"WELL, I'LL..."

cried the first assistant to an agency v.p. when he learned...

that WOR's daytime mail-area

1. Contains 23,472,375 people who spend $14,030,592 in all kinds of retail stores every year.

2. That this same area has more than 20% of the nation's homes with radios, or 5,934,329 occupied by people who have $31,623,860 to spend for all kinds of things advertisers have for sale.

What WOR has done—and is doing—to simply and economically divert these people and their money toward hundreds upon hundreds of advertisers, it can also do for you. WOR's file of 106 great success stories can amply prove this to anyone who will call or write WOR—that powerful station at 1440 Broadway, in New York.

Mutual
The Alfred Zachery family lives on a 160-acre farm near Judyville, Indiana. They have about two thousand dollars invested in machinery and equipment. Last season, Mr. Zachery had 86 acres in corn, another 45 acres in soybeans, and raised a few hogs, while Mrs. Zachery tended the flock of 125 chickens. More important, they are raising a fine crop of young Americans—three boys, Michael who is 6 months old, Jimmy, 2 and Terence, 4; and two girls, Jaquita, 5 years old, and Gweneth, 7. The youngsters have their own favorite livestock: a pony, a goat, and a dog.

The Zacherys moved to Indiana from Kentucky. They had been regular WLS listeners there . . . when they moved to Indiana, they found WLS broadcasts even more useful. "You have helped us in so many ways," Mrs. Zachery says. She points out how Dinner Bell Time, weather reports, farm news and other WLS programs filled their need for information on Indiana soils, weather and farming methods. Their favorite entertainment program is WLS Smile-A-While at 5 a.m. and they are regular Prairie Farmer readers.

It is on this home and family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.
She sparkles cheerfully like sleigh-bells—twice daily, five times a week. And, listening, Philadelphia women can forget their winter and rough weather. For Frances McGuire whisks her audience into a feminine dream world of home hints and fashions and celebrities, too.

Frances McGuire's is a new program. But it is fast winning friends for this progressive station. Owned and operated by The Evening Bulletin—America's largest evening newspaper—WPEN knows Philadelphia tastes.

At 950 on the dial, Philadelphians of both sexes find what they want when they want it. That's why more Philadelphia listeners know WPEN than any other independent—and one network outlet. That's why advertisers find WPEN an open sesame into the prosperous homes of the nation's huge third market. You can, too.
BROADCASTING...at deadline

Closed Circuit

GRADUAL RETIREMENT from FCC of non-Civil Service department heads is being speculated upon in light of Republican control of Congress. FCC has been Democratic since its creation in 1934 during first Roosevelt Administration. Republican patronage dispensers are looking toward replacements in all governmental agencies including top Commission level itself.

MOVE TO have NAB Board of Directors at San Francisco meeting this week call off exploratory conversations with James C. Petrillo's AFM and have stations and others deal with musicians union on local level as union procedures contemplate, will be made by Wayne Coy, WINX Washington vice president, who attends his first NAB meeting as director for local stations. Refusal of Petrillo to do more than shadow box with NAB President Justin Miller believed motivating move.

WHEELER WILL join Wheeler when former Senator from Montana hangs out his shingle in Washington this month. Former Chairman of Senate Interstate Commerce Committee Burton K. will have as his associate Edward Wheeler, his son, who has been practicing as member of Washington firm of Vesey, Wheeler & Prince. Firm will start out with at least one big radio client, either RCA or one of its communications subsidiaries, or Gene McDonald's Zenith Radio Corp. which now has suits pending against RCA involving television patents.

IT'S ANYBODY'S GUESS now on Paul A. Porter and BMI presidency. Last week he advised BMI presidential selection committee he still was unable to make decision on his availability until after completion of his ambassadorial Greek finance mission but it is understood door was left slightly ajar. BMI Board doesn't meet again until February. Porter mission returns in late March or early April. Understood Porter already has turned down one private industry offer substantially in excess of $40,000-$50,000 stipend indicated for BMI presidency.

NEW FARM regional network in New York to debut in spring with two or three legs extending up Hudson Valley and west to Buffalo, with 50-kw New York City outlet included. WWSC Glens Falls and WLBT Liberty (due to open in spring) to be key stations. Outlets likely to be in Poughkeepsie, Kingston, Schenectady, Buffalo, Rochester, other points. Cooperative combination rate for full network or portions in making.

JOHN B. KELLY and Anthony J. Drezel Biddle Jr. reported negotiating for sale of their combined 49% interest in 10 kw WIBG Philadelphia. Each has 24.5%. Mr. Kelly is (Continued on page 86)

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-9 NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.


Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.

(Other Upcomings page 77.)

Bulletins

FCC's second retreat from Blue Book stand seen Friday in announcement that WIBG Philadelphia, one of seven stations originally set for renewal hearings because of programming, had been given renewal "on a regular basis." Action came in grant of WIBG petition for reconsideration. KGFJ Los Angeles, similarly set for hearing on program grounds, won regular renewal few weeks ago. [BROADCASTING, Dec. 2].

PORTABLE development broadcast station at Laurel, Md., to test transmission of broadcast programs over local power lines granted Herbert L. Spence, Baltimore, by FCC. CP for experimental use only. Mr. Spencer denied applications for similar stations at Rockville, Gaithersburg and Westminster, Md.

MITCHELL FAUST CHANGES


Business Briefly


FORUM NOW CO-OP • America's Town Meeting of the Air Jan. 9 becomes ABC cooperative available for local sponsorship. Program broadcast Saturdays, 5:30-9:30 p.m.; sponsored Sept. 1, 1944 through Nov. 29, 1945 by Readers Digest.

WINE GROWERS SHOW • California Wine Growers Guild, San Francisco, Jan. 11 starts Murder and Mr. Malone on 80 ABC stations, Sat. 9:30-10 p.m. Contract is for 52 weeks. Agency, Honig-Cooper, San Francisco.

SNO-MIST PLANS • Phillips & Benjamin Co., New York, appoints Lindstrom, Leach & Co., New York, to handle advertising for Sno-Mist, powder spray deodorant. Radio will be used.


FCC EXPLAINS DENIAL OF CLEAR CHANNEL PLEA

EXPLAINING Nov. 13 denial of Clear Channel Group's petition against licensing daytime stations on clear channels and channels adjacent to clears [BROADCASTING, Nov. 18], FCC said Friday grant of petition would mean no action could be taken on applications for 610 to 1590 kc "since all of these . . . are either I-A channels or are adjacent (within 30 kc) to I-A channels."

All daytime grants on clears, Commission emphasized in Memorandum Opinion, subject to whatever rule-changes result from clear channel hearings. FCC further reasons daytime clear-channel applications granted consistent with rules and "fulfill definite public need": Of 103 CP's for clear channels granted since Oct. 8, 1945, 53 in cities having no other AM station. That many daytime stations being used to help finance FM "is an additional reason" for denying CCG petition, Commission added.

FCC insisted denial would not adversely affect outcome clear channel hearing or preclude power above 50 kw if higher power deemed advisable.

DON LEE HOLLYWOOD PLANS

GROUND BREAKING for new $2,500,000 radio and television studies of Don Lee Broadcasting System, Hollywood, will take place early this year, according to Lewis Allen Weiss, vice president and general manager. Site is at Vine St. and Fountain Ave., Hollywood. BROADCASTING • Telecasting
WALT LOCHMAN
Home town boy who has made good with Mid-America listeners for his accurate, "so-you-can-see-it" SPORTS coverage. He's popular with advertisers too!

JIM MONROE
Although from Missouri, he obtained his M. A. at Northwestern, and for six years has been head of KCMO's NEWS department. Background and experience make him always "in demand!"

LEON DECKER
M. U. graduate, former Mid-America Press Chief for AP and later top newsman for ABC Network in New York, his rating proves that KCMO's daytime NEWS audience is definitely "Decker" conscious.

GOOD REASONS
why KCMO programs are keeping right up with KCMO's growth toward a bigger, more powerful station (50,000 watts Day, 10,000 watts Night, at 810 KC—now under construction).

These are representative "samples" of the talented, wide-awake KCMO staff that is turning out popular appeal programs for a listening Mid-America.

National Representative: John E. Pearson Co.

KCMO
Basic ABC • Kansas City, Mo.
In One Year since joining the American Broadcasting Company-KOIL has become ABC's No. 1 single network station.

KOIL's success story is echoed in the story of its advertisers. Top flight performance in the big, responsive Omaha-Council Bluffs market has been demonstrated again and again to time buyers throughout the nation. KOIL can reach many thousands of receptive urban and suburban homes daily for you.

* As indicated by August-September Hooper Station Listening Index for ABC stations.

Edward Petry & Co., Inc. National Representatives
In "days of old," knights bore their coats of arms as important symbols of identification. Armorial bearings were a mark of great valor, honor and the performance of chivalrous deeds. The crest shown here is that of the Washington family, and, as you can see, it was the inspiration for our flag.

The letters WCBM are a symbol of worthy performance. To the observant time-buyer they identify a dependable medium for his message. They stand for a station that gives complete coverage in metropolitan Baltimore. If you are seeking performance plus in radio advertising, ask what has been accomplished for others by WCBM.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
• Sales IMPACT! That's what Spot Radio offers your product. It provides the punch — the power to create and stimulate sales in a given market, yet is so flexible you can confine your efforts to match distribution. No promotion is fulfilled without Spot Radio — no radio campaign complete without the stations listed.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON
Feature of the Week

WWDC, Washington independent, boasts city-wide news coverage, thanks to its “tipsters” all over town. Every day following the 8:15 a.m. news show and after either the 8:30 or 9:30 p.m. news spot, WWDC announces: “Would you like to earn from $1 to $5? If you witness an accident, fire or other big news story, call WWDC, National 7203, ask for the newsroom. We will pay $1 for the best story of the day, $5 for the best story of the week.”

The announcement brings tips from cab drivers, housewives, storekeepers, and “innocent bystanders” throughout the city. There are some regular callers who have often hit the weekly $5 for the best tip of the week. Outstanding among these unofficial reporters is a nine-year-old boy. “We don’t know how he gets his news,” said Fred Hoffman, head of the WWDC newsroom. “Things just seem to happen in his neighborhood. Or maybe he makes them happen. Anyway, several times he has won the $5, in addition to the $1 for the day’s best tip.”

Although the system has been in operation for a year, the station’s newsroom staff says there hasn’t been one “phony” call. Many of the tips are not newsworthy, but all persons calling are answered politely, and with no indication of whether the tip is a good one or not.

The staff even lends a polite ear to a long account of sister Gussie’s wedding, or of an office party at the FBI, or even to a “hot tip” on news two days old.

The tips are mostly concerned with accidents, big fires, plane crashes and murders. Often WWDC has scored a beat on local stories, such as a big bus crash on Memorial Bridge, a triple murder in Montgomery County, a policeman who was shot just a block from the station. All tips are checked through the police or by a news staff member.

Regular news staff of WWDC includes Mr. Hoffman, Dave Berlin and Mrs. Audrey Dillman.

Sellers of Sales

Looking more like a photographer’s model than a model timebuyer, attractive Lucille Joan Vella is responsible for buying more than $450,000 worth of radio time annually for several BBDO New York clients.

Miss Vella first joined the agency in 1938 as a stenographer. One year later she was transferred to the radio production department as a secretary. She remained in that department for five years, and one day in 1943 she was promoted to the time-buying division as an assistant timebuyer. It was shortly after that she was appointed a full-fledged timebuyer.

Lucille buys radio time for Nehi Corp. (Royal Crown Cola and Par-T-Pak), New York Telephone Co., and the Ethel Corp. (cleaner). Born in Brooklyn on Dec. 7, 1919, she has lived in the same house located in Brooklyn all her life. She is especially fond of watching baseball and basketball games and is, of course, an avid Dodger fan.

On the more feminine side, she loves to bake and is a white at making chocolate chip cookies.

Her hobby is dancing. Her fiancé, Anthony Piazza, and she manage to make a dancing appearance in at least one New York nightclub every week.

The young couple, who have been engaged for the past two and a half years, are planning to set a wedding date just as soon as they can find an apartment.
MORE LISTENERS PER DOLLAR
in the Pittsburgh Market

Climb aboard our magic carpet! It covers a concentrated market of a million and a half people. And you’ll be in smart company with scores of local and national advertisers who for years have harnessed their sales wagon to WWSW. The big retailers, the largest department stores and many national accounts use our sales power more than any of Pittsburgh’s four other stations.

No trick mirrors. No sleight-of-hand. It’s traditional with us to have our magic carpet loaded with listeners.

Always first in SPECIAL EVENT coverage. There are 30 remote lines serving Pittsburgh all the time.

Always first in SPORTS coverage. 14 years of major league baseball, 11 years of big-time football and now basketball, 14 years of pro-hockey, national tennis and golf tourneys, plus comprehensive coverage of local collegiate and scholastic sports.

There are many more reasons why you should be riding our magic carpet*—make reservations now.

IN PITTSBURGH, PA., FM AFFILIATE WMOT

The City’s Only Independent & 24 Hour Station

*Go ahead, ask Forjoe & Co.
YOU CAN'T DRAW A BETTER HAND

KLAC NEWS QUINTET IS SETTING SALES RECORDS

A large group of advertisers in the Los Angeles area can attest to the effectiveness of KLAC "clocked news" as a sales-getter. The station's reputation for news...including everything from sports to on-the-spot broadcasts...hinges greatly on the wide experience and ability of these five radio newsmen considered tops in their field. For a client who wants a "guaranteed" audience, you can recommend, with confidence, KLAC news.

National Representative: ADAM J. YOUNG, Jr., Inc., New York & Chicago
An Outstanding Success!

Raytheon’s
RC-11 Studio Console
for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer’s Booth and Nine Remote and Two Network Lines.

First unveiled at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides complete high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever action, three-position key switches, eliminating nineteen controls and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan...the efficient, functional look of it...will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

Raytheon Manufacturing Company
Broadcast Equipment Division
7517 N. Clark Street, Chicago 26, Ill.

Compare

These Outstanding Features
With Any Other Console

1. Seven built-in pre-amplifiers—more than any other console—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. Nine mixer positions—more than any other console—leading to 5 microphones, 2 turntables, one remote line and one network line.
3. Nine remote and two network lines—more than any other console—may be wired permanently.
4. Telephone-type lever-action key switches used throughout—most dependable, trouble-free switches available. No push buttons.
5. Frequency response 2 db’s from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. Distortion less than 1%, from 50 to 10,000 cycles.
7. Noise level minus 65 db’s or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. All FCC requirements for FM transmission are met.
9. Dual Power Supply provides standby circuit instantly available for emergency use.
10. Power supply designed for mounting on desk, wall or relay rack.
11. Instant Access to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

Raytheon
Excellence in Electronics
January 6, 1947 • Page 13
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

We don’t know how many storks it takes to deliver a baby elephant, but we do know about the extra team-work and the extra effort required to “born” a really big spot-broadcasting campaign.

That’s one of the times when the size of our organization is simply a life-saver. We’ve seen times when every one of our six offices, when literally teams of our “Colonels”, got together and worked as a unit to get fast action for a big new break in spot-broadcasting. And got results!

Team-work is another big F&P “plus”. Want to see some of it?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
G.O.P. Leaders Urge Woman for FCC

Miss Marion Martin
Given Backing Of Group

By BILL BAILEY

A CONCERTED campaign to have Miss Marion Martin, former executive of the Republican National Committee, named to the FCC was underway Friday as the new Congress convened.

Guy P. Gannett, president of Portland (Me.) Broadcasting System (WGAN) and prominent publisher, proposed Miss Martin’s nomination at the White House late last week, he told BROADCASTING Friday. Mr. Gannett said he had soldiered with Pres. Truman in World War I and that he and the President were friends of long standing. He said he had not personally recommended Miss Martin to Mr. Truman.

I asked Harry Vaughan (Maj. Gen. Harry Vaughan, Military Aide to the President) to pass my recommendation on to the Presi-
dent,” said Mr. Gannett.

Mr. Gannett said he had received no commitment from either General Vaughan or the President, although he understood that both Senators Wallace H. White Jr., new majority leader, and Owen Brewster, of Maine, were urging her appointment. They were, he added, soliciting the support of all Senate Republicans.

Whether Senator White proposed Miss Martin for the Commission when he called on the President a fortnight ago (Cloise Circuit, Dec. 30) could not be determined, but Mr. Gannett said the senator was the first to suggest that she be named to the Commission.

Miss Martin resigned from the Republican National Committee effective Jan. 1 after eight years as assistant chairman and director of the women’s division.

Should Miss Martin be named to the Commission—and Republican leaders who asked that their names not be used at the moment—were confident she would, she would become the first woman in history to sit on the Commission which regulates broadcasting and communications.

News of her possible appointment brought varied reactions from political sources. In some quarters the story was circulated that it was a move on the part of the Administration to forestall a promised investigation of the FCC. In others it was seen as assurance that the Republican leadership in Congress would be given a complete picture of what’s what at the Commission.

There were reports, too, that Speaker Joseph W. Martin Jr. of the House had indicated to some interested sources that there would be no probe of the FCC. Mr. Martin’s office denied that. A spokes-
man stated: “If any agency of Government needs investigating the House certainly will investigate. The Speaker has not changed his views expressed in BROADCASTING” (Oct. 28). At that time Mr. Martin called for remedial radio legislation and an investigation of the Commission if necessary.

Miss Martin is known to have the support of some of New England’s leading broadcasters, as well as a large majority of the

(Continued on page 85)

BROADCASTING TRENDS

AGENCIES VOTE RADIO LOW COST MEDIUM

Advertising agency executives enthusiastically support radio as the lowest-cost-per-impression medium—promising future increases in the sale of directly distributed low-priced items.

At the same time, they believe that the increase in the number of stations will make radio a more expensive medium to use in the future.

These salient opinions expressed by a cross-section of advertising agency experts in BROADCASTING TRENDS first survey of agency opinion on pertinent broadcasting problems.

The survey was conducted by Audience Surveys Inc., New York, in early December. Questionnaires were answered by a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business.

The panel was asked how the continuing expansion in the number of radio stations will affect their expenditures for radio time; (2) which advertising medium provides the best information about itself; and (3) which is the cheapest to use.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

Questions were addressed to advertising agency personnel who were concerned directly with radio problems—such as timebuyers; and to others whose interest lies in administration of all media problems—in order to obtain impartial viewpoints on the use of broadcasting outlets.

The results of the survey are shown in the tables which follow.

TABLE I

In January 1946 there were few-
er than 1000 commercial radio sta-
tions in operation in the U. S. The rate at which new stations are be-
ing licensed by the FCC indicates that there may be as many as 2000 before 1950. With 2000 stations on the air do you feel that, to obtain the same advertising re-
sult you now get from radio, you will have to spend—

Percent of all respondents

| More money | 61 |
| About the same money | 31 |
| Less money | 5 |
| Don’t know | 3 |

Comment: Three out of five agency executives feel that as the number of stations increases, advertis-
ers will have to spend more money to get the same advertising results they now get from radio. Half as many (31%) feel that they will get the same results by spending the same money. Only 5% of the panel feel they will get the same results by spending less money in the future.

When asked to explain why they felt as they did, virtually all who felt radio would cost more shared the opinion that the new stations would further divide the audience, resulting in less listening for each station and increasing the cost of reaching the same audience.

Implicit in this opinion (and mentioned by many respondents) are these considerations: (1) the radio audience will not increase in total size in the future; and (2) no rate reductions can be expected.

Although this was the predomin-
ant thinking behind the “cost more” opinions, other panel mem-
bers commented on: The general increases in operating expenses which will make radio time more costly regardless of new stations (broadcasters expect operating costs to increase an average of 14.4% per station—see BROADCASTING, Dec. 30); the improved (but more costly) programming which will result from increased station competition; and the further divi-
sion of present station audiences by FM and television.

Those who felt that radio costs would remain about the same in spite of the rising number of stations stressed one major argument in support of their belief: Rates will be reduced as the audience (Continued on page 84)
Radio Laws Unaffected By Truman Proclamation

PROCLAMATION by President Truman officially ended World War II hostilities at noon Dec. 31 did not affect statutes having a direct bearing on broadcasting or communications, according spokesmen for FTC sources. Among laws of interest to broadcasters which become inoperative as a result of the proclamation are these:

- Hatch Act, preventing distribution of pernicious political propaganda: Certain provisions in the Act expire in three years.
- Surplus Property Act: Expires in three years.
- Act authorizing two additional Assistant Secretaries of State: Expires not earlier than six months after the date on which such additional assistants are authorized by Congress, but duties may be specified by law so as to be performed by present broadcast activities of State Dept. is not known.

WINNIE ENDS SPORTS ANNOUNCING CAREER

R. G. (Russ) WINNIE, station manager of WTMJ and WTJM-FM Milwaukee since June 6, 1946, closed his 18-year career as sportscaster Dec. 28 and is now devoting his entire time to his administrative duties.

Mr. Winnie has spent all of his 18 years in radio with WTMJ, the Milwaukee Journal station. He handled routine announcing jobs and filled in as an announcer of Milwaukee Brewer baseball games during the early months of his broadcasting career, but soon took over the regular assignment as sports broadcaster.

In all, Mr. Winnie has presided at 7,000 to 8,000 sports broadcasts. He has given play-by-play descriptions of Green Bay Packer football games for 18 years, U. of Wisconsin football and basketball games for 18 years, and Milwaukee Brewer baseball games for ten years. His Sports Flash has been a daily-except-Sunday feature at WTMJ for 18 years.

For the last 14 years Mr. Winnie’s wife has been his assistant in the broadcasting booths, providing him with information on players, substitutions and other facts as play progresses.

PORTO PUY SUITS

TWO RADIO receiver manufacturers were included among 50 suits involving $35,000,000 for postal-to-postal pay filed last week in Federal Court, Chicago, by the CIO United Electrical Radio and Machine Workers of America on behalf of 20,000 union members. Principal defendants in the suit are Stewart Warner Corp., which was sued for $12,000,000, and Belmont Radio Corp., which was sued for an undetermined amount. (See story page 48).

WKBW Transfer to Churchill Tabernacle Group, Settlement of Litigation Likely

LIKELIHOOD of an agreement for transfer of WKBW Buffalo by Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., representing the Churchill Tabernacle, for $375,000 plus settlement of litigation involving claims of roughly a like amount, was indicated last week. Total consideration is expected to be between $750,000 and $800,000.

While reaching of an agreement for the transfer was announced in Buffalo last week by the tabernacle, it was learned that accord has not been finally reached by the parties and some provisions remain unsettled.

Negotiations between the parties got under way a fortnight ago when N. Y. Supreme Court Judge Raymond C. Vaughan called both sides into chambers. At the conclusion of the conference it was informally indicated by counsel that the litigation might be settled out-of-court on the suit brought by the tabernacle against BBC. Attending the chamber session were James Lawrence Fly, of Fly, Fitts & Sheubeck, for the tabernacle as well as the tabernacle’s local counsel, Morry, Schlenker & Murray, and Garono, Jaeciek & Kelly for BBC.

In the tabernacle’s suit it had claimed money payments of $150 a week to Sept. 5, 2027, totaling over $600,000. The pact between the tabernacle and BBC was signed in 1931.

WKBW has been operated under the general management of John A. Bacon, former WGR-WKBW sales director and now BBC vice president, since BBC sold WGR to WQR Broadcasting Corp. Dec. 1 for $750,000. [BROADCASTING, Dec. 9] WKBW offices have been moved to the 13th floor of the Rand Bldg., according to I. R. Lounsberry, WGR president. Separate studios and transmitter facilities are to be established later.

Signs ‘Whistler’

HOUSEHOLD FINANCE Corp., Chicago, through Shaw-Lava, that city, replaces That’s Finnegans on CBS with The Whistler effective March 27. [BROADCASTING, Dec. 30] Agency said sponsor’s budget reallocation motivated change of program, which has been produced from Hollywood by Frank Ferrin. As result of Household sponsorship, WBBM, which has carried The Whistler as a live origination for Peter Hand Brewing Co., through BBDO Chicago (Sun. 9:30-10 p.m. CST) is looking for replacement. In addition to Household sponsorship on CBS, Thurs. 9:30-10 p.m. (CST), The Whistler will still be sponsored on the CBS Pacific Coast network by Signal Oil Co., Mon. 9-9:30 p.m. (PCT).

DON MENKE IS NAMED WEOA’S NEW MANAGER

APPOINTMENT of Don Menke as general manager of WEOA Evansville, Ind., was announced last week by officials of WFBM Indianapolis following recent transfer of ownership of WEOA from Evansville On the Air to WFBM Inc.

Mr. Menke, a native of Indiana, has been in radio and advertising work since 1929. He became associated in 1929 with the National Advertising Co. of Chicago, which later became Edward Petry Co., and two years later went to work for WFBM as continuity director. After leaving that post and operating his own Indianapolis advertising agency for a time he became associated with the Miner Advertising Co. in California. Then in 1940 he returned to Indianapolis to take charge of continuity and aid in production at WFBM. Shortly afterwards he was made assistant general manager, the position he held prior to his appointment as WEOA general manager.

Under its new management WEOA will be represented nationally by the Katz Agency Inc. Station will be operating from 619 Vine St., Indianapolis, but as soon as construction materials are available the old Continental room in the basement of the Vendome Hotel will be converted for broadcasting and will become WEOA’s new home, the management announces.

Wm. J. Newens Named Manager of KOIL Omaha

WILLIAM J. NEWENS, of Omaha, has been named manager of KOIL Omaha and will take over his new duties on Feb. 1. The appointment was announced in Lincoln last week by Charles T. Stuart, president of the Stuart group of stations (KOIL Omaha, KFOR Lincoln and WDGY Minneapolis).

For ten years before World War II Mr. Newens conducted his own advertising agency in Lincoln. From October 1945 to December 1946 he served in the U.S. Naval Reserves and was discharged with the rank of lieutenant. He was overseas 16 months. During the past year Mr. Newens has been an account executive for the Allen & Reynolds advertising agency in Omaha.

WBBC to MBS

WBBC Flint, Mich., operating with 1000 w on 1330 kc, will join MBS on or about May 1 as the network’s 884th affiliate. Currently under construction, WBBC is owned by John L. Booth.
FMA First General Session on Friday

Manufacturers Join Other Industry Supporters

FIRST general meeting of the FM Assn. will be held Friday, Jan. 10, in the Congressional Room of the Hotel Statler, Washington, with FM broadcasters, holders of construction permits, advertising agencies, equipment manufacturers, news wire services, transcription firms and others attending.

In addition to the Congressional Room, which seats 600, FMA has taken four private dining rooms—three for display of late model FM sets and the fourth as news headquarters. Advance registration will begin at 5 p.m. Thursday in Private Dining Room 5.

To Elect Officers

Agenda of FMA Meeting
THURSDAY, JAN. 9
5 p.m. Advance Registration, Dining Room 5, Hotel Statler.
FRIDAY, JAN. 10
9 a.m. Registration.
10 a.m. Opening Meeting, Congressional Room, Hotel Statler.
Welcome Address—Roy Hofheinz, Steering Committee Chairman.
"Aims and Objectives of FMA"—Everett L. Dillard.
Talk by Prof. E. H. Armstrong.
"What the Agency and Advertiser Expect of FM"—Hugh D. Lavery, McCann-Erickson, New York.
"FM Set Outlook for 1947"—Dr. Ray Mannon, president, Stromberg-Carlson Co.
"FM Today"—FCC Chairman Charles R. Denny.
Showing of GE film, "Listen to FM."
12:30 p.m.—Luncheon, with members of FCC as guests.
2:15 p.m.—Panel on FM Promotion—Lester H. Naftzger, WELD Columbus, Ohio; Leonard L. Asch, WBCA Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.; W. W. Robertson, KTRN, Wichita Falls, Tex.; Frank E. Shopen, general manager, KDAD-FM Omaha.
3:15 p.m.—General invitation to affiliate with FMA.
3:30 p.m. Business Session.
1. Committee Reports (Aims and Objectives, Everett L. Dillard, chairman; Finance, Gordon Gray, chairman; Membership and Nominations, F. A. Gunther, chairman).
2. Report of Temporary Secretary, C. M. Jansky Jr.
4. Election of Board of Directors and Officers.
5. Appointment of Permanent Committees by new Chairman.

ton law firm, temporary treasurer and legal counsel.

Among primary orders of business will be adoption of a constitution and by-laws, which Mr. Marks is preparing for submission at Friday afternoon's business session, following reports of committee chairmen.

Selection of a paid executive to direct a nationwide promotion campaign for FM will come before the FMA board, which will be elected Friday afternoon, but may defer final action, according to FMA Steering Committee members. A subcommittee will interview applicants Wednesday. Several men have applied for the job and the Steering Committee has the names of several others.

Election of a president is on Friday afternoon's agenda. Among those mentioned are Mr. Dillard, Mr. Hofheinz and Gordon Gray, president of the Piedmont Publishing Co., Winston-Salem, publisher of the Winston-Salem Journal and Sentinel and licensee of WSJS and WMIR(FM), who also is chairman of the FMA temporary finance committee. Last week this committee addressed letters to manufacturers, engineers and radio lawyers, soliciting their financial and moral support for the new FMA. Serving with Mr. Gray on the committee are W. R. David of General Electric Co. and Frank A. Gunther, Radio Engineering Labs. Mr. Dillard is a pioneer in FM, having operated KOZY Kansas City for some time. He was one of

Continued on page 28
WKRC Calls 550 kc Procedure Illegal

Charge Station Deprived Of Right to File

Exceptions

WKRC Cincinnati charged last week that FCC's procedure in the 550-kc case, in which grants for 10 of the 11 applicants were issued subject to certain limitations in some instances (BROADCASTING, Dec. 16), was "illegal and should be set aside."

Noting that the Commission's final decision was a final decision, WKRC argued that "since the Commission has not issued any proposed report or findings of fact and conclusions ... this petitioner has been deprived of its right to file ... exceptions and point out wherein the Commission's proposed report or findings of fact and conclusions were erroneous." Nor was there any opportunity for argument, the station added, citing court decisions in support of its claims.

Grant Subject to Conditions

The station also contended that the decision "is not consistent with evidence ... and purported grant but substantially denies" WKRC's application "on facts which were not adduced in this proceeding."

WKRC, seeking to increase power on 550 kc from 5 kw day and 1 kw night to 5 kw fulltime (directionalized day and night), received a grant subject to conditions limiting its radiation toward WKJM Lansing, which was given a grant for 1-kw operation on 550 kc (also directionalized).

"There was no proposal before the Commission for WKRC to operate at its proposed location with restricted limit of 175 millivolts per meter in the direction of WKJM," the Cincinnati station declared. "No notice or opportunity to be heard was afforded the Commission by this petitioner. Furthermore, there is no evidence before the Commission as to the service that would be rendered by such operation and especially on a comparative basis with the service that would be rendered by WKJM, and hence there cannot now be a determination as to which would best serve the public interest, convenience and necessity."

WKRC contended "the Commission might just as well have granted all of the applications on a conditional basis without the necessity of a full-time determination" of the "because all of the facts set forth in the purported Decision and Order are simple engineering calculations and could have been done from its engineering department at that time."

The station asked the Commission to set aside the decision insofar as it relates to WKRC and WKJM, to proceed "in accordance with the Rules and Regulations of the Commission and the provisions of the Communications Act," and to give the petitioner a new hearing. The petition was filed by George O. Sutton, William Thom- son, and John H. Milken, WKRC Washington attorneys.

Other Grants

Others which received grants in the case included KSD St. Louis, KTSA San Antonio, WGR Buffalo, ROAC Corvallis, and WDEV Waterbury, all to increase operations on 550 kc; WKJM and KCBS Midland, Tex. to move to 550 kc from other frequencies; and the Atlanta Constitution and Montanna Broadcasting and Television Co. for new stations at Atlanta and Butte, respectively. The 11th application, Atlantic Radio Corp.'s for a new fulltime, directionalized station, was set for hearing with the request of WNBN New Bedford to change from 250 w on 1340 kc to 5 kw (directionalized at night) on 550 kc, not yet operated.

In addition to the WKRC petition, KTSA has asked the Commission to adjust the radiation conditions to permit it to continue present radiation values toward Midland. No other objections to the decision have been filed.

WNAC Seeks 50 kw On 1200 kc Channel

Would Duplicate WOAI With Fulltime Directional

DUPLICATION OF WOAI San Antonio's 1200 kc frequency to permit WNAC Boston to use it at 50 kw fulltime, directionalized at night, is sought in a petition filed with FCC by Yankee Network, WNAC licensee.

Yankee Network Washington counsel, Pierson & Ball, said that although the proposal would duplicate the 1200 kc frequency there would be "no infringement of the service area of WOAI" by the projected WNAC operation.

WNAC is currently assigned 1260 kc with 5 kw. Under the present rules [Sec. 3.25(a)] 1200 kc is designated as channel to which one Class I and one or more daytime or limited-time Class II stations may be assigned.

The Yankee Network petition requests that the channel be listed instead as Class III (B), which designates frequencies to which Class I and fulltime Class II stations may be assigned, or that the Commission "make such other appropriate modification as will permit the granting of the 1200 kc application filed simultaneously with the petition."

Benny Noses Out McGee by One-Tenth Point, Same Place

Jack Benny heads up the Dec. 30 program Hooper report with a rating of 27.5, nosing out Fibber McGee and Molly, who rated 27.4, by one-tenth of a point. Bob Hope was third with 26.2.

The Benny program was also in first place 10 years ago, with a Hooper of 26.5. In a 1939 report also included Fred Allen, Amos 'n Andy, Walter Winchell and Radio Theatre, all among the current first 15, indicating that the preferences of the listening public haven't changed much in the past decade. Phil Baker might also be cited, as his program was seventh with a rating of 17.0 ten years ago, while his current quiz program Take It or Leave It is in 13th place with a rating of 18.2.

Current first 15 are: Jack Benny, 27.4; Fibber McGee & Molly, 27.4; Bob Hope, 26.2; Charlie McCarthy, 25.2; Fred Allen, 25.9; Radio Theatre, 23.8; Amos 'n Andy, 23.0; Walter Winchell, 22.9; Fred Skelton, 22.5; Screen Guild Players, 21.8; Bandwagon, 21.2; Mr. District Attorney, 19.2; Take It or Leave It, 18.2; Great Gildersleeves, 17.8; Fannie Flagg, 17.6. The highest average evening set-in-use was 32.1, down 1.5 from the Dec. 15 report, down 0.6 from Dec. 30, 1945.

Average evening rating was 10.5, down 0.2 from the last report, up 0.3 from the year before. Average available homes was 51.2, up 0.4 from ten years ago. From the same date last year, total sponsored hour index was 70, same as the last report, compared with 79% for a year ago.

The Sunday afternoon Mutual program, The Shadow, had the largest number of listeners per set, 3.18; Your Hit Parade had the most women listeners per set, 1.48; boxing bout the most men per set, 1.34; Lone Ranger the most children per set, 1.06.

Ten most popular daytime programs were: Young Widder Brown, 7.6; Breakfast Club (9:30-9:55), 7.1; Our Girl Sunday, 7.7; When A Girl Marries, 7.6; Breakfast in Hollywood (11:15-11:30), 7.4; Breakfast Club (9:45-10), 7.3; Portia Faces Life, 7.2; Romance of Helen Trent, 7.0; Breakfast Club (9:30-9:45), 6.8; Big Sister, 6.8.

Among daytime programs, Capt. Midnight had the largest number of listeners per receiver, 2.27; Queen For A Day, the most women per set, 1.26; Metropolitan Opera, the most men per set, 0.71; Terry and the Pirates, the most children per set, 1.26.

Pearson and Allen Add Stockholders

Thirteen Hold 29% Interest In Reorganized Firm

REORGANIZATION of Drew Pearson and Robert S. Allen's Pub- lic Service Radio Corp. to add 13 new members, each of whom a combined 29% interest was reported to FCC last week for approval. Action on the petition to amend the application so as to reflect the new set-up will be handled by the Motion Picture Commission, probably this week.

The company, originally owned in equal interests by the two newsmen, is seeking WBAL Baltimore's 10 kw, 50-kw clear-channel assign- ment and is awaiting hearing, now scheduled for Jan. 13, in con- solidation with WBAL's license renewal application.

Messrs. Pearson and Allen's holdings are reduced to 35.6% each in the reorganization, and 10 to 20% of their combined interests would be made available to station employees, according to the application, granted, reducing their Joint hold- ings to 51 to 61.

A revised financial statement shows assets totaling $256,000, of which $200,000 was in stock sub- scritions.

Largest block of shares among the new stockholders, all of whom are from the Baltimore area, will be held by Samuel H. Hoffberger, who has bought or sub- scribed for 10% at a total of $25,000. Mr. Hoffberger is president of Union Federal Savings & Loan Association Real Estate Holding Co., Pomolian Olive Oil Corp., Hoff- berger Bros. Fund Inc., and chair- man of Merchants Terminal Corp.

Messrs. McCormick, president and 10% stockholder of McCorm- icck & Co. (spices and tea), has acquired 5% interest for $12,500. Joseph Pe. Fhey, whose business interests include direc- torships in Maryland Trust Co. and Central Savings Bank, Baltimore Transit Co., the Canton Railroad Co. and the Canton Co. (land and warehousing), has paid in or sub- scribed for 3.6% at $9,000.

Other new stockholders and the percentages of stock they have subscribed or paid for are as fol- lows, with cost of the stock shown in parentheses:

Irving Blum, half owner of Ross Corp. and 15% owner of Blum's Inc. department store, 5% ($5,750); Elizabeth H. Dowling, acting Maryland State Chairman of the Women's Action Committee for Lasting Peace, vice president of the Maryland League of Women Voters, and active in a number of other organizations, 0.6% ($1,500); George M. Engler, real estate own- er, 2% ($5,000); Robert E. Ennis, minority stockholder in Arundel Corp. and chairman of National Brewing Co., 2% ($8,000); Eli Frank Jr. attorney, secretary of the applicant, 0.6%.

(Continued on page 71)
NAB Opens 'Area' Meets on Coast

Department Heads Will Make Winter Tour; Board Meets

INTENSIVE schedule of forums covering all phases of station operation and regulatory developments will be given broadcasters by a flying squadron of NAB department heads who will make the abbreviated "seven-day" circuit this winter. First meeting on the NAB's new "area" agenda will be the Area A session Jan. 8-10. The NAB board opened its three-day session yesterday, with both gatherings booked in the Mark Hopkins Hotel, San Francisco.

The area plan is designed to bring key NAB officials to district meetings and to ease the travel burden on association officials as well as other industry officials who make the annual circuit. The 17 NAB districts are divided into eight areas.

Election of Directors

The West Coast tier comprising Area A (District 15—Calif., Nev., Hawaii; 16—Aris., S. Calif., N. M.; 17—Alaska, Wash., Ore.) will take part in a two-day area agenda Wednesday and Thursday, followed by separate district meetings Friday. The area plan permits each district to retain its autonomy and district officers continue to operate with the same powers.

Directors will be elected this year by odd-numbered districts, to serve regular two-year terms. Even-numbered districts elect directors on even-numbered years. Thus Districts 15 (incumbent William B. Smullin, KIEM Eureka, Calif.) and 17 (Harry R. Spence, KXRO Aberdeen, Wash.) will elect directors this Friday.

Attending the Area A meeting for NAB are President Justin Miller; A. D. Willard Jr., executive vice-president; L. F. Kunkel, Jr., secretary-treasurer; Don Petty, general counsel; Robert C. Coleson, assistant to the president; Frank E. Pellegrin, director of broadcast advertising in charge of Small Market Stations Division; Richard F. Doherty, director of employee-employer relations; Kenneth H. Baker, director of research; Charles A. Batson, director of information.

Labor Relations Report

At the combined area meetings Messrs. Miller, Willard, Arney and Petty will report on policy, regulatory and legislative matters. Mr. Coleson handles West Coast matters as head of the NAB Hollywood office.

-. Report on labor relations will be given by Mr. Doherty, who will go into the new functions now performed by his department. Mr. Baker will take part in BMB discussions along with other research matters and will deliver an illustrated talk on the National Opinion Research Center survey of listener attitudes.

Work of the employee-employer relations and research departments has assumed new importance in the past year. Attendance of the department heads at the winter meetings will give broadcasters a chance to discuss their problems with association specialists.

Another new feature at the meetings is the session for small market stations, which Mr. Brown will conduct. Since formation of a separate division for these stations, fastest growing segment of the industry, small stations have received special attention in solving their problems. Among topics to come up will be operator requirements under FCC Rule 91-D; daylight saving time; dual AM-FM operation; demand in universities for high fees to broadcast athletic events; means to increase use of radio by retailers; religious sponsorship (see story, page 24); public interest programming; salesmen's compensation; station rates; local news; group selling; obtaining information on business presentation of announcers; personnel training; radio management study conducted by Arthur C. Stringer, NAB director of special services; network cooperative programs.

News Clinic Slated

Mr. Stringer will conduct one of his series of radio news clinics during the Area A meeting Jan. 13-15 in the Mark Hopkins Hotel, San Francisco.

Area B comprises the large mountain region (District 14, Col., Idaho, Utah, Wyo., Mont., western S. D.). Past news clinics have been confined to individual states but the area clinic embraces all of District 14. Since the area includes only one district, the complete area program will be conducted both with the news clinic occupying the entire third day.

Mr. Pellegrin's broadcast advertising meetings will be conducted by other staff members at Salt Lake City since he must be in the East at that time.

Long-Range Plans of Petry Progress; Personnel Added, New Office Opened

James G. Sandison, formerly of the sales staff of WTMJ Milwaukee, has been named manager of the new Boston office of the Petry company. Charles F. Grisham, who had four years of Army service had been with WLW and with theRalston Purina Co., has been appointed Atlanta manager. Mr. Sandison, a native of St. Paul, worked in the advertising departments of various newspapers in Minnesota and in Philadelphia before joining WTMJ in 1933.

Mr. Grisham was released from Army duty at Fort Snelling, Minn., and is looking toward the time when FM and television commercial schedules will be an integral part of broadcasting, have in large measure been carried to fruition during the last few months, the company announced last week.

In the past four months, Petry has established new offices in Atlanta and Boston, supplementing those previously maintained in six major markets. Sales forces also have been augmented in San Francisco, Detroit and New York, and the sales promotion department has been expanded with the appointment of Walter Kunkel, formerly of O'Brien and Dorrance, to the New York organization.

The personnel expansion, Petry stated, is in addition to the return from the armed forces of two key men each to Chicago and New York, all four of whom had been replaced during their leaves of absence.

First Ayer Award Is Made to Radio

Football Announcing and Station Promotion Recognized

WINNERS of the first Ayer radio awards, to be presented to radio stations for promotion activities and to color-commented men on football broadcasts and telecasts, were revealed last week by H. L. McClintock, vice president in charge of radio, and James E. Hanley, general manager of W. N. Ayer & Son, New York.

The awards were made in connection with the 1947 national football radio and television broadcasts placed during the 1946 football season by the agency for its clients—U. S. Army recruiting service, Atlantic Refining Co. and Goodyear Tire & Rubber Co.

The station winners named were: Stations under 5,000 w—first, WTMJ Wisconsin (Milwaukee), second, WHBQ Memphis, third, WBBM Chicago; stations of 5,000 to 50,000 w—first, WPTF Raleigh; second, WBN'S Columbus, Ohio; third, WOR-NJ New York, N. J.; fourth, WOR-NY New York. 

Bronze loving cups will be sent to the station winners shortly.

Announcer awards were given in two classifications (A) for men handling high school games and (B) for men handling all other games. The two classifications were further broken down by putting announcers and color-commented men in two separate categories with equal prizes of $200 for top spots and $100 for second places.

In the high school games group, Announcer Joe Salzburg, WARM Scranton, Pa., and Colorman Everett W. Rubendall, WRAK Williamsport, Pa., were top winners. Second places in this division, were won by Announcer Ted Pierce, West Easton, Pa., and Colorman Milton Grant, WARM Scranton.

In the college and professional classification, the top places and the $200 awards went to Announcer Lee Kirby, WBT Charlotte, N. C. and Colorman William C. Sutherland, KDKA Pittsburgh. Four men won second places: Announcer Thomas Manning, WTAM Cleveland, and Colormen Ken Kreider, WEN Radio, Columbus, Ohio; Paul K. Pearson, WABC New York; and John B. Eagan, WCAU Philadelphia, who tied in their group.

How Awards Were Made

The station awards were made as follows: 50 points were given for live broadcast, 40 for transcription, 30 for Sweepstakes, 20 for Announcing, and 15 points for color commercials, posters, color spots used. Announcers earned 30 points for comics, 25 points for the annual, 20 points for special农业生产, and 15 points for unusual ingenuity.

Announcer awards were figured as follows: 50 points for work at the game during the broadcast as covered in an "off-air check," 40 points for preparation for games, and 10 points for personal alertness and cooperation in sending in reports promptly.
Johnpoll Would Alter FCC Blue Book

One Advocate Changes His Opinion After He Polls Listeners

THE VOICE of the people changed one man's opinion of the FCC Blue Book.

Once an ardent advocate of the philosophy enunciated in the March 7 Blue Book, Bernard K. Johnpoll now thinks the book should be rewritten.

Holder of a construction permit for a local station in Liberty, N. Y., Mr. Johnpoll, a war veteran, had ideas about programming a station. When the Blue Book was issued he applauded it, said the Commission was dead right; radio needed to do more "public service" broadcasting.

Now Mr. Johnpoll has done an about face because he learned that the 69,000 people his new station, WLBC, will serve don't agree with the Blue Book's policy. Mr. Johnpoll, who had a year of experience in conducting surveys, studied the Agriculture Dept. survey made for the FCC for the Clear Channel hearings. He studied the Blue Book, too.

Conducted Own Survey

Then he set out to conduct his own survey. After his construction permit was granted he wanted to know what type of programs the people he was to serve liked best. His station is scheduled to go on the air in early spring with 250 watts power on 1,240 kc.

Mr. Johnpoll sent out 1,000 questionnaires. As of last week 670 had been returned. Since 52,000 of the 69,000 population in his area live in the rural sections, he wanted to program primarily for the farmers. After tabulating the results personally and reading every reply, Mr. Johnpoll declared: "At one time I read the Blue Book. Now I'm convinced it should be rewritten to reflect the views of the people served by radio and not those of the Federal Communications Commission." He doesn't think so much of that Agriculture Dept. survey, either. "Maybe it reflects the views of midwestern farmers but it certainly doesn't stack up with the wants of the farmers in our area," he asserted.

Mr. Johnpoll's questionnaire contained queries about program preference when farmers wanted their market reports, weather, news, etc. He found that, contrary to the Commission's contentions, the people of Sullivan County, N. Y., and the adjacent townships which WLBC will serve don't care much about the so-called "public interest" programs. They want, first of all, to laugh. Comedy programs were chosen as the number one preference by 83% of the rural dwellers and 71% of the urbanites. A close second was news, with 52% of the farm listeners listing it as first preference and 61% of the urban dwellers ranking news first. Third in line were dramatic presentations (not serials). Preferring the drama were 65% of the farmers and 61% of the city folk.

Other Programs

Other programs listed in the order of their preferences:

- Local events (sports) - 50% farm; 48% urban (politics) 29% farm; 22% urban; (civic programs) - 4% farms; 68% urban.
- Music (popular) - 29% farm; 36% urban; (western or hill-billy) -6% farm; 3% urban; (classical) -3% farm; 13% urban.
- Religious broadcasts - 17% farm; 71% urban.
- Serial drama -14% farm; 26% urban.

Of the farmers replying to questionnaires 78% prefer farm news in the morning, the majority favoring such broadcasts between 8 and 10 a.m., with noon to 1 p.m. second and 6 to 8 p.m. third. Market news when farmers was similar, with 97% of the farmers wanting them hourly. City dwellers were less concerned about the weather, only 29% wanting reports each hour.

Only 30% of the farmers care for full coverage of local events while 58% of those living in towns think radio should give full coverage to local happenings.

To find out how farmers responded to the WLBC questionnaire report high school education. Here is the way the educational status lined up: College graduates, 21 farm; 6 urban; one year or more of college, 13 farm; 8 urban; 2 years or more of high school, 52 farm; 15 urban; less than high school education, 77 farm; 2 urban.

Mr. Johnpoll, who conducted his survey, reports he surveyed is 60% agriculture, with dairy and poultry farming leading. Sullivan County is the largest poultry producing center in the U. S. The survey is scheduled to go on the air in early spring with 250 watts power on 1,240 kc.

"We are going to arrange our programming according to the people's wants," said Mr. Johnpoll.

Nets' Good Year

NETWORK gross income from time sales continued at a high level in 1946, with the overall total close to the record for the Presidential year of 1944. CBS total income in 1946 was $50,063,905 (page 22). ABC's gross last year was $41,275,000. NBC's MBS enjoyed a record year with a gross of $25,933,651 (page 69). NBC does not announce its gross but the network had disclosed last year that its gross in 1946 set a new record [Broadcasting, Dec. 30].

Blackburn-Hamilton Co. Is Organized To Conduct Radio Brokerage Business

Investigations will be made of markets, with appraisal of properties and assignment of financial aid. New capital structures will be set up for FM, television and other new broadcast projects.

Mr. Hamilton directed KFPO San Francisco and two international shortwave stations, KWID and KWIX, while executive president of Universal and Associated Broadcasters Inc. He also directed other Universal sales and recording activities. During the war he was regional director of the Coordinator of Inter-American Affairs. He has been in broadcasting 17 years, serving with NBC, Blue Network and St. Louis StarTimes stations. He will direct the new firm's San Francisco office.

During the war Mr. Blackburn served four years in the Navy, being discharged with the rank of lieutenant. In the Bureau of Ships he directed production and procurement planning of Navy radio, radar, television and other electronic gear. Before the war he was director of television equipment sales for Allen B. Du Mont Labs.

SALES of WDBC Escanaba, Mich., to three executives of the Escanaba News, Buyers were Frank J. Lommel (52%), business manager of the Daily Press; John P. Norton (47%), editor and publisher of the paper, and William J. Dughten (10%), manager of WLBC [Broadcasting, July 1]. Sellers were Gordon H. Brozek (55%), Frank J. Russell Jr. (30%), and Leo G. Brott (15%). The license, for 250 w fulltime on 1490 kc, remains in the name of Delta Broadcasting Co.

In the WJOI transfer, owners Clyde W. Anderson and Joe T. Van Sandt sold one-third interest to L. S. Caine, local businessman. The three now own equal shares in broadcasting Co., Inc., the licensee. WJOI is on 1340 kc fulltime with 250 w.

New York's 'Firsts'

BRIG. GEN. DAVID SARNOFF, Banneker of RCA, hailed New York's radio "firsts" in an article entitled "That's What I Like About New York" in the January issue of the magazine of the New York City Center, published by Signmond Gottlober, director of Concert Program Magazines. "It was in New York," said Gen. Sarnoff, "that the first radio network spread a dream into reality; that grand opera was first broadcast to the people; that Maestro Arturo Toscanini first directed a great radio symphony. . . . Television, which also made its American debut in New York, is adding sight to sound."

Miller Asks Dime Aid

BROADCASTERS were asked to support the 1947 March of Dimes campaign in a letter sent Dec. 31 to all stations by Justin Miller, NAB president, who is chairman of the National Radio Division, National Foundation for Infantile Paralysis Inc. The campaign will be conducted between Jan. 15-30. Live and transcribed announcements and programs will be sent to stations.
Playing for keeps

The time's coming. The big time... when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes... pretty soon the marbles will be down... and you'll get the W-I-T-H listeners in Baltimore.
Young & Rubicam Leads Agencies; P&G Tops
Net's Sponsors

CBS had gross billings of $80,065,905 in 1946, a drop of 8.7% from the gross of $86,724,651 in 1945, whose total had itself lagged slightly behind the gross of $86,751,319 billed in 1944, the alltime CBS high to date.

Drugs and toilet goods advertising was the leading classification on CBS, with gross billings of $18,073,617. Food and food beverages were second with gross billing of $18,350,623. Laundry soaps and household supplies placed third with expenditures of $6,994,602.

Procter & Gamble Co. was the largest individual advertiser on CBS last year, spending $6,444,551, nearly 2% million ahead of its rival soap concern, Lever Bros., whose CBS bill, before discounts, came to $3,964,263, American Home Products Corp. was third with $3,800,965; General Foods Corp. fourth with $3,713,355, and Campbell Soup Co. fifth with $2,491,920. Young & Rubicam was tops advertising agency in placement of business with CBS last year, spending $6,601,436 (before discounts) for CBS time. Next was Dancer-Fitzgerald-Sample, spending $5,544,745; then Blow Co., with $5,156,464. Rubrauff & Ryan was fourth with $4,158,385; J. Walter Thompson Co. fifth with $4,072,533.

Itemized listings follow:

**ADVERTISING AGENCIES: CBS GROSS BILLINGS 1946**

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<thead>
<tr>
<th>Agency Name</th>
<th>Gross Billings</th>
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<td>Young &amp; Rubicam</td>
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<td>R. J. Reynolds Tobacco Co.</td>
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<td>$2,491,920</td>
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<tr>
<td>Lever Brothers Co.</td>
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<tr>
<td>Lever Brothers Co.</td>
<td>$2,491,920</td>
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</tbody>
</table>
Here's a set-up that now gives the wise advertiser a chance to snooker those ad-budget troubles... with double results for one price:

Take (1) two great markets (2) two dominant 5000-watt stations (3) a billion-dollar buying income (4) a simultaneous-or-separate-hour schedule, and (5) a long-established listener-loyalty — then watch the happy combination rack up double-dollar results at single-dollar expense.

For buying power look to Dallas and Fort Worth.

For pulling power look to WRR and KFJZ.

Steer your budget clear of the eight-ball now... get two for one price.

...cover Texas' Twin Cities with WRR-KFJZ
Local Religious Commercials
On Way Out, Survey Portends

TREND toward elimination of local commercial religious programs by small market stations is shown in a survey of NAB District 2 (N. Y., N. J.) by Simon Goldman, WJTN Jamestown, small market station chairman for the district. More time was devoted to sustaining religious broadcasts, he found. At the same time small stations are devoting more care to appropriation of religious sustainers as the calibre of religious programs improves, according to Mr. Goldman, who is a member of the NAB Small Market Stations Executive Committee.

Total amount of religious programs among small market stations (under 5 kw in cities under 50,000) increased an average of 28 minutes a week in 1946 compared to 1945, the survey showed, the overall 1946 figure coming to 7 hours 29 minutes per week. Total religious commercials averaged 3 hours 17 minutes weekly in 1946 compared to 2 hours 51 minutes the year before [Broadcasting, Feb. 15, 1946].

Local religious commercial programs were carried by 40% of the small market stations in 1946, it was shown, with an average of 2 hours 45 minutes a week. Network religious commercials were carried by 53.4% of the stations, averaging 1 hour 43 minutes a week. National spot religious programs were carried by 86.7% of the stations, averaging 1 hour 15 minutes a week.

Religious Sustainers

Total religious sustainers for the week averaged 4 hours 12 minutes, an increase of 49 minutes per week over 1945. The stations carried an average of 3 hours 23 minutes of local sustaining. The 53.4% of stations carrying network religious sustaining programs averaged 59 minutes a week.

Mr. Goldman’s survey showed that the network religious programs are of higher quality than national spot, with local sustainers third and local commercials the poorest. He found that 86.6% of small market stations in District 2 don’t believe all religious time should be sustaining. He also learned that 61.6% of the stations believe they should accept both national and local religious commercials.

CBS Gross
(Continued from page 8)

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross</th>
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<tbody>
<tr>
<td>Bourjois, Inc.</td>
<td>$596,779</td>
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<tr>
<td>International Silver Co.</td>
<td>572,983</td>
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<tr>
<td>Gulf Oil Corp.</td>
<td>567,488</td>
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<tr>
<td>Roma Wine Co.</td>
<td>543,219</td>
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<tr>
<td>Electrical Companies Advertising Program</td>
<td>539,034</td>
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<tr>
<td>Hall Bros., Inc.</td>
<td>535,318</td>
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<tr>
<td>Prudential Insurance Co. of America</td>
<td>528,694</td>
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<tr>
<td>Pabst Sales Co.</td>
<td>518,643</td>
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<tr>
<td>Creda Blanca Wine Corp.</td>
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<tr>
<td>Nossem Chemical Co.</td>
<td>486,554</td>
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<tr>
<td>Cutady Packing Co.</td>
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<td>Delanese Corp. of America</td>
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<td>Armstrong Cork Co.</td>
<td>403,432</td>
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<tr>
<td>Continental Can Co.</td>
<td>389,436</td>
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<tr>
<td>Lewis-Roe Co.</td>
<td>386,792</td>
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<tr>
<td>Pillsbury Mills</td>
<td>377,243</td>
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<tr>
<td>J. B. Williams Co.</td>
<td>364,547</td>
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<td>Chrysler Corp.</td>
<td>356,070</td>
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<td>Cream of Wheat Corp.</td>
<td>333,533</td>
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<td>Lambert Co.</td>
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<td>Household Finance Corp.</td>
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<td>Curtis Candy Co.</td>
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<td>Wiltroot Co.</td>
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<td>Opanna Sales Co.</td>
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<td>Skenelley Labs.</td>
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<td>Bowrey’s Inc.</td>
<td>201,081</td>
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<td>Carnation Co.</td>
<td>198,502</td>
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<td>Canada Dry Ginger Ale</td>
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<td>Eaker Sales Co.</td>
<td>145,110</td>
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<td>Textron Inc.</td>
<td>131,186</td>
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<td>Peters Cigar Inc.</td>
<td>120,434</td>
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<tr>
<td>Ballard &amp; Ballard Co.</td>
<td>116,908</td>
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<tr>
<td>Perry-Morse Seed Co.</td>
<td>103,700</td>
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<tr>
<td>Prince Matchabell Inc.</td>
<td>81,538</td>
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<td>Luden’s Inc.</td>
<td>73,777</td>
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<td>American Oil Co.</td>
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<td>Southern Cotton Oil Co.</td>
<td>69,768</td>
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<tr>
<td>Union Oil Co. of Calif.</td>
<td>63,278</td>
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<tr>
<td>Signal Oil Co.</td>
<td>62,550</td>
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<td>Richard Rudnutt Sales Co.</td>
<td>57,976</td>
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<tr>
<td>Riggs National Wm’s Co.</td>
<td>51,516</td>
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<tr>
<td>Loma Linda Food Co.</td>
<td>49,278</td>
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<td>Tonti, Inc.</td>
<td>49,130</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
<td>48,028</td>
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<tr>
<td>Vicks Chemical Co.</td>
<td>45,900</td>
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<td>Reina Van &amp; Storage Co.</td>
<td>39,523</td>
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<td>McMahan Furniture Stores</td>
<td>38,225</td>
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<td>Planters Nut &amp; Cocoa Co.</td>
<td>36,911</td>
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<tr>
<td>Washington Cooperative Farmers’ Assn.</td>
<td>36,433</td>
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<tr>
<td>Chemicals Inc.</td>
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<td>Lyon Van &amp; Storage Co.</td>
<td>31,825</td>
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<td>Guttard Chocolate Co.</td>
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<td>Wico Co.</td>
<td>29,796</td>
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<td>Colonial Dames</td>
<td>27,828</td>
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<td>Pack-Sweet Foods</td>
<td>25,443</td>
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<tr>
<td>Metropolitan Life Insurance Co.</td>
<td>23,368</td>
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<td>“44” Products</td>
<td>22,438</td>
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<tr>
<td>E. L. Bruce Co.</td>
<td>21,350</td>
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<tr>
<td>Yellow Cab Co.</td>
<td>20,222</td>
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<td>General Petroleum Corp. of Calif.</td>
<td>20,553</td>
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<tr>
<td>Sunset Oil Co.</td>
<td>19,432</td>
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<td>Barron-Gray Packing Co.</td>
<td>18,202</td>
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<td>Studebaker Corp.</td>
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<td>Industrial Management Corp.</td>
<td>18,560</td>
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<td>Simonson Co.</td>
<td>16,927</td>
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<td>Kline Products</td>
<td>16,629</td>
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<td>Washington State Apple Adver. Comm.</td>
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<td>Kerr Glass Mfg. Co.</td>
<td>14,998</td>
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<td>R. B. Semler Inc.</td>
<td>14,703</td>
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<td>Solar-Off Mfg. Co.</td>
<td>14,505</td>
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<tr>
<td>Grove Labs</td>
<td>11,451</td>
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<td>A. Mofat Co.</td>
<td>8,852</td>
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<tr>
<td>R. M. Hollingshead Corp.</td>
<td>4,350</td>
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<td>Towery Bros. Food Co.</td>
<td>3,240</td>
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<tr>
<td>Safe Way Stores</td>
<td>3,010</td>
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<tr>
<td>House of Delicacies</td>
<td>2,104</td>
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<tr>
<td>Newell Gutter Co.</td>
<td>2,104</td>
</tr>
<tr>
<td>California Prune &amp; Apricot Growers</td>
<td>2,104</td>
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<tr>
<td>H. H. Tanner &amp; Co.</td>
<td>1,104</td>
</tr>
<tr>
<td>Political</td>
<td>68,615</td>
</tr>
<tr>
<td>Grand total</td>
<td>$60,863,905</td>
</tr>
</tbody>
</table>

Dellar Owns 90% Interest

LINCOLN DELLAR, owner of KXOA Sacramento, is president and owns 90% stock interest, not 70% as previously reported, in Valley Broadcasting Co., which received an FCC grant Dec. 17 for a new 1-kw station on 1280 kc at Stockton, Cal. The earlier report [Broadcasting, Dec. 23] was based on Valley Broadcasting’s original application, which showed California Broadcasters Inc., an applicant for Bakersfield, as 20% owner of the Stockton company. A subsequent amendment transferred California Broadcasters’ interest to Mr. Dellar. The remaining 10% is owned by Morton Sidney, vice president and sales manager of KXOA.

—the station with the billion dollar market area

sometimes seein’ ain’t believin’!

It’s easy enough to make a case for any given proposition.

Most time-buyers get the facts before they buy. And the facts clearly prove that WMC is first in the Memphis market—first in programs, first in audience, first in results.

We welcome the opportunity to prove this statement.

Page 24 • January 6, 1947
in case you haven’t heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying “This is CBS—the Columbia Broadcasting System.”

We’re glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary—they’ll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State. Now with WTRY’s robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They’re nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they’d like to earmark some dollars for what you have to sell.

Why don’t you talk to them and suggest it via WTRY—CBS?

WTRY
Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
HAVE YOU DISCOVERED THE OUTSIDE AUDIENCE

on the Pacific Coast, too?

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half. . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

The outside audience is well worth discovering on the Pacific Coast. It represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year. You can reach this prosperous market by radio only if you use the Don Lee network.

All four networks give you inside audience coverage, but Don Lee is the only network big enough to deliver the big outside audience also. Don Lee has 41 stations on the Pacific Coast, more than all other networks combined. (ABC has 13 stations; CBS, 10; NBC, 7.)

Why are so many stations needed to deliver the Pacific Coast? Mountains! Most markets of the region are surrounded by mountains 5,000 to 15,000 feet high, and the long-range broadcasting of other networks can’t reach them. It takes a great number of strategically-placed stations to do the job . . . Don Lee has a station in every important mountain-surrounded market from the Canadian border to Mexico.

If you want to make the most of radio on the Pacific Coast, broadcast your show to the outside audience, too. Put it on Don Lee, where everyone can hear it. As you probably know, more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 9: CHICO, CALIFORNIA

An exclusive Don Lee outside market

TOTAL RETAIL SALES $18,912,000

Sales Management, 1946 . . . Survey of Buying Power

The Nation’s Greatest Regional Network
SCIENTISTS SPONSOR
WMCA ATOMIC SERIES

A NEW SERIES dramatizing the story of atomic power, entitled One World Or None, begins in WMCA New York on Jan. 10, under the auspices of the scientists who took a leading part in the development of atomic energy. The programs, to be heard on Fridays, 9:30-10 p. m., will be supervised by Dexter Masters who will prepare the scripts. Mitchell Grayson, network producer, will direct the series. Presented to meet the need for public understanding of atomic energy, the first broadcast will be a documentary account of a hypothetical bombing of New York City.

The complete list of scientists cooperating in this series is as follows: Prof. Albert Einstein, Princeton U.; Dr. Harlow Shapley, Director, Harvard College Observatory; Dr. J. Robert Oppenheimer, Department of Physics, U. of California; Dr. Harold Urey, Institute of Nuclear Studies, U. of Chicago; Dr. Leo Szillard, U. of Chicago; Dr. Philip Morrison and Dr. Hans Bethe, Department of Physics, Cornell U.; Dr. Louis N. Ridenour, U. of Pennsylvania; Dr. Katharine Way, Dr. Frederick Seitz and Dr. Gale Young, Oak Ridge Clinton Labs.

BILL STERN (center) was guest of honor at buffet supper given by WBRC Birmingham, Ala., following his play-by-play description of an annual benefit football game over WBRC and 15-station network. Among those attending supper were (1 to r): Leslie W. Connor and Don D. Campbell, who handle jointly national and local sales for WBRC; Mr. Stern; Eloise Smith Hanna, president and owner of WBRC; Howell C. Cobb, manager.

Van Curler Asks
Grant of License

Supreme Court WOKO Decision
Clears Way, Corp. Says

VAN CURLER Broadcasting Corp., applicant for WOKO Albany's 1460 kc frequency, asked FCC last week for immediate consideration and grant of its application, now that the Supreme Court has upheld the Commission's denial of license renewal to WOKO.

The petition pointed out that its application has been heard and is not in conflict with any existing station in view of the Supreme Court decision, or with any application. Even if a competing application were now filed, the petition asserts, it would have to be dismissed pending action on the Van Curler application, under FCC rules providing for such treatment of rival applications filed less than 20 days before hearing on the prior application.

Van Curler is owned by some 20 stockholders under a reorganization which merged the company with several of the principals in two other firms which originally were competing with Van Curler for the WOKO frequency. William W. Farley, Albany real estate man, is president and owns 4%. The application for 5 kw fulltime at Albany, compared to WOKO's assignment of 1 kw day and 300 w night.

FCC, awaiting the Supreme Court mandate, meanwhile has taken no further action in the WOKO case since the Supreme Court upheld its revocation of the station's license on grounds of concealment of ownership [Broadcasting, Dec. 16].

DU MONT SEES RECORD PRODUCTION IN 1947

DR. ALLEN B. DU MONT, president of Allen B. Du Mont Laboratories, Inc., Passaic, N. J., in a message to his employes, predicted that 1947 would be a record production year.

"I look at 1946 as a period of change-over from war production during which time new products were being developed and put into production, resulting in losses to the company," stated Dr. Du Mont.

"I look at 1947 as a year in which we should be able to achieve record production with these new products and with this production recoup our losses from this change-over period," he continued.

"Television is bound to expand in 1947, with transmitters being built in some 26 states, creating a much wider market for our television transmitters, receivers and telecasting networks. The use of oscillographs and cathode-ray tubes is also bound to expand as the many electronic developments of the war are put to peace-time use."

Fashion Sells

In women's clothes, style sells . . . And in the Nashville Market style and quality-conscious people buy more than 20 million dollars worth of clothing each year in retail stores . . . But this market isn't based on fashion alone . . . Steady retail sales, backed by 800 million dollars spendable income, make a permanent market for your product . . . Let WSIX get you into this market. A large part of the radio families listen to a variety of favorite shows broadcast by WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by the KATZ AGENCY, Incorporated
American radio belongs to the American people and we consider it a sacred trust.

COLONEL ROBERT R. McCORMICK
As WTNT Augusta, Ga., owned by Georgia-Carolina Broadcasting Co.,
president in charge of planning and development, review contracts
which make WTNT 164th NBC affiliate. Other Georgia-Carolina
Co. officials: P. S. Knox, president; E. W. Teasley, vice president and
general manager; John Cash, secretary-treasurer.

MANAGER, ENGINEER
OF KCRG ANNOUNCED

APPOINTMENT of Orville Rennie
as manager and Wayne L. Babcock as chief engineer of KCRG
Cedar Rapids, which expects to be
in operations next summer, was announced last week by the Gaz-
ette Co., owners of the new sta-
tion and publishers of the Cedar
Rapids Gazette.

Mr. Rennie, a resident of Cedar
Rapids, who obtained his first radio
experience 25 years ago at KSEO
Sioux Falls, is widely known as a
theatre and radio station manager
and producer of radio programs.
He has managed theatres in Omaha,
Rock Island, Ill., and Cedar
Rapids. While at Rock Island he
produced radio shows for WHBF.
For a time he was general mana-
ger of KHAS Hastings, Neb. He
has been national sales manager
for Chick Bed Co., a subsidiary of
Bupane Gas Co. of Cedar Rapids,
for the last two years.

Mr. Babcock, who will supervise
the construction of KCRG, comes to the station from KSTP St.
Paul. While associated with KSTP for
nearly 17 years he has been free
to devote part of his time to the
planning and building of radio sta-
tions throughout the Northwest.
Mr. Babcock, who was in the Air
Corps during the war, came out of
service last February with rank of
lieutenant colonel.

KCRG will operate with 5000 w
on 1600 kc and will be affiliated
with MBS. The Gazette Co. also
plans to operate an FM station.

MIKE CARRIES ON
WWDC Morning Man Finds
Body, His Show Continues-

THE MORNING MAN at WWDC
Washington, Mike Hunnicutt, car-
ried on his sprightly music and
chatter show last Monday with the
audience totally unaware that dur-
ing the program he had discovered
the body of a woman slumped over
the wash basin in the station's
wash-room.

The woman, Elza Kettler, about
35, had been in a cab which Jack
Ridge, m.c. of WWDC's all-night
show, had hailed earlier in the eve-
ing. When she complained of feel-
ing ill, Mr. Ridge suggested they
go to the studio. The next morn-
ing, Mr. Ridge was found asleep
in the waiting room, and a half
hour later, Mr. Hunnicutt dis-
ered the woman's body. The cor-
ner declared she had died of "natu-
ral causes."

From midnight Sunday to 6 a.
m. Monday, the time during which
the death occurred, is the only
night in the week WWDC is not
on the air. Ben Stroose, station
manager, said that because there
is a ruling the station must not be
visited while it is not on the air,
Mr. Ridge was discharged.
Mr. Ridge's real name is John H.
Brown. Bill Cox, WWDC an-
nouncer, replaced him as night m.c.

EXPLOSION IN HOME
KILLS A. R. MATHIAS

ALBERT R. MATHIAS, 43, a con-
suming engineer who recently in-
vented a radio receiving set half
as big as a pack of cigarettes, was
killed instantly on Dec. 28 when the
water-tank of a hot-water heat-
ning system which he was installing
in his home at Poundridge, N. Y.,
extended. Also killed was John W.
Tyler, 36, superintendent of Mr.
Mathias' tribe, who was helping
with the installation.
Mr. Mathias was a consulting
engineer before the war and served
several years in the Navy. His
radio receiving set was designed to
receive time signals every 15 sec-
onds and very short news bulletins.

TV Panel Set

THE TELEVISION Panel of the
winter meeting of the American
Institute of Electrical Engineers
will be held Tuesday afternoon,
Jan. 28, at the Engineering Socie-
ties Bldg., New York. AIEE ses-
sions run Jan. 27-31. The following
papers will be read at this panel:
"Television Equipment for Broad-
cast Stations," W. L. Lawrence,
RCA; "Postwar Television Re-
ciever Design," D. W. Pugsley,
General Electric; "Color Televis-
ion Receivers," P. C. Goldmark and G.
R. Tingley, CBS; "A New Micro-
wave Television System," J. F.
Wentz, K. D. Smith, Bell Telephone
Labs; "Television Network Facili-
ties," L. G. Abraham, Bell Tele-
phone Labs.
is now a
Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.

- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.

- WHBF’s primary area reaches 401,610 radio homes—$561 million annually in retail sales.

- The average family income in the Quad-Cities last year was over $4,000.

- WHBF serves a prosperous farming area...52 rich counties in the very heart of the Corn Belt.

- WHBF is the first station in the Quad-City area to apply for and receive an F. M. grant.

1270 KC WHBF 5000 Watts Full Time

Les Johnson, V. P. and Gen. Mgr.

Affiliate of Rock Island Argus

Exclusive Representatives—AVERY-KNODEL, INC.—New York, Chicago, Los Angeles, San Francisco

January 6, 1947 • Page 31
KONO Puts Blame on Blue Book

Program Interpretation Changes Picture, Says Station

KONO San Antonio told FCC last week that it had "materially" lived up to its past program promises but that the Blue Book's new method of computing commercial and sustaining time made the results look different.

The station asked that it be granted license renewal without the hearing, now set for March 9, which the Commission had ordered for program reasons. It was one of seven stations originally set for renewal hearings because of programming. The petition was filed on behalf of Eugene J. Roth, KONO licensee, by Andrew W. Bennett, Washington counsel.

KONO said its last preceding renewal application, in April 1943, contained no proposals for future service. "Definite proposals" outlined in a modification application in 1941, the station said, "have been materially carried out."

Between 1943 and now, KONO's petition asserted, the percentages of commercial time increased and sustaining time decreased "basically because of a change in the method of computing these two categories of program time." The present method of computation was outlined in the Blue Book.

Since the 1941 application had stipulated 71% commercial and 29% sustaining time, the petition continued, KONO felt it was carrying out its promises, "with only minor and necessary changes."

"Due to the later method of computation" petitioner now is attempting to make changes to conform to original promises under the new standards of computation," the station declared.

KONO conceded that the total of spot announcements previously carried was "excessive," but said it took steps in June 1945 to reduce their number. A 76% rate increase was announced July 1, 1945, to become effective on existing accounts Sept. 1, 1946. The Blue Book and associated FCC requests for program analysis breakdowns, the station explained, were issued in the meantime, while KONO was still bound by contracts in effect before rate increase was announced.

Spots Drop

The number of spot announcements dropped from approximately 2,450 during the week around last July 1 to slightly more than 1,100 during the week ended Dec. 7, the petition pointed out.

Since it is "still a purely local station, operating 18 hours per day of local programming without any commitment to networks," the station argued that its "overall announcement load of approximately 1,200 announcements is not too great and is in keeping with good broadcasting, particularly since approximately 420 of these announcements are run on station breaks, between programs, and not in the body of the programs themselves."

Restrictions

Like KMAC San Antonio, which also is seeking to avoid a renewal hearing [BROADCASTING, Dec. 23], KONO emphasized that small businesses ordinarily cannot sponsor entire programs and therefore must depend largely upon spot announcements for their radio advertising.

Further, the station noted, spot advertisers "do not question or try to change or dictate program policy, whereas many program sponsors do try to dictate program structure." Thus, the petition said, KONO has "more flexibility and easier control over its programs."

It said it would try to keep the spot announcement average at three per quarter-hour, and emphasized that most of its spots are 20 or 40 seconds in length.

The station said it had tried to encourage local live talent broadcasting "but the majority of such talent in the general San Antonio area is not suitable for broadcasting." It "felt that good programs of records and transcriptions were preferable to poor programs of live performers."

KONO considered the Blue Book's basic principles of good broadcasting "to be "good and true," but said they should be applied to all stations, "with temperate considerations to changing conditions in various locales."

DR. ERNEST DICHTER, consulting psychologist formerly with CBS, will discuss "How to Determine Methods of Motivation of the Consumer" at the American Marketing Assn. marketing research luncheon Jan. 9 at the Hotel Sheridan, New York.
IF IT'S WALRUS YOU WANT...

Use a harpoon in Greenland!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Trends
(Continued from page 15)
station is reduced. Some agency executives have pointed out that "most of the new stations will be in smaller communities which are already covered to a great extent by the networks" and conclude that it will not be "necessary to use them."

Among the 5% who anticipate that the same radio advertising results will cost less in the future, the major premise is that competition will reduce time charges as illustrated by the following observations—"all stations have audience supply and demand—advertising rates have gone haywire increasing rates, with more competition may-be rates will hit a happy medium."

There seems little doubt in the average agency executive's mind on this point: that per-station audience will decrease as the number of outlets increases. Or to put it another way, the average agency executive has pointed out that has captured its maximum mass audience and that the sets-in-use figure will not be increased by the advent of more programming, and probably better programming, through competition. This is not an opinion shared by industry leaders, and the only way the agency viewpoint can be changed is to prove the opposite to the agencies, and stations increase in number, that audience is increasing in size.

This means supplying agencies with more complete coverage and market information. Since most agency executives expect radio to cost them more in the future, it is important to learn how they evaluate radio in comparison to other media. Two of the other questions asked in this ballot bear directly on this problem.

TABLE II
In your opinion which advertising medium does the best job of providing the facts and information you need to use it properly:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percent of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>51%**</td>
</tr>
<tr>
<td>Newspapers</td>
<td>42</td>
</tr>
<tr>
<td>Network radio</td>
<td>18</td>
</tr>
<tr>
<td>Non-network Radio</td>
<td>30</td>
</tr>
<tr>
<td>Outdoor</td>
<td>8</td>
</tr>
<tr>
<td>Cor Cords</td>
<td>1</td>
</tr>
</tbody>
</table>

Comment: In analyzing these results, it is again important to note that the panel included top agency executives, media directors, and space as well as time buyers. Consequently the opinions expressed represent an agency group which was not inclined toward any particular medium.

It is clear, of course, that agency media mind matters, and make the top job of supporting their work with ful facts and information. Newspapers rank second. Radio, as a medium (the sum of votes for network and non-network radio) is third, receiving 3 votes for every 5 cast for magazines, or every 4 for newspapers. Network radio is regarded as providing better data than spot, in the ratio of about 3 to 2.

There is obvious danger to radio's position in this circumstance. Broadcasters themselves have acknowledged that costs of operation in radio will increase in 1947 [BROADCASTING, Dec. 30]. Program costs will go up. Promotion costs probably will rise. Sales costs undoubtedly will increase, in view of the heightened competition. Yet, to capture the national advertising dollar and maintain its position as the most economical medium to buy (See Table III below), radio must provide better statistical material on coverage to the agencies. This means that those devices now employed for this purpose—such as BMS reports, Hoopers, Nielsen, etc.—must be used in such a way as to induce the most effective results if increased national business is to be obtained. National agencies and advertisers expect to spend more on radio in 1947-26.2% according to a survey reported in BROADCASTING, Dec. 30. But they expect to get less for their money, according to the current study, unless stations can prove larger listening audiences.

The second comparison of media dealt with costs. Since abstract comparisons could not wisely be made, the question was limited to comparative costs for advertising mass-appeal products.

TABLE III
For widely distributed low-priced products which medium, in your experience, produces impressions at the lowest cost per thousand persons?

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percent of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-network radio (Spot)</td>
<td>36% **32%</td>
</tr>
<tr>
<td>Network radio</td>
<td>26</td>
</tr>
<tr>
<td>Newspapers</td>
<td>24</td>
</tr>
<tr>
<td>Magazines</td>
<td>14</td>
</tr>
<tr>
<td>Outdoor</td>
<td>13</td>
</tr>
<tr>
<td>Cor Cords</td>
<td>4</td>
</tr>
</tbody>
</table>

Comment: Spot radio leads all other media by a significant margin in the cost-per-thousand-impressions comparison. This is particularly significant in the light of agency opinion previously reported [BROADCASTING, Dec. 30] that in 1946 agencies and advertisers had set aside only 29.15% of their budgets for national spot and 70.84% for network—average figures. Taken together, spot and network radio are considered the least expensive advertising media by two-thirds of the panel. This figure probably will be affected adversely for radio by recent sharp increases in the cost per page of magazine advertising and similar advances in newspapers.

Radio is considered the lowest cost medium (for mass appeal products) by 2½ times as many agency executives as consider television the cheapest medium, by 4½ times as many as consider magazines (or outdoor) cheapest.

The rather surprising result which showed spot radio favored over network radio as the most economical buy puzzled Audience Surveys Inc. researchers, who felt that possibly their sample—which had been carefully devised to produce a cross-section report—might have been weighted too heavily against New York agencies, which buy the largest proportion of the network time. In order to confirm the findings, an additional study on this question alone was undertaken among New York agencies. The results confirmed the findings above; in fact, showed that New York voted top for spot in the ratio of 60% as against 25% among all other agencies.

This survey also asked agency executives for their views on radio's "commercialism" and where they place responsibility for it if it exists; what they think of locally produced programs; and what radio can do to increase its value to advertisers. Responses to these questions will be published Jan. 20.

**Signs 41 CBS**

METROPOLITAN LIFE INSURANCE Co., New York, Feb. 17 starts the second hour of a five-hour five-times-weekly news program on 41 CBS stations, Monday through Friday, 6-11 p.m. p.m. Age is Young & Rubicam, New York.

**WOR New York Rejects New LaGuardia Series**

INSISTENCE of WOR New York on exclusivity of its comments for its daily radio program led Mr. LaGuardia to start his new Saturday night series on Mutual without a New York outlet, unless WOR changed its mind at the last minute, which the station management showed no signs of doing earlier in the week. The former mayor of New York started on Mutual Jan. 4 as a co-operative program, available for local sponsorship on any MBS outlet.

Reason for WOR's rejection is Mr. LaGuardia's contract with the Mutual Broadcasting Co. for a weekly broadcast in New York which still has three years to run. During 1946 this series has gone on the WJZ Sunday night, in addition to Mr. LaGuardia's Sunday evening broadcast on the ABC network. With the latter switching to MBS, the dairy company might have dropped WOR's program. However, WOR but was unwilling to increase its time costs by the difference between the WJZ daytime and the WOR nighttime rates, amounting to an extra $10,000 a year.

**WQQW in Formal Bow; Plans Few Commercials**

AFTER OPERATING on a test basis for a week WQQW was scheduled to make its formal bow as a Washington, D. C., outlet in a three-hour inaugural program on May 5. WQQW will operate on 570 ke on a 7:30 a.m. to 5:15 p.m. schedule.

Inaugural program was designed as a capsule presentation of WQQW's daily schedule based on "music to listen to" and other features—primarily the best obtainable classical and semi-classical music. Descriptions, Edward M. Brecher, station general manager, said.

WQQW has announced that it plans to have no more than four announcements an hour, no commercial of more than 60 seconds and no two commercials in a row.

**Roark Seeks Two**

APPLICATIONS FOR 250-w. stations on 1250 kc at Coleman and Kerrville, Tex, were filed with FCC last week by W. W. Roark, businessman of Temple, long associated with radio. Mr. Roark's important station was 250 w at Breckenridge, Tex, was dismissed without prejudice. Mr. Roark joined KTEM Temple in 1936 and has served as announcer, salesman and program director. From January 1941 to December 1946 he was a member of the Texas House of Representatives. In 1943 he organized Roark Bus Lines at Temple and is now owner of the Temple Insurance Agency and the Roark Nash Co. He will be sole owner and manager of the proposed stations.
Drowned Out
ONE WAY to get a program off the air is to literally drown it in its own product. CBS Newsman Gunnar Back found last week. Mr. Back knocked a cup of coffee into the push-button controls of his radio and in a few minutes, the program faded out, accompanied by a strong smell of burning coffee. The program was The Factfinder on WTOP Washington. "And so help me," says Mr. Back, "the coffee was Wilkins." Wilkins sponsors The Factfinder.

WSGN-WHBS Executive Marries Louise Feagin

Mr. Johnston Mrs. Johnston

HENRY P. JOHNSTON, managing director of WSGN Birmingham, and president of WHBS Huntsville, Ala., and Miss Louise Feagin, the Miss Ann of a daily program broadcast on WSGN for the last several years, were married Dec. 26 at Uniontown, Ala.

Mrs. Johnston is director of speech at Phillips High School in Birmingham. Mr. Johnston is president of the Alabama Broadcasters Assn. and chairman of ABC's Planning and Advisory Committee. He is executive vice president of Birmingham News Co. licensee of WSGN and president of the Board's subsidiary, Huntsville Times Co., licensee of WHBS. He is a native of Uniontown, where he is chairman of the board of Planters and Merchants Bank, and is a graduate of Washington & Lee U.

Cowles Marries

GARDNER COWLES, president of Cowles Broadcasting Co., Look magazine, The Des Moines Register and Tribune and chairman of the board of the Minneapolis Register and Tribune, Dec. 27 married Fleur Fenton, former executive vice president and director of Dorland International-Pettingell & Fenton, New York. Ceremony was performed in Stamford, Conn.

Enzinger Named

GEORGE ENZINGER, veteran Chicago advertising executive, has joined the Chicago office of Roy S. Durstine Inc. as a vice president. Mr. Enzinger has been executive of Buchanan & Co. since 1938. From 1919 to 1938 he headed his own agency in Chicago, Milwaukee and New York.

Leo Boulette, 14 Years In Radio, Dies in Fire

LEO BOULLETTE, 35, head of the Leo Boulette Agency, Three Rivers, Mich., who spent 14 years in radio work, was asphyxiated when fire destroyed his home on Dec. 6. Before establishing his advertising agency Mr. Boulette had been an announcer at WEBR Buffalo; a half-hour morning show on WHAM Rochester (The WHAM Alarm Clock), using the pseudonym Don Harris; worked on script and production at WLS Chicago; did free-lance script writing for network shows; served for a time as program director of WDAN Danville, Ill., and later as sales manager of WIZE Springfield, Ohio.

During the war Mr. Boulette wrote scripts for The Lone Ranger and The Green Hornet. He was an aviation enthusiast. After establishing his advertising agency he bought an airplane, learned to fly, and last July started an aerial photography business. His wife, Carol, and three children, Janda, Harris and Margaret Lynn, survive him.

KSL-FM Salt Lake Starts; On Air Daily for 6 Hours

KSL-FM Salt Lake City began operations Dec. 26 on 100.1 mc and, after several days of special broadcasts and a dedicatory program Jan. 1, inaugurated a regular broadcast schedule. Present plans call for programs of classical and concert music and news from 9 a.m.-12 noon and 6-9 p.m. daily, according to Ivan Sharp, vice president and general manager of KSL, Salt Lake's 50 kw CBS outlet.

Edward B. Kimball, who has had 20 years' experience in radio, has been named program manager of KSL-FM. He started as an announcer with KSL in 1926, later was with NBC Washington, D.C., for three years. His most recent post was with KSL as supervisor of public service broadcasts.

C. Richard Evans, chief engineer of KSL, supervised construction and installation for KSL-FM.

Name Miss Sanders

APPOINTMENT of Hildred (Hilly) Sanders, vice president and radio director of Mitchell-Faust Adv, Chicago, as copy supervisor on the General Mills accounts has been announced by Dancer-Fitzgerald-Sample, Chicago. Miss Sanders' resignation from Mitchell-Faust, which she joined six years ago, is effective Jan. 31. Miss Sanders entered radio as copy editor of WDWS-Champaign-Urbana, Ill., and also worked on Procter & Gamble copy with Kaster & Sons Adv, Chicago.

Mr. Boulette
Emerson Hopes to Double Volume in 1947—Abrams

IN A YEAR-END message to all American and foreign market distributors last week, Benjamin Abrams, president of Emerson Radio and Phonograph Corp., predicted greater radio value to the public and established a doubling of the 1946 quota as the company's 1947 goal. According to Mr. Abrams, overall volume of Emerson Radio products during 1946 exceeded that of any like period in the firm's history, the highest pre-war mark, in terms of units alone, being 1,200,000 sets of all types.

"We face the coming year with undiminished demand for Emerson Radio products of all types," stated Mr. Abrams. "Our engineering, production and promotion facilities are geared for more than double the 1946 volume which will include in addition to many new standard models, several FM and television receivers." Complete arrangements in Detroit for new Sunday Evening Hour, to be heard over ABC stations beginning Jan. 19 under sponsorship of Musical Digest Magazine, is celebrated by (1 to r): Neil Mulhearn, ABC sales representative in Detroit; Jack Donohue, ABC's Detroit area sales manager; Henry R. Reichold, president of both Musical Digest and Detroit Symphony, which will be featured on program; Karl Krueger, director of the Symphony; Jan Smith, manager of Kenyon & Eckhardt's Detroit office; William B. Lewis, vice president and radio director of Kenyon & Eckhardt, New York.

New Phone Service

NEW TELEPHONE information service called "Information If You Please" has been started in Los Angeles by Ruth Arnold, West Coast manager of C. E. Hooper Inc. Although currently concentrating on radio program information and events of public interest, service will expand later to include other fields of entertainment. Fees for same will be paid for by various attractions listed. Although headed by Miss Arnold, new service is independent of Hooper.

Nathan's Theory of Wage Boosts Nonsense—Robbery

BRANDING Robert Nathan's theory that corporate profits can support a 25% wage increase without price rises as "statistical nonsense," Dr. Ralp Robery, chief economist of the National Assn. of Manufacturers, told a news conference in Washington last week that "the system of individual enterprise can survive only where there is free competition.

"Featherbedding by labor unions is one of industry's most difficult problems, he explained at a luncheon for Washington news personnel at the Carlton Hotel, Monday. "What to me may seem featherbedding to others may seem essential," he said. The Nathan report, which the CIO has adopted as "guidepost," was based on "misinterpretation" of data and "guesswork" on the part of Mr. Nathan, said Dr. Robery.

Mackay to Build

PLANS for construction of three new coastal radio-telegraph stations were announced by the Marine Division of the Mackay Radio and Telegraph Co., New York, as part of an expansion program designed to offer the maximum in communication services and safety measures to ships at sea. New stations, for which authorizations have just been issued by FCC, will be located at Kent, Wash., Galveston, Tex., and at Kailu in the Hawaiian Islands. Mackay Radio also expects to establish similar facilities in Manila in near future.

NU, MR. ALLEN?

Safevepost Takes Trip Down—Allen's Alley

"IT'S LIKE going into a pool room," says Fred Allen of network censorship. "You rent a table. Then the guy hides the cue from you." The NBC comedian's "Allen's Alley" is the subject of an article in the Jan. 4 issue of Saturday Evening Post, titled "Backstage in Allen's Alley," by George Sessions Perry.

According to the Post story, Mr. Allen's Sunday night program has hit its peak. "... It is generally conceded that the Allen program is one of the most intelligent programs on the air," says the article, and attributes its great popularity to the fact that "radio audiences may be growing up." Mr. Perry recounts his attendance of an Allen-and-writers meeting on Wednesday before the show goes on the air. He tells of how the writers and the comedian try out gags and situations, then Mr. Allen jots down infinitesimal notes—mostly one key word per joke. Later he writes the final script.

Fred Allen's pet peeves, says the Post, are interfering network vice presidents and comedians who steal his jokes.
new national sales manager for Lee Stations

With a new national representative and a new national sales manager, WTAD is set to give even better service during 1947. Walter J. Rothschild, new national sales manager for Lee Stations, was formerly General Manager of WTAD. Call upon him for help in connection with your sales and merchandising problems in the rich farm and town areas covered by Lee Stations, WTAD, Quincy, Illinois, and KGLO, Mason City, Iowa. Equal distribution of farm-town coverage makes these stations ideal for test markets. Get details on complete coverage data and availabilities. Ask your Weed & Company representative.

Walter J. Rothschild

Rotheschild at 6200 Quincy. Or your Weed & Company representative will gladly furnish all information to meet your requirements.
NEW G-E TYPE BT-3-A

The 3-kilowatt FM broadcast transmitter with the famous Phasitron Modulator

✓ FEWER TUBES
✓ FEWER CIRCUITS
✓ FEWER COMPONENTS
✓ FEWER MAINTENANCE MINUTES
✓ FEWER PROGRAM OUTAGES
✓ FEWER INVESTED DOLLARS

Built for performance and economy, General Electric's new BT-3-A offers to broadcasters a completely self-contained 3-kw FM transmitter with every electrical and mechanical feature required by modern broadcast station owners and engineers. Designed with the revolutionary Phasitron Modulator and with fewer stages and fewer tubes than 3-kw FM transmitters of other design, here is 3000 watts of FM power that guarantees maximum audience and advertiser service—assures you lower cost per hour of operation.

For the full facts see your nearest General Electric broadcast sales engineer, or write the Electronics Department, General Electric Company, Syracuse 1, New York.

Look! New on-the-air reliability
Fewer stages  • Fewer tubes  • Fewer components  • Fewer outages  • Complete fuseless overload protection with fast-acting circuit breakers  • Automatic power reclosure after power failure  • Longer tube and component life with air-blower system and lifetime air filters  • Highest quality components used throughout  • Simple, straightforward, all electronic circuits  • Delta-Wye switching with instantaneous high-low power transfer for uninterrupted programming  • Power amplifier tubes quickly interchangeable.

New Electrical Features
Push-pull tetrode power amplifier using the new ring seal GL-7D21's  • No intermediate amplifier between 250-watt exciter and 3-kw amplifier  • Critical neutralization eliminated  • Includes the Phasitron Modulator  • Block-built design for combining units to meet future power requirements  • Complete metering  • Power supply 208/230 volts ± 5%, 50/60 cycles, 3 phase.

New Accessibility
Completely self-contained  • Full-length doors front and rear  • Vertical chassis easy-to-get-at  • Tubes, components, adjustments and controls— at your finger tips.

New Ease of Installation
Only 75 inches high, 72 inches wide, and 25 inches deep  • Two easily-joined space-saving units for convenient transportation through standard doorways and in elevators.

New Styling
Husky and handsome  • Matches other G-E FM transmitter units  • Stainless steel trim  • Rounded corners  • Baked synthetic enamel with beautiful opalescent finish  • Utility and beauty contribute to station appearance.
Power Amplifier
Two plug-in, radiator-type GL-7D2's in clean-cut symmetrical push-pull circuit. Neutralization adjustment is unnecessary. Tubes are replaced easily.

New G-E 3-kw FM Transmitter, type BT-3-A
Meets all FCC standards and latest proposed RMA standards.

Air-radiator type GL-7D2
New h-f tetrodes used in the BT-3-A power amplifier. In push-pull, delivers 3 kilowatts of power with only 120 watts of driving power.

Block-Build to higher power
The BT-3-A includes a G-E 250-watt FM exciter and a 3-kw FM amplifier. If you now own a 250-watt exciter, simply add a G-E 3-kw amplifier. And if you anticipate swinging ultimately to higher power, then simply add a G-E 10-kw FM amplifier to your 3-kw G-E unit.

In combining G-E FM Transmitter units, there is no expensive equipment duplication, no equipment obsolescence, no relocation of existing units. Simplified wiring insures easy inter-unit connections. Size and appearance of all G-E units are harmonious and adaptable to future additions for higher power.

GENERAL ELECTRIC
Savannah's Radio Dealers
To Be Guests of WTOC-FM
REPRESENTATIVES of radio
sales and service establishments in
Savannah, Ga., will discuss FM and
see a film on the subject following a
buffet supper which WTOC-FM
Savannah will give for them Jan.
7 at Savannah's DeSoto Hotel. Dis-
cussion will be led by Reeve Owen,
chief engineer of WTOC and
WTOC-FM, and the film will be
shown by John Klenke of the At-
anta General Electric Corp.

WTOC-FM has been on the air
since Nov. 29. It is operating on
Channel 253 (88.5 mc) with 250 w
and has FCC sanction for 47,000
w. Transmitter is housed in a re-
cently-constructed penthouse atop
the Savannah Bank and Trust
Bldg.

Special booklets explaining FM
broadcasting have been distributed
to Savannah dealers by WTOC-FM

AMONG GUESTS at party CBS and Benton and Bowles Inc. gave when
Rise Stevens (center) joined CBS Prudential Family Hour were (1 to
r): Walter Craig, vice president in charge of radio for B & B; Jimmy
Carroll, who sings on show; Miss Stevens; Carroll Shanks, president of
Prudential Insurance Co., the sponsor, and Frank Gallup, the announcer.

for dissemination among FM own-
ers and potential purchasers of
FM sets. In addition, advertise-
ments have been run in Savannah
newspapers and billboards are to
be used.

ENTRY DEADLINE NEAR
FOR PEBODY AWARDS
JAN. 10 IS CLOSING DATE for
entries in the George Foster Pea-
body Radio Awards competition
sponsored by the U. of Georgia's
Henry W. Grady School of Jour-
nalism with the cooperation of
NAB. Many entries already have
been received, but John E. Drewry,
Grady School dean, last week an-
nounced that all radio stations,
networks, radio editors, listener
groups and any other persons or
organizations wishing to direct the
Peabody Board's attention to a
special program or series of pro-
grams should do so at once. En-
tries or recommendations should
be addressed to Dean, Henry W.
Grady School of Journalism, U. of
Georgia, Athens, Ga.

Dean Drewry explained that the
annual awards are designed to
give recognition for the most dis-
interested and meritorious public
service rendered each year by the
broadcasting industry and to per-
petuate the memory of George
Foster Peabody, benefactor and
life trustee of the U. of Georgia.

The awards—winners to be an-
nounced in the spring of 1947—
will be made in seven categories:
(1) Program or series of programs
inaugurated and broadcast in 1946
by a regional station (above 1000
w) which made outstanding con-
tributions to welfare of the commu-
nity or region served by the sta-
tion, (2) program or series of pro-
grams of a local station (1000 w
or under) which made outstanding
contribution to community's wel-
fare in 1946, (3) outstanding re-
porting or interpretation of the
news, (4) outstanding entertain-
ment in drama, (5) outstanding
entertainment in music, (6) out-
standing educational program, and
(7) outstanding children's pro-
gram.

In making its awards, Dean
Drewry said, the Peabody Board
will not necessarily be restricted
to entries, but will consider the
reports of its own listening-post
committees and may on its own
initiative select a program or a
station for an award. He empha-
sized that all entries should include
the title of the program, name and
address of station or network,
classification in which entry is sub-
mitted, name of person making
entry, indication as to whether or
not entry is accompanied by a
transcript, and a brief descrip-
tion of the program with reasons
why it should be considered.

Campaign Preview
PREVIEW of the Advertising Fed-
eration of America 1947 campaign
to promote better public under-
standing and approval of advertis-
ing will be given to advertising
leaders and the advertising press
Jan. 7 in New York by Ralph
Smith, executive vice president,
Duane Jones Co., chairman of the
AFA committee in charge.
THE XL STATIONS

BEAM YOUR SALES MESSAGE INTO THIS TREMENDOUS MARKET

PACIFIC NORTHWEST BROADCASTERS

THE WALKER COMPANY, 551 5th Ave., N. Y., N. Y. 350 N. MICH. AVE., CHICAGO

OFFICES
ORPHEUM BUILDING   SYMONS BUILDING   P. O. BOX 1955

6581 HOLLYWOOD BLVD. Hollywood, Calif.

DEPENDABILITY

AND

1922
KXL / Portland
ESTABLISHED

1922
KXY / Spokane
ESTABLISHED

1946
KXLE / Ellensburg
ESTABLISHED

1929
KXLF / Butte
ESTABLISHED

1937
KXLJ / Helena
ESTABLISHED

1939
KXLO / Bozeman
ESTABLISHED

1947
KXLK / Great Falls
OPENING JANUARY, 1947
KXLL / Missoula
OPENING MAY, 1947

PACIFIC NORTHWEST BROADCASTERS

84 YEARS OF
DEPENDABLE BROADCASTING

KXL / Portland
ESTABLISHED 1922

KXY / Spokane
ESTABLISHED 1922

KXLE / Ellensburg
ESTABLISHED 1946

KXLF / Butte
ESTABLISHED 1929

KXLJ / Helena
ESTABLISHED 1937

KXLO / Bozeman
ESTABLISHED 1939

KXLK / Great Falls
OPENING JANUARY, 1947

KXLL / Missoula
OPENING MAY, 1947

You get the benefit of this "lifetime" of radio experience, both network and local, with a single PNB contract... plus the extra discounts that make it the best buy in radio.

JANUARY, 1947
Page 41
Take Advantage of

WMT’s

COMPLETE COVERAGE

of Eastern Iowa’s Sales-Rich

Twin Markets

1. A rich quarter slice of America’s wealthiest farm
country.

2. With an industrial income equal to her agricultural
income.

These twin markets include 3½ million listeners and the highest
per capita income population in all America.

WMT brings you both at no extra cost.

WMT is the only CBS outlet in Eastern Iowa so naturally
the “station of the stars” is the twins’ favorite.

WAPA on Air Jan. 15;
Hull Is Named Manager

WAPA San Juan, PR. P. R., is to
begin operations with 10 kw on
680 kc Jan. 15, according to an
ouncement last week by Jose
Ramon Quinones, owner of the
new station, who also stated that
Harwood Hull Jr., former NBC
Correspondent in the Caribbean
and information director for the
U. S. Dept. of Agriculture, had
been appointed general manager.
Rafael Acosta, formerly with
WQAQ San Juan for a number of
years, is chief engineer of WAPA
and Hector A. Moll, former studio
technician at the Puerto Rico
School of the Air, will act as chief
engineer. Santiago Garcia,
known in both Cuban and U. S.
radio, has been named chief an-
nouncer.

Paul H. Raymer Co. has been
appointed national sales repre-
sentative for WAPA. Standard Oil
Co. of Puerto has signed for four
daily broadcasts of the Esso Re-
porter, Monday through Saturday,
placing through McCann-Erickson.
Construction of studio building at
Stop 6½ Ponce de Leon Ave. is
nearing completion and arrange-
ments already are underway for
inaugural programs. Mr. Quinones
is president of Puerto Rico Farm-
ers Assn.

New Rochester Station
To Be Dedicated Feb. 2

THE NEW WRNY Rochester will
be dedicated on Feb. 2, according to
an announcement last week by Lester W. Lindow, general mana-
ger. Mr. Lindow, who during the
war served as public relations
officer in the Eu-
ropean theatre, leaving active
duty as lieutenant
colonel, former-
ly was general
manager of
WFBM Indianapolis.

Mr. Lindow
Mr. Lindow
also announced
appointment of Add Penfield as
the station’s director of sports,
news and special events. A lieut-
enant in infantry, Mr. Penfield
succeeded Maj. Ted Steele, now radio
vice president of Benton and
Bowles, as officer-in-charge of radio
for the European theatre.

Mr. Penfield returned to the U. S.
last fall and immediately was
retained by N. W. Ayer & Sons as
football play-by-play announcer
for Atlantic Refining Co. He was
formerlly with WDNC Durham,
N. C., WPTF Raleigh, director of
sports publicity at Duke U. and
sports editor and night news edi-
tor of WSB Atlanta. From 1938
through 1940 and again in 1943 he
was under contract to N. W. Ayer
for football play-by-play schedule
of Atlantic Refining.

COLOR TELEVISION UNIT, built
by Bendix Aviation Corp. to re-
ceive programs telecast by the CBS
mechanical color system, is viewed
by A. E. Raabe, Bendix vice presi-
dent (seated); W. P. Hilliard, gen-
eral manager, radio division, and
Charles Marcus, vice president in
charge of engineering (right).

‘LIBERTY’ IN CANADA
TO COOKE, THOMPSON

JACK K. COOKE, president of
CKX KX Toronto, and Roy H. Thom-
son, president of Northern Broad-
casting & Pub. Co. (CFCH CKGB
CKJL), Timmins, Ont., have
bought the Canadian edition of Lib-
erty magazine for $400,000. Mr.
Cooke is president of the new com-
pany and Mr. Thomson is chair-
man of the board.

‘Liberty’ has had a Canadian edi-
tion for a number of years, but its
present sale marks its first Cana-
dian ownership. The Canadian pub-
lication, issued weekly, will con-
tinue to have access to any ma-
terial in the United States pub-
lication, and will continue to expand
Canadian articles and stories.

Mr. Cooke and Thomson started their radio careers in north-
er Ontario, where the latter bought his first station, CFCH
North Bay, in 1931. Mr. Cooke joined him as a salesman, soon
became general manager, and in 1944 bought former CKCL
Toronto, for $560,000, changing its call to
CKX. Mr. Thomson also operates
National Broadcast Sales, a station repre-
sentation firm in Toronto and
Montreal, operates CKW and
CHEX in addition to his own three
stations, in recent years bought six
small Canadian daily newspapers,
and is currently negotiating for
purchase of stations in the British
West Indies.

Martin Settles

CASH SETTLEMENT of $17,500
won by Tony Martin following
threat to sue Foot, Cone & Belding
because CBS Bourjois program was
cancelled. Martin contended option
renewal assurance given him be-
fore cancellation.

TOTAL sales of electronic items in war
surplus stocks were $85,514,000 in No-
ember, up $23,000,000 from October,
according to War Assets Administra-
tion.
Pittsburgh’s new 5,000-watt KQV station will shortly offer greatly improved reception to its expanding radio audience. Facilitating their transmission to selected areas is this directional array of five 350 ft. vertical radiators, designed and erected by Blaw-Knox.

BLA W-KNOX DIVISION
OF BLA W-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
INVEST YOUR AD
IN THE GREAT CIN

Ask Free & Peters for
absolute proof of H
ratings and tremen
g mail response
OLLAR WCKY’s-ly

CINCINNATI MARKET

or the

cooper

indous

L.B. Wilson

WCKY

FIFTY THOUSAND WATTS
OF SELLING POWER
Editorial

Let's Call the Roll

A NEW SESSION of Congress is under way. The Republicans are in control for the first time in 14 years. Many predictions have been made since the stunning defeat of the Democrats at the polls last November. We're going to have all kinds of remedial legislation.

But don't take it for granted. The professional lobbyists of labor—the strongest lobby in Washington—will do their utmost to render innocuous the projected Case-Ball bill to outlaw secondary boycotts and neutralize the advantages of labor over management under the existing laws.

They realize that public sentiment favors restrictive legislation and that they can't block enactment of a new law altogether.

The anti-Petillo bill passed so overwhelmingly by Congress last session—and a Democratic Congress at that—now is before the Supreme Court. It was held unconstitutional by Federal Judge Walter LaBuy of Chicago a few weeks ago, on grounds that it was class legislation, aimed narrowly at AFM President James Castron Pettillo. The success or failure of both television and FM may depend in large measure upon the attitudes of unions such as AFRA and AFM. Already there is word that AFM is prepared to permit feeding of network musical programs to FM stations without extra fees. If this eventuates it would be simply another Pettillo maneuver to cover Congressional committees. In between the Congressional sessions, the unions were flying high. Now that Congress is in session, all may be sweetness and light on the surface. And the labor lobbyists will be working full time on Capitol Hill.

Radio should be prepared to call the roll on onerous labor demands and excesses any time hearings are held before Congressional committees. The terms of the Lea bill should be incorporated in the general legislation to be enacted which should repeal the special privileges now given the unions and place them under the same general laws that govern industry. Unions today are big business.

Research Lesson

BROADCASTING TRENDS report in this issue (Page 15) relating the opinions of advertising agency personnel on questions of import to all in broadcasting should be kept before every enterprising radio executive throughout 1947. Here's what they believe:

(1) That sets-in-use will not increase as the number of stations increase—which means lower audience per station, in most cases.

(2) That radio currently does far too inadequate a job in supplying agencies with data about the medium—is less effective in this way than newspapers and magazines.

(3) And that the medium—radio currently is the lowest cost-per-thousand medium for mass produced licenses, with national spot leading network in this category.

The fact that agency executives believe that sets-in-use will not increase and that, consequently, audience will be less, does not necessarily make it true. But stations are never going to convince agency people that it is NOT true unless, in response to the obvious implication in Number (2) above, they supply better information about their medium.

As long as the research material made available to agencies is inadequate, agencies must scratch for it themselves. The cost of purchasing the most comprehensive radio information that it is true, as suspected in these important quarters, that listeners-per-station will decrease as station population increases, then radio cannot hope for ever to maintain its position as the most economical buy.

Most certainly it cannot expect to maintain that advantage with magazines showing top rating as the medium supplying the best market information, and with newspapers lowering their per-unit cost to the national advertiser by selling space on a "network" plan copied from radio.

Broadcasters, in concert, should give serious attention to these matters—and with the NAB district meetings getting under way, the time is propitious. Steps toward more productive and valuable research should be taken immediately. And plans for promoting audience, and then selling the idea that audience IS INCREASING, should be drawn up.

To maintain its position, radio must improve its service to those whose dollars support it.

P. R. Job Ahead

FROM THE public relations standpoint, 1946 was an exciting year. For the first time an organized campaign was carried on against commercialism and commentators. The FCC's Blue Book was the springboard. Radio answered back. But it wasn't an organized effort. The FCC had the advantage of official office of funds to spread its story. Such organizations as American Civil Liberties Union, the various college forums, the anti-radio labor unions and that segment of the anti-rad o press pitched in.

Legally radio has had no opportunity to test the validity of the Blue Book as an overt incursion into radio's freedom. And high-sounding phrases like the constitutionality of the acts just don't register with the public. Meanwhile the boring from within continues, with shrieks of over-commercialism emanating from those quarters which would see radio Government-controlled for political or economic reasons.

This weak radio begins its annual series of district and area meetings under the aegis of the NAB. The new NAB board holds its first meeting in San Francisco to chart radio's course for the ensuing year. There's no subject before it more important than radio's public relations.

The problem is complex. It entails more than the mere issuance of statements. It involves basically the extent to which radio will indulge in self-appraisal and self-regulation. It means development of a program which will convey to the public what American radio really does.

Some years ago David Sarnoff (whose contributions to radio probably never will be fully appreciated) made this observation:

"In America the richest man cannot buy for himself what the poorest man gets free by radio."

There is the theme for a public relations program for radio. Lawson Taylor, manager of KFDM Tula, suggests to us that its repetitive use on the combined facilities of American radio—as a tag line for station and chain breaks—would make it a great slogan.

The statement may be too long, and possibly too sententious, for a slogan. But the idea is there. It's a good starting point, perhaps for a national contest in which the public would participate.

(Continued on page 48)

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Our Respects To—

JOHN BERNARD JOSEPH CONLEY

JOHN BERNARD JOSEPH CONLEY—back in school after serving as a machine gun sergeant with the famous 82nd (All American) Division during World War I—selected "Formation of the Radio Corporation of America" as the subject of his thesis on graduation from the U. of Pittsburgh in 1924. Some 20 years later, he was manager of Westinghouse Radio Stations Inc.

The choice of subject came merely because establishment of RCA represented timely opportunity for a senior in business administration hard pressed for a thesis.

Making the most of timely opportunities has been a continuing characteristic of this auditor-turned-radio-executive ever since high school days when an uncanny ability to hit the pinch hitter for his "office" after a now-forgotten baseball celebrity of the day—which has superseded the more formal John in all except the innermost family circles.

He was born in Welmerding, Pa., March 6, 1897, seventh of 14 children of John Joseph and Mary Mullen Conley. His Westinghouse interest comes naturally from his father, who died recently at the age of 88, and who was an employee of the Westinghouse Airbrake Co. for more than 50 years. His mother, still active at 85, is one of his staunchest boosters.

After public school in Welmerding, and graduation from Union High School, in nearby Turtle Creek, he enlisted in the Army early in World War I. Badly gassed while defending a road junction in the Argonne, he spent the next 18 months in hospitals in France and the U. S.

On recovery Steve Conley was discharged from the Army, and in 1920 entered the U. of Pittsburgh. Four years later—with the aid of that prophetic thesis—he received his Bachelor of Science degree in business administration.

After one year in the real estate business in Detroit, the Westinghouse inclination cropped out, and Steve Conley headed back to Pennsylvania, entering the accounting department of the parent Westinghouse Electric Corp. at East Pittsburgh. The next 11 years saw him moving up rapidly first as manager of the tabulating division and later as manager of general accounts. It was during this time, too, that he had his first experience with broadcasting, handling accounts for KDKA WBZ and KYY.

With this sound background in finances and

(Continued on page 18)

BROADCASTING * Tele casting
At nine o'clock each weekday morning, Ruth Welles steps up to the KYW microphone. And thousands upon thousands of Philadelphia women make it a point to listen!

What makes Ruth Welles and her "Home Forum" the leading program of its type in the nation's third market? Well, Mrs. Welles' personality, for one thing. Women like her voice, her pleasantly informal manner, and her interesting comments on clothes, food, cooking, home decorations. Philadelphia women have confidence in Ruth Welles. Here's just one example. When she produced a fashion show recently, in conjunction with Strawbridge and Clothier, more than a thousand women crowded in to see it!

The "Home Forum" is one of the most effective sales media on Philadelphia's airways, as present sponsors cheerfully affirm. A few participations are still available. NBC Spot Sales can tell you where, when, and how.
company policies, Steve Conley was a natural choice when the parent company began looking for a combination auditor-treasurer
when the subsidiary Westinghouse Radio Stations Inc. was formed in 1936. Four years later he deserted strict finances for the broader hori-
zons of station management, be-
coming head of WOWO and WGL, both in Fort Wayne.

In late 1944 WGL was sold, and
KEXPortland, Ore., purchased by
WRS. This meant new problems
and new opportunities—and short-
ly Mr. Conley was packing bags
and heading for Oregon.

In slightly more than a year the
Conley touch had made itself felt
at KEX, and, with the station well
established, he got the nod when
Westinghouse top radio executive
Walter Evans needed a manager
for WRS headquarters at Phila-
delphia early this year.

Mr. Conley’s present job, biggest
to date, is the exacting business of
keeping six AM stations—KDKA
Pittsburgh, WBZ Boston, KYW
Philadelphia, WOWO Fort Wayne,
WBZA Springfield, and KEX
Portland; five FM stations (one in
each city except Portland); one
international shortwave station,
WBOS at Boston; and an upcom-
ing television station also in Bos-
ton—operating at peak efficiency.

It’s a tough but interesting job,
and it hasn’t fazed Steve Con-
ley’s golf, which is still in the low
80’s and good enough to make him
just about head WRS man on the
links. Fishing is his other spare-
time pursuit, along with spectator
baseball.

He does a bit of gardening at
his new home in suburban Penn
Valley, but only under the not-too-
subtle urgings of Mrs. Conley, the
former Cora Riggs, a Wilmerding
girl and sister of ABC Announcer
Glenn Riggs.

Pride-and-joy of the Conley
household is six-year-old Nancy
Jean, just starting to school and
quite a cosmopilite as a result of
following her hop-scotching daddy
from coast to coast. Nancy Jean
likes radio too and long before
school age—when she was just two
—made guest appearances on the
Hoosier Hop at Fort Wayne, home
grounds of the Hoosier Hot Shots.

Hershel Signs MBS
HERSHEL CALIFORNIA FRUIT
PRODUCTS Co., Los Angeles
(Contadina Tomato Paste), Jan. 6
for 26 weeks sponsorship of
Easy Does It on MBS, Mon.-Wed.-
Fri., 11:30-11:45 a.m. Agency is

FOR FOURTH consecutive year
Louis A. Wehle, member of the
board of Monroe Broadcasting Co.,
operators of WRNY and WRNY-
FM Rochester, N. Y., has been
named New York state chairman
for the March of Dimes, sponsored
by National Foundation for In-
fantile Paralysis. Mr. Wehle is
board chairman of Genesee Brew-
ing Co.

Unity Corp. President
Urges Back-Pay Caution
EDWARD LAMB, the lawyer who
started a number of employe over-
time suits, is urging the unions to
proceed cautiously, according to
the New York Times. Mr. Lamb
is president of the Unity Corp.,
which operates WTOD and WTOD-
FM Toledo. He is also co-publisher
of the Erie (Pa.) Dispatch-Herald-
Sun.

“Attorneys filing these suits for
back pay,” he said in the Times AP
dispatch, “shouldn’t try to name the
sum they think is due the workers.
Such a suit itself is only an ac-
counting action, asking the court to
say how much . . . [such sums]
frighten industry and may stir
Congress to adopt restrictive legis-
lation in the coming session.”

NBC Crew Going to Brazil
In May to Cover Eclipse
NBC will participate in the Na-
tional Geographic Society-U. S.
Army Air Forces expedition to Bra-
zil to observe the total eclipse of
the sun on May 20, 1947, it was
announced last week by the net-
work. The expedition will be head-
ed by Dr. Lyman J. Briggs, chair-
man of the National Geographic
research committee.

NBC will send a commentator, a
crew of radio engineers and televi-
sion motion picture personnel
with the expedition. There will be
a series of broadcasts before, dur-
ing and after the eclipse.

The last time that NBC sent a
crew outside of the U. S. to de-
scribe a solar eclipse was in 1937
when George Hicks broadcast the
total eclipse of June 8 from the
Canton Islands in the Pacific.
Fulton Lewis, jr.

INSIDE the lions’ cage was the scene for Inside Evansville program, when Margaret Rosener of WE0A Evansville, Ind., originated the show from that hot spot. She took her courage and her wire recorder into the cage filled with lions and tigers, which were part of the Shrine Circus, and described the feat while the beasts’ howls filled in as very real sound effects.

WGAT Utica, N. Y., Plans To Take the Air Jan. 15

INAUGURAL BROADCAST of WGAT Utica, N. Y., is scheduled for Jan. 15, with a welcoming address by Governor Dewey highlighting the opening day activities. Operating on 1100 kc with 250 w, WGAT will be an ABC affiliate. Studios and transmitter are located in Marcy, N. Y., and offices in downtown Utica.

WGAT is owned by Central Broadcasting Co. of Utica, J. Eric Williams, president. Mr. Williams also is part owner of WNOC Norwich, Conn.

Radio Programs, News Draw Newspaper Readers

RADIO programs and news “won high attention” in Study No. 103 of the Advertising Research Foundation newspaper readership study, covering the Oct. 10 issue of the Cleveland Press. The continuing study is conducted by the foundation in cooperation with the American Newspaper Publishers Assn.

The study shows that “the women’s score of 76% and the men’s rating of 72% tied for third place for readership of any radio programs and news for the 103 studies completed to date.”

Hawk Puts WENY Elmira Off Air 3 Hours Dec. 25

WENY ELMIRA, N. Y., was forced off the air for three hours Christmas Day — by a sparrow hawk. The bird, deciding to rest on a “pothole” of a 6600-volt utility line, completed a circuit which caused one of the lines to burn off. This line fell across the 2300-volt line which furnishes power to the WENY transmitter and burned it off too.

Utility crews repairing the broken lines found that the hawk—its tail feathers and other feathers on one side of its body burned off—still held its Christmas dinner, a dead field mouse, in its mouth.
HOLLYWOOD

For A

BIG-NAME BANDS
Skitch Henderson  •  PeeWee Hunt
Duke Ellington  •  Jan Garber
Stan Kenton  •  Gene Krupa
Eddie Lemar  •  Alvino Rey
Enric Madriguera

BIG-NAME WESTERN
Shug Fisher  •  Wally Fowler
Jack Guthrie  •  Karl & Harty
Oak Ridge Quartette
Tex Ritter  •  Merle Travis
Wesley Tuttle
Uncle Henry’s Original Kentucky Mountaineers

BIG-NAME SINGERS
June Christy  •  Hal Derwin
Dinning Sisters
Carolyn Grey  •  King Sisters
Peggy Lee  •  Johnny Mercer

BIG-NAME VARIETY
Buddy Cole’s Four of a Kind
Frank DeVol’s Pop Concert Orchestra
King Cole Trio
Danny Kuaana’s Hawaiians
Del Porter and His Sweet Potato Tooters
Juan Rollando  •  Paul Weston
Dick Shannon’s Aleutian Five

HEAR ALL THE FEATURES
that make the Capitol service different.
Capitol will be glad to send you a recorded
demonstration transcription.

Every Capitol Star Is
The shortest distance between Pine Ridge and Hollywood . . . is the Capitol Transcription Library Service.

To any local radio station and sponsor—in Pine Ridge or anywhere—Capitol Transcriptions now present Hollywood's big stars, outstanding tunes and arrangements, and programming skill. All the sparkling elements of high-cost, live-talent productions . . . available for any station to build its own network-type musical shows—shows that sell!

Capitol offers a basic library of more than 2000 selections...plus more than 50 new numbers each month. Programming aids too: brilliantly arranged opening and closing themes for 22 shows and musical interludes to background commercials.

A COMPLETE FORMAT SERVICE
As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.
COLLEGE forum including participation by five institutions of higher learning in the Pittsburgh area starts Jan. 31 on WWSW Pittsburgh. Titled "The University Soapbox," forum will be heard Tues. 8-9 p.m., originating from University Club ballroom. Working on rotation basis, one student from each college is represented with two students arguing for and two against a question posed by the fifth student. School identifications are omitted.

KOMA Selected

KOMA Oklahoma City has been notified by the Southwest Monitor, Oklahoma City Negro newspaper, of its selection as the "Monitor" station of that city, announced by the paper's editor, Forde Edward Ross. Mr. Ross offered full cooperation of his paper in keeping Negro people informed of special programs and features of interest.

Social, Family Problems

DISCUSSION series on current social and family problems begins Jan. 6, Mon., 5:30-5:45 p.m., on WTOP Washington, presented in cooperation with the Washington Federation of Churches. Fashioned and titled after CBS network show, "In My Opinion," the local program will be moderated by Dr. Arthur A. Fleming, president of the Washington Federation of Churches.

Student Dramatizations

STUDENTS of Washington Lee High School, Arlington, Va., have started series of dramatics titled "As Lee Presents" over WASH-Arlington. Group made debut on Christmas Eve presenting Clement Moore's "The Night Before Christmas," followed New Year's Eve by Maxwell Anderson's "Miracle on the Danube." Show is written, produced and directed by students, who hope to make WARL a radio workshop for experiments with new dramatic forms and techniques. Kilbourne Castell, WART general manager, has put station facilities at their disposal and given them weekly time allocation.

Newsmen on Spot

SERIES featuring government leaders quizzing newspapermen will start Jan. 7 on WWDC Washington, 5 p.m. Titled "Panning the Press" show will be conducted by Esther Van Wagner Tufty, and will present important elected government leaders putting authoritative newspapermen "on the spot."

Theatre Telecast

DIRECT teletacst from the stage of a theatre was made Dec. 27 when WBRA New York televised Larry Adler, harmonica virtuoso, and Paul Draper, dancer, in a specially arranged show from the stage of the City Center in New York. Telecast 9-9:30 p.m., show replaced regularly scheduled Friday night fights from Madison Square Garden.

Continues Series

ABC will continue its current series on "Labor, U.S.A" and the "Voice of Business," public service programs, during 1947. Heart Set. 6:45-7 p.m., "Labor, U.S.A" is presented under the auspices of the AFL and CIO and the "Voice of Business," broadcast 7-7:15 p.m. is heard under the auspices of the NAM and the U.S. Chamber of Commerce.

Santa in Hollwoood

OCCASION for holiday season special events broadcast by KOY Phoenix, Ariz., was arrival by Bell helicopter of Santa Claus (KOY Station Manager Al Johnson) before assemblage of 4,000 children and parents at station's Christmas party held in local high school auditorium. Event was recorded for broadcast play-back. Santa addressed gathering while descending via stadium PA system and KOY's relay transmitter.

New ABC Variety

NEW ABC variety program, "The Tommy Bunt with Tommy Bartlett, baritone Skip Farrell and the Tommy Bunt orchestra," has been started Mon. through Fri. 3-3:30 p.m. (CST) period. Format includes audience participation stunts in which valuable prizes are offered to participants. Special emphasis is placed upon musical portion of broadcast.

Juniors Theatre

SUNDAY morning's "Children's Theatre" has been started on CKEY Toronto with youngsters as writers on the program. Personal contact has been made with such public schools in an effort to bring new youthful talent to listeners. Productions include "Alice in Wonderland" and "Pin Cushion in the Looking-Glass."

Music-Comedy on CBS

SUSTAINING music-comedy series titled "Once Upon a Time" began Jan. 3, Sun. 9-9:30 p.m. (EST). Series starts with a backlog of 25 programs which have been aired in Canada during the past two years over CBC.

All Night Show

WHCM New York, beginning Dec. 31, New Year's Eve, started "After Hours" all-night record program, midnight to 5:30 a.m., seven days weekly, giving the station 23 hours of operation daily.

KGRH Takes Air in Home Town of U. of Arkansas

KGRH, an MBS affiliate operating fulltime on 1450 kc at Fayetteville, Ark., home of the U. of Arkansas, held its inaugural broadcast Dec. 15. Station is owned by a partnership including Russell Bennitt, manager, George Bennitt and Hal Douglas.

Staff members, in addition to Manager Bennitt, include: George Dotson, chief engineer; Roscoe Parker and Harold Lindsay, assistants; Al Collier, sales manager; Lee Belding, program director; Peter Harkins, production manager.

Quartz Crystal Output Drop Reported by CPA

POSTWAR output of quartz crystals for radio use declined sharply from the record production of 30,000,000 devices in 1944, according to the Civilian Production Administration. Prewar production averaged 50,000 units and according to CPA. Output last August was one-third the figure for the same month in 1944.

Though one of the commonest minerals, quartz of radio grade comes mainly from Brazil. Increased efficiency in manufacture and use of smaller devices have brought a higher yield per pound of quartz. During the war crystals were necessary components of radio, radar and sonar equipment, sound detection devices, long-distance telephone transmission lines and precision instruments. Quartz oscillators are described by CPA as among the most precise devices of modern science. Despite this, production was increased tremendously to meet wartime requirements.

WELL and WNHC New Haven will carry Yale home basketball games. Sponsor is J. Johnson & Sons, New Haven.
In The Public Interest

Provides Place of Worship

WMT Cedar Rapids has made its Radio Theater available to the members of St. Mark’s Lutheran Church in the Iowa city for Sunday morning services. The parishioners were without a place to worship following a recent Sunday morning explosion and fire which destroyed the church edifice shortly after 75 Sunday School pupils had been led to safety.

Imposter Apprehended

AFTER RECEIVING several complaints that a man claiming to be a representative of WCOP Boston had been soliciting money and magazine subscriptions, the station broadcast several announcements on the afternoon of Dec. 19 denying knowledge of the individual and urging anyone solicited to call the police immediately. That evening the imposter was apprehended by police of Brookline, Boston suburb, after a WCOP deliverer refused him admittance to her house, watched him enter a neighbor’s and called the police.

Aid Crippled

NEWEST bowl fracas, Tangerine Bowl in Orlando, Fla., is being sponsored New Year’s Day by Orlando Elks Club for benefit of Elks Home for crippled children. WSTP Salisbury, N. C., will broadcast play by play description of game, between Catawba College, Salisbury, and Maryville College, Maryville, Tenn. Expenses for broadcast have been assumed by Salisbury Chamber of Commerce and announcer will be Jim Turner, WSTP sports director.

Saved Mother

WHEN the life of a Seattle mother depended upon immediate transfusions of rare negative blood, Merrill Ashe, newscaster at KOMO Seattle, was notified. Mr. Ashe made two pleas to the public for donations of RH type blood and ten people responded to these announcements. Blood was received in time to save the mother’s life.

WOR Finds Homes

WOR New York, following up its on-the-scene coverage of the fire explosion in Washington Heights, New York, Dec. 12, has aided the families left homeless by fire by appealing for homes for the families, and broadcasting fire prevention talks. By Dec. 14 the station’s campaign netted 76 responses, more than enough to cover for the stricken families.

Notices to Pupils

“NO SCHOOL” signal service for 70,000 children in its main service area has been started by WCHS Portland, Me. Programs are distributed to students with hours at which announcements are to be broadcast in bad weather. The forms were sent to school superintendents of nine counties by Managing Director William H. Rines.

CFOS Aids Family

CFOS Owen Sound, Ont., went quickly to the rescue of a family of five whose home was burned down. CFOS broadcast an appeal for clothing for the three children of the family, 3 years, 2 years and 13 months old, and so much clothing came into the station within the hour that the problem of what to do with the surplus became serious. Surplus was turned over to charitable organizations.

Diathermy Channel

ASSIGNMENT of 2450 mc for industrial, medical and scientific purposes—diathermy and industrial heating—was announced by FCC last Monday. Effective immediately, but subject to any future regulations that may be adopted, the frequency may be used for such purposes without license, provided emissions are confined between 2400 and 2500 mc, and provided no interference is caused to authorized communications services by spurious or harmonic radiations. The assignment followed a hearing conducted Dec. 18-19.

RADIO SELLS BEER

Gulf Brewing Begins Seventh Year on Texas Regional

BROADCAST ADVERTISING has played an important part in making Grand Prize Beer a sales leader in Texas, according to Dwight D. Thomas, executive vice president of the Gulf Brewing Co., whose beer is advertised extensively on Texas stations. With renewal of the five-times weekly quarter-hour Headliner Show on a Texas regional network, Gulf Brewing Co. began its seventh year on a regional network embracing KPEC Houston, WOAI San Antonio, WRR Dallas, KPJZ Fort Worth, KRGV Weslaco, KRIS Corpus Christi.

In addition to the five-weekly quarter-hour, which features Lynn Cole, soloist, K. Bert Sloan’s orchestra and Steve Wilhelm, condimentor, Gulf sponsors these programs: Emmette Ward, tenor, three-weekly (11:30-12:45 a.m., Mon., Wed., Fri.) on Lone Star chain— KGKO Fort Worth, KXYZ Houston, KSAT San Antonio, KRIS Corpus Christi; local programs on KRLD Dallas, KXYZ; one and two-hour recorded Saturday night music on KVAL Brownsville, KRIS. Gulf Brewing Co. is owned by Howard Hughes. Agency is Wilhelm-Laughlin-Wilson & Assoc., Houston,

BROADCASTING • Telemasting

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Who selects the Markets?

Would it help you to know exactly which executive in each company has the most to say about picking markets for the sales and advertising program?

Here's one way of telling: Find the men who constantly use information on markets — information on things like the sales, income and population of cities and counties.

For example, SALES MANAGEMENT subscribers have bought 2,447 copies of our County Outline Retail Sales Map in the past six months. A map that gives the level of retail sales for every county in the nation and is useful only in studying and selecting markets. If you would like to see a list of names showing typical SM subscribers who bought this map, write and ask for: "Men Who Bought the Sales Map."

These same sales executive subscribers of ours have, for the tenth consecutive year, completely exhausted our supply of the annual SALES MANAGEMENT Survey of Buying Power, published last May. 13,500 copies were printed. 10,737 took care of one original copy to each SM subscriber and 2,763 extra copies have been sold in the past five months...showing again that SM readers are the men who decide on markets.

Remember: For THE FIRST WORD ON MARKETS and THE LAST WORD ON MEDIA, talk to the sales executive audience through a consistent advertising campaign in SALES MANAGEMENT.

Trammell Sees '47 As 'Decision' Year
Shortsightedness Can Retard Television, NBC Head Says

1947 WILL be a "year of decision for several of the groups upon which television depends for its progress," Niles Trammell, NBC president, declared in his year-end statement. Mr. Trammell named two names but obviously pointing directly at CBS, which is advocating immediate commercialization of color television by the mechanical process developed in the CBS video picture tubes, in opposition to the RCA-NBC view that black-and-white television should be pushed now, while all-electronic video color is readied for service some four years hence. Mr. Trammell said:

"By shortsightedness or selfishness they can retard this lusty new art and a new industry which offers the promise of new jobs and the expenditure of millions in its development. The spectacular development of all-electronic color television by RCA in 1946 has rendered academic technical objections voiced by some small segments in the industry. In 1947 there is literally nothing except a lack of cooperation by the human elements involved to retard television's progress."

Forces Video Network

Pointing out that television's development in the final months of 1946 was so "rapid and spectacular...that it is difficult to predict accurately the progress it can make in 1947," Mr. Trammell said that the new year will see "the first really large production of television receiving sets and transmitting stations" and the beginning of the video network.

Sound broadcasting, he declared, will "play a major role in the creation of new markets" for the new products born of wartime research which will be introduced to the consumer in 1947, "and thus raise our national level of prosperity."

"Radio's great progress in the past quarter century has been made possible by the support of its listeners and advertisers," Mr. Trammell concluded. "As we enter 1947, our listeners understand better than ever why our American system of broadcasting is the world's best. They will resist with greater vigor than ever those who would seek to change it. Our advertisers who have with each passing year accorded us still greater support are more anxious than ever to enlarge the use of our medium for the distribution of their new products. There can be no new products without a prolonged period of industrial harmony. This is 1947's greatest need and our greatest hope."

At Annual meeting Jan. 7, Waldorf-Astoria, New York, Television Broadcasters Association, Dr. Lee De Forest, audio tube inventor, with scroll honoring his invention's 40th anniversary.
AM Engineering Standards Ready

Those Interested Given Until Jan. 23 to Ask For Changes

FCC was awaiting the reaction of industry engineers to its proposed amendment of AM engineering standards for broadcast stations off their altitude. Commission spokesmen said, will determine whether oral argument is called, and, to a substantial extent, will guide FCC in setting the effective field strength for such stations if and in whatever form it is adopted.

Given until Jan. 23 to file comments objecting to the proposed changes, engineers have not yet indicated what position they will take. The projected amendment followed an extended FCC-industry conference and a general hearing last summer [Broadcasting, July 29, Aug. 12].

Commission authorities said principal changes embodied in the proposal relate to the plan for computing RSS interference; provide a method of computing nighttime limitation on local channels; and revise the table of interference conditions, eliminating the existing mileage-separation tables and making specific provisions regarding frequency-separation for stations in the same or adjacent areas [Broadcasting, Dec. 30]. Assignment of stations in the same city on as little as 30-kc separation, originally suggested, would not be possible, but 30-kc separations for adjacent cities would be permitted under specific engineering conditions.

Text of the proposed amendment:

In the matter of amendments to Standards of Good Engineering Practice concerning standard broadcast stations.

NOTICE OF PROPOSED RULE MAKING

At a meeting of the Federal Communications Commission at 1100 Connecticut Ave., N.W., Washington, D.C., on Dec. 27, 1945:

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. The Standards of Good Engineering Practice concerning standard broadcast stations is proposed to be revised to the following extent:

a) The method for computing RSS interference appearing in paragraph 2 on page 7 of the Standards of Good Engineering Practice concerning standard broadcast stations is to be amended to read as follows:

"With respect to the root-sum-square values of interfering groundwave signals which are less than 50% of RSS value for stations in the same service area, the squares of the interfering groundwave signals shall be taken and the RSS value shall be calculated without limiting the interference from any source previously included."

Examples:

Existing Interference from:

Station No. 1...100 m/m
Station No. 2...50 m/m
Station No. 3...75 m/m
Station No. 4...45 m/m

The RSS value from Nos. 1, 2 & 3 is 200 m/m; therefore interference from No. 4 is less than 50% of 200 m/m.

Station A receives interference from:

Station No. 1...100 m/m
Station No. 2...50 m/m
Station No. 3...75 m/m
Station No. 4...45 m/m

It is proposed to remove the interfering signal from Station B to 120 m/m; if the proposed station would be more than twice as large as the limiting from Station No. 2 or No. 3. However, under the above provision the new signal and the three existing interferences are nevertheless calculated for purposes of comparative studies, resulting in an RSS value of 120 m/m. However, if the proposed station is ultimately authorized, only No. 1 and the new signal are included in all subsequent studies because the station is not less than 50% of 120 m/m, the RSS value of the new signal and No. 1.

3. Station A receives interference from:

Station No. 1...100 m/m
Station No. 2...50 m/m
Station No. 3...75 m/m
Station No. 4...45 m/m

No. 1 is the only station proposed to be 120 m/m. Although stations Nos. 2 and 3 are less than 50% of the 120 m/m limitation, under the above provision they are not included for comparative studies. However, if the interference is less than 50% of 120 m/m, the RSS value is 120 m/m, because Stations Nos. 2 and 3 are excluded as view of the fact that the stations are less than 50% of 120 m/m.

b) Any portion set forth in line 7 to 13 inclusive on page 3 of Standards of Good Engineering Practice concerning standard broadcast stations is proposed to be amended to read as follows:

"...the interfering signal to be taken into account is the RSS value of all signals originating within these zones."

(Continued on page 57)

TRUSCON ENGINEERS are ready to help you plan your radio tower installation for maximum efficiency

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO - Subsidiary of Republic Steel Corporation

CALL IN TRUSCON ENGINEERS during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble-free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decision toward orderly and efficient transition to the newest in radio.

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


Broadcasting • Telecasting

January 6, 1947 • Page 55
SID COLLINS, acting program director of WKXO Kokomo, Ind., and former announcer for Armed Forces Radio Service, has been named permanent program director.

JIM FJENNIK, production head of WCBW Youngstown, Ohio, and previously with WBCL Clarkstown, WBWP Welch and WAB Morgan, has been named program director of WCAW Charleston, W.Va., GEORGE DIXON, Chicago announcer, and GEORGE BARRY, Youngstown, have also joined WCAW staff.

HAROLD HUGHES, producer of “The Vagabond Dreamer” on KBN Omaha, Mo., through Fri., 11 a.m. and former assistant manager of KOIL Omaha, has been named production manager of KBN.

JOHN RUSSELL, formerly with WIOB Winnepeg; DICK WINTERS of WGOV Valdosta, Ga., and LIDE CONLEE, with WRC Memphis, have joined announcing staff of WHQ Memphis. All are veterans of World War II.

JACK GUINAN, chief announcer and sportsmaster of WPTN Jamestown, N.Y., has joined WOR Buffalo.

SAM MOORE, writer on NBC “Great Gildersleeve” and national president of Radio Writers Guild, was to leave Hollywood Jan. 2 for New York to present RWG plans to various council and membership groups. He returns to Hollywood about Feb. 15.

FRANK HODEX, one-time NBC Hollywood writer and producer, now in Alaska, has been mustered out of service and returns to California Feb. 15.

SHERLEY PAUL, former promotion writer of Worcester Telegram and Gazette, has joined script department of WAAB Worcester, Mass. ETHELYN MA

LONEY, formerly with Loew’s Poli Theatre, Worcester, has joined WAAB music department.

WALLY LANTZON, producer and director at WRN Detroit, resigned from staff Dec. 30.

EDMUND T. WILSON, former soloist with Worcester Symphony and producer of music for 15 years, has joined WNEB Worcester, Mass., as music supervisor.

ALLEN L. LEWIS, former announcer with WQR and WCM Buffalo, has been named chief announcer of newly formed WOR Broadcasting Corp.

JOHNY MURRAY, formerly with WGM Gulfport, Miss., has joined WDLS New Orleans as conductor of “Dawn Patrol” program 2-6 a.m. daily.

EVELYN SOULE KENNEDY has joined WDLS continuity staff as head of script department.

ERNEST DE LA OSSA, NBC director of personnel, has been appointed to the National Labor Panel of the American Arbitration Assn.

KATE SMITH, CBS singing star, was chosen as “Woman of the Year” by the radio and according to the 1946 poll of editors of the Associated Press newspapers. This is the second time Miss Smith has been given this title, having won the honor in 1944.

LES MITCHELL, producer of such network programs as “Hillbilly Parade” and “Musical Playhouse,” has taken over the direction of “Skippy Hollywood Theater,”” transmitted program sponsored on a number of stations throughout the country by the Skippy Peanut Butter Co., Minneapolis Agency for Skippy is Garfield & Guild, San Francisco.

VIRGINIO MARUCCI, orchestra leader at WLW Cincinnati, is in Jewish Hospital, that city, suffering from respiratory disorder.

JOSEPH DEANE, recently returned to WGR Newburgh, has been announcer—newscaster after serving as staff announcer on the Army Air Forces network programs on Mutual, has joined the announcing staff of CBS and WICB, 5 C.

BOB LEWIS is producing CBS “Command Performance,” Armed Forces Radio Service.

GEORGE HOPE has resigned as script writer of CBS “Eddie Bracken Show.”

AL GORDON, night production manager of KFWB Hollywood, and JOHN KARASIN, receptionist, have announced their engagement.

HOWARD BLAKE has resigned as writer-producer of CBS Pacific network show “Meet the Mgr.” has returned to “That’s Life,” which he will handle for the same network.

LOIS CORBET has joined cast of ABC “Kenny Baker Show.”

Georgia to Have Second Radio Institute May 4-6

COMMITTEE representing the Georgia Assn. of Broadcasters, meeting in Macon last week, set May 4-5 and 6-7 as dates for the Second Georgia Radio Institute to be held at the U. of Georgia in Athens. Success of the first institute last November led to a decision to make the affair an annual event. Committee members then decided to hold the institute in the spring.

The group planning the second institute is headed by Dwight Bruce, WTGC Savannah, and includes Wilton Cobb, WMAZ Macon, who was chairman of the committee in charge of the first institute, Charles Pittman, WBML Macon, Marcus Bartlett, WSB Atlanta, Russ Holt, WGGW Gainesville, Abner Israel, WALB Albany, and John D. Drewry, dean of Berry W. Grady School of Journalism, U. of Georgia.
Standards
(Continued from page 55)

(Stations beyond 500 miles are neglected.)

<table>
<thead>
<tr>
<th>Zone</th>
<th>Radius Miles</th>
<th>Signal</th>
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<tr>
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<td>60</td>
<td>100 mA/m</td>
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<tr>
<td>Outer</td>
<td>120</td>
<td>50 mA/m</td>
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**Table V—Interference Ratios**

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<th>Desired 60% Skywave to Undesired Groundwave</th>
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</tr>
<tr>
<td>20 kc</td>
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<td>0:1</td>
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Frequencies of Desired and Undesired Stations

<table>
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<th>Table VII—Frequencies of Desired and Undesired Stations</th>
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</thead>
<tbody>
<tr>
<td>Frequency</td>
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<tr>
<td>-----------</td>
</tr>
<tr>
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<tr>
<td>57 mc</td>
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<tr>
<td>59 mc</td>
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<tr>
<td>61 mc</td>
</tr>
<tr>
<td>63 mc</td>
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**Table VIII—Frequencies of Desired and Undesired Stations**

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<th>Frequency</th>
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<th>Undesired Groundwave</th>
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<tr>
<td>63 mc</td>
<td>10,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

EXCLUSIVE COVERAGE OF THE CHAMPlain VALLEY AREA

WJW delivers mighty sales pressure—packs terrific programming punch—to hit a vast, responsive audience with potent sales force and an effective profit builder for WJW advertisers. Give your message the impact of CLEVELAND'S CHIEF STATION to register a telling sales punch in the Greater Cleveland market.

RIGHT TO THE MARKET via CLEVELAND'S CHIEF STATION

WAshington, North Carolina

**Christmas Trip**

YOUNGEST passenger to fly on a Presidential press trip is three-month-old Alice Jo-Dee Adams, daughter of CBS White House Correspondent John Adams. Mr. Adams flew with the Truman to Missouri for Christmas, and as it was to be his first Christmas with his new daughter, he asked permission to have his daughter and wife accompany him. Permission was granted, and Alice stole the show. When the President found she was aboard, he sent her the following message: "Hope all your succeeding Christmases will be as happy as your first one. My best to your mother and dad."
THE EVENING STAR
BROADCASTING COMPANY
WMAL
First
IN WASHINGTON
TO RECEIVE THE
NEW
HIGH-SENSITIVITY
IMAGE ORTHICON
TELEVISION
CAMERAS

Preparing
FOR THE
Future

NORMAN BLACKBURN, office manager and talent buyer of J. Walter Thompson Co., Hollywood, has been named a vice president.

EARL AVERY ADV. SERVICE, San Francisco, Jan. 1, changed name to Avery-Nolan Co. Offices remain at same address: 817 Montgomery St. Principals of new company are C. Earl Avery, president of former company, and NORBERT N. NOLAN, who joined Earl Avery Adv. Service last year.

LUTHER WEAVER & Assoc., St. Paul, has been elected to membership in American Assn. of Advertising Agencies.

STANLEY NELSON, radio production director of Fillik Adv., San Antonio, and writer-announcer-producer of "Memory Lane" for Taylor Bedding Manufacturing Co. on Texas Quality Network, has become a member of San Antonio Junior Chamber of Commerce.

SINDEY K. LENBY Adv., Chicago, has moved to larger quarters in the same building at 168 N. Michigan Ave. W. W. LIPSEY has joined Lenby staff as account executive and ARTHUR A. KOHN as radio director.

JACK MONIE, recently out of the RCAP and formerly with Salada Tea Co., Toronto, has joined Russell T. Kelley Ltd., Hamilton.

JAMES NEWTON, formerly with Western Family Magazine, has joined W. Earl Bothwell Adv., Hollywood, as assistant to NATE TUFTS, West Coast manager.

RICHARD M. ALLERTON, radio research director of Free & Peters, New York, has been appointed market research director of Abbott-Kimbiall Co., that city.

PETER HURST, formerly of Fielder, Sorensen & Davis, Jan. 1, became vice president and a director of Harrington & Buckley Adv., San Francisco. Mr. Hurst started his advertising career with J. Walter Thompson Co. and later became San Francisco manager of McManus, John & Adams, Detroit.

FORD & DAMM Adv., Sacramento, has moved Francisco office at 25 Taylor St. with ADAM B. JOHNSON in charge as manager. Mr. Johnson was formerly account executive of Smith, Bull & McCready.

JAMES CLARK has been made production manager of Gerth-PacAdv., San Francisco.

HENRY MORTON and JOHN GIERSY have joined House & Leland Adv., Portland, Ore., as account executive and production manager, respectively. Mr. Morton, who served four years with Navy in South Pacific, was formerly account executive of Russell T. Gray Inc., Chicago. Mr. Giesy, Army veteran, was formerly with Fred Meyer Inc., Seattle.

WILLIAM J. BONA has discontinued his Denver agency known as MacGruer & Co. to join Gray & Co., that city, as active member.

DAVE YOUNG, for four years producer of Ruthrauff & Ryan, Hollywood, has resigned.

JOHN COHAN, radio director of Hillman-Shane Adv., Los Angeles, has resigned to free lance.

HEINTZ, PICKERING & Co., Los Angeles, has changed name to Heintz & Co., Inc.

GEORGE MARSHALL, formerly an executive of Anderson Advertising Co., has joined Glaser-Galley, that city, as account executive in charge of new business.

BILLY SHOLL, former ad and promotion department of Universal Pictures, has joined Resset & Jacobs, Los Angeles, as account executive.

JOHN J. CASEY, account executive of Charles N. Stahl Adv., Los Angeles, has shifted to San Francisco as manager of northern California office.

ALLEN, CLENAGHEN & SMITH, Portland, Ore., has moved to larger offices at 1335 S. W. Yamhill St. MARVIN KNUDSON, former production manager of Joseph R. Gerrer Co., Portland, has joined the agency in similar capacity. PAUL WOOLSEY has been added to copy staff.

New Year's Eve Show

WNBT New York television special four-hour program on New Year's Eve from 8 p.m. to 12 midnight, and dedicated to the men and women of World War II. Convalescent veterans viewed the program, which included pickups from Times Square, a mystery film, a roundup of 1946's big news events, and other features, over 24 television receivers installed in six hospitals in the New York area.
WRAL-FM FINDS KILROY

STORY OF KILROY, the original as claimed by WRAL-FM Raleigh, N.C., and broadcast on Mutual's Spotlight on America program, 10-10:30 p.m., provides foundation for this array of American uniforms as worn by WRAL staffers. Claimed as first Kilroy is Averington M. Kilroy, who in 1771 appeared in Wake County Court to maintain his civic dignity by establishing proof that his mutilated ear was not a prior punishment for crime but the result of a fight with another citizen.

The story goes that his spirit has continued on down through the pages of American history and its several wars, always seeking to effect "reconciliation between himself and his ear, and also the warring factions."

Dressed in costumes loaned by the North Carolina Department of Archives and History are (l to r):

Lloyd Bell, musician, Revolutionary War; Paul Montgomery, pianist, War of 1812; Sid Bard, public service department creative writer, Mexican War; Fred Fletcher, general manager, Civil War; Cullen Johnson, announcer, Spanish-American War; Jack Cook, salesman, World War I, and Howard Maschmeier, program director, World War II. Mr. Maschmeier holds a photostatic copy of Wake County record which concerns Averington M. Kilroy.

10 MILLION BRITISHERS HAVE RECEIVING SETS

MORE THAN 10 million Brit-1shers pay annual radio licenses, current statistics released by the British Post Office Department disclose. Actual number of radio sets in use, however, is known to be far in excess of 10 million, the Post Office points out, explaining that the difference is made up of 'pirates.' Pirates are described as persons who listen but do not pay until detected and are forced to forfeit their radios.

Of the total of 10,706,000 broadcasting receiving licenses in force in Great Britain and Northern Ireland, 3,950 are television licenses, but here also the figure does not represent the actual number of video sets in use. The Post Office drive to detect unlicensed sets continues.

Production goal among UK manufacturers is 1,750,000 new radio sets for the year ending in May 1947. Of these some 400,000 will be for export. The Post Office says that in September 77,000 receivers were put on the home market for sale, against 67,000 in August and 89,000 in July. Production has expanded from a level of 45,000 in January of this year.

"H'rrumph!"

Croesus J. Jones is a big manufacturer. He makes finnegan bars and nibblin pins and all kinds of stuff. He has a program on WTCN. That makes him a SPONSOR! So naturally we love him. But Croesus J. Jones occupies a particularly warm spot in our hearts — because he once wrote us a letter saying he listened to WTCN. Plenty of big wheels listen to WTCN.

Got something you want to sell to a big wheel?

The DOUBLE-DUTY STATION

WEBC

MINNEAPOLIS

ST. PAUL

NOW—WTCN-FM

ABC... plus High-listener locals!

FREE and PETERS

National Representatives

January 6, 1947 • Page 59
Coverage Map Based on Mail Response Called Inaccurate

By JOHN BARRON
Consulting Radio Engineer

SEVERAL coverage maps for stations, carried in recent issues of Broadcasting, make it obvious that the coverage claimed in accordance with the recommendations of Broadcast Measurement Bureau gives a very inaccurate picture. I am merely using these advertisements as examples and do not want my comments construed to indicate that any station was making an improper claim. I am using these advertisements as samples of the misleading information resulting from disregard of engineering conditions.

Some of the stations referred to operate with directional antennas. In one case, a directional pattern is used both daytime and nighttime, which has a maximum radiation of 17 kw in the southwest direction and a secondary lobe in the northeast direction radiating 1.7 kw. The minima occur in the northwest and southeast directions where approximately 40 kw power is radiated. According to the claimed coverage, the coverage in the northeast direction is almost as large as in the southwest direction, and the coverage in the direction of the minima is equal to, or greater than, the coverage in the maximum direction.

It is also shown that the nighttime coverage is practically identical with the daytime coverage, which would seem to be in error as this station operates on a regional frequency and must be subject to a rather high level of co-channel interference at night as compared to interference free coverage during the daytime.

This leads to the conclusion that either the method of coverage analysis, under BMB’s method, is erroneous or that directional antennas do not work. The coverages shown do not relate to the directional antenna patterns which would certainly seem to prove my contention that coverage maps, which have no relation to field intensity contours but are based upon mail response only, do not give a worthwhile indication of the coverage of the station. I believe that any method of coverage analysis which entirely loses sight of the engineering facts is practically worthless.

Season’s Spirit

FOR JUST A FEW minutes Bruce Robertson, New York, senior associate editor of Broadcasting, had two television sets—one a prewar console in his home, the other a postwar RCA $500 table model. He won the small set at a Radio Executives Club Christmas luncheon in New York. Two days after Christmas he had over a check, for $350 to REC, proceeds of the sale of the set, with the stipulation that the money be used for an “appropriate charitable purpose.” Mr. Robertson’s suggestion was that the REC give serious consideration to the use of the money “as the beginning of an REC scholarship fund.” The REC, meanwhile, donated $500 to the New York Times “Hundred Needlest Cases” Christmas fund, and $500 to the New York Herald Tribune “Fresh Air Fund.”

Adler Resigns

SIDNEY ADLER has resigned as international representative of the Broadcast Division of American Communications Assn., CIA union, following his return to that position from Army service. Before joining ACA, Mr. Adler had handled production on Major Bowes programs and had served as right manager of WHN New York.

Ted Nicholas, program director at WIRE Indianapolis, has been named national account manager for WFMN Indianapolis, succeeding Don Menke, appointed general manager of WPOA Evansville. Ind., station recently purchased by WFMB.

ABC National Spot Sales Dept. has opened a Detroit office at 1700 Stroh Bldg., coincident with the acquisition of WXYZ Detroit. Gordon Lloyd, ABC Spot Sales account executive, has been appointed manager of the new office and George Ditchrie, former New York representative of WON Chicago, succeeds Mr. Lloyd in New York. Alma F. Graep, former manager of the MBS contract and estimate department, has been appointed assistant manager of MBS sales operation. Ruth N. Warb, former assistant contract manager, has succeeded Miss Graep in the contract and estimate department.}

Dudley A’C. Stagg has joined EFCO Los Angeles as sales contact and promotion director. He succeeds Kenneth C. McCarthy, resigned.

Trent Christman of the sales and program traffic department of NBC Hollywood is the father of a girl born Dec. 29.

Bob Taylor, veteran of World War II, has joined sales staff of WHIC Memphis, Tenn.

Kex Portland, Ore., has named Free Peters as exclusive national representative.

Clark-Wandleless Co., New York, has been appointed exclusive U. S. representative of Radio Belgrano, LBC Buenos Aires, Argentina; Belgrano Network, comprising 26 stations in Argentina and Paraguay, and the Voice of La Democracia, TBS San Salvador, El Salvador.

Larry Nuss, formerly with Kol Seattle, has been named account executive of WADD Seattle.

Walter L. Amidon, former announcer, producer and traffic manager of WOR and WNEW Buffalo, has been named head of the traffic department of newly formed WOR Broadcasting Corp.

Pe Montegut, formerly of CBS Chicago, has joined the traffic and program department of WDSU New Orleans.

Home Wire Recorder

STROMBERG-CARLSON Co. plans to place on the market within six months a magnetic wire recording machine for home use, according to a dispatch in the Wall Street Journal. The firm’s senior engineer, Roy S. Anderson, said the recorder’s range will be restricted only by limitations of the loudspeaker, system used with it. Estimated cost of the set is from $200 to $300.

"Sis hasn’t seen her boy friend for two years—why does she want him to listen to WDFD Flint in the dark?"
IDEA SPREADS
WBML's Chamber of Commerce
Show Is Model

WBML MACON's local public affairs program sponsored by the local Chamber of Commerce, has been selected by the National Chamber of Commerce for adaptation in cities of comparable size throughout the nation.

The announcement was made Dec. 18 by Larry P. Dickey, manager of Southeastern division of the U. S. Chamber of Commerce, at a meeting of the Chamber of Commerce public affairs committee.

Benning M. Grice is chairman of the public affairs committee which has sponsored the weekly series of public forums over WBML since September.

Dr. Edmund F. Cook, retired Macon minister, has acted as moderator of the programs which featured discussion of current topics of national and international affairs by local citizens. Plans for the 1947 series beginning Jan. 8 were also discussed at the meeting.

Revenue Boost Needed
To Offset Cost of CBC

"OPERATING a nationwide radio system is probably more expensive per head in Canada than in any other country in the world," A. D. Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corp., told the Ottawa branch of the Canadian Club. "In a regular day's operations the CBC uses over 20,000 miles of landlines connecting stations, and land lines cost plenty of money."

Mr. Dunton intimated more commercial broadcasting on CBC stations and more revenue, to offset revenue, in addition to the annual listener license fees which make up the bulk of CBC revenue. Because of the Canadian geography, he pointed out, Canada needs far more transmitters and wire lines than other countries to reach the same number of listeners. Costs also went up because of maintaining service for five time zones and for two main language groups.

STROMBERG-CARLSON CO., New York, will increase national advertising division during 1947. Stanley H. Manion, manager of advertising and public relations, announced Dec. 30. Radio division schedule will more than double that of 1946, using advertising supplemented by newspaper advertising in all important markets.

Agency is McCann-Erickson, New York.

WPEN Essay Contest
AN ESSAY competition for high school students in the Philadelphia area in connection with the city-wide observance of the 150th birthday of Benjamin Franklin on Jan. 17 has been announced by WPEN Philadelphia. Two $500 scholarships to the Charles Morris Price School of Advertising and Journalism will be awarded for the best 600-word essays on the theme: "What would Ben Franklin say to the United Nations about living together in peace?" A special savings bond award will be made by the Poor Richard Club to the teachers of the winning students, with certificates of merit to the schools which the winners attend. The two scholarships, one for a boy and the other for a girl, will be known as United Nations representation at the annual banquet of the Poor Richard Club on Jan. 17 at the Bellevue-Stratford Hotel.

Souvenir Issue
IN HONOR of its recent Open House Week, WCOP Boston has issued its regular monthly Sales Spotlight publication in the form of a souvenir booklet picturing the new studios and facilities of WCOP as well as the station's personnel. Sales Spotlight is especially directed to dealers who sell products advertised on the ABC outlet. Souvenir issue is done in two colors in large page size. In addition to local personalities the program stars of the network also are featured. WCOP executives also are introduced.

Consumer Folder
PREPARED for dealer distribution to consumers, new folder issued by home appliances department of RCA Victor describes new model television and combination radio models, two table sets and two console sets, and describes in detail the folder along with the RCA Victor development of "Golden Throat" tone systems, all 13-channel automatic station selector and the RCA Victor television owner policy.

Dairy Heifer Contest
THIRD ANNUAL Dairy Heifer contest being sponsored by WMT Cedar Rapids, Iowa, and WOC Dubuque, Iowa, December 18, will list questionnaires on general subject of good dairying, winning entries to receive purebred dairy heifers and 15 cash prizes offered by WMT. Winners will be announced March 15 and awards made at banquet in Waterloo, Iowa, March 22.

Album to Jewelers
LONGINES-WITTNAUER WATCH Co., New York, has sent jewelers a record album with selections of the "World's Most Honored Music" played by the Longines Symphonette on the transcribed program of that name, sponsored by the company on more than 150 stations. Titled "An Evening in Carnegie Hall," album is the fifth in an annual Christmas series and commemorates the first public appearance of the orchestra, arranged for the annual convention of the American National Retail Jewelers Assn.

Radio Time Calendar
THE KATZ Agency station representative, is distributing to timebuyers its annual edition of "Calendar of Expired Dates," showing starting and ending dates of 13-week, 26-week, 39-week or 52-week cycles.

Cuban Report
REPORT on survey of advertisers Assn. of Cuba is being distributed by RHC-Cadena Azul, Havana, emphasizing that RHC is "in first place. Figures don't lie." Report gives official figures of September, October and November surveys made by AAC, showing rating of RHC in comparison to other Cuban stations.

Cheesecake Calendars
FEMININE stars of 12 Mutual programs in cheesecakes poses adorn the monthly pages of a 1947 calendar sent to editors Dec. 31 by the "MBS press gang."

Book Matches
WIB Columbus, S. C., is distributing 25,000 book match folders through cigarette machines in Columbia area.

PROMOTION PERSONNEL
SAM ELFERT, former account executive at Shirley Kay Assoc., New York, has joined WLIB New York, as chief of promotion and publicity, succeeding THOMAS MATHOT, who has resigned to devote full time to writing the MBS "Crimes of Carelessness" program and other freelance work.

MILDRED PARISETTE, formerly merchandising director of WPTF, Philadelphia, has joined KEX Portland, Ore., as assistant sales promotion manager.

DOROTHY LEE MICKELS, has joined WDGY Minneapolis as assistant promotion manager.

Correction
ANNOUNCEMENT by MBS (BROADCASTING, Nov. 31) that the agency for the Radio Bible Class, Grand Rapids, Mich., which renewed its program on that network, was Erwin, Wasey, New York, was incorrect. Agency is Stanley G. Boynton Co., Detroit.

FULL STEAM AHEAD!

Grab your hat and hold on, because this rich Wichita market is really going places in 1947. Live stock receipts are going up and up, wheat prospects are wonderful, and retail sales show a great increase over last year.

1947 looks good to the Wichita market, and to the advertisers using KFH, that Selling Station For the Southwest.

RHC IS "FIRST PLACE. FIGURES DON'T LIE." REPORT GIVES OFFICIAL FIGURES OF SEPTEMBER, OCTOBER AND NOVEMBER SURVEYS MADE BY AAC, SHOWING RATING OF RHC IN COMPARISON TO OTHER CUBAN STATIONS.
AM or FM

...you can prevent overmodulation with the Western Electric 1126C

**The 1126C** is the latest version of Western Electric's popular level governing amplifier incorporating improvements to fulfill the needs of highest quality AM and FM broadcasting.

It has an extremely short attack time—and eliminates such results of overloading by peaks as (1) splash modulation, (2) overloading in primary channel input interference due to instantaneous overmodulation of an AM transmitter; (2) overshwashing in FM transmission which may cause the guard band to be overridden and also distortion to occur in the receiver; and (3) instantaneous overload and consequent distortion of other transmission systems.

For full information, call your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
BROADCASTING

Dec. 30 Decisions
BY COMMISSION EN BANC

Conditional FM Grant
Ashland Bestg., Co., Ashland, Ky. — Authorized conditional grant made to Class B station, subject to further review and approval of engineer report.

TV Unassigned
WTTG Washington, D. C. — Granted motion to make changes in power of FM CP which authorized new commercial television station, for extension of construction period for period of 6 months, subject to condition that applicant send new application and submit appropriate modification of permit within four months.

Dec. 30 Applications
ACCEP TED FOR FILING

AM — 1300 kc
The Bridgeport Bestg., Co., Bridgeport, Conn.—CP for new standard station on 1300 kc, 1 kW and unlimited hours.

AM — 700 kc
Richard Aukeye, Xenia, Ohio — CP for new standard station on 1260 kc, 1 kW and unlimited hours.

Marvin Handleman and Howard P. Handelman, a partnership d/b as Worcester Bestg., Co., Worcester, Mass. — CP for new standard station on 700 kc. 1 kW and daytime only.

Heard by most... Preferred by most
in the BUYING MARKET

Shreveport
50,000 WATTS
Represented by The Branham Co.

1250 kc
Schoharie County Community Service Bestg., Corp., Cohoes, N. Y.—CP for new standard station on 1250 kc, 1 kW and daytime only.

1080 kc
The Argus-Press Co., Oglesby, Mich. — CP for new standard station on 1080 kc, 250 w and daytime only hours.

1400 kc
WHBC Canton, Ohio — Modification of CP as modified, which authorized increase in power, installation of new transmitter and change in transmitter location, to change in antenna and power.

1400 kc
Public Service Broadcasters, Toledo, Ohio — CP for new standard station on 1400 kc, 250 w and unlimited hours.

1320 kc
Z. Jones, Galena, Il., CP for new standard station on 1320 kc, 250 w and unlimited hours.

1770 kc
Orba T. Harrell and Orba W. Harrell, a partnership d/b as Harrell Bestg., Co., Galena, Il. — CP for new standard station on 1770 kc, 250 w and unlimited hours.

1400 kc
Quincy Express Co., Quincy, Ill. — CP for new standard station on 1400 kc, 250 w and unlimited hours. (Request facilities of KMQ, Quincy.)

910 kc
E. M. Arritt, the American Bestg., Co., Waycross, Ga. — CP for new standard station on 910 kc, 5 kW and daytime only.

1500 kc
Frequency Change Grant: The Shreveport, La. — CP for new standard station on 1500 kc, 250 w and unlimited hours. (AMENDED: to change frequency from 1500 to 1350 kc, hours of operation from unlimited to daytime only, use of new transmitter and change in location and change in re stockholders)

1140 kc
Edisto Broadcasting Co., Barnwell, S. C. — CP for new standard station on 1140 kc, 250 w and unlimited hours.

1500 kc
W. David Evans, Luther L. Copeland and Richard J. White, a partnership d/b as Brazoria County Bestg., Corp., Hempstead, Texas — CP for new standard station on 1500 kc, 250 w and daytime only hours.

1340 kc
W. W. Reauch, Beechenage, Tex. — CP for new standard station on 1340 kc, 250 w and unlimited hours.

1400 kc
W. W. Reauch, Beechenage, Tex. — CP for new standard station on 1400 kc, 250 w and unlimited hours.

1230 kc
W. W. Reauch, Beechenage, Tex. — CP for new standard station on 1230 kc, 250 w and unlimited hours.

940 kc
Willis Jarrell, William S. Reeves, Robert S. Boulter, William D. Lawrance, Jr., Thomas G. Pollard Jr. and Francis Lee Davis — CP for new standard station on 940 kc, 1 kW and daytime only hours.

1400 kc
WMJL Peoria, Ill. — CP change from 1020 to 970 kc, change operation from daytime to unlimited time, change antenna and change transmitter location and to change studio location.

1300 kc
Carl Phillips, Robert Phillips and John Phillips, a partnership d/b as Pass Hop Radio Co., Oakland, Calif. — CP for new standard station on 1300 kc, 250 w and unlimited hours.

1240 kc
Silver Bestg., Co., Wallace, Idaho — CP change from 1460 to 250 w, installation of new transmitter, change in transmitter location and to change transmitter location.

1600 kc
Miller Publishing Co., Osage, Wash. — CP for new standard station on 1600 kc, 1 kW and daytime only hours.

1190 kc
WLIB Brooklyn, N. Y. — Modification of CP as modified, which authorized increase in power, installation of new transmitter and change in transmitter location, to change in antenna and power.

1270 kc
Southland Bestg., Co., North Miami Beach, Fla. — CP for new standard station on 1270 kc, 250 w and unlimited hours.

1500 kc
WMLS Belvidere, Ill. — CP for new standard station on 1500 kc, 250 w and unlimited hours.

1410 kc
KQV Pittsburgh, Pa. — Modification of CP as modified, which authorized increase in power, installation of new transmitter and change in antenna location, to change in antenna and power.

1290 kc
Williamson Bestg., Corp., Pikesville, Md. — CP for new standard station on 1290 kc, 250 w and unlimited hours.

1500 kc
WANJ-CP, Atlantic City, N. J. — CP for new standard station on 1500 kc, 250 w and unlimited hours.

AM — 630 kc
Lester Lee May, San Antonio, Tex. — CP for new standard station on 630 kc, 5 kW, directional antenna day and unlimited hours.

1470 kc
KYTI Sioux City, Ia. — Change of frequency from 1450 to 1470 kc, increase in power from 250 w to 5 kW, installation of new transmitter and change in antenna day and night and change transmitter location.

Transfer of Control

(Continued on page 64)
FCC Actions
(Continued from page 68)

Applications Contd.:
J. Farley, George W. Benk, David J. Winton, Oliver T. Skelie, Theo Kamm (all of Des Moines, lowa)—relocation of KIAM, Des Moines, lowa, to new location and to change time of transmis-
sion application for renewal of license. AM—2000.

The Shawano Independent Publishing Co.,
Shawano, Wis.—CP for new standard station on 1540 kc, power to 250 w and day and night time.
AM—1400 kc.

Voice of Evangelism Inc., Ypsilanti, Mich.—CP for new standard station on 1540 kc, 250 w and unlimited hours.

Applications Tendered for Filing:
R. J. Falso (four vertical antennas), San Diego, Calif.—CP for new standard station on 1340 kc, 100 w and unlimited hours.

AM—1600 kc.

Columbia-Montour Bstg. Corp., Bloomsburg, Pa.—CP for new standard station on 1540 kc, power to 250 w and unlimited hours.

AM—1000 kc.

Community Bstg. Co., Erie, Pa.—CP for new standard station on 1460 kc, power to 250 w and unlimited hours.

AM—1000 kc.

KFIPO Spokane, Wash.—CP for new standard station on 1340 kc, power to 250 w and unlimited hours.

AM—800 kc.

KEWS Cleveland, Ohio.—Granted modi-

ification of CP which authorized new television station, to change time of transmis-
sion, to change antenna to vertical type, to change studio location.

AM—1400 kc.

KGBC Galveston, Tex.—Granted modi-
fication of CP which authorized new television station, to change studio location, to change antenna to vertical type, to extend operation to all day, and from 6:00 to 10:00 p.m.

AM—1400 kc.

WNCT Chicago.—Granted modification of CP which authorized new television station, to change antenna to vertical type, to change studio location, to extend operation to all day.

AM—800 kc.

WPNC Fayetteville, N. C.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location, to extend operation to all day.

AM—1400 kc.

KCS Ontario, Calif.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location.

AM—1400 kc.

WRICE Lake Ws., Wis.—Granted CP to install new vertical antennas and mount FM antenna on top of AM tower.

AM—800 kc.

WASU Lafayette, Ind.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location.

AM—1400 kc.

KOWI Santa Monica, Calif.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location.

AM—1400 kc.

KEW New Iberia, La.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location.

AM—1400 kc.

WIKG Bogalusa, La.—Granted modi-
fication of CP which authorized new television station, to change antenna to vertical type, to change studio location.

AM—1400 kc.
tion of CP which authorized new standard station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

WJOI Florence, Ala.—CP for change frequency from 1,260 to 1,290 kc, power from 250 w day and night to 1 kw day and 1/2 kw night, new transmitter and directional antenna for night use, and change transmitter location.

WJVB Jacksonville Beach, Fla.—Modification of CP which authorized new standard station for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

WPAG Mount Airy, N. C.—Modification of CP which authorized new standard station for new transmitter and directional antenna for night use, and change transmitter location.

AM—740 kc

WPAG Mount Airy, N. C.—CP to increase power to 1 kw and to install a new transmitter.

AM—1320 kc

KASA Elkh City, Okla.—CP to increase 100 w day and night to 250 w day and night, install new transmitter and change transmitter location.

KOMA Oklahoma City—Modification of CP as modified, which authorized increase in power and installation of new transmitter and directional antenna for night time operation, and new transmitter and directional antenna for extension of completion date.

FM—94.1 mc

George M. Betts, Florence, S. C.—CP for new FM (Class B) station to be operated on channel 90, 101.4 mc, ERP, 13.3 kw, height above average terrain: 464 feet.

AM—690 kc

KPET Lamesa, Tex.—Modification of CP which authorized new standard station for approval of antenna and transmitter location.

AM—1020 kc

WMJJ Pearls, Ill.—Modification of CP which authorized new standard station, to change type of transmitter and make changes in vertical antenna.

AM—820 kc

WRKY Evanston, Ind.—Modification of CP which authorized new standard station for approval of antenna, to change type of transmitter, to mount FM antenna atop of AM tower and for approval of transmitter and studio locations.

AM—970 kc

CQX Rochester, N.Y.—CP for new standard station on 920 kc, power of 1 kw, directional antenna of 1 kw, directional antenna of 1 kw, nighttime and nighttime hours of operation. AMENDED to change frequency from 920 to 910 kc, changes in directional antenna on daytime and change transmitter location.

AM—990 kc

Gita Best, Co., Coolidge, Ariz.—CP for new standard station on 1470 kc, power of 1 kw, nighttime and nighttime hours of operation. AMENDED to change frequency from 1470 to 1460 kc.

KGEB Long Beach, Calif.—Involuntary.

(Continued on page 69)

NEWS

PAUL COBERL, former sports director of KTVU in Oakland, Calif., has been named sports director for the Oem Group, after he was vice president of Sports of KFAN-FM, Minneapolis. He joined KFAN as director of promotions in 1973 and in 1978 he was named director of promotions and programming. He will manage the programming and production of KTVU, which is owned by the Oem Group.

ROGER PATRICK, newscaster, has taken on additional duties as news anchor and Lidic at ELC in Hollywood.

JOHANNES STEEL, WNEW's New York City news director, has been named to the position of vice president and general manager of the Thompson Organization. He will be responsible for all news operations at the station, which includes newsgathering and distribution.

BRETT REID, former sports director at WFLD in Chicago, has been named to the position of sports producer at WFLD. He will be responsible for all sports programming, including newscasts, features and special events.

WJHP Jackson, Miss.—CP has granted a five-year lease extension to WJHP, which is owned by Perry Associates. WJHP will continue to operate under the same conditions as set forth in the original lease agreement. The station is expected to devote most of its time to music and will remain with the same format for the next five years.

We've Got A Million Dollar Baby! We're worth a million dollars in entertainment for you...and a million dollars worth of fun for you at WJHP!...

Increased Listening, Increased Enjoyment From WJHP.

CHASE, Florida

John H. Perry Associates

New York - Philadelphia - Chicago & Detroit - Atlanta

January 6, 1947 • Page 55
Music Fee Hearing

MUSIC COPYRIGHT FEES to be paid by Canadian broadcasters for 1947 will be set at a hearing of the Canadian Copyright Appeal Board, Ottawa, on Jan. 7, when Canadian Association of Broadcasters and Canadian Broadcasting Corp. will appear before the board to present briefs against tariffs set by Composers, Authors and Publishers Association of Canada (CAPAC) and BMI Canada Ltd. Tariffs filed by CAPAC and BMI Canada, call for payment of $221.05 plus 2½% of gross revenue of stations to CAPAC and $65,156 or 40% of whatever fees the Canadian Copyright Appeal Board sets to BMI Canada [Broadcasting, Nov. 18]. Fees were set during the war years at 5 cents per licensed receiver to CAPAC and 1 cent per licensed receiver to BMI Canada. Last year the Copyright Appeal Board intimates that the entire copyright fee system needs overhauling, and it is expected that whatever rate is decided on this year will provide formula for rate settlement for some years.

WCAU Philadelphia is making its audio output available for community affairs run by various service and non-profit organizations.

RUSSELL G. DAVIS, field representative for RCA in San Francisco area and wartime head of recording for OWI on the West Coast, has resolved to become chief engineer of new GENE BURKE BROADCAST STATION in Arizona. He will supervise construction and direct technical operations of the Phoenix-Odendale, KSBQ Yuma, KPAK Phoenix and newly organized Radio Arizona, regional network.

ROBERT W. LARSON, former assistant manager of RCA Engineering, Lancaster, Pa., and previously member of engineering staff of General Electric Research Lab., has been named administrative assistant to director of General Electric Research Lab., Schenectady, N. Y. He will aid in planning and operating new laboratories being built in Nukayuna, N. Y.

GARRARD MOUNTJOY, president of Electronic Corp. of America, has returned to New York from a vacation in Europe. He will devote his full time to practice as consulting radio engineer.

SAMUEL J. JOHNSON, former president of ECA which he founded, was elected chairman of the board of ECA.

RAYTHEON MFG. & IND., Watertown, Mass., is introducing two new antenna measuring tuning units, RT-100 for association of stations from 250 to 1,000 w and RT-5 for AM stations from 5 to 50 kw. Units, according to Raytheon, "provide a convenient means for matching antennas of widely diverse characteristics to either concentric or open wire transmission lines; in addition they possess approximately monotonic reduction properties." Raytheon's power tube division, Watertown, Mass., has announced the first of a new line of magnetic condensers, the RC100-50. "In addition to their compactness, low loss, low temperature coefficient and immunity to humidity, dust and other contamination, Raytheon vacuum condensers have several design features which permit high B.F. currents without overheating," company said, recommending economical use in high-powered radio frequency transmitters and industrial applications.


J. CHARLES L. JACK, inventor of electronic tube making possible million-of-a-second X-ray exposures, has been named director of research in lamp division of Westinghouse Electric Corp., succeeding DR. HARVEY C. RENTSCHLER, who is resigning. DR. JOHN W. MARDEN, assistant director of research in charge of development of rare metals, has been appointed manager of newly organized molybdenum department in lamp division.

ENGINEERING SERVICES Inc., through its vice president, JOHN R. CONWAY, has contracted to provide antennas for several new Class B FM stations, including WMLL Evanville, Ind., owned by Evanville on the Air, operator of standard station WGBP that city. Conway is engineering consultant for WGBP. Engineering Services plans to apply for new patent on new and improved FM antenna still in development stage.

JAMES W. DAVEN, Co., Newark, has announced a new frequency meter, Type 838, a direct reading instrument designed to measure frequencies in the audio and super audio spectrum with applications in electrical, radio, accounting measure- ment, telephone and telegraph laboratories.

found for several hours. His whereabouts were still unknown when KOIN got a teletype message from CBS in New York asking for information on the theft of Robert Trout's 3:45 p. m. (P.S.T.) broadcast. KOIN then broadcast an appeal to residents of Banks for information about Mr. Smith who, at 2:59 p. m., called KOIN. Mr. Smith himself telephoned the station and gave an autographed sketch which was teletyped to New York in time for Mr. Trout's broadcast.

INDEX TO ANTIENNA PROBLEMS

SPECIALIZING IN ANTIENNA PROBLEMS

ROBERT M. SILLIAM
CONSULTING RADIO ENGINEER
1011 New Hampshire Ave. N.A. 6485 Washington, D. C.
GREENVILLE, S. C. ... A SHORT DRIVE TO BUY

FRANK R. BROSKEY, with Peepeldon Co. since 1945, has been named dis- rector, advertising for Peepeldon Division, Lever Bros.

NOMA ELECTRIC Corp., New York, has named Frank Quinn, Director of the Electric Division, the Edo Lawley Division and the Refrigeration Corp. of America for an extended sales tour

BROOKLYN UNION GAS Co., Brook- lyn, in the event of a prolonged period of rough weather, plans to use spot an- nouncements on six New York stations to inform consumers that service may be curtailed. Agency is N. W. Ayer & Son's, New York.

NOVELTY TOY Co., New York, has been assigned to Leon S. Golnick & Assoc., Baltimore.

RICE GROWERS Assn. of California, Saccarese (cooperative), and Ayer Inc., San Francisco (stabilized dairy products) have appointed McCann- Erickson, San Francisco, to handle advertising.

ANGEL CALIFORNIA NATIONAL BANK, San Francisco, has appointed Foote, Cone & Belding, that city, to handle advertis- ing.

VERNON MPG Co., Los Angeles (sportswear), has appointed Kemmerer & Inc., Hollywood, to handle national adver- tising. Appointments are to be announced later.

CHARBONNEU PACKING Corp., Yak- ima, Wash., (Wax West apple juice), has appointed Ruthrauff & Ryan, Seattle, to direct Pacific Coast advertising.

AROLD DANSLEY has been named re- porter at WCCO, St. Paul, for Pictorial production for PRC Pictures, Hollywood.

BETHEL BEVERAGES, San Francisco, has appointed Weinter Adv., that city, to handle advertising.

GENERAL FOODS, Montreal, has appointed Searles Advertising to handle adver- tising. Searles has a number of remote video pickups planned by company. Agency is Searles Advertising, Philadelphia.

U. S. RUBBER Co., New York, has re- viewed for 11 weeks its sponsorship of weekly quarter-hour "Campus Hour" television program on WNYT New York. Fred Cooper, that city, is Campbell & Co., New York.

FIFTH AVENUE, New York (furn.), has announced increase in advertising budget for 1947. Firm will increase use of radio spots and programming. Lew Kashuk Adv., New York, is agency.

DELAVALE FLOOR PRODUCTS, New York (Vinyplite plastic floor tiles and floor coverings), has appointed J. M. Mathes Inc., New York, to handle adver- tising. Media plans are being made.

THOMAS A. GONZON, former vice-presi- dent of Northwestern U., has been appointed director of personal and pub- lic relations of Lever Bros. Co., Cam- bridge, Mass.

P. L. MANTINE & SONS, Newark, N. J. (Ballantine Ale), and General Cigar Co., New York (White Owl Cigars), will co-contribute a $250,000 contribution to the bids for New York World's Fair, which will he named on WINS New York. MIL ALLEN will describe games, both firm's name. Walter Tighe, executive, New York.


LUEY PACKING Co., Vernon, Calif. (canned meat products), has appointed

Place on KFPI OF THE 53 regular advertisers placing business on KFPI Mai- na, 31 are for Ezra & B. Proctor. Among these are 31 are for Ezra & B. Proctor. Among these are Jan. 1, 1946, are Vicks, Menefee, McDonald, Ford, Pepsi Cola, Emerson Radios and Len- theriac.

Dan B. Minier Co., Los Angeles, to han- dle advertising. Radio will continue to handle advertising. Radio will continue to handle advertising.

AUTO ELECTRIC SERVICE Co., To- ronto (equipment distributor), has ap- pointed J. J. Gibbons Ltd., Toronto, to handle advertising.

EAGLE PENCIL Co., Canada, Toronto, has appointed James Fisher Co. To- ronto, to handle advertising.

BOB MARKETERS, New York, Dec. 29 sponsored a video motion picture review of the leading news events of 1946 on WNBT New York. Pictorial his- tory was co-sponsored by the NBC television network and division. Agency for Ebo Marketers is Marshaik & Pratt, New York.

Network Accounts

New Business

PROCTOR & GAMBLE Co., Cincinnati (cosmetics and related network for "Pepper Young's Family" from 125 NBC stations Mon. through Fri. 1:30-2:30 P.M. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

THE BORDEN Co., New York, March 1 renewal for "Counties Fair" for 11 weeks on CBS, Sat. 1:30-2:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

LEAMONT CORLIS Ltd., Toronto (wine), Jan. 9 renewed to June 12, and also Sept. 11 to Dec. 18, "John and Judy" on 26 CBC Trans-Canada stations. Trans-Canada renewal gives for Mon., Thurs., 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Vernon. 35 stations, Mon. through Fri. 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

I. R. C. INTERNATIONAL SILVER CO., Cana- da, Hamilton, Ont. (silverware), Jan. 3 for 42 weeks "Adventure, Home, and Marit trying" on 35 Canadian stations, Mon. through Fri. 12-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

ELECTRIC AUTO LITE Co., Toronto (batteries, spark plugs), Jan. 9 for one year and Dick Baynes Show on 30 CBC Dominion stations. Thurs., 9:30-9:45 p.m. Agency: Ruthrauff & Ryan, N. Y.


ELECTRIC ORPHEUM CORP. (Tenderfoot Tea), Jan. 3 for one year "Fred Allen Show" Mon., 8:30-9:30 p.m. Agency J. Walter Thompson Co., Montreal.


JAMES C. DODD, Toronto (Rinse), Jan. 15 for one year "Laura Limited," on CBC stations Mon. through Fri. 11:45 a.m.-12 noon; Agency: J. Walter Thompson Co., Toronto.


CITIES SERVICE Co., New York, has renewed "Cities Service Highway" on 74

Radio Effective in Drive To Prevent Forest Fires

RADIO is giving "very broad and effective help" in the prevention of forest fires, R. M. Evans, regional district manager of the U. S. Department of Agriculture Forest Service, said in commenting on reports the Serv- ice has received on the participa- tion of radio stations in this public service project.

"Based upon the expressed desire of NAB to cooperate in this pro- gram to save public and private property from destruction," Mr. Evans said, "the various networks have been invited to send reports of their efforts to save specific fires "that are used as time schedules permit during the spring and fall fire seasons. With our letter of trans- mittal we enclose a prepared postal card, which we ask the stations to fill in and return at the close of the fire season.

Broadcasters who advise that they have used forest fire preven- tion spot announcements then re- ceive a letter from the U. S. Department of Agriculture acknowledging their cooperation and extending the De- partment's thanks for reminding their rural listeners to be careful with fire in the woods, Mr. Evans said.
Applications Tendered for Filing:

Neb.

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**ABC Gross Shows 1.4% Gain for Year**

**General Mills Is Leader Of Those Placing**

**Time in 1946**

ABC gross time sales in 1946 totaled $40,617,320, topping its 1945 gross of $40,045,666 by 1.4% but still lagging behind the network's all-time high of $41,566,129 in 1944, when the regular commercial business was bolstered by sales for political broadcasts preceding the Presidential election.

Foods and food beverages was the leading classification of advertisers on ABC in 1946, with gross expenditures of $12,292,273. Drugs and toilet goods formed the second class, with $9,483,782, and stationery ranked third, grossing $7,731,241. House furniture and furnishings made up the fourth classification, spending $2,385,649 for ABC time, before discounts, and advertising supplies and housekeepers' supplies were the fifth class, with gross billings of $2,375,722.

**General Mills Heads List**

General Mills was the year's leading advertiser on ABC, spending $2,516,762 for time before discounts, a half-million more than was spent by Procter & Gamble Co., in second place with gross of $2,404,091. Miles Labs. was third with $1,965,231; Kellogg Co. fourth, with $1,804,793, and Sterling Drug fifth, with $1,732,755.

Top agency for ABC for the year was Dancer-Fitzgerald-Sample, which placed $4,076,892 worth of business. J. Walter Thompson Co. ranked second with gross purchases of ABC time amounting to $3,766,584. BBDO was third with billings of $3,507,199; Kenyon & Eckhardt fourth with $2,993,995; Compton Adv. fifth with $2,905,677.

ABC carries 12 programs for cooperative sponsorship, with well over 50 stations participating. The network reports its programs department is auditioning several other co-op programs to start on a staggered basis.

**Plans for FM**

With lifting of controls on equipment, ABC has specific plans for building FM stations in New York, Chicago, Detroit, Los Angeles and San Francisco. During 1946 thorough consideration was given to various sites in each locality and an engineering study completed with respect to the availability of facilities, such as power lines, telephone lines, water, roads and other pertinent details. Preliminary plans have now been drawn, and orders have been placed with several manufacturers for FM transmitters, antennas, monitors and test equipment.

ABC expanded its television facilities during 1946. As the year began, the network had access to three outlets, New York, Schenectady and Philadelphia. This number has been expanded to five, with the use of the AT&T line to Washington and an arrangement with WBKB Chicago for the use of that outlet. ABC is now awaiting action on its applications for television in New York and San Francisco.

**INDUSTRY SUMMARY: GROSS BILLINGS 1946**

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<tr>
<th>Industry</th>
<th>1945 Billings</th>
<th>1946 Billings</th>
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<tr>
<td>Foods and Food Beverages</td>
<td>$12,292,273</td>
<td>$12,504,691</td>
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<tr>
<td>Stationery and Publishers</td>
<td>$1,865,291</td>
<td>$1,886,469</td>
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<tr>
<td>Stationery and Furnishings</td>
<td>$1,229,400</td>
<td>$1,299,604</td>
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<tr>
<td>Miscellaneous Goods</td>
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<td>Machinery, Farm Equipment</td>
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<td>Lubricants, Petroleum Products</td>
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<td>Advertising Agencies</td>
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**ADVERTISERS: GROSS BILLINGS 1946**

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<td>B. F. Goodrich Co.</td>
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<td>$1,899,604</td>
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<td>Libby, McNeill &amp; Libby</td>
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<td>General Foods Corp.</td>
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<td>Charles E. Himes Co.</td>
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NBC Stations Committee
To Elect New Officers

MEMBERS of the new NBC stations Planning & Advisory Committee will elect a chairman andsecretary at their first meeting in New York Jan. 22-23. New members are: Paul W. Morrison, vice president and general manager, WTIC Hartford, Conn.; Richard H. Mason, manager, WPTF Raleigh; Milton Greenbaum, president and general manager, WMJ Saginaw, Mich.; H. W. Slavick, director, WMC Memphis; John J. Gillin Jr., president, WOW Omaha; William B.way, manager, KVOO Tulsa; Walter C. Wastok, general manager, KIDO Boise, Idaho; H. Quentin, Cox, manager, KGW Portland, Ore.

The meetings will also be attended by Easton C. Woolley, NBC director of stations operations; Sheldon B. Hickox, manager of station relations, and other NBC officials. Retiring chairman is Clair R. McColough, WGAL Lancaster, Pa., vice president of Campbell Arnoux, WTA Norfolk.

Barnett Promoted

APPOINTMENT of Frank H. Barnett as manager of manufacturing for the Home Radio Division of Westinghouse Electric Corp. was announced last week by Harold B. Donley, division manager. Mr. Barnett, a 20-year veteran with Westinghouse, will supervise activities of the manufacturing and allied departments at the company's Sunbury, Pa., plant. Since 1937, Mr. Barnett has been superintendent of production at Westinghouse's East Springfield, Mass., branch. He received the company's highest employee award (Order of Merit) in 1945 for his "personal ability and leadership and for his contribution to an efficient organization," which made possible "an enviable record in the production of military equipment" at the East Springfield works.

Mrs. Powers

Mr. Barnett

PRETTY RIDER astride the photogenic horse is Jeannette Batcheller, member of LAW Lawrence, Mass. secretarial staff. "Flush" is her own four-year-old chestnut pony, recently arrived from the West, where it was trained for polo and jumping.

Whole Village on 'We'

ENTIRE population of community numbering 25, located on edge of Great Smokies, moved Dec. 22 to Asheville, N. C., for Christmas party broadcast on CBS We the People. Party was one of several given week before Christmas by Maj. Cecil Brown of Salvation Army for her "parish" which covers 50 square miles of mountain terrain. Maj. Brown holds one party each day in seven isolated communities with no telephone or telegraph lines, few roads and few radios.

Pischke Joins Littel

VAIL W. PISCHKE, formerly with Kirkland, Fleming, Green, Martin & Ellis, Washington radio law firm, and S. King Funkhouse, specializing in trial work, are now associated with Norman M. Littel, Washington, in general practice of law.

IN LISTENERS...In Western New York they have the WHAM listening habit.

WHAM programs are tops in audience preference.

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market...43 county coverage.

IN AUDIENCE BUYING POWER...WHAM's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of WHAM

MARKET DATA

Pearson

(Continued from page 18)

($1,500); Frank A. Kaufman, interested in laundry and dry cleaning businesses 0.5% ($1,500); John C. Kirby, war veteran, John Henry Lewin, attorney and former special assistant to the U. S. Attorney General, Leo H. McCormick, 30% owner of Fresh Frozen Foods Inc., and John H. Searf, past president of American Institute of Architects and other organizations, 0.4% each ($1,000 each).

Messrs. Pearson's and Allen's stock purchases and subscriptions total $88,750 each ($13,312.50 paid and $75,437.50 subscribed). The petition to amend the by-laws and show the reorganization was filed Tuesday by the Washington law firm of Coh & Marks.

January 6, 1946 • Page 71
The group attending the first FMA meeting in Chicago Oct. 21 and has since been active in its affairs. Commercial Radio Equipment offices in Washington have been used as temporary headquarters of FMA.

Mr. Hofheinz, a newcomer to the FM field, resigned as county judge in Houston to enter radio two years ago when his license for KTHT was granted. KOPY, his FM adjunct, went on the air in early fall [Broadcasting, Oct. 26].

Most members of the old FM Broadcasters Inc., which dissolved Oct. 21 during the NAB convention in Chicago [Broadcasting, Oct. 28], are expected to attend the Friday morning session.

WATER -FM and WINX-FM Washington will provide fulltime program service. WASH-FM will broadcast from the business offices of FMA and air interviews with its representatives. WINX-FM will provide the full WINX schedule, which it duplicates.

Transmitter manufacturers will send representatives to discuss needs with applicants and broadcasters. Appearing on the program Friday morning will be representatives of GE, RCA, Graybar Electric Co., Radio Engineering Labs., Westinghouse Electric Corp., and Federal Telephone & Radio Co.

The FCC Engineering Dept. will set up a consulting office in the Statler Thursday, in charge of Cyril M. Braun, chief of the FM Section, Broadcast Division. The office will remain open Friday.

Press Assn., AP subsidiary, plans to install the AP radio wire at the Statler Friday morning, according to Joe Torbett, Washington manager of PA.

FMA was born as FMBI for

mally closed its books in October. Led by Ira Hirschmann, president of Metropolitan Television Inc., New York, licensee of WABF, a group of 36 former members of FMBI laid the foundation for the FMA. The Steering Committee of 12 was created, with Mr. Hofheinz as chairman, to investigate the possibilities of forming a permanent organization to promote FM.


Four AM Station Grants Are Issued

Danville, Va., is Given Permit For Assignment Change

GRANTS for four new AM stations—at Duluth, Minn.; Asheville, N. C.; Hammond, La., and Mayaguez, P. R.—were authorized by the FCC last Monday.

At the same time, with Comr. C. J. Durr voting for hearing, WBTM Danville, Va., was authorized to move from 1400 kc to 1350 kc with 5 kw day and 1 kw night, directionalized at night. The grant was subject to any interference that may be received from Evansville, Ind., and the Wabash Broadcasting Corp. and WJPS Inc. are applying for use of 1330 kc.

The new station authorizations were as follows:

Duluth, Minn.—Lake Superior Broadcasting Co., 1080 kc, 10 kw day, 5 kw night, directional antenna fulltime.

Principal stations: Thomas M. McCabe (president), 15 2/3 %; Duluth attorney; Frank E. Mahan (16 2/3 %), president of Benson Electric Corp., H. E. Fryberger (16 2/3 %), attorney; James R. Bla淡水 (15 2/3 %) of WREB Duluth; John C. Mann, president; M. Marcus, president of Miller Co.; T. N. Gruber (8 1/3 %), secretary-treasurer of M. Marcus, president of Miller Co.; T. N. Gruber (8 1/3 %), secretary-treasurer of M. Marcus, president of Miller Co.

Asheville, N. C.—Skywave Broadcasting Co., 1380 kc, 5 kw day, 1 kw night. Principal stations: Charles M. Britt (50 %), attorney; William C. Britt (25 %), food broker at Greenville, S. C.; W. C. Britt (25 %), attorney, manager and partner in Britт-McKinney Co. at Greenville, formerly with WMC Greeneville, Charles M. Britt (16 2/3 %), electrical engineer, N. C. Shipbuilding & Drydock Co., Wilmington, N. C.; T. C. Moresey (10 1/3 %). Asheville automobilists agency and service station owner; Charles Lee (8 1/3 %), Asheville attorney; Charles G. Masters (8 1/3 %), Asheville food broker; Mr. and Mrs. Moresey (8 1/3 %), also with brokerage company. Granted Dec. 30.

Mayaguez, P. R.—Radio America Corp., 1590 kc 1 kw, fulltime. Principal stations: Garcia Mendez, and Richard G. Durban (each 25 %) execs of Oktel Electric Groupers & Processors, Okteliana Pla. In addition, Mayaguez radio stations, remaining 25% is held by the estate of Alfredo Ramirez de Arellano. Granted Dec. 30.

Set Makers See '47 as Big Year

15,000,000 Units May Be Made, Some Chicago Firms Believe

CHICAGO radio receiver manufacturers anticipate the biggest selling year in their history, based on national figures compiled by the Radio Manufacturers Assoc.

Hinging upon an end of labor strife and government interference, many Chicago manufacturers think 1947 will see 16 million units produced, surpassing the 15,000,000 units for the industry’s all-time high in 1941.

The past 12 months have produced close to 13 million sets, according to their figures. Of these, 1,066,749 were auto receivers, 110,525 were FM, and 1,075 were television. Biggest increase, they say, will be in AM-FM combinations, closely followed by televison receivers, as more video stations go on the air.

E. A. Orth, general manager of Philco Distributors Inc., reported a heavy demand for phonograph combinations during the Christmas buying spree and predicted the demand will not diminish for at least six months.

F. F. McDonald Jr., president of Zenith Radio Corp., said the demand for nationally known brands will continue strong in 1947. Zenith distributors and dealers begin 1947 with no sets on hand and large backlogs of orders, primarily as a result of the company’s concentration of advertising for its “Cobra Head” arm on its AM-phonograph combinations,” he said.

Production of bigger combinations is increasing daily but is not nearly meeting public demand, he declared. Of all Zenith production, only sets selling under $50 will be without FM in 1947, Mr. McDonald said.

Harold Renholm, regional manager for RCA, said his merchandise had gone off dealer shelves without approaching the saturation point, even for lowest-priced sets.

The radio-phonograph combination market will remain firm throughout 1947, even in the face of increasing competition, and despite some increase in retail costs, he predicted. He said RCA expects to manufacture 260 black and white television receivers in 1947.

Big Backlog of Orders

Henry Randolph, district representative for General Electric, reported a large backlog of orders and an increase from 20% before the war to 80% in the demand for combination sets. He said the public’s buying has been a great vindication of “brand name” promotion during years when production was virtually at a standstill.

R. Cooper Jr. Inc., General Electric distributor, reported a complete sell-out of sets following the holidays, and expects the demand to continue throughout the new year.

Paul V. Galvin, president of Galvin Mfg. Co., maker of Motorola auto radios, expressed pessimism concerning business prospects for many new companies. He contends that a “shakeout” will result, based on the opinion that more companies are now operating than necessary to meet consumer demand.

Scott Radio Laboratories, one of the industry’s largest manufacturers of expensive receivers, with prices ranging from $1,000 and up, reported an 11.8% increase, effective Jan. 1, with a strong demand for receivers.

All companies anticipate price increases on all receivers with the possible exception of the most inexpensive sets, based chiefly on increased cost of cabinets and component parts and general wage boosts. Chicago department stores also reported a record demand for receivers with hundreds of unfilled orders, both during and after holiday buying.

Fort WJBK Purchase Application Held To Await Filing Papers on WHIZ Sale

APPLICATION for FCC approval of Fort Industry Co.'s acquisition of WJBK Detroit for $550,000 [BROADCASTING, Aug. 26] was placed in the Commission's pending files last week to await the filing of an application for Fort Industry's contemplated sale of WHIZ Zanesville, Ohio.

George B. Storer, Fort Industry president, said when the WJBK transaction was announced that the company would sell one of its existing stations if FCC felt its ownership should not be expanded beyond its present seven stations. In line with this commitment, sale of WHIZ (1240 kc, 250 w) to O. B. Littick, president and publisher, and H. C. Littick, vice president and general manager of the Zanesville Times-Signal, and Ernest B. Graham, Zanesville attorney, for approximately $275,000 was subsequently agreed upon subject to FCC consent [BROADCASTING, Dec. 30].

The Commission was understood to have requested the application for the WHIZ sale before acting upon the WJBK transfer. The application is expected to be ready for filing within about two weeks. Besides WHIZ, present Fort Industry stations are WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WLOK Lima, Ohio.

WJBK, on 1490 kc with 250 w, is licensed to James F. Hopkins Inc. Owners are James F. Hopkins (45%), president and general manager, and Richard A. Connell (55%), automobile distributor and real estate. The $560,000 sales price, a record local station figure, is exclusive of net assets at closing.

Haynes Promoted

STORRS HAYNES, former assistant to Lewis H. Titterton, vice president and radio director of Compton Adv., New York, has been appointed manager of the agency's radio department. Mr. Haynes joined Compton in May 1940. He served overseas with the Armed Forces Radio Service during the war.

WHO

(during daytime)

11.4% to Station B!

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

WWL

New Orleans shouts its shows on car cards throughout the year

Folks turn first to

WWL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel

CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
COMMITTEE REPORTS ON SURPLUS SALES

BLUNT criticism of the War Assets Adm. and predecessor U. S. agencies selling war surplus electronics material was voiced in a report Thursday by the House Special Committee investigating surplus property, of which former Rep. R. C. Slaughter (D-Mo.), was chairman.

"The entire electronics program from its inception has been a costly, outrageous series of inexcusable, if not fraudulent, bungling," the committee concluded. Among recommendations was amendment of the surplus property act to eliminate all priorities with the exception of U. S. agencies.

Evidence taken at hearings held Sept. 23-Oct. 4 showed that of $97,500,000 in electronics surplus sold as of July, only $29,000,000 was received with a sales cost of $9,400,000. An estimated $2,000,000 in electronics surplus is, or will be, in surplus, the committee said.

Causes of Difficulty

Causes of difficulty cited by the committee are rapidity of personnel changes; lack of adequate personnel; lack of inventory; the 10% commission plan for agencies (plus expenses), now being replaced by a flat 35% fee; consignment of readily salable items to a few favored agents; lack of profit for agents on priority sales; inability of agents to get price approval or other action from WAA; shipment of war surplus material to agents.

Sales have been practically at a standstill, according to the committee, with the market for surplus electronics material rapidly vanishing.

FINISH TERMS of contract for sponsorship of Elmer Davis (seated r) by Phillips Packing Co., Cambridge, Md., on WJZ New York Mon.-Fri. 7-7:15 p.m. beginning Jan. 6 are discussed by Mr. Davis and Albalous Phillips Jr. (with pen), vice president and general manager of the firm. Listening in on the discussion are: A. King Aitkin, partner of Atkin-Kynett Advertising, which handles Phillips account; Michael Sweeney, ABC account executive; C. L. Doty, WJZ sales manager; and two Phillips Co. officials, Theodore Phillips, vice president, and S. Charles Wills, advertising manager and assistant to the president.

WMCA New York executives last Thursday submitted a counter-proposal to AFRA demands for the independent station's contract for announcers at a meeting between union and station executives. The union had demanded a basic $80 minimum weekly wage with enough commercial spot announcements to bring the wage total to $115 per week. The station countered with an offer of an annual $5156 weekly salary rise. Union negotiators and station officials are expected to re-negotiate the agreement today (Jan. 6).


The WINS negotiations have reached a temporary impasse and the station's AFRA members have taken a strike vote in event an agreement is not reached.

First of the two disputed points between AFRA and WINS is the salary rise. Here again AFRA has presented demands for $115 weekly wage ($80 basic salary with enough commercial spot announcements to make the $115 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total). Current contract gives announcers a $54 weekly wage ($30 basic salary with enough commercial spot announcements to make the $54 total).

The other disputed point is that of AFRA's demand for a double fee on shows broadcast simultaneously on WINS and WLW Cincinnati, both owned by Crosley Inc. AFRA contends that announcers on the "two-station-network" should receive double the regular WINS fee. AFRA has already signed a one-year contract effective Oct. 1, 1946, with WWIN New York, which gives announcers a $70 basic salary plus enough commercial spot fees to total $115.

KRDO Plans to Go On Air Soon in Colorado Springs

KRDO, new 250 w Colorado Springs outlet, locally owned by Pixes Peak Broadcasting Co., expects to be on the air on 1240 kc during the first week in February, Joe Rohrer, owner-manager, announces. The station, with offices, studios and transmitter in the Alta Vista Hotel, is licensed to operate full time.

Besides Mr. Rohrer, who for the past 12 years has been employed by KOA Denver, including nine years as control room supervisor, the KRDO staff includes:

Commercial manager, Cecil Sveav, formerly traffic manager at KFPE Denver for two and a half years and staff announcer and director of news and special events at KOA for three years; program manager, Mildred Puller, who has had six years' experience at KFXJ Grand Junction, Col.; chief engineer, Charles Eining, who was employed as an engineer at KVOR Colorado Springs for five years before spending three years in the Navy.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other, morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the cambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Heitlinger

CBS Station for the SPARTANBURG-GREENVILLE Market

The Story of FM

WHEN in Rome, (N. Y.) you'll know about FM, if the new WRUN is anything to do about it. With the opening of the station scheduled for sometime next week, the station is going all out to make the public conscious of the advantages of the new service. Features and advertisements are appearing regularly in the Rome Sentinel, and in addition, a column called "WRUN Quiz" is published daily.

At 20 showings during a three-week period, more than 2,500 in Rome and nearby towns have seen GE's technicolor film, "The Story of FM." After each showing, a number of the WRUN staff present a summary of station plans, and answers questions from the audience.

There is also a continuous program of personal contacts, displays for dealers, and sessions with radio repairmen on maintenance problems. Fritz S. Updike is director of the station, with Emlyn Griffith assistant.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES: WEED & CO.

Page 74 • January 6, 1947
CREDIT for starting, single-handed, a "real revolution in the radio industry" is given to Bing Crosby by Fortune magazine in a January article titled "The Great Throat." In starting the "revolution" through his transcribed show (for Philco on ABC) Crosby accomplished "something that no group of stars or corporations or politicians has been able to bring about in more than 20 years," Fortune says.

The profusely illustrated article on Crosby covers eight full pages and eight half pages of Fortune. It calls the crooner the head man of entertainment—"first in films, first on the radio, the personification of their countrymen." 

Top Achievement
But none of Bing's other achievements, says Fortune, "measures up to the magnitude of his assault on the established framework of radio. Each Wednesday night since Oct. 16, Bing has been heard in a transcribed half-hour radio program presented by Philco and its dealers over 202 American Broadcasting Co. stations and some 300 other stations. The news and the revolt and the historic potential all lie in the word 'transcribed'—the programs are recorded, before studio audiences, from six to eight weeks before they are broadcast." 

Fortune calls the transcribed Crosby show "a direct attack on the radio business as constituted—or at least on the two biggest networks, NBC and CBS. It points out that both NBC and CBS have "an absolute ban on transcribed shows for big-name stars (NBC does sell many cheaper recorded programs)."

"If complete-top-caliber programs can be recorded and sold directly to individual stations, what is to become of networks as networks?" It says that the "two biggest chains also know very well—and deplore—the fact that most of their top stars are not only sympathetic to Crosby's revolt but envy him; and worse, that such top draws as Fred Allen and Fibber McGee may insist next season on new contracts permitting them the same freedom of transmission." 

Pointing to the fact that the New York Times had concluded last October that "Mr. Crosby has delivered a major if not mortal blow to the outworn and unrelenting prejudice against the recorded program" and had argued that a definite place remains for broadcasting companies as brokers of radio time, somewhere in the gaveling of radio time, MBS agrees to this role, but that CBS and NBC are "unwilling to modify their established function without a fight." "Both," says the article, "have damned their Wednesday night shows with flashy programs designed to be heard en bloc in an effort to keep listeners from tuning in on Bing, thus consuming Crosby's 'Hopper rating.'"

First result of the Crosby "revolution" has been good programs, the article declares. "No Crosby program is hit or miss; if a song or a gag goes sour, something better can be dubbed in to make the program heard-proof. The second result is that Bing is freed from the grueling task of staying put in one place for 39 weeks each year, facing two days of ordeal each week. This freedom is as much a boon to listeners as it is to Bing: every star, every year star usually goes stale under the pressure that Crosby now avoids."

OFF THE PLATTER
ABC Personalities Contribute Recipes for WROK Book

FAVORITE DISHES of 35 stars of ABC have been compiled in a novel recipe book by Bill Traum, promotion director of WROK Rockford, Ill. The 16-page booklet, titled Recipes of the Stars, was done as a promotion piece for the station and distributed to listeners through Olga Johannes, WROK home economist. WROK is now making the book available to other ABC affiliates with imprints of their own location, and the station's call letters.

Stars whose autographs are on the cover, and whose recipes appear include: Don McNeill and his Breakfast Club members, Paul Whiteman, Tom Breneman, Earl Godwin, Ted Malone, Milton J. Cross, Drew Pearson, George V. Denny Jr., George Hicks, Ann Sothern, and others. Recipes are written in personal style, many with humorous comments and the story of how the star came to know the dish.
Stage Actors Best For Work in Video
Experience in Memorizing Lines, Business Helps

STAGE actors are preferable to talent from either radio or the movies because the stage has given them experience in memorizing lines and business which the other media do not demand, Edward Sobol, senior television producer at NBC, told a meeting of American Television Society in New York.

Discussing a recent video production of the Broadway success, Blithe Spirit, he said that NBC had been fortunate in being able to secure a number of actors who had played in the comedy on the stage, including Leonore Corbett as the lead. But he added, a drawback to the use of such talent is that they are so familiar with the stage version that the script had to be altered to make the cuts when it is shortened for television presentation.

Before the television version was broadcast, he said, two weeks of rehearsals were held—11 days of about four hours each without cameras and three full days of rehearsals before the video cameras. There is no comparison between television and radio in respect to rehearsals, he said, and to ask why it should take 10 days or more to put on a video program when a radio program takes only four hours or so is like asking why it takes 90 days to produce a motion picture when a stage show can be ready in four weeks. They are different media, he said, and each has its own requirements.

Robert Wade, NBC television art director, described some of the problems of sets and costumes for the Blithe Spirit production, explaining how the single stage set was transformed into three sets for television, to inject more action into what was essentially a "talky" play, and how the costumes and makeup were designed and produced to present the ghostly effect necessary for the leading roles. He also discussed the problems of quick costume changes, arising from NBC's policy of presenting plays without intermissions, which they feel would interrupt the mood of the play.

Hallicrafters Expedition To Seek Data in Africa

WILLIAM HALLIGAN, president of Hallicrafters Co., Chicago, manufacturer of electronic equipment, this week announced the sponsorship of a scientific expedition into the heart of Africa, led by Comdr. Attilio Gatti, famous explorer.

Mr. Halligan said the Gatti Hallicrafters expedition, which will get under way in August will carry with it assignments from the U. S. Army Signal Corps, to study radio phenomena under climatic conditions ranging from snow capped mountain peaks to steaming equatorial jungles. The expedition will be in constant touch with amateur short wave radio enthusiasts and make possible on-the-scene interviews with many little-known African tribes.

Over The Top

FOR THE THIRD successive year Bill Rea, manager of KGNW New Westminster, B. C., has gone over the top with his annual appeal for funds for British Columbia orphans. Two years ago, when the first appeal was made, $5,000 was raised, last year almost $7,000, and this year more than $7,000. In addition, more than $1,000 was spent in New Westminster, Vancouver and the surrounding districts for Christmas food hampers for old-age pensioners, Mr. Rea states.

Sponsor, NBC Sued

A $2,000,000 libel suit against Bristol-Myers Co. and NBC for alleged libel and defamation of character was filed last Thursday in Cook County Circuit Court, Chicago. The suit was filed on behalf of Clifford L. Niles, a publisher of Anamosa, Iowa, and his wife, Claire Louise. The couple charged that on the Oct. 30 broadcast of Mr. District Attorney over WMAQ Chicago and NBC they were portrayed as "politically ambitious and disreputable characters" and were subjected to gross humiliation by their friends and neighbors. NBC in Chicago said all characters mentioned on the program were "fictional" and no resemblance to persons living or dead was intended.

New Class B FM

CONDITIONAL GRANT for a new Class B FM station at Ashland, Ky., was issued by FCC last Monday to Ashland Broadcasting Co., licensee of WCMW, one of the Norton Stations. The authorization is subject to further review and approval of engineering details.

U. S. VOICES LIKED
Dudley and Monaghan Rate With British

DICK DUDLEY, NBC announcer in New York, and George Monaghan, of WOR New York, who won popularity with British radio listeners through their Duffelbag and Strictly of the Record AFN-AEF broadcasts when they were with the U. S. armed forces overseas, still rate high with Britshers. Mr. Dudley who left London last February, says he has been informed that the BBC Forces program recently presented a half-hour of Mr. Monaghan and himself doing the Duffelbag and Strictly of the Record shows—at the request of British troops in North Africa.

Mr. Dudley reports that a series of 33 programs called It's a Pleasure which he did for BBC proved to be highly successful and that he recently got contracts for repetition on the overseas service.

Mr. Monaghan, in competition with all BBC announcers, won the poll conducted by the British publication Melodymaker for the best M. C. in Britain, according to Mr. Dudley.
Baseball Increases Havana's Evening Listening Audience

SIZABLE INCREASE in Havana's 6-11 p.m. listening audience occurred last month, according to the December survey conducted by the Advertisers Assn. of Cuba, which showed a listener rating of 43.12 for the five-hour period. Eight leading stations accounted for 39.35% of the total, while the other 22 local stations accounted for the remaining 37.77%.

As a part of the survey 26,174 personal calls were made to determine how many homes had radios, and the tabulations showed that 88.74% had receivers.

The increase in overall rating, the survey indicates, was the result of tremendous interest in the Winter League baseball championship games. The four stations which broadcast the games - CMW, CMBZ, COCO and CMX - accounted for 18.7% of the 43.12 total.

Monday through Saturday standings were: RHC-Cadena Azul, 9.82; CMW, 8.21; CMQ network, 6.57; CMBZ 6.69; COCO, 3.78; CMBL, 2.12; CMQ, 2.04, and CMB, 1.71.

Outstanding programs, according to the survey, were: La Novela del Aire (books adaptations), daily 8:30-8:55, RHC, 37.27; Lo Que Pasa en el Mundo (news dramatized), daily 8:20-8:30, RHC, 29.78; Tamatam (mystery serial), daily 8:00-8:20, RHC, 24.51; Kresto en el Aire (variety with guest artists), daily 7:50-8:23, CMQ, 17.77, and El Preguntón Musical (Kaye Kyser type show), M-T-S 7:20-7:35, CMQ, 17.77.

First Three

First three in the list of outstanding programs always have been top winners. They are sponsored by Sabates, S. A., a Procter & Gamble subsidiary. RBC Products sponsors the Kresto program, while El Preguntón Musical is one of a series of shows presented daily by Cruzellas y CIA, subsidiary of Colgate-Palmolive Co.

Ratings for the three outstanding night news broadcasts were: CMQ, 6.48; CBC, 5.27; WCN, 4.51. CMQ had the main Sunday program (50.00 rating), Dr. Eddy Chibas speaking as the political mouthpiece of the Authentic (Government) Party from 7:59-8:27.

Comparative ratings for November, when the survey covered the hours from 9 a.m. to 6 p.m., and for December (6-11 p.m.) were as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>RHC</th>
<th>CMW</th>
<th>CMQ</th>
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<tbody>
<tr>
<td>November</td>
<td>4.85</td>
<td>2.49</td>
<td>6.73</td>
</tr>
<tr>
<td>December</td>
<td>9.82</td>
<td>8.21</td>
<td>6.97</td>
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<tr>
<td>Totals</td>
<td>14.67</td>
<td>10.70</td>
<td>13.72</td>
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Warns of Low Gas

EXTREME COLD caused such a heavy drain on gas lines in the Cheyenne, Wyo, vicinity on Dec. 26 that the Cheyenne Light, Fuel & Power Co., aware that the demands were exceeding the supply, asked KPBC to explain the critical situation to Cheyenne residents and request them to turn down gas furnaces to approximately 60 degrees, limit heat to one room and turn off all gas not actually needed. KPBC made 12 announcements advising residents to conserve gas, with the result that the power company was able to maintain slight pressure in the pipelines and prevent air from getting into them. First announcement was put on the air about 3 p.m., and when normal pressure was restored in the mains about 10 p.m. KPBC told its listeners the emergency had passed.

ESCAPEES CAUGHT

WSPA Aids in Recapture After

-Two Prisoners Break Jail

TWO PRISONERS who escaped from South Carolina's Union County jail about 6 a.m. Dec. 30 were recaptured at Spartanburg a few hours after WSPA Spartanburg had broadcast their descriptions.

In making their getaway the two men, Johnny Luther Freeman, 20, and Edward John Johnson, 28, charged with housebreaking, grand larceny and automobile theft, were heard by a colored trusty who awakened Sheriff Rochelle Boyle of Union County. The sheriff immediately telephoned WSPA, which broadcast an account of the escape and descriptions of Freeman and Johnson at 7:45 and 9 a.m.

Meanwhile the escapees had gone to Buffalo, S. C., hired a taxicab and asked to be driven to Spartanburg. The taxi driver, who had heard WSPA broadcast the descriptions, recognized the escaped prisoners but said nothing. After he had let the two men out in Spartanburg he kept an eye on them as they went into a barber shop, then asked a bystander to telephone police headquarters. The recapture took place shortly thereafter.

In thanking WSPA for its help in apprehending the escapees Sheriff Boyle said: "You have rendered law enforcement a great service, and I appreciate it very much. It isn't the first time you have cooperated in matters of this kind, and I want you to know we are grateful."

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 7: 10th Film Critics, Mark Hopkins Hotel, San Francisco.
Jan. 8-9: NAB Area Meeting (Districts 25, 17, 15), Mark Hopkins Hotel, San Francisco.
Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 11: NAB Area Meeting (Districts 12, 17), Mark Hopkins Hotel, San Francisco.
Jan. 15: NAB District 14 News Clinic, Hotel Utah, Salt Lake City.
INSPECTING RCA plant at Camden, N. J. recently was Sir George Nelson (c), chairman of board of the English Electric Co. Ltd., of London, shown with Frank M. Folsom, executive vice president of RCA in charge of the RCA Victor Division, and several members of the two organizations. Group includes (1 to r): W. W. Watte, vice president in charge of the RCA Engineering Products Dept.; Samuel B. Smith, RCA patent attorney; P. De Lazio, attorney for the British firm; Sir George; Mr. Folsom; E. S. Dean, Pittsburgh representative of the British firm; Meade Brunet, managing director of RCA International Division.

Successful Start
TEMPORARY, initial operation by KTRN Wichita Falls, Tex., with 250 w on its FM assignment of 97.7 mc, has been most satisfactory according to report from the Wichita Daily Times outlet last week which stated that reception acknowledgments from surrounding towns indicate a coverage of between 20 and 26 miles. Paper is investing $150,000 in FM, will soon boost power to 3 kw and then to full 28 kw [BROADCASTING, Dec. 301.

Koin welcomes 1947 and eagerly accepts the responsibilities and opportunities it offers.
PORTLAND, OREGON

A M ARSHALL FIELD
Station

AVERY-KNODEL, INC.
National Representative

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Most Listeners Apathetic About Radio Program Quality, Sales Manager Finds

EDITOR, BROADCASTING:

Here, at our little station, we’ve about concluded that the average listener doesn’t give a damn what comes out of his radio receiving set. Any man is interested in national or world affairs, or even local affairs, that affect him personally.

We’ve got some pretty solid evidence upon which to base our conclusion. For two weeks we tried sincerely, to find out from our listeners, just what they like, and don’t like, about radio programs— and why. We asked for suggestions for improving our service and for the kind of programs they’d like to hear.

Once each week, on a floating schedule (in a good listening period) we presented a simple, well-produced, and perhaps quarter-hour program called Bouquets and Brickbats. The “commercials” on these programs were clearly and logically presented appeals to the listeners to tell us just exactly what’s wrong—or right—with all types of radio programs—news, drama, variety shows, etc. No prizes were offered for the best letters—the listeners were not urged to send us “bouquets” (the contrary, in fact)—we wanted no accusations of attempting to “lead the witness” levelled at us.

Yet, the total response from these 12 programs was exactly 14 letters and post cards. We searched in vain through this avalanche of mail, for a constructive suggestion, or an intelligent criticism. One of the respondents was an illiterate crank, griping about beer ads on the air. One of them liked everything. A couple objected to singing commercials. One didn’t like soap operas and one man’s was to one. One liked programs that offered prizes. Just one told us what kind of programs she liked, specifically.

Just Average People
That’s the reason we say average listeners are just average people, with simple tastes, afflicted with a huge mental and physical inertia.

That’s also the reason we say, if anybody thinks that radio is not doing a job that is satisfactory to its listeners, just let him ask the listeners. Yeah, ask ’em—and try to get ’em to answer! Just as we did, with our Bouquets and Brickbats. You’ll find, as we did, that the vast majority of Mr. and Mrs. John Q. Public either just doesn’t give a damn—or is too lazy to think.

However, we can tell you how you can get a deluge of mail. Just give your programs away for free. Just give away 18,500 miles in the U. S. during the year.... Bill Brown, member of the production department of CJOR Vancouver, B. C, this month celebrates his 25th year in radio.

Selling Course
Palmer Co. Plans Radio Sales Training for 100 Feb. 24-26

INTENSIVE COURSE in the basic principles of radio selling will be offered Feb. 24, 25 and 26 at Hotel Gibson in Cincinnati by the Fred A. Palmer Co., consultants on radio station management and operation, Fred A. Palmer, president of the firm, announces.

Attendance will be limited to the first 100 who submit applications, and, Mr. Palmer says, the plan is to have general sessions for the entire group each morning, with two 45-minute lectures by instructors, followed by 45-minute instructor-supervised conferences. In the afternoons the group will be divided into six small clinics for actual demonstrations of selling on assigned subjects by students. These demonstrations then will be discussed and criticized.

Among those who already have consented to serve as instructors are: Kenneth Church, executive vice president of WCKY Cincinnati; Charles C. Caley, executive vice president of WMDB Peoria; Fred Weber, partner, WDSU New Orleans; Clark A. Luther, national sales manager, KPH Wichita; J. W. Knelod, partner, Avery-Knodel Co., and Mr. Palmer, head of the Fred A. Palmer Co.

Commenting on the radio selling course, Mr. Palmer said: “This idea did not originate with us, but from a midwestern station which asked us if we could arrange such a school, due to the fact that they had such a chronic shortage of salesmen.”

KIN

MILESTONES

STANDARD OIL Co. of Pennsylvania, for Esso gasoline, started its 10th consecutive year on KYW Philadelphia, presenting 26 news periods a week with four five-minute periods daily and two five-minute periods on Sunday. Your Esso Reporter features spot news bulletins, weather bulletins and motoring news.

FM pioneer television outlet of Don Lee Broadcasting System W6XAO Hollywood, Dec. 23 celebrated its 15th year of operation with presentation of film cal-a-cade of past events and a Christmas play by Trus Boardman. ... WQXR New York, early experimenter in presentation of distinct musical programming, has started its 11th year of operation.

Marguerite McEvoy, traffic department head of WTAG Worcester, Mass., is celebrating her 17th year with the station.... Now in his 51st year with BBC New York is Frank M. Lawrence, agency secretary. He joined firm in 1896 when it was known as George Batten Co.

Walter Winchell, ABC commentator, has started his 16th year on air under continuous sponsorship of Andrew Jergens Co., Cincinnati.... Dec. 15 Edgar Bergen marked his 10th radio year. Guest on his NBC Sunday evening show for Standard Brands’ Chase & Sanborn coffee was Rudy Vallely, on whose program in 1936 Mr. Bergen and Charlie McCarthy first broadcast.... Fred Bass this month counts his 17th milestone at CKWX Vancouver, B. C, where he is announcer and transcription librarian.

Leonard Miall has completed his first year in the U. S. as correspondent for BBC. Although airing about five newscasts to England weekly via WTOP Washington and BBC New York shortwave facilities, Mr. Miall has travelled some
Preview of Network Audience Report Now Being Developed Given by Hooper

PREVIEW of a network audience report that will show the total number of U.S. homes listening to any national network program was given by Mr. Hooper, president of the audience measurement organization of that name, to some 200 radio executives attending a Hooper client session in New York's Biltmore Hotel.

The new report is still in the process of development, Mr. Hooper said, but is expected to be ready for use by the end of 1947. In addition to total audience figures, the national report will show Hooper ratings for cities of 100,000 population and over, cities between 25,000 and 100,000, towns of under 2,500 and farm homes, and an all-inclusive national rating. These figures, he explained, will cover all homes, not merely the telephone homes used in the present program ratings which cover only the 33 cities where all networks have local coverage.

By applying his time and talent costs to the national audience for his network program the advertiser will be able from the proposed report to calculate his cost per listening home, Mr. Hooper said.

Mr. Breslin to Pearson
FRANK BRESLIN, for the past year and a half associated with Young & Rubicam, New York, as a time buyer and prior to that with NBC sales department, has resigned to the agency to join the New York office of John E. Pearson Co., station representative, as an account executive, effective Jan. 6. Mr. Breslin has bought radio time for such accounts as Gulf Oil Co., Petri Wines, Goodyear Tire & Rubber Co., Borden Co. and several other accounts. No replacement will be made and his former duties will be divided among the agency's staff of timebuyers.

FREE TIME OFFER
WRVA Richmond Uses Coupon
Plan for Barn Dance

WRVA Richmond, Va., is offering free time as a part of its promotion of its five-day (Monday through Friday) hour-long show, Old Dominion Barn Dance. Advertising announcing the offer includes a coupon which entitles anyone who accepts the offer to one free participation in the Barn Dance program.

Barbon Howard, WRVA manager, says the new technique was adopted to get over the story of the Barn Dance. “We are using the old principle of an offer in the headline with a coupon at the bottom of the page, securing high readership of long copy,” he says. “In addition to high readership,” Mr. Howard continues, “we expect the campaign to produce a certain amount of word-of-mouth comment and possibly controversy. We also hope that it may put us in touch with a few prospective clients who live off the beaten path.”

The advertisement announces that the coupon for the free time is worth $26.50—“nothing to buy, nothing to pay.”

Breslin to Pearson

CHILDREN'S PROGRAMS REBUKED
New York United Parents Assn. Discusses
Use of Radio for Youth

"IS RADIO Meeting the Needs of Our Children?" was the topic of a symposium sponsored in New York City by the United Parents Assn., a group of parents whose children attend the city schools.

Mrs. Ruth Klob, chairman of the radio committee of the association, lashed out at radio's "lack of suitable programs for children." Citing several programs as being exemplary of good children's programs, Mrs. Klob said that more time should be devoted to presenting such radio shows as Superman, Timex Youth Forum, and The American School of the Air. She then introduced Robert Hudson, educational director of WCBS, New York, who presided over the panel of seven during the evening.

James F. McAndrew, co-ordinator of radio broadcasting for the New York City Board of Education, talked the audience of 500 parents that "Radios should be a standard piece of equipment in every school room, just as is a blackboard."

Not Geared to Needs

Mrs. Nathan Straus, director of educational programs for WMAA New York, said that "too many children listen to adult programs which are not geared to meet their needs."

Mr. Josette Frank, educational associate on radio and books of the Child Study Assn., said that radio programs are meeting children's needs.

Grace Johnson, director of women's and children's programs for ABC, outlined the standards by which children's programs are chosen. She felt that her network "is trying to teach morals and law to children."

Dr. Charles E. Siepmann, New York U. professor and author of Radio's Second Chance, was the final speaker of the evening. He said "Radio is doing a bad job for adults as well as children." Dr. Siepmann blamed advertisers for choosing bad programs and said that a "definite plan of action should be outlined."

Thornton to KOCS
KENNETH H. THORNTON, vice president and general manager of Valradio Inc., operator of KXO El Centro, Calif., has resigned to join KOCS, new 290 kHz Ontario, Calif., station on 1510 kc which expects to start operation about Feb. 1. Mr. Thornton, who has been with KXO for six years, has been in radio since 1929. Operating on both AM and FM simultaneously, station is licensed to The Ontario Daily Report, with Jerene Harnish, editor and publisher.
Lyford Advances Organization Plan

NBC Executive Charts Are 'Ideal' Set-Up For Stations

By E. B. LYFORD
Assistant Manager,
NBC Station Relations Dept.

A SHORT time ago I was asked to speak before Columbia U.'s "Basic Course in Radio Broadcastin" on the general subject of radio station operation. As part of this talk I prepared for the students an organization chart for a typical radio station, borrowing liberally from a similar chart reproduced in the May 27, 1946, issue of BROADCASTING in connection with an article by Lewis F. Sargent.

Regular readers of BROADCASTING will notice many points of similarity. But, where Mr. Sargent's chart was theoretical and more than a shade idealistic, mine is strictly practical and functional—and I believe much closer to actuality. My thought in submitting it is that it may serve to "close the file" on the discussion started by Mr. Sargent and carried on in the June 17 issue by Lynne Smeby.

In the explanation of this chart I also admit to the borrowing of some of the apt phrases of Mr. Smeby's article. The Board of Directors and Station Manager, together with the (optional) Advisory Council and Legal Counsel, were lumped together and described as the administrative level. The chief engineer and the sales, program and promotion managers were designated as the staff level. The third row of boxes on the chart, starting with the accountant and ending with the office manager, was referred to as the operational level. Lines lead from the staff and operational levels to the bottom row of boxes, wherein are designated the functions of the various jobs.

I could not agree with Mr. Sargent that the program director should be given supervision over all other functional departments. Sure, we are all in the show business, and programming is important. But engineering is equally important, and if we are going to get these programs on the air properly. And sales are important, if the program manager expects to have his salary paid regularly. As Mr. Frank E. Mullin, executive vice president of NBC, said in an address recently, "The best service that broadcasting can do for the American public is to stay solvent."

It doesn't do that, and doesn't stay in business, then all the efforts of the program manager and everyone else will go for naught.

There may be some room for debate about including the promotion manager on the staff level. If I had drawn this chart five years ago, I probably would have shown him down on the operational level, re-
RADIO CONFUSION IN CHINA
Unlisted 5-watters Fill the Air; Two Big Transmitters Soon to Operate

By JESSIE E. STEARNS

DUE TO confusion within the Chinese National Government, no one seems to know the fate of some 50-odd unregistered commercial broadcasting stations in Shanghai. Last May the figures was 106. Majority are 5-watters installed in basements. They do nothing else but advertise their own products and maybe some announcement following a record for one who pays cash.

Radio is managed by the Central Broadcasting Administration (CBA) in Nanking, capital of China, which owns and operates all official stations scattered over China.

In Chungking during the war years, American radio correspondents demonstrated the importance of programming. They were astonished when NBC or CBS would spend hundreds of dollars sending cables back and forth ordering facilities in San Francisco, Manila, or Honolulu to relay, and in using Chinese equipment in Chungking to send out a “three-minute spot.”

In 1944 CBA sent engineers to America to study radio engineering, but still no program personnel was sent abroad.

Foreign Stations

When the Communists in 1946 cried loudly for participation in the government and radio as a patriotic mouthpiece was a target for political assault, CBA officials talked about going commercial and organizing CBA along the BBC lines as a semi-commercial enterprise, and at the same time selling radio time as in United States.

Since the new trade treaty with United States, the Chinese Government has compromised and will permit a few foreign stations to operate. In Shanghai there is XMHA, former AFRS outlet and once used by the Japanese for propaganda purposes. The Tass News Agency operates XRVN stating it is the only Soviet station operating outside of USSR. A French station of long standing still broadcasts limited hours.

The Directorate General of Telecommunications handles all commercial stations in China with ten stations being allowed to each 50-odd province. Five of the ten stations may be commercial with power from 50 to 500 kw on medium frequencies and the remaining five are operated by the city government. Fifteen commercial stations are allotted to Shanghai.

The provincial government stations are financed by the provincial government and the advertisements range from nylon hose (which were selling on the black market in November at $10 a pair) to movies.

Format of all programs must be submitted to the CBA for censorship, with listening stations checking at intervals.

The technical side of Chinese radio is handled by the Ministry of Communications.

XGOA Nanking, with 10,000 w, and XORA Shanghai, 5,000 w, are the two largest stations in China. Other stations are located at Kunming, Peiping, Foochow, Chungking, Canton, Changchun, Hankow, Tihwa and Kweilin, with power varying from 50 kw upward and operating on medium and shortwave frequencies. Broadcasting starts at Shanghai, remaining on air until midnight.

Commercial stations operate on unlimited time with licenses issued by Ministry of Communications. Call letters granted to China are XGA- to XUZ- with frequencies from 500 to 1600 kc.

Armed Forces Radio stations have popularized western music and when twisting the dial in communities along Chinese operas you hear our familiar songs played by Chinese instruments.

It is estimated there are 200,000 radios in China with 60,000 owned by Americans living in Shanghai. Estimated population is 400,000,000—one radio to 2,000 people.

Three Armed Forces Radio stations are operating in China: XMG Nanking, XROY Peiping and XBOB Tientsin. AFRS has promoted much goodwill in foreign relations. XMHA, American owned station in Shanghai, continues to use AFRS transcriptions for the few remaining troops in Shanghai area. Co-managers are former GIs one a New Yorker Bill Conine and Jerry McAlister. Cost of a one-hour show daily for one month is $130 U. S. currency.

China knows the possibilities of radio and knows it is too important to be a political toy. Two 20 kw stations ordered from United States will be installed at Nanking soon.

FTC Thanks Radio For Its Assistance

Has Aided in Eliminating Misleading Advertising

BROADCASTERS have shown a desire to aid in elimination of false and misleading advertising, the Federal Trade Commission said in its annual report made public Wednesday, in acknowledging cooperation from networks, stations and transcription producers.

During the fiscal year ended June 30, 1946 the FTC examined 618,000 commercial broadcast continuities, of which 8,999 were designated for further study to determine if claims might be false or misleading.

The Commission said that in cases where the advertising was determined to be false or misleading, and where circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the practices involved. Analysis of the questioned advertisements, which were assembled in 915 cases and given legal review, disclosed that they related to 929 commercial products.

During the fiscal year, FTC reported, 23 of 916 stipulations signed by cited firms covered false claims made in radio and periodical advertising. Its examinations of periodical advertising covered 1,667 editions of newspapers, 28 issues of domestic foreign-language publications, 1,033 issues of magazines and farm and trade journals, and mail-order catalogs and circulars totaling 11,751 pages. An average of 4,647 pages of radio script was read each working day. In all, 371,000 periodical advertisements were examined.

Leading group among questioned commodities was the drug classification, including 65.5% of all items questioned. Others were cosmetics 14.4%; food (human) 2.2%; curative devices 1.6%; food (animal) 1.4%; and others 14.7%.

In its report the FTC reviewed the reorganization of its divisions and functions last August, in accordance with the plan approved by President Truman. This plan provides for industrywide investigations to replace the individual company and public complaint procedure.

Consumer Record

CONSUMER spending in 1946 reached an alltime record of $127,000,000,000 for goods and services, about 20% above 1945 and 70% above 1941, prewar peak, according to the U. S. Department of Commerce. Expenditures for nondurable goods are high in relation to income, the department said, though deficiencies still exist in sales of durable goods and many services. Sales of all retail stores in 1946 were $66,000,000,000, 25% above 1945 and 75% above 1941.

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Help Wanted

Wanted—Manager for new midwest station. Salary for one interested and qualified. Box 629, BROADCASTING.

Wanted immediately—Announcer. Send full details and picture first letter. Box 453, BROADCASTING.

All positions open for new full time station. Probably will start operations in 3 to 4 months. Applicants given preference. Above average salaries. Replies confidential. Box 458, BROADCASTING.

Radio news man: Opportunity for energetic reporter, preferably experienced in gathering and writing local news and in handling local advertising accounts. Excellent voice and own equipment. Write full details and give three references in first letter. Box 463, BROADCASTING.

Chief engineer, young capable, with sound practical experience backed by thorough knowledge. Reasonable salary, with chance to grow in this local, network-affiliated in midwest expand into FM and develop into one of the finest stations. Only stable men with proven dependability who seek permanency will be considered. State full details first letter. Write Box 478, BROADCASTING.

FOR SALE

New unused 5 kilowatt transmitter

Available now—one Western Electric 403CD 2 kw transmitter for operation from 230 volts, 60 cycle, 3 ph, complete with osculators, vacuum tubes, voltage regulator, control console and three inch RCA oscillators. Transmitter is used in adjustments. Request for increased power makes this unit inapplicable to our need.

Chief engineer, contact: C. K. Weaver, General Manager, Radio Station KTBS, telephone 3-5673, Shreveport, Louisiana.

Situations Wanted

Anybody need a good production man? I'm open to propositions. Thoroughly experienced in all phases of Radio. I've produced, written out copy, announced, produced, handled programs, and even sold a little. Presently employed at metropolitan network outlet. Drop a note to Box 479, BROADCASTING.

Hal Styles may solve your problem with a well-qualified, versatile, young veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles’ School of Radio, 8600 Wilshire Blvd., Beverly Hills, Calif.

Announcer, highly qualified, versatile, large station experience. Veteran. Also background professional writer, broadway actor, news-editor-commentator. Seeks job with opportunity to prove own worth. Box 480, BROADCASTING.

FOR SALE

250 watt Station

Complete property for operation under one roof. Land, building, self-sustaining towers in good condition and now in use. It is located on Pacific Coast in 1-station city. Price $20,000.00. Inquire.

Present owner going to higher power. Purchaser to apply to FCC for new frequency.

Box 506, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

10c a word. All other words 15c per word. Class 3 words 10c.

Box 500, BROADCASTING.

Help Wanted (Con’t)

engineer: First class license 1 kw day 10 kw FM. All details first letter, experience, salary, family, etc., to Chief Engineer, WHTN, Box 1957, Huntington, W. Va.

Northwest Radio Academy, 906 N. John Street, Seattle 2, Washington, trains combination men, announcing and first phone ticket. Write Box 464, BROADCASTING.

Transmitter engineer for progressive NBC affiliate in update of present, excellent working conditions. Send qualifications at once to Box 469, BROADCASTING.

Wanted—Salesman for 250 watt station. Give complete details first letter, experience, salary, etc., to KKJL, Helena, Montana.

Continuity writer—Need not be a Continuity writer, but must be experienced in turning out good spot announcements. Call or wire collect Mr. Ritter, WSAM, Saginaw, Michigan.

We have 4 rooms to fill! Announcers with 1st class radiotelephone licenses. Must be experienced and well-rounded announcer. Send complete details and forward to Executive Manager, Radio Station KJH, Box 500, BROADCASTING.

sales manager—Immediately opening, 250 watt midwest station. Young, single, veteran preferred. Write full details. Box 509, BROADCASTING.

Two announcers with control room experience and combination engineer-announcer; two engineers, salesman, for new progressive South Florida station. Box 509, BROADCASTING.

Situations Wanted

Engineer—For permanent or part time position with Washington consultant. Must be capable of handling all types of field work, adjusting multi-element directional systems and completely performing all station detailed qualifications and salary required. Box 482, BROADCASTING.


Two combination operator-announcers, first class tickets, good voices. Contact immediately. Call or wire for complete details and forwarding audition disc. Manager, KBOW, Casper, Wyoming or Montana.

Announcer needed for new 250 watt local. Also need experienced play by play sports man. State full information in your letter. Excellent salary in first letter. Box 513, BROADCASTING.


For Sale

250 watt Station


Page 82 • January 6, 1942
Program director, ten years experience from 250 to 10,000 watts, all phases program management. Excellent, progressive, well trained, modern, professional. Fulltime, day, evening, or western. Desires change to Midwest. Top references. Box 364, BROADCASTING.

Program director. Excellent experience in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer. M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

Program director, first ticket, twelve years experience in production, entertain- ment, musician, ad lib, on-air, voice pro- ducing, proof of mail pull. References. Herbert Leach, Fairmont, Indiana.

Capable, experienced announcer, seeks position for the future. Box 310, BROADCASTING.

Manager with excellent administrative and production background desires connection with company or station at highest level of program-production manager. Outstanding references. Box 487, BROADCASTING.

Experience count! More's mine. 35 years chief engineer NBB affiliate. 35 years program director NBC affiliate. Experience in all phases of radio and television radio theory instructor. Box 466, BROADCASTING.

Engineer, experienced, studios, trans- mission, A.M. Make offer. Box 453, BROADCASTING.

Engineer, experienced, veteran, first ticket. Want to work in southeast. Married. Would like to invoice in station. Box 461, BROADCASTING.

Chief engineer desires change. Experienced in A.M. and FM design, construction, engineering, and direction of antennas. Technical college graduate and fulltime experience license. Box 472, BROADCASTING.

Program director—announcer—employed. Immediate. Eastern, 900 watts, 2500 feet, within 3 miles of N.Y. Base plus talent must equal $2500. Make offer. Box 477, BROADCASTING.

D. M. C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

Program director. Excellent experience in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer. M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer, radio. Presently employed with producer. Mailer. Excellent organizer, administrator. Box 475, BROADCASTING.

Long on ambition, but a bit short on ex- perience. Young announcer wants to start the new year by working for a progressive station. Good voice, good self-expression, delivery. Graduate announcers radio City plus. Armed forces radio. Box 467, BROADCASTING.

Engineer lat phone. Desires position as chief engineer where practical. Now available in western station. Currently employed with producer. Box 468, BROADCASTING.

Engineer, experienced, veteran. Twelve years experience. Broadcast installation, op- eration, maintenance. Proven ability. Presently employed with producer. Box 469, BROADCASTING.

Experienced announcer, well qualified, desires permanent position. Age 23, single, Box 466, BROADCASTING.

Program director. Strong on production and sales ability. Box 463, BROADCASTING.

Executive—17 years personnel, produc- tion, program management. Desires position as chief engineer of a small station. Ideas, versatility, can make the most of what you’ve got. Desires practical, efficient, in- dependent, organizer, administrator. Locate anywhere. Top references. Box 465, BROADCASTING.

Announcer seeks position with progres- sive station. Currently employed with producer. News, sports, disc shows, good commercial talent. Box 468, BROADCASTING.

Announcer, bright ideas, versatile, col- lege, single, 3 years experience, first Y. station. Commercialis, commercials, bar- rication, production. Will travel. Box 469, BROADCASTING.

Available. Class A program director—woman with 21 years experience in all phases of radio production. Currently employed in the field of public service-public relations in community as well as building soliciting. Desires position as chief engineer and program manager. Excellent references. Address Box 515, BROADCASTING.

Sports announcer. President. Juvenile. 10 years comprehensive newspaper experi- ence. University graduate seeks position with station or agency. Box 466, BROADCASTING.

Do you need a hobby for your hooper? Disc jockey and newscaster now available. 8 years experience handling all types of program work. Interested in making money for your sta- tion. Box 467, BROADCASTING.

Crackerjack reporter, rewrite, features. 25 years comprehensive newspaper experience. University graduate seeks position with station or agency. Box 468, BROADCASTING.

Wanted: New career. Desires position in eastern, 2500 watts, or better. Willing to relocate. Box 470, BROADCASTING.

Wanted: Immediate delivery, copper ribbon for open tetrode or tetrode A放大器. Also soft copper coaxial tubing, 60 ft lengths, 0.250 inside diameter. Also for lower section of 3 1/2 inches square, 15 each; automatic dry battery for use up to 6" cox- tiala 600 ft long, $200. Electrical equipment, D. W. Jefferson, Louisville, Kentucky.

PROGRESSIVE AND EXPERIENCED ANNOUNCERS WANTED Must have had experience from 250 to 2500 watts. Commercial experience definitely required. Desires position as commercial manager or general manager. Will go anywhere in the United States. Desires position as commercial manager or general manager. Desires position as commercial manager or general manager. Top references. Box 464, BROADCASTING.

Immediate delivery, copper ribbon for tetrode. Also soft copper coaxial tubing, 60 ft lengths, 0.250 inside diameter. Also for lower section of 3 1/2 inches square, 15 each; automatic dry battery for use up to 6" coaxial 600 ft long, $200. Electronic equipment, D. W. Jefferson, Louisville, Kentucky.

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Announcer—M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

PROGRAMS WANTED

Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer. M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

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Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer. M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

I want to be an engineer. Will move in one year. Will work to travel, move with radio. Available in one year. Box 467, BROADCASTING.

Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.

Announcer. M.C. 4 years experience including production, control room opera- tor, control room director. Desires change to Midwest. Top references. Box 297, BROADCASTING.

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Program director. Experienced in all phases of program broadcasting. Currently program director and news director. Desires position in production department. Box 36, BROADCASTING.
TELEGRAPH FIRM MERGER
NEED IS CITED BY DURR

SUBSIDIZATION of Western Union or merger of the company with another communications agency will be necessary if the U. S. is to retain a nation-wide telugu service, according to the opinion of FCC Comr. Clifford J. Durr.

Among possible solutions he suggested merger with either the Post Office Dept. or the telephone system. Expressing his concern over the revival of the company as a truly nation-wide service, he said the FCC should face Congress with the problem now and "not let it drift away."

Comr. Durr, taking the position that the company's "accumulated inefficiencies have caught up with it," has been the lone dissenter in recent Commission proceedings granting rate increases to Western Union.

Fred R. Hover

FRED R. OVER, 52, founder, owner and manager of WFIN Findlay, Ohio, died suddenly last Thurs-
day in the Los Angeles Film and Television Union
Squabble. He had suffered from heart attacks for several years. Funeral services were held Sunday at his home in Findlay. Well

FRED R. Hower,
founder and manager of WFIN Findlay, Ohio, died suddenly last Thurs-
day in the Los Angeles Film and Television Union
Squabble. He had suffered from heart attacks for several years. Funeral services were held Sunday at his home in Findlay. Well

known in the industry for his keen sense of radio problems and home

spun philosophy, Mr. Hover had estab-
lised WFIN in December 1941. Last year a grant was received for a metropolitan FM outlet, now under

the supervision of Mr. Hover. Now a member of the Ohio State Bar Assn. and the Ameri-
can Legion. A graduate of Ohio State U. Law School, he was veteran

of World War I. He is sur-
vived by his wife, four sons and
two daughters. Dimond Hover,
a daughter, had been associated with her father at WFIN since its

inception.

ARTISTS' PROGRAM
KVSF Santa Fe Show Designed
-to Arouse Art Interest-

A UNIQUE program intended to awaken interest in art is presented by KVSF Santa Fe outlet.
The show, entitled The Artist's Hour, has been in production over a year and is steadily gaining wid-
er audience. Alfred Morang, direc-
tor of the Morang School of Fine Arts in Santa Fe, is writer and producer of the show.

The non-commercial production begins with a ten-minute art news-
cast followed by news of the bi-

monthly changes of exhibitions at the Art Gallery of the State Mu-

seum; news of the Museum Extens-

tion service; news of achievements of artists throughout the nation; and

art news from all sections of the country. In addition to the commentators, leading artists are often interview by Mr. Morang.

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BROADCASTING • Telecasting

WELL-VERSED in FCC legal procedure, Nathan David is former

FCC assistant general counsel, now engaged in radio law practice

in the office of Counts, Krier and Jorgensen, Washing-
ton. For two years he was secre-
tary to then Chairman James Law-
rence Fry, and in 1942 was named

FCC Enforcement Division of the Com-
mission. During the war he served in

the Navy. Here he states his views

on the controversial Section 9 (b) of

Administrative Procedure Act,

or a designation for hearing of a

broadcast application for re-

newal would have to be preceded

by a notice to the licensee of

the conduct which the Commission

found subject to criticism, to be

followed by a fair opportunity to

the licensee to remedy the matters

called into question.

Your editorial accordingly reach-

es the conclusion that the renewal

proceedings recently instituted

against seven stations may there-

fore, if illegally ineffective, no

notice which no prior notice was
given to the licensee.

I would like to suggest two fur-

ther observations: (1) there are

exceptions written into Section 9

(b) which may have the effect of

eliminating the requirements of

such notice in the case of the

FCC; and (2) there is for difference of opinion as to

which result will leave broadcast-
ers in a happier position.

Legislative History

In weighing the various factors

involved, it may be helpful first to

consider the legislative history of

Section 9 (b) of the Adminis-

trative Procedure Act. A careful

examination of that history reveals

that the language in question, in

substantially its present form, was

in its original adoption, as intro-

duced in the Senate by Senator McCa-

ran (D-Nev.) and in the House by

Congressman Sumners (D-Texas).

In interpreting the wording used,

the House Committee on the Ju-

diciary in one of its reports made

the following statement with refer-

ence to the exceptions set out:

"The exceptions apply only where

the demonstrable facts fully

separate the public interest and

the need for change from nomi-

nation. Willfulness must be man-

ifest. The same is true of "public

interest." This concept is "inter-
dependent," and the test is not

whether the public interest "es-

ists" but whether the public in-

terest is in the best interest of all.

In applying this test, the Commis-

sion has not considered only

the FCC and FCC's power to

safeguard public interest, but

also the extent to which such

public interest is necessary.

The Commission's long history

of public service and its public

good-will serve as a firm basis for

the Commission's power to

reject applications

The Senate Report of the Com-

mittee on Judiciary contains al-

most identical language. It must

be noted, however, that the public

support for the requirement of

prior notice, as argued in your

editorial. Notwithstanding, it is

believed that fundamental policy and legal considerations combine to

supply a firm basis for reaching

exactly the opposite conclusion.

Consider first that moment what

would be required of the Com-

mission if it must give warning

to licensees before revocation or

renewal proceedings were held.

Reference to the debate still con-

tinuing on the power of the Com-

mission to concern itself with pro-

gram service, the Commission's au-

thority to make its decision con-

cerning the overall program structure of licensees would in general apply

to rest on a secure legal founda-

tion in the light of existing court
decisions.

At the present time, if the Com-

mission in the exercise of that

power determines that a licensee

has failed to meet its responsibilities, it can forthwith proceed against him only by revocation proceedings or by hearings on the renewal of his license. Interpose there his aid to be required. Section 9 (b), however, and some-

thing new has indeed been added.

Power of Censorship?

If a licensee's programming

were found wanting because of
certain types of programs carried

by him, the Commission would be

compelled to point out those pro-

grams to the licensee and in effect
to demand their removal from the

air—or else. Such action would be
tantamount to censorship.

This is a power which all would

agree the FCC did not have before

Section 9 (b) became law. Nor is

there any persuasive evidence to

indicate that the Congress in-

tended by such a provision to

require a substantive power by

what was regarded as a procedural

statute general applicability to

all agencies. For example, Senator

McCarran stated at one point in the
debate:

"Except in few respects, this is

not a measure conferring admin-

istrative powers, but is one laying
down definitions and stating limi-

tations."

This is an element which must

be given weight in reading

Section 9 (b).

The legal argument demonstrat-

ing that this power is still with-

held from the Commission is to

be found. I believe, in the con-

struction of the words "public in-

terest," a phrase which appears

both in the Communications Act

and in Section 9 (b). As the words

"public interest" are used in the

Communications Act, they are ex-

pressly stated not to encompass a

power of censorship in the Com-

mission. Section 9 (b) provides in

terms that prior notice be given

except in those cases "in which

public interest requires otherwise."

In applying this to the Commis-

sion's procedures, it does not ap-

pear reasonable to regard it as

vesting a power of censorship in

that agency which its own basic

statute expressly negates.

Cecil DeMille Loses His

Appeal in AFRA Squabble

CECIL B. DE MILLE, Hollywood

film producer and former radio

director-m., lost appeal on a

Superior Court decision upholding

his suspension from AFRA for non-

payment of assessment. District Court of

Appeals in Los Angeles ruled AFRA's con-

stitution empowered union di-

rectors to levy the assessment to

assess passage of a "right to work"

measure on the 1944 California

state ballot.

Mr. DeMille lost a $98,200 annual salary as director-m. c. of CBS

Lax Radio Theatre because he ob-

jected to the assessment. He

brought suit before Superior Court

Judge Emmett Wilson who upheld a

union demurrer. Mr. DeMille then

filed action with the District Court of

Appeals. Judge Wilson, in dis-

missing on the ground that the assess-

ment was permissible under

AFRA's articles of incorporation.

The film producer, because of his

break with AFRA, has been out of

radio.
**Miss Martin (Continued from page 15)**

Republican National Committee.

She would fill the vacancy created last February when Paul A. Porter resigned to become OPA Administrator, at the insistence of President Truman, who held open Mr. Porter's Commission post, pending completion of his task at OPA. When Mr. Porter resigned in December from Government service, however, President Truman immediately named Charles R. Denny permanent chairman.

Mr. Denny had been acting chairman since July.

With Miss Martin's appointment the Commission would be made up of three Democrats — Comrs. Denny, C. J. Durr and Paul A. Walker; three Republicans, Comrs. Ray C. Wakefield, Rosel Hyde and Miss Martin, and one independent, Comr. E. K. Jett.

**Porter Vacancy**

Miss Martin, if named to the Commission, would fill the unexpired term of Senator Porter—serving until June 30, 1949.

A native of Kingman, Me., she is of Scotch-Irish ancestry. She attended Bradford (Me.) Academy and Wesley College, and completed her university studies at the U. of Maine, receiving a Bachelor of Arts degree. Miss Martin attended Northwestern U. summer sessions and studied a year at Yale U. Law School. In 1939 Bates College conferred on her the honorary Master of Arts degree.

One of Maine's leading citizens, Miss Martin was elected to the Maine House of Representatives in 1930. After two terms she was elected to the State Senate, where she was a member of the Joint Committee on Legal Affairs, and chairman of the Joint Committee on State Prisons. She served also on the Committee on Federal Relations and the Recess Committee on Labor Relations.

**Committeewoman**

In 1936 she was elected Committee-woman from Maine and still holds that post. In 1957 Miss Martin was appointed director of the Women's Division of the Republican National Committee and had served continuously in that post until her resignation. She also served as assistant to Chairman under John Hamilton, Herbert Brownell and Carroll Reece.

Miss Martin originated the National Federation of Republican Clubs and has spoken in every state except Louisiana, Mississippi, Georgia, South Carolina, Alabama and Arkansas. She was out of Washington Friday and could not be reached yesterday.

With the new makeup of committees in the Senate Miss Martin's confirmation was assured. Serving with Senator White on the Interstate and Foreign Commerce Committee are, in order of their rank: Sens. Charles W. LEGISLATION clearly making it illegal for labor organizations to make contributions in connection with elections, "whether or not expenditures are made with or without the knowledge or consent of the candidates" was recommended Thursday by the House Special Committee on Campaign Expenditures.

The committee urged amendment of Section 313 of the Federal Communications Act to require that any law, as amended by the War Labor Disputes Act, forbids election expenditures by unions.

Lack of responsibility assumed by parent CIO Political Action Committee over activities of state and local affiliates was regretted by the committee, with suggestion that widespread violations of law would be prevented if a close check on such activities were made.

Under President Truman's Dec. 31 proclamation terminating hostilities, the war labor disputes portion of Corrupt Practices Act was removed.

Tohey (N.H.), Clyde R. Reed (Kan.), Owen Brewster (Me.), Albert L. Hawkins (N.J.), E. H. Moore (Okla.) and Homer E. Capehart (Ind.). All except Senatoor Brewster were holdovers from the old Interstate Commerce Committee.

Senator Reed, who had announced he would oppose Senator White's appointment to head the committee, withdrew his opposition Thursday at the Republican Conference meeting but did question the naming of Senator Brewster to the committee on the grounds that strict seniority was not being observed.

Senator Tohey, who last session introduced a resolution to amend the FCC Act, is expected to shoulder much responsibility of the committee, in view of Senator White's duties as Majority Leader. Senator Tohey told BROADCASTING Friday that he was underdetermined as to whether to push for an investigation in the new Congress, although he has been an outspoken critic of the FCC.

Would Accept Post

On the House side Rep. Charles A. Wolverson (N.J.), ranking minority member of the old Interstate and Foreign Commerce Committee, notified the Republican leadership he would accept chairmanship of the committee in the new Congress. At a meeting Thursday of the House Republican Conference, Mr. Martin was elected Speaker, Rep. Charles Halleck (Ind.) was chosen Majority Leader, while the Democrats drafted former Speaker Sam Rayburn (Tex.) as Minority Leader.

**Video Is Funny**

"TELEVISION Is a Funny Business," according to the title of a pamphlet privately printed by Allen B. Du Mont. The pamphlet reproduces cartoons from newspapers and magazines, which he says reflect the growing public interest in the medium, as well as some of the hopes and fears. He is pleased to note that almost without exception, they show a large screen," the pamphlet notes. "This may be done for the convenience although we should prefer to believe it reflects public taste."
SIX NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for six new AM stations—250 w full-time
local in Los Angeles, Me., Somerset, Ky., and Atlantic City, and
daylight outlets for Waterloo, Iowa; Meriden, Conn., and Paris, Tenn.—
announced by the FCC.

Two MBS executives and one of WOR New York received Atlantic City grant. Gannett Publishing Co. (Portland Evening Express and Press Herald) owner of WGAN Portland, also owns Bangor grant.

In Paris grant, to Kentucky Lake Broadcasting System (710 kc, 250 w, day), Commission set aside its former consolidation of Kentucky Lake's engineeringly non-conflicting application for
with its 1340 kc applications for Paris and near-by Murray, Ky. [BROADCASTING, Nov. 23]. Latter three applications to be heard Jan. 22-24 at Paris and Pocahontas.

Jones County principal: E. Weeks Smith of Pocahontas, Ky., a veteran station engineer, president, 40%; Roy W. McKinney, Pocahontas, managing
director, 25%; the Jones County Manufacturers' Bank, 30%; H. A. M. Miller, treasurer; real estate and banking; Harry E. Logan, Wellington, husband of Mrs. Logan.

In Nashville, Tenn., the former (and scurrilous allegations) FCC is hearing applications to set up stations. The former (and scurrilous allegations) FCC is hearing applications to set up stations.

FM CONDITIONAL GRANTS FOR TOLEDO, GREENSBORO

CONDITIONAL GRANTS for Class B FM stations in Toledo, Ohio, and Greensboro, N. C., and CPs for six Class B and two Class A
stations announced by FCC Friday. Another Class C CP issued "in lieu of previous conditions."

Toledo conditional went to Ohio-Michigan Broadcasting Corp., headed by Lynne C. Smeyer, Washington radio consulting engineer. Mr. Smeyer and Harold True, WWJ Detroit newspaper commentator, and Nicholas Walski, Toledo lawyer, own 23% each, with Electric Auto Lite Co. of Toledo owning remainder. Grantee is AM applicant.

Greensboro conditional went to Capitol Broadcasting Co., licensee WRAL and WRAL-FM Raleigh, N. C., owned by Mr. and Mrs. JP. Smiley, and WBBM Chicago, owned by Mr. and Mrs. Henry S. Bamberger.

CP’s issued as follows, certain conditions in each case (power is effective radiation power; antenna height, height above average terrain; AM association shown in parentheses):

- O. H. H. Smith (200 kw; Class B—Ohio; 100.5 mc. (Channel 200); 20 kw; 500 feet).
- W. H. Walker (250 kw; Class B—Michigan; 150.3 mc. (Channel 150); 20 kw; 500 feet.
- H. R. Smith (250 kw; Class B—Kentucky; 100.5 mc. (Channel 200); 20 kw; 500 feet).
- W. H. Walker (250 kw; Class B—Michigan; 150.3 mc. (Channel 150); 20 kw; 500 feet).
- H. R. Smith (250 kw; Class B—Kentucky; 100.5 mc. (Channel 200); 20 kw; 500 feet).
- W. H. Walker (250 kw; Class B—Michigan; 150.3 mc. (Channel 150); 20 kw; 500 feet).

OPENING OF CONGRESS TELEVISION: LENS FALLS


People

WAYNE COY, vice president of WINX and WINX-FM Washington, leaves San Francisco—where he is now attending meeting of NAB Board—Jan. 21 ‘in company of 11 other newswomen for 30-day air jaunt to Korea and Japan.

ROBERT BROWN has resigned as executive news editor in charge of radio department of International News Service. He is vacationing in South.

JOHN E. MCCOY taking over as head of FCC Legal Dept.’s FM Section, succeeding Charles Hubert, now head of FCC New York office.

NEW AFRA DISC PACT ABOUT READY TO SIGN

AFRA’s new transcription contract should be ready for signing this week, following last week’s agreement on all clauses of the contract by company and union officials. Remaining “language difficulties” on wording of pact expected to be cleared up late Friday at meeting of company and union.

New contract calls for 20% rise in base pay for transcribed programs of five minutes or more, and boost in one-minute announcement bonus to 40%. Transcribed Pacts contain “ Crosby” clause providing for AFRA members to receive network commercial rate rather than transcription rate for transcribed programs broadcast on coast-to-coast network.

In Chicago Friday Ray Jones, AFRA local executive secretary, said only WGN held out with WERN to end on sustaining announcer classification, with local permitting them to continue present plans to Oct. 21, when they join WMAQ, WLS and WBBM at $180.90 rate. He said he expected contracts to be ready in week.

Closed Circuit

(Continued from page 4)

board chairman; Mr. Biddle, U. S. wartime
Minister to Governments-in-Exile in London. Remaining WIBG common stock held equally by President Paul F. Harron and Joseph Lang, who together own all preferred stock. Figure involved probably close to $500,000.

ARTHUR CHURCH, owner of KMBG Kansas City, has purchased Shrine Auditorium for nearly $200,000 to be converted into new radio city for CBS outlet. KMBG’s Brush Creek Fol- 

Lesion Falls

LOOK FOR meeting of new NAB-RMA liaison committee within month. With many common interests, two groups have never been close. First committee of business to be joint effort to build 1947 National Radio Week into big-time nationwide promotion.
Fine Music...

No apologies are necessary because each broadcasting day is not filled with music of the masters. The majority rules—and yet, that minority of serious music lovers is remembered. KMBC as one broadcaster is originating Efrem Kurtz and the Kansas City Philharmonic for the fourth consecutive season—in addition to carrying the unexcelled array of fine music emanating from CBS.

—KMBC of Kansas City
WKY's power to attract the majority audience in Oklahoma lies in its programming, both local and network.

Data compiled from a Diary Study of listening in 30 counties of WKY's immediate coverage area by Audience Surveys, Inc., demonstrate that WKY local productions are virtually as successful as NBC programs in attracting audiences. In many day-parts, in fact, WKY local programs achieve higher share of audiences than NBC originations.

There is no substitute for programs to build an audience, and there is no substitute for an audience to build sales.

Local Productions Vie with Network in Audience Appeal

**WKY has...**

**POWER**

**in its**

**PROGRAMS**

Local Productions Vie with Network in Audience Appeal

**LOCAL PROGRAMS 36.9%**

202 Local Quarter-hours Attract
36.9% Share of Audience

**NETWORK PROGRAMS 42.7%**

258 Network Quarter-hours Attract
42.7% Share of Audience