"oh, radio's all right for the other fellow"

good sir, radio is all right for you, too. More than all right when you have something to sell — fast. No matter what. WOR has sold carrots and pianos and books and corsets and turkeys. It can sell your product, too. And fast — at some of the lowest costs-per-thousand homes reached in American radio.

Consider turkey, the kind WOR sold so much of, so quick. The program was brief, 5-days a week. But it tripled the turkey marketer's sales;
pulled mail from Maine, North Carolina, Michigan and Canada, not to mention New York, New Haven, Philadelphia and 13 other cities of more than 100,000 people each.

If you have a new product — want to launch it fast; if you have an old product — want to sell it fast, use WOR. Over and again WOR has proved it's one of the quickest, most economical methods around. If you want to jab the richest collection of markets in the world and see sales soar — use WOR. Our address is...

WOR

—that power-full station

at 1440 Broadway, in New York
Jacob Weber and family live at 1423 Dewey Avenue in Evanston, suburban community north of Chicago.

Mr. Weber is a tile setter, and most of his work involves flooring for new store-buildings. One month he may be in Mankato, Minnesota; the next, in Cedar Rapids, Iowa, or Decatur, Illinois. This is why Mrs. Weber tunes every WLS newscast... as she points out, it gives real coverage of the middlewestern area and she keeps well-posted on events in the community where her husband is working. He in turn listens to the same broadcasts for information about weather and other factors affecting his family in Evanston.

The Weber family includes four young suburbanites... Gwyneth, who is five and goes to kindergarten; David, age 4; 3-year-old Mary Kathleen, and Baby Madeleine. The youngsters enjoy our "Happy Hank" kid show, and each noon, they all march around the table to the stirring march melodies that always open WLS Dinnerbell Time.

WLS microphones have been beamed on the Webers and families like them for 23 years... maintaining constant alertness to their radio needs... providing service and entertainment that have made all these Midwest families loyal listeners... the kind of listeners who make for dependable advertising results.


AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KONY, PHOENIX...KTUC, TUCSON...KSUN, BISBEE-LOWELL-DOUGLAS
FROM ANCIENT ROME to MODERN RADIO

The Legions of Caesar had military might, but they depended on primitive methods for signaling. Flares projecting from stockaded towers relayed messages from post to post.

Today, your message is not restricted to what your customers can see. The antennae towers of WCBM deliver your communication right into homes throughout metropolitan Baltimore. Time buyers know that they can rely on this station for comprehensive coverage and dependable delivery. The modern way to promote your products in this area is to use the facilities of WCBM.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
**Upcoming**

March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.
April 14: FMA Region 1, Ten Eyck Hotel, Albany, N. Y.

(Other Upcomings page 82)

**Bulletins**

REAL ISSUE in controversy over William L. Shirer dismissal from CBS Sunday evening spot is whether network has right to exercise its editorial judgment in substituting Joseph C. Harris, William S. Paley, CBS board chairman, told Voice of Freedom Committee late Friday. Mr. Paley said Shirer was not fired; that J. B. Williams Co., sponsor, had not complained about Shirer; that another assignment was planned for Shirer (early story page 84).

C. E. HOOPER Inc. proposal to increase interviewing in San Antonio to be submitted following protests of city's outlets. One cancellation received from city as of May 1 but new proposal designed to meet complaints and avert further threatened withdrawals. Hooper proposes to do double interviewing in October and November, repeating in spring, giving total of five reports yearly instead of three.

WENE Endicott-Binghamton, N. Y., joins ABC July 1 as network's 247th affiliate. New station will operate fulltime with 250 w on 1450 kc and be managed by Kieth S. Field.

**Business Briefly**

RALEIGH RENEWALS • Brown & Williamson Tobacco Corp., Louisville (Raleigh), effective April 22 and 25 respectively renews for 52 weeks two NBC programs, Red Skelton Show, Tunes, 10:30-11 p.m. and People Are Funny, Fri. 9-9:30 p.m. Agency, Russel M. Seeds Co., Chicago.

RADIO FOR VEL • Colgate-Palmolive-Per Co., Jersey City, will use radio in campaign advertising soapless suds product, VEL. Agency, William Esty & Co., New York.

CAMPBELL PLANS • Campbell Soup Co., Camden, N. J., completing plans for day and night five-weekly strips and 30-minute weekly period through contacts not closed. OBS reported to be used exclusively.

**GENERAL FOODS TV HOUR**

GENERAL FOODS Corp., New York, on April 3 starts weekly telecast on WNET New York, NBC television station, Thurs. 8-9 p.m., for 52 weeks. First half-hour will be video version of Juvenile Jury, which company sponsors on Mutual for Gaines dog food. Agency, Benton & Bowles, New York. Sponsor's 8:30-8:45 spot will feature Harriet Van Horne in interviews. Final quarter-hour will be I Love to Eat, starring James Beard, gourmet, on WNET for year. Beard and Van Horne programs will advertise Birds eye frozen food products. Agency, Young & Rubicam, N. Y.

**FAVOR AAAA DISCOUNT**

PRELIMINARY reactions to request by American Ass'n of Advertising Agencies for establishment of 2% cash discount policy by stations reported to be “very encouraging” by AAAA spokesman. By Friday 16 letters received from eastern stations [Broadcasting, March 24].

**New FM Allocations Are En Route**

FCC WILL promulgate new spectrumwide FM allocations in two or three weeks, spacing stations in same area three or four channels apart to eliminate interference problem at source, it was learned authoritatively Friday following extraordinary session of FCC and staff.

Giving FM matter top priority following disclosure of results of Syracuse experiments [Broadcasting, March 17; editorial, March 24] FCC last Thursday and Friday called in Syracuse FM station owners, and promptly decided on realignment there for test purposes, to eliminate cross-talk which developed under alternate channel operation. Stations notified Friday by telegram of new temporary assignments providing seven and eight-channel separation. WFBL-FM retains present assignment on 98.1 mc. WSYR-FM, which was on 93.5 mc, just two channels removed, shifted to 94.5 mc, seven channels removed, and WAGE-FM, now under construction, was shifted from 93.9 to 96.1 mc, eight channels away from WSYR-FM. Provision made for experimental station on intervening channels to determine how close assignments can be made without interference. Harry C. Wilder, president of WSYR, called in Friday morning by FCC to discuss results of Syracuse experiments. Wilder could not be reached in Washington for comments, and while no official statement was issued by FCC, it is open secret that engineering department has been working on new allocation plan, to root out source of interference trouble quickly.

Just how realignment will work is problematical. Whether it will be possible to retain same number of available assignments in East and in other markets is matter of geography. Several alternate plans drafted by engineering department under direction of Cyril M. Braum, chief, FM Broadcast Division, presumably to bring about temporary alleviation to accommodate FM stations now building, but on sufficiently broad base to avoid future fundamental changes.

FCC has centered its new study of frequency separation on theory present block-allocation method, wherein stations in same area are just fractional-inch apart on dial, will tend to discourage audience acceptance. By widening separation between stations dialing would be less difficult, and possibly open way for general introduction of push-buttons for FM.

Feeling at FCC is that problem should be coped with promptly, so there will be minimum upsetting of existing operations, and so holders of conditional grants and CPs, now totaling about 1000, can change engineering designs with minimum expense. Stemming from new alignment may be requirement that Class B stations of substantial output be located out of town, thus minimize cross-talk possibilities in blanket areas.

Expense of altering existing assignments is dependent upon several factors. Crystal changing to new frequencies isn’t major item, but alteration of antennas, and possible location changes (if ordered) may run into substantial sums. It is generally agreed, however, that time to effect changes, even if on temporary basis, is now.

Page 4 • March 31, 1947
Power alone isn’t enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO’s increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.
Byron Head PROVES KOIL has an early morning audience, too!

Ever doubt the value of early-morning time? Then here's a prize "doubt-dispeller"—about Byron Head, the early bird who rules the roost in Omaha from 6 to 8 A.M. Facing an "early-morning mike" is often lonely and uninspiring thought Byron at 6:00 A.M. on February 14th.

"Call and let me know you like my show," said Byron casually to his listeners. Immediately, pandemonium broke loose! In 58 minutes, 667 calls recorded; switchboard at saturation point; and calls continued all morning long.

To sum up: KOIL's tremendous morning audience in the Omaha-Council Bluffs area is highly responsive even at the early hour. Let Byron Head make this audience respond for you, too! Call Petry.
71.34 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy . . . because it’s paying off in increasing advertising results.

We know “Everyone Likes Music” and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO “Mood Programming” . . . music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the “Music Story.”
Again Raytheon presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter presents an additional new feature, that same inherent superiorities for higher-powered stations...and at surprisingly low cost.

It's an outstanding design...perfected after months of careful engineering. Simpler circuits give the all-important dependability that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before you decide on a transmitter, write or wire for our fully illustrated specification bulletin. Prompt deliveries can be made.

Raytheon Manufacturing Company
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois
Devoted to Research and Manufacture for the Broadcasting Industry

Raytheon Excellence in Electronics

Page 8 • March 31, 1947
Your message on KNOW reaches more able-to-buy listeners in the rich Austin market than on any other radio station.

BMB reports that KNOW has 79 per cent of the daytime audience in Austin and Travis county; 77 per cent of the nighttime audience.

Hooper Station Listening Index shows that KNOW is the most listened-to station in Austin—morning, afternoon and evening.

Continued success of clients' campaigns proves that KNOW is an effective, low-cost promotion aid—a station with sellability.

KNOW gives you more dialers per dollar; Austin gives you more dollars per dialer. Write today for further information and for copies of the latest Hooper and BMB reports.

* Study No. 1—1946
** Fall, 1946
Feature of the Week

NEW ENGLANDERS eager to gain a clearer understanding of important issues of the day are turning their dials to Yankee Network stations for two weekly round table discussion broadcasts held under auspices of the newly created Yankee Network Institute. One of the programs, heard Saturday nights from 7 to 7:30, is concerned chiefly with problems having a legal slant and is aired with the cooperation of the American Bar Assn. The other, called the "Journal of the Air," features educational and other topics. It is also aired on Saturdays, 2:30-3 p.m.

Linus Travers, executive vice president and general manager of Yankee, inaugurated the Institute with the idea of bringing New England listeners the latest developments in the fields of science, law, art, literature, medicine, welfare and education. Headed by the Institute is James S. Powers, educational director for Yankee.

Opening the American Bar Assoc. series on Dec. 21 was a discussion on the topic, "Youthful Offenders Under Operation of Law." This discussion drew favorable comment in the February issue of the Boston Bar Assn.'s Bar Bulletin, which pointed out that as a result of the broadcast one of the participants, Judge John J. Connelly, presiding justice of the Juvenile Court of Boston, had appointed an advisory commission of prominent citizens to assist him with problems of policy.

Among topics discussed on the Institute's subsequent American Bar Assoc. broadcasts have been "Women on the Jury," "A World Federation or the United Nations," "Taxing the Family Income."

Success of the Bar Assn. series, still in progress, led to the launching of a second series—this time dealing with educational problems. New series was inaugurated on Jan. 14, when the topic, "Should There Be More State Aid for Education?" was discussed. Question covered such a wide field that it was continued for a second week, with Raymond A. FitzGerald, deputy commissioner of education for Massachusetts, serving as moderator for both broadcasts.

Through the "Journal of the Air" the Yankee Institute's director, Mr. Powers, presents each week four or five speakers on outstanding qualifications in science, art, law, welfare and other fields. Recently the Institute completed arrangements with the Massachusetts Society of Medical Research to bring prominent physicians and health officials to the air to discuss prevention of disease.

Sellers of Sales

LAN LOCKHART WALLECE, radio director of Needham, Louis and Brophy Inc. Chicago, is one director who believes there is still a good future for radio shows in Chicago, despite the trend of the past decade.

Alan has been watching the flight of Chicago-created shows to New York and Hollywood ever since he came to the Windy City in 1935. In those days Chicago originated almost 75 daytime serials.

"Everybody in the radio business knows that the dramatic serial was born in Chicago. We all know why it has gradually shifted headquarters to New York and Hollywood over a period of about fifteen years. New York is the theatrical capital of the country. Besides opportunities in movies, Hollywood offers sunshine. So long as talent finds greater opportunity in those two entertainment centers, Chicago will play third fiddle in program origination."

However, Mr. Wallace feels that Chicago can retain and rebuild its reputation as a proving ground for new shows if initiative to build good shows is used.

"We can have more origins in Chicago within the next five years if we start now to build a few good shows here. We can be of real service to the radio industry in uncovering new talent and providing it an opening opportunity if we can build well."

Needham, Louis and Brophy built two of the leading NBC network shows, Fibber McGee and Molly and The Great Gildersleeve, from scratch in Chicago.

They have moved to Hollywood over a period of about fifteen years. New York is the theatrical capital of the country. Besides opportunities in movies, Hollywood offers sunshine. So long as talent finds greater opportunity in those two entertainment centers, Chicago will play third fiddle in program origination."

Mr. Wallace said, "but we haven't ceased radio activity in Chicago. Last year our agency built one daytime show (Sky King over ABC). In about six months it climbed into third place among children's serials. In addition to the Sky King (Continued on page 74)
WHO gratefully acknowledges its selection for THE DuPONT AWARD for 1946

"...for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community. . ."

Gratified and inspired as we are by this great honor, we re-dedicate ourselves to a continuation of the policies, ideals and work that brought the Award to us.

WHO DES MOINES . . . 50,000 WATTS
B. J. Palmer, President
J. O. Maland, Manager
NO. 2—Intimate Glimpses into the Lives of the Great
(est Spot Radio Sales Organization on Earth!)

MISSIONARIES!

As old and well-known as radio is, you’d be surprised how many new advertisers and prospects still don’t quite understand about the effectiveness and economy of spot-broadcasting. Hence a big part of our job is educational and explanatory. Here you see Ray Neihengen of our Chicago Office, helping an agency friend to explain spot-broadcasting to a new client. Does this suggest anything to you?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net Time Sales $325,890,000 in 1946

Rise of 7.2% Over 1945 Shown;

Gross Sales $424,077,000

BROADCAST advertising maintained its unbroken upward trend in 1946, net time sales for the year reaching the alltime record of $325,890,000.

Rate of increase over 1945, when the net was $310,484,046, was 7.2%, compared to the 7.3% 1945 increase over 1944, 26.8% in 1944 over 1943 and 19.6% increase for 1943 over 1942.

Gross time sales in 1946, the “quick figure” used for comparison with other media, are estimated at $424,077,200 compared to $411,547,628 in 1945. The gross figure represents the advertising volume at the one-time card rate, whereas net time sales represent gross billings less frequency and promotional discounts, thus comparing closely with the actual gross receipts for sale of time before deduction of agency commissions.

Other Sources

Broadcast income from sale of talent and similar items, difficult to estimate on a sample basis, is placed at $20,000,000, bringing the grand total of radio’s revenues to about $350,000,000. With another $65,000,000 spent by advertisers for talent and programs on their own account, direct expenditures for radio advertising amounted to approximately $420,000,000.

These figures are based on estimates made by Broadcasting for the 1947 Yearbook number, which has gone to press. Broadcasting has compiled annual time sales figures since the first Yearbook was issued in 1935, the margin of error averaging less than 2%.

All industry brackets showed increases in net time sales in 1946, following the general 1945 trend. National network volume rose 1.4% during 1946 compared to 0.8% in 1945. This compares with 24% and 19% in 1944 and 1943 respectively. National and regional non-network time sales, or national spot, rose 9.7% over 1945, compared to increases of 7.2%, 24% and 16.4% in the three previous years.

Local time sales gained 6.6% in 1946 over 1945 compared to 0%, 29% and 18% in the three previous years. Local business accounts for approximately a third of total net time sales.

Analysis of these figures indicates that most of the available time over large stations has been absorbed and that many local advertisers are unwilling to buy time at large station rates. Gains for all classes of stations except the purely local (not over 25 kw) have not been equal to the national rate of gain for non-network class business.

Stations themselves apparently experienced the same rate of gain as the overall industry except that local stations seem to have contributed most heavily to the percentage increases.

In the non-network field income of 50 kw clear-channel outlets increased only 3.1%. Parttime clear-channel stations with 5 kw to 20 kw power rose 7.7% as did regional unlinked stations. Parttime parttime stations rose 5.8%. Limited unlimited stations increased their non-network time sales by 15% and local parttime stations by 25%

Though the industry is not yet old enough to yield long series of annual statistics on which conclusively observations may be based, it is believed the ceiling on broadcast time sales is being approached as to the segments of the industry represented by large operations.

While it is not deemed of utmost significance that the national spot market declined very small for two successive years, it is considered worthy of notice that one of those years was the last of the war period and the second was one in which reversion to peacetime distribution planning was substantially completed.

Local time sales, on an industry-wide basis, appear more nearly static than national spot, and gains in local volume apparently arise almost entirely from establishment of new stations and access by others to “fringe” markets—small communities on the border of large population centers, or stations in small communities in rural areas.

Newspaper advertising in 1946 increased 24.3%, according to the Media Records 52-city report, with heaviest gains being 33.3% for class advertising, 14.8% for retail and 24% for department stores. Magazine volume rose 25% last year. Weeklies showed a 23% gain, monthlies 19%, women’s services magazines 28%, national farm papers 11%.

Gross billings of networks in 1946, showing no substantial change over 1945, revealed automotive volume in an upward trend, with greatest increases in the accessories and trucks group; tires and tubes lost heavily, passenger cars declined slightly.

Confectionery and radio groups showed heavy losses, offset by gains in laundry soaps and housekeeping supplies, supported by drugs and toilet goods. The drug and confectionery and soft drinks was 18%, with radio and phonographs down 35%. Laundry soaps and housekeeping supplies gained about 28%; drugs and toilet goods rose 3% but were applied to sufficiently large bases to offset fairly well the declines in other product classes.

In the drugs and toilet goods group, drugs and remedies them-

(Continued on page 50)

U. S.-Controlled Shortwave Sought

Benton Bill for 'BBC Type' Foundation

In Congress

By PETER DENZER

A PROPOSEAL that the Government enter the international broadcasting field on a permanent basis while at the same time widening the base of private participation was sent to Congress last Wednesday, embodied in an International Broadcasting Foundation plan developed by Assistant Secretary of State William Benton.

Release of the detailed plan climax ed more than a year of controversy which revealed wide differences of opinion in industry, ranging from almost complete support to outright denunciation [Broadcasting, Feb. 24]. The plan also faced Congressional economy hurdles which already are threatening current State Dept. international broadcasting with severe cuts if not complete elimination of it [Broadcasting, March 24]. The Benton proposal would create a publicly chartered corporation—wholly owned by the Government—to assume complete responsibility for all American international broadcasting. Management of the Foundation would rest with a 15-man board of trustees, which would include the Secretary of State and one fulltime $15,000 operating director who would report to the President. The other 13 members would be "distinguished private citizens," appointed by the President with the advice and consent of the Senate.

Could Accept Gifts

"Policy and program control would thus be split three ways with fifteen-sixteenths of the board vote controlled by non-gov ernment board members, although final approval would rest with Congress where traditional annual purse string authority would be vested.

Nor would the Foundation be completely dependent upon taxpayer money. It would be granted authority to "accept money, funds, property, and services by gift, grant, devise, bequest, or otherwise for any of the objects and purposes of the Foundation, or in relation to any part of its activities, and to enter into such contractual arrangements germane to the purposes of the Foundation as the Foundation finds will provide revenue for the objects and purposes of the Foundation . . . ." This, presumably, would also leave the way open for acceptance by the Foundation of programs sponsored by institutional advertising.

According to Mr. Benton, who regards the Foundation plan as "the most important decision" reached by his department, IBF would mean less government control over international broadcasting and more

(Continued on page 76)
FM Group to Seek Removal of AFM Extra Fee Demand

DECISION to use “every possible means” to overcome the present restrictions of the American Feded of Musicians against simultaneous broadcast of musical programs over AM and FM facilities without extra payment of musician fees was reached Thursday by the NAB FM executive committee.

After a meeting at the Waldorf-Astoria Hotel, New York, the committee announced it had unanimously agreed that AFM restrictions constitute the greatest single obstacle to the growth of FM. The means which the committee expected to use to change the situation were not disclosed.

Convention Plans

In addition, tentative plans were made for participation in the 1947 NAB convention Atlantic City in September. It was planned to integrate fully all discussions of FM matters with those of other broadcast operations. A session will also be devoted to special consideration of the various methods of FM operation, i.e., complete duplication with AM, complete segregation, partial duplication and exclusive FM operation. A panel of qualified broadcasters will be selected to discuss these problems.

The committee commended the FM management studies and suggested a further study to develop facts relative to the operating costs of small market FM stations based on the experience of similar AM operations.

Attending were: Walter J. Damm, WMJ Milwaukee, chairman; John Shepard 3d, WQTR Boston; Cecil Martin, WBNF-FM Binghamton, N. Y.; Matthew Bonebrake, KOY-FM Oklahoma City; Gordon Gray, WMIT Winston-Salem, N. C.; John V. L. Hogan, WQXQ New York; Lester Nafziger, WELD Columbus, O.; Robert T. Barber, NAB FM director; C. E. Arney Jr., NAB secretary-treasurer. Representing Everett Dillard, KOZY Kansas City and Leonard A. WBCA Schenectady were Hudson Elbridge, and Bill Bailey, FMA executive secretary.

Book Critique Program

May Become NBC Co-op

THE BOOK of the Month Club, New York, discontinues sponsorship of its Author Meets the Critics program on WQXR New York Thursdays 9:30-10 p.m., on May 15, and the transcribed repeat broadcast on the same station Sundays 2:30-3 p.m., on May 18 and on May 25 begins sponsorship of the show on WNBC New York. The program will be heard on WBNC on Sunday afternoons, with the exact time period not yet set. The show may go on NBC as a co-op series, it was reported. The program, also heard on MBS Wednesdays 10:30-11 p.m. as a sustaining program, will be discontinued on that network on April 2, 1947. For The Book of The Month Club is Swafs & Beatty, New York.

NAB Dist. 1 Meeting

LAST of the NAB district and area meetings to be scheduled is that of District 1 (New England), which will wind up the nationwide schedule June 2-3. District Director Paul W. Mrena, WTTI Hartford, has arranged the meeting at Somersett Hotel, Boston.

Burl Ives Program

TO STAY IN SUMMER

PHILCO CORP., Philadelphia, will continue the Burl Ives program heard on MBS Fri. 8:15 p.m. through the summer period without interruption while Bing Crosby, star of the Philco program, distributes cards which are broken down into three cards each, printed in different colors. The recipient of the card fills in his name and address and the name of the local station, the network and the name of the alcoholic beverage sponsoring the program on those of the three cards and mails one to the local station on which he heard the offending program, one to the network and the third to the FCC.

Lipton Renews

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton’s tea and noodle soup), effective April 8 for 52 weeks renewal its Tuesday 9-9:30 p.m. time period on CBS now featuring the Voice of America. After an eight-week hiatus from May 27 through July 22, the firm will sponsor Arthur Godfrey’s Talent Scouts, currently heard on Tuesdays 9:30-10 p.m., as a CBS sustaining. During the Lipton hiatus the Godfrey show will be heard on a sustaining basis Tuesdays, 9-9:30 p.m. The agency for Lipton is Young & Rubicam, New York.

Miller Named

JUSTIN MILLER, NAB president, named Chairman of Special Advisory Committee on Citizenship by Attorney General Tom C. Clark, last week.

Bland Prizes

PAN AMERICAN clipper flight around the world, two new automobiles, 25 prizes of $100 each and $10 each will be given away by Swift & Co. on ABC’S Breakfast Club from March 31 to May 4. The contest is open to women and requires the completion of a jingle about Bland Lard.

Three Tobacco Firms Plan Spot Campaigns

THE AMERICAN Tobacco Co., Philip Morris & Liggett & Meyers Tobacco Co., all with headquarters in New York, will launch spot campaigns on April 7, April 1 and March 31, respectively.

The “Sportmen’s Quartet,” now featured on the American Tobacco Co.’s Jack Benny Show, will be heard on behalf of Lucky Strike cigarettes on 15-second spot announcements from April 7 to April 15 on six weeks on more than 900 stations throughout the country with 15 spots a week on each station.

Philip Morris cigarettes begins a 13-week campaign on April 1 150 spots weekly on the following stations: WOR WNBC WJZ WNEW WNYC WMC WINS Win New York and WAAT Newark, N. J.

Chesterfield cigarettes spot announcements will be heard in approximately 20 cities.

Agency for American Tobacco is Foote, Corn & Belding, New York, while the Blow Co., New York, handles Philip Morris and Newell-Emett, New York, places the Chesterfield business.

Schedule Changes

GENERAL MOTORS CORP., Dayton, Ohio (Frigidaire Division), April 4 switches Hollywood Star Time on CBS from Sat. 8-8:30 p.m., to Thur. 10:30-11 p.m. The choice of the time period was made when the network was still entertaining advertised programming in the time period.

The station’s sponsor, Once Upon a Tune, previously heard Sat. 6:15-6:45 p.m., moves into the timeformerly occupied by the Hollywood Star Time show, effective Mar. 29, and a musical program featuring the Chicagoan orchestra will be heard in the Sat. 6:15-6:45 p.m. period. Agency for Frigidaire is Foote, Corn & Belding, New York.

Elgin TV Spots

ELGIN National Watch Co., Elgin, Ill., will sponsor time signals on WCBS-TV New York preceding and following the Saturday and Sunday of the Dodgers baseball games during 1947, starting April 26 and ending Sept. 21. Move adds 44 spots to Elgin’s current schedule of two time signals each Sunday evening on the station. Elgin also has renewed for another 13 weeks its Sunday evening video time signals on WNBT New York, effective April 6, with Walter Thompson Co., Chicago, is the Elgin agency.
Telephone Strike May Be Averted

Expect Government Action to Head Off Tieup

INCREASING indications of government intervention to head off the threatened nationwide telephone strike, scheduled for April 7, were seen as the deadline for the walkout drew nearer. Some quarters on Capitol Hill expressed confidence that Congress would act, if necessary, to maintain telephone service by enacting legislation which would permit government seizure of the nation’s strikebound properties.

The emergency remedial measure attracting most attention, however, was a proposal by Chairman Fred A. Hartley Jr. (R-N.J.) of the House Labor committee to amend the Norris-La Guardia Act, which bans injunctions against unions, to permit the U. S. Attorney General to invoke injunctions against telephone and utilities unions in the event of strikes.

‘Stop-Gap’ Bill

Rep. Hartley, who said he would submit to his Committee today (Monday) a bill embodying the Norris-La Guardia Act amendment proposal, described the measure as being of the stop-gap variety.

Meanwhile, the Labor Dept. pressed efforts to bring the National Federation of Telephone Workers (composed of 49 unions, 39 of which are involved in the threatened strike) and the telephone companies to terms.

Rep. Hartley said he thought his bill might be ready for House consideration sometime this week, or early next week (April 2) and that it would be withdrawn if the dispute is settled meanwhile.

There was doubt as to whether this stay measure, or any other emergency legislation, could accomplish the same results, even if favorably received, could be enacted before the scheduled date of the strike.

A more hopeful prospect was that differences between the union and the telephone companies might yet be resolved in time to prevent a strike. This possibility was not entirely discounted, as the National Federation of Telephone Workers, through its president, J. A. Beirne, announced last Friday that it was modifying its stand with reference to industry-wide bargaining in the current dispute. Earlier, the NFTW had declared it would insist on industry-wide bargaining, and so notified officials of American Telephone and Telegraph Co. This demand was rejected by A. T. & T.

Explaining the union’s change of heart, NFTW President Beirne asserted that “a system-wide bargaining setup is the only one that in my opinion would make sense. However, the company has recog-

ized the affiliates and so we will do everything we can locally as well as nationally to settle the dispute.

The 39 unions involved in the dispute represent 287,000 workers, and their demands include a $12 weekly pay increase on a nationwide basis, a union shop, dues checkoff, improved vacations and pensions and shorter automatic promotion schedules.

The NFTW’s 49-member policy committee, meeting in Washington last week, changed its tentative plans for an adjournment recess until Monday following Rep. Hartley’s announcement of his plans to introduce the Norris-La Guardia Act amending bill and other Capitol Hill developments. The committee is scheduled to consider the Hartley proposal today (Monday), and some observers believed the NFTW would issue a declaration and program which conceivably could end the controversy. In one of its closed sessions March 25 the policy committee was understood to have weighed from all angles the government seizure possibilities and implications.

A three-member, all-powerful committee was named by the policy committee to “act as a committee to explore all avenues which may now be available or may hereafter be suggested for reasonable settlement of the ten national coordinated items.” The three-member committee, composed of three NFTW officials—President Beirne, Vice President John J. Moran and John I. Crull, chairman of the Federation’s 8-member bargaining committee and Southern regional director—was empowered to meet “with government officials including the President of the United States, management officials, or any public agents or agencies in the interest of determining the method to be used in reaching a settlement.”

Lead Conciliation Efforts

Leading the conciliation efforts on behalf of the government were John W. Gibson, assistant Secretary of Labor, Conciliation Director Edgar L. Warren and W. E. Chalmers, Conciliation Service program division chief.

The possibility that the strike, if it occurs, would affect radio broadcasting was seen in the announcement on Thursday of a mutual assistance pact between the National Federation of Telephone Workers and the National Assn. of Independent Broadcast Engineers and Technicians.

The pact, arranged by J. J. Moran of the NFTW policy committee and A. T. Powley, president of NABET, contains the following commitments by the radio engineers: “(1) Our members will not strike or call for the closing of the telephone company might employ. (2) We will not perform any work not normally done. (3) We will not use telephone company property during the strike. (4) We will not pass traffic orders or report trouble.”

A spokesman for the New York City local office of the International Brotherhood of Electrical Workers, another major radio engineers’ union, said that although no definite orders had been received from the national office, the IBEW expected to cooperate with the telephone unions in every way possible, and still maintain its contracts.

Delays will be experienced in remote broadcasts and some programs might be kept off the air as a result of the pact, according to an NFTW spokesman. The union official predicted that whatever effect the pact would be especially serious if line difficulties developed and the strike were prolonged.

Sholis to Leave CCBS for WHAS Post

Succeeds W. Lee Coulson As General Manager Of Station

VICTOR SHOLIS, director of the Clear Channel Broadcasting Service since its formation in 1941, will become general manager of WHAS Louisville, 50,000-watt clear channel outlet of the Courier-Journal and the Louisville Times later this year. He succeeds W. Lee Coulson, general manager for the past decade, who has relinquished active direction because of his health and who becomes a member of the board of directors of the new WHAS Inc.

Mr. Coulson, now on the West Coast due to his frail health, has been ill for more than a year. As general manager he will serve in an advisory capacity. He became executive manager of the station in mid-1938, succeeding Credo Harris, and had served as commercial manager beginning in 1932. Mr. Coulson joined WHAS as a salesman in 1929 after three years with Louisville newspapers.

Mr. Sholis will assume his new duties upon conclusion of the clear channel hearing before the FCC, expected by this fall. He will be a key witness for the clear channel stations in that proceeding, which will terminate more than two years of study by the FCC. The issue is whether existing clear channels shall be upended for that night to provide remote service. Involvement in the proceeding also is the recommendation of the 16 member stations in the clear channel group that will be increased from the present maximum of 50,000 watts to 750,000 watts under a plan which would result in some network realignment of clear channel stations looking toward maximum coverage nationally.

Mr. Sholis may devote some time to his new duties this summer. This depends upon the clear channel hearing schedule and the completion of a number of technical and economic projects now under way by Col. John H. DeWitt Jr., chief engineering consultant of CCBS, and Louis G. Goldman, chief legal counsel.

In confirming the eventual move of Mr. Sholis to WHAS, Edwin W. Craig, president of WSM Nashville and chairman of CCBS, complimented WHAS in obtaining his services.

“Mr. Sholis, in the years he has

(Continued on page 85)
Mr. White's Paper: Sequel to a Sequel

An Editorial

Can we teach the listener to like caviar when he prefers black eyed peas? Is it our obligation to change his appetite? Mr. White says it is, that we are in the Payne's obliga-
tion to enlighten the world in these fearful times.

Perhaps we are becoming civilized to the point of extinction, as one might sharpen a knife until the blade disappears. We think there is something fundamentally sound in a society where some men love Stella Dallas and others Purple Heart.

Radio is a wonderful medium, by far the most wonderful of mankind. But you can't change diapers with it. You can't caviar with it. You can't play marbles with it. There are a lot of things you can't do with it.

Perhaps if Mr. White and his fellow ob-
servers would recognize its limitations, as well as its potentialities, their words would rhyme. Its limitations are those of humanity, of which great fraternity Mr. White is a member.

New Volume Gives Free Press Report
Commission Headed by Hutchins Finds Too Few Control Radio

A Free and Responsible Press (U. of Chicago Press, $3)

"A FREE and Responsible Press," one of the five volumes summarizing the findings of the Commission on Freedom of the Press, is primarily interesting to broadcasters because it is projected as a study of, and report on, all media of communication.

Says Robert M. Hutchins, U. of Chicago president and chairman of the Commission, in a foreword: "The Commission decided to include within its scope the major agencies of mass communication: radio, newspapers, motion pictures, magazines and books. Wherever the word 'press' is used in the publications of the Commission, it refers to all of these media.

The Commission concludes that freedom of the press is in danger for reasons which it ascribes to the press itself: because it has not voluntarily made adequate provision to reflect the opinions and desires of all of the people and because, on occasions, the press has been anti-society in its approach to society's problems.

The Commission sees communications as the most important public service of all, and views freedom of communications as that which governs all other liberties. Thus it finds a corollary: that radio, like the press, is controlled by too few; despite the efforts of the FCC to limit ownership through duopoly regulations and by other means. With control residing in the hands of the few, as charged, says the Commission, better and more expansive use must be made in the future of the Commission's role of mass communication for the good of the people.

It projects world-wide radio as

one of the great problems of the future, seeing in proper develop-
ment of this segment of the media an opportunity to bring about mutual understanding between people. It does not believe this should be achieved: by a Gov-
ernment operated or privately op-
erated radio, although it seems to incline toward the former.

The element of the book might prove particularly interesting (and timely) since it is just now, with issuance of this book and "The American Radio"—another Commission study—that William Benton, Assistant Secretary of State, is fighting in Congress for funds to build a Government operated world radio (See story, page 13).

Mr. Benton, of course, formerly was vice president of the U. of Chicago and, in this regard, prob-
ably will view the product manu-
factured under the guidance of his old boss, Mr. Hutchins, with great favor.

Named President

HENRY R. TURNBULL, who recently withdrew as partner of Gahagan, Turnbull & Co., New York [Broadcasting, March 17], has joined Booth, Vickery & Schwinn, Baltimore and New York, as president.

He will continue to be radio advisor to Gov. Thomas E. Dewey of New York, a position he has held since 1942.

KOA Wins Award

KO A DENVER awarded 1946 GE Merit Award for main-
taining a minimum percentage of perforated operating record for the year, during which the Mile High NBC owned and operated station lost only four seconds broadcast time due to technical difficulties. KOA is second time winner—first award in 1945 with year's time loss of only 45 seconds.

Fetzer Wins 3-Year Scramble For 1230 kc at Grand Rapids

FINIS was written last week by FCC to the three-year Ashbacker-Fetzer scramble for 1230 kc at Grand Rapids or Muskegon, Mich.

The Commission, in a final order, grants station WJEF Grand Rapids a construction permit and license for use of 1230 kc with 250 w.

Comr. C. J. Durr dissented, contending the overlap between WJEF and the Fetzer outlet at Kalamazoo, WKZO, should prohibit a grant under the duopoly rules.

The Commission last week also adopted final decisions favoring the following applications for new standard stations:

Blue Valley Co., Independence, Mo., 1510 kc, 1 kw, day-time only.

KAKE Broadcasting Co., Inc., Wichita, Kan., 1490 kc, 250 w, unlimited time.

Collinson-Wingate Broadcast-
ing Co., Topeka, Kan., 1490 kc, 250 w, unlimited time.

The Commission denied the fol-
lowing competing applications: Air Capital Broadcasting Co., Inc., Springfield, Mo.; and KCLC Broadcasting Co., Inc., all seeking 1490 kc, 250 w and unlimited time at Wichita; KTOP Inc., requesting 1400 kc, 250 w and unlimited hours at Topeka; Em-
poria Broadcasting Co. Inc., seeking change of frequency for KTSW Emporia, Kan., from 1400 kc to 1490 kc with 250 w and unlimited hours; and General Broadcasting Co. for 1490 kc, 250 w, and unlimited hours at Independence. WJEF was first authorized in 1944 but the grant was withdrawn after the "Radio License Decision" of the U. S. Supreme Court, which ruled that FCC must hear all mutually-exclusive appli-
cations before making grants.

Ashbacker Radio Corp., licensee of WKZB Muskegon, Mich., had filed for the same facilities at Grand Rapids but was set for hearing at 4 P.M. Thursday.

Upon receipt of the SCOTUS decision the Commission placed WJEF on special temporary au-
thority and held comparative hear-
ing on the request. FCC's pro-
posed decision last fall favored Fetzer over Ashbacker and in February of this year the latter was granted an amendment of ap-
pliances to request 850 kc with 1 kw fulltime, using directional array [Broadcasting, Feb. 24]. This cleared the way for the pres-
tent final decision.

The final decision in the Wich-
hita's case was made possible by the incorporat-
ing incorporated in substance the findings of the proposed decision in that case [Broadcasting, Feb. 8].

Ownership of grantees follow:

Blue Valley Co.—Equal partnership of Frank E. Fowler, business manager of Craig Siefried Co., business manager of station; Craig Siefried, owner of printing firm and one-time manager of former KOZG Grant City, Mo., who will be general manager, at $5000 monthly salary; Charles Siefried, real estate salesman and former manager of a station to set up a radio school and radio commu-
nications service; Emerick Stewart, supervisor of school.

KAKE Broadcasting Co.—Mark H. Adams, attorney, president; and 11.9% of common stock; Clark A. Luther, now with APH Wichita and formerly with Citizens and Northern, a general manager (22.33%); Roberts R. Doc
cunefield, real estate and oil producer, 16.46%; E. A. Kanes, in oil and paint business (16.66%); Charles E. Jones, at-
torney (5.5%).

Collinson-Wingate Broadcast-
ing Co.—Equal partnership: Thomas Hall Col-
linson, attorney and minority stock-
holder and director of Staufuer Pub-
lishing Co., and Robert H. Collin-
s and a number of newspapers in Kansas and Mo.; N. H. Wingate, a
dodont; Norville G. Wingate, war vet-
eran and former sales manager of a To-
peka advertising agency.
Radio’s Third Chance—With Suggestions

Plan for Future Features Book
By White

NEXT TO writing about war experiences, the most popular subject for authors seems to be American broadcasting.

The third treatment on the subject has emerged from the U. of Chicago Press.

It is entitled The American Radio. Its author is Llewellyn White, working under a $100,000 grant from Publisher Henry Luce [Time, Life, Fortune] and the U. of Chicago to the Commission on Freedom of the Press.

In March 1946 there was the FCC Blue Book.

In April 1946 Radio’s Second Chance, by Charles A. Siepmann, former BBC and FCC employee. An OWI as chief. Llewellyn White.

That makes it a trilogy. The American Radio is a comprehensive study of American broadcasting. It is replete with information, historical and electronic, on the development of the medium. It covers with admirable thoroughness the growth of radio as an instrument of advertising and entertainment. It reviews in detail the social responsibilities of the medium. By these virtues, it measures well.

Pink, Its Color

But into the unbleached fabric woven by the Commission’s competent research staff, the author has dropped a few pellets of his own peculiar dye.

LLEWELLYN WHITE was born Oct. 3, 1899 in Battle Ground, Ind. Reared in Florida. Schooled in that state, in Texas, in Georgia, Washington and Kansas. Served overseas in the Kansas Guard in the first World War. Has worked on Chicago American, Kansas City Kansasan, San Francisco Examiner, Kansas City Journal, Paris Herald, United Press Paris and Central Europe, Associated Press, New York Herald-Tribune; was assistant managing editor of Literary Digest, National Affairs Editor of Newsweek, Chicago Sun Washington column. In November 1942 joined OWI as chief News and Features Service, Overseas Division. In 1944 acted as special adviser to Elmer Davis. Then joined Commission on Freedom of the Press. In preparing “The American Radio,” he traveled four continents, worked a year. He plans to retire to cabin in Maine woods to complete a novel he started two years ago. As the novel is the story of the “growth of a small town in terms of people who live in it between two world wars.”

White’s Proposals in The American Radio

On Physical Problems

To the FCC, that it:

Place the realization of the maximum goal of a choice among at least four clearly and consistently received stations for all Americans above all other factors in pressing for an early and continuing solution of the problems involved.

Stipulate that anyone desiring to operate a new clear channel station must undertake to devote reasonable proportions of his time to each of the various geographical areas and each of the important listener groups within range of his signal.

Relax its overall ownership rules, subject to the above conditions and any others, and refrain from imposing rules on one medium unflexibly in all AM-FM situations; actively foster the adoption of country-wide time and the wider use of transmissions;

Earmark, wherever possible, allocations for each stationless community of 20,000 or more population for a reasonable time, regardless of whether any station has applied for it.

Do everything possible to realize a practical wireless relay system in 1947;

Explore all possible means of reducing artificial barriers which may prevent new groups from acquiring stations, such as inflated purchase prices and network policies which may restrict affiliation with them.

To the broadcasters, that they:

Adopt a country-wide time system;

Abandon their traditional aversion to transcribed programs in favor of a more realistic attitude;

Explore to the fullest the whole field of multiple programming, with a view to serving more adequately the constituent areas and groups within range of their signals.

To educational institutions, state and municipal governments, foundations, elementary groups, and wealthy citizens in stationless or badly served communities: That they explore thoroughly their opportunities to create more (and better) AM, FM or television stations and networks.

On Programs

To the broadcasters, that they:

Assume a position of vigorous editorial leadership in public affairs;

Reject the role of parasite feeding on the older media and set about developing FM, OWI, own producers, directors, actors, editors, commentators and entertainers;

Develop more plausible discussion techniques;

Assume the responsibility for adequately treating all important controversial public issues, substituting the criterion of public need for the criteria of acceptability to sponsors, advertising men or overly sensitive public officials;

Improve their machinery for letting important minorities be heard and, with this in view, abandon their preoccupation with the theoretically admirable but practically unreal and unworkable distinction between bought time and free time for the discussion of controversial public issues;

Develop more memorable radio drama;

Make it a rule that no one who is not professionally qualified to help people with their problems (Continued on page 75)

As a matter of fact, in crediting Radio’s Third Chance as a source book, Mr. White says of it:

“The [book], while oratory in style and given more to pietism than specificity, succeeds in capturing the mood of dissatisfaction prevailing in 1946.”

This comes as something of a surprise, since in his acknowledgments of credit at the book’s conclusion, Mr. White records:

“The Federal Communications Commissioners and their staff, particularly Edward Brecher of the Legal Department, were especially helpful in making the material available.”

Mr. Brecher will be remembered, along with Mr. Siepmann, as an author of the Blue Book. Mr. Brecher has left the Commission and is currently general manager of the Metropolitan Broadcasting Co., Washington, D. C. This corporation, with about 75 stockholders, operates WJZ in Washington and is building an FM outlet in the Capital.

Seven Chapter Prelude

Seven chapters of discourse precede the conclusions reached by Mr. White. The chapters are launched, pursuing the pattern which is fashionable this season in books about radio, with one entitled, “The Problem.” In this, the author contends—with cobalt logic—that radio has “permanently and inescapably unique characteristics that cannot be changed.” These characteristics, he notes, are coverage and impact. This being true, he asserts: “Not as a sullen small boy feeding the rod of government regulation, but as a giant who has bested all rivals for the honor, must radio lead us to a more peaceful, orderly world.”

There is contained in this chapter, as well, a definition of the objectives of the Commission on Freedom of the Press. These objectives, generally, are to encourage an accurate and truthful account of the day’s significant events; to emphasize the need for a more free exchange of comment, criticism, etc.; to seek out a means of projecting across lines of group, region and nation a fair picture of opinions; and to provide an opportunity for as many people as possible to obtain the services of printed and spoken media.

Chapter One offers a “yardstick” for measuring radio’s worth. Author White clearly has difficulty in developing a yardstick which will fairly measure the effective use of the medium in terms of social progress. He says of his yardstick that it has been fashioned entirely out of existing parts . . . things American broadcasters already are doing on a commercial basis, whose within the bounds of the free enterprise system and the First Amendment.”

The yardstick, one deduces, is calibrated by special instances of programs which the Commission views as embracing efforts in behalf of humanity.

Cites Programming

Mr. White cites the public service programming of the nation’s stations in general terms only at this juncture. He principally the tendency which he sees among broadcasters to avoid the scheduling of forum-type programs on controversial issues. If he fails in the trial objective of this section, he fails completely. For out

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Industry Voices Opinion On ‘FM Crisis’

Consensus Indicates Certain Changes Necessary

In a Nutshell... By E. K. Jett, Commissioner, FCC

There has been publicity to the effect that FM “now is confronted with what could well become a life and death crisis.” The story mentions “the tendency of stations and receivers to drift from their assigned channels, causing crosstalk in primary coverage areas.”

True that the existing plan for assigning alternate channels in the same area may require some readjustment I do not feel that there is any insurmountable problem, or any problem at all insofar as transmitter drift is concerned. There are several methods available for correcting the reported deficiencies, but I would prefer not to mention these until the Commission’s field engineers have collected more data. The problem is not as serious as many AM interference problems we have dealt with in the past; and I feel confident that a satisfactory solution will be announced at an early date.

Drift of Transmitters Said Not Excessive
By C. R. Runyon Jr., President, Radio Engineering Laboratories Inc.

In an Article headed “FM Crisis,” appearing in the March 24 issue of Broadcasting, it is stated that FM transmitters and receivers have a tendency to drift from their assigned channels.

The Federal Communications Commission prescribes the allowable FM transmitter drift under its Rules of Good Engineering Practice. It is probably true that the mid-frequency range of a few early homemade transmitters for the new FM band drifted in excess of the rules, but we are certain that the transmitters engineered and built by experienced manufacturers never exceed the legal tolerances in this regard. Our own transmitters are operating day in and day out with mid-frequency drifts of less than 500 cycles, and we are informed that the transmitter at Alpine, WZXE, produces even better performance.

For the benefit of prospective FM Broadcaster who may not be cognizant of the technical facts, we believe that the statement in Broadcasting referred to above should be withdrawn.

Three-Channel FM Separation Needed Says Participant in Test at Syracuse
By W. R. David
Sales Manager, Broadcasting, General Electric Co.

We have noted with deep interest your editorial “FM Crisis” which appeared in the March 24 issue of Broadcasting and believe that some points require clarification and explanation. Your statements are of particular interest and some concern to us since we participated in the observations and field measurements here in Syracuse of interference between two FM stations spaced two channels apart according to the present allocation and three channels apart as an experimental investigation.

Incidentally, five (5) different makes of FM receivers were used for the above field measurements along with field intensity measuring equipment. It is significant that none of the receivers would successfully separate the two FM stations in certain parts of the city of Syracuse where the signal was very high from one station in comparison with the other. All of the receivers were authentic FM designs using limiter, discriminators, one RF stage and six tuned circuits in the IF. In other words, they were high quality receivers in performance and construction.

Traced to Allocation
At first, this interference was thought to be a problem of receiver selectivity; but the tests made in Syracuse, in our opinion, proved it to be one of allocation. Furthermore, the drift of transmitters and receivers as mentioned in your editorial and in your comments requiring consideration. The transmitters were direct crystal control, and the receivers were so stable that at no time during the tests did frequency drift occur.

The present separation of 400 kc between FM stations makes the FM receiver design many times more difficult than a corresponding AM receiver. AM stations in a

(Continued on page 86)

RTPB Is Not at Fault Says Panel Chairman
By C. M. Jansky, Jr., Chairman Panel 5 FM Broadcasting, RTPB

The wide circulation enjoyed by your magazine necessitates that I direct your attention to an error in the editorial “FM Crisis” appearing in your March 24 issue. In this editorial you refer to the unsatisfactory interference situation resulting from the Commission’s assignment of FM service to the same city and area to frequencies which are only 40 kilocycles apart, that is, the use of every other frequency in the same location.

You state, “The Radio Technical Planning Board of wartime renown did recommend the present allocations plan, and the FCC did approve it.”

Panel’s Position
Industry, insofar as it was represented by the Radio Technical Planning Board, had nothing whatever to do with the detailed allocation plan for FM. The recommendation of Panel 5 of the Technical Planning Board on FM broadcasting was concerned with only these issues, namely, (1) the width of channel for FM (2) the number of channels to be assigned this service and (3) the position of the FM band should have in the radio spectrum. After the clean cut disagreement between the Radio Technical Planning Board and the Engineer-in-Chief of the Commission with respect to the position for FM in the radio spectrum, the then Chief Engineer of the Commission did not call upon the Radio Technical Planning Board for any advice whatever with respect to the details of the allocation, except in one instance when, as Chairman of Panel 5, I was asked to have the panel consider whether or not circular polarization should be allowed or standardized upon for FM. Therefore, the responsibility for any mistakes which may have been made with respect to the details of the allocation structure within the 88 to 108 megacycle band do not rest with the Radio Technical Planning Board.

For Understanding
That there may be a true understanding of this situation I would appreciate your giving this letter appropriate publicity in the next issue of your magazine.
Towline

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it's for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W-I-T-H, Baltimore. And it's the 6th largest city in the country.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  Headley-Reed, National Representatives
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CCNY Plaque Winners

KGFJ, WFL, WLW, ABC, Kenyon & Eckhardt
Win Top Honors

KGFJ Los Angeles, WFL Phila-delphia, WLW Cincinnati, ABC and Kenyon & Eckhardt have been awarded plaques by the committee on National Radio Awards of the City College of New York. Committee also voted 22 awards of merit and 13 honorable mentions for the winners among the more than 250 entries submitted in this year’s competition, covering the calendar year 1946.

Awards will be presented to the winners by Dr. John Gray Peatman, associate dean, CCNY, chairman of the awards committee, during the college’s third annual Conference on Radio and Business, to be held April 22-23 at the CCNY School of Business and Civic Administration.

Awards were made as follows:

Plaques

(Awarded by classes of competition, regardless of category, plaques are the highest awards and are for outstanding achievement in program creation and/or promotion.)

Kenyon & Eckhardt Inc., New York, for the creation of the most effective direct selling, sponsored program, Canada Dry Sparkle Time—Class: Sponsors, advertising agencies and program producers.

WFL Phila-delphia, for the creation of the most effective direct selling, sponsored program, Teen-Age Time—Class: 500-1,000 w stations.

WGN Chicago, for the creation of the most effective direct selling, sponsored program, Baker’s Spot-light—Class: 60-kw stations.

ABC Western Network, Holly-wood, Calif., for the creation of the most effective direct selling, sponsored program, Name Your Music—Class: regional and intrastate radio.

ABC New York, for the creation of the most effective direct selling, sponsored program, Henry Morgan Show—Class: national radio networks.

Rich’s Inc., Atlanta, for the creation of the most effective institutional program, Rich’s Radio School—Class: Sponsors, advertising agencies and program producers.

WGA R Cleveland, for the creation of the most effective institutional, sponsored program, Foot-

ights Forum—Class: 5-10 kw stations.

KGFJ Los Angeles, for the creation of the most effective public service radio programs, The Law Is Your Defense and If They Had Lived—Class: 100-250 kw stations.

WEEI Boston, for the creation of the most effective public service program, Sea Guidance for Youth—Class: 5-10 kw stations.

ABC New York, for the creation of the most effective public service program, Hiroshimna—Class: National radio networks.

Harry S. Goodman, New York, for the creation of the most effective sponsored spot announcements, Weather Forecast Jingles—Class: sponsors, advertising agencies and program producers.

Kenyon & Eckhardt Inc., New York, for the most effective promotion of a sponsored program, County Fair—Class: Sponsors, advertising agencies and program producers.

Banner & Greif, New York, for the most effective promotion of a sponsored regional program, Professor Quiz.

WNHC New Haven, for the most effective all-over station promotion—Class: 100-250 kw stations.

KMBC Kansas City, Mo., for the most effective all-over station promotion—Class: 5-10 kw stations.

WLW Cincinnati, for the most effective all-over station promotion—Class: 50-kw stations.

KHTT Houston, for the most effective promotion of a public service program, KHTT Builds a GI House—Class: 100-250 kw stations.

KLZ Denver, for the most effective promotion of a public service program, KLZ Farm Reporter—Class: 10 kw stations.

WFAA Dallas, for the most effective promotion of a public service program, Homer K. Saphead

Program—Class: 50-kw stations.

WFL Phila-delphia, for the most effective promotion of a sponsored program, Louis Conn Fight—Class: 500-1,000 kw stations.

KFA Los Angeles, for the most effective promotion of a sponsored program, Philco Radio Time With Bing Crosby—Class: 5-10 kw stations.

ABC New York, for the most effective promotion of a sponsored program, Philco Radio Time With Bing Crosby—Class: National radio networks.

Honorable Mentions

J. M. Mathes Inc., New York, for the creation of an unusually effective direct selling, sponsored program, Hoagy Carmichael Program.

The National Council of the Y. M. C. A., New York, for the creation of an unusually effective institutional program, Children of Babyl.

KSD St. Louis, for the creation of an unusually effective public service program, The Cardinal News.

KUOM Minneapolis, for the creation of unusually effective public service programs, KUOM for Kids and School by Air.

WNEV Boston, for the creation of an unusually effective public service program, Keep Faith with America.

WTMJ Milwaukee, for the creation of an unusually effective public service program, Cooperation Please.

CBS New York, for the creation of unusually effective public service programs, Operation Crossroads and The Empty Noose.

Young & Rubicam Inc., New York, for unusually effective promotion of a sponsored national program, Vos Pop.

WMT Cedar Rapids, Iowa, for

(Continued on page 72)

1946 Peabody Awards to be Presented April 17, Hotel Roosevelt, New York

GEORGE FOSTER PEABODY Radio Awards for 1946 will be presented April 17 at New York’s Hotel Roosevelt at a luncheon sponsored by the Radio Executives Club. Dean John E. Drewry, of the U. of Georgia Henry W. Grady School of Journalism, who administers the awards, made the announcement upon his return last week from a meeting of the Peabody Awards advisory board in New York.

The NAB assists in administering the awards, which are designed to recognize outstanding performance and public service in a variety of fields of broadcasting. The awards perpetuate the memory of the late George Foster Peabody, benefactor and life trustee of the U. of Georgia and former treas-

urer of the Democratic National Committee. They constitute for radio what the Pulitzer prizes do for the journalistic and literary professions and the "oscars" for the movie industry.

In appreciation of the import-

ance of these awards to ra-

dio, the Radio Executives Club, composed of executives of net-

works and stations, as well as exec-

utives of advertising agencies handling radio accounts, asked that the presentations be made at its regular meeting April 17.

Six Classifications

The 1946 Peabody Awards, like those of previous years, will be made in the following classifications:

1. That program or series of pro-

(Continued on page 72)

Year-Round Standard Time Sought

Industry Support Asked
For O’Hara Measure
Now in House

INDUSTRY SUPPORT for na-

tion-wide, year-round standard time was urged last week by Rep. Joseph P. O’Hara who introduced a bill Monday (HR-2740) to pro-

vide daylight saving time as the “meas-

ure of time for all purposes.”

Mr. O’Hara told Broadcasting that the “only way to eliminate yearly expensive confusion arising from conflicting time standards in your Your communities is to establish one measure by which everybody can regulate his life and his business.”

DST has been a recurrent issue since Congress first voted down a bill (HR-1700) [Broadcasting, March 3] to provide summer time for the Capital. Local clamor for “fast time,” however, resulted in re-introduction of the controversy in the Senate which last Monday passed by an overwhelming vote of 56-17—an enabling bill by Sen. J. Howard McGrath (D-R. I.) to place authority for time-setting decisions with the District Commis-

sioner.

Dislocation of radio schedules and listening was spotlighted in the Senate when Sen. Burnett R. Maybank (D-S. C.) read into the record data collected for him by Chairman Charles R. Denny of the FCC. Sen. Maybank told the Chamber he had requested the information “to see how the entire United States is being upset by the domi-

nation of the radio interests of New York to the disadvantage of the farm...”

Network Confusion

Reported Mr. Denny, “The four nation-wide networks had a total of 740 affiliated stations in July 1946. Of these, 194, or 26.5 per cent were located in cities and communities which observed daylight savings time in 1946. Each of the national networks had some outlets in daylight-saving time areas.

“A total of 965 stations were operating in July 1946. Of these, 270, or 28% were located in cities and communities which observed daylight saving time in 1946, while 695, or 72%, were in communities

(Continued on page 77)
WHEN LUNCH TIME COMES in Philadelphia, housewives keep one eye on the stove... and the other on the radio, to make sure they don't miss "The Lunch Timers".

In a two-year period, this unique variety show has assembled a tremendous following. Not only within Philadelphia's city limits, but throughout the dozens of counties reached by KYW's powerful signal in Pennsylvania, New Jersey, Maryland and Delaware.

"THE LUNCH TIMERS" is doing a bang-up sales job for a growing number of participating sponsors. There's room for one or two more. NBC Spot Sales can give you the details.

WESTINGHOUSE RADIO STATIONS Inc • WBZ WBZA KDKA WOWO KEX KYW
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Kentucky leads the nation in AGRICULTURAL GAINS

CORN AND POTATOES
join the march!

KENTUCKY leads the NATION in 1946 agricultural gains!

CORN—UP 37.5%
Kentucky's 1946 corn crop was 37.5% greater than the average yield for 1935-44. The U. S. average gain was 29%.

POTATOES—UP 35%
The Kentucky farmer's potato yield for 1946 was 35% greater than the ten-year average. The U. S. gain was 22%.

AND THAT'S NOT ALL...
Tobacco, livestock, hay, oats, barley, fruits—all enjoyed a greater percentage gain than the national average. They were well above the 1945 total crop which brought the Kentucky farmer $449,139,000.00!

AND REMEMBER...
Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, look to Louisville!

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE
Radio Station WHAS
The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
WSM Asks Reversal of Grants Issued For Its Clear Channel

CONTINUING clear-channel stations' fight against FCC's clear-channel licensing policies, WSM Nashville last week filed notice of appeal from non-hearing grants for daytime use of its frequency at Crewe, Va., and Altoona, Pa.

The appeals, to the U. S. Court of Appeals for the District of Columbia, seek reversal of grants to Southern Virginia Broadcasting Corp. (WSVS) and Altoona Broadcasting Co. (WSJW). The former, issued last Sept. 19, is for daytime operation on 650 kc with 1 kw; the latter, dated Sept. 30, is for use of the frequency with 250 w.

Following the line taken in previous appeals by clear-channel stations as a result of daytime grants on their frequencies, WSM contended the grants are unlawful in that they reduce WSM's service area, effecting a "substantial modification" of the station's license without giving WSM a chance to be heard; that they prejudice the still-pending clear-channel proceeding, and that they would restrict WSM's service with 750 kw if that power is permitted as a result of the clear-channel hearing.

One such appeal has been heard — WJR Detroit's protest against the Oct. 22 grant to Coastal Plains Broadcasting Co. for a new 1-kw daytime station on WJR's 760 kc at Tarboro, N. C.—and several others are pending [Broadcasting, March 10, 17]. A court decision on the WJR case is expected within 30 to 60 days.

The WSM appeals were filed by Louis G. Caldwell, Reed T. Rollo and Kelley E. Griffith of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for WSM.

WHALE, WGRV Ask Sale of Interests

APPROVAL for sale of a quarter interest in WHAL Shelbyville, Tenn., for $15,000 by Robert W. Rounsaville, Tennessee broadcaster, and his acquisition, through a gift, of a half interest in WGRV Greeneville, Tenn., is requested in a pair of applications reported by FCC last week as accepted for filing.

Owner of WBAC Cleveland, Tenn., and 51% owner of WBEV Elizabethton and WKSR Pulaski, Tenn., Mr. Rounsaville has been general manager of WGRV and WHAL. He has held no interest in WGRV but was responsible for construction and operation of that outlet. The present owners give him half interest as remuneration for his services and as incentive to continue as manager. He also is to continue as general manager of WHAL for a year after approval of sale of his interest in that station.

The three remaining partners in WHAL are J. Q. Fly Jr., George F. Fly and Howard P. Smith, who will continue the partnership, doing business as Shelbyville Broadcasting Co., WHAL licensees.

License of WGRV is requested to be assigned to Radio Greeneville Inc., a new corporation composed of Mr. Rounsaville as president, and 50% owner and the present three WGRV owners holding 16% each. The latter are Clyde B. Austin, vice president, C. H. Lyerly and C. B. Burns. James F. Corr is secretary of the new firm. The present equal partners in WGRV are doing business as Greeneville Broadcasting Co.

WHERE'S CASEY?

“Sample” ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis. 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, la. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
AMERICA'S MOST POPULAR RADIO COMEDY TEAM!

15 minute full fun and horning for you.

WAGA 5:45 P.M.

MON. THRU. FRI.

presented by

BAILEY'S SUPREME COFFEE

"LEAVES NO GROUNDS FOR COMPLAINT"
ABLE

TRANSERIBED

SHOW!

ACES

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • CHICAGO • HOLLYWOOD

MAILING PIECE

THREE-SHEET POSTER

TWENTY-FOUR-SHEET POSTER
30 kc Separation Argued in Briefs

NBC Urges More Study Before Relaxation Of Ruling

THE ARGUMENT over reduced channel-separation requirements for AM stations in the same locality, subject of two days' debate earlier this month [Broadcasting, March 10, 17], was renewed in briefs on file with FCC last week.

Liberty Broadcasting Co., applicant for a new Rochester N. Y. station 30 kc removed from an existing outlet, repeated contentions that 30-kc separation should be permitted so long as the stations' 250-millivolt per meter groundwave contours do not overlap.

NBC reiterated its opposition to unrestricted authorization of 30-kc separation for stations in the same area, contending that “the most significant fact” shown at the hearing “is that more data should be acquired before substantial relaxation is made in the frequency-separation requirements.” If 30-kc separation is to be allowed without further tests, NBC recommended that three “minimum restrictions” be incorporated into the rule: (1) No overlapping of the 25-millivolt contours; (2) revision of the rules to limit the population within the new station's blanket area to 0.5%, rather than 1% of the population within its entire service area; (3) the new station should have “full responsibility” for correcting cross-modulation problems.

WWDC Washington, which cooperated with FCC and WBCC Bethesda, Md. in a test of 30-kc separation in the District of Columbia area, filed a brief asserting that “the facts are insufficient to warrant, a definite conclusion as to the standards which should be adopted.” The station listed several factors to be considered by FCC and suggested limitations to accompany any changes permitting 30-kc separation in the same area.

Liberty's Contention

Liberty Broadcasting's brief, filed by Paul D. P. Spearman, Washington radio attorney and a stockholder in the company, said that “one has to look long and carefully [at the hearing record] even to find an opinion, to say nothing of finding basic facts” in support of a prohibition against 30-kc separation where the 25-millivolt contours do not overlap.

“On the other hand,” the brief continued, “the record is replete with the evidence of qualified and experienced engineers” opposing such a prohibition and supporting 30-kc separation if the stations' 250-millivolt contours do not overlap. That evidence, the brief added, “is based upon facts, performance, and recognized scientific and mathematical principles.”

WWDC's brief, filed by Thomas N. Dowd, Washington attorney, asserted that the only rule which can be safely applied now is one prohibiting 30-kc separation if the 25-millivolt contours overlap.

The station asked FCC to consider the desirability of similar signal strengths over the same general area in cases of the 30-kc separation; suggested that 30-kc separation be allowed between only two successive stations, and declared that “due to difference in band widths, minimum separations which may be permissible in lower bands will result in undue interference in the upper bands” and that some “sliding differential” should be adopted. A decrease in channel separation will result in more interference than exists at 40 kc, particularly to the “poorest 20% of existing receivers,” the station asserted.

The brief for NBC was submitted by Henry Ladner and Gustav B. Margraf, attorneys, and asserted that “the adequacy of protection afforded by the proposed rule”—30 kc separation if the 25-millivolt contours do not cross—“should be ascertained by actual test before the rule is adopted.”

Covers a Capital Market

The Nashville retail trade area is a 51 county cut right through the heart of middle Tennessee and southern Kentucky . . . With annual retail sales totaling $356,977,000 these counties are truly Tennessee's capital market area . . . And WSIX's coverage concentrates on this rich territory . . . So your sales message will reach a wide audience who have the buying power you need—and who listen regularly to favorite programs broadcast over WSIX!

Submarine Telecast

FIRST TELECAST from a submarine is scheduled for the evening of April 10, when NBC will have two image orthicon cameras aboard the USS Trumpetfish as it submerges and two more ashore at Brooklyn Navy Yard to provide the outside view. Occasion is the eve of the 47th anniversary of the Navy's acceptance of its first sub. Burke Crotty, NBC video director of field programs, will direct.

5,000 WATTS 980 KC

AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

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5,000 WATTS 980 KC

AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
A NEW VOICE IN CAROLINA

WSPA—South Carolina's oldest radio station—welcomes WSPA-FM, the first FM station in South Carolina

The paint sparkles on a new transmitter-tower that's perched on Spartan hill high above Spartanburg, South Carolina. It's the transmitter of WSPA-FM, first frequency modulation station in the state of South Carolina.

Back in November of 1946, when WSPA-FM first went on the air, the modern Spartans living in and around Spartanburg, South Carolina, parked their dials at 92.1 megacycles. They've been listening steadily since. And just the other day, these listenable programs of WSPA-FM reached out farther than ever—for our power jumped to 3000 watts.

But, as we've been telling you, that's the usual story for WSPA. Since 1929, when modern Spartans think of radio (and they listen to it every day), they think of WSPA.

And with results. For right now, WSPA can deliver a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

*BBM Daytime audience
WCMI gives needed coverage in Ashland, Ky., Ironton, Ohio, Huntington, W. Va., and adjacencies.

WCMI BMB STATION AUDIENCE REPORT

- **BMB DAYTIME AUDIENCE COVERAGE**

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Daytime Audience Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-100%</td>
<td>7</td>
<td>36,370</td>
</tr>
<tr>
<td>10-100%</td>
<td>13</td>
<td>39,800</td>
</tr>
</tbody>
</table>

- **BMB NIGHTTIME AUDIENCE COVERAGE**

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Nighttime Audience Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-100%</td>
<td>4</td>
<td>27,880</td>
</tr>
<tr>
<td>10-100%</td>
<td>8</td>
<td>31,510</td>
</tr>
</tbody>
</table>

NOTE: Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

Operators of WBIG Get News Co. Stock

N. C. Bstg. Co. and Maj. Ridge Acquire 1,505 Shares

NORTH CAROLINA Broadcasting Co., operator of WBIG Greensboro, and Maj. Edney Ridge, president of the company, have acquired through purchase 1,505 shares of stock in the Greensboro News Co., publisher of the morning Greensboro Daily News and the afternoon Greensboro Record.

The sale represents 12 2/3% of outstanding stock, which is transferred from Archie Joyner, whose father was one of the founders of the Greensboro News Co., to Major Ridge and the broadcasting company. The transfer assures Major Ridge a place on the newspaper company's board of directors. Sale price was reported to be in the neighborhood of $200,000, although no exact figures were disclosed.

In announcing the sale the newspaper company did not indicate that any further transfer of ownership was in prospect at this time.

Major Ridge has been associated with the North Carolina Broadcasting Co. since 1930 and is director of WBIG. He is a former publisher and part owner of the Greensboro Record, having sold his interest in the paper in 1928.

Arrangements for the sale of WBT Charlotte by CBS to the Jefferson Standard Life Insurance Co. of Greensboro were made by Major Ridge.

U. S. C. of C. MEETS IN CAPITAL NEXT MONTH

ANNUAL MEETING of U. S. Chamber of Commerce opens in Washington April 29. Keynoting the program will be questions relating to America's position in a world undergoing a fateful period of transition from war to a hoped-for but disputed peace.

"Now Is the Time to Wage Peace" will be the theme of a forum discussion on April 29, with participants including Navy Secretary James E. Forrestal, radio news commentators Eric Severeid, CBS, Raymond Swing, ABC, Richard Harkness, NBC, and Col. Albert L. Warner, MBS.

General sessions will cover such subjects as technological progress, distribution and sales problems, natural resources, taxes and spending, the farm program, education, the role of government and labor-management relations.

Final session on May 1 will hear an address on "Government's Place in Labor-Management Relations" by Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee.

Rudy Vallee is writing second book tentatively titled "Twenty Years Before the Mike," which relates personal anecdotes.

A QUICK HAND of gin-rummy was enjoyed by Dean Fitzer (I.), manager of WDAF Kansas City, and Harry Bannister, manager of of WWJ Detroit, with I. E. (Chick) Showerman, vice president and general manager of NBC Central Division, Chicago, kibitzing, during recent NBC station affiliates banquet in Chicago.

WIBC's BIGGAR HEADS INDIANA BROADCASTERS

GEORGE C. BIGGAR, general manager of WIBC Indianapolis, was elected president of the Assn. of Indiana Broadcasters at the group's annual business meeting in Indianapolis March 21. Mr. Biggar succeeds John Carl Jeffery, who resigned March 15 as manager of WIKO Kokomo.

Other Association officials elected at the meeting were: R. R. Baker, general manager of WTRC Elkhart, first vice president; Martin L. Leich, general manager of WBOB Terre Haute, second vice president; Carl Vandagriff, program director of WOWO Fort Wayne, secretary; G. F. Abright, general manager of WKBV Richmond, treasurer.

The Association voted to admit two new stations to membership, WSUA Bloomington and WBAT Marion. Total membership now stands at 17 stations.

Meeting was held in conjunction with Indiana State High School basketball finals. The finals were broadcast by 22 Indiana stations and by WIND Chicago and WGRG Louisville.

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KROD 600 KC 1000 WATTS

Charles C. Warren, Manager
Ashland, Ky.
Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON CO.

AMERICAN PRODUCTS CO. INC., Bethesda, N. C. (Swagger, Nu-Shine, Shu-Care), has appointed Justin Fisk of an advertising Inc., Baltimore and New York, to handle its national advertising.

Page 28 • March 31, 1947

Broadcasting • Telecasting
WMT delivers more listeners at less cost!

We don't think Clif Fadiman can "stump the experts" when it comes to buying time in Eastern Iowa. For out here, in the No. 1 market of a great state, WMT stands out like John Kieran quoting from Shakespeare. You see, Iowa offers a spendable, dependable market — not inflated by war — but working in steady industries and on the world's richest farmlands. You reach them both on WMT. Get the facts now — and yet on WMT. Our story is a big one to tell — an important one to hear.

Contact your Katz Agency Man at once.
NEWSPAPER EDITORS PRAISE
WLAC RADIO PROGRAM!

Henry Fleer (pictured above), editor of the Waverly Democrat-Sentinel, is typical of the forty-five Middle Tennessee newspaper editors who use their front page columns to urge readers to listen Sunday mornings at nine o'clock to WLAC's "What's Happening". This show broadcasts news events reported in these newspapers.

As Editor Fleer writes... "it puts Waverly and Humphreys County on the map, so to speak, and everyone interested in his own home town and county should not miss it."

Here's another link of confidence and friendship between WLAC and the market it serves.

"Gateway to the Rich Tennessee Valley"

"What's Happening" is broadcast weekly by WLAC and by other newspapers, and affords the reader an enlightening picture of news events in neighboring communities.

This inside "What's Happening" goes on each Sunday morning at 9:00 by F. C. Sowell, the Waverly Democrat-Sentinel's editor.

The Country Newspaper Program of WLAC's newest addition to the airways, was inaugurated last Sunday morning with a round-up of news reported in the weekly newspaper press of Tennessee. The radio station has been printing comments and articles of the newspaper program, and radio officials have been listening to broadcasts of the program. WLAC, 50,000 watt NASHVILLE radio station, 50,000 Watt weekly program, has started a series of programs that are of great interest to listeners within a 75 mile radius of Middle Tennessee counties.

Every Sunday morning at nine o'clock, starting last Sunday, a county newspaper will be broadcast over WLAC. This program will be up of news items of Middle Tennessee newspapers each week.

One of the editors, readers of this paper, will comment on this office news item, and we will be glad to have your comments and articles in the program, and radio officials have been listening to broadcasts of the program. WLAC, 50,000 watt NASHVILLE radio station, 50,000 Watt weekly program, has started a series of programs that are of great interest to listeners within a 75 mile radius of Middle Tennessee counties.

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Orientation on BMB Moves Forward

Value and Adaptability To Industry Becomes More Evident

By J. HAROLD RYAN
Chairman, BMB Inc.

ON BEHALF of Broadcast Measurement Bureau I want to thank BROADCASTING for having commissioned Audience Surveys Inc. to conduct an opinion poll on BMB, the results of which have appeared in series of articles under this last week. I understand the BMB researchers think very highly of the adequacy of the sample used. Our gratitude is also extended to the broadcasters whose thoughtful answers to the questionnaire provided important information on pertinent questions. It is healthy for research organizations to be subjected to such independent scrutiny.

BROADCASTING was quick to call attention to the fact that the poll was taken early in January, before advertisers and agencies had received BMB data. Since broadcasters' opinions of BMB will be determined in large part by advertiser-agency use of the material, this fact could play no part in their opinions.

At the time of the opinion poll even the broadcasters had still to receive their Station Audience Reports and the 1947 Area and Network Report (which will be distributed in April). For lack of rules governing the presentation of BMB data by subscribers—which were issued the middle of January—BMB subscribers themselves had not made much use of their BMB audience figures at the time of the poll.

More Data Given

Thus, the poll unearthed impartial opinions, expressed just as BMB was about to publish and distribute its data throughout the radio and advertising industries. Since the poll was taken, 160,000 Station Audience Reprints have been distributed, in addition to those which each subscribing station received of its own audience figures. The Area Report has been sent to AA agencies, ANA advertisers and BMB subscribers. Numerous additional copies have been sold. And the new rules governing the presentation of data by subscribers have prompted many stations to promote their BMB figures in sales promotion literature and trade paper advertising, as every reader of BROADCASTING knows.

It would be interesting to compare the opinions now as the poll to industry opinion six months hence. Many of those who failed to answer specific questions or said "Don't know" would, I am sure, have a different answer. As I am confident they would be favorable. Even some of the negative votes might by then have switched.

Even in early January 61% of the BMB subscribers polled said BMB was giving them what they paid for. But 23% had not yet formulated an opinion. They, the 2% who did not answer the question and even some of the 14% who said "No" might be found in the "Yes" column after they received their Reprints, Area and Network Reports and when they had had an opportunity to use BMB and to note the use advertisers and agencies were making of it.

The poll indicates that the average station had been using more than one type of coverage information prior to BMB and points up the need for a uniform audience measurement, which BMB was organized to provide.

Definition of Coverage

Question 4 was a 3-part question which called for a comparison of BMB with other "coverage" data and the respondent's own opinion as to his station's "performance."

We may perhaps assume that "performance" was intended to refer to the same factor measured by BMB: Families that listen one or more days a week. But how about "coverage"? In many minds that word connotes a station's area of advertising effectiveness. But BMB does not presume that a station is advertising effectively in every county where 10% of the radio families listen to it. BMB simply reports down to that level because it has available reliable information. A station's advertising effectiveness may vary for different kinds of accounts. And a 30% BMB penetration may mean a different degree of advertising effectiveness when it represents the second highest station in the country than when it is surpassed by four other stations.

So the fact that a station's BMB area does not coincide with the station's claimed "coverage" is no condemnation of BMB.

Furthermore, in asking whether BMB accords a station too much or too little "coverage," no distinction is made between number of listener families and number of reported counties. It is quite possible that a respondent who thought BMB reported too many counties may have been disappointed with the number of listener families BMB reported for his home city or county.

Uses for Material

Although mentions of specific uses of the BMB data totaled 200%, indicating that stations plan to use the material in several ways, 14% had found no use for the data in January. Perhaps this ties in with the fact a bare 51% thought BMB was "Good" or "Fair" in explaining the uses of its data.

We had planned an educational campaign last fall but refrained from putting it into effect pending a clarification of the scope within which we could operate. These matters were explained to the NAB board in January. Within certain prescribed limits we are endeavoring to make up this shortcoming, of which we have been well aware.

Although only 14% said BMB had not given them what they paid for, 42% thought the cost was high. Perhaps the discrepancy may be attributed to the fact that few people like to admit they didn't pay plenty for what they got, especially when they know that re-subscriptions will soon be coming up.

In this connection we have revised our subscription scale for Study No. 2 by the addition of more classifications. Thus costs will be more clearly and fairly distributed and each classification will represent narrower range of revenue to which that particular subscription fee applies.

The question on the frequency with which the BMB measurement should be made was particularly interesting in view of our own previous decision on the matter. When we decided not to make a survey in 1947, preferring to analyze our first study thoroughly before embarking on the second, we recognized the widespread desire for annual surveys. But the poll's 59% vote for surveys at least once a year. Another 27% thought the survey should be made every two years. This will be the interval between the first and second surveys.

Basis for Evaluation

The tentative character of broadcaster's opinions applies particularly to questions concerning BMB's operations. Broadcasters could not be expected to evaluate the method of reporting BMB data to stations when they had received only their Station Audience Reports. But we did recognize the justification of subscribers' desire for maps which showed the BMB penetration in each county, and are now preparing such maps.

Part of our 1947 research activities will be concerned with the Reports. We intend to query advertisers, agencies and broadcasters after they have had an opportunity to work with the Reports. We intend to find out whether we have presented the information they want in the way they can best use it.

The same applies to broadcasters' opinions on BMB's research formula. Facts on which to base an informed opinion just don't exist as yet, and in January even fewer facts were known and they were known only to the technically-minded researchers.

It is to obtain facts on which to

(Continued on page 52)
The finest transmitter
RCA has ever built... now
available from stock

CONTROL CONSOLE contains controls for both the transmitter
and audio channels. Every major function of the transmitter
is at the engineer's finger tips or within easy viewing distance.

KCMO
KANSAS CITY, MISSOURI

KMPC
LOS ANGELES, CALIFORNIA
the new 50-kw AM, type BTA-50F

- Postwar member of a famous line
- RCA 50's are now in use or on order at 22 of the nation's 50-kw AM stations
- Today, six of the country's top broadcasters are installing this new 50-kw transmitter

KOMO
SEATTLE, WASHINGTON

WCFL
CHICAGO, ILLINOIS

WFAA
DALLAS, TEXAS

WJJD
CHICAGO, ILLINOIS
...a new degree of accessibility and

COMPACT FLOOR PLAN—EASY INSTALLATION. Arrangement of equipment units has been carefully planned to save floor space and assure maximum operating convenience. When desired, all equipment may be installed on one floor. Interwiring is carried in built-in ducts at top of units.

EXCITER section (rear view) contains two crystal oscillators (Type UL-4300) with a relay switching system to change from regular to spare. Low-power stages are in front of unit, high-power in rear.

RECTIFIER, reached through interlocked side door, uses type 6575 tubes in three-phase, full-wave circuit. A spare tube, always up to operating temperature, can be switched into any tube position. Non-inflammable capacitors. Stepless starting.

MODULATOR uses the RCA-developed Class "B" circuit. Stabilized audio feedback uses no r-f rectifier—requires no adjustment whatever. Two type 9C22 single-phase-filament, forced-air-cooled triodes modulate the output carrier 100% with an audio input of +10 dbm. Spare tube (center position) can be quickly connected in place of either modulator tube.
THE RCA BTA-50F Transmitter shown on these pages is not a "revolutionary" design. Quite the contrary, it is a design which has gradually evolved through six stages over a period of twenty years.

In 1927 RCA engineers designed and installed for WEAF the first fifty-kilowatt broadcast transmitter. That transmitter was RCA's Type 50-A. Another 50-A was installed the following year at WENR. In 1929 RCA engineers brought out a new design—the 50-B—incorporating many new features. Among other things, the 50-B was the first high-power transmitter to use mercury-vapor rectifiers. This transmitter was so good that it swept the field. All told, seventeen 50-B's were installed. More than half of them are still in operation after 18 years of service.

In following years the same group of RCA engineers designed, first the 50-C, then the 50-D and the 50-E, and now—the BTA-50F. Each design improved on previous designs—new features were added. The outstanding success of these transmitters is attested by the fact that during the whole twenty-year period "RCA 50's" have been the undisputed first choice of 50-kw broadcasters. Today "RCA 50's" are used or on order by 22 of America's 50-kw stations (operating and authorized).

What does this mean for the station buying a 50-kw transmitter today? It means the best assurance of minimum time off the air and minimum maintenance cost. (Any 50-kw operator will testify that these are the two most important points to consider.) Accessibility and operating convenience are very important in this respect because they reduce (a) time lost for replacements and (b) labor required in operation and upkeep. Ask your chief engineer—he knows!
Net Time Sales
(Continued from page 13)

Net time sales have declined only once during the period, dropping 0.6% in 1938 due to a dip in local advertising that year. This, in turn, paralleled a drop in retail and service establishment sales, fields from which local radio obtains much support.

Fastest growth of time sales occurred in the 1935-37 and 1942-44 periods. In the middle '30s radio enjoyed the normal growth of a new and effective medium. In the early '40s the medium reflected the upward swing of business and advertising during the war.

Other factors contributing to the medium's growth in the 1935-45 period were expansion of station and network facilities; improvement of broadcasting and receiving equipment; marked rise in the number of radio families. In 1935 there were 614 standard broadcast stations; in 1945 there were 937; as of Jan. 1, 1946, there were 1,020. In 1935 only 194 were affiliated with national networks; in 1945 the number was 725, the increase being especially heavy among small stations.

Gain in Radio Homes

Number of radio homes in 1935 was 24,600,000 compared to 34,000,000 in 1945, with nearly 97% of homes now estimated to have receivers. As the number of radio homes was rising 38.6% in the 11 years, number of stations increased 52.6% and time sales 288.1%.

With the growth of broadcast advertising has occurred a trend toward ever-increasing dispersion of the radio dollar among stations as against networks; among smaller stations as compared to large ones, and among hitherto less developed radio areas.

Growth has been fastest in the Southern, Mountain and West North Central States. This is

History of Radio Advertising

Besides analyzing 1946 broadcasting time sales, the Yearbook presents in highlight form a history of radio advertising since the Census Bureau study of 1935. That year net time sales were $79,617,043, the 11-year increase being four-fold.

The growth during this period was not even. National network volume, for example, increased 216.6% while local advertising rose 284.1%. National and regional nonnetwork advertising (national spot) rose 470% during the 11 years. This form of broadcast advertising first developed in 1929 and has grown steadily ever since.

Average revenues of nonaffiliated regional and local stations increased more rapidly than network-affiliated regional and local stations.

Clear-channel and regional stations are the principal media for national advertising and local stations the main local advertising media, the analysis shows. However, an increasing proportion of national business is going to the locals.

Principal relative increase on 50 kw unlimited stations has been in the national spot category, with decline in percentage of revenue from local sponsors, due to relative saturation of these stations. A generally similar trend is noted on regional unlimited stations affiliated with networks. Some evidence is noted that national and regional nonnetwork business tends to follow network affiliation.

Greatest increase in proportion

FM Primer

MARTIN DEANE WICKETT, program consultant, has been retained by FM Assn. Inc. to draft an FM programming primer. The primer will be released to Association members at the Albany, N. Y., conference April 14. Mr. Wickett resigned recently as program director of WTOP Washington to enter the program consulting field. He continues to produce, on a freelance basis, shows on the CBS outlet.

-continued on page 40
THE HOOPER CLIMBED
3 to 5 to 8
IN THREE MONTHS AT 2 P. M.

That's the story so far of "Shoppin' Fun" with Lonny Starr on WFBR—an 8.1 Hooper in 3 short months.

Produced and perfected by WFBR's Program Department, "Shoppin' Fun" had to be really good to earn an 8.1 Hooper—a local show with a rating any national show would envy.

Following WFBR's Club 1300, it is again evidence that WFBR is radio in Baltimore—a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
How one man on five broadcasts rallied two states to help survivors of school bus tragedy

1. During the Christmas week, grim tragedy struck Silverstreet—a small country town a few miles from Newberry, S.C. A school bus stalled on a railway crossing...was smashed by a speeding express train. Twelve children were killed instantaneously. Ten more youngsters were carried out of the twisted wreckage seriously injured.

4. Thanks to these contributions, a chartered plane winged one child 300 miles for an operation by a world-famed surgeon...the nine other injured youngsters received the finest medical treatment...and funeral expenses were taken care of for the grief-stricken parents.

5. "Nobody approached Grady Cole," editorialized the Newberry Observer. "Out of the bigness of his heart, he voluntarily gave his services. Thanks to the appealing broadcasts given by him on WBT, the people of this community have been given a new understanding of the conscience and the power of a great radio station."
2. In Charlotte, N. C.—90 miles away—Grady Cole, two-time Variety Award winner, read the story in the WBT News Room. Shocked by the neighbor community's catastrophe, WBT's Farm Editor immediately phoned the Managing Editor of the Newberry Observer, arranged a joint campaign to help bereaved Silverstreet.

3. During five broadcasts of his Farm Hour (5:00 to 8:00 a.m.), Grady Cole, who receives a thousand letters a week, talked about the accident. "Our neighbors need our financial help. Let's make sure they get it." Within two weeks, donations totaled more than $4,000.

6. Helping 22 of the half-million families in WBT-territory is in itself a small incident. Yet it typifies the manner in which a famous Farm Editor and a "great radio station" gather industrial workers and farmers of two states into one family.

Here is more eloquent evidence that WBT has the power to shape the living (and buying) habits of its millions of listeners.
White Book
(Continued from page 17)

of the careful presentation of his premises upon which to base a yardstick, he seems to arrive at no conclusion. Unless one can accept as a conclusion the following: "The author's 'yardstick', then, is simply this: Let the broadcasters, of their own volition, contribute more that is 'plus' in terms of the five goals of the Commission on Freedom of the Press; and let them, realizing that not everything that is not 'plus' is by that token 'neutral', eliminate those 'minus' which have the effect of cheapening the goals and values of our society."

It will be remembered that this was the nonsequitur over which the FCC Blue Book stumbled. There has been much discussion of a "yardstick" or a "set of standards." But the yardsticks emerging from these discussions seem inevitably to reach the point of X equals—and then stop.

To some keenly tuned broadcasters' ears, there will be a harmonic in the use of that "plus-neutral-minus" terminology.

When Dr. Robert D. Leigh, director of the Commission on Freedom of the Press, and Mr. White's boss, was director of the Foreign Broadcast Intelligence Service, a division of the FCC during the war, he and his colleagues devised a system of rating foreign tongue broadcasts on this Plus-Minus-Neutral basis. The product of this labor, if fortuitously it has been preserved, should constitute the greatest store of nonsense prose in the Archives of the United States. And it is true that Dr. Leigh confined his efforts not only to incoming foreign broadcasts, but to outgoing programs in foreign tongues. It got to the place that some foreign language station licensees, bewildered by this plus-minus routine, didn't know whether they were doing business with Dr. Leigh or Dr. Wasserman.

Mr. White's 'Poetry'

There is a certain poetry in Mr. White's lexicon which brightens the treatise. It surges to the surface in this chapter, when he states: "What does the citizen need to make him a better citizen? Let each broadcaster, in his primary role of citizen, ask that question of his conscience. But let him not ask it in the complacent atmosphere of an air conditioned office or apartment in Manhattan or Beverly Hills or Lake Forest; let him retire for one solid week to the Maine or Michigan woods and there, locked in a cabin without newspapers, magazines, or books, his only contact with the outside world a cheap four-tube portable radio, simulate the conditions under which many of his customers live, year in and year out."

Of course, this overlooks the fact (Continued on page 48)

Net Time Sales
(Continued from page 38)

of business derived from national spot sources has occurred in the local limited group not affiliated with networks, due to increased importance of rural markets.

Dispersion of the advertising dollar, with benefits to economic health and stability of the medium, is shown in an analysis of time sales and net operating income, Whereas 50 kw unlimited station took in 29.7% of net time sales in 1937, the 1945 figure was 22.3%. Regional unlimited stations scarcely changed, but local unlimited stations more than doubled, rising from 9.5% to 20.9%.

Network Ratio Drops

National networks probably obtained 46% of all radio revenues in 1931 but by 1935 the radio had dropped to 34.8% and by 1945 to 28.6%. In 1945 stations received 71.4% of all money spent directly through stations and networks for radio advertising against 65.2% in 1935 and probably 55% in 1931.

Ratio of net operating income (before Federal taxes) to broadcast receipts during the 1937-1945 period rose faster on low-powered stations not affiliated with networks. Ratio for affiliated unlimited regions rose from 24% to 34% during the period and for nonaffiliated of the same class from a deficit of 7.99% to 15.81%. Radio for local unlimited stations rose from 10.16% to 25.54% and for nonaffiliated stations from 6.47% to 15.85%. Ratio of net operating income to broadcast receipts for 50 kw unlimited stations decreased from 53.24% in 1937 to 37.58% in 1945, probably due to rising costs.

Analysis of station revenues by size of city shows that 50 kw unlimited stations in cities over 1,000,-000 have fared best in their class, with unlimited regions also doing well. In smaller cities the regions did well, as did local unlimited stations. At the same time revenues of local unlimited stations in cities over 1,000,000 nearly doubled from 1937 to 1945.
On April 5, 1927 KGW became an affiliate of NBC, beginning an association that for 20 years has provided the great KGW audience with the best in radio programs. KGW's NBC affiliation brought Portland its first network broadcasts. During the past 20 years KGW has increased in power from 2500 to 5000 watts, has twice moved to larger quarters, and has more than doubled its personnel. KGW brought the Northwest its first Frequency Modulation station—KGW-FM. These are only a representative few of KGW's forward strides.

KGW is planning even greater things for the future. Let KGW's GREAT selling power tell your story.
White Book
(Continued from page 40)
that there is a sprawling territory
between Manhattan and Beverly
Hills, inhabited principally by per-
sons—few of whom live in cabins.
It overlooks, likewise, that the
broadcasters who serve these people
are crouching so low behind sheafs
of paper—work from the FCC that
they couldn’t even sight a cabin if
they lived on the foothills of the
Blue Ridge mountains.
Mr. White’s next two chapters,
"Marconi’s Marvel" and "Ragtime
the Riches," treat eloquently the
historic development of the medium.
This area of the work is well done,
and for the most part presents a
carefully conceived compendium
of broadcast lore. To the novice
entering the field, it would be a good
handbook.
In a succeeding chapter, "To-
ward Self Regulation," Mr. White
views the panorama of broadcast-
ing’s growth through the years—
from the day in 1922 when David
Sarnoff, president of RCA, saw it
essentially as a "public service" to
the day 20 years later when Mark
Woods, president of ABC, said:
"We are selling time for one spe-
cific reason, and that is to sell
goods."

Comparing NAB to ANPA
Mr. White compares the NAB in
its efforts toward self-regulation,
to the American Newspaper Pub-
lishers Assn., and it is evi-
dent in the manner of his com-
parison that this is about the most
onerous allegory he can summon.
"Until the broadcasters get it
through their heads that the price
they would have to pay for need-
ing politicians into abolishing the
very mild form of government
regulation that now exists would
be public revulsion and a very
much more severe form of regu-
lation ultimately," says the au-
thor, "until they show some signs
of recognizing that public apathy
is not the same thing as public ap-
proval, and that sending a very
pleasant lady around the country
is no substitute for prying deeply
into the unrealized citizen-needs
as well as the surface tastes of
listeners. . . . Until the NAB de-
vies a way to write a courageous
affirmative Code that cannot be
nullified by advertising men or
flouted with impunity by 'bad'
broadcasters. . . . Codes and presi-
dents are likely to come and go
without effecting much change." (Note: "The pleasant lady" ap-
parently is meant to be Dorothy
Lewis, Coordinator of Listener Ac-
tivity, NAB.)

Mr. White sees as "The Light
That Failed" the gradual moul-
dering of attempts by educational
institutions to progress in radio.
He excoriates universities for not
taking leadership in radio’s use.
In retrospect, he sees the Gov-
ernment as having passed through
four stages in regulation of radio:
The laissez-faire era; the traffic
control era; the cleanup era; the
trust-busting era. And he sees regu-
lation now in the "public serv-
cing era." He holds hope for FM.
And for television. He expresses a de-
sire for more stations to provide wider
selection in programming for the
listener. He believes FCC al-
location-wise, is on the right track,
but must do more. He would like
to see, by the evidence of his con-
clusions although one is puzzled
after studying "White’s" premise, the
growth of broadcasting as a sys-
tem of free enterprise.
Mr. White ruffles the pages of
the Blue Book in his study. He
authors that it (as well as the
celebrated Mayflower Case in the
matter of editorializing on the air)
contravenes the First Amendment
to the Constitution. He qualifies
this viewpoint somewhat:
"The author sincerely believes,
after mature reflection, that the
Mayflower Decision contravenes
the First Amendment. He also be-
lieves that stiff enforcement of
the machinery for examining ap-
licants for license outlined in the
Blue Book would contravene the
First Amendment." He urges
Court tests in both cases.
He terms as "lighthearted" the
dismissal of the Blue Book by
Chairman Charles R. Denny at the
1946 NAB convention when the
chairman made his "red herring"
speech. "If it [the Blue Book] is
important enough to merit last-
ditch FCC support, it is impor-
tant enough to go to the Supreme
Court. . . . "
And to this, Mr. White ap-
ends: "But, even if the matter of
constitutionality is cleared up,
there remains the question of
whether any but the listeners are
in a position to judge the ade-
quacy of the program service they
are receiving. The Commission’s
tendency, in the Blue Book, to re-
turn program standards to one
rule for all [ratio of commer-
cial to sustaining, network to local,
transcribed to life, news read off
a press association teleprinter to
press association dispatches with
a few words changed here and
there] does not seem to the author
to argue for the FCC’s peculiar fit-
tness for the task; nor does the fact
that seven men cannot possibly
know the tastes and needs of sixty
million."
It’s a studious and thorough job,
The American Radio. It is a multi-
plification table of facts and figures
obscured in certain places by the
doodles of the mathematician. Like
its fellow-volumes in the trilogy—
the Blue Book and Radio’s Second
Chance—it should be read by
broadcasters, and by those who live
by broadcasting.
It is better written than either of
the others and it at least en-
deavors to distill a solution that
will impair in no way the freedom
of the people for whom all of these
authors profess to be special
pleaders.
I Hope the Guernseys
Don't Milk E. B. Weiss

A Few Thoughts on the Rising Cost of Advertising

by Edgar Kobak
President, Mutual Broadcasting System

E. B. Weiss is now a cow farmer: but he recently wrote a "damnably long" letter (his words) to several hundred top advertising executives, in which he criticized the rising cost of advertising.

I agree with Weiss—in theory. But he was pretty sweeping and there are a few points which I, as a "radio station farmer," feel should be clarified. I’m going to try to do this—in the same spirit of helpfulness to the advertisers who must pay the bills.

Weiss says that "everything conspires to force the break-even point of business" still higher. How true! So business turns to advertising for the selling power needed for the volume necessary for a profit. Good! "And what?" Weiss asks, "do you find? You find the buying power of the advertising dollar is hitting a new low!"

Well, all I can say is that media, too, have suffered because "everything has conspired to force up their break-even point."

And that includes the networks. But this isn’t principally what I want to develop.

The point I want to make is that there is one coast-to-coast network where the buying power of the advertising dollar is still high—higher, in fact than the other three webs.

Weiss next quotes a P.L. survey showing that the "great middle class" of advertisers are cutting schedules. In other words, tapering off the selling power they need to get the volume necessary for a profit. Because, says E. B., they just can’t find the money; and he follows this up with the challenge "Yet the major media continue to move rates up."

I can’t answer for other media, but this network I know about has, for the past two years, worked hard to keep rates down—has, in fact, reduced the rate of 83 of its stations to the tune of $1,614.00 per evening hour. So the result is that today the cost per 1000 radio homes (Full Network, evening half-hour, maximum discounts, 52 week basis) is 33.4 cents as against 31.9 cents in January 1945. An increase of only 1 cent and a half—and this despite a rising break-even point.

But this isn’t all: since January 1945 this network has introduced the Full Network Package Plan which (a) enables the advertiser to earn maximum discounts and (b) gives him, free, all the new stations added to the network during the life of his advertising contract. In one not exceptional case, an advertiser received over $16,064.53 worth of station time under this plan. That, E. B., I submit is in contrast to your statement that "dominant media have no intention of lowering rates."

Weiss’ next point is that advertisers are buying "purchasing power" and purchasing power has gone down. The answer, it seems to me is—concentrate your advertising in the markets where the buying power is highest. Now this network I’ve been talking about covers 93.5% of the buying power of the 1035 "high-buying power" counties; and 94.2% of the 750 top drug sales counties; and 94.5% of the 750 top food sales counties. Yes, the major portion (87%) of this network’s coverage is concentrated where there is high buying power.

This network has strengthened its cover-age substantially in the past two years—and big progress is still ahead.

Now we come to something I’m not too sure I understand—the "advertising absorptive capacity" of the public. Weiss asks: with more magazines and many more advertising pages than in 1937, have people tripled their reading of advertising? Frankly, I don’t know.

But I do know that when a family is tuned to a program—that’s the one they hear, commercials and all. This is as true today as it was in 1937. And as a matter of fact, there are more radio homes today than in 1937—7,331,500 more.

Which brings me to another thing: this network I’ve been mentioning, has over 250 stations in markets where there is only 1 station. In these markets, this network is dominant—captures more than 30% of the listening, day and night. I don’t think Weiss can mean these listeners when he talks about the "quality of circulation" going down—down—down.

I don’t think it would be fitting for me to comment on Weiss’ list of 5 recommendations—like using "unorthodox and second-rate and third-rate" media. Except to say that first-rate media got to be first-rate because they delivered. But I do want to say a word about E. B.’s suggestion that networks might well cut out some of their expensive merchandising and promotion.

This network I keep talking about does engage in exploitation and audience promotion. It does a well-conceived and intelligent job (ask its sponsors); and not the least intelligent part of it is the way costs are controlled and kept to a minimum.

As for expensive promotion, E. B., I wish you would ask the trade paper boys just how extravagant this network is not—yet how thoughtfully and constructively it goes about its job. (You wouldn’t have it do NO promotion at all, would you, E. B.?)

I think I’ve carried on damnably long, so let me close with two thoughts: (1) Weiss says in his letter "I expect to milk my cows in 1947 instead of their milking me." Well, I sincerely hope the cows don’t milk E. B. Weiss; and (2) if you, as an advertiser or agency executive, want some help on keeping advertising costs down—may I suggest you get in touch with this network I’ve been talking about?

Oh yes, I almost forgot—the network is...
### THE SECOND FIVE MONTHS OF WCKY

_In April 1946, WCKY inaugurated Aud music and news 7 days a week. first five months. Now look SECOND FIVE MONTHS (DAYTIME, MONDAY THRU_  

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#### EVENING, MONDAY THRU  

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#### NIGHTTIME 8:00 P  

_WCKY presents its famous mailpulling Jan appeal. This program has a lo: Nighttime Intense List._

#### MAIL ON WCKY JAMBOREE PROGRAM  

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#### WHETHER IT’S DAYTIME, EVENING OR NIG  

_INVEST YOUR AD_  

_WC_  

_The L. B._  

_FIFTY THOUSAND WA’_  

_Call Free & Peter!_
INDEPENDENT BLOCK PROGRAMMING

ence Appealing Block Programming of
You have seen the story on the
at the Hooper Study on the
F BLOCK PROGRAMMING

WCKY IS EXCEEDED IN DAYTIME AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”.
WCKY HAS INCREASED ITS SHARE OF THE AUDIENCE IN CINCINNATI 63% IN 1947 OVER 1946.

WCKY IS EXCEEDED IN EVENING AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”.
WCKY INCREASED ITS SHARE OF THE CINCINNATI AUDIENCE 36% IN 1947 OVER 1946.

TO 12 MIDNIGHT
boree program with rural and small town
al listening audience in WCKY’s
ning Area of 13 States.

WCKY INCREASED THE MAIL PULL OF THE JAMBOREE 61% IN 1947 OVER 1946.

IT, WCKY IS THE BEST BUY IN CINCINNATI.
OLLARS WCKY’s-ly!

KY
Wilson Station
TS OF SELLING POWER
For Availabilities
EDITORIAL

Benton Plan Threat

AMERICAN radio, and others who believe in our free institutions, cannot afford to stand by and permit Assistant Secretary of State Benton's plan for an American BBC in international broadcasting take form. Anything that smacks of the BBC-type of state-owned broadcasting cannot be justified in the shortwave bands. It would become a junior FCC and also, through the proposed Foundation, would handle the programming.

We are not at war. Government operation of private communications cannot be justified save in a national emergency. Even during the last war, Government kept its hands off, except in the shortwave field, and for psychological warfare ends.

Security of shortwave channels? Certainly. And there's scarcity of standard broadcast channels, and of channels for television; indeed a scarcity prevails for what has been termed the limitless FM bands. So it's a matter of degree. In fact, the proposed company is indicated in the shortwave field, why not eventually in these others for domestic use?

Let the Benton plan take its snout under the radio tent and you've given the Government-ownership proponents their greatest impetus. We don't imply that Mr. Benton has that in mind; conversely we believe he would vigorously oppose it. But history, logic and trends of the times can't be ignored.

Shortwave broadcasters should continue. Can't the Government make use of the privately owned stations? Since private operation is variable is more efficient and less expensive than Government, the taxpayers would benefit through diminution of appropriations sought for the Foundation to a budget for purchase of time at bulk rates.

No one by temperament and training could be better qualified than Mr. Benton to administer such an undertaking. A pioneer advertising man in radio (Benton & Bowles) he has had vast experience in time-buying and could be relied upon to spend his client's money with care and effectiveness.

It was private enterprise that made American broadcasting the efficient, vibrant, living instrumentality it is. It was state-control that has rendered BBC an insipid, political, dull-as-dish-water system, for which the listener, if he listens, shells out his pound per year as a license fee. If all the world now is our backyard, why gamble when the answer is so evident?

The Benton plan is a dangerous step backward. In 1904, the FCC was created to consolidate separate commissions of the State Dept., ICC and other Governmental agencies, because communications is interstate and international commerce. To give any part of communications control back to another agency is to undo what Congress accomplished nearly 14 years ago.

Tales of Retailing

THE annual Broadcasting Yearbook index summarized in this issue, (page 13) with its revelation that radio's net totalized $329,800,000 in 1946, brings out a series of significant trends. More important, it provides a basis for thought on what has happened to radio advertising in the past and a basis for future planning.

The heart of the problem, of course, is this: How has broadcasting to investing its total business to support established outlets along with the new stations that are taking the air?

One answer is found by analyzing the 1946 figures. They show that local stations continue to increase to the percentage increase in time sales last year.

These stations are building up their business by tapping the richest potential in the business structure—retail advertising. Armed with sales ammunition provided by such clinical evidence as the Joake report stations are going after a $300,000,000 advertising fund—the difference between the $400,000,000 that retailers spend in newspapers and the $100,000,000 they spend for radio time.

On top of that fund—advertising dollars now actually in existence—is the untapped advertising potential provided by established stores that haven't learned how to use mass media, and the new enterprises. Thousands of stores must be taught to advertise.

Looking over postwar business and industrial progress, the student of selling sees vast new enterprises soon to enter the American scene. With their development will arise new sales opportunities.

Then it's up to the medium to deliver—a requirement that offers no fears to those who know the sales impact of broadcasting upon $5,000,000 homes.

NEED FOR legislation to outlaw the secondary boycott couldn't be more strongly underlined than by events incident to the scheduled telephone strike April 7. NABET, independent technicians' union, which started logically enough but became enamored with its own importance, declared a "massive pact" with telephone workers which would affect three major networks and nearly three-score stations organized by NABET. Use of such language as "mutual assistance pact" of wartime ownership and control camouflaged the secondary boycott squeeze.

Post-Marked

ONE OF THE WORLD's most widely quoted newspapers, and a journal which has not hesitated to hit hard at radio even though it owns WINX, published an editorial March 24 which can bring great solace to broadcasters. The Washington Post, referring to a pioneering broadcast by NBC, MBS and ABC when the Government made a truce to this Congressional committee session, said: "... there are times when Congress and its committee proceedings ought to be heard. The selection of these occasions should be left, we think, to private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take notebooks and pencils. Radio merely broadens the audience of Congress. We think the editor of this column are free to hear if they are able to go to Capitol Hill in person."

That is enlightened journalism and demonstrates an attitude toward radio which could be emulated by the press of the nation. We salute The Washington Post.

CORNELL JACKSON

PERIPATETIC is a meaningful word applied to Cornell Jackson, vice president in charge of J. Walter Thompson Co.'s Hollywood office. Raised in hotels, he attended 17 grammar schools in three states before graduation from Ralph Waldo Emerson, St. Louis, the home he has mostly been away from.

Mr. Jackson is in charge of a staff of 42 persons who handle radio talent costing more than $2,000,000 annually. Shows he supervises include CBS Lux Radio Theatre (Lever Bros.), CBS Ford Show starring Dinah Shore (Ford, Mercury and Lincoln dealers), NBC Edgar Bergen-Chet Monday McCarthy of the Show (Standard Brands) and NBC One Man's Family (Standard Brands). In addition he has charge of the annual Thanksgiving and Christmas shows sponsored by Elgin National Watch Co.

Although he has adopted California, he is a native Missourian, born in St. Louis Jan. 17, 1902. For some reason his family moved around a lot and the young Jackson—"Corney" to his friends—attended 17 schools.

His first job was with a phonograph firm in Troy, Ohio, as salesman. Father Jackson had mapped out a sales career for his son, which the younger Jackson was eager to swap for a journalism degree from the U. of Missouri. When a stenmate occurred in the family, Corney Jackson struck out for the West.

Arriving in Los Angeles with $5 cash, he discovered that a trunk of books expressed to him from Ohio had arrived—with $4.99 due on them. So a job was vital. He got one, selling in the order department of a produce firm.

Shortly after his arrival his mother and brother joined him. When his mother died in 1924, Corney Jackson decided to return East. He landed in Boston—in another selling job. This time he sold furnaces.

Mr. Jackson walked over most of New England, he says, doing house-to-house canvassing for the furnace firm. No, he did not have to carry samples.

After a while he tired of the furnaces and hied himself to New York for a job as sales coordinator with Standard Home Utilities, an appliance firm. He joined the company in December 1927. By January 1929 he had become assistant to the president of the company.

But around the time of the market crash, Standard Home Utilities was liquidated, and for the next five months Mr. Jackson coasted. He re-

(Continued on page 48)
Most of the millions who enjoy Peter Paul's confections first heard of Mounds, Charcoal Gum and Peter Paul's Almond Joy on locally produced Spot Radio Programs. It's a true advertising success that started small... then grew and grew. Today Peter Paul's News Programs are heard on carefully selected radio stations that blanket the entire country... around the clock... the year around. Their own carefully devised testing formula has proved it pays.

Have you thoroughly considered Spot Broadcasting in the advertising plans you're making now? Do you know how economically you can buy a going program with a pre-tested audience on a top station? Then ask your John Blair man. He knows.
GOP Serenades

REPUBLICAN elephant serenaded the Democratic donkey on a political broadcast over KINY Juneau this month, the station management reports. Alvin J. Peterson, defeated in last fall's race for the post of Alaskan territorial delegate to Congress, was addressing GOP members over KINY when Announcer Don Pegues noted that Mr. Peterson was concluding his talk ahead of schedule, leaving a gap to be filled in before the next program. The announcer picked up the handiest disc and hurriedly put it on the turntable to fill out the air time. Result: the Alaska airwaves were filled with the strains of Donald Serenade.

He is one of those rare California bachelors. He is president of the Los Angeles Tennis Club where he can be seen playing at least twice a week. Starting with the game at 32, he has become one of the better club players of Los Angeles. Baseball is his major spectator interest.

FIVE NEW DIRECTORS NAMED TO AVCO BOARD

FIVE new directors were named to the board and final approval was given to changing the company name to Avco Manufacturing Corp., at a meeting of The Aviation Corp.'s stockholders in Wilmington, Del., on Tuesday.

The new directors are R. C. Cosgrove, vice president in charge of sales and general manager of the Crosley Division; Carl H. Kindl, vice president in charge of manufacturing; J. H. Oppenheim, vice president in charge of the New Idea Division; James D. Shouse, president of the corporation's wholly-owned subsidiary, Crosley Broadcasting Corp.; and Harry Woodhead, president of Consolidated Vultee Aircraft Corp., an associated company.

KPET Transfer

VOLUNTARY assignment of the construction permit of KPET Lamesa, Tex., from Riley Orlan Parker, sole owner, to Lamesa Broadcasting Co., a partnership composed of Mr. Parker (51%), R. A. Woodson (25%) and K. S. Ashby (24%), is requested in an application accepted for filing last week by FCC. Purpose is to secure added assistance in construction of the new station, Mr. Parker stated in his application. All will contribute funds to partnership equal to respective interests. Mr. Parker will be reimbursed by the partnership for his initial investment in the station, given as $800 miscellaneous and $2,000 equipment down payment. Mr. Ashby is to be general manager.

Respects

(Continued from page 44)
turned to the West Coast in June of 1929, and although he couldn't take dictation, he got a job as secretary to the writer and historian, Rupert Hughes. He was in the job for five years.

When Mr. Hughes was assigned as m.c. of a radio program for Camel cigarettes, Mr. Jackson got his first close-up of radio. It was also through Rupert Hughes that Mr. Jackson got to know of the Berg-Allenberg talent service firm in Beverly Hills. Eventually he joined its literary department, serving as West Coast representative for several major publishing firms.

While with Berg-Allenberg he also created a radio department dealing in the microphone careers of such men as Clark Gable, Edward Arnold and Frank Morgan. His first break with selling came in August 1942 when he took war leave from Berg-Allenberg to become deputy chief of the Hollywood office of the OWI domestic radio bureau. When V-J Day came in August 1945, he resigned from OWI to resume his civilian career. In September 1945 he joined J. Walter Thompson in his present capacity.

Mr. Shouse Mr. Cosgrove

On The Air

Atlanta's New WBGE

MIKE BENTON
President

MAURICE COLEMAN
General Manager

PARK G. PARKER, former vice president and general manager of Blackett-Sample-Bumett, former Chicago agency, and during war, administrator of Navy's public relations department in Washington, has joined Sun Country Broadcasting Co. of Arizona as manager of company's Flagstaff stations, KTSC and KTSF. Mr. Parker previously was with RCA, New York, and NBC, Chicago, in an executive capacity.

WALTER P. SPEIGHT Jr., for two years general manager of WATL Atlanta, Ga., has been assigned to handle construction and operation of WWHO and WHOO-FM, new Orlando Daily Newspaper Inc. station to begin operation soon at Orlando, Fla., with 10 kw day, 2 kw night on 890 kc. Mr. Speight formerly was commercial manager of WTMA Charlestown.

HARRY MAIZLISH, general manager of KFWS Hollywood, last week was in New York conferring with United Nations officials in preparation for rally which KFWS will sponsor at Los Angeles Shrine Auditorium April 25 to commemorate UN's second anniversary.

HARRY DAWSON, secretary of Canadian Assoc. of Broadcasters, and L. A. SCOTT, director of broadcast advertising of CBC, were in Washington and New York last week on Association business.

THOMAS LEE, president and sole stockholder of Del Lee Broadcasting System, has imported a 12-cylinder Mercedes from Germany which is to be entered in Indianapolis 500-mile race.

HAROLD BURLBY, manager of CREX Peterborough, Ont., has been elected second vice president of newly formed Peterborough Junior Chamber of Commerce.

ROGER W. CLIPP, general manager of WPIL and WPIL-FM Philadelphia, has been named chairman of Special Events Committee of local 1947 Salvation Army Fund drive.

GUARD CARON, assistant manager of CJBR Rimouski, Que., has been appointed acting manager, following the death of G. A. LOYER (BROADCASTING, March 24).

MARGARET RAE has been appointed manager of CJAV Port Alberni, B. C.

KEN R. DYKE, NPC vice president and general manager of the Connecticut Co., announced that the NBC moving picture department of Overseas Press Club, has been appointed to Army Advisory Committee of Greater New York.

To effect speedier deliveries, City Messenger Service, Los Angeles, began operation of two-way communications on 157.41 mc during week of March 17.
COLORADO RADIO CORP.

announces the appointment, effective April 1st, 1947, of

FREE & PETERS, INC.

As National Representatives of

KVOD

The Voice of Denver

DENVER, COLORADO

5,000 WATTS

630 KC

An affiliate of the American Broadcasting Company
Low-Cost TV Station Developed

Films and Live Programs Can Be Telecast on Du Mont Package

In a move to take television out of the million-dollar class, Allen B. Du Mont Labs. last week announced the development of a new low-cost video station which it expects to market at an overall price of less than $90,000.

Essentially the Du Mont package is built around the use of image orthicon cameras for telecasting film as well as live programs, enabling the video broadcaster to set up shop without either a special film studio or a master control room. Estimates that through this novel application of the image orthicon a station's equipment costs can be cut in half for a moderate station, which would normally cost about $180,000, according to Du Mont figures, or reduced 64% for the more elaborate station costing upwards of $250,000.

Elimination of the film projection room will reduce operating costs as well as the capital investment, Herbert E. Taylor, director of transmitting equipment sales for Du Mont, said. He pointed out that "a Du Mont-equipped station in a city of approximately 100,000 population will, for the first time, find it possible to operate with only one studio, one control room and a transmitter plus antenna, with a reduction in operating cost of greater than 35%.

The new programming system features a fluorescent rear projection screen, a special prism, a special 16-mm projector operating at 30 frames per second instead of the conventional 24 frames, and standard field image orthicon cameras. To operate, the projector is mounted with the special prism in the rear of the translucent screen, with the camera moved directly in front of the screen and focussed on the projected image. The projector-prism-screen combination either can be mounted in a portable frame or built into the wall between the main studio and the projection room.

Unusually Sensitive

Because of the image orthicon's unusual sensitivity, it can televise the projected image at normal room illumination, according to Leonard F. Cramer, Du Mont executive vice president, who said that extensive tests of government and other films available for television had found only 20% technically satisfactory for television previously while with the new system more than 80% can be used satisfactorily.

Another advantage of the new film system cited by Mr. Cramer is its ability to provide satisfactory reproduction and retransmission of "Teletranscriptions," which is Du Mont's trademarked name for films made automatically off the screen of a television receiver while a live program is being received from studio or field. Arguing that "early television networks will be built almost entirely on syndicated films," Mr. Cramer said, "Through the use of Teletranscriptions an advertiser producing his show in New York can have a recording made for syndication to television stations throughout the country or for re-showing as the receiver audience grows... the entire development should greatly improve the quality of television programs both technically and program-wise for the reason that an advertiser will be able to amortize the cost of his original production over a period of several years and in addition will have a permanent record of his production which can be used for promotional, sales, study and other uses."

Frank Bingham, Hollywood announcer on CBS "Joan Davis Show," plays a similar role in MOM film, "The Hucksters."

74 Finish Technical TV Course for CBS Employees

Special technical television course given for CBS employees by New York U. under the joint auspices of CBS and the International Brotherhood of Electrical Workers, with CBS paying the costs, held its "commencement" March 26 in the CBS studio building. There were 74 graduates.

Course, started in February 1945 and completed last month, was divided into three sections, each lasting from 22 to 30 weeks. Irving B. Ritter, assistant professor of mathematics, headed the section on "Mathematics Used in Radio and Television"; Warren M. Huttle, assistant professor of electrical engineering, headed the section on "Radio Engineering," and George E. Anner, assistant professor of electrical engineering, headed the section on "Television Engineering."

Course concluded with a special series of six lectures on recent color television developments, given by CBS video department.
The West is sparsely populated. Within 5% of the land area live 95% of the people in Utah, Idaho, Montana and Wyoming. Accordingly, the Intermountain Network stations are located where the people LIVE—giving you CONCENTRATED COVERAGE of 15 home town markets totaling more than a million people.
BMB Orientation (Continued from page 31)

base judgements with respect to the BMB research formula that the Bureau's technical research committee is currently working on, a program of analytical and experimental research. The first results from a portion of this research have only recently been published. The BMB sample study evaluation study conducted by an outside, independent research organization, Alfred Politz Research. This study was made to determine (1) whether the original BMB sample was adequate and (2) whether those who answered the BMB ballot were representative of the entire sample. Politz found that those who answered the ballot provided almost the same audience figures as would have been obtained if all radio families had been surveyed.

Revisions Being Made

We are conducting many other analytical studies, and in addition, tentative questions and, additionally, conditional questions might be asked without reducing the percentage of replies or the care and completeness with which the ballots are filled. Still other ballot tests are being made to assure the highest possible returns and to reduce follow-up costs. In short, BMB is itself trying to find the answers to many of the questions BROADCASTING asked.

These answers will assure a refined and improved Study No. 2 in 1948.

TELECASTS of Los Angeles professional baseball team will be carried by KTLA Los Angeles. Contract as yet unsigned awaiting official announcement by baseball club.

McCam-Erickson, New York, has been elected to board of directors of Knickerbocker Federal Savings and Loan Assn., New York.

JAMES ANDREWS, former director of radio for Lenox & Mitchell, New York, and recently with Paramount Pictures, has joined Compton Adv., New York. His first assignment will be in Compton Hollywood office.

RICHARD L. LITTLEHALE, formerly with McCann-Erickson, New York, has joined Frank Kiernan & Co., New York, as an account executive.

In the great metropolitan market of Washington, the F. A. (as usual) is the HOUSEWIFE—the real buyer. And her buying power is well above average when several of her household are employed by Uncle Sam or private business—and contributing to the budget she spends. Are YOU getting your share of her budget?

“THE PRIVATE LIVES OF ETHEL AND ALBERT”

Monday thru Friday—2:15 P.M.

Now available at the low WMAL-ABC co-op rate, “The Private Lives of Ethel and Albert” is one of radio’s best daytime comedy shows...a humorous saga of married life that reaches Mrs. Washingtonian in her home and puts her in a pleasant and receptive mood for your sales message.

For complete information wire, write, or phone—

WMAL
5000 WATT 630 K. C.
BASIC ABC NETWORK

724 Fourteenth St. N.W.
Washington 5, D. C.
The way rivermen gauge depth of Memphis harbor is to watch the U. S. gauge on the bluffs ... Sales gauging is not so simple.

Time To Gauge Sales

Wouldn’t it be a good idea to realign sales sights now ... take a gauge of present and future prospects for immediate sales? We suggest Memphis as an ideal market in which to change your thinking ... for WHHM has changed the radio ... and marketing picture ... of the Mid-South’s largest city.

WHHM Offers

More listeners per dollar in Memphis
An audience that can’t seem to stop listening
An advertising advantage that builds repeat sales

So whether you gauge sales by the cash register or by how many nice people you meet daily, use WHHM.

Represented by FORJOE & CO.

WHHM
MEMPHIS, TENNESSEE
THE MID-SOUTH'S 24 HOUR STATION

March 31, 1947 • Page 53
WOMEN winners were: 1st, Miss Louise W. Lebow, Chicago; 2nd, Miss Rose F. Cline, Chicago; 3rd, Miss Emily B. Gentry, Chicago.
Gerald Light, former head of technical publications and service manager of Emerson Radio and Phonograph Corp., New York, and previously with advertising department of General Electric, Schenectady, has been appointed assistant director of sales and advertising of Emerson Radio.

Robert Collyer, Army veteran, has been appointed director of television activities of Television-Radio Enterprises, New York. Prior to joining Army, Mr. Collyer produced series of television shows at CBS.

J. J. Robbins, who recently sold his interests in Robbins Music Corp., Leo Feist Inc., and Miller Music Inc. all of New York, has established Consolidated Music Publishers, New York, corporation of three personally-owned publishing houses, J. J. Robbins & Sons, Hamilton B. Gordon Inc. and John Franklin Co. Firms will operate individually under Consolidated name.

Jack Haley, Hollywood comedian, and Gene Lester, photographer, are setting up firm to provide television commercials and spot announcements.

Donahue & Coe Is Agency For Tuberculosis Drive

DONAHUE & COE, New York, will serve as volunteer agency on the Advertising Council's "Fight Tuberculosis" campaign, the Council announced last week. Jeremy Gury, Donahue & Coe account executive, will represent the agency on the campaign. Working with him will be William Schneider, vice president and art director of the agency, and Howard Newton of the agency. Douglas W. Coutlee, director of advertising, Merck & Co., will supervise the campaign as the Council's volunteer coordinator and Hector Perrier, assisted by Judy Kwis, is the Council's staff executive.

The campaign will be conducted in cooperation with the National Tuberculosis Assn., the U. S. Public Health Service and the Office of Government Reports, and will be launched after a nation-wide research has been made into all phases of the problem. It is expected that radio will be used extensively.

ON THE BALL!

Yes, the Holy Cross Basketball Team was definitely "on the ball" this season. Worcester people followed its progress through the games played right in their own city—in Boston—and finally at the NCAA Tournament in Madison Square Garden. WNEB was "on the ball" too, broadcasting the games right through the season—locally, from Boston and from New York.

In Worcester, these games are pretty important. That's why they're a part of WNEB's programming—and that's why Worcester people are listening to WNEB—the only local station in a 3-network city.

Need we point out that it's one good reason why WNEB has the 2nd largest share of audience for total rated time periods in the January-February Hooper index? In 6 weeks, WNEB attained 2nd place . . . in 10 weeks, it was more firmly entrenched—and gaining all the way. WNEB's low rates make it a huy smart advertisers should know about. Why not ask our representatives for facts and figures?

WNEB

WORCESTER MASSACHUSETTS

NEW ENGLAND'S THIRD LARGEST CITY

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increases year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

LEO J. PAULIN, president of Leo J. Paulin & Assoc., Inc., independent Washington radio producers, has been named publicly chairman for the Capital's 1947 Cherry Blossom Festival. The appointment was made by the District of Columbia board of commissioners. The festival is being held this year for the first time since 1941 and is tentatively scheduled for the week-end of April 12-13.

Time Buyers' Booklet

FIRST SERIES of booklets titled "What Time Buyers Want To Know" has been distributed to stations throughout Canada by William Wright, station representative, Toronto. Booklet is designed to reflect thinking of those who purchase radio time in Canada. First booklet is by Ray Avery, assistant radio director of Ronalds Adv., Toronto.

WBG Weekly

PROGRAM schedule for WBG Greensboro, N. C., is issued weekly in form of bi-weekly sheet. Front and back pages of four-page sheet are devoted to radio news and personalities. With weekly program schedule presented on inside pages.

WRRF IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

LEO J. PAULIN

President, Leo J. Paulin & Assoc., Inc.

New York - Chicago - Los Angeles

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
BEST COVERAGE
IN
CANADA'S BEST MARKET

Ontario has 40.9% of Canada's retail sales

CFRB's share of the Ontario radio audience

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<th>Daytime</th>
<th>Night-time</th>
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<tr>
<td>BBM Report 1944</td>
<td>491,004</td>
<td>515,683</td>
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<tr>
<td>BBM Report 1946</td>
<td>496,400</td>
<td>536,820</td>
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And Still Growing!

Since beginning operation in 1926, CFRB's share of the Ontario radio audience has increased steadily. Today, this station reaches an even greater number of radio homes than ever before. These latest figures published by the Bureau of Broadcast Measurement prove this conclusively . . . prove that CFRB delivers more listeners than any other Toronto station.

This factual evidence of growing coverage is your guarantee that CFRB offers the best radio advertising buy in this area . . . Canada's richest market . . . reaching the highest percentage of Ontario radio homes. And this record is one the station is pledged to maintain. Watch its progress in the next twenty years!

CFRB
ONTARIO'S FAVOURITE RADIO STATION!

TORONTO
KSF Des Moines
The Best Buy in Central Iowa

A Promotion-minded Station

Backing Your Program with

- Card Cards
- Direct Mail
- Movie Trailers
- Displays
- Magazines
- Newspapers
- On the Air Promotion

Response Rated Shows Are Exclusive On KSO

KWJ Hollywood says it is finding homes for three of every five veterans interviewed on its weekly 15-minute house hunting program jointly sponsored by Los Angeles AVWS. L to r: Eddie Robison, producer-director and m.c. of show; Dale Van Gundy Jr., producer; and Thelma Kirchner, station manager.

RAY HACKETT, staff orchestra leader of KQW San Francisco, is the father of a boy, Raymond Abbey.

HERB ALLEN, announcer on "The Casebook of Gregory Hood" on MBS, is the father of twin girls, Bettie and Barbara.

WARREN HEADRICK, sound engineer of ABC Hollywood, and PEGGY ALLISON, formerly with special services department of J. Walter Thompson Co., Hollywood, are to be married April 2.

ROY HANSEN, announcer of WDRB Hartford, Conn., and Mary Lou Cambell have been married.

NORM ROSS, announcer for WNOX Nashville, has been married to the father of a girl.

CARLTON FREEDRICKS, heard on WBN New York "Living Should Be Fun" program, is the father of a girl.

ANDY SCOTT has joined announcing staff of KFLA Pasadena.

BUD CASHMAN, announcer of WDOG Dayton, WIRE Indianapolis, and WGBK Richmond, Ind., and BERN I. WALKER, formerly with WLBC Muncie, Ind., have joined announcing staff of WWO Chicago.

JOHN CLEGHORN, program director of WMC Memphis, March 28 addressed members of Associated Transportation Clubs of Memphis, speaking on "Advantages of FM Broadcasting."

BILL O’CONNOR, former announcer of WAAP Chicago, has joined WGN Chicago, in similar capacity.

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KQV to 5 kw

KQV Pittsburgh (Allegheny Broadcasting Corp.), now operating with 1 kw, is scheduled to become a 5-kw outlet April 13. New equipment, including everything from studios to 350-ft. towers, has been installed, the KQV management announces. The station, which is on 1410 kc, plans to increase its rates slightly when the power increase becomes effective. Weed & Co. is KQV’s representative.
FRANK and ANNE HUMMERT

ON THE OCCASION OF THE FIRST PERFORMANCE

MONDAY, MARCH 31st

— OF —

"'KATIE'S DAUGHTER'"

THE LATEST ADDITION TO AN IMPRESSIVE ROSTER OF EIGHTEEN NETWORK DRAMATIC AND MUSICAL HUMMERT PRODUCTIONS

•

American Album of Familiar Music
American Melody Hour

•

Manhattan Merry-Go-Round
Waltz Time

•

Backstage Wife
David Harum
Front Page Farrell
Just Plain Bill
Lora Lawton
Lorenzo Jones
Mr. Keen, Tracer of Lost Persons

•

Our Gal Sunday
Real Stories From Real Life
Romance of Helen Trent
Rose of My Dreams
Stella Dallas
Strange Romance of Evelyn Winters
Young Widder Brown

AIR FEATURES, Inc.

Program Coordinators

FEATURED RADIO PROGRAMS, Inc.

Sales Representatives

•

"'KATIE'S DAUGHTER'" will be heard over NBC Mondays thru Fridays
10:00 to 10:15 A.M. E.S.T.

Sponsored by the MANHATTAN SOAP CO., through their agency DUANE JONES CO., Inc.
March 21 Decisions . . .
BY THE COMMISSION
Transfer of Control

License Extension
Adopted order extending licenses of all international broadcast stations to June 20 or first day in which their operations are not controlled by State Dept. of International for Information and Cultural Affairs or other Gov- ernment departments—whichever date is earlier. Order is without prejudice to licensees filing for own programming of up to 25% of stations' time, as provided by law.

Frequency Allocation
Adopted order frequency allocations on non-Government fixed and mobile services 152-162 mc and 230-40 mc bands (Docket 6651), Details FCC Pub. Notices 3544 and 3529.

BY COMMISSION EN BANC
Petition Granted
West Central Best. Co., Peoria, Ill.—Granted petition for additional FM frequencies at Peoria and added channels for Peoria general area, authorized conditional grant of Class B FM station to West Central Best. Co., and cancelled oral application scheduled for March 20, FM applications.

Petition Denied
WDEL Wilmington, Del.—Denied petition requesting reconsideration of Commission's action in designating for hearing its FM application and for granting of same without hearing.

AM—1210 kc
Anson Radio and Best. Co., Wades- boros, N.C.—Granted new AM station 1210 kc 1 kw D; engineering conditions.

AM—920 kc
Paso Best. Co., El Paso, Tex.—Granted CP new AM station 920 kc 1 kw D; engineering conditions.

Application of License
WHAS Louisville, Ky.—Granted assignment of license from Courier Jour- nal and Times Times Co to WHAS Inc., new corporation wholly owned by Sagamore Inc.

Petition Granted
KVA San Francisco—Granted petition requesting severance of hearing record in re its application and applications of KRON and San Mateo Bests., re hearing record in re C. Thomas Patton and Pitsburgh Co at record ordered closed.

AM—740 kc
Jose E. del Valle, Santurce, P. R.—Denied order granting petition to remove hearing docket and grant application for new station 740 kc 10 kw unl. Filed protest to condition that app- licant file application for mod. of CP specified herein; design which reduces radiation in direction of Cagayan, Cuba, 200 mw/m in vertical plane from equivalent 313 kw.

License Renewal
KCMJ Palm Springs, Calif.—Granted renewal of license for period ending Feb. 1, 1950.

WPTQ Nashville, Ind.—Granted re- newal of license for period ending Nov. 1, 1948.

SSA Denied
WJMR New Orleans, La.—Denied application for special service authoriza- tion to operate on 980 kc at night for period of 90 days.

March Petitions

Petition Granted
Radio Americas Corp., San Juan, P. R.—Denied petition for review of action of presiding officer of motions docket on Feb. 28, granting petition of Antillos Best. System Inc. for leave to file brief in support of its application for CP; affirmed said action of motions officer.

Application Denied
Biloxi Best. Assn., Biloxi, Miss.—Denied order dismissing application for new station, without prejudice to re- filing a petition for reconsideration with respect to application of Gulf Best. Corp., hearing in consolidated proceeding, or after said application has otherwise been disposed of.

License Renewal
Radio Inc., Columbus, Ohio.—Granted renewal of license for period ending March 1, 1948, for W6XW—FAX.

BY LAW

License Renewal
Radio Inc., Columbus, Ohio.—Granted renewal of license for period ending March 1, 1948, for WHAS—FAX.

Petition Granted
United Best. Co., Cleveland.—Granted renewal of developmental broadcast li- cense of WEXL for period ending May 1, 1948.

Designated for Hearing

Designated for Hearing
Baron Printing Co., Sayre, Pa.—Denied application for hearing station 1340 kc 250 kw unl. In consolidated proceeding, hearing in consolidated proceeding, or after said application has otherwise been disposed of.

License Renewal
WAXY Inc., Columbus, Ohio.—Granted renewal of license for period ending March 1, 1948, for W6XW—FAX.

United Best. Co., Cleveland.—Denied renewal of developmental broadcast li- cense of WEXL for period ending May 1, 1948.

Designated for Hearing

Designated for Hearing
Baron Printing Co., Sayre, Pa.—Denied application for hearing station 1340 kc 250 kw unl. In consolidated proceeding, hearing in consolidated proceeding, or after said application has otherwise been disposed of.

License Renewal
Radio Inc., Columbus, Ohio.—Granted renewal of license for period ending March 1, 1948, for W6XW—FAX.

Petition Granted
United Best. Co., Cleveland.—Granted renewal of developmental broadcast li- cense of WEXL for period ending May 1, 1948.

Designated for Hearing

Designated for Hearing
Baron Printing Co., Sayre, Pa.—Denied application for hearing station 1340 kc 250 kw unl. In consolidated proceeding, hearing in consolidated proceeding, or after said application has otherwise been disposed of.

License Renewal
Radio Inc., Columbus, Ohio.—Granted renewal of license for period ending March 1, 1948, for W6XW—FAX.

Petition Granted
United Best. Co., Cleveland.—Granted renewal of developmental broadcast li- cense of WEXL for period ending May 1, 1948.

This Western Electric FM Clover-Leaf antenna at WKY, Oklahoma City, is mounted atop a 915 foot AM tower. Together, they are the country's tallest radio an- tenna tower—950 feet high. And yes, the Clover-Leaf went up in record time.

WKY's General Manager, P. A. Sugg, reports that it took four men only 10 hours to assemble the Clover-Leaf, complete with airplane beacon, on the ground, and one additional day to raise and position it on top of the supporting structure. Some going!

If you're looking for a top-quality FM antenna that goes up FAST, ask your nearest Gray- bar Broadcast Representative for details about the Western Electric 54A, or write Gray- bar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

Western Electric FM Clover-Leaf Antennas
Go up FAST
GEARED to produce 20,000,000 radio sets in 1947, Radio Manufacturers Assn. last week started a campaign to promote their sale. Plans for the campaign, submitted by Fred Eldean Org., New York, were approved by the Set Promotion Subcommittee of the RMA Advertising Committee.

Details of the drive will be handled by the Eldean agency, which will key its promotion to the family theme. Need for a consulate type of radio-phonograph for all-family use will be stressed, along with suggestion that individual members of the family have their own sets.

New Slogan

Family situations will be dramatized, such as installation of sets in the kitchen, recreation room and other spots. A new slogan will be devised to surpass the present one, "A Radio in Every Room — A Radio for Every Purpose." The market will be approached in terms of people, opening many merchandising angles and directing attention from price appeal.

Among promotion measures will be individual manufacturer promotion, material for retailers, films and talks, material for guidance of salesmen, tie-ins with national advertisers, publicity for newspapers, magazines and broadcast stations. Other tie-ins will cover thought leaders, including educators, clergymen and others. Plans are being considered for a special event as a hook for the campaign.

The campaign will be developed with National Radio Week Oct. 26-Nov. 1 as the high point. RMA and NAB will start joint planning for the annual event, with a more extensive letter contest for the public being considered. W. B. McGill, Westinghouse Radio Stations advertising manager, is chairman of RMA's radio week committee. Other members are John Gilligan, Philco Corp., and David Catheart, RCA Victor Division.

WERE PRINTED BY
BROADCASTING IN 1946

...MORE NEWS OF ALL RADIO — AM, FM,
TELEVISION AND FACSIMILE — THAN ALL
OTHER PUBLICATIONS COMBINED.

That's why agencies and advertisers who placed
upwards of $300,000,000 network and national spot
voted BROADCASTING "the most reliable and
authentic radio news publication."

* Average 1946 circulation X number,
of news pages X 52 weeks.

BROADCASTING
The Weekly News Magazine of Radio
TELECASTING

NATIONAL PRESS BLDG. • WASHINGTON 4, D. C.
FCC Actions

(Continued from page 60)


Gene Brophy, Nogales, Ariz.—Designated for hearing in consolidated proceeding filed by Frank Mittell, Jr., on behalf of Frank Mittell, Jr. for new station 1150 kHz-DA-L in the city of Nogales, Ariz., with application of WCOR Inc 1150 kHz-DA-L to change call facilities from 1150 kHz-DA-L to 1180 kHz-DA-L.

Phil Mathews, Carlisle, Pa. and WQK York, Pa.—Designated for hearing in consolidated proceeding application of WQK York, Pa. for new station 1350 kHz-DA-L in the city of York, Pa., with application of WQY York, Pa. 1350 kHz-DA-L to change call facilities from 1180 kHz to 1150 kHz.

Frank Mitchell Farris Jr. and WCOR Inc., Nashville, Tenn.—Designated for consolidated proceeding filed by Frank Mittell, Jr., for new station 1150 kHz-DA-L, with application of WCOR Inc. 1150 kHz-DA-L.

Sanata Rosa Best, Co., Santa Rosa, Calif.—Designated for hearing application for new station 1250 kHz-DA-L, as to whether an extension of time to file an application to be made party to proceeding.

Agnes Gene Co., Great Bore.—The Massillon Best, Co., Massillon, Ohio—Designated for consolidated hearing application for new station 1350 kHz-DA-1 w-unlisted.

Coastal Best, Co., Lakeland, Fla. and WQK Water Haven, Fla.—Designated for hearing in consolidated proceeding application of Coastal Best, Co., for new station 1250 kHz-DA-L to change call facilities from 1250 kHz-DA-L to 1180 kHz-DA-L.

Arecibo Best, Co. Inc., Arecibo; The Martines-Rodriguez Best, Co., San Juan, and WQKJ Mayaguez, P. R.—Designated for consolidated hearing application of Arecibo Best, Co. for new station 1150 kHz-DA-L to change call facilities from 1150 kHz-DA-L to 1180 kHz-DA-L.

Application Dismissed

Foundation Co. of Washington, Washington, D. C.—Dismissed application for new station 1050 kHz-DA-L in the city of Washington, D. C., same is mutually exclusive with existing applications by U. S. Court of Appeals for District of Columbia and has dismissed the Foundation Co.'s protest of WQWQ grant.

MARKETS

MARCH 21 APPLICATIONS

Accepted for Filing

AM—560 kHz

KYUM Yuma, Ariz.—APC change frequency from 1020 kHz to 1020 kHz to change trans. location and extension of time.

AM—1490 kHz

Vulcan Best, Co., Birmingham, Ala.—CP for new station 1940 kHz-DA-2 w-unlisted.

FM—Unassigned

WKRE-FM Mobile, Ala.—Mod. CP which authorized new FM station to change trans. location and for extension of time.

FM—1180 kHz


AM—560 kHz

KOH Reno, Nev.—CP increase 1 kHz to change trans. location and changes in DA-N.

AM—1490 kHz

WELM Lima, N. Y.—Mod. CP which authorized new FM station for approval of change of call sign.

AM—1490 kHz

KROD El Paso, Texas—CP 500 kHz-DA-2, w-unlisted for new trans. location.

AM—1490 kHz

KMBD Barstow, Calif.—CP—increase 1 kHz to change trans. location and install DA-DN.

AM—1490 kHz

KMGK Los Angeles—CP to specify frequency of change to 1100 kHz for trans. location.

KWMJ Miami Beach, Fla.—CP change frequency from 1320 kHz to 1310 kHz for trans. location.

KWMJ Miami Beach, Fla.—CP change frequency from 1320 kHz to 1310 kHz for trans. location.

BROADCASTING • Telecasting

FINDING TUBE DEVELOPMENT IS RCA Power Tubes for FM

RCA's leadership in FM tube development again contributes new, more efficient tubes for FM broadcast stations.

New metal header types. Originated by RCA, tubes such as the RCA-7C24 shown above, and the RCA-9C26... have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are niques that assure your benefit from higher quality FM power tubes that reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P-36C3, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

Page 64 • March 31, 1947
FCC Correction

IN MARCH 19 FCC applications reported by Gannett News Tele-
vision Co., Philadelphia, for CP new station to cover Philadelphia Daily
and list amendment to change corporate name to
Daily News Television Co.

WADE WDAY WPLA WOBT WJWR WUFB WZQA WPSA WTRY WSBW WICO
TENDERED FOR FILING

Transfer of Control
WOLS Florence, S. C.—Conceivably to
transmitter lease from M. F. Schmit-
ben to Melvin H. Purvis.

-WAG—490 kc
Haygood S. Bowden, Camden, S. C.—CP
new AM station 890 kc w D.

Airline Co., Santa Ana, Calif.—CP new
AM station 650 kc w D.

March 24 Decisions

DOCKET CASE ACTIONS

Commission announced final de-
cision granting conditionally follow-
ing applications for new AM stations:

KCLK Loma Linda, Calif.—CP new
AM station 1290 kc w D.

KCPM Redmond, Ore.—CP new
AM station 1290 kc w D.

KDAC Klamath Falls, Ore.—CP new
AM station 1290 kc w D.

March 25 Applications

ACCEPTED FOR FILING

Modification of CP
KEBD Bakersfield, Calif.—CP which
authorized new AM station, to change
ERP from 4 to 6 kw, make changes in ant.
and change commencement and completion
dates.

AM—1370 kc
KCAK Los Angeles, Calif.—CP increase
1 kw to 5 kw and install new trans.

AM—1320 kc
KIVA Yakima, Wash.—CP increase
1 kw to 12 kw and change trans. and DA-N
and change trans. location.

AM—1170 kc
KSD Detroit, Mich.—CP which
authorized new commercial television
station to change frequency from 762-82 mc
to channel 7, 174-180 mc, change
type of vis and aur trans.; change trans.
and studio locations and make changes in
ant. aur. and vis; RCA, TT-3A, 5 kw. (vis-
peak)

KORP Butte, Mont.—Mod. CP which
authorized new AM station, to change
500 kc w 1 kw to 800 kc w and make
changes in and DA-N.

WAWA Jersey City, N. J.—Mod. CP,
as modified, which authorized new FM
station to change frequency from 88 mc w.

Brooklyns, Berta, Service Inc., New
Roehl, N. Y.—CP which au-
thorized new AM station, to change
frequency from 1310 mc w 1 kw to 1370 mc
w and make changes in and DA-N.

WFRB Utica, N. Y.—CP which
authorized new AM station, to change
frequency from 1320 mc w 1 kw to 1300 mc
w and make changes in and DA-N.

WBOE Cleveland—Mod. CP which au-
thorized installation of new trans. and
changes in ant. system, for extension of
change corporate name to
WBOE Cleveland.

Application Dismissed

Trianglo Publications Inc. (The Phila-
delphia Inquirer Div.) Philadelphia, PA—CP new
remote pickup station on frequency to
change frequency to 90.5 mc w 1 kw emission
special for FM and w.

AM—1370 kc
Lawrence Besht, Co., Lebanon, Pa.—
CP new (Class A) FM station, channel
105.1 mc w 1 kw, station height above average terrain 250 ft.

AM—1370 kc
Philadelphia Inquirer Div., Philadelphia, PA—CP new
remote pickup station on frequency to
change frequency to 90.5 mc w 1 kw emission
special for FM and w.

AM—1370 kc
Puerto Rico—CP new (Class B) FM station
on frequency to be assigned by FCC and w.

AM—1370 kc
Pittsburgh Besht, Co., Pittsburgh, PA—CP new
remote pickup station on frequency to
change frequency to 90.5 mc w 1 kw emission
special for FM and w.

AM—1370 kc
Orlando, Fla.—CP new FM station (Class B) on
frequency to be assigned by FCC and ERP 25 kw.

AM—255 kc
Orlando, Fla.—CP new (Class B) on
frequency to be assigned by FCC and ERP 25 kw.

AM—1370 kc
KIPA Los Angeles, Calif.—CP new
AM station 1370 kc w D.

AM—1170 kc
KSBT Davenport, Iowa—CP frequency
change 1400 mc w 1 kw to 1370 mc w 1 kw
channel operation from D to UN, install new trans. and DA-N
and change trans. location.

AM—1170 kc
KRWK Rock Springs, Wyo.—CP change
1400 mc w 1 kw to 1360 mc w 1 kw and
install new trans. and DA-N and change trans. location.

AM—1170 kc
KVY Beaverton, Ky.—License re-
new (Class B) on frequency to be assigned by FCC and ERP 25 kw.

AM—1370 kc
KDPX Phoenix, Ariz.—CP new
remote pickup station on frequency to
change frequency from 790-805 mc w
channel 7, 174-180 mc, change
}
Russell G. Davis, chief engineer of plant installation for KBXU Phoenix, has rejoined RCA in San Francisco.

Andrew Co., Chicago, has developed type 1200 folded quadrupole antenna that can be used for emergency or standby service in PM broadcasting. Quadrupole antennas has range of 80-100 hertz, weighs 15 pounds, and offers omni-directional radiation pattern.

New master control panels just installed at Salt Lake City headquarters of Inter-Mountain Network are inspected by A. H. Hansen, IM control operator. Panels, built under supervision of IMN chief engineer Stan Benson, are used to feed programs to 16 stations in Utah, Idaho, Wyoming and Montana.

Robert D. Martin, former chief engineer at KOIR Butte, Mont., and KGU Butte, Wash., has been appointed supervisor of activities of a field measurements branch of Airborne Instrument Lab., Inc., Mineda, N. Y.

William Blumel, engineer at WTTM Trenton, N. J., has been elected president of Delaware Valley Radio Assn.

Alex Bradley, engineer at WUZ New York, and Peggy Lloyd, m.c. of WOW New York “Wake Up, New York,” show, were married March 21.

Elmer Grabb, control operator at WHAM Rochester, N. Y., is the father of a boy, William John.

Walter Harrison has joined WHAM Rochester, N. Y., as control operator.

Jimmy Banks’ engineer of ABC Hollywood on “Philadelphia Time,” April 1 shift to New York for 9 weeks for transcription cuttings from that city.

Paul Cram has joined WAGA Atlanta, Ga., as chief engineer.

John K. Moore, former chief engineer at WJNO West Palm Beach, Fla., has joined engineering staff of WPON Jacksonville.

Superior Electric Co., Bristol, Conn., has developed new binding post, type DP30, to meet needs for multi-purpose electrical connector. New superior binding post offers five ways of connecting leads.

Jim Shaduck, formerly with KLIX Twin Falls, Idaho, has joined engineering department of KIDO Boise.

UOPWA Calls Off Strike At Subsidiary of IT & T

A strike by 1,100 clerical and drafting employees of the Federal Telephone & Radio Corp., Clifton, N. J., manufacturing subsidiary of the International Telephone & Telegraph Corp., was called off at the last minute last Monday morning when negotiators reached a compromise agreement.

The contract expired Saturday, March 22, and the strike was set to take effect the following Monday morning, according to local 204, United Office & Professional Workers of America, CIO.

Two Mexican Outlets Will Increase Power

MEXICO has notified signatories of the North American Regional Broadcasting Agreement of changes in the operating power of two stations. On 630 kc XEBF Monterey, Nuevo Laredo, has been authorized to operate with 5 kw day and 500 w night. On 1220 kc XEBW Chihuahua is slated to operate with 1 kw day and 600 w night. July 1 is probable effective date of the changes.

Meanwhile, Cuba has notified NARBA signatories of four changes that are now in operation: 630 kc CMBQ Santa Clara, L. V., 15 kw directionalized; 740 kc CMBR Havana, 10 kw directionalized; 830 kc CMXZ Havana, 5 kw day and 1 kw night, with directional antennas in daytime; 860 kc CMBSL Havana. 15 kw directionalized.

Electronics Plans

NATIONAL Electronics Conference, in making plans for the 1947 Conference, has announced that papers may be submitted for possible presentation at the meeting. The Conference will be held at the Edgewater Beach Hotel, Chicago, Nov. 3, 4 and 5. Main subjects to be covered include research, development and application in the field of electronics and allied fields. Those interested in submitting material should send a 100-200 word abstract to Dr. G. H. Fettl, U. of Illinois, Urbana, Ill. Deadline is June 1.

WPAG Increases Power, Starts FM Broadcasting

WPAG Ann Arbor, Mich., has increased its power from 250 w to 1 kw, Edward F. Baughn, vice president and general manager of the station, announced last week. Station, which has been on the air for 18 months, operates on 1050 kc.

Mr. Baughn announced also that WPAG has completed installation of its FM transmitters and that nightly FM broadcasts are being presented. Station’s FM affiliate uses the call letters WPAG-FM.

WPAG is owned by Washtenaw Broadcasting Co., Inc. Since its beginning it has been under the supervision of Mr. Baughn, long associated with radio.

Mr. Baughn was elected a member of the Air-Conditioning, Heating and Ventilating Institute of America.

WLOK Lima, Ohio, March 12 received certificate of exceptional merit for outstanding service from U. S. Navy Bureau of Naval Personnel.

Alertness Rewarded

MINIATURE gold KSFO microphone is being presented to Dave Kees, special events technician of the San Francisco station, as a reward for preventing a blackout of KSFO’s broadcast of San Francisco’s St. Patrick’s Day parade. Like the fairy tale youngster who saved Holland by holding his finger in the hole in the dyke, Mr. Kees held two broken wires together for 22 minutes after an over-enthusiastic spectator broke through police lines, stumbled on a curb, fell against KSFO’s station wagon and grabbed at a telephone line, pulling it apart. Engineer Kees quickly retrieved the broken ends and held them together until the end of the broadcast.

Change to IBEW

Technicians at WCAO Baltimore decided by “consent election” on March 21 to change affiliation from the American Communications Assn. (CIO) to the Radio Broadcast Technicians Local Union 1400, IBEW (AFL), William C. Barham, president of Local 1400, reports. Contract negotiations will start the latter part of April, Mr. Barham says.

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FCC Actions
(Continued from page 65)

Applications Cont.

geles—CP new AM station 680 kc 100 w.
D. AM—1340 kc
The Montana Network, Missoula, Montana—CP new AM station 1340 kc 250 w.
unl.
Modification of License

WFCI Providence, R. I.—Mod. of li-
cense to change location of main studio from Pawtucket to Providence, and present main studio in Pawtucket would be continued as auxiliary studios.

March 26 Decisions

Docket Case Action

Commission announced adoption of proposed decision looking to grant of application of Gulf Bcast. Co., Inc. for new station in Mobile, Ala. on 1340 kc 250 w.; and denial of application of Burton Bcast. Co. 1340 kc 250 w., and application of Mobile Bcast. Co. 1340 kc 250 w., D.J. K.W.D. N. D.A., both; requesting new stations in Mobile.

March 26 Applications

ACCEPTED FOR FILING

Modification of CP

WKBX Mobile Ala.—Mod. CP, as modi-
ified, which authorized new AM station, for extension of completion date.

WFMA-Montgomery, Ala.—Mod. CP which authorized new FM station, for "extension of commencement and completion in detail.

KPFN Fort Worth, Ark.—Mod. CP, as modified, which authorized new AM station to change hours of operation from D to uni. power from 1 kW to 1 w. D.

KJMJ Santa Maria, Calif.—License to cover CP, as modified, which author-
ized new FM station.

WMKW-Meridian, Conn.—Mod. CP which authorized new AM and FM stations, for approval of new stations, to make changes in trans. equipment and for approval of trans. and studio location.

KRJM Glens Falls, N.Y.—License to cover CP, as modified, which author-
ized new FM station.

WCLE Clearwater, Fla.—Mod. CP, as modified, which authorized new AM station, to change type trans.

License for CP

WCLE Clearwater, Fla.—License to cover CP modified, which authorized new AM station and for change in studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPDS-FM Jacksonville, Fla.—Mod. CP which authorized new AM station, for extension of completion date.

WMAZ—Marion, Ga.—Mod. CP, as modified, which authorized new AM station, for extension of commencement and completion date.

WWGS Tifton, Ga.—Mod. CP which authorized new AM station, to make changes in vertical ant.

WRLE-FM Toccoa, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WKY Evansville, Ind.—Mod. CP which authorized new AM station, for approval of ant. to change type trans., to mountant on top of AM tower and for approval of trans. and studio on locations.—AMENDED: to modify DA.

AM—1470 kc

KTRI Sioux City, Iowa—CP change 1450 to 1470 kc, 250 w. 1 k.w. change in trans. and DA-DN and change location. AMENDED: to modify DA.

AM—1470 bc

KYV Atchison, Kan.—CP change 1450 to 1470 kc, 250 w. 1 k.w. change in trans. equipment and in trans. location. AMENDED: to modify DA pattern.

Modification of CP

KIMY Hutchinson, Kan.—Mod. CP which authorized new FM station, to change studio location, make changes in ant. system and change commencement and completion date.

KRMF Shreveport, La.—CP change 1340 kc to 1450 kc, increase 250 w to 1 w. D. D. D. D. D. D. D.

AM—1470 bc

The Lewiston-Auburn Bcast. Corp., Lewiston, Me.—CP new AM station 1470 kc. AMENDED: re change.

AM—1450 bc

The Capital Bcast. Corp., Annapolis, Md.—CP new AM station 1450 kc 500 w. uni. AMENDED: to modify DA.

AM—1250 bc

WLS Jackson, Ill.—Mod. CP which authorized change in frequency, in trans. power, in uni. power, in trans. and DA-DN and change trans. location, for extension of completion date.

AM—1250 bc

WSB McComb, Miss.—CP change 1250 to 1270 kc, increase 250 w to 1 k.w. D. 1 w. D. D. D. D. D. D. D. D. D. D.

AM—1250 bc

WBNY-FM Buffalo, N.Y.—Mod. CP which authorized new FM station, for extension of completion date.

Modification of License

WGLN Glen Falls, N. Y.—Mod. of li-
cense, increase 100 to 250 w (1250 kc).

AM—850 kc

WABC Inc., Rochester, N. Y.—CP new AM station 950 kc 1 kw uni. AMENDED: to modify DA-DN.

Assignment of License

WKNO Mendenhall, Miss.—Volun-
tary assignment of CP to Radio Rend-
erousseville Inc.

Modification of CP

KSEO Durant, Okla.—Mod. CP which authorized new AM station, to change frequency to 1340 kc, hour from 6 A.M. to uni. D. D. D. D. D. D. D. D. D. D.

AM—970 kc

KAKC Tulsa, Okla.—CP change fre-
quency from 1520 to 970 kc, hours from D. uni. to 1 kw, install DA-DN.

Modification of CP

WWPA Chester, Pa.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans., and for approval of trans. and studio loca-
tions.

WMFL Lewistown, Pa.—Mod. CP which authorized change in trans. loca-
tion, install new vertical ant. and FM ant. mounted on top and ground sys-

tem, for extension of completion date.

WFL Philadelphia—Mod. CP, as modi-
ed, which authorized increase in power, installation of new trans. and studio location, for extension of completion date.

WNJQ Uniontown, Pa.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

AM—940 kc

Puerto Rico Communications Authority, Municipality of Rio Piedras, P. R.—CP for new AM station 1340 kc 1 kw uni. DA—AMENDED: to change DA pattern.

Assignment of License

WHAL Shelbiana, Tenn.—Voluntary

transfer of control of permitted co. to George F. Fly and Howard F. Smith, partnership d/b/a Shelbiana Bcast. Co.

Modification of CP

KWIW Bismarck, N.D.—Mod. CP which authorized new AM station, for approval of trans. location and to specify studio location.

WSVQ Crewe, Va.—Mod. CP, as modi-
ed, which authorized new AM station, to change type trans.

WWKW-FM Wheeling, W. Va.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1230 bc

Beulott Benton, Ind.—Mod. CP, Wis.—CP new AM station 1230 kc 1 kw D.—AMENDED: to change power 500 w.

Assignment of License

WIGM Medford, Wis.—Voluntary as-

signment of license to Dairyland's Bong Service Inc.

License Renewal

KSL Silver City, N. M.—License re-
newal AM station.

KBOF Fort Worth, Tex.—Same.

KOZY Kansas City—Same for FM sta-
tion.

Voluntary Transfer

KCNA Tucson, Ariz.—Voluntary tran-

Modification of CP

KGFN Grandville, Mich.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans., and for approval of trans. location.

KMPC Los Angeles—Mod. CP, as modi-
ed, which authorized increase in power, installation of new trans. and change in trans. location and DA-DN, for extension of completion date.

KAGH Pasadena, Calif.—Mod. CP which authorized new FM station, for change in studio location trans. site, ERP to 390 w. at. height, new power increase and change in ant. system and change sensitivity date.—AMENDED: to make changes in ant. system.

WEXPC Pasadena, Calif.—Mod. CP, as modified, which authorized new experi-
mental television station, for extension of completion date.

AM—1260 kc

San Fernando Valley Bcast. Co., San 

Fernando, Calif.—CP new AM station 

1250 kc 1 kw uni. DA—AMENDED: re 

officers, directors and stockholders.

Modification of CP

KGKW Vallejo, Calif.—Mod. CP which 

authorized new AM station, for approval of ant. to change type of trans., and for approval of trans. and studio locations.

KRLN Canon City, Colo.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans., and for approval of trans. location.

AM—1450 kc

Merocoa Bcast. Co., Greeley, Colo.—CP 

new AM station 1450 kc 250 w uni. 

AMENDED: re directors and stock-
holders.

Modification of CP

WKVO New Haven, Conn.—Mod. CP 

which authorized new AM station, for 

approval of ant. to change type of trans., and for approval of trans. and studio locations.

AM—1360 kc

(Continued from page 69)
WEJC Joins IBS

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Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nester 9601

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SOUND EFFECT RECORDS
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Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
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New York, N. Y.

PROGRAMS

TELEPHONE QUIZ show titled "Nickies' Telephone Quismaster" is new 15-minute show on WHBC Canton, Ohio. Aired Mon. through Fri. 9-9:15 a.m. show is sponsored by Nickies Bakery Inc., Nivara, Ohio. Quismaster makes two phone calls daily in quest of correct answer to $10 question of the day. Answer to question is posted in advance on bread racks in Nickies Bakery retail outlets in Canton and surrounding cities and on retail delivery trucks. If question goes unanswered, sum is added to following day's prize.

Video Drama
STUDENT performance of 15th century drama, "Everyman," at Fordham U. New York, March 22 was broadcast on WNYT, NBC New York television station as station's first remote pickup of dramatic performance. Drama, with cast of 22 students, was re-staged especially for television from Fordham U. Theatre.

Behind the Scenes
TO ACQUIRE a permanent home some of little-known jobs necessary to produce radio program series titled "Behind the Scenes at KLZ" has been started on KLZ Denver. Show also is in observation of station's 25th anniversary this month, and features facts concerning today's operations with KLZ. In 1932 staff members of various departments are interviewed on broadcast, giving review of their duties.

Advising Series
Radio series for promotion of understanding and good will toward advertising began Wednesday, Mar. 19 over WXYZ Detroit, with first series in six programs. First discussion titled "How Does One Sell Advertising to the American Way of Life?--Or Does It?" featured Chief Engineer of Cunningham drug chain and Edythe Fern Melrose, local radio personality.

'Musiqua'
RECORD quiz show, sponsored by Philadelphia Daily News, is new Saturday noon feature on WIP Philadelphia. Conducted by Murray Arnold, station program director, using all radio names of "Musiqua," show titled "Musiqua" gives contestants chance to win prizes by guessing titles of song, names of vocalists, and names of instrumentalists who played. One hundred listeners are invited to studio each week and contest
ants selected from audience.

Theatre Quiz
THEATRE quiz titled "What Do People Know Everything?" which was heard on KGBS Harlingen, Tex. Originating from studio of local theatre, contestants from audience and uses questions submitted by local High School students. Blanks obtained at stores dealing in Kroe-Mee Cream, "Musiqua" sponsor. Big bulky prizes are given each week to winners of special feature of show called "You Come To Take With You."

Greenhouse Tour
TOUR through various sections of Baker's greenhouse, Utica, N. Y., grow-
er of flowers, was broadcast over WINS Milwaukee. "Greenhouse Tour" program on WATL Atlanta, Tom Harvey station manager, featured local Baker who toured the greenhouse, describing in detail the growth of an orchid from germination to blooming.

Local News
LOCAL new coverage and musical selections reflective of New York scene are presented on new series starting March 19 over WHBC New York. Titled "The Fleming Show," program is aired Mon. through Fri. 9:30-10 a.m. and features Jim Fleming, former war correspondent for CBS and Newsweek Magazine. Format of series consists of interviews with famous or interesting personalities as well as spot coverage of local news stories, with 50% of show devoted to musical selections related to situations in program or reflective of New York scene.

Fire Coverage by Air
WHEN fire broke out in three business establishments in Fondy, Ohio, WTOD Toledo sent Todd Branson, news and special events director, cover fire from the air. Mr. Branson loaded a recorder aboard plane and circled fire area, filming news on air picture. Arriving at Fondy's airport, wire re- cords was set up in store near fire, and Mr. Branson recorded FBI description of scene, including interview with owner. Recorder was flown back to Toledo and aired from WTOD studios.

Luncheon Music
CONTINUOUS program of luncheon music was started March 24 as 1-2 p.m. feature on WBT-PM Chicago. TV Station started broadcasting seven hours daily, 8 a.m. to 3 p.m., until five-day schedule which allowed for an hour's break, being off air from 1-3 p.m. Addition of noon hour broadcast was suggested by need of various civic organizations for luncheon music during noon meetings. Present plans include placing of PM, receiver sets, by dealers and distributors in clubs and private dining rooms throughout city in which civic club luncheons are held.

Midget Transmitter
BROADCAST from a transmitter no larger than a lipstick tube was heard. Friday, March 29 on CBS "Adventures in Science," when Cieclo Brunetti, of National Bu-
reau of Standards, was guest of Watson Davis, CBS science edi-
tor. Dr. Brunetti has special FCC license for broadcasting experi-
entally with the midget sender. He was to demonstrate scientific developments of midget transmitters along with pocket-sized receiver.

Request by Numbers
UNIQUE record request program, titled "Henry Madow's Meal," is now feature on WPDD Jacksonville, Fla. Listeners choose a number from 1 to 1,000, and Cedric Adams, m. of show, pulls cor-
rect number for special request. Listeners never know what they are requesting and Cedric Adams know what will be played next.

'Mystery Shopper'
IDENTIFICATION of mystery shopper is theme of five-minute program, titled "The Mystery Shopper," hear weekly over GCW Monon, N. B. Sponsored by J.C. Penney General Store of that city, program features description of some current object for sale in store the previous week. Listener, who identifies self from details given, receives $10 in man-
chandise.

Civic Feature
WEEKLY five-minute report, titled "Know Your Milwaukee Public Schools Better," is being aired Mon. 3:30 p.m. on WOKI Milwaukee. Designed as public service "cooperative" basis and focused on special services offered by public school system, program is supervised by Dr. William Lammers, assistant superintendent of schools.

Homesmew's News
HINTS for shoppers and tips on new aids to homemakers are presented on new series over WXAL. One hour, Mon. through Fri. 11:30 a.m. Show is sponsored by cooperative basis and features Fred and Roberta Wooda, WXAL's home club prices to listeners suggesting best titles for new show.

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
630 K.C. 5WK.500K
REPRESENTATIVE-WEED & CO.

BROADCASTING • Telecasting

Page 68 • March 31, 1947
REACHING NEW HEIGHTS IN IDAHO

R MA 1490 kc
Shamokin Valley Bcstg. Co., Shamokin, Pa.—CP for new AM station 1490 kc during the week of March 5, 1946.

By COMMISSION EN BANC

March 27 Decisions . . . DOCKET CASE ACTIONS AM—1450 kc

Commission announced proposed decision regarding grant of application of Pocatello News Broadcasting Co., for construction of new AM station at Pocatello, Idaho, to operate at 1450 kc 250 w unid. as radio station. Request of attorney.

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FCC Actions (Continued from page 69)

Decisions Conf.:
out prejudice to ret fleeing after decision has been rendered with respect to applica-

tion by the Grandstone Basting Co., Cali-

fornia Basting Co., and Valley Basting Co., heard in consolidated proceeding or after further adjudication of facts which have been disposed of, application of Long Basting Co., for new AM station 1460 kc 250 w uni-

FM—Conditional Grants

WTBS Georgia—Conditional grants to subject further review and ap-

proval of engineering details.

William Avera Wynne, Rocky Mount, N. C., authorized conditional grant of class A FM station (in lieu of class B authorized). The Commission will order further review and approval of engineering details.

WCOH Coastal Basting Co., New Bern, N. C., authorized conditional grant of class B FM station subject to further review and approval of engineering de-

tails.

Enid Radiophone Co., Enid, Okla.—Same.

Medford Printing Co., Medford, Ore., authorized conditional grant of class B FM station (in lieu of class A station authorized). The Commission will order further review and approval of engineering details.

KUIN Grantis Pass, Okla.—Conditional grants to TV stations for five noncommercial educational stations from 1460 kc to 1470 kc, and 2200 kc to 2240 kc.

Commission authorized CPs for five noncommercial educational FM stations (see story page 78).

FM—CPs Granted

FCC authorized CPs conditionally for 11 FM stations of which three CPs are in new locations. (See page 78). Commission also authorized CPs for five noncommercial educational FM stations (see story page 78).

FM—CP Canceled

The Evergreen Basting Co., Seattle, Wash., which authorized conditional CP for new class B FM station because commissions failed to disband all broadcast operations.

Television Rules Waived

Upon presentation request by Television Broadcasters Assn., for waiver of requirement of program rules, Commission further extended waiver to June 30.

By the Secretary

KUIN Grantis Pass, Okla.—Granted CP to authorize changes in new class B FM station because Commission fails to disband all broadcast operations.

WTCI Hate Ray, P. K.—Granted mod. license to change main studio location.

LEXL Lexington, Ky.—Granted licen-

ce to change main studio location.

WLEX Cincinnati—CP authorized for 1150 kc 250 w wul.

WLNS Lansing, Mich.—Granted licen-

cce to authorize change in new class B FM station.

KCTV Childrens, Tex.—Granted mod. CP which authorized new station, for approval of A, antenna, location and change type trans.

WBBG Vineland, N. J.—Granted li-


cence to cover CP which authorized new station 1390 kc 1 kw D and for change of antenna location: cond.

KWLS Mt. Shasta, Calif.—Granted modified CP which authorized new station 1230 kc 1 kw D and for change of antenna location: cond.

KSWL Santa Barbara, Calif.—Granted mod. licence to cover CP which authorized new station 1490 kc 250 w uni; cond, and for change of studio location.

KZARZ Sarasota, Charleson, W. Va.—Granted mod. CP which authorized new station 1490 kc 250 w uni; cond, and for change of studio location.

KTVI St. Louis, Mo.—Granted mod. CP which authorized new station 1230 kc 250 w, cond, and for change of antenna location.

KFTV Waterloo, Iowa.—Granted mod. CP which authorized new station 1460 kc 250 w uni, cond, and for change of antenna location.

KUIN Grantis Pass, Okla.—Granted CP to change station type.

KWEM West Memphis, Ark.—Granted CP to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KCMO Kansas City—Granted CP for new station 1360 kc 250 w, mod.

KCSN Sugar Grist, Tex.—Granted CP to cover CP, mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KWKD Fort Collins, Col.—Licence to cover CP, modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KWDX Des Moines, Iowa—Licence to cover CP, as modified, which authorized new AM station and for change of studio location, and authority to determine operating power by direct measurement of ant. power.

KWFT Thief River Falls, Minn.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KWML Joplin, Mo.—Grant to change in vertical antenna license.

KXLL Great Falls, Mont.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WDNC-FM Durham, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

WAGB Goldsboro, N. C.—CP to install antenna, and mount antenna, on top of tower.

Modification of CP

WCLT Dayton, Ohio—Mod. CP which authorized new FM station, for extension of completion date.

KWAW Altus, Okla.—Mod. CP, as modified, which authorized new AM station to change in antenna location.

KOME Tulsa, Okla.—CP to change frequency from 1460 to 1200 kw, 5 kw D, install new trans. and DA and change antenna location.—AMENDED: to modify DA-D. License for CP

WHUN Hammond, La.—Licence to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

AM—1494 kc

KWOK Newkirk, Okla.—New trans. AM—790 kc

WMC Memphis, Tenn.—CP to make changes in DA and mount FM ant on top of tower.

KXLF Alpine, Tex.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KLDE Del Rio, Tex.—Mod. CP, as modified, which authorized new AM station and authority to change in antenna location.

KSWL Santa Barbara, Calif.—Modified CP, which authorized new AM station, for change in antenna modification.

WGGT Newport, Wash.—License to cover CP which authorize installation of new trans and DA on tower.

FM—797 mc

Suffolk News, Va.—CP for new FM station on channel 248, 975 mc with DA.

FM—975 mc

KXSLT Springfield, Mass.—CP for new FM station on channel 268, 977 mc without DA.

FM—Unassigned

KZKH Bakersfield, Calif.—KXLB, Calif.—CP for new FM station on frequency to be assigned by FCC with 2 kw ERP.

License for CP

KODI Cody, Wyo.—License to cover CP, as modified, which authorized new

These FOOD & DRUG advertisers are making 1947 media plans

They are among the many whose sales executives are now evalu-

ating local markets and media with the guidance of SALES MANA-


The report and sample of the food and drug companies represented by the SALES MANAGEMENT subscribers who have ordered reprints of this study.

Wilbur Sugarland Chocolate Company

Whitehall Pharmacal Company

Sunshine Biscuits, Inc.

Lehn & Fink Drug Corporation

Standard Brands

Colgate-Palmolive-Peet Company

Rutland Purine Company

Midwest & Robbins

National Biscuit Company

General Mills, Inc.

Plough Sales Corporation

The Borden Company

The Andrew Jergens Company

Califf, Prone & Apricot Growers Ass'n.

Marx & Co.

Armour & Company

The Procter & Gamble Distributing Co.

Washington Company

The Norwich Pharmacal Company

Minnesota Cany Vending Company

Meadows Dairy Co.

Wagner Baking Corp.

The Sweets Company of America, Inc.

In the grocery products field alone, SALES MANAGEMENT has 598 individual executive subscribers in 237 companies which spend nearly 200 million dollars a year to advertise food and allied lines.

Your one sure path to the sales executives of food and allied fields is a consis-
tent advertising campaign in SALES MANAGEMENT—the only sales' magazine.

(Write us for your free copy of Mr. Hurd's series)

Page 70 • March 31, 1947

BROADCASTING • Teleco B
FCC Asked to Reconsider and Approve Sale of WTMV to Evansville on Air

THE JOHNS FAMILY petitioned FCC last week to reconsider and approve their $320,000 sale of WTMV East St. Louis to Evansville on the Air Inc. without a hearing.

WTMV, a 250-watt outlet on 1400 kc, is owned by Myles H. Johns; his mother, Penrose J. Johns; his father, William F. Johns Sr., and his brother, W. F. Johns Jr. The family also owns WOSH Oskosh.

The petition noted that the Johns family bought WTMV in 1945 for $105,000. They had planned to have W. F. Johns Jr., then in armed service, take over the operation when he returned. On that basis, it was noted, Evansville on the Air's first offer was rejected. But when the younger Johns returned, was unable to find living accommodations in East St. Louis and expressed a preference for St. Paul, his former home, the petition said they decided to negotiate with the Evansville group.

In response to the Commission's call for information on the Johns family's investments in the station since they acquired it, the petition said there has been no need for "substantial" capital improvements but that material changes had been made in programming. These, it was pointed out, include complete change in the handling of newscasts; emphasis on sustaining broadcasts for local non-profit organizations, and inauguration of numerous remote broadcasts.

Operating Costs

Operating expenses averaged $11,700 a month when WTMV was bought in 1945, the petition asserted.

Further Hearing

Western Best, Inc., Modesto, Calif.-CP 1300 1 kw DA.

Pacifica Foundation, Richmond, Calif. -CP 1410 3 kw DA.

Southern Illinois Best, Inc., Carbondale, Ill.-CP 1430 3 kw DA.

Metropolitan Best, Inc., Belleville, Ill.-CP 1430 3 kw DA.

WIL St. Louis-CP 1430 3 kw DA.

Further Hearing

Southern Illinois Best, Inc., Carbondale, Ill.-CP 1430 3 kw DA.

Alton Best, Inc., Alton, Ill.-CP 1410 1 kw DA.

Metropolitan Best, Inc., Belleville, Ill.-CP 1430 3 kw DA.

WTM St. Louis-CP 1430 3 kw DA.

Further Hearing

Sinking Funds, Bloomington, Ind.-CP 1340 2 kw DA.

WILL Bedford Inc., Bedford, Ind.-Same.

To be held in City Council Chamber, County Court House, Bloomington, Ind., April 2, and County Court House, Bedford, Ind.

FURTHER WAIVER of television's 28-hour rule, to June 30, was announced by FCC last Thursday. The action, taken on a request by Televising Broadcasters' Association, was made "to give the industry the maximum amount of time for the presentation of television programs in the public interest."

The petition was filed by Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis on behalf of the Johns family, and by Leonard H. Marks of Cohn & Marks on behalf of Evansville on the Air.

Figured in KSTP Case

William F. Johns Sr., president of Riddler-Johns Inc., advertising firm, was a leader of the group of St. Paul-Minneapolis businessmen who unsuccessfully bid against Stanley E. Hubard for acquisition of 75% of KSTP St. Paul [BROADCASTING, March 24]. He would have managed KSTP if transfer to the local group had been approved.


Set Up New Office

FEDERAL TRADE COMMISSION announced last night establishment of an Office of Compliance, under the General Counsel, to supervise and coordinate all compliance and enforcement matters. Establishment of the office was result of long-term effort to keep closer track of compliance with cease and desist orders issued by the FTC and Clayton Acts. The Office will coordinate the work of reviewing reports of compliance with orders and prepare cases for recovery of civil penalties and for contempt proceedings in Federal Courts when violations of orders are delayed. Joseph S. Wright, formerly trial attorney on Commission staff, was designated Assistant General Counsel in charge of the office.

TV Waiver

FURTHER WAIVER of television's 28-hour rule, to June 30, was announced by FCC last Thursday. The action, taken on a request by Televising Broadcasters' Association, waives Sec. 3.661(a) of the television rules requiring video stations to operate at least two hours daily and 28 hours weekly.
Legislative Mill


H. R. 2740—To provide standard time for all purposes. Introduced March 24 by Rep. Joseph P. O’Hara (R-Minn.) and referred to House Interstate Committee.

H. R. 2658—Identical with S-736 (above) expected to be approved by House District Committee for floor action first week in April. Sponsored by Rep. Everett M. Dirksen (R-Ill.).

Utah Enacts

NEW libel law enacted in Utah exempts broadcast stations from liability unless malice is shown. Stations may require complete copy of addresses or scripts prior to broadcast. Stations are not relieved of liability if anyone from the station prepared the broadcast, in which case the person uttering the remarks would not be liable. A similar bill passed by the Idaho Legislature was vetoed by Gov. C. A. Robbins.

Bars, Grills Using Video Sets Exempt From Amusement Tax, New Ruling Says

A RULING that restaurants, bars and other establishments which have installed television sets for the entertainment of their patrons are not subject to the 20% amusement tax was issued last week by Joseph Nunan, U. S. Commissioner of Internal Revenue. This reverses an earlier interpretation of the Federal Internal Revenue Code, which had held television sets in public places as coming under the "cabaret entertainment" classification and so subject to the tax.

New ruling follows action taken by Television Broadcasters Assn. to free television of the handicap which the tax would have imposed. Bars and grills have been among the most avid purchasers of video receivers, particularly the large-screen sets, providing set makers not only with a good immediate market for their products but also with an excellent means of demonstrating television reception to patrons and others who may be influenced thereby to purchase home receivers.

As soon as the proposed application of the cabaret tax to television was announced, TBA President J. R. Poppele, vice president and chief engineer of Bamberger Broadcasting Corp., operator of WOR New York and currently constructing a video station in Washington, met with Commissioner Nunan to present their views. He followed up his visit with a letter (Broadcasting, March 24). Last week the Commissioner wrote Mr. Poppele a letter whose final paragraph reads: "As a result of a thorough review of the circumstances under which television sets are operated and of the nature of the entertainment afforded by them, the Bureau has reached the conclusion that the maintenance of television sets in restaurants, bars and similar public places will not operate to render such places subject to the tax imposed by Section 1700 of the Code as amended unless other entertainment is furnished or dancing privileges are provided."

ASCAP Dinner

BROADCASTERS were well represented at the head table of the annual ASCAP dinner last Thursday, accounting for half of the honored guests and giving rise to numerous comments on the change in radio-ASCAP relations in the past few years.

Radio's representatives included: Justin Miller, NAB president; Brig. Gen. David Barnoff, RCA president; Edward J. Noble, ABC board chairman; Edgar Kobak, MBS president; John Shepard Cox, Texas Network president; Theodore Stribert, WOR president; A. L. Ashley, NBC vice president; Joseph A. McMillan, ABC vice president; Joseph H. Beam, CBS vice president; Robert D. Conery, MBS vice president; Julian F. Brauner, CBS general attorney, and M. H. Ayersworth, business consultant and former president of NBC, whom Donna Taylor, ASCAP president, introduced as "old man radio, himself."

Truman on Air Apr. 21

PRESIDENT Harry S. Truman will be heard on all four networks April 21, 1:45-2 p.m., when he addresses the annual Associated Press luncheon to be held at the Waldorf Astoria Hotel, New York.

CCNY Awards

(Continued from page 20)

unusually effective promotion of a public service radio program, Traffic Jam in the Cornfields.

WING Dayton, Ohio, for unusually effective overall station promotion.

WNBC New York, for unusually effective over-all station promotion.

KXOK St. Louis, for unusually effective promotion of a sponsored program, Rush Hughes Program.

Awards committee, in addition to CCA's Dan Peatman, included the following radio editors of the advertising and amusement press; Paul Ackerman, Billboard; Victor Dallaire, Printers' Ink; E. W. Davenport, The Improvement Journal; Carl Kohler, Sponsor; Lawrence M. Hughes, Advertising Age; Bruce Robertson, Broadcasting; M. H. Shapiro, Radio Daily.

Peabody Awards

(Continued from page 20)

grams inaugurated and broadcast during 1946 by a regional station (above 1 k w) which made an outstanding contribution to the welfare of the community or region the station serves.

2. That program or series of programs inaugurated and broadcast during 1946 by a local station (1 k w or under) which made an outstanding contribution to the welfare of the community the station serves.

3. Outstanding reporting and interpretation of the news.

4. Outstanding entertainment in drama.

5. Outstanding entertainment in music.

6. Outstanding educational program.

7. Outstanding children's program.

In connection with the Peabody Awards, listening post committees are set up each year throughout the United States under the leadership of Mrs. Dorothy Lewis, coordinator of listener activity for NAB. Recommendations of these committees are maan to the Peabody Awards national advisory board. Members of this board include:

Edward Wees, editor, the Atlantic Monthly, chairman; John H. Benson, formerly president, American Assn. of Advertising Agencies, New York; Bennett A. Cerf, president, Random House Inc., New York; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, publisher, Louisville Courier-Journal and Times; Earl J. Glade, mayor of Salt Lake City; Joseph Henry Jackson, literary editor, San Francisco Chronicle; Waldemar Koenig, science editor, New York Times; Dr. I. Keith Tyler, director of radio, Ohio State University, Columbus, Ohio; U.; Mrs. Elizabeth Ames, executive director of "Yaddo," Saratoga Springs, N. Y.; Dixon Wecter, professor of English, U. of California, and associate fellow, Huntington Museum, Los Angeles; Dean Drewry and Marion Smith, acting chancellor, University System of Georgia, are ex-officio members.

Putting the facts on the table is Niles Trammell (r), NBC president with Dr. and Mrs. Ray H. Manson at the NBC stations meeting held at the Waldorf-Astoria in New York. Mr. Manson, Stromberg-Carlson-owned, represented WHAM, Stromberg-Carlson-owned Rochester station.
Utility Taxing Bill In Indiana Opposed
Spread of Concept Is Feared; Free Speech Threat Seen

ACTION to prevent spread of a uniform tax law in which radio and television stations are classified as public utilities is developing with passage of a bill by the Indiana General Assembly. The bill is modeled on a uniform measure proposed by the American Bar Assn. Indiana is believed to be the first state to pass it.

Though the measure specifically states that broadcast and TV stations are classified as public utilities only for tax purposes, Indiana broadcasters suggest it may be the "real step in state govern- nents to impose public utility con- trol on the industry."

Is FCC License Taxable?
The Indiana tax board is given power to assess property, "real and personal including all rights, franchises and renewals," and the measure raises the question whether a station's FCC license, an extremely valuable intangible, or network affiliation agreement will be assessed.

Possible suppression of freedom of speech through the tax power also is involved in the measure. Another angle involves distribution of tax funds among governmental units, since stations frequently have studios in one county and transmitter in another, paying property taxes already in both counties. Even more important, many broadcasters fear, is the danger that growth of the public utility concept will lead to eventual control over rate structures as well as program material.

NABET'S NEGOTIATIONS WITH NBC, ABC DROPPED

NEGOTIATIONS with NBC and ABC have been suspended indefinitely by the National Assn. of Independent Broadcast Engineers and Technicians in order that its committee may report back to members the details of the past three weeks' negotiations, it was announced on Thursday by the union.

The last counter proposal from the networks for a 5% across-the-board wage raise was refused by NABET.

Negotiations are continuing, however, with WOR New York, which last Wednesday offered a salary increase of 7 1/2%. This offer, according to the union, is being considered.

Current contract expires May 1.

TV and Fax for UN

TELEVISION AND FACSIMILE will be "built in" features of UN headquarters in New York City, according to the chief UN architect, Wallace K. Harrison.

Best Guess

POOL held at ABC's Central Division to pick Hooper- ing of Margaret Truman's debut with Detroit Symphony Orchestra March 16 was won by Florence Capter, secretary of sales department. Florence walked off with the $19,755 kitty after members of ABC staff, agency men, local radio editors, columnists and others had kicked in at 25c a throw. Actual Chicago rating on the program was 18.02. Florence's guess: 18.0.

Armstrong

(Continued from page 18)
tions were made in 1940 with a 40 and a 5 kw transmitter operating at Alpine on adjacent channels. With one blank channel in between, the problem of cross talk between stations located together simply does not exist.

The problem begins to exist, however, when the stations are separated, and it is at its worst when one of them is located in, and the other out of, town. Under these conditions interference will occur, not, as is implied in your editorial, throughout the service range of the stations, but in some relatively small area around each of the two stations, the most important of which, of course, is around the station in town.

By building more selectivity into the receivers, these interference areas can be progressively reduced to any desired value, all of course at greater expense to the listener. But the question arises: "Who is it that wants to penalize the listener in this way?"

According to your story, there was one FM station in Syracuse giving excellent service. There were 97 additional channels to choose from, any one of which would have reduced the interference problems to negligible proportions, yet not one of them were chosen. Why not?

It is my understanding that applications have been made for six stations in Syracuse, assuming that it is proposed to assign them to alternate channels. This will, of course, result in all of the listeners' local stations being bunched within a half-inch or so on the dial. Now assuming that the cross-talk problem is eliminated, as it can be technically by locating all stations in the same geographical location, how is it explained how the listener is to select the station he wants by any process other than beginning at one end and counting the stations as he goes through them? Certainly no receiver on the high band will hold its calibrations accurately enough to enable the listener to make his selection by the dial. And what would happen if one of the stations were off the air?

The answers to these questions will be awaited with much interest, as will also the names of the "top radio executives" who so cheerfully predict the early demise of FM. That came very close to happening when the FM band was shifted upward. For a year FM's fate hung in the balance. But it is off dead center now and it will take more than a stability problem to kill it. That will merely cost the listener more money.

Taylor Given Time

NBC is giving its 15-minute public service program space next Friday (10:45-11:00 p.m.) to Sen. Glen H. Taylor (D-Idaho) to comment on President Harry Tru- man's Greek-Turkish economic re- lief plan. Sen. Taylor had complained on the floor of the Senate last Wednesday that refusal of Foreign Relations Committee Chairman Henry Cabot Lodge (R-Mass.) to permit NBC and MBS to broadcast all hearings on the Greek-Turkish proposed program has resulted in a "one-sided presentation" of an important public issue. Sen. Vandenberg replied that refusal had been necessary because of cramped quarters in the hearing room.

WANTED!

CLEVELAND'S CHIEF STATION is wanted by smart advertisers. Why? Because, for many months WJW has stolen the morning Hooper in Cleveland.

Now—WJW's afternoon performance warrants great attention. The day-long captivation of more dialers per dollar than any other Cleveland station intensifies the advertiser's demand for WJW and the capture of large profits in Ohio's richest market.
Spring Meeting of ANA Will Be Held Chicago, April 7-9

SPRING MEETING of the Assn. of National Advertisers, patterned on what ANA members consider the most pressing problems facing their business, will be held April 7, 8 and 9 at Chicago's Hotel Drake with approximately 300 in attendance, it was announced Thursday by William N. Connolly, advertising manager for AT & S, and chairman of the association's program committee.

The first morning, April 7, a panel of experts will present their findings on the developments and uses of market research. Members of the panel include Robert B. Brown, vice president, Bristol-Myers Co. and vice chairman of ANA, as chairman; Lyman Hill, Servel Inc.; Frank Mandsfield, Sylvania Electric Products, and Richard Crip of S. C. Johnson & Son Co.

The afternoon session April 7 will center around the subject of "Tool of Management"

Under the chairmanship of Howard Chase, director of public relations, General Foods Corp., Wednesday's session will be devoted to several phases of advertising "as a tool of management" and will feature talks by Jack Currie of M & M and George Percy of the Bauer & Black Division of the Kendall Co., respectively.

Since figures show some 40% of the nation's population living in rural areas, the topic for Tuesday afternoon will be the U. S. Agricultural market, with Dan Ross of the Agricultural Publishers' Assn. and Wheeler McMillen, president and principal founder of the National Farm Chemurgic Council, leading the discussion. In another session that afternoon, D. B. Hobbs of ALCOA, chairman of the ANA films committee, will lead a panel discussion on production and distribution of business-sponsored motion pictures.

Mr. Smith, general manager of WWSW Pittsburgh and chairman of the Sports Broadcasters' Tribute Committee, said a trophy would be presen to executives of Atlantic. Representatives of the N. W. Ayer advertising agency also w. be honored guests.

Attending the banquet will b executives of stations at Country.

CP's for Five New Educational FM's

CONSTRUCTION PERMITS were granted last week by FCC for five new non-commercial educational FM stations. Six non-commercial educational FM outlets are now licensed by the Commission and 23 more are under construction. In addition 15 applications in this category are pending.

Last week's five grants were made to a city school system, a state college, two state universities and a school for adult education. The grantees and respective facilities assigned (power given is effective radiated power and antenna height is height above average terrain):

- Board of Education, Toledo—Channel 215, 90.6 mc, 800 w, 290 ft.
- Pennsylvania State College, State College—Channel 205, 90.8 mc, 35 kw, 525 ft.
- U. of Indiana, Bloomington—Channel 215, 90.9 mc, 45 kw, 300 ft.
- U. of Alabama, Tuscaloosa—Channel 219, 91.7 mc, 142 kw, 140 ft.
- Junius Educ.—Philadelphia—Channel 219, 90.3 mc, 20 kw, 150 ft.

100 STATIONS TO FETE ATLANTIC REFINING CO.
MORE THAN 100 radio stations which have carried football and baseball broadcasts sponsored by Atlantic Refining Co. will show their appreciation of the company's consistent efforts to maintain a high standard of broadcasting at a banquet to be held at Philadelphia's Warwick Hotel April 21.

This announcement was made today by Frank R. Smith, general manager of WWSW Pittsburgh and chairman of the Sports Broadcasters' Tribute Committee, said a trophy would be presented to executives of Atlantic. Representatives of the N. W. Ayer advertising agency also will be honored guests.

Attending the banquet will be executives of stations at several cities.
White Proposals

(Continued from page 17)

will be allowed to use the airways to perpetrate palpable fraud.

Create an adequate clearing house for praiseworthy and especially successful new program ventures, so that these broadcasters who are honestly seeking to improve their service will have the benefit of all the brains and imagination in the industry.

Explore the possibilities for multiple programming from a single station, with a view to serving neglected areas and minority tastes more adequately.

With the same aim in view, juggle their programs so as to place more of those designed for general public education and for minority tastes in the better listening periods;

Experiment, experiment, experiment; the public is expected to gamble two or three billion dollars on new AM, FM and television receiving sets within the next five years; surely, the broadcasters should do some gambling on better, fresher, more varied fare.

On Overall Relations

To the broadcasters, that they:

Stop trying to rationalize on accidental and unnatural relationships, steel themselves against the reflex cries of anguish from those who habitually cry before they are hurt, and take the first long step toward "freedom of the press" for which they clamor; adoption of the practice of offering time for the advertising of commercial goods and services; only on the basis of time periods, limited to 120 consecutive seconds between programs.

Take the initiative in cooperating with the FCC to bring about an early court test of the constitutionality of the Mayflower Decision and the Blue Book;

Stop dreaming of a day when there will be no governmental regulation of radio;

Stop questioning the First Amendment by invoking every time the FCC issues a routine ruling;

Allow the lead of FCC Chairman Denny and NAB President Miller toward harmonious cooperation between the industry and the FCC.

To the FCC, that it:

Either amend the Mayflower Regulation to permit broadcasters to air their partisan views on condition that they provide equal time for an answer, or enforce it in an instance which will insure its speedy review by the courts as to constitutionality;

To the NAB, that it:

Draft a "Code of Standards" calling for the immediate establishment of an arm's-length relationship between broadcasters and advertisers, indenting such portions and basic principles of the FCC Blue Book as appear to the better broadcasters to be reasonable and workable, and pointing the way toward improving techniques in the handling of discussion of controversial public issues and in the presentation of useful information generally;

Prepare to publicize, thoroughly and impartially, flagrant individual departures from the Code;

To the Department of Justice, the FCC and the Congress, that they:

Take whatever steps are necessary to insure that the NAB has the proper legal sanction under the antitrust and other laws for the above;

To the Congress, that it:

Recognize that the recent congressional election results in no wise constituted a popular mandate to make punitive expeditions against executive agencies where no evidence of inefficiency or willful wrongdoing exists;

Examine the FCC with a view to discovering how to support it more adequately in terms of adequate funds and personnel and unfailing congressional support of its proper quasi-judicial functions against improper pressures, including those of its own members;

To the newspaper and magazine press, that it:

Support the broadcasters in their quest for equal constitutional freedom provided that the broadcasters meanwhile qualify themselves for such guaranties by securing their freedom from advertisers;

Devote at least as much emphasis to honest, constructive criticism of radio as a medium for entertainment and public information as they now devote to honest, constructive criticism of the theater, books, and motion pictures.

To all who may be interested in the improvement of radio, that they:

Explore the possibilities of greater listener participation in the evaluation of radio fare.

FIRST OSCAR air performance of Best Years of Our Lives was carried recently by CBS This Is Hollywood (Camay). Together after show were: (1 to r): Frank Woodruff, producer; Hedda Hopper, program m.c.; Harold Russell, armless veteran who appeared in radio version as well as screen play; Karl Schullinger, West Coast manager of Pedlar & Ryan, agency servicing account; Gil Ralston, director of night-time radio, Procter & Gamble Co., Cincinnati.

NAB Group to Start Rewriting Code; Program Executive Committee Meets

GROUNDWORK for the long-range task of writing a new set of Standards of Practice covering broadcasting will be laid today (March 31) at a meeting of the NAB Special Standards of Practice Committee, to be held at the Waldorf-Astoria, New York.

Directing the committee's code-writing undertaking will be Robert D. Sweazy, MBS vice president and general manager, recently named by President Justin Miller to serve as committee chairman.

Movie Experience

Preliminary code details were to be reviewed Sunday, prior to the meeting, by the chairman and key NAB headquarters officials including Judge Miller; C. E. Arney Jr., secretary-treasurer, and Don Perty, general counsel. They will go over a series of reports and memoranda.

The antitrust angle of code writing offers some of the most difficult problems facing the committee, which is expected to draw up enforcement technique.

The code problem is expected to be among subjects facing the NAB Program Executive Committee which meets at the Waldorf-Astoria Tuesday and Wednesday with Merle S. Jones, WOL Washington, as chairman. Harold Fair, recently named to head NAB's new Program Dept., will take part in the meeting though he is not expected to take his desk in Washington until mid-April.
Shortwave Proposal

(Continued from page 18)

participation by private organizations which might operate within or without the confines of the Foundation itself.

He told a "background" news conference last Tuesday that the Foundation would "as an outside operation" improve programs, secure greater talent, result in more cooperation by private groups and put the "risk-taking" back in programming for overseas listeners.

State Dept. programming, he explained, "is the most conservative that you can find in any media of communications today." This is necessarily so, he said since the "Voice of America" is recognized as the voice of the United States Government and must be so completely neutral in color that it "loses zest" in the process of refinement.

Authority To License

If the proposed bill became law in its present form the Foundation would be established with whatever funds the State Dept. had available for international broadcasting at the time of approval. Control of international shortwave frequencies would be transferred from the FCC to the Foundation. It was learned that FCC has already agreed to release its authority over the frequencies concerned.

IBF would become in effect not only a broadcasting agency, but a licensing authority for whatever groups or organizations wished to conduct their own international broadcasting operations. The proposed bill provides, in this instance, that the Foundation "may permit a group or organization owning international broadcasting facilities the use of designated international radio frequencies available to the Foundation in order to permit such a group or organization to broadcast internationally by shortwave; provided, however, that the Foundation finds that the international broadcasting programs of such a group or organization are in the public interest with due regard to the foreign policy of the United States and the necessity for adequate world wide coverage . . . ."

Operating personnel of the Foundation would not be subject to civil service laws, and salaries would be set independently of any government standards. This provision is designed to attract talent not generally available to the government.

Accompanying the draft of the proposed bill was a memorandum from Mr. Benton to Secretary of State George C. Marshall, dated March 1, in which the Assistant Secretary’s major arguments for IBF were propounded.

The memo explained that the "confusion" between the volume of domestic and international broadcasting is due to the fact that the latter is not profitable. There have been financial rewards for enterprise in domestic broadcasting but no financial returns for the enterprise and expense involved in international broadcasting—and little prospect if any for the future, said the memo.

Quotes Gen. Sarnoff

Mr. Benton quoted Brig. Gen. David Sarnoff, RCA president, as having estimated in 1943 that international interest in peacetime would require "at the start not less than $15,000,000 or $20,000,000 a year for international radio activities, as well as unification of purpose and policy."

Mr. Benton also stressed shortage of available frequencies as "so acute that a single entity must coordinate our international broadcasting to get most effective use of those frequencies to which the U. S. does have access."

He dramatized crucial nature of the frequency shortage by pointing out that whereas 86 wavelengths are now being used by the State Dept.—many of them having been preempted during the war—the U. S. had registered priority on only 19 frequencies before the war. He predicted that the "already overworked" number of frequencies now used by the U. S. will be contested at the International Telecommunications Conference in May through demands from other countries and services, and that "those allocated to the United States will almost surely be inadequate for our needs."

Capitol Hill Cool

Reception of the plan on Capitol Hill was cool, with future action apparently to be determined largely by treatment given to this year's money requests for current State Dept. international broadcasting. [Broadcasting, March 24]. The mixed domestic-international aspects of the proposal resulted in some confusion on the Hill as to which committee has primary jurisdiction over it.

Sen. Arthur H. Vandenberg (R-Mich.) as Senate president pro tem referred the bill to the Interstate and Foreign Commerce Committee, noting that "inasmuch as the bill has to do primarily with the creation of a domestic corporation dealing with the subject of radio broadcasting internationally, it seems . . . that the radio phase overrides whatever the international character of broadcasting involves . . . ."

On the House side, however, the bill was referred to the Foreign Affairs Committee—a choice permitted by the very international nature of the bill mentioned by Sen. Vandenberg.

Hearings Planned

Both House and Senate Committees plan extensive hearings on the Foundation proposal, although committee sources expressed doubt that crowded schedules would permit its consideration until toward the end of this year's session.

First industry reaction, meanwhile, found the same divergency, of viewpoint evidenced in a previous article on Broadcasting in February [Broadcasting, Feb. 24].

Walter Lemmon, president of World Wide Broadcasting Foundation, bluntly declared the plan "as striking at "the very basis of freedom of expression and freedom to listen . . . ," while James D. Shouse, president of Crosley Broadcasting Corp., expressed himself "in entire agreement with the proposal . . . ."

Declared Mr. Lemmon "If adopted, it (International Broadcasting Foundation) would arbitrarily put out of existence all American enterprise in the field of international broadcasting, both now and in the future . . . ."

"It is difficult to believe that the Congress . . . will foster such a form of monopoly, which might prevent Americans from speaking readily and without censorship directly to peoples of other countries over the radio."

Mr. Shouse said he does not believe "government advice on international broadcasting in any way constitutes a threat to American system of broadcasting." He stated belief that "our government should at all times be supported and should never be denied the right to disseminate the views of our government and its policies through the medium of international shortwave radio," adding that "the real threat to the American system of broadcasting comes from without and not from within."

NAB recommended acceptance of the State Dept. proposal as the "most practical" means to reach the peoples of the world at the present time by broadcasting [Broadcasting, March 24]. The mixed domestic-international aspects of the proposal resulted in some confusion on the Hill as to which committees have primary jurisdiction over it.

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On the House side, however, the bill was referred to the Foreign Affairs Committee—a choice permitted by the very international nature of the bill mentioned by Sen. Vandenberg.
New Fulltime For Mobile In Proposed Ruling

A GRANT to Gulf Broadcasting Co. for a new 250-watt full-time station on 1340 kc, Mobile, Ala., the city’s fifth outlet, was anticipated by FCC last week in a proposed decision on three Mobile applications involving 1340 and 1330 kc.

The two other applications, mutually exclusive with the Gulf request, were given proposed denials. They are files by Burtnet Broadcasting Co. (for 1340 kc, 250 w), and Mobile Broadcasting Co. (1330 kc, 5 kw day, 1 kw night).

In making its choice, FCC noted that Mobile Broadcasting’s proposed operation would violate NARBA by increasing the nighttime limitation to XEFC Merida, Yucatan, Mexico, to a point “clearly excessive.” Program plans, diversified ownership, and experience of the owners contributed to the choice of Gulf over Burton.

Gulf’s Qualifications

Gulf Broadcasting, it is pointed out, is owned by eight Mobile residents and two non-residents. The local group represents “diverse business, professional and community interests.” All stockholders will be directors “to afford them opportunity to participate in the station’s affairs.” The non-resident stockholders—Ernest D. Black, president and Gulf Broadcasting’s former director of Mexican operations; WBML Macon and vice president and 25% owner of WDAK Columbus, Ga., and Allen M. Woodall, president, general manager and 25% owner of WDAK—are experienced broadcasters who would be expected to contribute to the proposed operation the benefits of their practical knowledge of broadcasting.

Gulf’s program plans, FCC added, anticipate “a balanced schedule based on a network affiliation not now available in the Mobile area [Mutual], and diversified local program service.”

Burton Broadcasting is owned by Gillette and Jesse Gilbert Burton Jr., brothers, both residents of Mobile. FCC said “neither of them has had broadcasting experience or training or any extensive business experience,” and that “it is difficult to evaluate their program plans, since, in preparing their program exhibits, they appear not to have taken into account the effect upon such schedules of the network arrangements [Mutual] which they contemplate. The partners expect to organize and manage the proposed station; yet, they have not evidenced the respects in which they are equipped to perform such responsibilities.”

Burton brothers, step-sons of W. O. Burton, Jr., former Gulf Broadcasting’s WML Mobile, hold in the armed forces during World War II. It was pointed out that Gillette is a Metropolitan Life Insurance Co. manager of structural steel by Burton Brothers, Marquette, Ill., former draftsman for Mobile Planning Board, later organized National Film Service, which proved unprofitable, and more recently joined his brother in forming a pecuniary marketing venture which also was unsuccessful and has been discontinued.

Gulf Broadcasting, winner of the proposed grant, is headed by Melvin M. Metzger, who is associated with his brother Leonard in the Gulf Coast Tobacco & Fire Works store, and other businesses. He and Leonard Metzger, treasurer, would jointly own 25% of Gulf stock. Mr. Black has a 25% interest. Mr. Woodall, who has 4% of Gulf stock, would retain his connection with Mobile as the city’s own station is proposed.

Gulf is the only station plan to build and operate, a suburb. The station will be erected in Parma, a suburb. The station has about $270,000 worth of equipment on order from Allen B. Du Mont Labs.

No Replacement

LESLEE ATLIASS S., vice president and general manager CBS World Service, Chicago, said no replacement would be made for Ralph Hatcher, CBS Midwest stations relations manager, transferred to New York to head newly formed CBS co-op sales office.

REGULAR FAX SERVICE PLANNED FOR FALL FACSIMILE EXPERIMENTS

initiated by John S. Knight, editor and publisher of The Miami Herald, have borne out his prediction [Broadcasting, March 3] that although the novel reproduction device is not ready to replace daily newspapers it is usable as a supplement to regular editions.

Success of the experiments—carried on over a two week period during which nearly 50,000 people witnessed transmissions—now provides the basis for further development work which it is planned, will lead to introduction of regular facsimile transmission as a Herald feature next fall.

Mr. Knight declared that facsimile has proved to be a "radical departure in dissemination of printed news and one which promises a better informed public. The time lag which has attended conventional newspaper publishing for generations is eradicated by facsimile. That cannot be helped but bring a new chapter in human relations."

Tax Exempts Radio

SALES tax measure passed last week by the Maryland General Assembly exempts advertising time and space from the 2% impost. The measure was sponsored by the state administration. Other exemptions include sales of food for home use, communication motor vehicles (already taxed), certain agricultural items and amusement tickets.

B-B& in Toronto

H. D. ROACH, formerly with Mc-Kim Advertising Ltd., Montreal, has been appointed by Benton & Bowles, New York, as Canadian representative in the opening of a service office in Toronto, Ont., it was announced last week by Clarence B. Goshorn, Benton & Bowles representative. Previous member, Rep. with McKim, Mr. Roach, will service the Benton & Bowles Procter & Gamble account in Canada, was with the advertising department of Imperial Tobacco Co. Ltd., of Canada.

Standard Time

(Continued from page 20) which did not observe daylight saving time.

"...concerning the percentage of the country which observed daylight-saving time, the latest year for which a study has been made is 1941. In that year, a compilation by the National Association of Broadcasters, indicates that approximately 35,000,000 people, or 25% of the population, resided in cities and communities observing daylight-saving time. These 35,000,000 people represented approximately 28% of the total radio families in the United States...

But whether broad legislation to provide uniform time for all the nation’s commerce will gain any headway in the House remained a matter for speculation, dependent to a large degree on urging from the public. The House Interstate and Foreign Commerce Committee has an early bill for uniform time [Broadcasting, March 17] but has scheduled no hearings.

In addition to Mr. O’Hara, another Commerce Committee member, Rep. Harris E. Tullier (R-Ore.) favors establishment of a single time standard. Mr. Ellsworth, a station owner—KRNR Roebuck—told Broadcasting that radio needs to have uniform time standards by which to operate, both for the sake of the industry itself, and for the benefit of the listening audience.

BROADCASTING • Telecasting

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AFRA INDUSTRY-UNION
GROUP MEMBERS NAMED
MEMBERS representing the American Federation of Radio
Workers on the industry-union commit-
tee established in the AFRA net-
work contract [Broadcasting, February 3] were appointed last
week by the talent union.

They are George Heller, AFRA
national executive secretary; Claude McCue, executive secretary of the Los Angeles local; Raymond A. Jones, national assistant executive
secretary; Frank Reel, executive secretary of the Boston local; Jesse Missette, executive secretary of the Washington local, and Clayton Collyer, House Jamison and Alex McKee, members of the AFRA
national board.

The industry representation on the committee has not yet been
determined. According to the provisions of the AFRA-network contract, four members were to be appointed
by networks and four by the NAB
for the industry at large. At a San
Francisco meeting of the NAB board last January, however, per-
miseion to make the appointments
was denied Justin Miller, president of
NAB. Judge Miller was instruc-
ted to appoint a committee to in-
vestigate the matter and report
its findings to the NAB board in
May.

CBS titled "Here's to Ya." heard
Sun. 2:30-3 p.m., has changed its list-
ing to "Here's to You."

Five Station Transfers Get Approval
Of FCC; Two Involve Cash Transfers

CONSENT was given by FCC last
week to five station transfers of
which only two involve money con-
siderations.

WACE Chicopee, Mass. (730 kc,
1 kw day), was granted transfer of
control from David J. Hayes and
John S. Begley to Mr. Begley
through issuance of 200 shares to
the new majority owner for a cash
consideration of $5,500 and the
cancellation of a note for $16,-
500 owed by the station to Mr.
Begley. Pair previously had been
equal owners. Mr. Begley after
transfer holds 66% interest.

KIOX Bay City, Tex. (1110 kc,
1 kw day), was granted assign-
ment of construction permit from
a partnership composed of J. A.
Clements, T. C. Dodd and John
George Long to a new partner-
ship composed of Messrs. Dodd
and Long and Harry L. Railing
Jr. Mr. Clements sells his one-
sixth interest to Mr. Reading for
$6200. The new partner is tax
accountant for Mr. Long, half
owner of KIOX, who also oper-
ates KSAM Huntsville and KVIC
Victoria, Tex.

WRWN Warren, Ohio (1400 kc,
250 w), was authorized to assign
license from Frank T. Nied and
Perry H. Stevens doing business as
Nied & Stevens to a corporation
under the same name and com-
piled of the same individuals.

WLEE Richmond, Va. (1450 kc,
250 w), was granted license as-
signment from Thomas Garland
Tinsley Jr., sole owner, to Lee
Broadcasting Corp., owned by Mr.
Tinsley and of which his wife,
Patricia Mc Cord Tinsley, and WLEE Station Manager Irvin G.
Able, also are stockholders.

Involuntary assignment of con-
struction permit of KOPR Butte,
Mont. (560 kc 1 kw). was granted
by the Commission from Frank
L. Powers and Grant R. Wrathall
doing business as Montana Broad-
casting & Television Co. to Messrs.
Carmany, Smith and Wrathall and
Mr. Wrathall as individual, of the
estate of Jack L. Powers, des-
cceeded. The latter partnership is
doing business as Copper Broad-
casting Co.

Conditional Grants
For 6 FM Stations

CONDITIONAL GRANTS for six
FM stations and construction per-
mits for 11, including three issued
in lieu of previous conditions," were authorized by FCC last Thurs-
day.

The Commission also issued grants for five new noncommercial
FM stations (see story page 74).

At the same time FCC approved
the request of Evergreen Broad-
casting Corp., licensee of KEVR
Seattle, to cancel its construction permit for a Class B FM sta-
tion "because the corporation in-
tends to discontinue all broadcast
operations." A. W. Talbot, Ever-
green owner, has asked FCC to
approve his $190,000 sale of KEVR
to Western Waves Inc., which has
a Seattle FM grant [Broadcasting,
Feb. 24].

All construction permits and all
but one of the conditional grants
went to AM licensees or permittees.
The one newcomer was Eagle Print-
ing Co., publisher of the Butler
(1420) daily, and an AM station,
which received a conditional grant
for a Class A FM outlet at Butler.

Two of the conditional grants were issued to specify a different
class of station than that provided
in earlier grants. W. A. Wynee,
licensee of WEED Rocky Mount,
N. C., received a grant for a Class
A station in lieu of the Class B
authorized in October 1945, and
Medford Printing Co. (KJYZ Med-
ford, Ore.) was given a grant for
Class A instead of the Class B
authorization issued in January.

Comr., Clifford J. Durr voted
against the Class A grant to
WEED.

Others given conditional were
KTB5 Shreveport; WHIT New
Bern, N. C., and KCRC Enid, Okla.,
all for Class B affiliates. All con-
ditional grants are subject to further re-
view and approval of engineering
details.

Construction permits were issued as follows (power given is effective
radiated power; antenna height,
height above average terrain). AM
affiliation, unless apparent from
listing of the FM call letters, is,
shown in parentheses.

Golden Empire Broadcasting Co.
(KYCV), Redding, Calif.—Class A
Investing (Channel 19); 1 kw; 60
feet.

WIOD-FM Isle of Dreams Broad-
casting Corp., Miami, Fla.—Class B;
97.5 mc (Channel 248); 54 kw; 500
feet.

Northwest Ga. Broadcasting Co.,
(WGAA), Cedartown Ga.—Class B;
101.7 mc (Channel 289); 5.1 kw; 1015
feet.

Fernita Bros. Co. (KSCO), Sioux City, Iowa—Class B; 105 kw;
(Channels 274): 280 kw; 315 feet.

Phila Radio Corp. (KAKK), Tulsa,
Okl.—Class B; 94.9 mc (Channel 255);
4.2 kw; 353 feet.

KXLK (KXLK) Portland, Ore.—Class B; 96.3 mc (Channel 259); 39.9 kw; 932 feet.

KKL Broadcasters (KKL), Port-
lund, Ore.—Class B; 96.3 mc (Channel 259); 117 kw; 305 feet.

KNUK Broadcasting Co. (KLUK), Oak-
ston, Tex.—Class B; 101.3 mc (Chan-
ger 287); 9.2 kw; 210 feet.

A. & M. College of Texas (WTAW),
College Station, Tex.—Class B; 94.5 mc (Channel 231); 25 kw; 114 feet.

WSVA-FM Shenandoah Valley Broad-
casting Corp., Harrisonburg, Va.—Class B; 94.3 mc (Channel 232); 36 kw; 1840 feet.

WIBA-FM Badger Broadcasting
Co., Madison, Wis.—Class B; 103.9
mc (Channel 269); 207 kw; 900 feet.

WCGO-Chicago Printing Co., Janesville, Wis.—Class B; 100.9 mc (Channel 269); 20 kw; 390 feet.

(*) In lieu of previous conditions.

GRAND JURY REPORT
IS EDITED BY COURT

GRAND JURY report charging
broadcasters with attempting to in-
fluence the jury in a gambling
investigation [Broadcasting,
March 24] was edited by order of
Supreme Court Justice D. Page
Morehouse to remove all direct
references to radio. The court took
this action on appeal by WNDR
Syracuse and Bernard Stapleton,
WNDR newscaster.

The final version of the report,
with redactions indicated by brack-
ets, follows:

In making this report, we are
impeled to question the good faith
of those who, while we were attend-
ing to our duties under our oaths,
were over the air sought to in-
fluence our judgment by threats of a
great and impending decision...[we]
saw no reason to object to it in
the first place, believing it

Such conduct (on the part of news
broadcasters) nearly approaches a con-
tempt of court. We therefore resent
[broadcasts referring to in-
dividuals named in the report],
insisting thereby that our decision
would be based upon something other than the

TV Weather Cartoons

BOTANY WORSTED Mills Co.,
Passaic, N. J., one of television's
dearest sponsors, plans to April 8 renew
its weather forecast cartoons for
13 weeks on WNBTV New York.
Agency is Alfred J. Silverstein-
Bert Goldsmith Inc. Bordcn Co.,
New York, sponsors the feature,
Swiss Family Robinson, on
WNBTV March 29 as the second in
a series of experimental video
shows for Lady Borden ice cream.
First was a live dramatic program
The Florist's Shop, Kenyon & Eck-
hardt, New York, is placing the

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3 Sharing Outlets Favor FCC Plan

Pennsylvania-New Jersey Changes Opposed By 2 Others

THREE of the five share-time stations affected by FCC's show-cause order in the New Jersey-Pennsylvania proceeding last week supported the assignment changes proposed by the Commission. Two opposed the proposal.

Spokesmen for the stations—WCAM Camden, WCAP Asbury Park, and WHAT Philadelphia in support of the proposed changes, and WTNJ Trenton and WTEL Philadelphia in opposition—expressed their views during a two-day hearing on the show-cause order, issued early last month [BROADCASTING, Feb. 10].

Illegality Charged

Meanwhile, as the hearing opened Tuesday, charges of illegality were made by two attorneys against the order, which consolidated the already-heard Camden-Philadelphia 800-820 kc cases with the WCAP-WCAM-WTNJ renewal applications, already heard, and added Valley Broadcasting Corp.'s new station application for Allentown, Pa., to the proceeding.

Arthur Schroeder, counsel for Paul Compton, who won a proposed decision for a new Camden 1-kw daytime station on 800 kc in the 800-820 kc cases, claimed the show-cause order and its proposed changes of frequencies "in effect would result in a denial" of the Compton application even though the record in the case has been closed and a proposed decision issued finding Mr. Compton qualified.

Mr. Schroeder's charges amplified an earlier petition in which he noted that such applications in the proceeding—the renewal and modification requests of WCAP WCAP-WTNJ—were first heard Dec. 21, 1940. "With the additional complications which the Commission has injected in its order to show cause, it may well establish a record for extended proceedings," the petition declared.

It also objected to comparative consideration with the Allentown application on grounds that the latter was filed four days after the hearing record was closed, while FCC rules say new applications will not be consolidated with existing cases unless filed at least 20 days before hearing starts.

Paul M. Segal, attorney for Camden Broadcasting Co. in the proceeding in which Mr. Compton won a proposed grant, called the show-cause order a "nullity" and objected to the presentation of evidence by the Allentown applicant. He was overruled by Comr. Rosel H. Hyde, presiding officer.

Mr. Segal also had filed a petition against the show-cause order, claiming it violated the Communications Act and was not supported by "any findings of fact whatsoever."

Contingent on Two Renewals

To this petition and the one filed by Mr. Schroeder, WHAT Philadelphia, the third applicant in the 800-820 kc cases, replied that the Commission was within its rights in issuing the show-cause order and that none of the applicants would be deprived of a fair hearing. WHAT's answer was filed by Vincent C. Koplovitz, Washington attorney.

The frequency lineup proposed by the Commission would be contingent upon renewal of the WCAP and WTNJ licenses, and WTEL adopted a proposed decision in October, 1945, and a supplemental proposed decision last September anticipating denial of renewal to WTNJ and denial to WCAP unless it divests itself of a time contract the Commission found objectionable. The decision has not been made final.

If WTNJ and WCAP licenses are renewed, "FCC's order suggested the following assignment changes:"

- WCAP from 1310 kc with 500 w (sharing with WCAP and WTNJ), to 1360 kc with 150 w full time.
- WTNJ from 1310 kc with 500 w (sharing with WCAP and WCAP), to 1350 kc with 250 w daytime only.
- WCAP from 1310 kc with 500 w (sharing with WCAP and WCAP), to 1350 kc with 250 w full time.
- WTNJ from 800 kc with 100 w (sharing with WCAP), to 860 kc with 250 w daytime only.
- WCAP from 1340 kc with 100 w (sharing with WTNJ), to 1300 kc with 1 kw daytime only.

Mr. Schroeder, on behalf of the Compton application, said that the Commission's plan be adopted insofar as it relates to WTNJ WCAP and WTEL; that WCAP operate on 1310 kc and WHAT on 1340 kc, and that the proposed decision to Mr. Compton be made final for 800 or 820 kc. Thus, he said, Valley Broadcasting might be granted its application for 790 kc at Allentown.

Dwight E. Rorer, attorney for Valley Broadcasting, suggested that WHAT be granted 820 kc, for which it applied in the 800-820 kc cases, but that Valley would be willing to accept whatever inter-

Gates Radio Opens

West Coast Office

GATES RADIO Co., Quincy, Ill., has announced the opening of a West Coast office at 1360 N. Highland Ave., Hollywood, Calif., with Walter Read in charge. Mr. Read is widely known in broadcast circles on the Pacific Coast and recently was in the broadcast sales division of Radio Specialties Co., Los Angeles.

Completion of a contract under which the Gates Co.'s broadcast and communications equipment will be sold throughout the world by Westinghouse Electric International Co., New York, also was announced. Gates sales offices and distributors will continue to handle sales in the United States and its possessions.

Additional field engineering personnel and sales engineers have been added to the Gates staff at Quincy to cope with heavier demands created by accelerated AM and FM sales.

Personnel in the Gates organization at present is approximately double the peak number employed during the war years, according to L. J. McEwen, executive vice president of the firm. Further, Mr. McEwen said, production has reached the point where most items of Gates equipment are on current delivery.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind number box. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Make check payable to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcer-engineer for prospective station in Detroit. Must have a valid license, paid $800 per week. Box 993, BROADCASTING.

Commercial manager, capable all-round man, to assist manager new kilowatt station in Rocky Mountain region. Excellent opportunity. Salary plus full particulars in first letter. Write Box 17, BROADCASTING.

Announcers with ambition wishing to develop a broadcasting personality. Opportunity to grow with popular new 1 kW station. Must be fresh and original. Write specific particulars to Box 19, BROADCASTING.

Wanted—Approximately June 1st, chief announcer-engineer for WSB, Atlanta, GA. AM station, update New York, city of the South, opportunities of a lifetime in broadcasting, salary reasonable in proportion. Photograph. Box 62, BROADCASTING.

Wanted—Time salesman, 15% commission drawing account. East coast. Box 63, BROADCASTING.

New 10 kW station midwest city 100,000 population wants applications for all staff positions except manager and chief engineer. Send complete details and minimum salary requirements. Box 64, BROADCASTING.

Commercial manager wanted for new station about to go on the air in the northern part of the state. Must have at least four years' experience in broadcasting. Located midwest town of 25,000. Write Box 992, BROADCASTING. Chief engineer, man with practical and theory background, commercial experience, to operate new station for first three months. General Electric equipment. Apply Box 73, BROADCASTING.

Complete staff of experienced announcers needed. Must be experienced on the West Coast. Pay good, room and board. Write Box 74, BROADCASTING.

FOR SALE

ONE COMPLETE 225 KW RADIO STATION

1 WE 318 B transmitter, complete with tubes and crystals for $1,250.

1 12 A CE 305-W console complete with self-supporting 284 ft. insulated tower, 10 kw output unit. We sell for $1,000.

1 WE frequency monitor

1 RCA 350-W console

2 WE microphones

This equipment is available now at Radio Station K FXD, Nampa, Idaho.

FOR SALE OR TRADE: One Fairbanks-Morse Diezel Plant, 32 KVA, three 200 Volt, complete with voltage regulator; one 4000 Volt, 3-phase, 2000 HP, complete with voltage regulator; one 6000 Volt, 3-phase, 1000 HP, complete with voltage regulator; one 8000 Volt, 3-phase, 250 HP, complete with voltage regulator; one 10,000 Volt, 3-phase, 125 HP, complete with voltage regulator; one 15,000 Volt, 3-phase, 30 HP, complete with voltage regulator; one 20,000 Volt, 3-phase, 20 HP, complete with voltage regulator; one 25,000 Volt, 3-phase, 10 HP, complete with voltage regulator; one 30,000 Volt, 3-phase, 5 HP, complete with voltage regulator; one 40,000 Volt, 3-phase, 2 HP, complete with voltage regulator; one 50,000 Volt, 3-phase, 1 HP, complete with voltage regulator.

PROGRAM DIRECTOR

Good musical experience desirable but not essential. Local programming, networked programs, outstanding trade area. Write Box 78, BROADCASTING.

FM license, AM grant pending, northern Wisconsin. Write Box 81, BROADCASTING.

Help Wanted (Cont'd)

Announcer—News and music, must have full legal license. Must have experience in one hundred thousand progressive type station. Box 9, BROADCASTING.

Fine opportunity for young trained announcer for station in New England. Must have at least two months experience. One of nation's largest and most progressive stations. Write Box 100, BROADCASTING.

Wanted: Operator with first class license. Knowledge of transmitter and receiver. Must work on coast. Write Box 60, BROADCASTING.

Opening one kilowatt fulltime station—one experienced announcer, good. Box 101, BROADCASTING.

WANTED: Announcer-operator with first class license, excellent opportunity with one thousand watt station desires to round out complete staff with experienced writer who can produce strong, brisk sales copy, assign stories, edit copy, qualifications and photo, to live in. Box 102, BROADCASTING.

Announcer—National network, fulltime, good position with opportunity. Write Box 103, BROADCASTING.

Transcription salesmen for Texas—Ohio territory wanted. Good basic salary plus liberal commissions paid by a nationwide radio production-transcription service. State qualifications, age, experience by first letter, Box 104, BROADCASTING.

WANTED: First class licenseplaques wanted. Will pay 250.00 for each. Box 105, BROADCASTING.

FOR SALE

ONE COMPLETE 225 KW RADIO STATION

1 WE 318 B transmitter, complete with tubes and crystals for 1230 kc.

1 23 A WE console complete with self-supporting tower.

1 12 ft. insulated tower, 10 kw output unit.

1 WE frequency monitor

1 RCA 350-W console

2 WE microphones

This equipment is available now at Radio Station K FXD, Nampa, Idaho.

Situations Wanted (Cont'd)

Account executive wanted immediately by large midwest network. Must have thorough experience in radio sales, area manager, district manager position with top opportunity. Write full details and photograph. Box 74, BROADCASTING.

Announcers—Board experience, short hours, position general. Apply to WBG, who can give smooth operation. Box 121, BROADCASTING.

WANTED: Announcers with ability to fill in for vacation of experienced announcer. Write Box 96, BROADCASTING.

Combination program director-station manager, with from 5 to 10 years experience in New England territory. Excellent position. Must have "know how" for organizing new station. Box 106, BROADCASTING.

WANTED: Announcers for new station in Texas area. Good opportunity to prove worth. Box 107, BROADCASTING.

WANTED: Announcers for new station—must have experience with original copy, must have the ability to write copy. Write Box 108, BROADCASTING.

Station manager, assistant manager or desired position with one of the best independent stations in the East. Excellent opportunity for the right man who feels that results are obtained by hard work plus ability, then you are the one we are waiting to hear from. You must be a star—reputation fine but one that offers a real opportunity for the right person. If you are the man, your name is on your own. Box 109, BROADCASTING.

WANTED: Salesman—Proven record, family experience, second career. Someone responsible. Knows and can sell it. Outlining propositions readily. Write Box 110, BROADCASTING.

Continuity editor—Bright gal, 22, several years' experience with excellent knowledge of the field. Box 111, BROADCASTING.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Wanted—Transmitter engineer with car, Washington, D.C. area. WPKF, Alex- andria, Va.

Two first class ticket combination operating engineers for new station located in heart of hunting and fishing country. Must have complete knowledge of climate. KFPR, Livingston, Montana.

Sports announcer—Baseball, basketball, football, hockey. Must have experience with big market. Must be a man who would start as staff announcer and go on to do play by play announcing at 25% commission. Excellent opportunity. Write Box 115, BROADCASTING. Station WOSH, Oshkosh, Wisconsin.

Staff announcers wanted for new 10,000 watt ABC affiliate Houston, start April 1st. Good salary, good future. Single men preferred. Write immediately. Must have good voice and experience. Audition recording and picture. Replies Box G-116, Chamber of Commerce, Houston, Texas.

Applications being considered for WSB, Atlanta, GA. New days and nights positions open. Must have experience on air in May. Chief engineer, manager, personnel manager, all positions open, starting salary; include photo. Valentines, 1400, Radio Springfield, WWSO, Springfield, Ohio.

Good announcers are rarities. Deadline postmarks a letter stating salary desired and experience. Preferred. Commercial experience: 3 years and down. Must be nationally employed as such. Can train new lessees. Experienced announcer: must have a year experience. Write Box 117, BROADCASTING. Announcers only connecting itself between station and advertiser. Announcer must then sell and increase sales calls. Go for this great chance to call in sales. Box 118, BROADCASTING.

Admittable to support with knowledge traffic, station relations, sales, ET service, correspondence and other business procedure. Previous STA or off the air employed, Desiring something; doing the advertising live or making worthwhile and permanent. Write and tell me what you want and what do you need? Box 44, BROADCASTING.

Successful 250 station manager available April 15th. Good station, good employer will go with me. Both capable and refined. Box 55, BROADCASTING.

Manager seeks permanent position in larger market. 15 years newspaper experience along sales line. Six years a sales manager. Excellent knowledge of business, building, prestige, satisfied client list, and his casual and intelligent approach will result in good management, personnel. Sales. Prefer northeastern salary plus override commission. Box 57, BROADCASTING.

Attention all stations in Greenbusho, N. C., and vicinity: Announcer wants to locate in or near Greenbusho for family reasons. Currently employed need not respond. Disc and all details on request. Box 58, BROADCASTING.

Executive assistant manager. Box 59, BROADCASTING.

Announcer: Six months' experience, disc jockey. College background, just completed referee course in radio broadcasting. Picture and disc, one copy. Married. Box 60, BROADCASTING.

Engineer, 1st phone, 615 years radio experience. Free, reference. Wythesville, Va. Experience includes radio sales. Box 61, BROADCASTING.

Manager, new or existing station. Pacific coast or southeast sought by former ABC affiliate manager. In 15 years Navy public relations officer. Five pre-war years small market stations all phases emphasis programming. Box 62, BROADCASTING.

Help your Hooper. Experienced announcer, program director for new or established station needing to go from $10 to $100 to start. Box 72, BROADCASTING.

MANAGER OR COMMUNICATION MANAGER

Young, aggressive, solid background of all phases of radio. If your station offers the right opportunity for the right man who feels that results are obtained by hard work plus ability, then I would appreciate hearing from you. No man is too young or too old but one that offers a real opportunity for the right work. If you need a man, your station is the fifth station in a three week market, your station is the man. Will trade ability and experience with the right opportunity and future. Will trade anything. Personal interview only. Box 56, BROADCASTING.

FOR SALE

Very desirable radio station in major eastern metropolitan market. Has FM grants. Excellent test television possibilities. One of the best year-round markets in the nation. Station is on air. Immediately to Box 101, BROADCASTING.

Situations Wanted

Experienced engineer, 38 years experience in announcing, sales, program directing and management. Desire position as manager, assistant manager or program director. Excellent experience in past and present employers. Box 119, BROADCASTING.
Theodore May 26, 1947

**Upcoming**

April 14-16: NAB Area C Meeting (Districts 10, 12), Mushlebach Hotel, Kansas City.
April 15: Quarterly Meeting of Directors of Canadian Assn. of Broadcasters, Toronto.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Texas.
April 22-23: CNN Third Annual Conference on Radio and Business, School of Business and Civic Administration, New York.
April 28: Annual meeting of U. S. Chamber of Commerce, Washington, D.C.
April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roseneck, Roscoe, N.Y.
May 1-2: NAB Area F Meeting (Districts 5, 6), Tawreliter Hotel, Birmingham, Ala.
May 2-3: Ohio State U., Institute for Education by Radio, Columbus.
May 4-5: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 4-5: NAB Area D Meeting (Districts 8, 9, 11), Palmer House, Chicago.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Pasadena, Calif.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore, Md.
June 2-3: NAB District 1, Somerset Hotel, Boston.

Lifts Ban

IN AN announcement issued by Theodore C. Streibert, WOR New York president, the station lifted the ban against mentioning competing stations and networks on the air.

**When It's BMI, It's Yours**

Another BMI "Pin Up" Hit—Produced by BMI

**We Could Make Such Beautiful Music**

On Transcriptions: Associated, Elliot Lawrence; Lang-Worth, Rhythm Five; Thessarus, Novatime; Trio, World; Charlie Spivak, Lee Brown; Standards, Freddy Martin, Dave Street; MacGregor, Barclay Allen, Eddie Skrinek, Capitow, Hal Derwin.

On Records: Vaughn Monroe, Vic., Frankie Carle, Col.; Monie Lewis, Sid.; Billy Butterfield, Cap.; George Towne, Sonora; Blue Barron, MGM.

Research Meeting

NAB Research Committee will meet April 24 at the Waldorf-Astoria, New York, with Carl J. Burkland, WTOP Washington, presiding as chairman. Other members are H. M. Beville Jr., NBC New York; Dietrich Dirks, KTRI St. Louis; Edward P. Evans, WJZ New York; E. P. James, MBS; William T. Lane, WAGE Syracuse; Charles P. Scott, KTKC Isaiah, Cal.; J. C. Tully, WJAC Johnstown, Pa.; Elmer C. Wilson, CBS; Earl W. Winger, WDDO Chattanooga. Board liaison members are Frank Stanton, CBS, and J. Harold Ryan, WSPD Toledo.

All-Day Programs. Are Urged for FM

**FULLTIME** programming of FM stations to provide set owners with all-day service and give dealers a sales weapon was urged at the annual banquet of Kentucky Broadcasters Assn., Friday evening by Bill Bailey, executive director of FM Assn. The banquet concluded the first day of a scheduled two-day meeting by Edward FM broadcasters, headed by President J. E. Wilson, Nunn stations.

On the Saturday agenda were a short business session and a closed meeting of members. M. L. Peace, WFKY Frankfort, was to assume office as a director, replacing Peter Cline, formerly of WLEX Lexington.

The FM program proposal, according to Mr. Bailey, provides for station cooperation in cities having more than one station with one taking a morning period, another the afternoon and another the night on a rotation basis. He urged FM broadcasters to develop new program ideas and to take advantage of new talent to provide true competition in programming.

Noting that a Collier's survey indicated 33% of the people don't know what FM means, he said FM was to have on a "tough assignment" in educating the public on FM's advantages. He advised FM stations to stress noise-free station reception rather than the high-fidelity 15,000 cycle range.

**WGYN, WNYC-FM, WBAM Take Channel Changes to Next March**

NEW TEMPORARY channel plans were voluntarily accepted last week by three New York FM stations in a move to avoid any interference with aviation instrument landing systems in that area [BROADCASTING, March 24].

The stations, their regular assignments, and the frequencies on which they will operate until March 1, 1948, were reported as follows:

**WGYN—**On Channel 241 (96.1 mc), will move to No. 251 (98.1 mc).

**WNYC-FM—**On No. 237 (95.3 mc), will move to No. 231 (94.1 mc).

**WBAM—**Assigned No. 243 (96.5 mc), the station is conducting propagation tests and will not go on its regular channel until March 1, 1948.

Transition to the new temporary assignments is expected to require six to eight weeks. In the meantime, the stations have agreed to go off the air temporarily whenever requested by airport authorities. March 1 was set as termination date for the shift because by that time the airplanes are expected to have completed installation of equipment which will eliminate interference.

Whether the stations put on new channels will return to the vacated assignments after March 1, it was indicated, will depend to a great extent on the stations' wishes.

The temporary measure was agreed upon last Monday in a meeting called by FCC and attended by representatives of the three stations involved, Civil Aeronautics Administration, FM Assn., and aviation and aviation radio interests.

The three stations already had offered to shift to temporary frequencies.

Representatives of Aeronautical Radio Inc. thanked the stations for their cooperation. It was agreed that aviation interests would pay up to $400 per station to meet the expenses of making the changes. The cost was expected to approximate $350 or $350 per station.

FCC, announcing the changes, said:

"In other than the New York area, interference can be avoided by appropriate selection of Instrument Lading and FM frequencies, giving consideration to geographical separation. This need for correlation will disappear on March 1, 1948, with the installation of adequate aircraft receivers. . . ."

"The Commission appreciates the cooperative attitude in which this problem has been approached by all concerned. It wishes to emphasize that in no sense this interference charged to improper operation of FM stations or failure in the engineering on the part of the aviation interests. The receiver used on the aircraft was designed to meet a particular military need and was installed aboard commercial aircraft because it was the only receiver in existence available in quantities to make possible the use of Instrument Landing Systems."

Durante-Moore Parting

BREAKUP of the CBS Durante-Moore team following the June 27 broadcast of their show was announced March 26. N. W. Ayer & Son, is agency handling account.
Announcers at Six Win Pay Boosts As Short Strike Ends

THE SHORT-LIVED strike of AFRA announcers and free-lance radio artists against stations KSFO and KYA in San Francisco terminated Friday, March 21, when the radio union accepted a compromise proposal offered by the station operators. The strike lasted a little less than three days.

Six independent stations in San Francisco and Oakland are affected by the new contract agreement, which has been in dispute since late Dec. 16. The announcers and artists were granted salary increases ranging from 25 to 30% and other concessions.

The strike against KYA and KSFO was called March 19 at 6 a.m. when final efforts to settle the dispute bogged down hopelessly. AFRA considered calling a strike against the remaining four independents, but changed those plans when it appeared possible the station operators would offer a compromise proposal.

KSFO went back on the air at 7:30 p.m. (PST) March 21 and KYA at 8:42 p.m. (PST). When acceptance of the new offer by the employers was made known by AFRA officials, the technicians, members of IBEW, who had refused to cross the AFRA picket lines during the strike, construed the offer as settlement and went back to work before the strike was technically over. Both stations found they had technicians on the job immediately, but no announcers, so office personnel was recruited to handle the microphones.

Bay Area Stations Ends

until the announcers could be called on the job.

Under the provisons of the new contract, which is for 18 months, announcers and artists will be given the salary increases retroactively.

 Fees Request Dropped

According to William Gavrin, acting business manager of the local chapter of AFRA, the union’s request for commercial fees for announcers working on sponsored shows was dropped during the negotiations. However, announcers who also operate the recording machines were granted a 10% extra fee for that chore.

William J. Hanrahan, of the San Francisco Employers Council, represented the station owners in the negotiations.

Mr. Gavrin stated that under the new contract KSFO announcers will be boosted from 60 a week to $775; KKYA raised its announcers from $55 weekly to $76; KKBX from $55 to $7250; KLX from $65 to $7250; KROW from $65 to $7250 plus 10% extra for playing recordings; KSAN from $50 to $67.50. All scales will be automatically raised $2.50 on Oct. 1, 1947.

Spokesmen for AFRA stated that other contract agreements included a guarantee by management that there would be no discrimination against the strikers. The new contract expires June 30, 1948, which is the expiration date of the IBEW contract, recently consummated.

S. CALIFORNIA AGENCY GROUP ELECTS FENWICK

DAVID R. FENWICK, executive vice president of Dunn-Fenwick & Co., Los Angeles agency, has been elected president of newly organized Southern California Advertising Agencies Assn. J. W. Eccleston Jr., head of J. W. Eccleston Jr. Adv., has been made vice president, with Larry Raymond of Larry Raymond Co. continuing as secretary-treasurer.


Taylor to GE

RESIGNATION of Edward R. Taylor, as sales promotion and advertising director of Zenith Radio Corp., Chicago, has resulted in the company decision to separate completely its sales promotion and advertising departments. Mr. Taylor resigned to join the Hotpoint Division of General Electric. He resigned as chairman of the RMA Set Promotion Subcommittee.

The new departments at Zenith will be headed by David H. Grigsby and William E. Macke, formerly assistants to Mr. Taylor.

State Dept. Radio To Send to Greece

HIGH PRIORITY for the addition of Greek to the State Department's 26-language “Voice of America” international broadcast pattern has been established to provide the Hellenic peoples with “straight” news from the United States to complete with Soviet-inspired propaganda.

Assistant Secretary of State William Benton announced last week that the Greek program—a 15-minute daily newscast to begin with—is expected to be ready for transmission in a week to ten days. The Greek program will be followed as soon as feasible with similar programs in Turkish and Arabic. It was generally accepted that the three new languages are being added to the present 25-language pattern to implement pending new American economic commitments in the Mediterranean.

The comparative speed with which the International Broadcasting Division hopes to be able to establish its Greek program was due to plans to recruit many of the Greek language experts used by the wartime information services. It was learned, IRD sources said they did not expect to encounter personnel difficulties such as delayed setting up the Russian language program.

LET'S STOP

Network Time
9 Station Option Time
6

Why is it necessary twice yearly to juggle local shows to accommodate network time changes?

Why not allocate a definite portion of each and every hour to network programs; a definite portion to local programs? Call the first “network time”; the second “station option time”. Say, for instance, the third quarter of each hour belongs to the affiliate; the remainder to the network. Then, no matter what changes are made in network time, your shows are unaffected. Network shows flow around your local time like traffic around the cop on the beat. Simple enough, isn’t it?

Then, too, your best local accounts are assured constant time periods.

The Art Mosby Stations

KgVO KANA

MONTANA

5000 W Doy—1000 W Night

CBS

250 Watts

Represented by Weed & Company

March 31, 1947 • Page 83
Proposed Grant for Brockton, Mass., 1450 kc Goes to Plymouth Broadcasting

PROGRAM BALANCE—diversity of service and commercial-sustaining ratio—constituted basis for proposed decision announced last week by FCC favoring Plymouth County Broadcasting Co.'s application for a new local standard station at Brockton, Mass., over the mutually-exclusive requests of Bay State Beacon Inc. and Curran Co. FCC's proposed decision would deny the latter two applications.

The facilities proposed to be awarded Plymouth County Broadcasting are 1450 kc with 250 w fulltime.

Ownership of Applicants

The three applicants are composed as follows:

Plymouth County Broadcasting Co.—Edmund J. Campbell, president, and 10 shareholders, including John W. Fenchel, Robert G. Clark, Jr., treasurer and manager, who was in charge last time a station was proposed for the Air, and his father, Robert G. Clark, Jr., director, and George Brown.

Greensboro

Replacing of Shrirer Leads to Protests

CHARGES, counter-charges, and denials flew in New York radio circles last week after CBS commentator William Shrirer announced on his March 23 broadcast he was being replaced in the 8:45 p.m. Sunday spot by Joseph C. Harsch, Washington news analyst. Mr. Shrirer said that since his Hooper rating was high he could only assume he was being "gagged."

Shrirer Gets Offers

Edward R. Murrow, CBS vice president and director of public affairs, announced Mr. Shrirer was being replaced on the 8:45 p.m. Sunday spot by Joseph C. Harsch, Washington news analyst. Mr. Murrow stated that "the decision to replace Mr. Shrirer was not dictated by the sponsor or the advertisers, but was made in the interest of the public." As of Friday morning J. B. Williams Co., had not decided whether it would sponsor the Shrirer broadcast, but its decision might come from a meeting with CBS and J. Walter Thompson Co., the agency.

Meantime, offers came to Mr. Shrirer. Nathan Strauss, president of WMCA New York, offered to carry his weekly broadcasts at the same time. He queried other cities, presumably with a view toward a regional hook-up, and reportedly had heard from at least 12 stations. According to an authoritative source, Mr. Shrirer had offers from two other networks.

The Voice of Freedom Committee was to meet with CBS Board Chairman William S. Paley Friday afternoon. The committee also planned a mass meeting for April with Orson Welles as chief speaker. A Frederick of the Air Committee notified CBS it planned to place CBS studios. Writer John Gunther wired a vigorous protest. Senator Glen H. Taylor (D-Idaho) wrote Mr. Paley in protest.

Seven AM Outlets Get FCC Approval

Four Daytime-Only Stations Are Included in Grants

GRANTS for seven new AM stations, four of them daytime-only, were issued by FCC last Thursday.

The authorizations provide for a 1-kw daytime station at Michigan City, Ind.; a 500-w daytime station at Des Moines, Ia.; 250-w fulltime stations at Ukiah, Calif., Reno, Nev., and Mayaguez, P. R.; and 250-w daytime stations at Southern Fines, N. C. and North Adams, Mass.

Reno Newspapers Inc., associated with the Spiegel newspaper interests, received the Reno grant. The Spiegel group is connected with Kpbs Chicago, Kdgo Monterey, Calif., and Wgny New York.

The grants, all carrying engineering guarantees, are as follows:

Ukiah, Calif.—William Edwin Richardson, consulting engineer, formerly connected with Kkls and Kstm Portland, 1400 kc, 500 w fulltime.

Michigan City, Ind.—Northern Indiana Broadcasting Co., 1 kw, daytime only. Principal: O. E. Richardson (25%), owner, 1250 kc, 1 kw, fulltime.

Reno, Nev.—Reno Broadcasting Co., 1450 kc, 700 w fulltime.

Mayaguez, P. R.—Rogers Valley Broadcasting Co., 1500 kc, 300 w fulltime, granted March 27.

Southern Pines, N. C.—Sandhill Broadcasting Co., 1500 kc, 250 w day only, 1 kw, 500 w fulltime. Principal: John L. K. Herr and J. S. Herr (100%).

To Manage WFCR

W. E. (Bill) Williams, for the past five years manager of WjZmw Clarksdale, Tenn., April 1 will become manager of WFCR, new 1-kw day and night station at Reidsville, N. C. H. T. Williams, president of Piedmont Carolina Broadcasting Co., operators of WFCR, made the announcement.

They Say...
FM INTERFERENCE, being man-made can be cured by man, Commission E. K. Jett told the Washington Advertising Club luncheon at the Statler Hotel last Tuesday at a panel discussion on "FM as an Advertising Medium." AM interference, he continued, doesn't yield to man-made devices.

Commissioner Jett, a guest at the luncheon, said he has "every confidence that we can solve any FM problems in a short time." He added that this process will require some readjustment of assignments.

Mr. Jett's observations came in response to a question addressed to him from the audience.

The panel was conducted by Bill Bailey, executive director of FM Assn. Panel members were Leonard L. Asch, WBBA, Schenectady; Roy Hopkins, KOPY-FM Houston, FMA president; Hugh D. Lavery, account executive, McCann-Erickson, New York, giving the agency viewpoint on FM; Everett Dillard Franklin, vice president and owner of WASH (FM) Washington and KOZY Kansas City. WASH broadcast the proceedings and provided background music prior to the panel.

Guests at the luncheon included Stuart L. Bailey, of Jansky & Bailey; Hudson Eidridge, manager of WASH; Sol Talshoff, editor and publisher of BROADCASTING; Harvey Dawson, manager, Canadian Assn. of Broadcasters; Douglas Scott, CAB director of broadcast advertising.

BROWN RESIGNS KOMA; SUCCEEDED BY BERNARD

THE FUNDAMENTAL importance of FM in the field of education, particularly in reaching the world's millions of illiterates for whom programs must be carefully prepared, was stressed last week at a section on press and radio relations at the four-day Philadelphia meeting of the United Nations Educational and Cultural Organization.

Section on press and radio, meeting under the chairmanship of Justine Miller, NAB president, and Barclay Acheson of Curtis Publishing Co., representing the National Publishers Assn., also was attended by representatives of civic and community organizations throughout the country who met concurrently in Philadelphia in a special UNESCO conference.

Group recommended to the National Commission that "a committee of experts be set up to consider proposals for an international radio network," with a second expert committee organized "to advise on the supply of program material for broadcasting facilities given to UNESCO by the broadcasting companies."

Much of the meeting was focused on UNESCO's efforts in clearing the present barriers to the free flow of communications, with the group adopting recommendations that UNESCO be requested to explore at once "... the need for the use of radio and the press in education," and that "the holding of an international conference on freedom of information and removal of obstacles to the free flow of information be made one of the foremost objectives of UNESCO."

Leaders in the discussion included Sterling Fisher, assistant public service counselor of NBC; Robert Hudson, CBS director of education; Franklin Dunham, U.S. Office of Education; Mrs. Kathleen Lardle, president, Assn. for Education in Music.

A separate section on copyright decided definitely to study the international copyright problem, but recommended that the United States not participate in the proposed copyright meeting in Belgium.
NEW RETAIL SUBCOMMITTEE MEMBERS NAMED BY NAB

MEMBERSHIP of NAB Retail Advisory Sub-committee of Sales Managers Executive Committee includes: Harry L. Dunham, KDLA, Duluth, S.E.; William L. Murdock, WOL, head of subcommittee. Named to group are: Joe DuMont, KXEL Waterloo, la.; Gerald F. Boyd, WPAY Portsmouth, O.; Edwin Mullinax, WLJL, LaGrange, Ga.; William R. Axford Jr., WSyracuse.

Subcommittee will study methods of developing retail radio advertising; work closely with NRDA and other retail associations, as well as retail trade journals; study and recommend plan to establish permanent retail research foundation in NAB.

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Closed Circuit

(Continued from page 4)

present half-hour station identification requirement (one-hour break is talked) might be accompanied by specification that there be no mid-commercial spots before or after one-hour break? That's what some affiliates are pondering.

ONE OF GREATEST NAMES in world affairs soon will become identified with radio. Former Secretary of State James F. Byrnes slams into the WORW broadcasting station in New York. He resides, in transfer applications soon to be filed involving both WSPA and WORB-WHARTON (CLOSED CIRCUIT, March 17). WSPA goes to Surety Broadcasting Co., Inc. Seattle, Wash., and WORB to Suit Ins. Co. of South Carolina, for $450,000. Walter J. Brown, general manager of WSPA and 10% owner, simultaneously would acquire control of WORB for $85,000 with Secretary Byrnes and Spartanburg Herald & Journal acquiring minority interests.

CURRENT REPORTS about imminent sale of Dorothy Shiek's Shackleys stations—KYA San Francisco, KLAC Hollywood and WLBI New York—may be discounted. There are no current negotiations and while offers were received, none has been seriously entertained.

LOOK FOR new rash of editorials in leading newspapers on facsimile development in near future. Most comprehensive analysis yet undertaken of visual medium has been made by Kendrick Lee, of Editorial Research Reports, Washington, exclusively for newspaper clients.

With Paul A. Porter returned from his special ambassadorial mission to Greece, there's speculation again as to what he will do. Former FCC Chairman had all but been selected for presidency of Broadcast Music Inc. several months ago. Winter's (Continued front page)

At Deadline...

9 NEW AM CPMs GRANTED;
8 FOR 1 KIW DAY

(FCC grants on page 84)

FCC FRIDAY granted nine new AM stations, all on daytime assignment; eight with 1 kw, one 250 w. Six of new outlets are on clear channels, three on regional. At same time station assignments to WJTF, Bristol, Va., from 1 kw to 5 kw on 960 kc.

Ownership of new permits and assignments granted follow:

Coral Gabies, Pia.—Pennsylania Broadcasting Corp., 10 kw, day only; Principals: Thomas A. Berle, owner; Army veteran and salesman of Gulf State Lumber Co., president and 15% owner; Lionel J. Preston, owner; W. B. Thropp, advertising director, Miami Daily News, pres.; 9 kw, day only; granted 9/8 of issued stock; F. J. Mason, physician, vice-president-treasurer and 15% plus; Martha M. Pritchford Jr., secretary and 15% plus; Thomas H. Anderson, attorney, 5% plus. Granted March 27.

Tyler, Tex.—Rose Capital Broadcasting Co. 1520 kw, 1 kw only. Principals: Mrs. Joe Jackson, head of family, owner; Army veteran and salesmen of Dallas, Dallas; 30 kw of issued stock; Gordon McLendon, 50%; owner of 1/10, 40 kw; film buyer and booker, 15%. Granted 5/27.

Huntsville, Ala.—W. M. B. Ray, owner, 10 kw, 10 kw, day only. Granted firm publishes Times Herald, only day; Ray, director and 15%; Alice Howdenstein, director and 5%. Mears, director and Miss Sullivan, manager, are interested in Plains Empire Broadcasting Co., Amarillo, Tex., applicant.

Oak Cliff, Tex.—Trinity Broadcasting Co. 1190 kw, 1 kw, day only. Principals: W. R. Knight, manager and half owner; Trinity Tri-State, Dallas, 30 kw of issued stock; Gordon McLendon, 50%; owner of 1/10, 40 kw; film buyer and booker, 15%. Granted March 27.

Huntsville, Ala.—(Continued front page)

WOKA STATION EXTENDED;
28 GIVEN TEMPORARIES

EXTENSION to April 30 of special temporary assignments granted WOKA, Albany, N. Y., for 1 kw and FCC FRIDAY. Statute is pending for amendment and reconsideration of license renewal application; also pending Van Curler Broadcasting Corp. petition for renewal of WSPA and its grant of its application for WOKA facilities. WOKA denied renewal because of hidden ownership [BROADCASTING, March 24].

Same time FCC renewed KODY North Platte, Neb. with 10 kw, 1 kw, 1 kw, day only. Granted 5 kw to 10 kw in March 1947. Granted March 27.

Spartanburg, S.C.—Kimball Furniture City Broadcasting Corp. 1570 kw, 1 kw, day only. Principals: Simons Claflin, owner; Hines Optical Co., 20 kw, day only; Grand Rapids, owner, 1,000 shares; Jennie Oppenhuizen, secretary, 12 kw, day only; Raymond D. Plank, WILN chief engineer, 500 shares; Thomas F. Vander Hey, Army veteran, process cameraman, 100 shares; E. C. Helms, 10 kw, day only; film buyer and booker, 10%. Granted March 27.

Milwaukee—Andave Radio Co. 1430 kw, 1 kw, day only. Principals: Donald E. Proctor, president; Home Savings Bank, 24 kw, day only; Syndey Charney, attorney, 20 kw, day only; Grand Rapids, owner, 10 shares; Bruno Blitzer, 20 shares; George Garbin, with Arthur K. Beashoff & Co., 20 shares; Arthur Meyerhoff, head of 2 kw, day only; film buyer and booker, 2 kw, day only; Grand Rapids, 3 shares, 2 kw, day only; film buyer and booker, 2 kw, day only; Grand Rapids, 3 shares. Granted March 27.

Gainesville, Texas—Gainesville Broadcasting Co. Inc., 1260 kw, 1 kw, day only. Principals: H. R. Schermerhorn, WJAS, Grand Rapids, 10 kw, day only; film buyer and booker, 10%. Granted March 27.

Newport News, Va.—Eastern Broadcasting Corp. 1270 kw, 1 kw, day only. Principals: Dr. J. G. Gill, 18.3% owner; WCNO, City, N. L., trustee, 25 kw, day only; E. K. Leary, 18.3% owner; WCNO, trustee, 25 kw, day only; Ed Harris, manager; E. K. Leary, WDCF director. Granted March 27.

Green Bay, Wis.—Green Bay Newspaper Co. 810 kw, 1 kw, day only. Principals: John C. C. Rensin, 1 kw, day only; ownership by Green Bay's only dailies. John C. Mirnahan is president. Granted March 27.

EX-FCC TRIO DENIED PAY

FORMER FCC officials Goodwin B. Watson, Robert Moras Lovett, William E. Dodd denied compensation for services by House Appropriations Committee, despite Supreme Court ruling these fees could be withheld from payrolls after inquiry in connection with prospective charges in November 1943.

TED STEELE, formerly WHDH Boston, named to head radio department of John C. Dowd Inc., Boston.

HXLEY GETS 100% NEW PEAK

ANDREW G. HALEY, Washington radio attorney and 60% owner of new KAGH (FM) Pasadena, Calif., acquiring full ownership. Consideration is return of investments made by partners: Tom Olson, owner KGY Oceanside, Calif., 37.5%; Big Bear, Calif., Tech professor (10%); William J. Donahue, California Tech professor (10%); William J. Donahue, license attorney (5%). KAGH due to go on air within month.

LUX THEATRE' TOPS

PULSE EVENING RATINGS

AVERAGE quarter-hour sets-in-use in New York dropped from 27.4 in February to 27.0 in March, Pulse Inc., New York, reported last week. Average quarter-hour sets-in-use for March, 1947, showed 6% increase over March, 1946. Average sets-in-use reported for February, 1947, was 27.4 and for March, 1946 was 25.5.


FCC TO CONSOLIDATE SCATTERED OFFICES

SEVERAL of FCC's scattered Washington offices to be moved to new quarters in Temporarary Bldg. No. 1 starting early in April. Commission has been told to vacate 13,000 square feet on first floor of New Post Office Bldg. For P.O. Dept. use, and change will affect over 200 employees. Some other offices also will transfer to Tempo. 1. Skilled for early transfer are Safety & Special Services Branch, Engineering Dept.; Safety & Special Services Division, Law Dept.; Field Engineering & Monitoring Division (including part now at 601 Pennsylvania Ave., NW); Technical Information (now at 1319 F St. NW); units of Frequency Service Allocation Division; Commercial License Section; Amateur License Section (now at 316 F St. NE).

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PUBLIC SERVICE...

Like the good neighbor it is, broadcasting has contributed its facilities and energies, many times beyond the call of duty, to become a great force for good in the public interest. Kansas City once held national distinction for the safety of its streets. When traffic toll increased in 1946 by 55% over the previous year, KMBC stepped forward with a "Save a Life" campaign which is accredited with the reduction of deaths on a ratio of twelve to one.

— KMBC of Kansas City
Great Honors bring GREATER RESPONSIBILITIES

Great honor has come to WKY within recent weeks with the awarding in quick succession of both the $2,000 Alfred I. duPont-Award in recognition of distinguished and meritorious public service and a Variety Showmanagement Award for expanding radio's social usefulness.

With these honors have come the greater responsibilities which a leader must assume.

For WKY, this will be routine. Being the longtime leader in Oklahoma and acting like a leader long ago stamping WKY on the minds of listeners as a great social force...and on the minds of sponsors as a great selling force.

WKY Oklahoma City