. Pease was also vice president and director of the Federal Telephone and Radio Corp., and a director of International Telephone Communication Laboratories, Inc. He began his career with Western Electric Co. in Chicago and in 1905 was transferred to the company's London branch to supervise the installation of Central Battery Telephone Exchanges for the British Post Office and the National Telephone Co. In 1919 he was appointed managing director of the International Western Electric Co. in England.

In 1922 Mr. Pease took an active part in forming the BBC, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. Surviving are his wife, Adelaide Timberlake Pease, a daughter, Maxine Virginia, and a son, Ivanus Crittenden.

Russell, vice president in charge of the Washington office, who spoke on developments affecting the broadcasters; Ken R. Dyke, vice president and director of broadcast standards and practices, on present public views of radio broadcasting; John F. Royal, vice president in charge of television, on new developments in the video field; William S. Hedges, vice president in charge of planning and development, on events to be expected in the future; William F. Brooks, vice president in charge of news and special events and international relations, on current news developments at home and abroad; Hugh M. Beville Jr., director of research, on new methods of measuring audience reaction; James N. Nelson, assistant advertising and promotion director, on fall promotion plans, and Sydney H. Eiges, manager of the press department, on expanding publicity services.

Local in Kenosha, Wis., Preparing for Operation

DEBUT of the new WLIP Kenosha, Wis., is expected within the next 60 days, according to William L. Lipman, owner and operator. Station was granted last July by the FCC to the Kenosha Broadcasting Co. for 250 w daytime only on 1050 kc.

In addition to Mr. Lipman, who served in the Army Medical Corps during the war, and Program Director Richard V. Driscoll, former an Army Signal corpsman in Paris with the American Forces Network, a staff of 15 persons will operate the station.

Studios are being constructed in the Kenosha National Bank Bldg., that structure to be topped by the WLIP tower for an overall antenna height of 240 feet.

WRFM, Rochester, N. Y. FM station, reports there is no operator shortage, as picture might indicate. It's merely that Bob Brethen, WRFM engineer, who once was a professional ventriloquist and magician, is trying out his friend Tommy as relief disc spinner. Mr. Brethen still plies his former trade in spare hours.
Murder and mystery shows provide thrilling entertainment for adults, but are not the type of program best suited for the youngsters. That's why we have gone to quite some trouble to rearrange our programming so that all our "who-done-it" shows* are released after nine o'clock at night. That way the adults can enjoy well-written, exciting mystery dramas, and the kids don't have to hear them. It's another example of our idea of public service.

**"MYSTERY THEATRE"**
**"MYSTERY IS MY HOBBY"**
**"MR. DISTRICT ATTORNEY"**

---

*KFI NBC FOR LOS ANGELES*
50,000 WATTS • CLEAR CHANNEL • 640 ON YOUR DIAL

Edward Petry & Company, Inc.
National Representatives
New mobile studio

RCA image-orthicon cameras, standard equipment for the new truck, rival the human eye in sensitivity—eliminate fading of sports events. Shown above as used by Philco's WPTZ to pick up a Penn game at Franklin Field, Phila.

Where advantageous, all necessary equipment can be easily removed from the truck, carried to program areas, and quickly set up by means of plug-in type connectors.
simplifies at-the-scene telecasting

Opens up a wealth of diversified, low-cost program material

Here, in one compact unit, is a complete television "studio on wheels." With it you can move rapidly to the places where local events are taking place and, with minimum effort, pick up and relay the action to your station. Picture quality is comparable to that obtained with studio equipment.

The truck body, designed by RCA engineers to provide maximum convenience and space to operators, is mounted on a standard 1 1/2-ton Chevrolet chassis. It carries everything you need to operate a three-camera chain.

The control desk is at the back of the truck, flanked on three sides with large full-vision windows. These can be darkened by means of draw curtains when desirable.

Monitors, camera controls, a switching unit, and an audio amplifier and mixer are conveniently mounted on an inclined support at the back of the desk; pulse formers, shapers, and power supplies are installed underneath. All units are of the removable, suitcase type.

Shock-mounted lockers provide ample storage space for cameras, tripods, microwave relay, and other gear.

The roof of the truck has been strongly reinforced for use as an operating platform, when needed. Access is via a removable ladder inside the truck and a roof hatch. However, for remote pick-ups the cameras can be operated as far as 500 feet from the vehicle, if desired. Four cable reels, mounted on swinging arms in the rear truck compartment, permit easy unwinding and storage of camera cable. Each has a 200-foot capacity.

Here, we believe, is a real opportunity for diversified programming—a quick, convenient method of making remote pick-ups. It will pay you to include such a unit in your television plans. Write Dept. 95-C.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA VICTOR Company Limited, Montreal

View at left shows suitcase-type units as installed at rear of truck. View at right shows how equipment is set up by WMAL, Washington, D.C., for an indoor pick-up.
Radio Earns Freedom, Says Dewey

Those in Art Vigilant
To Protect Rights
He Tells AWB

By THOMAS E. DEWEY
Governor of New York

I AM delighted to have this opportunity to greet and to welcome you as members of the Assn. of Women Broadcasters. You have an immense power and responsibility in this country of ours, not only because of the great audiences you collectively address but because you enjoy a right which is very rare in the world today. You can be free, as is your right, and speak freely what is in your minds and in your hearts.

As a result, every American can listen when he pleases to what he pleases. Our system brings into radio the unlimited imagination and energy of thousands of people who are free to work for better programs, better entertainment, better information and for an informed and free people.

To me, the women broadcasters of our country have made a great contribution to this achievement and one indication of their importance in radio is the growth of your Association. It began in 1942 with 66 members. Today I understand it has more than a thousand. That membership will grow and grow because the number of able and informed women who are gifted in the radio arts is growing rapidly every day.

To a mere man who occasionally tunes in on women broadcasters, it's a little disconcerting, at first, to find earnest comment on a new washing powder or a particular brand of soap all mixed up with comment on the latest world crisis. This is, of course, on second thought, the peculiar fitness in this day and age in bringing the discussion of national and world affairs down to the level of ordinary household affairs. It is in this that the housewife, as she washes the dishes or feeds the baby, should not only hear music and soap operas, but also keep up to date on the tremendous events which will affect her whole future and that of her children.

For we as a nation have learned the bitter lesson that whether we like it or not, we cannot live apart from the rest of the world. We have learned that the business of keeping a sound, strong, free country, the business of world affairs and the struggle for a lasting peace, is the business of every one of us.

Events of recent years have served notice upon all of us that the troubles and disorders andInfinity of all shades of opinion.

Radio is free in America because those who work in radio have earned that freedom. It hasn't been easy. During recent years, we have had many groups of earnest brethren who want to take over radio and manipulate it for political or economic purposes. But our net-

GOVERNOR DEWEY

works and stations have seen it that the meddling ones have no excuse for joining the other nations of the world in putting the iron control of government over what our people shall hear through the air. Radio has remained free by keeping its programs free of offense, by serving the right of the public to hear the truth and all shades of opinion.

For we as a nation have learned the bitter lesson that whether we like it or not, we cannot live apart from the rest of the world. We have learned that the business of keeping a sound, strong, free country, the business of world affairs and the struggle for a lasting peace, is the business of every one of us.

Events of recent years have served notice upon all of us that the troubles and disorders and villains of an unhappy world can't be excluded even from the most tranquil home by shutting the doors or shutting our ears.

The very fact that we have learned this, though, is good and very important. It is one of the most hopeful aspects of a none-too-cheerful era that the people of America, and especially the women of America, are taking a growing interest in the problems of a sound economy at home and the building of a stable peace in the world. We have all learned that the struggle of freedom against slavery is an ever-continuing one. We win our freedom in a war and then we have to go on re-winning it day by day in peace. But human liberty is the most precious thing on earth. It is worth the daily struggle and none know it so well as the women of our country and those who keep them informed. Our radio broadcasters are entitled to a rich share of the credit for the fact that the American people are the best informed of all.

If in the years ahead we succeed in achieving solutions to the problems of world peace and stability, that outcome will surely be due to a large degree to the great body of informed men and women in this country to whom the women broadcasters have made such a rich contribution.

I am sorry that a 16 to 18-hour working day during the closing weeks of the legislative session prevents me from being with you. But it is a great pleasure to congratulate each of you on the important contribution you are making to the welfare of people and to you all—those from New York State and from all the other states—I am happy to express warm greetings and best wishes for a happy and a memorable conference.

KECK (1 KW, 920 KC)
ODESSA, TEX., STARTS

KECK Odessa, Texas, owned and operated by Ben Nedow, furniture manufacturer, is on the air as a daytime outlet with 1 kw on 920 kc. Station, which has Press Assn. affiliation and subscribes to program features of NBC, Teleways, World and ZIV, occupies second floor of Mr. Nedow's Odessa retail furniture store.

General manager of KECK is Jan King, a native Texan, who went to the station from WEDO in Keekspsw, Pa., which he built and managed. Bill Chambers, former, with Don Lee-Mutual Hollywood and NBC New York engineering department, is assistant manager and program director.

Chief engineer is James Kimbrell, formerly of KARK Little Rock, and announcer is Frank Allen, formerly of WWL New Orleans, KMOV St. Louis, WHAS Louisville and WEMP Milwaukee. Other staff members include: Mike Hook, assistant manager; Glenda Huffman, music librarian; Glenn Hill, continuity; Miriam Mendenhall, receptionist; John Vacca, Ron Dunn, Don Hager and Paul Wynn, announcers; James Anderson and Leo W. Knight, salesmen.

KECK is represented nationally by the Howard H. Wilson Co. Station maintains Midland studios in the Crawford Hotel. David Cole is Midland manager and Monte Cole, Midland office manager.
February 18, 1947

Mr. Bill Roberts
K. R. L. D.
Dallas, Texas

Dear Mr. Roberts:

I thought you might be interested in results we are getting from the Cornbread Matinee Program on your Station. In brief, we have never been able to sell at such a low cost on any Station. Since we started using Cornbread Matinee our per sale cost, based on the dollar deal, is now 12¢. As you know, our maximum cost was figured at 30¢ so you can see that we are very well pleased with the results. Heretofore, our lowest sale cost was 15¢ on the dollar, back in 1940 before rates were advanced.

The three morning shows that we are carrying with K. R. L. D. have far exceeded our expectations. The cost at present is 14.3 per dollar sale. This figure is averaged in with catalogue inquiries which gives us a very low inquiry cost.

By comparison, K.R.L.D. has made other Radio Stations seem rather expensive and I am very happy to report that the results obtained this past month on K.R.L.D. were the lowest in our history of operation.

We certainly do appreciate your fine cooperation and the interest that you have taken in our account. We hope to keep K.R.L.D. as our Number 1 Station for many years to come.

Thanking you, I am

Very truly yours

Hugh Wolfe

Hugh Wolfe

KRLD is your Best Buy
Day or Night

50,000 WATTS
STUDIOS:
Day and Night
Dallas and Ft. Worth

KRLD THE TIMES HERALD STATION
SERVING
DALLAS and FORT WORTH

THE GREATEST
RADIO MARKET
IN THE SOUTH

Exclusive CBS OUTLET for DALLAS - FT. WORTH

KRLD IS YOUR BEST BUY
DAY OR NIGHT

50,000 WATTS
STUDIOS: Dallas and Ft. Worth

The Branham Company, Exclusive National Representative

Day . . . . . TOTAL BMB COVERAGE . . . . Night

692,670 Families

BROADCASTING • Telecasting

842,560 Families

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The

629,170 RADIO HOMES
OF THE
PACIFIC NORTHWEST
ARE TUNED TO

The XL Stations
LOCATED IN THE
VALLEYS WHERE
THE PEOPLE LIVE

Offices
BOX 1956 · BUTTE, MONTANA
SYMONS BUILDING · SPOKANE, WASHINGTON
ORPHEUM BUILDING · PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.
6381 HOLLYWOOD BLVD. · HOLLYWOOD 28, CALIF.

PACIFIC NORTHWEST BROADCASTERS
NBC and Du Mont Begin Experimenting
On Air With Zoomar Television Lens

NBC AND DU MONT will begin experimental use this week of the Zoomar lens for television, according to Dr. F. G. Back, a research engineer credited with extensive development of the lens. Speaking before the American Television Society in New York on Tuesday, Dr. Back said that the Zoomar lens, an optical device to keep images in focus while the viewer gets the effect of the camera approaching or withdrawing from the subject, will be used on the air in about a month.

In the past, Dr. Back pointed out, it was necessary either to move the camera toward the subject or vice versa, and this required additional personnel to keep the camera in focus. But with this optical device, the desired effect is attained and the focus maintained without moving either the camera or subject. Although Zoomar was first invented 40 years ago, said Dr. Back, it was not practical until now. A short film was shown to demonstrate the use of both types of Zoomar, indoor and outdoor.

A spirited debate took place when film producer Irving Brown declared that television is just wireless movies and almost entirely dependent on films and he further contended that audiences hasn’t satisfied. He was quickly challenged by NBC’s Edward Sobel, who pointed out that the movie industry was in a position to spend more at this time. Dr. Back came to Mr. Sobel’s defense, saying that in his opinion television and films were quite different in that movie shots could be retaken for perfection, but television was a split second operation. Charles A. Alicate of Advance Television-Picture Service Inc., the final speaker, said that he thought television will use 60 to 75 percent motion pictures. Several films were shown to illustrate the use of pictures in radio.

Dawson, Scott Tell
CAB Plans, Policies
Station Representatives

A Spirited

Facsimile Edition
Is Shown in Miami

Herald and WQAM-FM Launch Demonstration Series

TWO-WEEK PERIOD of daily facsimile demonstrations for residents of the Miami area was launched March 10 by the Miami Herald and WQAM-FM. Witnessing the first of the series of demonstrations of a facsimile edition of a daily newspaper were 1,600 persons who had assembled in Miami’s Edison High School auditorium. Using the Hogan system, the Herald presented in its opening demonstration not only news items but cartoons drawn expressly for facsimile by the paper’s artists.

The facsimile edition was sent from the Herald’s downtown Miami editorial offices by wire to its WQAM-FM transmitter. From there it was beamed to the receiver on the stage of the high school auditorium. Special attachment on the FM receiver converted the radio waves to printed pages.

John S. Knight, editor and publisher of the Herald and other Knight newspapers, has announced that similar demonstrations of facsimile will be presented in schools, department stores, courthouse lobbies and city auditoriums in the Miami area. To prepare and produce the facsimile editions the Herald has set up a special department of trained newsmen headed by Facsimile Editor Timothy J. Sullivan and including George Mangus, Merlin Test and Al Delaney.

Page size of the facsimile newspaper is 8 by 11 1/2 inches, in contrast with the Herald’s regular edition measurement of 16 by 22 inches. Lee Hills, managing editor of the newspaper, said experiments showed that regular newspaper body type came out fuzzy when transmitted by facsimile. This distortion, he explained, was eliminated by using an IBM electronic typewriter with an Edison marginal justifier which provides even margins on both sides of the column of type.

Fulton Lewis, jr.

available* now on
WHBC—Canton, Ohio
17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton’s important market. Latest Conlan (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in all categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were $66 million. Retail sales: $115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

*Offered Subject to Prior Sale

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Kenneth Collins Named Donahue & Coe Executive

KENNETH COLLINS, former publisher and general manager of the European edition of the New York Herald Tribune, has joined Donahue & Coe, New York, in a senior executive capacity and will assume his new duties on April 1.

From 1925 to 1932, Mr. Collins was with R. H. Macy & Co., New York, as executive vice president and publicity director, and after that he was a vice president and a director of Gimbel Bros., New York. He joined the New York Times in 1939 as assistant to the general manager, remaining there until 1941. Prior to the war Mr. Collins was vice president in charge of merchandising for Arthur Kudner, Inc., New York.

During the war Mr. Collins was in charge of procurement for the Eighth, Ninth, Twelfth and Fifteenth Air Forces. In 1945, after his release from the U. S. Army, he arranged for the publication and distribution of the New York Herald Tribune throughout Europe.

THE MAYOR cuts the ribbon that officially opens the new home of WMTR Jacksonville, Fla. Carroll Gardner, station manager, holds the left side of the ribbon; Frank M. King, president of the Florida Broadcasting Co., holds the right side; Mayor C. F. Whitehead holds scissors.

WEAM Will Feature Name Personalities

New Virginia Station Engages Billy Repaid, Jerry Strong

PERSONALITIES well known in radio will appear regularly on WEAM, new station scheduled to begin operations in Arlington, Va., on March 31. Station will take the air on 1590 kc as a 1 kw daytime outlet, but has filed application with FCC for 5 kw day and night operation.

"We are approaching the launching of our new station with the feeling that without name talent the competition is too great in the Washington area," Charles Zurhorst, WEAM manager, said last week. With that in mind WEAM has engaged Billy Repaid, former Mutual news commentator, to direct its news presentations, Jerry Strong, (with WINX Washington for the last six years) to handle three-hour morning show Mon., Sat., and Russ Hodges for a daily transcribed sports feature. Mr. Hodges currently is doing sports broadcasting for the New York Yankees.

Licensee of WEAM is the Arlington-Fairfax Broadcasting Co. J. Maynard Magruder, real estate and insurance man, is president of the corporation; Harold Hernly, an attorney, is secretary; Sam Roth, president of Roth Enterprises Inc., is treasurer.

WEAM's manager, Mr. Zurhorst, is well known in Washington radio. He was formerly director of publicity, promotion and public relations for WOL. Two and a half years ago he opened his own office in the capital as a public relations consultant, and has represented Fulton Lewis Jr., WMT Cedar Rapids, the William B. Dolph radio productions firm, and U. S. Recording Co., Washington.

Assistant to the manager will be W. Wallace Robinson, who has had radio experience at WTOP Hopkinsville, Ky., KLCN Blytheville, Ark., and WFIG Sunter, S. C.

Among other WEAM staff members will be Lillian Ruppert, former WOL traffic manager and more recently local sales manager for WVOV New York, who will be director of station operations; Richard Washington, who recently completed putting WMOU Berlin, N. H., on the air, chief engineer; and Perry Walders, formerly of WINX and more recently sales manager of WPIK Alexandria, Va., sales manager.

Receives New Antenna

KOAD Omaha has received its eight bay square loop antenna which will replace the station's single bay antenna in about 60 days. New antenna will be supported by a 500-foot tower and is expected to double the station's range with present power input.

Antenna was manufactured by the Federal Telephone and Radio Corp.

"I heard it over WIBBW"

The by-word that's the Buy-word in KANSAS

They're a clannish bunch—our farm and small town listeners in Kansas and adjoining states—quick to pass on ideas, information and suggestions that are to their mutual benefit and interest. That's the secret of the long-continued impact of your sales message over WIBBW. "I heard it over WIBBW" is the by-word that carries countless products from friend to friend and neighbor to neighbor...the by-word that's an endorsement of a product's value and dependability. Dealers know it is a buy-word as customers insist on specific brands. YOU hear its echo in gratifying sales records when you use WIBBW.

Serving the First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.
A quarter century of community service

On March 25th KGW observes its 25th birthday anniversary.

Although this is an occasion for retrospect and satisfaction in a job well done, it is also a time to pledge ourselves to even greater achievements in the future.

For a quarter of a century KGW has served the community well.

Radio has made great forward strides from modest beginnings and KGW has grown with it. There shall be no slackening of our efforts to increase our services in the public interest.

KGW

620 ON YOUR DIAL
AFFILIATED WITH

Represented Nationally by Edward Petry & Co.
The QUEEN’s audience can be yours, if...

"Queen for a Day"—a new kind of daytime radio program—premiered on Mutual on April 30, 1945. Since then it has been building and holding its audience—because it is a program of glamour, of sure-fire heart-appeal, produced by one of the most experienced, smartest originators of daytime shows.

Since October 1945, "Queen" has been providing a responsive daily audience to Alka-Seltzer; and for a year (December 31, 1945 to December 30, 1946) "Queen" provided a like audience for P. & G.

On December 30, 1946 Alka-Seltzer renewed for another 2 weeks. But—the P. & G. half of the program is now available for sponsorship.

So, the "Queen's" audience is yours, if you act fast.

We will be glad to give you all the facts—the rating story, what the sponsors say about the results they have had, the moderate cost, and what "Queen" can do to build more sales for you.

Mutual Broadcasting System
WORLD'S LARGEST NETWORK

Presidency of REL Taken by Runyon
Succeeds Srebroff; F. A. Gunther Stays as Vice President

ACTIVE MANAGEMENT of Radio Engineering Laboratories by C. R. Runyon Jr., majority stockholder, has been announced by REL. Mr. Runyon succeeds Charles Srebroff as president of the company. Mr. Runyon for 25 years was associated with Burns Brothers, one of the nation's largest coal dealers. He was executive vice president of the firm in charge of operations until 1941 when he volunteered his services to naval communication in the radio engineering section of the Bureau of Aeronautics and was commissioned commander. He also served in World War I as a lieutenant in naval communications. He acquired his REL majority stock holdings in 1941.

Mr. Runyon is well known throughout the broadcasting industry for his pioneering in FM. With Dr. Edwin Armstrong, he put the first public FM station on the air in 1935. The station (W-2AG) was located in Mr. Runyon's home in Yonkers and programs were transmitted to an IRE audience in downtown New York in November of that year, marking the initial public demonstration of FM.

Frank A. Gunther, who has been with the company since 1925, will continue as vice president and treasurer. Mr. Gunther is a senior member of IRE, secretary of FMA, and a member of the FMA board of directors.

Behr Elected Secretary
Joseph Behr, who has been with REL since 1943 in promotion and sales, has been elected secretary of the company. Previous to joining REL he was for many years with the Dutch Shell Oil Co. as buyer of electronic equipment.

REL last week delivered its first 3 kw transmitter to the Cleveland Board of Education. After ironing out production difficulties, these transmitters will be regularly coming off the line. Last year the company installed 20 1 kw stations.

CBS Names H. V. Barrett TV Promotion Manager
HALSEY V. BARRETT, former business manager of The Army and Navy Bulletin, and a charter member of the American Television Society, has been appointed promotion manager for CBS television.

Previous to serving with the U.S. Navy, Mr. Barrett spent two years in sales promotion and research with WOR New York, and after that was promotion director of WNEW New York. He then joined Tide Magazine, New York, as assistant in sales to the president and publisher, position which he left to go on active duty with the Navy.

WORLD'S HIGHEST structure—a tower for FM broadcasting—is planned by KRNT Des Moines, owned by Cowles Broadcasting Co. Height of the tower, 280 feet greater than Empire State Bldg. in New York, is illustrated here in comparison with Empire State and Des Moines' Equitable Bldg. KRNT has FCC authorization for FM outlet with effective radiated power of 157 kw.

WHAR Clarksburg, W. Va.
MBS Affiliate, Launched
WHAR, 250-w fulltime Mutual affiliate, is now on the air at Clarksburg, W. Va., on 1340 kc. Glade Merrill, general manager and principal owner, announces. Mr. Merrill, formerly of Logan, Utah, and recently in the Navy for 39 months, formed a partnership in January 1946, with Andrew H. Kovlan, a radio engineer. Construction of the station was completed under their direction. Station operates under trade name of Mountain State Broadcasting Co.

WHAR's studios, offices and transmitter are located in a new, modernistic building at 202 E. Pike St., Clarksburg, UP wire service is being used. Operating hours for station are 6:30 a.m.-1:05 a.m. on weekdays and 7:30 a.m.-1:05 a.m. on Sunday.

Mr. Kovlan is engineer for WHAR, and the remainder of the staff includes: Ruth Parsons, secretary and script writer; Bud Barka, program director and chief announcer; Gail Thompson, Paul Ellis, Jesse Spencer and Jimmie Darnall, announcers; Jack Welch, sports announcer; George Blackwell, sales manager; Willard Moore and Joseph Fawley, salesmen.

Granted FM License
CKWS Kingston, Ont., has been issued an FM license by the Department of Transport, Ottawa. Station is installing 250 w RCA transmitter to operate on 96.3 mc. CKWS will use the same programs on FM as on AM at first, and expects to be on the air with the FM transmitter by early summer.
The COMBINATION to GEORGIA

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.

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**Sears Demonstrates Wire Recorder Set in Chicago**

**PUBLIC DEMONSTRATION** of a combination radio phonograph receiver with wire recorder was given last Tuesday in Chicago by Sears Roebuck Co., under whose brand-name (Silvertone) the set is being sold.

The wire recorder combination, believed to be the first of its kind to be made available to the public, will sell for $169.50 with one spool of wire, according to firm.

T. V. Houser, vice president in charge of merchandising for Sears, said the sale of the new recorder is being restricted to the company's retail outlets in Chicago because of limited production at the present time. Newspaper copy placed by Sears emphasizes the value of the wire recorder for home broadcasts, re-recording programs and records.

**WCOA-FM PENSACOLA STARTS (ON 92.9 MC)**

WCOA-FM, affiliated with WCOA Pensacola, one of the John H. Perry group of stations, is now on the air, operating with 3 kw on Channel 225 (92.9 mc). Temporarily the new FM outlet is broadcasting from six and a half to seven hours daily and, with the exception of one program, is duplicating the programs heard on WCOA.

Pensacola Broadcasting Co., which operates WCOA and WCOA-FM, is planning separate FM operation within 60 days, according to Jack Rathbun, general and sales manager. The plan is to operate the FM outlet on a schedule similar to that of WQXR New York when arrangements have been completed for the separate programming. The station believes that music such as WQXR presents will appeal to pioneer FM set purchasers, Mr. Rathbun says, but he adds that the younger generation is to have at least one hour of pop music too. In addition, when WCOA-FM goes independent it will feature news, local public service programs and on-the-spot recorded shows.

Included in the promotion for WCOA-FM have been a minimum of four spot announcements daily on WCOA, newspaper advertisements, newspaper publicity, a 12-page booklet illustrated with photographs telling about WCOA-FM and weekly schedules of the station's broadcasts which are sent to every FM set owner.

**WILK Wilkes-Barre, Pa., On Air as ABC Affiliate**

WILK Wilkes-Barre, Pa., is on the air as a fulltime ABC affiliate with 250 w on 1450 kc. Directing the new station for: Wyoming Valley Broadcasting Co., licensee, are Roy E. Morgan, general manager, and Thomas P. Shelburne, station manager. Company officers include: Dr. I. C. Morgan, president; Harold T. Gray, vice president; Rep. Mitchell Jenkins (R., Pa.), treasurer; Mr. Morgan, secretary. Other directors are Attorney Leon Schwartz, Vernon Wise, Gerald Wise and Mr. Shelburne.

New studies for WILK have been constructed in Wilkes-Barre, and the transmitter is just across the Susquehanna River in Kingston. Station is operating on an 18-hour schedule.

Staff members, in addition to Mr. Morgan and Mr. Shelburne, include: Hal Berg, program director; Chuck Whittier, sports director; Jerry Butler, sales manager; N. J. DeCesare, chief engineer; Betty Blair, women's editor; Buddy Brode, Bill Williams and Fred Chapman, announcers; Carl kneely, Ted French and Paul Evansky, engineers. Also on the staff are Nancy Dolphin, Janet Bell, Molly Willis, Lucille Switzer, John Sobel and Jack Swazy.

**A Lady's Plea!**

ONE RESIDENT of Alpena, Mich.,—a woman—is having difficulty with singing commercials, but not because she doesn't like them. The lady has written to WATZ (1450 kc, 250 w) requesting that Fox DeLuxe Beer's singing commercial be aired at 4:30 p.m. instead of 4 p.m. As it is now, the lady complains, she has to rush home from work to hear it.

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**AND ANOTHER DOOR OPENS ON A STILL RICHER MARKET!**

**New Industries to invest $30,000,000 here in '47!**

1947 promises to be the greatest year in the industrial development of Corpus Christi.

Construction of new plants and expansion of existing industries will represent investments totaling more than $30,000,000. Most of these new industries are being brought to Corpus Christi because of natural resources available or agricultural crops grown here... grain, livestock, oyster shell, natural gas, native days, and accessibility to deep-water transportation.

**Corpus Christi, Texas**

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**FEATUREING for first time top radio stars instead of movie stars, “Silver Theatre” will be summer replacement for “Adventures of Ozzie and Harriet,” Sunday evenings only in the One from New York. Show is sponsored by International Silver Co., New York through Young & Rubicam, that city.**
Once upon a time there were two lads in the Midwest who weren't interested in basketball. Their names, it seems, were La Salle and Marquette. Nothing much has been heard of them lately. But since their time, practically everybody in the Midwest has become a basketball fan. Thousands watch the games regularly. Hundreds of thousands (you count 'em) who can't get to the games, listen to them... on Fort Wayne's WOWO.

Fort Wayne, you see, is something of a basketball capital. It's the home of the "Zollner Pistons," world's champion pro outfit, whose games are broadcast over WOWO. And there's a lot of other fast ball played in this area... high school, college, and professional. Not to mention football and baseball in their seasons. WOWO covers a big segment of this sports scene, to the delight of a widespread audience. Further to delight this audience, WOWO keeps a full quota of sports reporters and commentators who savvy the game and the listeners.

WOWO sports chief is Hilliard Gates, whose name is a household word in a staggering number of homes in cities, towns, and farm country.

... and a word on sales

Perhaps we should add that several regional advertisers, who know whereof they speak, have spoken for the sponsorship of a hefty percent of WOWO's sports coverage. But there's room for a few more customers who want a ready-made and eager audience in this rich Midwest market. Ask the man from NBC Spot Sales.
Violins look pretty much alike—at first glance. If you examine a little closer you can tell a genuine Stradivarius. It's worth it because only the skill of Stradivari himself could create such a perfect symmetry, the transparent ruby finish and the magnificent tone.

Of course we are not violin makers, but we admire talent and excellence. We are proud of our successful 14 year performance record, of our freedom from constant change in sales personnel and of our consistent adherence to the same principles of operation. These things have given stability to our business and security to the stations we represent.
Wise Advisory Council

THE BUSINESS of broadcasting is getting to be everybody’s business. Stations are licensed wholesale, auguring for more brisk competition. The big berths of the professional reformers are trained on advertising credits. Seasonal shifts in network business become horrendous headline stories in the general and business press. A move, in the making for months, looking toward more effective self-regulation of radio becomes a dreamed up front-page blast about “celluloid and plug-suites” and catholics, with Blue Book trimmings.

This can be good or bad, depending upon the way you look at it. Certainly the printed media won’t headline radio when radio business is booming. After all, they’re competitive. The advertising business is a business man, is going to complain about talent and time costs. He’s going to bargain and bicker and insist upon strong-selling commercials, if he can get them.

But now the successful radio advertisers—and their number are legion—have come to the realization that radio as a medium may get hurt in this melee. Perhaps less pungent copy will sell, and perhaps the broadcaster knows better the public taste and programming balance.

Hence the project for formation of a Broadcasters Advisory Council (BROADCASTING, March 10) geared toward improvement of radio’s service to the public presents interesting prospects for joint broadcast-agency-advertising cooperation. Properly set up, it could do much to end the working at cross-purposes which has animated radio all too long. It could clear up the commercial credit confusion at the source. It could end the bickering about continuance acceptance and place it where it must repose—with the broadcaster.

Talk about a “car” is foolish. Talk about a tight tripartite association of stations, advertisers and agencies with dictatorial powers is ridiculous. Uncle Sam’s minions, in the person of the anti-trust division of the Department of Justice, probably would be after that before the ink of its charter dried.

But an advisory council, which would convey its recommendations to the newly appointed Standards of Practice Committee of the NAB, could be a potent instrument. The station is the licensee, not the advertiser or the agency. The stations (or most of them) have bound themselves in a voluntary organization—the NAB. The NAB has established a committee for the purpose of self-regulation standards. That machinery exists.

Certainly all those in radio do not feel that optimum service is being delivered. Even with radio’s wealth of research and audience survey activity, not enough is known about public program tastes. There should be a continuing study of public acceptance of programming, paralleling or going beyond the continuing newspaper study.

The advisory council plan to us appears to be on the right track. Of course, a coordinating office would have to be maintained to give effect to this plan. But that by no stretch means a “car.” It means simply the setting up of a secretariat to administer whatever research are decided upon. It should be supported by editorial committees of the three segments which would stand to benefit.

With such a theme and structure an Advisory Council could perform in a way that would inure to the benefit of the public, the broadcaster and the advertiser. Anything beyond that would be something of the “reach” of the NAB, might provoke a schism in radio, and could well court anti-trust action.

Our Respects To—

WILTON ELISHA COBB

LATEST HONOR to come to Wilton Cobb, general manager of WMZ Macon, Ga., was that paid him by the Alpha Chapter of Digamma Kappa radio fraternity of the U. of Georgia. He was named Georgia’s Radio Man of the Year.

The award was in recognition of his efforts in behalf of the first Georgia Radio Institute which was held in November on the U. of Georgia campus. Mr. Cobb was the instigator, and is now chairman of the Institute Committee.

“You more than any other come nearer to fulfilling radio’s duties to the public,” the citation reads. “You have the true conscious of a radio man and we are especially proud to call you our brother.”

Mr. Cobb began his radio career in August 1927 when he was named radio committee chairman for the Macon Junior Chamber of Commerce, which took over the operation of WMZ from Mercer U., to which the station was licensed in 1922.

He continued to head the radio committee for the Jay-nee until WMZ was leased to E. K. Cargill, George P. Rankin and himself in 1942. He started the first early morning news program on the station, and also did announcing throughout the day.

He was secretary of the Macon Chamber of Commerce in charge of publicity, conventions and the Retail Merchants’ Bureau when he resigned in 1929 to devote fulltime work to WMZ—announcing and keeping books.

When the Southeastern Broadcasting Co. was formed in 1931 Mr. Cobb became secretary and treasurer. The corporation purchased WMZ from the Macon Junior Chamber of Commerce in 1935.

He was named general manager of the station in December 1942. The following year the station won the Du Pont award.

Sigma Delta Chi journalistic fraternity of Emory U. honored him with a professional membership in 1944.

Putting a high value on the news department of a station, Mr. Cobb has built the WMZ newsroom staff into a large, smoothly-running organization. There are five fulltime reporters, and in addition, parttime correspondents in high schools and colleges of Macon. The WMZ newsroom uses AP and INS and is supplemented by a Washington news bureau.

He has a hard and fast rule prohibiting sale of local newscasts. The rule has been argued pro and con by WMZ stockholders and other.

(Continued on page 59)
As mariners place confidence in—and are guided by—a beam of light, radio listeners in America’s Third Largest Market place confidence in—and are guided by—the beam of sound they know as WCAU.

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.
Respects
(Continued from page 50)

station managers, but Wilton Cobb
is adamant. He simply doesn't ap-
prove of the policy.

A few years ago when Wesleyan
College of Macon added a radio
department, the WMAZ man-
gement equipped a studio on the
school's campus. For the past few
years, WMAZ has turned its fa-
cilities over to the students one
day a year to give them practical ex-
perience in writing copy, announc-
ing, newscasting, reporting and
producing shows.

Mr. Cobb was born in Eastman,
Ga., Sept. 26, 1902. He went through
a four-year course at East-
man High School in three years,
and was graduated with honors.
From Eastman High he went to
Georgia Tech to study electrical
engineering. After one term he
transferred to Emory U., and after
one month there returned to
Georgia Tech where he majored in
Commerce for two years.

The little depression of 1921-22
wiped out his country banker fath-
er, so Wilton Cobb left school and
started teaching the fifth through
eleventh grades in a two-room
school in Dodge County.

There seem to be few jobs he
doesn't try. While in high school
he worked after classes as a soda
jerker, and as an operator for a
movie theatre.

He left school teaching to be-
come a substitute rural letter car-
rier. Next he worked in a cotton
gin and warehouse, writing seed
check and cotton receipts.

For a year he was bookkeeper
for the Dodge County Lumber Co.

Then he entered Mercer U. for one
year. While at Mercer he worked
as a Fuller brush salesman in the
afternoons, but spent more time in
the city room of the Macon Tele-
graph than he did ringing door
bells. He finally landed a job as
reporter and after two years
pounding news beats, he was pro-
moted to sports editor.

Next he joined the staff of the
Macon Chamber of Commerce
which led him into radio.

He is married to the former
Elizabeth Barfield of Macon. His
main hobby is photography, and he
is called an expert.

Video Conference

ONE-DAY television technical
conference will be held in Cinc-
innati on May 3 under sponsor-
ship of the Cincinnati section of
the Institute of Radio Engineers.
Included among demonstrations
will be that of the Crosley Broad-
casting Corp., video transmitter,
which will be in operation on Chan-
nel 4 for the duration of the con-
ference. Inquiries concerning the
conference are being handled by
E. J. H. Bussard, Crosley Corp.,
1729 Arlington St., Cincinnati.

N. L. O'Brien to Manage
New Pittfield Station

APPOINTMENT of Norbert L.
O'Brien as station manager and
Lucien E. Dumont as program di-
ger of WESC Pittfield, Mass.,
has been announced by Western
Massachusetts Broadcasting Corp.,
owners of WBEC, Station, which
will be affiliated with ABC, plans
to go on the air late in March on
1490 kc with 100 w fulltime.

Before joining WBEZ Mr.
O'Brien was with the Gannett ra-
dio division from 1932 to 1945 as
assistant general manager of WESG
Elmira, commercial manager and
assistant manager of WTHF Hartford,
and representative for Gann-
ett radio stations in the office of
J. P. McKinney & Son, New York.
More recently he was with WCOP
Boston.

Mr. Dumont was an announcer
at WHEB Portsmouth, N. H., and
later was at WCOP, where he has
served as chief announcer for the
past year and a half.

Principals in Western Massa-
echusetts Broadcasting Corp. are
Lawrence K. and Donald B. Miller,
owners of the Eagle Publishing Co.,
which publishes the Berkshire
Evening Eagle [BROADCASTING,
Oct. 14, 1949].

NAB'S FM COMMITTEE TO MEET IN NEW YORK

PROGRAM of activity for the
NAB's FM Dept. will be drawn up
by the association's 1947 FM
Executive Committee, which will
hold its first meeting March 27 at
the Waldorf-Astoria, New York.
Committee chairman is Walter J.
Damm, WTMJ-FM Milwaukee.

No formal agenda has been pre-
pared for the meeting, since it will
be of an organizational nature, but
discussion is expected to cover the
gamut of current FM problems,
including technical and business
questions.

Other committee members are:
Gordon Gay, WMRT-AM, Wil-
ston-Salem; John Shepard 3d, Yan-
eke Network; John V. L. Hogan,
WXQX New York; Leonard L.
Asch, WBCA Schenectady; Lester
Naefger, WELD Columbus; Ever-
ett Dillard, KOZY Kansas City;
Clarence Leich, WMLL Evansville,
Ind.; Cecil Masten, WBNF-AM
Bloomington; Matthew Bonehard
KOZY-FM Oklahoma City. Board
liaison members are Wayne Coy
WINX-FM Washington, and Mar-
tin Campbell, KERA-FM Dallas.

CBC Board Meet

CBC BOARD OF GOVERNORS meeting is being held at Ottawa
March 24-26, at which it is ex-
pected budget for forthcoming fis-
tal quarter, April 1-March 31, 1948,
will be discussed, as well as rec-
mendations for renewal of in-
dependent station licenses on
April 1.

ABC STATION OFFICIALS

CONVENE AT ATLANTA

ABC OFFICIALS and members of
affiliated stations met in Atlanta
March 15, with Mark Woods, ABC
president, and John H. Norton Jr.,
ABC vice president in charge of
stations, attending.

In addition to meeting with the
station officials, Mr. Woods planned
to talk with representatives of lead-
ing civic organizations to obtain
direct impressions of the thoughts
and views of people throughout all
sections of the U. S.

The ABC spokesman will also
meet with affiliated stations in
Kansas City, Mo., Fort Worth, Tex.,
Salt Lake City, Detroit and New
York.

Representatives of 65 ABC affili-
ated attended the Atlantic meeting
last week, with Fred Weber of
WDPS New Orleans and Robert R.
Aragin of WPDQ Jacksonville, Fla.,
as co-chairmen.

MERRILL INCH, manager of KWRN
Schenectady, N. Y., has been ap-
pointed Blackwood, N. J., manager
of Macon.

Edgar Coburn, former owner of
WMAZ, was present at the annual
AWARD MEETING of the Canton,
Ohio Junior Chamber of Com-
merce.

CLINTON PRICE, assistant manager
of KVSM San Mateo, Calif., is the
father of a boy.

250 Watts
1450 kW
Wilkes-Barre
Pennsylvania

MEMORANDUM

From: The Management
To: The Wise Timebuyer

Does more than 10,000 pieces of mail re-
ceived for the first three weeks of opera-
tion signify public acceptance of our ABC
outlet in Wilkes-Barre?

We think it does. And we're sure you'll
remember that fact when you want to
reach Pennsylvania's Third Largest
Market. We're on full time with ABC, y'know,
and Adam J. Young is our representative.
Give him a call for details, or write WILK,
Wilkes-Barre.

World's Best Tobacco Market

WB T M - F M
Danville, Virginia

32,000 Watts
92.1 Megacycles

(On the Air About April 1st)

World's Biggest Textile Mills
YOU MAY SWIM 292 MILES, NON-STOP*—

BUT—YOU CAN’T FLOAT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Here are some figures (Hooper figures, incidentally) that have opened a good many eyes, recently. We hope they’ll do the same for you!

From 12 noon to 6 p.m., Mondays through Fridays, WKZO-WJEF have a 37.4% Share of Audience in Grand Rapids-Kalamazoo. ALL other CBS stations combined have 11.7%—ALL NBC have 27.3%—ALL ABC have 13.8%—ALL MBS have 6.4%!

In other words, you could use every other station heard in Western Michigan—and still miss over a third of your afternoon audience (and our morning and evening figures come out the same way)!

Ask for the complete Hooper Report—from us, or from Avery-Knodel, Inc. Or, for that matter, just ask any advertiser who has ever done a top-notch job in Western Michigan... .

* John V. Sigmund of St. Louis did it in 1940—in 89 hours, 42 minutes.
HERBERT F. ZIMMERMAN has been appointed office manager for Needham, Louis and Brody, Chicago. He joined agency in 1941 as service man in art department.

JOHN RAVENEL, free-lance writer and AAF veteran, has joined McCann-Erickson, Chicago, as writer in radio department.

NORMAN WINTER, formerly with American Cancer Society, has joined Poole, Cone & Seidling, New York, as director of television and commercial motion pictures.

DOUGLAS ROBBINS, formerly with MacManus, John & Adams, Baltimore, Md., has joined production department of Brooke, Smith, French & Domance, Detroit.

STEWART BABBUR, formerly of BBDO, New York, has joined copy writing staff of LaRoche & Ellis, New York.

HOWARD KORMAN, former vice president in charge of merchandising and promotion at McCann-Erickson, New York, has joined Donahue & Coe, New York, as merchandising director.

TED BYRON, formerly with motion picture bureau of N. W. Ayer & Son, New York, has been commissioned on freelance basis by recruiting service of the U. S. Army to do a new series of films. Arrangements made through the agency.

FRED JUNES, copy writer formerly with Louis & San Francisco, has joined San Francisco office of Ruthrauff & Ryan. EXPLODE, formerly with D'Arcy Adv. New York, where he was in charge of Coca Cola "Spotlight Band" shows, and prior to that with MBS and ABC, has been appointed manager of newly opened office of Perell & Thumber Assoc., in Empire State Bldg, New York.

CAROLINE ADAMS, formerly with office of John D. Rockefeller Jr., has joined foreign department of McCann-Erickson Inc.

N. J. (Bert) CAVANAGH has resigned as chief time buyer of Roche, Havas & Cleary, Chicago, following 11 years with agency.

F. L. RYAN Jr., president of Ruthrauff & Ryan, New York, representing Yale Club, last week won National Squash Tennis Championship at Columbia Club.

ALEXANDER EWING, former assistant to advertising manager of Sheffield Farms, New York, and BERNITA ARMOLD, former art director of Fred Stern Studios, New York, have joined Mannings Adv. New York, as account executive.

MAJKUNIN Adv., Chicago, founded 1905, has changed name to GORDON BEST Co. No changes have taken place in structure or operation of company.

ELS WAGNER, formerly credit manager of Superior Optical Co., Los Angeles, has joined Davis-Hood & Bocci, Los Angeles, as office manager.

INZO DRAKE, new to advertising, has joined Atherton & Co., Hollywood, as account executive.


HUGENE AUSTIN, formerly of Western Agency, Seattle, has joined BBDO Los Angeles as account executive.

DONALD C. LONGYEAR has joined research department of Brooke, Smith, French & Domance, New York.

Tube Output Down

JANUARY production of receiving tubes totaled 20,203,609, somewhat below the October average, according to Radio Manufacturers Assn. Of the January total 13,243 tubes were for new sets, 5,497,084 for replacements, 1,436,161 for export and 46,619 for Government agencies.

2 Vice Presidents Named by Advertising Council

ALLAN M. WILSON, assistant to the president of the Advertising Council in Washington, D. C., and George F. Ludlam, radio director of the Council in New York, have been appointed vice presidents of the organization.

Mr. Wilson has managed many Council campaigns and for a time was acting president of the organization. Before coming to the Council in 1943 he was with the War Manpower Commission, directing local manpower campaigns throughout the country.

Mr. Ludlam, in addition to being elected vice president, also has been appointed director of the New York office, succeeding Douglas M. Meldrum, who died two weeks ago. Before joining the Council Mr. Ludlam was chief of the OWI radio bureau and at one time was with NBC.

U. S. Shortwave Network To Cover Moscow Parley

THE WORLD will hear about the Council of Foreign Ministers’ meeting in Moscow from the Voice of America—speaking in 25 languages over the global shortwave network operated by the State Department’s Office of International Information and Cultural Affairs.

A special daily basic report is being filed from Moscow by David Penn, the “Voice’s” correspondent, to be integrated with editorial comment from newspapers throughout the United States for programming from the 25 language desks of the Department’s radio studios in New York.

Tyler, Tex., Gets FM

FM AFFILIATE of KGKB Tyler, Tex., is now on the air, operating on channel 280 (1083 mc). KGKB-FM is owned and operated by James G. Ulmer and James G. Ulmer Jr., a partnership. At present it is broadcasting on a temporary basis atop the Tyler Commercial College Bldg. Station is using a 250-w GE exciter unit, and it has for future permanent use a Western Electric 8-bay antenna.
That's one way to identify WHHM, the station with the most listeners per dollar in Memphis.

Several things lead us to the conclusion we've made a better than average sized splash in Memphis radio.

One is the number of letters, wires and phone calls from other radio stations asking, in effect: "How Did You Do It?"

Another is the robust Hooper ratings we've garnered against network rivals in Memphis.

Our advertisers lead us to the conclusion we're bringing in results . . . judged at the cash register, if nowhere else. Memphis merchants count results and that's what they get on WHHM.
DEAN TONKIN.

GEORGE CALLISON, writer-anouncer at KVOA Tucson, Ariz., is returning to staff of KVOA.

KVOA Tucson, Ariz., is the father of twin girls, Sharon and Sheila.

NOEL CROTEAUX, scriptwriter of CRAC.

BING Crosby Enterprises, Inc.

LARRY ALLEN, INC.

Everett N. Crosby
President.

As their representatives in the promotion and sales of packaged radio programs.

BING CROSBY ENTERPRISES, INC.
Don’t believe all you hear about Pacific Coast Radio!

Rumors are flying about the buying markets on the Pacific Coast...rumors that could easily leave an impression which is entirely incorrect. It has been said that people living outside certain major counties of the Pacific Coast account for nearly half of the retail sales.

That is true. But it confuses county boundary lines with metropolitan districts adequately covered by radio signals. For example: San Francisco County alone accounts for only 41.5% of the total retail sales in the San Francisco metropolitan district. Get the point?

Here are the facts: In eleven Metropolitan Districts on the Pacific Coast are 70.5% of population

72.6% of retail sales
73.5% of radio homes
77.6% of effective buying income

ABC Pacific Coast covers these markets, plus eight others—from within.

ABC Pacific Coast actually reaches:
94.6% of the Coast daytime listeners
92.5% of the night-time listeners (primary areas)

Test your program on ABC Pacific! You’ll be amazed at the extraordinarily effective selling job this network will do for you. (REMEMBER: all seven of ABC Spot Sales’ keys to America’s leading markets are under one roof...one contact for your convenience.)

Sales keys to
America’s 7 Great Markets...

Spot Sales Division

ABC American Broadcasting Company

New York
Chicago
San Francisco
Los Angeles
Detroit
23 West 42nd St.
Civic Opera Bldg.
155 Montgomery St.
1440 Highland Ave.
Stroh Bldg.

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FM TUNER SET ($69.95) TO BE ON MARKET SOON APPROXIMATELY 1,000 new "plug-in" FM tuner sets will be off the assembly production line and ready for dealers by early April, according to officials of Packard-Bell Co., Los Angeles. Fifty of the sets were scheduled to be delivered to the hands of distributors in western states this week for dealer demonstrations and tests.

Selling at $69.95 each, the first sets have no cabinets, but are designed with suspension shelf for the record compartment for console models of radio-phonograph combinations. Size is 6 inches high, 9 inches wide and 10 inches deep.

On radio-phonographs, Packard-Bell officials explained, the phonograph plug is removed and plugged into the tuner, then the tuner cord is plugged into the phonograph socket on the set. On other radios the FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets.

Commenting on the new FM tuner unit, Howard D. Thomas Jr., executive vice president and general manager of Packard-Bell, said: "Many communities do not have FM broadcasting facilities yet and in other spots where FM stations are operating, reception beyond a limited range is quite unsatisfactory. Also, while the public may not be aware of it, FM reception is unsatisfactory in certain locations which are close to the broadcasting stations. We feel that in order to protect our customers, our good name and the future of FM broadcasting, it is unwise to immediately offer FM as an integral part of our higher priced units, when we know that certain purchasers may be unhappy with the results."

WKAT Assignment
APPLICATION was reported filed with FCC last week for assignment of license of WKAT Miami Beach, Fla., from A. Frank Katzentine as individual to WKAT Inc., new corporation in which he is sole stockholder. WKAT operates on 1580 kc with 1 kw.

WRITE, WIRE, OR PHONE
JOHN J. GILLIN or JOHN BLAIR

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Here's how they rate 8 to 8-

NETWORK STATION "A" . . 4.5
WNEW .......... 3.7
NETWORK STATION "B" . . 3.6
NETWORK STATION "C" . . 3.4
NETWORK STATION "D" . . 3.2

8 A.M.-8 P.M. Mon.-Sat. February PULSE

More than ever... New York's No. 1 Buy

WNEW

24 HOURS A DAY

Represented by John Blair Co.

1130 ON YOUR DIAL
ROBERT N. PEYOR, head of advertising and promotion for WCAU Philadelphia, has been named director of station's newly revised promotion, advertising and publicity department. RUTH WEIR MILLER, former faculty member of Radio Institute for Teachers at WTOP Washington, has been named assistant to Mr. Peyor in educational field; PATRICIA CURRY named as assistant in advertising and promotion.

JOHN ZANE, announcer at WLOG Logansport, Ind., has been appointed promotion director.

JOHN RIDDLE, former Oklahoma newspaperman, has joined WFRA KGEO KEKA Dallas as promotion director.

HARRY SATTERS, public relations director of CHUM Toronto, has resigned.

FRED A. SELLIVAN, WLAW Lawrence Mass. Public relations director, has been appointed to direct radio and press program in connection with observance of centennial of founding of city, during week of April 13.

JACK STELLING, former announcer with WKSO Kalamazoo, Mich., has been appointed director of publicity and promotion for Fetzer Broadcasting Co., owner of WKSO and WJFR Grand Rapids.

Postal Card Series
SERIES of three postal cards have been distributed as advanced promotion for WMY Coral Gables, Fla., new 250 w station on 1680 kc which started broad- casting March 16. First card, printed on black background, is a 3-color lettered "Something new this year?"; followed by "danger" card, on orange background, warning "Don't overlook independent WMY." Last of series is card on green "go ahead" back- ground, featuring inscription, "Drawn by artist! Remember! It's Forward! WMY- More for your radio dollar!"

Movie Trailers
AGREEMENT for trailer flashing call letters of KRUX Phoenix on screen at beginning of each performance has been completed by station with Paramount-Nace Theatres of Arizona. John D. Morgan, KRUX manager, expects to reach an audience of approximately 400,000 weekly through this arrangement.

Ted Husing Album
ALBUM featuring "Ted Husing's Bandstand," program on WHN New York, Mon. through Sat. 9-12 a.m. and 3-6 p.m., is latest promotion piece of WHN. Special program schedule is pre- sented along with illustrations of personal- ities heard on show, and promotion for "Bandstand" since it began four months ago. Back cover of folder bears slogan, "Hearing Wins 'Em When He Spius 'Em."

Progress Folder
SECOND in series of folders "Rome Wasn't Built in a Day—nor are radio stations" is being distributed by KMBI Kansas City. Three-color piece shows "what one man's station has done to justify greater responsibilities in to- morrow's broadcasting."

Nestle's Bletter
BLOTTERS calling attention to new spot campaign on WCAC Washington, being conducted by Nestle's Milk Products Inc. (Nesten and evaporated milk), is being distributed to merchants in that area.

Sport Sales
EMPHASIZING sales effectiveness of sport broadcasts conducted by Rump Hody, sportscaster of WBZ Boston two color folder is being distributed by that station. Titled "Play's the Thing in New England," folder presents pictorial illustrations of sport events and in- scription, "Make a pitch with Hody over WBZ... It's season pass for any sponsor."

WGL Album
PICTORIAL review of television, FM, AM and radar is featured in new album being distributed by WGL Fort Wayne, Ind. Some 50,000 copies are being mailed to advertisers, agencies and listeners. Cover presents inscription, "Going forward with radio."

WSPA Edition
WEEKLY newspaper in Spartanburg, S. C., The Times, is devoted its Feb. 25 issue to WSPA and WSPA-FM that city. Issue features articles of stations on Feb. 17 when WSPA cele- brated its 17th anniversary and WSPA-FM increased power to 5,000 w (BROAD- CASTING Feb. 17). Pictures of visiting personalities, station personnel and stud- ios are presented together with articles reviewing stations' progress.

Card Series
COLORFUL postal cards are being distributed to hometown area as pro- motion for WESC Greenville, S. C., new 5,000 w station on 660 kc. Card bears inscription, "Weep no more my lady!" and announces music and news pro- grams of interest to housewives aired on WESC, "660 In Dixie," 2-6 p.m. daily. Three thousand cards are being mailed.

WEA FEATURED
FEATURE article in February issue of "Purple Parrot," publication of Northwestern U., Evanston, III., gives review of activities at WEA Evanston, FM station which went on air Feb. 1 (BROADCASTING Feb. 2). Story is centered around university students who are training at new station. Full page of pictures of various station ac- tivities is included with article.

Farm Poster
COLORFUL poster at main entrance of Sears-Boock Farm Store, Canton, Ohio, calls attention to store's "Farm New Year" program which is being held at noon over WABC Canton. Station's farm ed- itor Dick Merrick posts daily market re- ports on bulletin board, which is located beneath poster. Reverse of bulletin board is used as "trading post" where customers may buy or sell farm products. Full page of pictures of various station ac- tivities is included with article.

Cards to Grocers
POSTCARD to Grocers, National Biscuit Co.'s sponsorship of 7:45 a.m. portion of "Marty and Docs" program on Mon., Wed., and Fri. on WHBC Canton, Ohio, has been sent to 1,000 grocers in that area. Grocers, who are welcome to make requests for records, will make requests for Nabisco Shredded Wheat."

Power Increase
ANNOUNCEMENT of forthcoming in- crease of power to 50,000 w by WLAW Lawrence, Mass., is being mailed to all station's out-going envelopes. Phrasing reads, 50,000 w on or about April 1. "Cards also will be mailed out showing cluster of seasonal flowers with caption, "Spring is bringing more than jonquils to New England. It's also on the way with the new 50,000 WLAW and it will bloom from Portland, Me., to Newport, R. I."

Jazz Scholarship
WOV New York is conducting preliminary sessions of its second annual jazz piano scholarship contest from 3 to 10 p.m., March 17, 18, 19. Station reports it has received many en- tries as it had last year when scholar- ship series was inaugurated.

KANSAS CITY IS A KONY MARKET
PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Page 60 • March 17, 1947

NATIONAL REPRESENTATIVES • PAUL H. RAYNER CO.

BROADCASTING • Teletcasting

10,000 Watts WIBG
The clock on the studio wall and the important warning signal below it are two ever-present reminders on which radio broadcasting depends.

Today, approximately half the time this warning signal appears in the broadcasting stations throughout the country, the studio clock is measuring the time of transcribed programs. This large proportion of broadcast time devoted to recorded programs is a significant tribute to the advancement in the quality of sound recording and reproduction.

In this spectacular trend of broadcasting, AUDIO-DISCs have played a basic role. These recording discs are the ones most extensively used for instantaneous recording, for the original sound recording in making pressings and for the Master discs used in the electroplating process. If it's worth recording—it's worthy of an AUDIO-DISC. See your local AUDIODISC distributor or write:

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.**

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris. **they speak for themselves audiodiscs**
KOKOMO LIKES WKMO SHOW
250-w Station Proves What Can Be Done
With Local Audience Participation

WKMO Kokomo's audience participation show, Kokomo Kafe, launched last July 1 as a summer replacement program, has proved what a 250-w station can accomplish in building a well-listened-to local program. The show became so popular that the WKMO management soon moved it into a permanent spot, 9:30-10 every weekday morning. First broadcast from WKMO's main studio, the program later was moved to Kokomo's Public Service Co. auditorium to accommodate the crowds. An average of 200 people attend daily, the station management reports.

Kokomo Kafe features audience songs, games, quizzes, interviews, a vocalist and a pianist. Local merchants and national manufacturers award prizes in return for courtesy mention on the program, and a Kokomo concern early last fall began serving free coffee and refreshments to those taking part in the show. Participants receive membership cards in the form of meal tickets.

A short comedy routine between Sid Collins, m. c. and quizmaster, and Frank Gregory, announcer and promotion director, opens the show, which is produced by Mr. Gregory. Usually there are five contestants, who are allowed to choose their own set of questions and prizes in the form of "menus" which are in keeping with the make-believe "Kafe" theme. Libby Evans, of WKMO traffic department, doubles on the program, also uses the "Kafe" theme to work her housewife commercials into the format. Ideal atmosphere is provided by the Public Service Co. auditorium stage, which is built in the form of a modern kitchen.

On the guest time portion of the program the m. c. rides about the "Kafe" on a buscart and conducts short interviews, with emphasis on local news events and questions pertaining domestic life. The variety touch is provided by Betty Benson, former Ray Herbeck vocalist, and by Morrie Turnpough, who serves as Miss Benson's accompanist and does specialty numbers.

Personal appearances in Kokomo and surrounding cities have aided in building a large listening audience. Future plans for the show include a daily cooking school tie-up, with diplomas issued to graduates, and a telephone quiz which will make listeners eligible for prizes.

OTIS G. GASTON, formerly with KRAL Dallas, Kan., has joined WZKO Kalamazoo, Mich., as news editor and newscaster.

YOU may obtain a free copy of Mr. Hard's series by writing our nearest office.

How to Increase Sales Through Better Media Selection

BY ARTHUR HARD
Manager of Media Dept., Walter Thompson Co.

Sales MANAGEMENT
396 Fourth Ave., New York 1, N. Y.
333 N. Michigan Ave., Chicago 11, Ill. 15 E. de la Guerra, Santa Barbara, Cal.

Serving Public Interest in Colorado for 21 Years
GRAND JUNCTION 920 KC 1000 WATTS

BROADCASTING • Telecasting

HERBERT INMAN Jr., transmitter operator at WXYT Detroit, N. Y., has been appointed chief engineer.

THOMAS G. MORRISSEY, former engineer with WABT, Denver, and technical advisor for KDRA that city, has joined KFEL, staff as chief engineer. He previously was with radio research staff of Bell Telephone Labs, New York, Mr. Morrissey also owns and operates amateur station W2LNR Denver.

CHARLES S. BREEDING, formerly with KXUM Eureka, Calif., has joined engineering staff of KNRK Phoenix, Ariz.

LOU FRYE, formerly with several mid-western stations, has been appointed chief engineer of KXLO Logan, W. Va.

GEORGE SLINN, Canadian Army veteran, has been appointed engineer of CKVO Niagara Falls, Ont.

RCA ENGINEERING PRODUCTS Dept. has opened new district sales office in Kansas City, Mo., with C. M. LEWIS in charge. Office is located at 291 W. 18th St. DAVE BAIN handles broadcast sales for new office.

ELBRIDGE HOOKER has returned to engineering staff of WHEE Portsmouth, N. H., after temporary assignment with WRXL Concord, N. H.

JACK FREDERICKS, chief engineer of KFIV Los Angeles, and MABEL A. GREGG, secretary to J. FRANK BURKE, Sr., station manager, were married March 7.

BILL BALE, former technician of CBS Hollywood, has joined KPFW that city, in similar capacity succeeding JIMMY HOOK, resigned.

KVOA Tucson, Ariz., is now publishing monthly bulletin, "KVOA Transmitter," with news of interest to radio technicians.

OWEN LEHR, chief engineer of WFNC Fayetteville, N. C., is the father of a girl, 20 years old, who also of WFNC engineering staff is the father of a girl, 21 years old.

RCA ENGINEERING PRODUCTS Dept., test and measuring section, announces that circuit testing of television, FM and other RF applications is now possible with its new miniature crystal rectifying probe, which adapts RCA voltmeter and chartmeter for testing within sensitivity ranges of these instruments.

C. P. MacGregor, head of C. P. MacGregor Co., Hollywood transcription producer, is in New York for two weeks on company business.

OUR EDITORIAL PROJECTS FOR 1947
1. Improved financing for schools.
2. Development improved water supply.
3. Support for youth recreational center.
4. Establishment of city planning commission.
5. Improved program of public health.

SALES MANAGEMENT
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333 N. Michigan Ave., Chicago 11, Ill. 15 E. de la Guerra, Santa Barbara, Cal.
CBS EFFECTS CHANGES IN DEPARTMENT SETUP

BUILDING OPERATIONS activities of the CBS Construction and Building Operations Dept., New York, have been designated as the Building Operations Division and transferred to the Operations Dept., Frank White, CBS vice president and treasurer, announced last week. In addition, the Construction and Building Operations Dept. has been re-designated as the Construction Dept.

Henry Grossman, former director of technical operations, has been appointed assistant director of operations, and will supervise both the Building Operations Division and the Technical Operations Division. The latter division is under the direction of R. G. Thompson, manager of technical operations.

Walter Pierson, former Sound Effects Division manager, has been named manager of building operations.

Other changes in titles effective with this transfer are C. R. Jacobs, formerly acting director of construction and building operations, now director of construction and Davidson Vorhes, former assistant manager of Sound Effects Division, now manager of the Division.

Stromberg-Carlson's Net

In 1946 Totaled $802,910

STROMBERG-CARLSON Co. had a net income of $802,910, after taxes and reconversion expenses, for the year ending Dec. 31, 1946, according to a report released last week by Dr. Ray H. Manson, president. Payment of dividends on preferred stock amounted to $105,989, leaving a balance equal to $2.67 a share on outstanding common stock. Last year the figures were $708,962 for net income and $2.91 a share for common. The company's radio stations, WHAM Rochester and its FM affiliate, WHFM, showed net earnings, before taxes, of $342,240.

Indicative of the peak proportions radio production has attained, Stromberg-Carlson manufactured three times as many receiving sets in 1946 as in any previous year. Dr. Manson pointed out that in the FM field his company anticipated a demand for receiving sets that will take years to satisfy. Further, he said, television stations are being installed at such a rate that by the end of the year most of the larger cities will be served with video and Stromberg-Carlson expects to start delivery of new design receivers in late summer.

WE Dividend

A DIVIDEND of 75 cents per share on its common stock was declared by the Western Electric Co. board of directors last week in New York. The dividend is payable on March 31, 1947 to stock of record at the close of business on March 25, 1947.
MARCH 7 TO MARCH 13

**Actions of the FCC**

**March 7 Decisions**

- **DOCKET CASE ACTIONS**
  - By the Commission

  - AM-1079 98,200,000
  - Monona Bestg. Co., Madison, Wis.—Adopted order granting application for new AM station, 1350 kc., 6 kw., unlimited hours to Sunday.

  - AM-1100 98,200,000
  - Cleveland Bestg. Co., Cleveland—Adopted final decision granting application for new AM station, 1350 kc., 5 kw., unlimited hours.

  - AM-1120 1200,000
  - Pueblo Radio Co., Pueblo, Colo.—Adopted proposed decision to show revised DA pattern.

  - AM-1400 98,200,000
  - Supplemental proposed decision, to grant following applications for new AM stations:
    - Beloit Bestg. Co., Beloit, Wis.—100 kw., unlimited.
    - Village Bestg. Co., Oak Park, Ill.—100 kw., unlimited.
    - Radio Wisconsin Inc.—100 kw., unlimited.
    - Following applications for same facilities proposed to be denied: The R. G. Bestg. Co., Elgin, III.; Vincent Q. Coley, Elgin, III.; Community Bestg. Co., Oak Park, III.; Edwin M. Reckord, III.

  - FM-1300
  - Commission announced proposed decision to grant Class B FM stations in Chicago; one proposed denial.

**March 13 Decisions**

- **DOCKET CASE ACTIONS**
  - By the Commission

  - AM-1090 98,200,000
  - Ventura County Bestg. Co. and Val- verde Bestg. Co., Glendale, Calif.—Consolidated hearing designated for applications new AM stations, Ventura County, for new AM stations, Val Verde, 910 kc., 250 w., D.

  - AM-1095 98,200,000

**Western Electric AMPLIFIERS for every broadcast need**

All 13 of the amplifiers listed below were designed by Bell Telephone Laboratories. All 13 are dependable performers—outstanding in efficiency and quality. For full information, write Graybar Electric Co., 458 Lexington Ave., New York 17, N. Y. or . . .

**AM-28,133,000**

**March 10 Decisions**

**By the Commission**

- AM-28,133,000
  - Metropolitan Bestg. Co. of Milwaukee, Milwaukee—Designated hearing application new AM station, 920 kc., 100 w., D.

- AM-28,133,000

- AM-28,133,000

- AM-28,133,000

**ASK YOUR LOCAL**

**Graybar**

**BROADCASTING REPRESENTATIVE**
CLASSOPHONE
The New Patented Method for Storing, Protecting, Classifying Your Phonograph Records... For Instant Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10" or 12" records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets... From our FREE Plans

Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with CLASSOPHONE

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WBAX, Wilkes-Barre, Pa.
KQV, Pittsburgh, Pa.
KRBC, Abilene, Texas
WDAX, Columbus, Ga.
WEDO, McKeensport, Pa.
WGST, Atlanta, Ga.
WIBC, Indianapolis, Ind.
WLAY, Muscle Shoals, Ala.
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Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.
Board of Education, Atlanta, Ga.
Monogram Pictures, Board of Health, Los Angeles, Calif.
American Society of Composers, Authors & Publishers, New York, N. Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Pattisides Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

FREE Let us know the number of records you wish to house and protect, the expansion you wish to provide for, and we will send you promptly the size of cabinet and number of Classophone Pocket units you need and other details.

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We now have... records we wish to care for. We want to provide accommodations for... records. Without cost or obligations, please let us know how many Classophone Pockets we need and what size cabinet we need build.

Name

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City... Zone...
Theater audience quiz program, titled "Krazy Kuzz," March 27 begins on WMAL, Washington, sponsored by Carpel Frosted Foods Inc., that city. Program, which originate from various theaters in Washington area and will be aired Tuesdays, 9:25-10 p.m. Format calls for audience participation on questions presented by Jackson J. Weaverr and Ted Dunlap, of WMAL, staff. Series will be produced by Bob Maurer of Haywood J. Kaufman Agency, Washington, agency for Carpel discussion.

Discussion series, titled: "Power of the Atom," March 16 started on KQW Bob O'Donnell, Jr. Dr.重重 presented and pro- chairman of Atomic Energy Commit- te. Program, which was given for greatest number of acceptable stories sent in and for best story of week.

Crime Prevention

In MOVE to combat alleged under- hand practices that gang crime and terror- nor shows, and designed especially for juvenile audiences, Los Angeles City Cen- ter, department is packaging shows for placement on local stations. Programs are written, produced and cast by students. First in series is weekly "Fun With Fables," based on original Aesop's Fables, on KKKK Los Angeles.

Traffic Safety Series

TO AID Miami Police and Safety Educa- tion Dept., in drive for public safety education, WIOD Miami is presenting "Traffic Court," Mon. through Fri. broadcast is transmitted from head- of City Traffic Court, Judge Louis Beadell presiding. Program augments WIOD's weekly "Traffic Alert" and Live," Sat. 9-9:45 p.m., which dramatizes worst traffic accidents of week.

Club Reports

SPECIAL "peach growers" weather fore- cast and daily presentations of Chicago and St. Louis fruit markets have been added to 7:30 a.m. and noon newscast on WGN, El. Report and cast by area's leading growers. First in series is weekly "Fun With Fables," based on original Aesop's Fables, on KKKK Los Angeles.

Advice to Mothers

FREE ADVICE to mothers from Dr. Howard K. Brown, Chicago pediatrician, Sat. 1:30-2:30 p.m. broadcast is nationwide in connection with "Let's Ask Mom," Sat. 1:30 p.m. in addition to being broadcast, Dr. Lane remains after going off air to answer questions from studio audience.

Use of Library

DESIGNED to acquaint public with facilities and services offered by Can- ton, Ohio, Public Library system, new series of weekly programs is presented by WHBC that city. Conducted by Janet Baker, series features interviews with librarians in various departments, gen- eral topics of interest, and use of library and book reviews.

Science Questions

QUESTIONS on modern science and natural history offered by Can- ton, Ohio, Public Library system, new series of weekly programs is presented by WHBC that city. Conducted by Janet Baker, series features interviews with librarians in various departments, gen- eral topics of interest, and use of library and book reviews.

Mystery Dramas

MYSTERY drama series, "Mystery Dinner Theater," which is carried by local stations and will be broadcast daily, has started on WGN Chart- capo, Fri. 8:30-9 p.m. A Louis G. Cowan production. Script is written by Anthony M. Leader, with Charles Paul as muni- cal director, Raymond Morgan is direc- tor of series.

"Vets' Broadcast" Weekly half-hour programs from various war veteran hospitals in area are being broadcast by CHS St. John, N. B. Titled "Vets' Broadcast," show each week is devoted to different com- munity and veterans from featured com- munity are invited to send greetings to families. Musical group from CHS furnishes background for show and en- tertainment for patients. Show is rec- orded for rebroadcast on other sta- tions in area.

Cultural Activities

NEW weekly show titled "The Fine Arts Review" is aired Sunday afternoon on EOAO Omaha. Show is produced by June Peddie who brings FM listen- ers resume of cultural activities of Omaha area.

Program Meeting

ANNUAL national program meeting of CBC was held at Toronto March 10-12 under chairmanship of Erne Desh Beashill, CBC di- rector-general of regional program, Winnipeg; W. E. S. Briggs, regional representative, Halifax; A. L. Phillips, international shortwave station director, Montreal; and J. Beaudet, French-language program supervisor, Montreal.

Program Notes

ANNUAL national program meeting of CBC was held at Toronto March 10-12 under chairmanship of Erne Desh Beashill, CBC di- rector-general of regional program, Winnipeg; W. E. S. Briggs, regional representative, Halifax; A. L. Phillips, international shortwave station director, Montreal; and J. Beaudet, French-language program supervisor, Montreal.
FOR HIS WORK in rebuilding Radio Brussels Felix Bonvouloir (r), chief engineer of Rochester's new WRNY, received the Croix de Guerre avec Palme and the Orde de la Couronne avec Palme from the Belgian Government. Here Mr. Bonvouloir, who was with psychological warfare division of SHAEF, receives congratulations from WRNY manager, Lester W. Lindow, former Army lieutenant colonel who did radio public relations work in the ETO.

Adds Remote Studio
NEW REMOTE studio for WPEN Philadelphia has been constructed in the recently opened Evening Bulletin Homemakers' Center in downtown Philadelphia. Plans are being made to broadcast a daily variety show from the new studio. The station also has moved its sales and advertising offices into a new office suite in the studio building, 1528 Walnut St.

Benny Replacement
POSSIBLE summer replacement currently being considered for Foote, Cone & Belding, New York, for the Jack Benny show is one featuring Mr. and Mrs. Ronald Colman. Show is sponsored by American Tobacco Co., New York. The agency also is considering another type of program aside from the one with the Colman show. A definite decision is expected to be made early part of next week.

New Santa Maria, Calif., FM Station Is Launched
KRJ/M, the Santa Maria Daily Times FM station at Santa Maria, Calif., was scheduled to take the air last Saturday, with a large visual audience witnessing the inaugural broadcast in the Veterans' Memorial Auditorium. A Class A outlet, KRJ/M is owned and operated by Robert K. and S. C. Hancock, co-publishers of the Times. They are jointly managing the station, which is operating on Channel 96 (104.3 mc) with effective radiated power of 336 w. Present schedule provides for daily broadcasts from 12 noon to 10 p.m.; but the owners state they are planning a full broadcast day in the near future.

Station's transmitter - studio building, completed Jan. 15, is of modern functional design with large picture windows framing the lobby and office sections. Transmitter, antenna, control and speech equipment are General Electric.

William R. Rich, formerly news and special events man at WQY-WGFM Schenectady, is KRJ/M's program director. Kent B. Young, recently with KJH Los Angeles, and a veteran FM engineer, is chief engineer.

KBUR Manager Honored
G. B. McDERMOTT, general manager of KBUR Burlington, Iowa, has been named Burlington's No. 1 citizen for 1946. His selection, made by a secret committee after nominations had been sent in by residents of the community, was announced at a dinner given by the American Business Club. D. D. Stonehocker, dean of Burlington Junior College, who made the announcement, declared that "service is its own press agent" and cited Mr. McDermott for his promotion of radio in Burlington, his leadership in the infantile paralysis campaign, his contributions to youth activities and his work as chairman of a drive for financial support of a Burlington hospital.

BBM Toronto, has announced that in June all member stations will receive free copies of BBM maps of all member stations as well as 10 copies of each of their own maps.

In the Public Interest
WHEN recent heavy snows blocked roads and closed schools in Western New York WRNY Rochester came up with an idea that proved to be popular with mothers—an essay contest for children from 8 to 17. Ten prizes were awarded for essays on "How the Snowstorm Affected Me." Announcements of the contest were made on WRNY's early morning program, The Clock Watcher, by the show's manager, Irving Edwards. Public reaction to the idea was excellent, according to Lester W. Lindow, WRNY general manager, who reports that one farm wife called to say she had kept her 11-year-old busy all morning working on his essay.

Educational Responsibilities
IN AN effort to point out to the State Legislature its responsibilities to West Virginia U., WCHS Charleston, W. Va., is presenting a series of five 15-minute daily programs at 6:30 p.m., based upon the observations of a WCHS staff member during a visit to the university campus. Station contacts each member of State Legislature, urging him to listen to the programs. Following the broadcast, each delegate is sent a copy of the script. WCHS also is running notices in local newspapers regarding the series.

Fire Flash
WHEN a lumber yard fire in Scranton, Pa., resulted in a deluge of telephone calls which taxe the central office of Bell Telephone Co. almost beyond capacity, supervisors on duty called WGBI, the city's only private broadcaster, to request that a flash announcement be made notifying people of the community as to the location of the fire and need for relaxation of calling load. John O. Bean, district manager of Bell Telephone Co. of Pennsylvania, in a letter of commendation to WGBI, stated that "the farm wife following the radio spot the central office load dropped over 50%, and within 20 minutes was a normal operation."

WMT Plowing Contest
WMT Cedar Rapids has announced that its second annual National Clean Plowing Contest will be held on a farm near Stanwood, Iowa, on April 25. Station will offer more than $1,200 in prizes to winners. WMT originated the contest last year to help combat the European corn borer, which cost Iowa farmers $25,000,000 in 1946. Cooperating with the station in staging the contest are the Cedar County Farm Bureau, Iowa Extension Service, Iowa Dept. of Agriculture and U. S. Dept. of Agriculture.
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 Mozart Odessa, Tex.—Granted license to cover CP, new AM station, 920 kc., 1 kw.; cond.

RevK-AM
KHUM Ketchum, Idaho—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.; ordered that motion for change be made to proceed to partying.

BY THE SECRETARY

WAZH Wisconsin, Wis.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWMK Portland, Me.—Licensed to cover CP, new AM station, 1450 kc., 500 w.; mod., trans.; ordered that 920 kc., 1 kw., D, studio site, change type antenna, trans. and studio site.

KWAK-AK Klamath Falls, Ore.—Granted license to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWAR Ashland, Ore.—Licensed to cover CP, new AM station, 950 kc., 1 kw.; cond.

KWAT West Islip, N. Y.—Licensed to cover CP, new AM station, 1450 kc., 1 kw.; cond.

KWBN-AM Kenosha, Wis.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.; ordered that CP be extended.

KWEU Rockford, Ill.—Licensed to cover CP, new AM station, 1450 kc., 1 kw.; cond.

KWEZ Potomac, Md.—Licensed to cover CP, new AM station, 1450 kc., 1 kw.; cond.

KWEX San Antonio, Tex.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWEX-AM San Antonio, Tex.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWEX-FM San Antonio, Tex.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWEX-TV San Antonio, Tex.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

KWEX-DT San Antonio, Tex.—Licensed to cover CP, new AM station, 1500 kc., 1 kw.; cond.

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RCA Television Tubes

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For more information on RCA tubes for all television broadcast services, write RCA, Sales Division, Section P-36C, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA

NAB District 3 Meeting

DISTRICT 3 of NAB will hold its annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore, NAB announced last week. The district comprises Pennsylvania, Delaware and Maryland. George D. Coleman, WBOI Station, is district director. The district does not participate in the NAB area meeting plan, which originally was designed to combine some of the district meetings to cut down the travel burden of the NAB headquarters staff and permit attendance of more association executives. All districts and areas now have set meeting dates except District 1 (New England).

Army Week Material

IN PREPARATION for Army Week, April 6-12, the Radio Section of the War Department Public Relations Division has issued a book for use as script source material, in addition to numerous spot announcements concerning the Army's peace time accomplishments. Together with a letter from Maj. Gen. F. L. Parks, Army Public Relations chief, the booklet and announcements were sent to every station in the country. Recorded messages of Army Week for Gen. Dwight Eisenhower, Chief of Staff, and by Chief of Chaplains Maj. Gen. Luther D. Miller will soon be sent to stations throughout the NAB.

RADIO has become the fourth "R" in education in Philadelphia. Every week nearly 200,000 pupils in most of the city's public schools hear radio programs as part of their regular classroom activity. This has developed over four years, and since the appointment of a full-time staff of five teachers which prepares and arranges scripts and radio curriculum, the program is directed by Miss Gertrude A. Golden, a district superintendent of schools, from the radio office in the Board of Education Bldg.

Most of Philadelphia's radio stations cooperate, and there are now a total of 18 educational-information programs a week, totaling five hours of scheduled in-school listening, for classes from the first to 12th grades. Subjects include current events, literature, music, school science and social studies. Besides the radio stations, such agencies as the Free Library, Philadelphia zoo, Academy of Natural Sciences, Franklin Institute and the University museum cooperate by supplying materials and research facilities.

Record Promotion

ARTISTS who record for Majestic records are featured on two-colored cased cards being distributed by WPEN Philadelphia. Cards promote program "Let's black out the worry" on WPEN by J. J. Pocock, local distributor.

CLASSROOM RADIO

200,000 Philadelphia Pupils Hear Programs Each Week

The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. For the same reason, Wincharger's guyed tower, with its urban sections and resulting mass-production economy, is expected to win the industry's recognized dollar-and-cents value. The convenience of Wincharger's "package-buying" and Wincharger's reliable maintenance and service, continue to be powerful attractions.

FM broadcasters are following in the footsteps of the AM industry in likewise choosing Wincharger Antenna Tower Supports. All Wincharger towers come completely equipped and ready for installation. This includes necessary lighting such as a 300 MM beacon, flasher, obstruction lights, wire, conduit, fuse box. No extra to buy—easy to erect. No wonder Wincharger Towers continue to be the industry's favorite.
Radio-Press Cooperation

Joint Hollywood Project Helps Put 'Dimes' Drive Over Top
By JACK O'MARA
Promotion Manager, ABC Western Division

ANY SUCCESSFUL special event promotion in a community depends upon close cooperation between press and radio. The prevailing idea that Southern California radio and newspapers have a standing feud impossible to overcome took a factual setback recently when ABC Western Division and KECA, its affiliate, combined talents with Hollywood Citizen-News to stage a spectacular "Ribbon of Dimes" campaign for the National Infantile Paralysis Fund.

Novel stunt of "paving" Hollywood's best known thoroughfare—Vine St.—with a mile of ten-cent pieces, Scotch-taped onto a moving scarlet ribbon was originated by William Davidson, KECA program manager. The daily newspaper was contacted through Harlan G. Palmer, Jr., assistant to the publisher, who endorsed the idea—and the campaign was on.

Stretching over a period of only eight days, the combination and cooperation of radio and press made the "Ribbon" stunt a great success. After initial meeting with various members from the station, network and newspaper, a systematic program was arranged in which ABC and KECA set up five different radio programs especially for the stunt and also started spot announcements over the air at all available times. Coordinating with this move, Hollywood Citizen-News broke advance stories written by its staff reporters. In addition, the newspaper was fed features and facts from publicity departments of network and station.

Frances Scully, network Hollywood reporter, was named "mistress of ceremonies" for the "Ribbon." And she, along with network and station publicity departments, lined up top names from stage, screen and radio, as well as local officials, to participate in day's activities.

During campaign 150 spot announcements were used on KECA; three large ads were bought by network in the newspaper; 36 window cards were placed in key positions in Vine St. stores; stories, including straight news, advances, features, totalling 311 inches, appeared regularly in the Citizen-News on pages one, two and three. Similar stories appeared in station and network publicity releases daily. Our press department rounded up photographs of the various celebrities participating in the stunt. The newspaper published a total of 20 of these pictures. They varied from a single to three-color plates to the others in a six photo-column spread.

Advance stories were issued daily concerning mechanics of the stunt, as well as about special radio shows and stars who would participate. Daily telephonic communications were maintained between various departments of the network and station and the newspaper. Both mediums also contacted outside interests for assistance.

On Job 6 a.m.-Midnight

With start of the event on Thursday, Jan. 25, representatives from the station, network and newspaper were on the scene from 6 a.m. to 12 midnight. An hourly report was made from the scene to newspaper and network with "play-by-pay" account recorded on new broadcasts and at all other available spots. Although only scheduled to reach a mile, the ribbon ran away over expectations in both distance and amount. Citizens and celebrities joined hands to place a total of 92,000 dimes on the scarlet streamer, with reporters from both the paper and the network as well as photographers getting features and pictures as they happened throughout the day.

Complete staff of volunteers from AWVS and American Legion Auxiliary assisted daily and night in collecting the dimes, placing them on the ribbon as it unwrapped up and down Vine St. Hollywood police department also cooperated by standing guard over the "dimes tour" as well as organizing crowds for the special "on-the-street" broadcasts.

Clyde Scott, manager of KECA, speaking for the radio side of the campaign, stated that "it was an outstanding example of very successful newspaper and radio cooperation."

Since October 1944, Mr. O'Mara has been promotion manager of ABC Western Division. He went to Hollywood in May 1943 to become merchandising manager for CBS Pacific division.

A graduate of U. of Missouri, he holds B. J. and M. A. degrees. Entered radio in September 1938 as salesman of KYOE Santa Ana, Calif., going on to post as promotion manager of Westinghouse Radio Stations, (WOWO, WGL), Ft. Wayne, Ind., one year later. There he remained until joining CBS Hollywood.

Gainsborough Associates Inc.

NEW STATIONS! AM, FM, AFFILIATES, INDEPENDENTS

An opportunity to obtain outstanding programs promotion publicity

Here is an unique consulting service which provides a staff of commercial radio experts through our own operation. We develop, write and produce programs that sell, furnish all forms of local promotion and publicity. Build annual audience; promotion train your permanent staff. Our representative will visit by appointment.

Gainsborough Associates Inc.

Suite 1055, 507 Fifth Ave., N. Y.

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PCC Actions
(Continued from page 68)

Applications Cont.:  

AM-1080 kc  
McLean County Bstg. Co., Bloomington, Ill.—New AM station 1300 kc 250 w. D.

AM-1140 kc  
Donald W. Howe, Ware, Mass.—CP new AM station 1150 kc 250 w. D.

AM-1350 kc  
KFJL Klamath Falls, Ore.—CP change assignment from 1290 kc 100 w. to 1150 kc 1 kw, install new trans. and DA-N and change trans. site.—AMENDED: modify DA pattern.

KFJL's Inc., Great Falls, Mont.—CP new AM station 1150 kc 5 kw DA-N un.—AMENDED: changes DA pattern. KRSL Kilana, Kan.—CP increase 1 kw to 5 kw, install new trans. and DA-N and change trans. site.—AMENDED: modify DA pattern.

AM-1320 kc  

AM-1390 kc  
Andrew G. Hiley, Fullerton, Calif.—CP new AM station 1300 kc 500 w. D.

AM-1390 kc  
WXK Columbus, Ohio.—CP change assignment from 1490 kc 1250 w to 1420 kc 1 kw N 5 kw D, install new trans. and DA-N, change trans. site.—AMENDED: changes DA pattern.

AM-1390 kc  
KALE Portland, Ore.—CP change trans. site, changes in DA-DN with FM am. top. center element.

AM-1340 kc  
Sayre Print Company, Pa.—CP new AM station 1340 kc 250 w un.


AM-1400 kc  
Greenbush, N. C.—CP new AM station 1400 kc 250 w un.

AM-1450 kc  
WKKE Gainesville, Fla.—CP increase 100 w to 250 w, install new trans. change trans. and studio site, ant. change WKFV Portage, Ind.—CP new AM station 1540 kc 250 w un.

AM-1500 kc  
WXML Seattle, Wash.—License to cover CP new FM station.

AM-93.3 mc  
KRSC-FM Seattle, Wash.—License to cover CP new FM station.

AM-97.3 mc  
NWBC-FM New York.—License to cover CP for changes in new FM station.

FM-93.9 mc  
KOZI Kansas City.—License to cover CP new FM station.

AM-104.3 mc  
KOCX-FM Ontario, Calif.—License to cover CP new FM station.

Consolidated Bstg. Corp., Ltd., area of Long Beach, Calif.—CP new remote pickup station, 1822, 2058, 2515 and 2700 kc 45 kw A, 43 emission.

Modification of CP  
WCNR Conservice, Ind.—Mod. CP new FM station, to change type trans. ERP to 7.7 kw, ant. height above aver. terrain to 2465.5 ft., make changes in ant. system and change commencement and completion dates.

WHB Kansas City.—Mod. CP change assignment to 5 kc DWN to 5 kw N 10 kw D to change changes DA-D pattern (800 kw).

WHAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension completion date.

KSD-TV St. Louis.—Mod. CP new commercial TV station for extension completion date.

License Renewal  
Applications for renewal of AM lic. filed by: KBPR KTVN TVS, MEDM, WDFD KPWB WOBF KPEL KFNP KXLY KMBU WAPQ WDEL WJAX WKTU WWLF WFTD.

Applications for renewal of development license by: WEEKE WXOA WXGB WXIC WJXW WJXX.

APPLICATION DISMISSED  
AM-1490 kc  

TENDERED FOR FILING  
(Since Feb. 7)

AM-870 kc  
WFLX Florence, Ala.—Consent to assignment of CP from Eugene E. Stone to Southern Specialty Bstg. Co.

AM-1340 kc  
KCNW Tuscon, Ariz.—Consent to transfer control from Erskine Caldwell to William A. Brown, William Houston Johnson, William R. Mathews, Betty B. Mathews, Clara R. Elinwood and Bessie C. Flaherty.

AM-1360 kc  
WKAT Miami Beach, Fla.—Consent to assignment of license to/from A. Frank Kantilene to WKTJ Inc. 

AM-1400 kc  
WSAU and WSU-FM Wausau, Wis.—Consent to assignment of license and CP of WSAU and CP of WSU-FM from Southern Bstg. Corp., Inc. to The Journal Co.

Modification of CP  
KSD St. Louis.—Mod. CP make changes DA, operating on 550 kc 5 kw un. DA-N.

March 11 Decisions . . .  
DOCKET CASE ACTIONS  
(By the Commission)

AM-620 kc  
WRAL Raleigh, N. C.—Denied application for change assignment from 1440 kc 250 w un. to 620 kc 1 kw N 5 kw D UN.

AM-1230 kc  
Commission announced adoption of order directing proceedings on renewal application of WTOL Toledo, Ohio, be reopened and that application of Pub- lic Service Bstgs. Inc. for new AM station 1230 kc 250 w un. (seeking WODL facilities) be set for consolidated hear- ing.

March 11 Applications . . .  
ACCETED FOR FILING  
AM-600 kc  
KROD El Paso, Tex.—CP change trans. from 500 w N 1 kw D to 5 kw DN, install new trans. and DA-N, change trans. site.

WABC Rochester, N. Y.—CP new AM station 1550 kc 10 kw D UN.—AMENDED: request 850 kc 1 kw DA-DN, change type trans. change DA-N pattern.

AM-890 kc  
WBET Breckton, Mass.—CP mount FM ant. atop AM tower.

Steel City Bstg. Corp., Gary, Ind.—CP new AM station 1050 kc 1 kw D.

AM-1230 kc  
WIDY St. Augustine, Fla.—Voluntary transfer control from Glenn Marshbank Jr., Ed Horton and Frank King to J. C. Bell.


AM-1340 kc  
Tri-State Bstg. Corp., Evansville, Ind.—CP new AM station 1345 kc 500 w un.—AMENDED: re-定向s, officers, directors and stockholders.

AM-1340 kc  

AM-1360 kc  
Radio Modesto Inc., Modesto, Calif.—CP new AM station 1360 kc 1 kw D.

AM-1400 kc  
West Easton, Pa.—CP new trans.

WHGB Harrisburg, Pa.—Same.

KQV Coeur d'Alene, Idaho.—CP increase 1 kw DWN to 5 kw DWN, install new trans. and DA-DN, change studio and trans. site.

AM-1450 kc  

AM-1460 kc  
KORE Eugene, Ore.—CP change 1450 kc 250 w DUN to 1450 kc 250 w D, install new trans.—AMENDED: request 1450 kc 1 kw DUN, DA-DN, change trans. site.


AM-1470 kc  
KDFN Casper, Wyo.—CP install new trans.

"Have to - play - WDFD Flint - tonight."
AM—1580 kc.
WWX0 Peoria, Ill.—License to cover CP new AM station; authority to determine operating power by direct measurement of antenna power.
License for station KYWQ WCPB WQRF WNDF-FM WGAN.
Remote Pickup
Western Conn. Bstg. Co., Stamford, Conn.—License to cover CP new remote pickup station WCTO.
FM—103.3 mc.
Thomas C. Holston, Lebanon, Va.—CP new FM station on 104.5 or 105.5 mc.—AMENDED: change name from Thomas C. Holston to Radio Lebanon FM and Television Inc.; request 109.3 mc. spectrum to be changed and make changes in antenna system.
FM—107.9 mc.
The Hollywood Community Radio Group, Hollywood, Calif.—CP new FM station; frequency unassigned.
AMENDED: change name from Paul Stewart, Cafe,mbH., Emmet Lavery, Dr. Franklin Peart, Phillip M. Champion, and Alvin Wilder d/b Hollywood Radio Group to Hollywood Community Radio Group; change type; specify studio and tower; file ERP 106.25 kw; make changes in antenna system.
FM—109.9 mc.
C. H. Winans Co., Watchung, N. J.—CP new FM class B station; frequency to be assigned by FCC; ERP 105 kw.
Harold O. Bishop, Somerset County, N. J.—CP new FM class B station; frequency to be assigned by FCC; ERP 23 kw.
Modification of CP
KFMO Flat River, Mo.—Mod. CP new AM station for approval; change type trans.; and for approval trans. and studio sites (1340 kc).
William Verna Vanny, Rocky Mount, N. C.—Mod. CP new FM station to change type station to class A; specify 101.1 mc. type trans.; ERP 1 kw. altitude above average terrain 150 ft. and antenna system.
KDIX Dickinson, N. D.—Mod. CP as mod. new AM station to change type station (1320 kc).
March 12 Decisions . . .
BY COMMISSION EN BANC
AM—380 kc.
KALB Alexandria, La.—Granted CP increase power to 5 kw-Ld. using 1 kw. NA, on 350 kc. instead. Also granted CP make changes in antenna system and mount FM antenna atop antenna tower; cond.
AM—870 kc.
Mrs. Carla Burnham Keys, Farmville, Va.—Granted CP new FM station 870 kc 1 kw D; engineering cond.
AM—960 kc.
Radio Sanget Co., Long Beach, Calif.—Granted new FM station 960 kc 1 kw D; engineering cond.
AM—910 kc.
KVAN Vancouver, Wash.—Denied application for special service authorization to operate KVAN on 910 kc 100 kw N for period ending not later than May 1.
AM—1340 kc.
AM—1570 kc.
AM—1670 kc.
Valley Bstg. Co., Latent, Ala.—Authorized conditional grant for class D FM station to supersede former grant of class A station, subject to further review and approval of engineering details.
KTRB Modesta, Calif.—Authorized conditional grant for class B FM station subject to further review and approval of engineering details.
Tullock Bstg. Co., Turlock, Calif.—Same, class A.
News-Press Pub. Co., Santa Barbara, Calif.—Authorized conditional grant of class A station 947 kc previously authorized subject to further review and approval of engineering details.
Capital City Bstg. Co., Des Moines—Authorized conditional grant of class B FM station subject to further review and approval of engineering details, with following changes in allocation plan; Additional channel 277 to Des Moines; to Ottumwa add No. 278 and delete No. 277.

Wolverine State Bstg. Service Inc., Detroit—Authorized conditional grant of class B FM station subject to further review of engineering details.
Telair Co., Detroit—Same.
Lewiston-Auburn Bstg. Corp., Lewiston, Me.—Same.
Cumberland Bstg. Co., Cumberland, Md.—Same.
Plains Bstg. Co., Lubbock, Tex.—Same.

Designated for Hearing
General Bstg. Co., Atlanta, Ga.—Granted petition requesting that application be designated for filing in consolidated proceeding with applications in Dockets 7563-7567 inclusive; applicants for class B FM stations in Atlanta area, presently set April 7, Atlanta.

FM CP's Granted
Commission authorized CP's for five class B outlets, two in lieu of previous conditions. (See story this issue.)

TY—69-72 mc.
Southern Radio and Television Equipment Co., Miami, Fla.—Granted CP new commercial TV station 66-72 mc (channel 17) power 1.5 kw, surf. 0.78 kw, ant. 340 ft.

FCC Amendments
The action following regarding applications announced by FCC Feb. 17 is amended to read as follows:
The Outlet Co., Providence, R. I.—Granted extension of completion date of commercial TV station for 6 month period.
The A. S. Abell Co., Baltimore—Same.
KSPY St. Paul, Minn.—Same.
Radio Manufacturing Co. Inc., Waltham, Mass.—Same.

DOCKET CASE ACTIONS
(By the Commission)
AM—1450 kc.
Paul Brake, Miami Beach, Fla.—Announced final decision granting applications for new AM station 1450 kc 250 w unil.
Everglades Bstg. Co., Miami Beach, Fla.—Denied application new AM station 1450 kc 250 w unil.

March 12 Applications . . .
ACCEPTED FOR FILING
AM—1070 kc.

MODIFICATION OF CP
WILD Bessemer, Ala.—Mod. CP change trans. and studio sites for extension commencement and completion dates.
KAGH Pasadena, Calif.—Mod. CP new FM station to change studio and trans. sites; ERP to 250 w; antenna height be 1100 ft.; make changes in antenna system and change completion dates.
WqW-FM Washington—Mod. CP new FM station to change trans. site; antenna height above average terrain to 700 ft.; make changes in antenna system and change completion date.
WBFL Columbus, Ga.—Mod. CP new FM station for extension completion date.
WBBW Indianapolis—Same, AM station.
WARY Bangor, Me.—Same, FM station.
WGAM-FM Portland, Me.—Same.
WFM-FM Frederick, Md.—Same.
XOK-FM St. Louis—Same.
KSD-FM St. Louis—Same.
WATG Ashland, Ohio—Same.

CONTINUED ON PAGE 77
DO YOU HAVE A PACKAGED FOOD PRODUCT TO SELL?

THEN YOU NEED WAAT because, WAAT listeners are big buyers of packaged foods, and because WAAT produces cash register results (our present food advertisers keep renewing and renewing their radio advertising contracts).

**WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION...INCLUDING ALL 50,000 WATTERS.**

NEW JERSEY'S 1ST STATION

**WAAT NEWARK—NEW JERSEY**

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Kron Urges Use of Radio To Reach Latin America

"RADIO has emerged as the major advertising medium in Latin America," according to Arthur Kron, executive vice president of Gotham Advertising Co. Speaking before the American Marketing Assn. in New York on Wednesday, Mr. Kron said that since about 50% of the Latin American people were illiterate, radio was the best way to reach a mass audience.

Having just completed an extensive tour of South America, Mr. Kron was able to report that most of the people do listen to radio even though many don’t own sets. This is accomplished by the placement of loudspeakers in prominent public places, and even along the streets in some countries. In contrast to this, 93.8% of Buenos Aires residents own sets, and only 8.5% of these sets are inoperative.

"The weakest points in South American radio," said Mr. Kron "are talent and production, but they are definitely on the upswing."

Mr. Kron paid a special visit to the shortwave stations in this country, "the message they’ve carried," he said, "has done tremendous good for the U. S."

**LONDON LETTER—By William Pingrey**

**BBC Is Accused of Falling Down On Responsibility in Coal Crisis**

DESPITE voluntary cuts in service— the broadcasting monopoly was considered an essential power consumer—the BBC has been accused of failing to use its medium to bring critical issues of the fuel crisis to the nation.

"Through sheer lack of imagination the BBC has done a bad job during the crisis," declared Benn Levy, Labor M. P., in a speech charging the BBC with carrying its program of impartiality to extreme.

Frederick Laws, radio columnist, wrote in the News Chronicle: "It seems to me that we were in sufficient of a mess to justify the use of radio for vigorous and vulgar propaganda. The old game of balancing views is irrelevant."

Commenting the Government more than the BBC, W. E. Williams wrote in the Sunday Observer: "In a week so momentous in Home as well as in Foreign Affairs, a cabinet minister availed himself of the opportunity to bring critical issues to our firesides, and in an hour of destiny our tongue-tied Government was content to leave its policies to be paraphrased in official communiques."

**Carter Poems Published**

EDGAR T. CARTER, a member of the KUJ Walla Walla, Wash., staff since 1937, has published a book of his poems under the title, "Papa Goose Rhymes." In addition to serving on KUJ’s technical staff, Mr. Carter conducts a weekly program (Ed Carter Time, 7:30-7:45 a.m.) on which he features his poems. His new volume was published by the Exposition Press, New York.

**Coffin Leaves CBS**

TRIS Coffin, CBS newscaster, resigned from the network last Saturday to devote more time to freelance writing. He has articles scheduled for publication in forthcoming issues of the Saturday Evening Post, Coronet, Junior Bar, and Salute. His book, *Mouséri Compromise*, is scheduled for publication May 5. Published by Little, Brown & Co., the book is a personalized account of the first two years of the Truman administration. Mr. Coffin lately has been heard on Washington Diary, Tues., Thurs., Sat., 6:15 p.m., and on Report From Washington, Fri., 6:15 p.m. He plans to return to radio sometime in the future.
June in January

PROOF that radio can sell even lawnmowers in Maine just after a blizzard has come from WTVL Waterville, Me. R. D. Hall, owner of Hall-Blake Co. hardware store, wrote to C. D. Brown, WTVL president, saying "I thought we would mention lawnmowers on your Oakland Salute just to see what happened, first out of curiosity, and second because we had just received a shipment of 36 lawnmowers. Over half of them have been sold."

The incident has encouraged Mr. Hall so much that he has ordered three "Weather Forecast Jingles" a day for a drug store he also owns.

Henry Succeeds Goad

RADIO CORRESPONDENTS at last Tuesday elected Bill Henry, CBS New York, director of the association, succeeding Rex Goad, Washington manager of Transradio Press. Albert Warner, MBS Washington news bureau chief, succeeds Henry. Washington news bureau head, as vice president. Mr. Warner's position of secretary has been filled by Elmer Davis, ABC commentator. Succeeding Ray Henley, MBS newsman, as treasurer is NBC Washington director of news and special events, Bill McAndrew. F. W. (Pete) Tully, Yankee network correspondent, was elected member-at-large on the executive committee.

Network Accounts

Renewal Accounts

SEEMAN BROS., New York, March 2 renewed for 3 weeks "The 8000 Club" and "Papa Walker's Place" on MBS, 8-5:30 p.m. Agency: F. A. Hafner, Chicago.


QUAKER OATS Co., Chicago, Mar. 2 renewed for 3 weeks "Those Weavers" on WLS, 10-11 p.m. Agency: Ruthrauff & Ryan, Chicago.

WILLIAMSON CANDY Co., Chicago, Mar. 2 renewed for 52 weeks "Those Weavers" on WLS, 10-11 p.m. Agency: Ruthrauff & Ryan, Chicago.

Network Changes


North Carolina's Favorite Farmer!

Who was recently awarded the DISTINGUISHED SERVICE CIVILIAN CITATION FOR 1946 by the North Carolina Farm Bureau Federation for his outstanding contribution to farmers in North Carolina.

Harvey Dinkins' hayfield flavored comments in his "News and Views" on the Piedmont Farm Program, broadcast daily over WSJS, exerts a powerful influence on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwestern Virginia,—another reason why WSJS sells the Piedmont!
AN AMERICAN girl who formerly worked in radio, is now living in England, and listening to the BBC. Excerpts from her comments on the BBC, written to a station manager in a large U. S. city, follow:

“When I first came over here, I was all set to find BBC infinitely superior to U. S. radio; I expected to hear good programs without the benefit of advertisements almost continuously. I expected to hear intelligent presentation of intelligent programs and BBC had a head start because I was enthusiastically prejudiced. Did I get any of the things I expected?

“I did not.

“At this point I yearn for U. S. radio, complete with advertising, because with a little diligent search I could always find something I wanted to hear. ... I personally think they [productions of the Third Program] are unbearably stuffy. They run snotty talks on subjects such as “Chaucer’s Linguistics,” “The Painter Versus the Writer,” “The Work of Shaw and His Contemporaries,” etc. Being a classic music fan, I am pleased with some of their attempts in this direction....

“And a word about British comedy. I must in all fairness say that this seems to get a hilarious welcome from the average listener and more especially the studio audience. ... it seems to me that the British comedian's... main technique is that employed by has-been comedians [in the States] who can't forget their old vaudeville days and who insist on vociferously holering out their corny gags in a fast delivery that implies they are simultaneously doing little dance steps and wearing funny hats. ... They have just caught onto the quiz program, too, and the air abounds with these, also a few amateur hours, which indeed are strenuously amateur. [But] if it suits the listener here I have no right to kick. ... Incidentally, Armed Forces Radio Service is still doing wonderful work over here. I listened to the news from AFN [American Forces Network] Munich last night and found out I wouldn't otherwise have known.

“..."

PHOTOGRAPHIC covering annual convention of Assn. of Women Broadcasters at Hotel Roosevelt, New York, found this group in a happy mood. Clockwise, starting with smiling lady nearest camera, are: Neil Dougherty, WSTC Stamford, Conn., Dist. 1 AWB chairman; Gertrude Grover, WICU Ithaca, N. Y., Dist. 2 chairwoman; Mildred Bailey, WCP Boston, vp of AWB; Norma Richards, WSPD Toledo, AWB treasurer; Elizabeth Hart WMAQ Chicago, AWB vp; Nancy Grey, WTMJ Milwaukee, Dist. 9 chairwoman; Anne Hayes, KCMO Kansas City, Mo., Dist. 10 chairwoman; Alma Kitchell, WJZ New York, AWB president; Dorothy Lewis, vp of AWB and coordinator of listener activity, NAB; Louise Hill Howe, KSL Salt Lake City, Dist. 14 chairwoman; Julie Bennell WKY Oklahoma City, Dist. 12 chairwoman; Violet Short, KTS, San Antonio, Dist. 13 chairwoman; Kay Winer, WKBO Harrsiburg, Pa., Dist. 3 chairwoman; Ruth Crane, WMAL Washington, Dist. 4 chairwoman.

Canadians’ Taste Still Turns to U. S. Programs

FIRST NINE most popular English-language evening programs in Canada originated in the United States, the February Elliott-Haynes report issued March 10 at Toronto shows. Charlie McCarthy continues to lead with a rating of 43.0, followed by Fibber McGee and Molly with 39.3; Radio Theatre 38.0; Fred Allen 32.6; Adventures of Ozzie and Harriet 30.0; Amos ‘n Andy 28.7; Album of Familiar Music 22.2; Take It or Leave It 22.2; Bob Hope 21.6; and NFL Hockey 21.3 (Canadian program).

Five leading English-language daytime programs in February were Ma Perkins 19.8, Happy Gang 19.7 (Canadian program), Pepper Young’s Family 18.1, Big Brother 18.0 (American program), and The Andy Williams Show 16.2 (American program).

FUN CLUB POPULAR

KMYR Issues 5,000 Member Cards to Denver Youth

SINCE KMYR Denver inaugurated its Fun Club in 1943 as a juvenile delinquency prevention measure the station has issued more than 5,000 membership cards to Denver’s underprivileged children, according to Albert G. Meyer, station manager, who originated the idea. The Fun Club was started by Mr. Meyer through his youth radio program, Meet the Boys in the Band.

Major purpose is to help the youngsters have a good time. Every other month KMYR engages the city auditorium and gives a dance for Fun Club members. Other forms of fun provided by the station include free picnics at Denver’s amusement parks, studio shows for Fun Club members and special theatre shows.

IN CANADA

WINNIPEG is a “MUST” buy

Men Who Know select

BROADCASTING * Telecasting
Applications increase
WDAJ
KAOG KAOY KAXB KAZA
type and approval
WNCU WQER WRBQ.

broadcasting
WHYN -FM
KQV
WFAH
KOMO -FM
KCPN
Big
above
make
WEKO WEKP WELB WELC
station
reinstatement
Beaumont,
Y.-CP
TV-
FM-
Madison,
Warinner Inc.,
Seattle
kw
RADIO
Rochelle Inc.,
station
and completion
etc.,
vis.
assigned
N.
J.
10.5
kw
change type
increase
system
changes and extend commencement
period.
KTRM Beaumont, Tex., Mod., CP new AM station for approval ant., change type and approval trans. and studio sites (990 kc).

KCPN Fort Worth, Tex., Mod. CP new commercial TV station change-commence-type trans., change ERP to 1.5 kw, make ant. system changes and extend commencement and completion dates.

KOMO-FM Seattle—Mod. CP as mod. new FM station change-commence and completion of license.

WMKA-FM Madison, Wis.—Mod. CP new noncommercial educational FM station for extension commencement date.

License Renewal
Applications for license renewal of remote pickup stations filed for: KARD KAAO KAYO KAZB KBBG KBEU KEAI KERG KEFR KEIB KEKX KEWA WAHM WAQI WABU WBPC WDBY KESI WJGD WEJS WLED WEWE WLED WEWO WLED WMEJ WMBR WMDO WMDO WMYT WNYT WNTU WQWR WRBR.

FM—Unassigned
Big Bear Lake Station, Big Bear Lake, Calif.—CP new class A AM station, frequency to be assigned by FCC, 1405 kc.

Nicholls & Warinner Inc., Long Beach, Calif.—CP new class A AM station, frequency to be assigned by FCC, ERP 1 kw.

Radio New Rochelle Inc., New Rochelle, N. Y.—CP new class A AM station, frequency to be assigned by FCC, ERP 2.06 kw—AMENDED: to change ERP to 1 kw, because of system changes.

TV—Experimental
Sherron Metallic Corp., Brooklyn—CP for reinstatement of CP new experimental TV station (WZDK) on frequencies to be assigned by FCC, ERP 10 kw, vis. 10 kw peak; emission aur. A3, special or special for FM. emission via AS or special; specify trans. site.

APPLICATION DISMISSED
Iowa City Bestg. Co., Iowa City—CP new AM station 170 kc was DISMISSED: request of applicant Feb. 21.

March 13 Decisions . . . BY COMMISSION EN BANC
AM—920 kc
WBBR Burlington, N. C.—Granted CP increase 1 kw to 5 kw, operating D on 500 kw, make changes ant. and ground change type trans.; engineering cond.

AM—1050 kc
WTMY Marylad, Ga.—Granted CP make changes vertical ant., to increase 250 kw to 1 kw, change type trans.

Northwestern Ind. Radio Co., Valparaiso, Ind. and Steel City Bestg. Co., Gary, Ind.—Designated for consolidated hearing applications for new AM stations: Northwestern, 1080 kc 250 w D; Steel City, 1080 kc 1 kw D.

WDLE Wilmington, Del.—Granted parallel for registration directed against FCC Oct. 31, 1946, action granting without hearing application of suburban Bestg. Corp. for new AM station at Upper Marlboro, Md., 170 kw 1 kw D. Ordered said grant set aside and application set aside for hearing and WDEL may apply for new license.

AM—1230 kc
Ar-Ie-Mex Bestg. Corp., Phoenix, Ariz., and Frank E. Cooke, Deming, N. M.—Designated for consolidated hearing applications for new AM stations 1230 kc 250 w D.

AM—1320 kc


AM—1400 kc
Community Radio Corp., Grand Forks, N. D.—Granted CP new AM station 1400 kc 250 w unrl.

AM—1510 kc
Perth Amboy Bestg. Co. and Union Bestg. Co., Elizabeth, N. J.—Designated for consolidated hearing applications for new AM stations: Perth Amboy 1510 kc 250 w D; Union, 1510 kc 1 kw D.

Petition Denied
WCKY Cincinnati—Adopted memorandum of opinion and order denying petition for relief to maintain status quo in proceedings upon application of Patrick Joseph Elston, Phil- adelphia, pending determination upon appeal thereon which is pending before U. S. Court of Appeals for D. C.

Hugh Francis McKee, Portland, Ore.—Denied petition and supplement thereto, requesting FCC to reconsider Dec. 30, 1946 action designating application for hearing, and grant same without hearing.

Petitions Denied
KTSU San Antonio, Tex.—Dismissed petitions requesting withdrawal of petitions Dec. 27, 1946, directed at CP grant of CP to KCBS and conditional grant to petitioner for power increase.

March 13 Applications . . .
ACCEPTED FOR FILING
AM—730 kc

AM—030 kc

AM—1080 kc

FCC announced that March 7 report of dockets action listed incorrect facilities notices re grant to Monona Bestg. Co. and Radio Wisconsin Inc., Madison. Wis. Uncorrected, it appears story page 97, BROADCASTING, March 10. Correct facilities, given in tape in FCC Actions, are: Monona Bestg. 1070 kc 5 kw-D w D. U. N.-D; Radio Wisconsin, 1480 kc 1 kw w D. Petition for leave to amend denied.

AM—1230 kc
Frank E. Cooke, Deming, N. M.—CP new AM station 1230 kc 250 w unrl. WJBQ Hammond, Ind.—CP install new vertical ant. and mount FM ant. atop AM tower—AMENDED: changes in ground system.

AM—1240 kc
WILS Lansing, Mich.—CP change 1240 kc 500 w D to 1240 kc 250 w unrl. change new trans., trans. site (Facilities to be relinquished by WZMJ).

AM—1340 kc

AM—1350 kc
WORK Your Bestg. Co., Inc., increase 1 kw- D to 1 kw-w D, install new trans.

AM—1360 kc
KYOS Merced, Calif.—Change 1400 kc 250 w to 1200 kc 1 kw unrl. install new trans. DA.-N.

AM—1370 kc
American Pacific Bestg. Co., Redlands, Calif.—CP new AM station 1370 kc 500 w unrl.—AMENDED: install DA.-N.

AM—1450 kc

AM—1510 kc
Union Bestg. Co., Elizabeth, N. J.—CP new AM station 1510 kc 1 kw D. License Renewal
Applications filed for license renewal of following noncommercial educational stations: WHEJ WUJC.

Modification of CP
The Evening Star Bestg. Co., Washington—Mod. CP new FM station to change completion date.

National Bestg. Co., Cleveland—Mod. CP new FM station to change trans. site, site, and mont. changes. WLXW LaCroose, Wis.—Mod. CP new FM station for approval ant., site and specify studio site.

FM—102.5 mc
WIBW-FM Topeka, Kan.—License to cover CP new FM station.

FM—Unassigned
Plains Empire Bestg. Co., Amarillo, Tex.—CP new class B FM station on frequency to be assigned by FCC, ERP 10.1 kw.

FM—Unassigned
Wilmington Tri-State Bestg. Co. Inc., Wilmington, Del.—CP new class B FM station on frequency to be assigned by

(Continued on page 78)
FCC Actions

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FM Antennas
(Continued from page 18)

rather than an engineering question so long as the Commission doesn't deviate from its standards.

FCC engineers who met with the committee explained that the Commission has no top limit on antennas so long as Civil Aeronautics Administration has no objection. FCC rules specify that Class IV stations must have antennas at least 150 feet high unless they can show a 75 millivolt-per-meter signal strength at one mile for 250 watt power.

Most Under 200 ft.

Most quarter-wave antennas are under 200 feet. Economy has been the dominant reason for this practice. A few stations now use half-wave antennas, and a few others have one-third wave, but they are a small minority.

Use of half-wave antennas not only will strengthen signals of existing stations in their coverage areas, and be suitable for FM radiation as well in case of joint AM-FM operation, but will reduce interference except at certain specified distances far outside primary areas. Extent of this interference problem, should large numbers of stations desire to change to half-wave antennas, might be a matter for engineering study.

Proposal that all stations be compelled to adopt half-wave antennas was turned down by Panel 4, Radio Technical Planning Board, during the war because of interference predicted at certain distances. The panel was concerned with interference that would be caused if every station went to half-wave and opposed compulsory Commission action. Economic factors entered into the panel's consideration and its adverse recommendation is not considered as an indictment of half-wave antennas.

Subject Discussed Fully

The tower question occupied much of the committee's meeting last week. Members reiterated past criticism of CAA for its delay in clearing tower sites and asked the NAB headquarters staff to suggest to CAA and FCC that the agencies cooperate to clear up some of the present confusion.

The committee proposed that FCC and CAA cooperate in preparing a series of elevation maps for use by broadcasters in selecting available sites for towers. Early meeting with the two agencies is planned. Also to be discussed will be the proposal that set standards governing location of towers, cover such factors as airports and lighting.

Committee members noted that confusion exists on the lighting of towers whose height is less than surrounding structures.

NAB was asked by the committee to reactivate its Engineering Dept., which has been inactive since James L. Middlebrooks resigned last summer as engineering director to join ABC. The committee favored a two-man engineering department, with the director handling administrative and policy matters as well as attending engineering conferences and an assistant handling day-to-day engineering matters. NAB is expected to name an engineering director in the near future.

Project to develop complete NAB technical standards for transcriptions and recordings for broadcast purposes will be revived. The movement originally was started some years ago by Lynn C. Smeby, engineering consultant, while NAB engineering director.

Sixteen items were standardized by NAB, and approved by its board, before the war halted the project. These standards have been widely accepted. Their purpose is to provide uniform high quality results from transcriptions regardless of who makes the transcription or manufactures the equipment.

The NAB board, at its August meeting in Estes Park, Colo., last summer, endorsed revival of the project. The industry committee, consisting of nearly 80 interested parties, will be revived to complete the study and establish all necessary standards.

The committee went one step further by proposing that the problem be approached from an international viewpoint because of the growing exchange of recorded programs among nations.

An addition to the NAB Engineering Handbook dealing with acoustical studio standards was recommended by the committee, which also proposed that a chart be included to show the resistance of antenna components. The committee suggested that encouragement be given several doctorate studies on mutual impedances of vertical radials in direction antenna systems.

Attending the committee meeting were: Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Ross H. Bevill, WWDC Washington; Roland C. Hale, WCPB Boston; Oscar Hirsch, WKRK Cairo, Ill.; Royal V. Howard, KSFO San Francisco; G. Porter Houston, WCEB Baltimore; Earle M. Johnson, MBS. T. A. M. Craven, Cowles stations, attended as board liaison member. Representing NAB were Executive Vice President A. D. Willard Jr. and Secretary-Treasurer C. E. Arney Jr. Appearing as committee guests were Howard S. Frazier and Lynne C. Smeby, former NAB engineering directors.

Attending the luncheon meeting were FCC guests: Charles E. Jett, George P. Adair, chief engineer; John A. Willoughby, assistant chief engineer for broadcasting; James E. Barr, C. M. Braun and Curtis Plummer, from Engineering Dept.

'Mush' Brings Rush
DELUGE OF LETTERS
from the listening audience trying to guess the identification of "Mrs. Hush" on the Truth or Consequences show on CBS has been so great that Ralph Edwards, m. c. of the show, has had to hire an extra staff of 80 people to make an attempt to read the more than 510,000 letters received so far. The show is sponsored by Procter & Gamble (Dux) through Compton Adv., New York.

WHEN PRESIDENT Truman broke precedent a fortnight ago with his visit to Mexico, he also established a radio "first" by making a major radio address from Mexico City. Here J. Leonard Reinsch (l), radio advisor to the President and managing director of the Cox stations, is talking over arrangements with Emilio Azcaraga, president of XEW and XEQ Mexico City, that nation's leading broadcaster, who collaborated in the arrangements. Mr. Reinsch is featured in an illustrated article in the current issue of the Mexican magazine Ogipo. He returned to the States with the President and supervised his radio address on Greece last Wednesday.

MORNINGS, NOON AND NIGHT
WIOD DOMINATES
THIS MARKET

C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA
DECEMBER 1946 - JANUARY 1947

<table>
<thead>
<tr>
<th>Days</th>
<th>WIOD 35.1</th>
<th>Station A</th>
<th>Station C</th>
<th>Station D</th>
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<td>9:00 AM</td>
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<td>11:00 AM</td>
<td>12:00 PM</td>
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Juneau, Alaska; Ebel, managing director, Seattle; H. C. Reinsch, chief engineer, and E. W. Ebel, managing director, New York.

DENVER'S
LARGEST
3,000 WATTS * 500 WATTS STATION
1000 WATTS * FULL TIME
BROADCASTING * Telecasting

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
BURLINGTON

NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERG CO.
SO. EAST REPRESENTATIVE
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS * 610 KC * NBC
March 17, 1947 - Page 79
Represented
Owned, Managed
SAN
National
ify
complete coverage
BLAIR
"inside"
JACK
KFMB -FM
l
the
San
by
Diego
A.
monwealth Edison,
Ardien Rodner, company founder.
ELECTION
award
who will receive
producers, had
manager, and Leonard Nathanson,
treasurer.
Television
San Francisco affiliate, KGO, will re-
ceive the medal for the outstanding news
broadcast of last year, his
"excellent-on-the-spot account of
the Alcatraz prison riot."
The medal of merit for the out-
standing assigned radio reporting
achievement of 1946 will go to
Winston Burdette of CBS for his
broadcast "The Billie" hearing in
Jackson, Miss.
The medal for outstanding cov-
erage of a continued major news
story will be awarded to John Mc-
Van, not of all home in "a
reporting of the UN meetings."

Television Advertising Productions Inc. Elects
ELECTION of officers of Television
Advertising Productions, Inc., Chi-
icago, was announced this week by
Arlden Rodner, company founder.
Mr. Rodner was elected president
and Norman Lindquist, formerly as-
associated with Mr. Rodner at
Commonwealth Edison, Chicago, was
named vice president in charge of
sales. Other elected officers include
A. Don Faust, free-lances television
producer and announcer, vice presi-
dent and program director; Albert
Sisco, vice president and general
manager of Sisco-Hamilton Candy
Corp., who will serve as secretary-
treasurer. Staff members of TAP
include John B. Gibney, production
manager, and Leonard Nathanson,
script editor.
Mr. Rodner also announced that
Sherman Marks, William Vance and
Jerry Walker, all Chicago radio pro-
ducers, had been appointed as as-
soate staff members.

Strotz
(Continued from page 10)
Harry, of course, got his start with
Eddie Cantor as one of radio's first
stooges.
Here, then, are 10 successful
shows which star people who
have come up within the ranks of radio
itself. Three of these shows have
already hit the rarefied Hooper at-
mosphere where Hopes and Fib-
brers have been riding high for, lo,
these many years.
As for the so-called "unhealthy"
situation of those same familiar
names bobbing up in the top 15, it is
an old habit of the American pub-
lic to stick by its favorites. Babe
Ruth, in addition to being the lead-
ing hitter in baseball for many
years, would probably still get a
large share of the votes if the fans
were to choose their favorite player.
Clark Gable has a habit of getting
into the list of top 10 box-office stars every year; and Alfred Lunt
and Lynn Fontanne, along with
Katherine Cornell and Helen
Hayes, have had their way with
theatre-goers for a long time, too.
Don't blame radio for the Hooper
situation. Blame the listening pub-
lic. And don't worry about new
talent. As long as there are top-
Hooper shows, there will be top
shop players, every one of whom
would like a show of his own.
And most of them are good enough
to have one!

MORGAN JOINS RADIO
LAW FIRM IN CAPITAL
EDWARD P. MORGAN, former
capital of the FBI, joins the
Washington radio law firm of Welch
Morgan today (March 17). He
resigned his FBI post effective last
February 1.
Mr. Morgan, 33, is a native of St.
Louis and has been with the FBI
since 1940. He joined the Bureau
as a special agent and served success-
ively as supervi-
sor of special
agents, assistant
special agent of
FBI field offices, and special agent
in charge of the Albany, N. Y.,
office. He returned to Washington
headquarters from Albany two
years ago as an inspector, and sub-
sequently was promoted to chief in-
spector.
His service includes work as
associate counsel of the Joint Con-
geressional Committee investigating
Pearl Harbor. He received his BA
and MA degree from Maryville
State College, Maryville, Mo., in
1934 and 1936, respectively, and
his LLB and LLM from George-town U.,
Washington, D. C., in 1939 and 1942.
The firm of Welch & Mott is com-
pounded of Vincent B. Welch and Har-
old E. Mott, formerly of the FCC
Law Dept., and has offices in the
Occidental Bldg., Washington.

Assumes Added Duties
ARTHUR SIMON, sales manager
of WLIB New York, has been ap-
pointed general manager of the
station in addition to his other
duties. Mr. Simon previously was
general manager of WPEN and
WPEN-FM Philadelphia and be-
fore that of WOY New York.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask JOS. WEED & CO.
350 Madison Ave., New York.
P.S. We'll soon have our 5000 Watt
Transmitter in operation!

MINIATURE DISPLAY of new 5-kw trans-
mmitter layout and buildings of CJOA Ed-
iston. Also being featured in windows of Hudson Bay Co., that city, in
conjunction with station's forthcoming increase in power from 1 kw to 5 kw.

Page 80 • March 17, 1947
Covering Broadcasting shares 1,530 dio
viously been 100 to WHAS
ical College, Oklahoma
appeal. interim relief, Paul.
ons of daytime
WHAS Louisville last week
Miller of Ohio State.
ning his opinion
s daytime. Judge
a daytime station
same city that 800-ke
channel) would be
omm is that hearing
ferences, with their audience
to a notice of issua
in a daytime grant to
ogy, that in extreme cases
5,000,000 persons will receive objectionable interference in the station’s service area. WLW asks a stay order and interim relief, and filed a notice of appeal.
WHAS Louisville last week through Miller & Schroeder filed with the court notice of appeal from a grant of 1,000 kw daytime station on 840 kc, its clear channel, to Oklahoma Agricultural & Mechanical College, Stillwater, Okla. WHAS points out that interference would result between its 100 uv/m contour as distinguished from WJR’s Tarboro appeal. WJR also has appealed from a daytime grant to Clinton, Ala., which it contends will cause interference inside its 100 uv/m area.
Appeals to the court had previously been filed by WGN Chicago against a nonhearing grant to Radio Virginia Inc. for 1 kw daytime station at Richmond on 720 kc, and WCKY Cincinnati had appealed from a grant to Patrick Joseph Stanton for a daytime station on 1530 kc in Philadelphia. WCKY now shares 1530 kc with KFBK San Francisco, both being 1B stations as compared with 1A status for other appellants.
In all the appeals it is claimed that hearings were refused though the stations will suffer interference, with their audience curtailed. They claim Constitutional right to a hearing as well as rights under the Communications Act.
Since the court has heard only one of the clear-channel appeals, it may consider the idea of issuing stay orders in all cases pending a decision. WJR was denied a stay order by the court, but it was granted an immediate hearing on its notice of appeal.
Should the court rule against the FCC, the Commission is expected to go to the U. S. Supreme Court.
KFJ Los Angeles last week asked the FCC to reconsider its action of Feb. 26 granting to WOJ Am., special authorization to operate with 1 kw on 640 kc during certain daytime hours. KFJ contended it was entitled to a hearing. WSM Nashville filed two petitions asking hearings in applications for daytime stations on its 650 clear-channel. Applicants are Wilmington Tri-State Broadcasting Co., Wilmington, Del., 250 kw daytime, and McPherson Broadcasting Co., McPherson, Kan., 250 kw daytime. The KFJ and WSM petitions were filed by D. Thomas Myrick, Ken-
airline, Green, Martin & Ellis.
WFLZ Assignment
ASSIGNMENT of the construction permit of WFLZ Florence, S. C., from present sole owner, Eugene E. Stone, to Atlantic Broadcasting Co. is said in an application reported filed last week with FCC. Mr. Stone is president and 50.18% owner of the assignee corporation. He receives no remuneration excepting his interest in Atlantic Broadcasting. Purpose is to strengthen financial status of the station. In the assignee firm, 550 shares at $100 par each have been issued. Officers are President A. Smith Jr., secretary-treasurer (27%), general manager and 20% owner of Smith Gas and Oil Co., and Paul H. Benson Jr., vice-president (22.7%), managing partner and half-owner Atlantic Outdoor Adv. WFLZ is assigned 970 kc, 5 kw daytime.

WJR Appeal
(Continued from page 17)
over WJR’s argument that the Tarboro grant amounts to a prejudging of issues in the long-pending clear-channel hearing. Judge Prettyman was careful to explain, as he delivered his critical comments on FCC’s denial of hearing, that he was not indicating his opinion on the merits of the appeal.
The WJR appeal was argued by Kelly E. Griffith, of Kirkland, Fleming, Green, Martin & Ellis.
Several appeals from hearing grants affecting clear-channel stations are pending before the Court of Appeals but hearings have not yet been scheduled.
WLW Cincinnati last week appealed to the court from granting of a daytime station with 1 kw power on its 700 kc clear channel to Middle West Broadcasting Co., St. Paul. WLW contends, through Duke M. Patrick, of Hope & Harmon, that in extreme cases over 5,000,000 persons will receive objectionable interference in the station’s service area. WLW asks a stay order and interim relief, and filed a notice of appeal.

Off to Good Start
KRC, San Francisco Bay area FM station at Richmond, Calif., claims that in signing 29 sponsors in one month’s operation it has set a record for an FM outlet. Station also claims largest single FM contract to date on the Pacific Coast—five and a half hours weekly for Breuners, furni-
ture retailers. KRC went on the air Feb. 5 and broadcasts music, drama and news daily, 3-10:15 p. m.

FM Realignment
(Continued from page 15)
separate the signals up to a 1,000-to-1 ratio.
Similar difficulties have been reported between stations operating 400 kc apart in Chicago and also in New Orleans.
John H. DeWitt, a pioneer in high-frequency propaganda who built the “first commercial FM station” (WSM Nashville), now consulting engineer for Clear Channel Broadcasting Service, which has followed FM operations closely in cities where clear-channel stations have FM outlets (11 of the 16 CCB stations have FM affiliates now in operation), expressed belief that two “blank” channels would be necessary between stations in the same city and that 800-ke separation (three blank channels) would be desirable. Receivers, he said, “just aren’t selective enough” to separate stations with 400-ke separation in the same city.

Set Production
Thus far, FM set production has been concentrated on more expensive FM-A M console combinations (of 51,318 FM receivers produced in January, 5,004 were table models). When sets of a less expensive type are made, it was shown, the natural result in FM as well as AM is that selectivity becomes less acute. For that reason it was thought that the problem of separating stations 900 kc apart (one blank channel) would become greater as more low-priced sets reach the market.

One manufacturer declared that “there has not been an FM receiver made yet that worked perfectly.”
It has been pointed out, too, that the present policy of assigning FM stations with only one blank channel between them serves to rob the stations of their identity with listeners. AM assignments ordinarily give a much greater separation on the dial, observers noted, asserting that many listeners have complained that they are unable to know which of two stations they are tuning insofar as stations 400 kc apart in the same city are concerned.

Another factor given important consideration is that most of the FM stations now on the air are in “interim operation” on less than their authorized power. The bearing that this may have on ultimate interference problems was in dispute, however. Some authorities felt that interference between stations separated by a single blank channel would be reduced when higher power is attained. Others, however, felt the situation would be considerably aggravated.

In Eastern North Carolina
THE DIALS STAY TUNED TO
WRRF
In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, hearer of the rich Bright Leaf Tobacco Belt, that station is WRRF.
WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.
Last year’s tobacco crop alone brought $175,000,000,000 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.
If you want to reach this “as good as gold” market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORIOE & Co.
New York · Los Angeles · Chicago
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Zenith

(Continued from page 80)

would like to see greatly expanded.

Already there has been a certain amount of consultation between the State Dept. and seven licensees to enable them to present to the Government for Voice of America programs [BROADCASTING, Feb. 24]. Greatest opposition to Government participation, the State Dept. feels it, is from World Wide Broadcasting Foundation, licensee of WRUL, WRUR Boston. The other licensees, which do not include Zenith, concede to varying degrees a need for Government participation in international radio, with the greatest accord going so far as "general agreement" with Mr. Benton's theses.

The Foundation plan provides for a 16-man board of trustees, including a seat for the Secretary of State. The State Dept. feels its participation is necessary in any international broadcasting because of the critical policy nature of information programs to foreign countries. There seems, in theory, to be no great problem, but it is said, to completely government-free international broadcasting:

"Technical problems and need for coordination imposed by a narrow short-wave spectrum; high cost, low revenue factors limiting volume commercial broadcasting; and necessity for a certain minimum uniformity of program policy for the benefit of foreign listeners not equipped to understand the infinite diversity of domestic American programs."

Diversity Views Differ

This very diversity, Mr. McDonald contended, would prevent foreign listeners from attaching the propaganda label to our broadcasts. "There could be no better way of demonstrating to other peoples the real meaning of American freedom. Enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks," he declared.

"What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc. And what a demonstration of democracy in action it would be to have people of the world hear two opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom," he continued.

Mr. McDonald pointed out that despite criticism of American radio it has demonstrated its capacity to build audiences, not only at home, but also abroad, in a manner unique to this nation.

He concluded that "the best way, as well as the most American way," of reaching a foreign audience is through permitting our short-wave stations to sell time to advertisers. "That will automatically bring to American international broadcasting the best audience-building brains of the country, and give to the rest of the world the great... talent that has made radio so popular in America. Under the acrid spurt of commercial results, broadcasters will develop new techniques of audience building in foreign lands to transcend the best efforts possible for a known Government agency.

"If, after such a course is adopted, and the Government still feels it must officially enter into "the international war of words" Mr. McDonald predicted there would be an "enormous and receptive audience waiting for its programs from privately-owned stations."

Eades Made RCA-Victor's Southern Area Manager

ELMER P. EADES, former acting regional manager of the Southern regional office of the RCA-Victor division, RCA, Atlanta, Ga., has been appointed regional manager of the office. He succeeds L. Enberger, who has been named renewal sales manager of the RCA Tube Dept., Harrison, N. J.

Mr. Eades joined RCA in 1922 as a record specialist and in 1927 became a package goods salesman covering the Atlanta region.

WMPS Covers Fire

WMPS MEMPHIS aired four live broadcasts from the scene of a $500,000 early morning fire that destroyed a four-story drug store building in downtown Memphis March 6. In presenting the broadcasts—(6:30 a.m., 7:15 a.m., 7:55 a.m. and 8:40 a.m.—WMPS engineers made use of a loop which had been used the previous night for piping a movie premiere. No AC power was available, but a battery amplifier was pressed into service.

Station Operation Course at Denver

Four-Year Training Plan to Begin

At University This Spring

FOUR-YEAR course in small station operation will be started this spring by the U. of Denver, working in cooperation with a committee of Colorado broadcasters headed by Hugh B. Terry, KLZ Denver, a member of the NAB board. The course will be offered in both the College of Business Administration and College of Arts and Sciences.

First two years will be devoted to usual instruction in either of the two colleges, supplemented by exploratory studies in industry structure. The next two years will include professional courses in announcing, journalism, continuity writing, production, sales and advertising, radio law, engineering, management, etc.

The idea of providing a course concentrated on the small station field was based on the committee belief that the greatest industry expansion lies in that direction. Denver was chosen by the committee to point out weaknesses and special talents, and to encourage specialization.

Committee members beside Mr. Terry are Rex Howell, KFXJ Grand Junction, Colo., chairman of the NAB District 14 Small Market Stations Committee; Clarence Moore, KGA Denver; Philip J. Schneid Advertising Agency; Vincent W. Cobett, KVOD Denver; Ben Beznoff, KMYR Denver; Paul Gidt, KFEL Denver; Gifford Phillips, KGHP Pueblo; Jack Todd, KBOL Boulder; R. Miller, director, Rocky Mountain Radio Council; R. Russell Porter, coordinator of radio, U. of Denver.

1943 he transferred to RCA's Camden plant as an expeditor in war contract service, returning to Atlanta in 1945 as a record field representative and working over as acting regional manager the following year.

WMHP Rock Island, Ill., March 5 received certificate of appreciation from Veterans Administration for recognition of station's services to war veterans.

When Its BMI It's Yours

Another BMI "Pin Up" Hit—Published by Peer Intern'l.

MY ADOBE HACIENDA

On Transcriptions: Thesaurus, Novatime Trio; Atlantic, Sunshine Girls; RCA, Frank LaSpina; Guild, Frank Carle; Associated, Hank D'Amico; World, Eddy Howard.

On Records: Eddy Howard, Majestics; Billy Williams, Victors; Kenny Baker, Decca; Jack McLean, Coast, Columbia; Carter Sisters, Enterprise; A. E. Riddle, Harmonyaires, Mars; Bobby True Trio, Mercury; Frankie Carle, Columbia; Dinning Sisters, Capitol; Art Kassel, Vogue.

BROADCAST MUSIC INC., 150 FIFTH AVENUE NEW YORK NEW YORK 15, N.Y.
ARTHUR L. BRIGHT, 54, president and general manager of KHQ Spokane and prominent in Spokane radio for two decades, died late in the night of March 8 following an illness of more than a month. It had been believed he was well on the road to recovery, but complications set in two days before his death.

Funeral services were held March 11 at the Cathedral of St. John's, Spokane, with Bishop Edward M. Cross officiating.

Mr. Bright was born in New York City in 1893. He went to Spokane in 1914, becoming a junior officer in the Spokane & Eastern Trust Co. Later he spent a brief period in the manufacturing and distributing business in Detroit.

In 1924 he returned to Spokane to become vice president of the First National Fore Co., remaining in that business until 1928 when he joined the late Thomas W. Symons in operating KFPS Spokane. At first he was commercial manager, later becoming vice president and general manager as well as one-third owner. He sold his interest in February 1946.

When the Spokane Chronicle Co. took over KHQ March 1, 1946, purchasing it from Louis Wasmer for approximately $1,296,000, Mr. Bright became president and gen-

Mr. BRIGHT general manager of KHQ as well as a stockholder-director. He was unable to attend the formal transfer from Mr. Wasmer because of a heart attack.

Active in Spokane civic affairs, Mr. Bright was a member of the Spokane Chamber of Commerce Retail Trade Bureau; Spokane Country Club; Spokane Club; Spokane Press Club; vice president of Inland Empire Early Birds, member of English-Speaking Union, and Masonic lodge.

Surviving are Mrs. Bright; a daughter, Mrs. William F. Stone, Yakima, Wash.; three brothers, George and Jack Bright, of New York, and Lyman H. Bright, of Charlottesville, Va.; a sister, Mrs. Frank Fabri, of New York; two granddaughters, Susan and Kath- erine Stone, of Yakima.

WOR's Time Sales Record in '46 Best in 25 Years

ALL-TIME 25-year record was set by WOR New York in 1946, when 377 advertisers bought time on the station to sell more than 500 products, R. C. Maddux, WOR vice president in charge of sales, announced last week.

Mr. Maddux pointed out that food products, with General Foods topping the field, led all other advertisers in time bought on WOR last year and listed the next four major purchases in order: drugs and pharmaceuticals, soaps and household supplies, amusements, and confections and beverages.

Young & Rubicam was in first place in amount of business billed, with Duane Jones and BBDO in second and third places, respec-
tively. The remaining 10 leading agencies in order of sales were: Rutherfau & Ryan, Erwin Wasey, Federal Advertising, Arthur Ro-

seberg, Al Paul Lefton, Charles W. Hoyt and Arthur Mayerhoff.

WTOL Must Wait For New Hearing

Rival Applicant Files for Its 1230 kc Facility

WTOL Toledo, which faced a Blue Book renewal hearing Jan. 10, must now wait an FCC hearing on the mutually exclusive application of Public Service Broadcasters Inc. for its 256 w 1230 kc fa-
cility in the Ohio city.

Hearing records were ordered consolidated Thursday by the Com-
mision. WTOL's Blue Book re-
newal application was heard by the Commission en banc [BROAD-
casting, Jan. 13]. The station at that time cited its revised program service, conforming to Blue Book requirements, in asking license re-
newal. Now the Commission will consider the WTOL renewal and the Public Service application jointly in reaching a decision.

Public Service applied Dec. 17 for the WTOL facility, promising to do a better community service job than WTOL. President and treasurer is Lowell Baldwin, 90% formerly in the laundry business; Mary A. Baldwin and Mary E. Baldwin each have 5%.

The FCC's order recalled that the Public Service application was filed more than 20 days before the scheduled date of the WTOL re-
newal hearing. The Commission's action followed claim by WBAL Baltimore, another Blue Book renewal applicant, that it was re-
eceiving prejudicial treatment in having its application consolidated with the mutually exclusive applic-
ation of Public Service Radio Co., Baltimore, while WTOL was allowed to go to hearing separate from the applicant seeking its fa-
cility.

Best Children's Program Idea Will Bring $1,000

ESTABLISHMENT of the Robert Maxwell Award, a prize of $1,000 for the best idea or concept for a new, original children's program, was announced last week by Josette Frank, staff advisor to the children's book and radio committee of the Child Study Assn. of America, New York.

The award, named for Robert Maxwell, creator and producer of several current juvenile programs, guarantees, in addition to the cash, broadcast on MBS and concert royalties in the event the winning program is either commercially sponsored or maintained as a net-
work sustaining feature. All entries must be submitted to the Associa-
tion.

The board of judges for the award will be Edgar Kobak, MBS president; Mrs. Eleanor Roosevelt, chairman of the Human Rights Committee of the U. S. Economic and Social Council; Helen Hayes, stage, screen and radio actress; and Mrs. Mary Fisher Langmuir, president of the Child Study Assn.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 4 out of 5 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station . . . or ask your Uni-
versal Radio Sales rep.

BAHA'I The World View

The modern world is plagued by two major, economic sins—the sin of capitalism and the sin of communism. In two different ways they have denied and betrayed the basic, spiritual principle of human brotherhood—capitalism by its indifference to the moral rights and human needs of workers, and communism by its substitution of state power for voluntary cooperation.

Where is the middle ground bringing together economic doctrine and moral truth? What is the possible area of agreement and accord between these two extremes which have divided the world into apparently hostile social philosophies?

On Industrial Justice

For the answer to these vital, present-day questions we sug-
gest that you read the teachings of the Baha'i World Faith on in-
dustrial justice. They define the true nature of government, industrialist, worker and the general public in relation to the current, worldwide, social-economic ten-


BAHA'I PUBLIC RELATIONS

536 Sheridan Road, Wilmette, Illinois

BROADCASTING • Telecasting

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Radio As Freedom’s Agent Stressed

World Hears President’s Message on Helping Greece, Turkey

PRESIDENT TRUMAN underscored heavily the part “controlled” radio and press play in the imposition of undemocratic ideologies as he asked Congress to authorize $400,000,000 worth of relief assistance to Greece and Turkey in an historic message to a joint session of Senate and House on March 12.

In an urgent plea for the United States to assume world leadership so free peoples will not be taken over by Communist-led extremists, the President said most nations today are faced with a choice between “alternative” ways of life. “One way of life is based upon the will of the majority, and is distinguished by free institutions, representative government, free elections, guarantee of individual liberty, freedom of speech and religion, and freedom from political oppression.”

The President’s message, anticipated as one of the most important post-war policy declarations yet made, earned a Hooperating of 19.9, the same registered as the one spoke by Dr. George F. Cavanagh has not been

Hammond, Ind., Denial Upheld by Appeals Court

FCC DENIAL of a grant to Calumet Broadcasting Corp. for a new station at Hammond, Ind., was upheld by the District of Columbia U. S. Court of Appeals on March 10. Denial climaxd a long fight by Calumet protesting an FCC action March 8, 1946 when the Commission ruled that the Corporation’s principal stockholders had displayed evasiveness and lack of candor in reporting stock ownership and financial qualifications.

The Court’s decision referred to a Supreme Court ruling that the FCC is empowered to deny an application, as not in the public interest, convenience and necessity, because of deception practiced upon the Commission by stockholders or officers of the applicant. Principal stockholders were listed as Dr. George F. Courrier and Miss Doris Keane (Mrs. William L. Keane), formerly of WWAB and WHIP, Hammond, Ind.

The case was argued before Justices C. J. Groner, Wilbur K. Miller and J. Pretyman. Decision was written by Judge Pretyman, who said, in part: “We think the conduct of the officers of the applicant . . . clearly disclosed their willingness to deceive the Commission. Moreover, the concealment, or failure to disclose, was of material facts . . . They were within the proper scope of and pertinent to the inquiry of the Commission.”

Leiss in New Post

F. J. LEISS, formerly of the media department of Foote, Cone & Belding, Chicago, has joined Roche, Williams & Cleary, Chicago, as time buyer. Mr. J. (Bob) Cavanagh resigned three weeks ago as chief timebuyer following 11 years with the agency. Mr. Cavanagh has not yet announced his future plans.

on rebroadcasts all over the world for 24 hours after actual presentation of the address. Summaries of the speech were carried in all 25 of the Voice’s languages.

Speech Telecast

The speech also was telecast from the House Chamber—the third time television cameras have been trained on such proceedings and the second time a presidential message has been transmitted for video.

First Congressional reaction was mixed but there was universal recognition that the United States is embarking, as the President said, on a “serious course.” Earlier consultation between the President and Congressional foreign policy leaders led to the assumption that there would be a broad and searching discussion on Capitol Hill of all the executive requests, which included proposals that American civilian and military personnel be assigned not only to supervise the administration of the proposed relief but to train Greek and Turkish soldiers.

State Dept. sources told BROADCASTING that the Chief Executive’s message might lend weight to OIC requests for $25,000,000 to carry on and expand informational programs, including Voice of America.

These sources feel that if U. S. money is to be pumped into Greece and Turkey it must be “insured” by more effective use of mass communications media to compete with Russian propaganda. Whatever plans the U. S. makes to present its aims to the world are strictly limited, they declared, by the budget.

Economic support for countries threatened by the Soviet circle of influence, OIC sources said, “will certainly not do the job implied by the President’s message.” They declared that if the line against Communism is to be held, more intense efforts will have to be made to compete with Soviet propaganda which is particularly effective wherever internal organizations—extreme leftist political parties—carry the Russian line.

DAY & NIGHT IN NIAGARA FALLS

WCHV

1000 WATTS—24 HOURS

B. U. P. • 2 TELEPRINTERS • U. P.

Represented by

BROADCASTING • Telecasting
Contract for WWJ Engineers Signed
Series of Union Strike Threats Fail to Materialize

NEW contract providing pay increases for engineers at WWJ Detroit was signed by representatives of NABET and the station Sunday, March 9, after a series of strike threats by the union had failed to materialize. Contract raises the top pay of engineers from $90 a week (after six years' service, as provided in old contract) to $103.50.

The agreement was reached after several months of negotiations during which two issues were at stake, the pay boost and jurisdiction over the television camera. NABET originally demanded a 25% pay increase for the WWJ engineers.

Tentative understanding was reached with reference to jurisdiction, but negotiations bogged down over the salary demands, and NABET finally served WWJ with notice of intention to strike within 30 days. A Federal conciliator arrived on the scene the day before the strike deadline was reached and succeeded in effecting a renewal of negotiations. The strike deadline passed while negotiations were in progress.

WWJ officials report that after several days of further talks an agreement was reached under which the station promised a 15% pay increase. Agreement provided for the maximum of $103.50 a week and gave the engineers jurisdiction "from the camera back," subject to verification with International Alliance of Theatrical Stage Employees, which also claimed jurisdiction over the camera. To satisfy IATSE as well as NABET, the agreement provided for a division of jurisdiction.

This agreement, according to WWJ officials, was accepted by NABET on behalf of the station engineers on Jan. 29, but while the deal with IATSE was still being worked out a new set of demands was served on WWJ by NABET on March 6. These new demands ignored the Jan. 29 agreement and demanded a scale providing for a top weekly salary of $115. Further, NABET warned that unless the demands were met a strike of WWJ engineers would be called at 10 a.m. two days later (March 8).

Again the Federal conciliator stepped in, suggesting a compromise top figure of $108, but WWJ stood pat, refusing to go higher than the $103.50 agreed upon Jan. 29. The March 8 strike deadline passed without a strike, and there were reports, WWJ officials said, that a strike would be called at 10 p.m. March 9. But the strike failed to materialize, and at 4:30 p.m. that day (March 9) the NABET agreed to sign the contract provisionally agreed to, providing that WWJ would consent to re-negotiate at the expiration of a year. WWJ had offered to do this during the negotiations, so the differences were resolved.

6 Bay Area Independents Face AFRA Strike Threat
AFRA members of six independently owned stations in San Francisco and Oakland took a strike vote on March 7 and 8 and almost unanimously elected to desert the microphone if current negotiations with the owners bogged down hopelessly.

AFRA has been negotiating with the owners since last Dec. 16 for a new contract for announcers at KSFO KYA KJBS and KSAN in San Francisco and KROW and KLX in Oakland. It is asking a substantial increase in the basic salary of announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, news cast preparation or production work.

Average salary for the announcers at the six stations is $55 weekly. AFRA is asking for increases ranging to $80-$90 weekly. According to both William Gavin, AFRA's acting business manager, and William Hanrahan, Employers Council representative for the owners, proposed commercial fee system is principal stumbling block in the negotiations.

An appeal has been made to the U.S. Conciliation Service of the Dept. of Labor, which agreed to send a representative.

Technicians Given Increases in Pay
AFTER THREE months of negotiations, agreement was reached in San Francisco March 11 between IBEW and operators of eight Bay Area independent stations for a new contract for radio technicians and combination men. New contract is retroactive to Jan. 1, 1947 and will be in force for 18 months. Stations affected include KSFO KYA KJBS and KSAN San Francisco, KRE Berkeley and KLX KROW and KWBK Oakland.

Technical men will benefit by 20 to 30% pay increases, more vacation and holiday advantages, according to M. L. Larsen, business manager of IBEW. Mr. Larsen said the following scales would be in effect at the stations: KSFO $85 weekly with an additional $5 increase Oct. 1; KYA $80 weekly with a $7.50 increase Oct. 1; KRE and KSAN $67 weekly with a $5 increase Oct. 1; KLX KROW KJBS and KWBK $75 weekly with a $5 increase Oct. 1. Combinations of KJBS KROW KRE and KSAN were awarded an additional $12 weekly.

Technicians on seven of the stations were granted two weeks' annual vacation with pay and double time for seven holidays a year. KSFO technicians were given three weeks' vacation with pay.

Another contract clause provides that the technicians shall not be called on any job of less than four hours and shall receive a minimum of 50 cents extra fee for any completed trip in which equipment is moved.

Representing the stations in the negotiations were William Hanrahan of the San Francisco Employers Council and Phil Lasky, KSFO general manager.

AFRA Ratifies Agreement With KMOX KXOK KWK
AGREEMENTS with three St. Louis stations—KMOX KXOK KWK—were ratified by St. Louis AFRA local March 12 just five minutes before the midnight strike deadline. Negotiations between the union and management of the stations [Broadcasting, March 10] had continued until late afternoon of the 12th.

Under terms of the settlement announcers are to be paid a base minimum of $80 a week, $25 above the previous minimum. They had demanded $85. Actors and singers are granted a 35% increase, the amount originally demanded by the union.

Announcers will be given a 10% increase in fees for special work outside their regular schedules. New announcers employed by the three stations are to be paid a minimum of $70 their first year and $75 the second year.

New contract is to run for two years, but the union has the privilege of reopening wage negotiations after one year.

Work on our new transmitter nears completion. It won't be long before

WLAW
LAWRENCE, MASS.
becomes
New England's
BEST radio buy with
50,000 WATTS
NATIONAL REPRESENTATIVES
WEED & CO.

INVEST YOUR AD DOLLAR
WCKY
50,000 WATTS
OF SALES POWER
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ABC AND AFFILIATES were represented at the regular quarterly meeting of the Stations Planning and Advisory Committee, held Feb. 25 in New York (BROADCASTING, March 3) by (1 to r seated): Harold Hough, KGKO Fort Worth; Mark Woods, ABC president; Roger W. Clipp general manager of WFLH Philadelphia, who was elected chairman of the committee at the meeting; Edward J. Noble, chairman of the board of ABC; Jack Gross, KFMB San Diego, Calif.; E. K. Hartenberg, KCMO Kansas City, Mo. Standing (1 to r) are: Ernest Lee Jahnke Jr., manager of the Eastern Division of ABC's Stations Dept.; Robert E. Kintner, ABC executive vice-president; J. P. Williams, WING Dayton; Frank Carman, KUTA Salt Lake City; John H. Norton Jr., ABC vice-president in charge of stations; Robert R. Feagin, WPDQ Jacksonville, Fla.; Fred Weber, WDSU New Orleans; and E. R. Borror, vice-president in charge of ABC's Central Division.

**Five AM Stations, Two Increases In Power Are Granted by Commission**

FIVE NEW standard stations and power increases to KALB Alexandria, La., and WBBB Burlington, N. C., were approved by the FOC last week.

New station grants go to: Piqua, Ohio, The Miami County Broadcasting Co., 1570 kc, 250 w, daytime; Farmville, Va., Mrs. Carita Burnham Keys, 870 kc, 1 kw, daytime; Sanger, Calif., Radio Sanger Co., 900 kc, 1 kw, daytime; San Angelo, Tex., Westex Broadcasting Co., 1580 kc, 250 w, unlimited time; Grand Forks, N. D., Community Radio Corp., 1400 kc, 250 w, unlimited time. All are conditionally re-engineering details or other data.

KALB was granted power increase to 5 kw to local sunset, using 1 kw night, on 580 kc directional. WBBB boosts power to 5 kw. Station operates daytime on 920 kc.

Heading Miami County Broadcasting Co. as president and 39.6% owner is Richard E. Hunt, former salesman with WADAD Indiana, Pa. A Marine veteran, he was previously with WIZE Springfield, Ohio, and WCAR Pontiac, Mich. George E. Donahue, Des Moines, Iowa, is vice-president and holds 15.8%. Byron F. London, secretary-treasurer and 31.7% owner, has been WDAD engineer. He is Army veteran. Others interested are Robert E. Stone, 11.1%, and J. Cameron Dungan, 15.5%, both of Troy, Ohio.

Mrs. Carla Burnham Keys is president of Johnson City Enterprises Inc., theatre group owner, and vice-president of Summers Hardware and Supply Co.

Radio Sanger Co. is a co-partnership composed of E. L. Barr, Barr Packing Co.; Elmer Riehngans, Sanger Fruit Growers; Estey H. Walton, attorney, and Jake Riehngans, Merced Motor Sales, rancher. The Westex Broadcasting Co. application had previously been set for consolidated hearing with applications of Abilene and Citizens' Broadcasting Co. Present action involved grant by Commission of the Westex petition for severance and grant. Westex is an equal partnership composed of the following: Ingham S. Roberts, assistant manager of KBWD Brownwood, Tex., and 15% owner of Valley Broadcasting Co., permittee at McAllen, Tex., who will be general manager of both the San Angelo and McAllen outlets; Joe N. Weatherby, Brownwood auto dealer; B. F. Bludworth, in outdoor advertising field in Brownwood and Abilene; J. Edward Johnson, Brownwood attorney; Travis E. Baker, San Angelo attorney; Armistead D. Rust, San Angelo rancher.

Stockholders of Community Radio Corp. are: Carroll E. Day, president, attorney; Don Whitman, vice-president, manager of J. C. Penney Co. store; Leonard Egstrom, secretary, secretary of YMCA; Arthur Tweet, treasurer, merchant; Elroy Schroeder, director, superintendent of schools; Adolph Lend, implement dealer, and Dalton E. Nelson, student. All are local residents and each holds 14.29% interest. Mr. Nelson had Armed Forces Radio Service experience while in the Army.

**Newsmen to Florida**

NEWSMEN representing the four major networks accompanied President Truman to Key West, Fla., last Wednesday during the President's brief vacation trip. They had originally been scheduled to go along on a Caribbean cruise, which was cancelled because of the situation in Greece [BROADCASTING, March 10]. The President flew to Key West immediately after his address to Congress Wednesday noon (see story page 84). Making the trip to Key West were: ABC; National; NBC; and CBS; Bill Hillman, MBS; Bjorn Bjornson, NBC; John Adams, CBS; Bill Hillman, MBS; Bjorn Bjornson, NBC.

COOK'S PITTSBURGH APPLICATION ALTERED

AN AMENDMENT to the Pittsburgh AM application of Richard J. Cook, publisher of the Pittsburgh Bulletin Index, was filed with the FCC last week, showing a number of prominent sportmen and businessmen associated with Mr. Cook in the new-station bid.

The application requests 1470 kc with 5 kw fulltime. The amendment, filed by the Washington law firm of Welch & Mott, changes the name of the applicant from Mr. Cook as an individual to United Broadcasting Corp., of which he is president and 12.5% stockholder.

Other stockholders are John H. Harris, owner of the Pittsburgh Hornets (professional hockey team), Iron Men (basketball), and other interests, 12.5% and vice-president; Austin E. Sigler, owner of Allied Asphalt Co., 12.5% and secretary-treasurer; Tom Johnson, 25% owner of the Pittsburgh Pirates (baseball team), 12.5%; Mead J. Mulvihill, attorney and president of Pennsylvania State Assn., 12.5%; Daniel C. and Michael H. Parish, in construction equipment and supply business, 12.5% each, H. S., N. K. Parker, investments, 6.25% each.
They Say...

"IT IS fashionable to damn radio commercials, and for once there is a little sense in fashion... two young men of Beverly Hills were moved to invent a time switch which cuts out a radio receiver at the program break for a commercial... Suppose everybody bought one of these time switches and used it, radio, as we know it, would disappear... We think the American, inured to American programs, good, bad and indifferent... I would still prefer these programs to anything that has been cooked up so far by a government broadcasting monopoly.""

From "What If There Were No 'Commercial?'" editorial in the Los Angeles Times March 8.

"IT IS... an educated guess that the aid rendered by our scientists and engineers, in addition to insuring victory, shortened the war by as much as two years and saved the lives of as many as half a million American soldiers... The atomic bomb appears first in order of importance... Second place should go to radar... Third place, in my opinion, goes to the [radio] proximity fuse, the most remarkable development in artillery ammunition since the appearance of high-explosive shells.""


FMA First Regional Meeting Slated April 14 for Albany

FIRST regional meeting of FM Assn., promotion agency organized in January to build up public acceptance of FM, will be held April 14 when the association's Region 1 convenes at the Ten Eyck Hotel, Albany, N. Y.

In charge of arrangements for the meeting, which is expected to set the pattern for similar gatherings in all parts of the country, is Leonard L. Asch, WBBCA Schenectady, temporary chairman of a special committee. Region 1 covers New England, New York, New Jersey and Pennsylvania.

All-day meeting starting at 10 a.m. is planned, according to Bill Bailey, FMA executive director. The agenda is not yet complete, but tentative plans call for a roundtable by leading scientists who will discuss the technical side of FM, now the center of a controversy based on FCC one-channel separation as well as quality of FM receiving sets.

Another panel will cover FM advertising problems, with top agency and advertising executives slated to participate. H. C. Bonfig, Zenith Radio Co., will be a featured speaker.

The day's program will include a luncheon meeting, but present plans do not call for a dinner. The region will elect a permanent chairman.


WWJ Engages Watson

LOREN L. WATSON JR., who celebrated his 14th year in radio last August, has been named publicity and public relations manager of WWJ Detroit. Before assuming his new post Mr. Watson had been sports editor and publicity chief of WJR Detroit and had been doing free-lancing in Michigan.

RMA Plans Survey of Manufacturers To Find FM Set, Transmitter Plans

SURVEY of set and transmitter manufacturers will be undertaken by Radio Manufacturers Assn. to find out as closely as possible the potential output of FM equipment in 1947.

Spurred by wide variance in predictions made by manufacturers, RMA has sent to its members a detailed questionnaire designed to produce the true production picture. Request for accurate information was made by FM Assn. president, Roy Hofheinz, in a previous formation of an FMA-RMA liaison committee. FMA sought to encourage production of FM receivers, especially low-cost table models.

Results of the questionnaire will be studied at a meeting in New York March 28 by RMA's liaison group, headed by Larry F. Hardy, national representative of General Radio Co., chairman. The group will prepare a report.

Estimates on FM set production have ranged from 2,000,000 to 5,000,000. Current production ranges from 10,000 to 15,000 per week.

Members of the RMA committee, besides Chairman Hardy, are Ben Abrams, Emerson Radio & Phonograph Corp.; H. C. Bonfig, Zenith Radio Corp.; E. A. Nichol, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co., chairman, RMA Transmitter Division; Ray C. Groove, Crosley Radio Corp., RMA president, ex-officio member.

RMA manufacturers last year received orders for $26,476,087 in transmitter and studio equipment from broadcasters, delivering $4,491,067 of this amount during the period. Over half of transmitter orders, dollarwise, were for AM, with the rest divided between FM and television.

AM transmitting equipment comprised three-fifths of the total deliveries dollarwise, with television deliveries exceeding FM.

Orders for transmitting equipment in 1946 totaled: AM, $10,469,072; FM, $4,773,689; television, $4,740,899; relays and miscellaneous, $10,915.

Transmitter deliveries were: AM, $2,401,303; FM, $752,259; television, $845,141.

Studio equipment orders were: AM and FM, $4,372,514; television, $709,712. Sales were: AM and FM, $1,784,100; television, $412,127.

Total export orders amounted to $1,463,162; sales, $1,286,860.

Making the best even better!

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.
Help Wanted

Program director, capable all-round man, for broadcasting station, outdoor country; small city; $225 first month. Box 886, BROADCASTING.

Network affiliate, southwest city of 12,000-30,000. Requires first license April. Conventional surroundings; unlimited city money. Box 597, BROADCASTING.


KMLB, 50 watt, 958, local in disc. Production manager-announcer. Experienced college engineer or single. Apply Box 920, Broadcasting.

Drawers 413, Broadcasting -Experienced college student. Needed in southwest. Box 125, BROADCASTING.

WANTED: Engineer. Apply Box 437, Broadcasting.

WANTED-Announcer-engineer for progressive, new southern station. $50.00 per week. Excellent opening. Box 845, BROADCASTING.

WANTED-Chief engineer for new 50 kw radio station. Give reference; past experience expected. Box 351, BROADCASTING.

WANTED--Announcer-engineer for progressive station. Write if interested. Box 129, Broadcasting.

WANTED--Announce for new 10,000 kw ABC affiliate Honolulu, start April 1960. Must be single. Box 120, Broadcasting.

WANTED-Chief Engineer for new station. Must have past experience. Box 128, Broadcasting.

WANTED-Announcer with disc jockey background. Deep resonant voice preferred. Must be thoroughly experienced. Box 121, Broadcasting.

Applications being considered for WWSN, new station, Philadelphia area. Apply by May 1. Box 124, Broadcasting.

WANTED: Composer, Smash Hits, WOR, New York. Send proof to Personnel Manager, 277 West 57th St., New York 19, N.Y.

KUSA Honolulu, 10 kw, ABC affiliate accepting applications for licensed technician and engineer. Good opportunity for young man. Apply as soon as possible. Box 123, Broadcasting.

WANTED: One copy writer and first class engineer for new station, Sanford, Florida. Write WJMN, Sanford, Florida.


WANTED: First class engineer at station in Fairbanks, Alaska. Box 127, Broadcasting.

WANTED: Announcer. Send complete details including samples of work, references and salary expected to Radio Station KDDO, Han- nah, Missouri.

Help Wanted (Con't)

Good ad lib man for lecturer in theater arts. Must have experience in established motion picture producer. Must have wide audience and excellent stage personality personal, Must be young. Wife who will travel with him. Service includes all travel, expense for both. Give all details and include pay. List of references and interview will be arranged. Chase, Box 249, Wilmington, Ohio.

Engineer with announcing ability for studio or outdoor work. New station start up about April 1st. Write Chadwick, Personnel Manager, New York, New York.

Texas station will train veteran in sales, marketing. Send details to Box 965, BROADCASTING.


WANTED: Transmission engineer with car and full infor- mation. Box 936, BROADCASTING.


Transmitter operator -250 watt Mutual. New Reactron equipment. Experience unnecessary. Must have valid license. 500.00 to 750.00. WHSC, Huntington, S. C.

WANTED: WANTED: Engineer and assistant for new station. Excellent opportunity. Write Box 126, Broadcasting.

First class operator-State experience in first letter. Salary sixty dollars per week. Box 127, Broadcasting.

Combination 1st class engineer wanted at station in north central North Carolina. Write or wire experience.

Announcer--We are interested in an experienced man with good voice and other qualifications de- liverable and ability to sell over the air. Salary, minimum $75.00 per week and earnings are limited only by ability. Send disc and complete history, care of personnel Manager, Box 125, BROADCASTING.

Combination announcer and engineer to join in program of small new station in Miami, Florida. Write WJMN, Sanford, Florida.

WANTED--Engineer to join growing radio network. Must have at least five years experience. Good opportunity with N. T. State NBC affiliate, requires expert in control office position to cover one hundred thousand with present equipment. Box 128, BROADCASTING.

WANTED: Examiner of salaried engineers. Must have previous experience and salary wanted. Florida long established AM station open for experienced chief engineer. Experience open in sixty days. Box 12, BROADCASTING.

WANTED-2 first class operators. Box 11, Broadcasting.

Announcer--(Two) for southeastern station with 1 kw and 5 kw pending. Good salary. Apply to men. Box 10, Broadcasting.

Announcer--(Two) for WFMN, State, Virginia station--325 kw, full time network affiliate has opening for announcer with experience and ability to perform with precision in on-the-air program- ming conditions. Box 986, BROADCASTING.


Program director for most successful country station in north. Send complete record and photo. Box 50, Broadcasting.

Virginia station--250 kw, full time network affiliate has opening for announcer with experience and ability to perform with precision in on-the-air program- ming conditions. Box 986, BROADCASTING.

WANTED-Experienced announcer for well established, progressive station in north. Good pay. Permanent. Give ex- perience and present earnings. KSTEM, Temple, Texas.

Juniors. Apply to Personnel Manager, Westpoint, New York.

Program director for most successful country station in north. Send complete record and photo. Box 50, Broadcasting.

Help Wanted (Cont'd)

Combination operator-announcer. First phone, good voice, knowledge of trans- mitting, and ability to work under working conditions, chance for advancement. $1,150 per week. Phone or write, Glake Merrill, WHIR, Clearwater, Florida.

News editor-announcer, 5 kw Ohio. CBW affiliate needs a news specialist, color commentator. Excellent day time press wire, qualified air newsmen. Col- laborate for story. We are interested in your experience preferred; between 50-50, 5-0, 2-5, or single. Must be over 25. Write full particulars giving background, experience, ability, salary required. All applications will be held strictly confidential. Mark them personal, Box 128, Broadcasting.


Situations Wanted

Dependable and experienced announcer available for your staff. Ready to as- sesses at time and place arrangement. Box 976, BROADCASTING.

Chief engineer-Outstanding broadcast engineer with 20 years experience spe- cializing in design and making change on advice of physician, desires change to chief technical superviser for group. Box 977, BROADCASTING.

Transmitter engineer, 1st phone, 2nd telephone, to join permanent staff, with adequate training. Any loca- tion in the U.S. Box 978, BROADCASTING.

Manager, 15 years experience, now em- ployed in smaller southern market, wishes change. Fully experienced opening new station for chain. Must have good reputation and manage- ment first year. Complete references. Net monthly salary of 1500 with 2500 South preferred. Available on 30 day notice. Married, Vesuvius degree. Box 980, BROADCASTING.

Announcer--27, experienced, disc jockey ad- lib, audio-visual, professional, events, general announcing. At present with WSTK, Network affiliate, locate in south or southeast on account of wife's health. Box 981, BROADCASTING.

Experienced young man seeking excel- lent opportunity in commercial depart- ment of progressive, fair sized radio station. Previous experience and included in station operation, agency and radio trade paper experience. 26, married. Write Box 983, BROADCASTING.

Newspaper advertising editor-Now working. Desire change. Own and publish, colorfully, commercially, ac- curately. Starting salary $5000.00. Phone 105.00 minimum. Box 984, BROADCASTING.

Program director--Now working desires change. Experienced in television public service, special events, document- ization. Produced and written on several shows. Also, know sales, station manage- ment, and advertising. Write for proof. Box 985, BROADCASTING.

Announcer seeks permanent position with progressing station, has 5 years ex- perience, including one and one half years with shift work NBC basic sta- tion. Thorough knowledge of all phases of broadcasting. Send experience in net- work presentations, sports, news and disc jockey. Box 12, BROADCASTING.

Station manager. Handles programs and sales. Get on the air. Box 986, BROADCASTING.

Engineer, 1st phone, Honor grad RCA Institute. Will travel. Box 991, BROADCASTING.

Lts. exp. in maintenance, control work. Excellent broadcast experience. Single, ambitious worker. Box 992, BROADCASTING.

Four years of general radio experience. Available, capable, good seeking position as salesman-announcer. Box 993, BROADCASTING.

ANNOUNCER, Veteran, single, 22, college trained, with ambition to join live- wire station, seeks permanent position. Location no object. Box 2, BROADCASTING.

Help Wanted (Cont'd)

Announcer, veteran, 30, single, wants Richard to open the door to a radio job. Will go anywhere there is an op- portunity to learn. Box 3, BROADCASTING.

Announcer with phone lines. Over- seas. $1.25 average (hour $60-$700, week- ly). Transportation included. Wnted after 2 years satisfactory service. (Chile, and U. S.) Apply thru RR, Personnel Serv- ice, Box 413, Philadelphia, Pa., Franklin O. Pease, Manager, at E.C. Dunchen, Roosevelt Hotel, NYC, Thursday, March 20th.


WASHINGTON Broadcasting System, Inc. 711 Fifth Avenue New York, New York

TRANSCRIPTION SALESMAN WANTED

Exceptional opportunity to sell World Service Library and Syndi- cate Library. Exclusive territories available. Local offices not exempt. Good compensation for hard workers. Write for proof. Address: Box 13, BROADCASTING.

PRESTIGE, SHOWBILLING, BILLING FOR YOUR STATION

Civilly active veteran, new and growing network affiliate, offers you thorough radio background. Send detailed over- all station operation skill. Confidential correspondence invited with interested parties offering long-term relationship opportunities. Box 13, BROADCASTING.

Situations Wanted (Cont'd)

For Sale-New


COMMERICAL MANAGER wanted for established network. Opportunity in excellent midwest market. Prefer successful commercial manager. Send detailed description of experience, references and picture. Box 968, BROADCASTING.
RCA-Victor Acquires New Hollywood Headquarters

UNDER long-term lease, RCA-Victor has taken over first two floors constituting front of Otto K. Olesen Bldg. at 1558 N. Vine St., Hollywood, and will occupy the space and facilities, and photos on request. Contact Dick McKullin, 430 W. 63rd St., Chicago. The move is expected soon.

For Sale

One Western Electric Model 301-B transmitter with 450 T's in the final amplifier grid modulated. Needs plate transformer, a 7 1/4" X 7 1/4" X 7 1/4" meter multiplier for volt meter and new microphone. Has been converted from 100 to 250 watts and was taken out of service about the 1st of last month. Make offer F.O.B. WPNF, Savannah, Georgia.

For Sale -- Late model General Electric wire microphone with extra transmitter. Complete and in first-class condition. Price $400.00 Complete and in good operating condition. WBMG, Richmond, Virginia.

RCA Victor Audio Equipment

Wolverine State Broadcasting is chiefly owned by Paul R. Heltneyer, vice president (43%), former general manager of KOGO, Utah, who will be general manager. Others in the firm are: T. Karsten, president (15%); W. R. Danner, program director (18.4%), Washington attorney; Russell E. Stone (7.9%), labor-management consultant; S. Stanford Larson, health plans and national account representative; John E. Baldwin, Western Broadcasting Sales Manager; Ed Danner, to the 

Ten Conditional FM Grants, Five CPs Authorized by FCC

TEN CONDITIONAL FM grants and five conditional permits were authorized last week by FCC. Four of the conditional and the one of the CPs go to applicants who presently have no station interests. The class A conditional grants go to Valley Broadcasting Co., Lanett, Ala.; Turlock Broadcasting Group, Turlock, Calif.; and KTMS Santa Barbara, Calif. Valley will operate under license WRLD West Point, Ga. The KTMS authorization is in lieu of previous class B facilities.

The class B conditional grants are:

For Sale

For sale--New 250 watt fulltime network affiliate in southern Arizona. Good market. Potential 9,000 to fifteen thousand net. Ill health and on doctor's orders to sell. Box 902, BROADCASTING.

For sale: Commercial C.B. amplifier, 982, BROADCASTING.

For sale, immediate delivery, in perfect operating condition, 475B and 681A deviation meters, complete to both units. Box 990, BROADCASTING.

For sale--Stock interest available in profitable station and program company. Market 6%, accumulative preferred plus some common. Write AT&T, Post Office Box 902, Washing- ton, D. C.

For sale, immediate delivery, in complete operating condition, 475B and 681A deviation frequency monitor, type 475B and 681A deviation meters, complete to both units. Box 990, BROADCASTING.

For sale--RCA 203 A frequency monitor--range 1500-60 M.C./M.--complete with tubes and crystal for 33.5 M.C./M. operation. First choice for Lee Broadcasting Corporation, Sanford, Me.; for sale. We have used this unit in the past.

For sale, one 350 Truson, one 300 Millin-X Lora-Ken, and one 250 Lora-Ken. Osborne, Oakland, Calif., will also list the following: one 219A, one 219B, one 219C. Also 219A, 219B, and 219C, Jacks, 30 each; Presto Model F twin table recording equipment, and new factory box. Electronic Service Company, Louisville, Kentucky. Wabash 3083.

For Sale (Cont'd)

One Western Electric Model 301-B transmitter with 450 T's in the final amplifier grid modulated. Needs plate transformer, a 7 1/4" X 7 1/4" X 7 1/4" meter multiplier for volt meter and a 250 volt battery. Has been converted from 100 to 250 watts and was taken out of service about the 1st of last month. Make offer F.O.B. WPNF, Savannah, Georgia.

For Sale--Late model General Electric wire microphone with extra transmitter. Complete and in first-class condition. Price $400.00 Complete and in good operating condition. WBMG, Richmond, Virginia.

For sale--For immediate installation 1000 watt, 304C Western electronic transmitter, complete with $1600.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KEM 91, Eureka, California.

Immediately deliver--Robinson belt-driven turntables with vertical-lateral pickups. Includes one 1000 watt 75/100 Vermont Ave., N. W., Washington, D. C.

Immediately deliver--Tenco 250 w transmitter complete with 1200 watt transformer. F.O.C. 1100, D. S. Recording, 1121 Vermont Ave., N. W., Washington, D. C.

For sale--Scully recording lathe, single lead screw variable pitch-78RPM drive. Box 8, BROADCASTING.

Wanted to Buy

Wanted OR 316 B bridge. Box 954, BROADCASTING.

1%-18% interest Los Angeles or Phoenix area. Box 979, BROADCASTING.

Wanted--Equipment for 250 watt. Box 984, BROADCASTING.

Wanted to buy--250 watt network affili- ate. Box 997, BROADCASTING.

Miscellaneous

Newspaper radio stations, 65,000 and talent in your radio station anywhere. Box 920, BROADCASTING.

Broadcasting news from coast to coast. Our company will put your station on the air, program, sell, hire permanent personnel and give you a complete solution. We handle everything from beginning of operations to the complete liquidation of the station. Air. Services economical. Work on guar- anteed basis. Write our engineering and salesmen, program director, manager, etc. All contacts in local and national market. Full details regarding proposed station. write J. H. Hoy, 208 W. 31st St., New York, N. Y., or reply Box 994, BROADCASTING.

Sales lagging? Our company will rebuild your station, operate for you and sell new shows. Our salesmen will sell your program, bring in new accounts. Services economical. Work on guaran- teed basis. Write our engineering and salesmen on commissions. Enclose full details regarding station and market data with letter. Reply Box 990, BROADCASTING.

For Sale

For sale--New 250 watt fulltime network affiliate in southern Arizona. Good market. Potential 9,000 to fifteen thousand net. Ill health and on doctor's orders to sell. Box 902, BROADCASTING.

Baseball announcer, thoroughly ac- quainted with all phases of game, to A.P.A.A. station. Box 970, BROADCASTING.

For Sale

For sale--New 250 watt fulltime network affiliate in southern Arizona. Good market. Potential 9,000 to fifteen thousand net. Ill health and on doctor's orders to sell. Box 902, BROADCASTING.

Baseball announcer, thoroughly ac- quainted with all phases of game, to A.P.A.A. station. Box 970, BROADCASTING.
Blue Book Rules Chicago FM Grants

Proposed Decision Would Give Stations to 10 Applicants

PINNING its choice squarely on Blue Book programming principles, the FCC last week issued its proposed decision in the Chicago FM cases, anticipating grants to 10 applicants and denial to the eleventh, WAIT.

The Commission also concluded that power and antenna height exceeding 20 kw at 500 feet would serve public interest in Chicago because "the metropolitan district...extends for a distance of 65 miles along the shore of Lake Michigan and the trade area is unusually extensive so that 20 kw 500 feet will serve less than the average which has been recognized."

It is the WAIT's programs, which its proposed station would duplicate, are less likely than the other applicants to "meet the needs of the population to be served," the decision proposed to deny the WAIT application and to assign the 10 now-available Chicago Class B channels as follows (power is effective radiated power and antenna height is height above average terrain; applicants' other Chicago stations, if any, are listed in parentheses):

Amalgamated Broadcasting System-94.5 mc (Channel 238); 19 kw; antenna height 520 feet. American Broadcasting Co. (WENR)-95.7 mc (No. 239); 15 kw; 595 feet. Balaban & Katz Corp. (WWKB TV)-95.3 mc (No. 257); 17 kw antenna 565 feet. Chicago Federation of Labor (WCFL)-94.1 mc (No. 231); 22 kw; 575 feet. Pipers Journal Publishing Co. (WAAP)-96.5 mc (No. 248); 12.5 kw; 600 feet. UAW-CIO Broadcasting Corp. of Illinois-97.3 mc (No. 247); 20 kw; 500 feet.

National Broadcasting Co. (WMAQ)-97.7 mc (No. 249); 25 kw; 600 feet. Radio Station WGES (WGES) -97.5 mc (No. 225); 20 kw; 490 feet. WJJD Inc. (WJJD) -94.9 mc (No. 255); 17 kw; 545 feet. Radio Station WSBC (WSBC) -95.3 mc (No. 297); 31 kw; 420 feet (subject to filing within 60 days an application for modification of WSBC antenna system to accommodate the FM antenna).

The proposed grant to Balaban & Katz, a subsidiary of Paramount Pictures Inc., left the way open for "further inquiry" if the pending anti-trust suit against Paramount, involving alleged monopolization of television, is decided adversely to the defendants.

FCC said Comr. Clifford J. Durr concurred in the proposal to deny the WAIT application but would issue a separate memorandum opinion on his views that "some of the other applicants should also be denied."

The decision explained the selection of proposed grantees as follows:

The Commission has carefully compared the respective qualifications and program proposals of the 11 applicants for Chicago Class B stations and has determined which of these applicants will best serve the public interest, convenience, and necessity.

Upon such comparative consideration the Commission is satisfied that the proposal of Gene T. Dyer et al., d/b/a Radio Station WAIT, is least calculated to meet the needs of the listeners in the Chicago area. This applicant proposes to duplicate completely the program schedule of Station WAIT, which schedule indicates a high percentage of commercialization, almost no sustaining public service programs, no sustaining religious broadcasts, a minimum of local live programs with the accompanying excessive use of recordings and transcriptions, and the devolution of considerable time to the broadcasting of horse-racing information.

An examination of the program log for Sunday, either during the composite of the first and second quarters devoted to public service programs, indicates that most of the public service programming consists of religious sermons and musical performances.

FCC also noted that it is studying an existing time agreement between the station and the Christian Catholic Church of Zion, Ill., former owner. "Although this relationship ordinarily would be an important consideration in a proposed decision of this kind," the Commission said, "we need not pass on this question at this time since we proposed to deny the application."

In choosing the 10 for proposed grants, the Commission said it "carefully weighed the qualifications and proposals of some of the applicants," and added:

We believe that Drovers Journal Public Broadcasting Co. of Chicago, and WCFL, have made "reasonable proof" for the issuance of licenses because of the extensive changes in programing of Station WAFL which were made during the months preceding the hearing and because of the representations of this applicant that this programing will be continued both on the AM and proposed FM stations. Likewise the Chicago Federation of Labor (WCFL) by reason of its adoption of a new policy as to discussions and controversial issues, has indicated a better appreciation of its duties and responsibilities as a licensee, and hence is to be preferred over Station WAIT.

The changes made by WAAL and WCFL also related to programs and program policies. In early 1946 when its FM application was filed, the Commission said, WAAL made "radical changes," including the permanent dropping of "all horse racing programs," and addition of a number of public service programs. An analysis of program logs thereafter, FCC reported, showed time devoted to recordings and transcriptions decreased from 80.1% to 78.2%, live programs increased [from 1.8%] to 16.1%, and wire programs, which included the racing results, decreased [from 8.1%] to 6.8%.

WCFL changes related to discussion of controversial issues. Before Oct. 3, 1946, FCC said, "the position of the Chicago Federation of Labor on a particular issue" had influenced the station management in its determination as to whether or not time should be granted for the discussion of that issue. Under the new policy, FCC reported, WCFL "will operate in full accord with the orders and decisions of the Commission" and will be particularly guided by the Commission and Re-Mayflower Broadcasting Corp. (famed Mayflower decision, which ruled that a broadcaster may not be an advocate of United Broadcasting Co. (WHKC)).

Eighteen Class B FM channels have been allocated to the Chicago area. Five of these already have been assigned and three have been withheld from assignment until July 1 when channel reservation policy. Originally there were 19 applicants for the 10 channels. Seven withdrew before the hearing last June and one, Lincoln-Belmont Broadcasting Co. and Myers Broadcasting Co., withdrew after the hearing.

Of the Chicago proposed grants, two currently have no radio stations: Amalgamated Broadcasting System and UAW-CIO. Both are affiliated with labor unions. Amalgamated, a wholly owned subsidiary of Amalgamated Clothing Workers of America, had received a conditional FM grant for Rochester and applied for New York and Philadelphia, but later secured dismissal of all three. The UAW-CIO group in Illinois is one of several organised by the International Union, United Auto Workers, in connection with FM applications for Detroit, where it has a conditional grant in Flint and Cleveland, and for AM at Detroit.

Commercial Video Permit Granted Southern Radio

The FCC last week issued its 53rd commercial television construction permit to Southern Radio and Television Corp., Miami, Fla., to construct the first FM station to serve that city. Six commercial TV outlets are now licensed. Nine applications are pending and six currently are in hearing, according to FCC.

Facilities authorized for the Miami station are channel 4, 66-72 mc, visual power of 1.57 kw and aural power of 786 mc. Antenna height is 340 feet.

Radio Station WMCX of Coral Gables, Fla., in radio 11 years, is president and 66% owner of Southern Radio and Television. He is to be general manager. Ed war.d M. Claughton, in real estate and investments, is vice president and 32% owner. Edward J. Nelson, Miami attorney, is secretary-treasurer, billing agent. WMCX has no other radio interests.

Upcoming

March 22: NAB Study Committee and By-Laws Revision Committee, Statler Hotel, Washington.
March 31: NAB Special Standards Committee and FRA-Francisco-Astoria, New York.
April 1: NAB Program Executive Committee, Waldorf-Astoria, New York.
April 1: NAB Program Executive Committee, Statler Hotel, New York.
April 1-3: NAB Area O Meeting (Districts 10, 11), Muleteer Hotel, Kansas City.
April 2-22: NAB District 13 Meeting, Davenport, Iowa.
April 28-29: NAB Area O Meeting (District 4, 7), Hotel Roanoke, Roanoke, Va.
COMMUNIST INFENCES HAUNTING LOS ANGELES 1540 KC HEARINGS

CONTINUED inferences of Communist affiliation sympathy involving the Hollywood Community Radio Group were presented at formal hearings for 1540 kc resumed in Los Angeles last week, with Robert Hudson, FCC western regional counsel, presiding.

Californian proceedings commenced the week of Dec. 16 and were adjourned to March 10. The hearing closed in Los Angeles March 15, but engineering phase testimony phases are yet to be presented in Washington March 24.

AM applicants involved, in addition to HCRG, are the Huntington Broadcasting Co., Coast Radio Broadcasting Corp. and San Gabriel Valley Broadcasting Co. FM applications are being sought by Pacific Radio Corp. and HCRG.

Presentation of HCRG largely was aimed at negating allegations made by California State Senator Jack B. Tenney during the first week of the hearings (Broadcasting, Dec. 23) that a group of 257 stockholders belonging to various organizations previously characterized as "Communist front" were offered with their statements of aim and purpose. Harold Mott representing Huntington (licensee which had subpoenaed Sen. Tenney) sought to minimize such testimony as against statements and reports of Sen. Tenney.

Probes Political Views

When Alvin Wilder, president of HCRG, was returned to the stand for presentation of basic testimony relative to financing, Mr. Mott availed himself of the opportunity to further probe the West Coast commentator's political beliefs. Mr. Mott succeeded in having Mr. Wilder affirm that he had been critical of British imperialism in Greece but not in Yugoslavia. He further affirmed on another occasion that he had supported Mihailovich against Tito, although he had backed the former against Hitler.

Finally, Mr. Wilder offered "any and all" of his script library to the FCC for its examination.

In building its case for a station license, HCRG introduced a survey of programming content covering the week of Feb. 8-16, prepared by Luelene Doscher, social psychologist graduate student of UCLA. Survey tried to establish by comparison that the existing programming of 15 Los Angeles area stations do not serve as well as proposed HCRG schedule would.

Andrew Haley, counsel for San Gabriel Valley Broadcasting Co. (Monrovia), sought to descredit the survey as the product of an inexperienced analyst with no previous professional experience in radio measurement. Similarly, he sought to shake the foundation of Miss Doscher's method of research.

Other HCRG witnesses were primarily stockholders and/or directors, including Oscar S. Patitz, president of Beneficial Standard Life Ins. Co.; E. D. Mitchell, chairman of the board of same company; John Cromwell, movie director; Jack Berman, George H. Campbell, Ronald MacDougall, John T. McPernan, and Pauline Lauber Finn.

Coast Radio and Huntington Broadcasting Co. had earlier completed presentations. San Gabriel Valley Broadcasting Co. had done likewise, save for minor elements relative to individual financial statements of Herbert Herzenberg, William J. Omer and Alexander Lewis, proposed station owners.

Pacific Broadcasting Co., licensee of newly authorized San Francisco FM station, represented itself as an organization of 257 stockholders. Witnesses were C. A. Gibson, president with 37.9% control; Bertram Pringle, vice president, 7.26%; Patricia Gibson, vice president, 4.24%; W. J. Meyerink, secretary, 1.21%; Walter T. Selsted, chief engineer, 2.42%.

Estimated cost of construction was $58,050, with monthly operating cost of $6,010.

Relative to its FM application, HCRG was asked for declaration of intent in event AM license denied. Mr. Wilder declared, on authority of informal questioning of the board of directors, they would build an FM station if AM were denied.

LABOR SECRETARY Lewis B. Schwellenback advised the House Labor Committee last Tuesday to wait until the Supreme Court acts upon the Lea Act to see whether such labor abuses as featherbedding can be rectified by legislation.

As Broadcasting went to press the Committee was attempting to wind up its hearings preliminary to acting upon a mass of testimony gathered for evidence in the preparation of labor legislation.

Secretary Schwellenbach told the committee that most of the bills now before it would increase, rather than curb, industrial strife and warned specifically against banning existing closed shop contract provisos.

Congress, he said, has two problems to meet: it must attempt to produce legislation which will result in a minimization of industrial unrest; and do something to meet labor abuses.

"I think the committee could very well await the time when the Supreme Court passes on the so-called Petrillo bill and after that time determine what sort of action to take . . ." he declared.

The Labor Secretary acknowledged the role taken by Communists in the domination of some labor unions and declared that wherever there is a cohesive group of Communists within a union they "usually dominate it."

He suggested therefore that Communists be excluded from any kind of public office and denied the right in addition to hold office in unions. Committee Chairman Fred A. Hartley (N. Y.) promised to introduce legislation to outlaw the Communist party in the United States.

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The committee in turn criticized Mrs. Nixon for coming before the committee with a "disrespectful and belligerent" attitude. The UE covers workers in industries including radio, radar, scientific equipment, optical goods, machine tools and office and store machines and has over 600,000 members.

GE'S 1946 NET UP FIFTY-FIFTH ANNUAL report and yearbook of the General Electric Co., Schenectady, N. Y., just off the press, reveals that the firm's net income available for dividends to stockholders for 1946 was $43,- 039,359, a 24% increase from the previous year. President Charles E. Wilson announced that this is equivalent to $1.49 a share of common stock, compared with $56,540,555 or $1.96 a share for 1946. In 1946, Mr. Wilson said, net sales billed to customers amounted to $679,078,216, a total 48% less than in 1945.

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KALL announcers are ready for Utah's Centennial Pageants in July which will feature bearded paraders dressed in pioneer garb. Shown are: Announcer Jim Han- lett (l), Chief Announcer Vern Bruggeman (c), Program Director Al Collins.

Schwellenbach Advises House Labor Group To Wait for Lea Act Decision

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KSTP Sale

(Continued from page 20)

Denny Reaffirms FCC Position on Reports

Filed With Commission by Stations

FCC's INTENTION to keep stations' "confidential" reports confidential was pledged last week by FCC Chairman Charles R. Denny.

There has been some concern in the industry, and the government, that this secrecy should be assured that the Commission is not changing its policy," he declared.

Mr. Denny's reaffirmation came in the course of hearings on the proposed sale of controlling interest in KSTP St. Paul (see story page 20).

His reference obviously was to industry concern aroused in connection with the disclosure, to a rival applicant, of confidential reports filed by WCMB Baltimore [Broad- casting, Nov. 25].

Paul D. Spearman, who was attorney for WCMB in the earlier case, was representing KSTP in the transfer hearing last Thursday and objected to opposing counsel's questions relating to information in the confidential reports. He rejected insofar as data on KSTP's annual net income was concerned, however, and waived the confidentiality of that portion of the reports.

But Chairman Denny refused his suggestion that FCC Assistant General Counsel Vernon L. Wilkinson, who had the annual reports available, read the requested information into the record of the transfer case. Mr. Denny insisted that Mr. Spearman himself do the reading, if it was to be read.

He said he did not want "uninformed persons" saying that the Commission's confidential information into a public record. Mr. Spearman read it in.

Benton

(Continued from page 20)

other problems involved in international voice broadcasting... which so distinguish it from domestic broadcasting.

He expressed hope that the proposed Foundation will receive detailed consideration by Congress and that "final Congressional action will provide a set-up which will give to Commander McDonald and to me and to the radio industry what we are all seeking: a Voice of America overseas that is truly representative of our American life, that projects fully and faithfully our broadcasting culture as well as our American economic system and that is controlled by distinguished representatives of the American people in the interest of all the people in their deep concern for the peace and security of the world."

He declared that Commander McDonald "shows lack of familiarity with certain aspects of the problem ... in attempting to compare "international broadcasting with the publication of newspapers and magazines." Mr. McDonald had stated its "true reason is to no more for the government-owned and operated radio stations than there is for to publish newspapers and magazines."

"As a matter of fact," answered Mr. Benton, "the government does publish one magazine for distribution abroad, the magazine America in Russian. This is the only magazine from the United States which the Russian government will allow to circulate in Russia. The other ten or twelve magazines which were published by the OWI (Office of War Information) and the OIHA (Office Inter-American Affairs) I discontinued shortly after I joined the government."

He concluded that if international broadcasting had been similarly handled, there would have been very little international voice broadcasting from the United States—nothing remotely comparable to the needs . . . ."

Video Activities in U. S. Described Via Shortwave

U. S. TELEVISION activities were described for shortwave listeners in Latin America, the Caribbean area and the European continent in a series of transmitted broadcasts arranged by the U. S. State Department, March 15-16.

Will Bilton, secretary-treasurer of the Television Broadcasters Assn., and Ben Feiner Jr., acting director of WCBTS-TV New York, described the television outlook in this country and current video operations in a forum conducted by Ben Wilbur of the Special Events Unit, International Relations Division of the Office of International Information and Cultural Affairs, State Dept.

The Decca Sales Doubled

ANNUAL REPORT released to stockholders last Thursday disclosed that the net sales and profit of Decca Records Inc., in 1946 rose to the highest level in the company's history. Net sales for 1946 totaled $30,675,381 compared with $15,970,930 for 1945. Net profit for the year, after all expenses and transfer to Mr. Hubbard, was $3,900,540. Mr. Jenkins earlier had waived the right to claim that FCC's consent to transfer to Mr. Hubbard would carry implications of approval of re-transfer to Avco. The question was first raised by Comm. Jett.

Mr. Burger said the group would be willing, in view of the Commission's judgment, to accept a grant on condition that the Winton brothers, who have about 3% of the group, dispose of their respective 9.75% interests in WLOL.

Both applicants put on engineering witnesses to show no appreciable overlap in service between KSTP and any stations owned or partly owned by Avco or members of the local group (except in the case of WLOL).

The "large" board of directors which would include representation of Mr. Hance and Mr. Jenkins, and that it had been proposed to Mr. Hubbard that, "under certain circumstances," he serve as a consultant at a "substantial" salary.

He approved conditional approval of the transfer to Mr. Hubbard, in view of Mr. Hubbard's option to Avco, would be the "first step" toward approval of a transfer to Avco. Avco spokesmen earlier had waived the right to claim that FCC's consent to transfer to Mr. Hubbard would carry implications of approval of re-transfer to Avco. The question was first raised by Comm. Jett.

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BROADCASTING • Telecasting
were kindly disposed towards him.

Chairman White, in the Commodore he had been acquainted for many years, and during a brief exchange of words before the committee went into closed session the Secretary told him and told me Webster, he thought it would “be over very quickly.”

Chairman White has only to consult one member before he can report favorable committee action to the floor. Floor action is expected this week.

Commodore Webster said he probably would not be able to assume his new duties until April 1 or possibly April 15. Commitments made to the National Federation of American Shipping, Inc., he said, will necessitate winding up of certain affairs which will require several weeks.

This delay, however, will not impair the FCC’s work, since it has functioned with six commissioners since the retirement from office in February, 1946, of former Chairman Porter. Moreover, Commodore Webster is conversant with all of the FCC’s activities other than broadcast. It is expected he will probably bear the brunt of the international commercial work in aviation, safety of life and other non-broadcast activities.

More than likely Commodore Webster will be named a delegate to the Atlantic City conference along with Edward Denny and Commissioner Jett. The work will not be strange to him, because he has attended virtually every international conference since 1925 either for the Coast Guard or FCC. His work with the Federation had much to do with preparations for the Atlantic City sessions and as a member of the FCC it will comprise a transition to a temporary assignment in the FCC’s “user” side to the official-regulatory aspect.

Mr. Webster has not yet selected his staff which will include a confidential assistant in the $5,000 class, a secretary and an assistant secretary. He will occupy the suite of offices used by Mr. Denny prior to his assumption of the acting chairmanship.

### KMAC Spots Down From 2,200 Weekly To 600, FCC Told at Renewal Hearing

FCC, holding license-renewal hearing for KMAC San Antonio on Blue Book program issues, was told by Howard W. Davis, licensee, that a large number of comments had been instituted, and that many of them pre-dated the Blue Book.

As pointed out in KMAC’s petition for renewal without hearing, which the Commission denied [BROADCASTING, Dec. 23], KMAC witnesses that the number of spot announcements had been cut from 2,200 during the first week of January 1945 to less than 600 now.

Approximately half of the former 2,200 spots weekly, officials said, were printed on a Mexican program which was discontinued prior to the March 7, 1946 issuance of the Blue Book, which cited KMAC particularly for its use of spot announcements during the last week after the Mexican program was discontinued, it was pointed out, the number of spots dropped to around 1,100.

It was also noted that KMAC is maintaining an approximately 50-50 ratio of commercial-valuc sustaining time; that there has been a considerable increase in live talent and public service programming, and that the number of public service spots also has increased.

Witnesses in addition to Mr. Davis and Tony Basar, program director, included some 15 local civic leaders who testified to the cooperation they had received from KMAC in connection with civic projects. These witnesses included Maury Maverick, former Congressman.

KMAC has pledged that it will not use double spot announcements, will not carry more than three spots in any 14-minute period, and that, as it has done for several months, it will limit at least 80% of its spots to 60 words or less.

The hearing was held before James Cunningham, FCC examiner, with Walter Emory as Commission counsel. Clair L. Stoult of the Washington firm of Egbert and Albertson represented KMAC.

### Negotiations Open Between IBEW, CBS

THE INTERNATIONAL Brotherhood of Electrical Workers (AFL) has demanded a contractual provision prohibiting CBS from feeding programs to affiliates disputing with the IBEW, as the union opened negotiations with the network.

The provision, similar to one demanded a fortnight ago of NBC and ABC by the National Assn. of Broadcast Engineers and Technicians [BROADCASTING, March 10], was patterned after that proposed by the American Federation of Radio Artists which was waived when major networks several months ago [BROADCASTING, Sept. 30, 1946].

The current IBEW-CBS contract expires March 31, that between NABET and NBC, ABC and WOR May 1.

Although the precise demands of IBEW and NABET were not known, it was understood that considerable similarity existed between them. Officials of both unions were known to have conferred in New York and to have agreed to at least a degree of parity in contracts which they were seeking.

The conference between officials of the rival unions was interpreted in some quarters as possibly portending future rapprochements that might lead eventually to merger. IBEW officials, however, scoffed at this possibility.

Evidence that some coordination already existed, however, was plain in the similarity of certain contractual points which both unions were demanding.

### Hawaii Outlet Starts

KMVI Maui, Hawaii, went on the air yesterday (March 16), operating on 550 kc with 1 kw power fulltime. The station is an affiliate of Mutual, through KHON Honolulu. It is owned by Maui Publishing Co., which is headed by Ezra Crane.

### Telephone Workers Are Set to Strike

INDEPENDENT UNIONS claiming to represent more than 100,000 telephone workers, including Long Lines employees, voted last week for a general strike in downtown New York and New Jersey on April 7. Meeting at the American Union of Telephone Workers local headquarters in New York City, representatives of 13 unions from various Bell and Western Electric offices and plants voted unanimous agreement on the strike question, a union spokesman reported.

Gorden McDonald, of Local 1 AUTW, was named temporary chairman of a New York City central strike committee which, in cooperation with New Jersey groups, will handle details such as picket lines and strikers’ publicity.

Negotiations with management have been proceeding intermittently for some time, but according to a union spokesman, no agreement is likely to be reached, and the strike probably will take place as scheduled.

Plans are underway for installation of teleplex facilities in each local union office so that if the projected nation-wide walkout of 400,000 telephone employees becomes a reality next month quick communication between IBEW Local 1 officials and Washington strike officials can be assured.

The proposed strike somewhat parallels the one a year ago [BROADCASTING, Jan. 14, 1946] in that it involves the same area and some of the same unions. This time the unions want a $12 a week across-the-board raise, revisions in vacations, union shop, pensions and some 30 other changes in existing contracts.

Last year’s strike caused but little dislocation in the broadcasting network, telephone company, supervisory personnel were able to maintain the functions of Long Lines needed to feed network programs.

Some of the major unions involved were WDL to reconsider the 20,000 workers at Western Electric’s Kearney, N. J., plant, 20,000 in the New York telephone traffic division, 9,000 in the New York plant, 8,000 in New York metropolitan and accounting divisions, 8,000 in New Jersey traffic, and 8,000 from Local 1 of the AUTW.

###来自于“广播与电视”(BROADCASTING)的文章

### 3月17日,1947年

**GRANT IS SET ASIDE TO HEAR WDEL PLEA**

SETTING aside previous grant of daytime 1 kw facilities on 1170 kc to Suburban Broadcasting Corp., Upper Darby, Pa., the FCC last week designated the application for renewal during a session when WDEL Wilmington, Del., be made party to the proceedings. Action resulted from Commission grant of a petition by WDRD to consider the Upper Darby grant, alleging that objectionable adjacent channel interference would result from WDEL from the proposed operation.

Suburban Broadcasting was granted the daytime assignment without hearing last October. In mid-November WDEL filed the presently considered petition. WDEL operates unlimited time with 5 kw on 1150 kc.

Principals in Suburban Broadcasting are: L. E. Pampillin, president (14.5%), holds controlling interest in Suburban Broadcasting, Inc., transformer manufacturer; John A. Murphy (42.6%), general manager of Reynolds & Co., Philadelphia investment brokers. Mr. Denny's is a NBC television engineer since 1929 excepting for Navy service; E. C. Julastel (7.4%), Navy veteran, ex-WFIL, Philadelphia engineer and former radio director for the Archibald Expedition to New Guinea under American Museum of Natural History; Claude W. Faust, vice president (7.4%), president of The Milano Design and Fabrication; Robert L. Clark (1.5%), represents various electrical manufacturers; Albert Campbell Hall (1.5%), head of insurance department, J. C. Taylor Co., Upper Darby; Harry J. Bellwoor (11.6%), Philadelphia attorney.
TWIN CITY GROUP OFFERS TO WITHDRAW KSTP BID
LAST-MINUTE offer made Friday by St. Paul-Minneapolis group to withdraw $825,000 bid for 75% of KSTP St. Paul if Aviation Corp. will release Stanley E. Hubbard, 25% owner and original bidder for remaining stock, from option by which owner may later acquire 75% from Mr. Hubbard for $1,200,000.

Offer made by Fontaine Bradley, attorney for local group, as FCC completed hearing on transfer case (earlier story page 20). Group had contended main purpose of its application was to keep KSTP control in local hands.

Possibility that member of group bidding against Mr. Hubbard for KSTP may also be associated with firm linked with WTCN Minneapolis, in virtually same service area, suggested by FCC Assistant General Counsel Vernon L. Wilkinson.

Question, yet to be answered, is whether Globe Oil & Refining Co. with which I. A. O'Shaughnessy is associated is Globe Oil & Refining Co. of Delaware, which FCC records show as owning 300 of 444 preferred shares of Northwest Publications, half owner WTCN.

Mr. Wilkinson also brought out that Mr. O'Shaughnessy, member of group bidding for KSTP, did not himself sign transfer application but wired authority to attorney to sign for him.

Mr. Wilkinson said Commission would take judicial notice of requirements regarding sworn applications and noted that in previous case FCC required a grante to dispose of preferred stock in another station as condition of grant, to avoid duopoly implications. Spokesmen for St. Paul group previously testified any member, if found "unsatisfactory" by FCC for any reason, would withdraw from group, or, if duopoly was issue, would give up one or other of holdings.

William F. Johns Sr., one of 24 individuals who with Thomas Hamm Brewing Co. matched Mr. Hubbard's $825,000 offer for station, was questioned Thursday, by FCC about experience in radio, particularly during 1934-42 period in presidency and other executive posts of WTCN. At one point Comr. E. K. Jett advised Mr. Johns he had not appeared to be "too responsive" to questions and that record was "not too clear" regarding his qualifications to be KSTP general manager, as local bidders plan.

Referring to claims of local group that Mr. Hubbard's plans to acquire 75% of KSTP for $825,000 and possibly re-sell 75% to Avco for $1,200,000 involve "trafficking in stations," Paul D. P. Spearman, Mr. Hubbard's attorney, brought out that Johns family bought WTMV E. St. Louis in 1945 for $105,000 and now have application to sell for $320,000.

WTOL GIVEN FM GRANT
WTOL Toledo, whose license renewal application has been set for hearing in conjunction with application of Public Service Broadcasters Inc. requesting its facilities (see story page 83), Friday was awarded conditional grant for class B FM outlet. Action seved FM application from consolidated proceeding and authorized conditional grant, subject to further review and approval of engineering details.

SPECIAL SURVEY SUPPORTS TECHNIQUE USED BY BMB

SURVEY to investigate representative validity of original BMB sample of radio families last week was reported to have corroborated BMB technique in major detail. Alfred Politz, independent researcher, reported families that received final batch of survey (of station audiences) vary little from all radio families with respect to stations they report listening to one or more days a week.

Study undertaken to answer two questions: Was original BMB sample representative of all radio families in the county or measured city? Were those who answered representative of all who received ballots? Mr. Politz concluded:

The BMB respondents were not typical of all radio families with respect to certain household characteristics. But these differences have little effect on what stations they report listening to one or more days a week. There is a general tendency for the BMB audience figures of all stations to be somewhat lower of those of audience survey, relatively less for stations of larger than of smaller audiances.

The rank order of all stations reported by 7% of households and found to be the same as in the case of the precision sample. This includes all stations in the test area for which BMB had data.

Study conducted in Bronx County and Southern Westchester County, N. Y.

REORGANIZATION DENIED
DENIAL of a report [BROADCASTING, March 10] that Universal Radio Productions of Hollywood Inc. is undergoing a reorganization was issued in Washington today by Wesley I. Dunn, president, to assuage FCC leaders and owner of KSFO San Francisco. A report originating in Chicago, that Barry Keit, West Coast Sales Manager for Universal Radio Sales, was leaving the organization was labeled false by Mr. Dunn. He explained that Ray Linton, formerly in the Chicago office of Universal Radio Sales, a corporation which is separate from Universal Radio Productions of Hollywood Inc., had severed his connection with both companies.

Mr. Dunn also assured FCC he was free to sign contract next June. He said he was named reorganization of his company.

ABC NAMES CHRISTIAN

HAROLD CHRISTIAN, WXYZ Detroit sales manager, appointed spot sales manager for ABC in Detroit territory, in addition to his other duties, succeeding Gordon Lloyd, who resigned to join WDTW Toledo. Joseph C. Molin, of WXYZ staff, appointed ABC spot sales account executive for territory outside of Detroit, which includes Cleveland, Akron, Toledo, Columbus, Dayton, Cincinnati and Pittsburgh. Operational set-up is same as that which ABC Spot Sales maintains in Chicago, San Francisco and Los Angeles.

MASON CANDY PRODUCTS, Brooklyn, signs contract with Preview Records to make series of kiddie discs with commercial plug recorded in stereo on platters which are distributed where candy is sold, through Moore & Hamm, New York.

CECIL CARMICHAEL, formerly with NBC and WLW Cincinnati, has joined radio publicity and promotion department of Benton & Bowles, New York.

AFRA DEMAND THREAT TO WARING SPONSORSHIP
JUST WHEN NBC saw prospects of selling Fred Waring Show across board, AFRA demanded Lindy, and other pay roll signs and chorals insist on per-performance basis threatens to prevent renewal of 13-week contract next June. With new sponsor taking over Thursday 11-11:30 a.m. (Minnesota Valley Canning Co.), March 14 through Burnett Co., which also represents other sponsor, American Meat Institute, Warings's business manager, Ed Lee, said in Chicago union demands actually mean loss of income to Waring members.

Attorney understood to have offered AFRA $10,400 per soloist and $7,280 per choralist on yearly contract with minimum of 25 hours per week including rehearsals, which union has so far rejected. Newest prospects for sponsorship of Waring program (reportedly costing NBC $15,000 per week) are Brown Shoe Co. and additional program by American Meat Institute, both through Leo Burnett Co., Chicago.

EVANS SUES WOR GROUP; CHARGES PROGRAM STEAL
BAMBERGER Broadcasting Service Inc. (WOR New York) and the WOR Program Service Inc., named joint defendants in suit filed Friday in New York Federal Court by Bill Evans, Chicago radio actor, charging theft of program Juvenile Jury, now on MBS and sponsored by General Foods.

Attorneys for Mr. Evans charged he originated title and format in 1944 and submitted audition recording to Mutual in 1945. Suit charged Mutual in turn presented program to WOR to test potential network value. Others named in suit, in which Mr. Evans asks $500,000 for damages to his reputations and loss of income, are Jack Barry, program m. c., Dan Ehrenreich, producer, and General Foods. Counsel for Mr. Evans said Mutual was not named in suit because it is an Illinois corporation.

L. A. AFM AGREEMENT

NETWORKS and Los Angeles Local 47, Musicians Mutual Protective Assn., AFM, reached compromise agreement on new wage scale for studio men and those on commercial programs. Mutual increased for 25% the increase on commercials and 15% for staff men, with contracts to be signed when drawn up by attorneys. Staff agreement is retroactive to Feb. 1, to run through March 1. Increase affects copyists and librarians as well as working musicians. Under terms union dropped demand for two-week paid vacation for staff men. Original union demand was 50% increase for commercials, 33 1/3% increase for staff musicians.

SCHENLEY CANCELS
SCHENLEY DISTILLERS Corp. (Cresta Bianca wine), has canceled proposed large spot announcement campaign and disbanded its radio department. Sherman Gregory, radio director, has resigned and Max Ingram, head of production department, has resigned to join Park & Tilford in same capacity.

E. Y. FLANIGAN, managing director of WSPD Toledo, returned last weekend from cruise aboard Navy's new heavy cruiser Toledo in Cuban waters. He flew, with group of five Toledoans, from Washington to Cuba on March 5 and returned to Washington March 14. Jim Thorpe, of sales staff of WTLW Toledo, also made trip.
First Love of Detroiters, when it comes to radio stations, is WWJ, first radio station in the nation. Lovers of fine music ... lovers of comedy, of news, of everything entertaining, turn their thoughts and tune their radios first to WWJ, NBC in Detroit. It is this steadfast devotion by people who spend time listening to WWJ, and spend millions buying WWJ-advertised products that has made WWJ the most forceful radio-selling voice in Detroit—banner market of the nation for 1947.
WKY gratefully acknowledges this significant honor, not for itself alone, but for the 54 other radio stations in the United States and Alaska and the 16 state health departments which have joined with WKY in the battle against venereal disease, a service in the interest of public health for which the award was made by the Alfred I. DuPont Radio Awards Foundation. The $1,000 award will be assigned to a local health agency for the furtherance of the war against this social menace.

Award-Winning Program Series Available

To radio stations which have not yet joined the fight against venereal disease, WKY renews its offer to supply at actual cost of recording, the powerful, dramatic series which deals vigorously and realistically with VD, yet in such good taste that they will be welcome in your listeners' homes. Write for details and result stories to WKY, Oklahoma City.