"TERRIFIC!"

exclaimed a famous radio director when WOR repeated...

1. that 24% of all the coin that this country’s people pay for things to eat and drink is passed across 46,157 counter places in the WOR area. We mean, $846,760,000!

2. that 20% of the nation’s annual food sales are made in the WOR area. This amounts, we might add, to the more than merely comforting total of $2,066,534,000!

3. that 26% of all clothes sold in the U. S. are sold in the WOR area every year, and people pay $829,205,000 for them!

No matter what you make or sell, you can be pretty certain that WOR can economically divert a majority of the nation’s buyers toward thousands upon thousands of counters for it. There’s some wonderful evidence at 1440 Broadway, in New York, to support this.

Mutual

*Actually, it’s a quote.*
The Richard Wassner family has lived in Chicago for 12 years, the last three in their present comfortable two-family frame house at 10002 South State Street. Mr. Wassner joined the Chicago Fire Department in 1941, now drives the big hook-and-ladder truck for the south side station at 47th and Cottage Grove.

A console radio is an important part of the comfortable Wassner living room and there is another set in the kitchen. But proudest "possessions" are three fine future Midwest Americans—Richard, who is 11; Kenneth, 6; and blonde, 3-year-old Nancy.

For 12 years, the Wassners have been consistent WLS listeners. They like the hearty friendliness of WLS announcers and entertainers—enjoy WLS news broadcasts, weather information, the Breakfast Club and the WLS National Barn Dance. They learned long since that out-of-town guests always want to see the Barn Dance at the Eighth Street Theater.

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.

The new South—"of freedom, unity and prosperity"—which Henry Grady prophesied sixty-odd years ago, has come into being in a BIG way.

In post-war progress... new industries, number of workers employed, increased payrolls, increased agricultural income... the South is pacing the nation!

In this new, prosperous, growing South, Atlanta is the No. 1 market—and WAGA is the fastest-growing station in Atlanta.

WAGA
ATLANTA
5000 Watts on 590 Kc. American Broadcasting Company.
Represented by Headley-Reed.
REVIVAL of organization of network affiliated stations being talked up about country. At area and district meetings of NAB independent broadcasters have discussed feasibility of re-establishing “IRNA” or some other organization exclusively of major network membership to interchange information on network contracts and renewals. APRA negotiations and upcoming AFM-Petillo and ASCAP contracts largely motivate this move.

CONVERSATIONS reported in progress between A. C. Nielsen, head of audience measurement firm, and network executives which may result in widely expanded audiometer rating service and have bearing eventually on both national and individual market audience measurements.

ANNOUNCEMENT may come any time from State Dept. that World Telecommunications Conference will meet in Atlantic City July 1 for three-month session to settle world allocations, first time since prewar era. Preliminary broadcasting meeting slated May 15.

BATTLE of behemoths in recording field (RCA, Columbia Recording, Decca) seen with entry of Metro-Goldwyn-Mayer into record manufacturing, and possibly transcriptions by March 1. M-G-M in radio through ownership of WJW New York, and also has important music publishing house ties. Frank Walker, former RCA Recording Co. v-p, in charge advertising, has been developing Bloomfield, N. J. plant for year.

ASCAP's test case against WDRC Hartford, which seeks to require broadcasters to pay double performance fees for use of music written jointly by ASCAP and non-ASCAP members [BROADCASTING, Dec. 30] being watched closely as a possible case celebre in connection with ASCAP pressure against BMI competition, WDRC, owned by Dr. Franklin M. Doolittle, one of radio's pioneering engineering experts, has been meticulous in maintaining copyright index and if case holds against it, other stations would be affected.

RESIGNATION of Keith Kiggins as senior vice president of ABC [BROADCASTING, Jan. 13] has provoked much consternation in station-affiliate ranks. Departure of certain other policy-level executives of network now being talked.

SENTIMENT in broadcasting ranks preponderantly opposes naming of Marion E. Martin, ex-assistant chairman and women's director of Republican National Committee, to FCC. Broadcasters, long chagrinned over use of Commission as political dumping ground along with appointment of those having common carrier concepts, favor someone with technical or broadcasting background. Generally they like such names as Commodore E. M. Webster, (Continued on page 46).

Upcoming

- Jan. 20-27: REL FM Broadcasting Engineers Clinic, REL HQsrs., Long Island City, N. Y.

(Other Upcomings page 84)

Bulletins

SALE of John C. McCormack's 25% interest in KTBV Shreveport (1480 kc, 1 kw) to his three equal partners for $154,000 approved by FCC. Purchasers, who will have one-third stock interests each, are Allen D. Morris, Prentiss E. Furlow, George D. Wray, Sr. Comrs. Durr and Walker voted for hearing.

POSTPONEMENT of NARB engineering conference, now set April 1, to Nov. 1 requested by Mexico. State Dept. officials undecided how U. S. would react, but learned no serious objection to delay. NARB meetings, originally scheduled to start Jan. 1 under Interim Agreement signed last Feb. 25, already moved ahead three months at U. S. request.

IN SWEEPING procedural reorganization Friday, House Interstate & Foreign Commerce Committee will call all Government department heads under its control, including FCC, for report on activities, seek recommendations for legislation, Chairman Charles A. Wvolerton (R-N. J.) announced. He promised consideration of all bills introduced. Pending is joint resolution by Rep. William Lemke (D-N. D.) to require FCC to allocate portion of 50-me band to FM.

Business Briefly

SUN RENEWS • Sun Oil Co., Philadelphia, renews Lowell Thomas news commentary on NBC (Mon.-Fri. 6:45 p.m. EST) for 52 weeks on 31 stations. Agency, Roche, Williams & Cleary.

GUM CAMPAIGN • gum Labs., Clifton Heights, Pa. (Ivorine) to use five-minute transcribed Story Time on 100 stations in spring campaign. Agency, Mekelim Assoc.

TOOTSIE SPOTS • Sweets Co. of America, Hoboken, on Jan. 20 for 26 weeks starts participation in two women's programs in New York and two in Chicago on behalf of Tootsie Fudge Mix. Agency, Duane Jones, New York.

RACE SPONSOR • Perfect Circle Co., Hagerstown, Ind. (piston rings), to sponsor for second year Memorial Day Indianapolis Speedway Race on MBS, which has exclusive contract with Race Henri, Hurst & McDonald, Chicago, is agency.

CAMINOL COMMERCIALS • Caminol Co., Stockton, Calif. (Beacon gasoline), Jan. 19 started thrice-weekly (26 weeks) transcribed singing announcements on 14 Northern California stations. Agency, Dana Jones Co.

MONARCH INCREASE • Reid Murdoch & Co., (Monarch Finer Foods) to double prewar ad budget. One-third of $550,000 to $750,000 will be allotted to radio. Monarch using 6 to 20 spots weekly on 60 stations. Agency, Rogers & Smith, Chicago.

DON LEE HEARING ENDS

CLOSING FCC Don Lee hearing in Los Angeles Friday Comr. Rosei Hyde, presiding, released right for FCC to make specific charges after considering testimony (early story page 86). Paul Bartlett, manager, and J. E. Rodman, owner of KFRE Fresno, closing FCC witnesses, described relations with network and told of confusion over affiliate contract provisions and network demands for station time. Lewis Allen Weiss, network vice president and general manager, said network had never dropped any affiliate for lack of cooperation.

FCC Selects Dates for Blue Book Reports

DATES comprising 1946 "composite week" on which broadcasters must base program reports filed with FCC in 1947 were announced by FCC Friday.

Chosen under procedure enunciated in Blue Book, they are: Feb. 4, March 12, April 17, June 29, Aug. 23, Sept. 28, and Nov. 5, 1946.

"Throughout 1947 the Commission, in the absence of instructions to the contrary in special cases, will expect information on broadcast station performance for the days stipulated, especially in connection with AM and FM renewal applications," FCC said. "Likewise, this composite week will be used in all hearings during the current year upon applications of existing stations for different facilities, transfers, etc.

Commission "suggested" that licensees with AM or FM applications awaiting hearing "should come to the hearing with program analyses and supporting logs for the composite week stated; and that in all cases where a program showing is expected of a licensee, whether in connection with a hearing or otherwise, the same week should be used unless the Commission should specify a different period.

It was also suggested that broadcasters whose licenses expire this year—on May 1, Aug. 1, or Nov. 1—"may wish" to work out program reports before preparing remainder of their renewal applications "so that filing such applications within the 60-day period (in advance of license expiration date) will not be delayed.*

Pave 4 • January 20, 1947
HARRISBURG, PENNSYLVANIA

covers a market with
higher-than-average buying power

Harrisburg is the capital city of prosperous Pennsylvania. Here the extensive railroad yards, steel mills and other plants combine with State and Federal employment payrolls to assure a prosperous market—stable employment. Because of the steady employment, residents of the Harrisburg area enjoy a higher-than-average standard of living. WKBO reaches these prosperous Harrisburg residents—your potential customers. We believe it pays you well to present your sales story over WKBO. Write for information.

"A Steinman Station"

Represented by RADIO ADVERTISING COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DALLAS

BROADCASTING • Telecasting

January 20, 1947 • Page 5
WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area...at lowest cost.

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.
WWJ, the first radio station in the nation, proudly acknowledges this award from NBC, the nation's first radio network, commemorating an affiliation of twenty years' standing.

It marks another milestone in the uninterrupted leadership achieved by these two pioneers, whose "teaming of talents"

has proved so enjoyable to WWJ's great listening audience and so productive for both WWJ and NBC advertisers.

FIRST IN DETROIT...Owned and Operated by THE DETROIT NEWS

Associate FM Station WENA...Television Station WWDT

950 Kilocycles
5000 Watts

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
NUMBER ONE ON THE WEST COAST!

National Honors for KLAC Sports Director; Starts California's Most Popular Independent on Largest Sportcasting Schedule for the year 1947

Rated the No. 1 sportscaster of 1946 by the national publication "Sporting News," KLAC sports director Sam Balter has inaugurated station coverage of sports in the Los Angeles area that is the most comprehensive program on the West Coast.

One of three sportscasters, each representing a different section of the country, Balter was selected as "announcer of the year," said "Sporting News," on his "general ability, frankness and aggressiveness." These qualities are daily adding to KLAC's dial popularity.

WHY SPORTS FANS KEEP TUNED TO 570

KLAC regularly broadcasts Pacific Coast league hockey; American league and Pacific Coast conference basketball; Pacific Coast league basketball; All-American conference football; Olympic auditorium boxing.

Regular KLAC sports features include: Sam Balter's "Sportsbook”; Fred Haney's "Baseball Preview”; Sports Quiz Bowl; Sports Time; High School sports Page.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

LOS ANGELES
NOW... for the first time... KCBC and the MUTUAL Broadcasting System bring you basic coverage of Iowa's first and most important market: Des Moines, Iowa's Capital city, and its primary trading area.

Just as no Iowa radio schedule can be complete without coverage of the Des Moines market... so is no Des Moines market coverage complete without KCBC-MUTUAL... dollar for dollar the first radio buy.

If you're already buying Basic MUTUAL... you've got it! If not, then write now for availabilities.

KCBC
1390 KC DES MOINES, IOWA 1000w

TOP, VETERAN IOWA RADIO PERSONALITIES MEAN IMMEDIATE LOCAL ACCEPTANCE

GLEN LAW and WES JONES
Local News Coverage and Commentary

GENE MILNER
Exclusively Reporting High School Sports

MJB
Variety that's Easy to Listen to

STELLA BARKER
A New Twist for the Woman's Viewpoint

WOODY HIRSCH
Programs Extraordinary

These top, veteran Iowa Radio personalities... assembled by KCBC... are names that present you with audience and product acceptance from the start.
Feature of the Week

THERE'S an unusual mixture of labor and management at WREN Lawrence, Kan., but the situation seems to be working well for all concerned. For the eighth consecutive time, WREN's general manager, Verl Bratton, has been re-elected president of Local 512, AFM.

Mr. Bratton joined WREN as a musician several years ago, with a degree in music from the U. of Kansas. He became a member of Local 512 in 1939 when he was named general manager of the station, while still retaining his union membership. Shortly after he became general manager, he was unanimously elected president of the local.

As policy changes followed either Mr. Bratton's appointment as the station general manager or his election to the union presidency, with its membership demand behind him, he administered his dual jobs to the best interests of all. It was his full knowledge of the needs and requirements of WREN staff musicians, coupled with his equally complete information about a radio station's administrative responsibilities, that combined to create a highly satisfactory working agreement between station and union.

Mr. BRATTON and served to reelect him eight times to the union presidency.

Mr. Bratton still retains his skill at playing a great number of instruments. He frequently sits in with station musical units and takes over with the novachord, tenor guitar or banjo, clarinet or vibraphone. "It's good relaxation," he says, "and I enjoy it immensely."

Sellers of Sales

BACK IN 1942 when Hines Hatchett opened up a New York office for the John E. Pearson Co., national radio station representatives, the company consisted of Mr. Pearson in Chicago, Mr. Hatchett in New York, and the accounts of seven stations located throughout the country.

Today the company boasts of 40 station clients for which it is exclusive representative, 21 employees, and offices in Kansas City, St. Louis, San Francisco, Los Angeles, New York and Chicago.

Much credit for the company's rising success is due Mr. Hatchett, the No. 2 man in the organization, whose rise from a North Carolina farm to a Park Avenue office has been nothing short of meteoric.

Born in Yanceyville, N. C., in 1909, Hines attended the local schools and graduated from the U. of North Carolina at Chapel Hill. After graduation he worked as a reporter for the Asheville Citizen and the Winston-Salem Sentinel for several months before launching out on an advertising career which took him to Lancaster, Pa.

There he worked for Lancaster Newspapers Inc.

Shortly after his arrival in Lancaster, his paper bought a 15 w station, WGAL Lancaster, and Hines was made manager. During his five years as station manager, WGAL increased its power to 250 w and became the key station in the Mason-Dixon Radio Group, which now consists of seven stations.

In 1946, the soft-spoken Tar Heel resigned to go to New York, where he spent a year and a half selling radio time for Hearst Radio.

Leaving Hearst, he took a similar position with John H. Perry Assoc., radio representatives, remaining there until 1942 when he joined the Pearson Co.

His favorite hobby is receiving glowing reports from the 150-acre tobacco farm he owns in Caswell County, N. C. That's where the "time broker" wants to retire some day when he decides "to return to the soil."

Hines is married to the former Pauline Remminger, of Lancaster, Pa., and lives in Jackson Heights, L. I.
WELCOME HOME, WWVA!

WE'RE GLAD YOU'RE COMING BACK TO CBS!

You make the 19th CBS 50,000-watt station in the U.S.
With Wheeling as your home base you blanket the rich coal, iron, and steel belt of Ohio, West Virginia, and Pennsylvania.

YOUR HALF MILLION* RADIO FAMILIES WILL GIVE THREE CHEERS!

For, starting June 15, over their favorite radio station, they will enjoy radio's top entertainment and information programs carried by the Columbia network.

— AND ONE CHEER MORE FROM CBS ADVERTISERS!

Who have long been aware of the professional quality and technical skill typical of Fort Industry radio stations. They know the tremendous plus that top-notch WWVA local programming offers to their network shows. And they'll relish the big audience boost that will come from this basic CBS affiliate.

THE COLUMBIA BROADCASTING SYSTEM

*To be exact:
SMR audience to WWVA
300,750 families, day
489,000 families, night
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Even when one is “doing what comes naturally”, it’s surprising what un-naturally big results a little extra effort will produce!

For instance we've been doing a great deal of exceedingly interesting analysis work for many agencies and advertisers, showing the cost-per-thousand radio listeners they are now getting, as compared with the costs of better offerings that we know about. The result? Well, we’ve opened a lot of eyes—“sold” a lot of time—and earned an amazing amount of good-will for the extra work and extra results of “F&P Service”.

Want a hunk of same—now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
NAB Starts Drive to Revive Editorials

District 14 Action Called National Pattern
By SOL TAISHOFF

RIGHT of broadcasters to editorialize over their own stations was catapulted into the national radio scene last week by unanimous action of the NAB District 14 meeting at Salt Lake City.

Action came with adoption of a resolution offered by Rex Howell, owner of KFXJ Grand Junction, Colo., petitioning the NAB Board of Directors to establish the rights of broadcasters "to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech."

National Pattern

Implicit in the resolution, and in the debate that preceded its adoption, was the repeal or redefinition of the FCC Mayflower decision which in dictum opposed editorial policies by stations. This case had involved editorial crusades by Yankee Network in Boston, and while the license of WAAAB, Yankee station, was renewed, the FCC expressed its position in opposition to editorial opinions.

NAB President Justin Miller, who had cited the Mayflower decision as a glaring example of an unwarranted assumption of power by the FCC in an address before the opening session of the meeting, promptly got behind the Howell resolution. He predicted the district action "might well set a national pattern." Judge Miller for months has urged that steps be taken to reestablish the broadcasters' right to editorialize.

Prior to adoption, Judge Miller had pointed out that a number of stations already are conducting editorial periods, largely in civic and community campaigns, and that he would like to see more. But he made it clear that in the light of established Commission policy, stations were doing so at their own risk.

Guarded statements by FCC Chairman Charles R. Denny and Comr. Clifford J. Durr that the Mayflower decision might be subject to revision and review were brought out. While the resolution won unanimous support, several delegates thought it might breed trouble, particularly if editorializing is attempted by inexperienced hands.

Judge Miller said establishment of editorial periods need not be mandatory but that right of stations to engage in such program- ming on equal footing with the press should be clearly decreed.

Before adoption of the Howell resolution, District Director Hugh B. Terry, general manager of KLZ Denver, who presided over the two-day meeting of 125 station executives, warned that affirmative action would be precedent-setting, and urged full discussion. He got it.

Local Campaign

Mr. Howell, who established KFXJ 21 years ago, explained he had conducted an editorial period virtually since he began operations. He has not engaged in political crusades on the national or international level but has conducted campaigns aimed at civic betterment and community leadership.

Currently a campaign is under way on behalf of a county zoning ordinance. These editorials, he explained, are labeled as such and are run contiguous to established news periods.

A former radio "ham" who became a broadcaster upon graduation, Mr. Howell said he had achieved fine results in his community and felt that radio has been "too willing too long to be an entertainment medium." Radio, he declared, to perform adequate public service "must assume its rightful place in the community."

The district adopted a series of resolutions dealing with issues confronting radio. In the two-day business sessions Monday and Tuesday, executives and department heads of NAB and representatives of enterprises allied with

(Continued on page 14)

NAB Resolution on Editorializing

WHEREAS, broadcasters are constantly searching for ways and means of improving their service to the communities they serve and are anxious to fully discharge the duties and responsibilities of public interest programming,

And whereas, oftentimes of great value to the community, public service can be accomplished by assuming the leadership in promotion of civic, educational and cultural projects and by advocating community action that must necessarily stem from the establishment of an editorial policy by nature of public dissemination with a wide sphere of influence,

And whereas, by inference in its decision known as "the Mayflower Case" the FCC has thwarted assumption of editorial leadership by broadcasters under the theory that "radio must not be an advocate."

Be it, therefore, Resolved, that the broadcasters of the 14th NAB District in convention assembled do, hereby, petition the Board of Directors of NAB to seek by appropriate action to bring about a revision of the said inference in the Mayflower case and establish the rights of broadcasters to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech.

FCC Appointment May Be Delayed

Democrats Are Opposing Naming Republican To Vacancy

APPOINTMENT of the seventh member to the FCC may be delayed by President Truman in view of controversy between the new Republican leadership in the Senate and leadership of the Democratic party, it was learned last week.

The nomination of Marion E. Martin, former assistant chairman and women's director of the Republican National Committee, had been scheduled to go to the Senate more than a week ago, according to informed sources. (Broadcasting, Jan. 6). After Sens. Wallace H. White Jr. and Owen Brewster, Maine's Republican Senators, had urged Miss Martin's appointment in a conference with the President, it was learned President Truman was expected to name a Progressive Democrat to the Federal Communications Commission as originally proposed by Democratic leaders.

But Democratic leaders have been informed by Miss Martin's appointment, while urged by Senators White and Brewster, does not meet the approval of the entire Republican membership of Congress, particularly in the House. Those who opposed her nomination pointed out that she resigned by request from the Republican National Committee and that she has had no communications experience.

Meanwhile the names of other candidates for the FCC post have cropped up, with J. Burke Clements, candidate of former Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in the 79th Congress, again revived.

The name of Commodore E. M. Webster, director of telecommunication for the National Federation of American Shipping and former chief of communications at the U. S. Coast Guard, was mentioned again last week. Senator White, before recommending Miss Martin's appointment, strongly urged the appointment of Commodore Webster.
Look for the Gimmick

FROM THE mountain fastnesses of the 14th NAB District there emerged last week a resolution mandating the NAB Board of Directors to establish the rights of broadcasters to use their own microphones for editorial purposes. The resolution seeks action by whatever course deemed expedient to rescind the now celebrated FCC Mayflower decision, which states that radio may not be an advocate. This ruling, which became national policy by default because it was decreed in an opinion in which the station involved won its case on license renewal, is one of several cases which NAB President Miller contends has chipped away radio's freedom of speech.

There's no question about radio's constitutional right to advocate causes which contribute to civic betterment and public welfare. Under the Mayflower decision broadcasters are denied the right to free expression guaranteed to every American citizen. They are penalized because they are broadcasters.

But the right to editorialize doesn't mean it will be incumbent upon broadcasters to rush to their microphones on every national or international issue. That would be folly indeed. We shudder to think what would happen if stations acquired for themselves political party labels like the newspapers.

But the inalienable American right to freedom of expression. Whether that comes via a new definition of authority from Congress or through a repudiation of the Mayflower opinion isn't fundamental. But should disaster befall some licensed station for infraction of the existing illegal policy.

While we strongly favor the right of broadcasters to editorialize for their microphones, we vehemently oppose any concerted move whereby stations would attempt to counsel on the national or international scene or delve into politics per se. Leave that to the commentators, to the forums and to the politicians.

FCC Chairman Denny favors a reappraisal of the Mayflower case, and Commissioner Durr has said he would vote to rescind it with the understanding that stations provide what would correspond to a "letters to the editor" page contiguous to the editorial period.

Why should Cliff Durr—he of the Government ownership philosophy and the commercial-radio-be-damned thesis—suddenly favor greater radio freedom? Is there a gimmick? We think there is. Nothing would suit Durr and his CIO-Lawyer's Guild walking delegates better than to have owners become political partisans. That would be an open road to program scrutiny on license renewals. Stations would be asking for it.

We're for radio's freedom to be free. We're for that which Rex Howell, author of the resolution, has been doing at KFJX Grant Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting playgrounds, in improving the police force and water supply, and in other non-political pursuits on the local level. Even these now are construed to be in possible conflict with the Mayflower decision.

To go beyond this would be playing with dynamite before many broadcasters had learned to play with matches. Let's get the Mayflower decision off the books first, and then let's get a law that can't be mangled by any independent communication before all broadcasters essay to become pandits on the national scene.

NAB Drive

(Continued from page 13)

radio, followed the order set at the combined area meeting in San Francisco the preceding week in covering the state of radio affairs [BROADCASTING, Jan. 13].

Solid support of BMB, a burning issue at past sessions, was voted unanimously after Hugh Feltis, BMR president, had outlined functions of the organization, and had conceded past errors. The resolution took cognizance of the need for standard statistics relating to coverage, that the first study has developed facts of value to agencies and advertisers as well as broadcasters, with studies under way of greater value. It commended BMB for the "contribution which has been made to standardize radio as an advertising medium, in the minds of advertisers and agencies" and urged a "complete study of all of the data developed in connection with the first study, to the end that techniques may be developed that will bring about more constructive results for future studies."

Uniform Time Favored

The district adopted a resolution on uniform time. It brought out that periodic changes in time adversely affect the ability of the industry to serve the public and upset schedules. The resolution urged NAB to cooperate with other industries similarly affected in developing plans whereby uniform time may be applicable throughout the country and throughout the year.

Implied opposition to the trend in labor relations, which finds the networks setting the pace through

Editors Stress Careful Processing to Reach Station Audience

LOCAL and regional news geared to the station's audience should be given more attention, with national and international stories presented in clear, concise fashion, the Radio News Clinic held Jan. 15 by NAB District 14 was informed by news editors and managers from the mountain area.

The clinic was 16th of a series started in late 1945 under direction of Arthur C. Stringer, NAB director of special services. It was arranged by Hugh B. Terry, KLVZ Denver and district director, after a poll of stations and comprised the third day of the Jan. 13-15 district meeting (see story page 13).

Humanizing of news, rewriting, farm news and beaming programs to particular audiences were discussed at the clinic.

Opening the discussion Mr. Stringer stressed importance of adequate and qualified personnel. Wayne Kearl, news editor of KSL Salt Lake City, said women listeners should be given news that will interest them, along with carefully processed "heavyweight" stories. He said press association copy needs rewriting for the station's own audience.

Frank K. Baker, supervisor of the KDYL Salt Lake City news staff, said news must be humanized if the audience is to continue growing. He suggested that editors weave stories of special interest to the audience between the who-what-when-where-why elements to give the copy perspective, life and force.

Ray McGinn, news editor of KZLZ Denver, said his station has 40 correspondents on the payroll, with

More Emphasis on LocalNewsUrged

... . . . . . . An Editorial

120 others in small communities who produce about a story each month. Chic Crabtree, manager of KVMZ Twin Falls, Idaho, and Al Weeks, KFPMZ news editor, said they had nine correspondents and that all daily newscasts but one are opened with area news.

News Staff Growing

A. J. Mosby, owner of KGVO Missoula, Mont., said the station has four correspondents and plans to enlarge its news staff, with the director reporting directly to management.

News should be in the hands of professional newsmen and not under the program manager, according to Bud Blanchette, KGVO program manager. He explained the station's 6:15-6:45 p.m. newscast consisting of ten minutes of national and international copy sponsored by Texas Co.; five minutes of local news sponsored by Texaco dealers; five minutes of sports delivered by the sponsor-owner of a sporting goods store; Behind the Headlines, beamed to men and sponsored by a department store; five minutes of movie news sponsored by a theatre. Four or five voices are used. A service charge is made for news programs, $4 for 15 minutes, $2.50 for five minutes, $1.25 per week for a strip.

William Day, news editor of KOA, submitted a paper on farm sponsored by a department store; five minutes of movie news sponsored by a theatre. Four or five voices are used. A service charge is made for news programs, $4 for 15 minutes, $2.50 for five minutes, $1.25 per week for a strip.

ECONOMIC, political and social aspects of radio animated this corridor conference at the 14th District Meeting at Salt Lake City last week. Left to right, Jerry King, partner, Standard Radio; Richard P. Doherty, NAB director of Employ-Employer Relations Dept.; Hugh B. Terry, general manager of KZL Denver, and district director who presided at sessions; C. E. (Bee) Arney, Jr., NAB secretary-treasurer.

Page 14 • January 20, 1947

BROADCASTING • Telecasting
51% Answering Question Believe Stations Are to Blame

FEEL radio is too commercial place the responsibility for it in equal measure on broadcasters and advertisers. Twenty-two percent place the responsibility on agencies—less than half as many as believe the responsibility rests with advertisers or broadcasters. Only five percent feel that the networks are responsible for the overcommercialism they detect in radio.

Respondents were asked to explain why they feel as they do about radio’s “commercialism.” Among those who feel that radio is overcommercial, these major criticisms (listed in order of frequency) emerged:

- In general—commercialism are too long and too repetitious.
- Specifically critics said station managers and owners allow too many spots and chain breaks; do not enforce strict enough controls (on commercials); are too concerned with revenue (and not programming); have grown careless because of profitable years; fail to provide public service programming balance; should reserve more time for sustaining features, just as magazines do.
- Advertisers pressure agencies too much; adopt a “hell with listeners, I’m paying the bill” attitude; try too hard to get their money’s worth; push because of heavy product competition; don’t understand the medium.

Agencies are anxious to impress their clients; too rarely argue with their clients.

Of those who feel that radio is not overcommercial most respondents feel that: Commercialism is essential in our radio system, but why apologize for it if it makes possible the finest and greatest variety of radio entertainment in the world?; the quality not the quantity of commercials is the root of the trouble—a long but good commercial could sound short.

Since most agency executives criticized station owners and managers, and directed relatively little criticism at the networks, it is important to learn what they think of locally produced programs and what suggestions they advance to improve such programs. Two questions were asked panel members in an attempt to provide this information:

**TABLE II**

“A recent poll of station managers indicated that many were producing local programs with a respectable audience-following but for which they were unable to obtain national advertising sponsorship. In your experience what is the chief obstacle to the purchase by national advertisers of more locally produced programs?”

Respondents were asked to reply in their own words. 

Analyses of their “free answers” reveals:

- Per cent of all respondents
- Difficulty of policing and checking them
- Poor production
- Cost too high
- Poor talent
- Inadequate data and information
- Poor selling (of such programs)
- Absence of national uniformity in a campaign
- Lack of control
- Easier to handle network shows
- Poor merchandising
- Poor times of broadcast
- National advertisers prefer to produce own show

Comment: Many of these reasons are interrelated. Those who commented on “the difficulty in policing and checking” (17%), “lack of direct control” (4%), “easier to handle network programs” (4%), were presumably saying the same thing in different words. Taken together, therefore, a total of 25% of the panel find the relative difficulty in handling local programs to be the major obstacle to their purchase for national accounts. The other major obstacles which were reported clearly result from implicit (or expressed) comparisons with network and transcribed programs: poor production (16%); poor talent (15%); and inadequate data (11%). Fourteen percent feel that the costs of locally produced programs are too high in relation to sales in the stations’ coverage areas.

**TABLE III**

This second question was asked: “What can station managers do to improve the attractiveness of their locally produced programs?”

Per cent of all respondents

- Provide proof of results
- Improve promotion and merchandising
- Improve quality of programming
- Provide more and better data
- Get better talent
- Improve programming departments
- Lower production cost
- Impress advertisers with the programs’ local appeal and the variation of tastes from section to section
- Standardize rates for time and talent
- Improve selling
- Build new ideas for programs

(Continued on page 74)
FMA Liaison Committee Named To Meet Informally With FCC

Members Include Wayne Coy, C. M. Jansky Jr., Gordon Gray, Everett Dillard, L. H. Marks

FOLLOWING invitation of FCC Chairman Charles R. Denny to the FMA, Assistant General Manager Ray Manson, Jr., Jansky, Jr., Jansky & Bailey, Washington, and members of the Commission to meet on a monthly basis to discuss mutual problems, Mr. Hofheinz said:


Lunches Profitable

Addressing the FMA luncheon Jan. 10 [BROADCASTING, Jan. 15], Mr. Denny said the Commission had found its monthly meetings with the NAB profitable for both broadcasters and the regulatory body.

"I think you ought to have an FMA liaison committee representing all your members to meet with the Commission informally and discuss any problems you might have," he said, "It would be helpful to us and I'm sure we could be of some assistance to you."

During a question period Mr. Denny, who noted that he thought the "time was here" for FMA to set up a liaison committee to discuss possibilities of extending the FM band "in about five years," he said that FMA had been allocated 88-108 Mc in the band and "there it stays." He added that the uncertainty of where FM was going to be had helped to delay transmitter and set manufacture, but now that the manufacturers know, they can go ahead with production.

Commenting on the future meetings with the FCC, Mr. Hofheinz said: "These meetings will not be social get-togethers. They'll be instructive and informative. Through the Liaison Committee we'll be able to keep our members informed of the thinking on the part of the Commission with reference to specific problems and we'll be able to present a better picture of our problems to the Commission."

The FMA executive office will poll members, he added, to learn what questions the membership wishes taken up by the committee.

Mr. Denny said he would ask various department heads having to do with FM broadcasting to attend the meetings along with himself and other commissioners.

Incorporation papers for FMA were filed Wednesday with the Recorder of Deeds for the District of Columbia. Incorporators were Messrs. Hofheinz, Jansky and Marks.

Four State Regional Will Air Ball Games

CONTRACTS for reported regional network broadcast of a major league baseball season to be sponsored on a participating basis were signed Thursday in Chicago.

Formation of the Midwest Baseball Network will enable as many as 30 stations in Illinois, Indiana, Iowa and Michigan to broadcast all games of the Chicago Cubs effective April 18. The regional network gained permission from WIND Chicago, which has radio rights to all Cub games, to broadcast the games on a network basis.

Under terms of the contract the regional will underwrite the entire cost of leased wires, traffic and station time with national and local advertisers eligible to enter into participating sponsorship.

P. Lorillard Co. (Old Gold) through Lennen & Mitchell, New York, and Walgreen Drug Co., through Schwimmer & Scott, Chicago, will continue to sponsor the Cub games on WIND. Bert Wilson will do the play-by-play account for both WIND and the regional.

DISCUSSING FMA promotion campaign were these three experts who addressed FMA meeting in Washington Jan. 10 (1 to r): Dr. Ray Manson, president, Stromberg-Carlson Co.; FMC Chairman Charles R. Denny; Hugo D. Laverly, McCann-Erickson, New York.

Albert Crews Named to Fill Position As Chief of Radio Unit Under MacArthur

A NEW CHIEF of the Radio Unit, Information Division under General MacArthur in Japan, has been selected.

He is Albert Crews, production director of NBC Central Division, and former chairman of the radio department of Northwestern U. Mr. Crews holds an M.A. in speech and radio from Northwestern and is working on his Ph.D. in radio at that school.

He has had six years newspaper experience in addition to his radio work which includes direction on

Author's Playhouse, Hot Copy, Lights Out, Grand Hotel, The Baxters, among others. Mr. Crews spent close to a year with the Army in Europe in 1945-'46 as chairman of the radio department, U. S. Army University No. 2 at Blarritz, and was station manager of AFN Station WDBK at Blarritz.

From 1943 to the present, Mr. Crews has been radio editor of Houghton Mifflin Publishing Co. He is also author of Radio Production and Professional Radio Writing, published by that company in 1944 and 1946 respectively. At present he is giving a lecture series on advanced radio at Northwestern, and at the end of the series, will leave for Japan.

According to Maj. F. B. Simmons, of the Personnel and Training Branch, Civil Affairs Division, War Dept., over 50 letters and telegrams came to his office in response to an article in BROADCASTING, Dec. 30 telling of the need for a man to fill the post.

Pierce Program

PIERCE WATCH Co., New York, during the first week in April begins a quarter-hour once weekly transmitted series of programs, This Is America, featuring Edwin C. Hill, in four cities, San Francisco, New Orleans, Oklahoma City and Dallas. Series will be aired April through June and will be resumed October through December. Agency is Joseph Katz Co., New York.

Air-Wick Plans 200

SEEMAN Bros., New York, distributor of Air-Wick, Jan. 27 is to start national campaign to include reported 200 stations. Agency is William H. Wintraub & Co., New York.

Dealers Use 34

FORD DEALERS, Fargo and Twin Cities districts, began sponsorship Jan. 13 of 6 to 14, day and nighttime, spots per week for 13 weeks on the following stations:

KHGL KFBF KRJF KGCK KPYR KDWR WDAY I KSOB KGCU KLPM KQVC KGDE KVOX KABR WECB WTVK WCAU WMUS KGFX KBBN WCCO WTWN WDGY KROC KWNO KGFX KSLO KELO KWAT WATW. Agency is J. Wal- ther Thompson Co., Chicago.

Places on 150

GENERAL BAKING Co., New York (Bond Bread), has started a spot campaign on 150 stations throughout the country as far west as Oklahoma, with 25 to 50 announcements weekly in each market. Agency is BBDO New York.
Radio Division in All Stores Urged

NRDGA Told of Power Of Air Medium
In Sales
CREATION of a radio department in every retail store was advocated Wednesday morning at the radio session of the 34th National Retail Dry Goods Assn. Convention, held in New York last week, by Lee Hart, NAB assistant director of broadcast advertising and director of radio at Joske's of Texas during the store's extensive telecasting program of broadcasting as a medium for retailers.

Warning store operators that they can't just "play around with radio," Miss Hart said use of the medium calls for careful planning and continuous guidance by some professional agency. And she emphasized that the store department must not only assume the responsibility of planning and scheduling for radio but must develop skill in writing copy for its potential advertising impact.

The idea of power of radio as an advertising weapon, as demonstrated by Joske's, largest department store in the Southwest, Miss Hart said, is learned from the clinic are available to all stores through a series of NAB publications. Radio advertising in its phases, dealing with copy and advertising campaigns, will be published by NAB in a forthcoming book.

The broadcast medium offers stores the chance to use the airwaves to turn listeners into customers and to develop "a persuasive, personalized selling voice in the buyer's market," Miss Hart told the retailing audience.

Joske Study Reviewed

A comprehensive report of the radio advertising study conducted in San Antonio by the large department store, Joske's of Texas, in cooperation with the NAB, was presented.

Willard H. Campbell, sales manager of KXEL, Lindsay & Curr, Rochester, N. Y., was panel chairman. Mr. Campbell introduced the program for the series, dealing with radio advertising for the NAB, which outlined the background of the Joske study, the most intensive radio advertising campaign ever undertaken by any retailer.

Using BMB, which Mr. Pellegrin compared with the Audit Bureau of Circulation for newspapers as a station gauge, Joske's launched a radio campaign featuring the "beamed program technique," in which programs were aimed at specific listeners, he said. The results of the clinical test have been combined into a 90-page initial book, Radio for Retailers, with supplementary chapters soon to be available.

Value of Repetition

Outlining the development of the Joske radio advertising tests, Edward G. Sullivan, executive vice president and general manager of Joske's, said that after the beamed program technique had been developed, the store set up a separate department to handle advertising and programming.

A training program was given writers so that "as a result, we now have a staff of competent, professional writers who alone among those who have had any radio experience before being at Joske's."

He credited radio with giving the slogan, "Joske's of Texas, the largest store in the large State," the publicity that it needed. It was "a sign of how practical and useful radio is," he added.

"One of the main things about radio," he said, "is that it is persuasive and has personal appeal. We feel its value increases with use. Radio advertising is effective when properly planned, used boldly, sufficiently and regularly. If you plan to stop, don't start. We know that our success has been due to careful planning, competent and thorough follow-through, and an adequate schedule regularly maintained."

Broadcasting was among the trade publications and newspapers to express appreciation of the effort made by Mr. Skelton on his Jan. 14 show for their comments on the recent NRDGA convention, at which Mr. Skelton announced that listening to commercials for a few minutes was small admission price for the much larger contribution made by the retailers.

GRIESEDEICK Bros. Brewery Co., St. Louis, through Ruthrauff & Ryan, that city, has signed for sponsorship of all 154 of the 1947 ballgames of the St. Louis Cardinals on WEW St. Louis (day games) and WTVM East St. Louis, Ill. (all games). Play-by-play accounts will be given by George Fogle. Talent includes Bob Bailey, Dawn Bender, Bill Bouchez and Russell Thorson.

Safeway on 32

SAFEWAY STORES, Oakland, Calif. (Dutch Mill Cheeseman), Jan. 27 for 52 weeks starts daytime serial "Bob and Victoria"

Other Cases Pending

Pending also in the U. S. District Court, New Mexico, is a suit filed by the Board of Regents, New Mexico State College, asking specific performance on a 1936 contract by which KOB was sold to the present owners. This contract, the suit alleges, requires the station to mention "The New Mexico State College at Las Cruces" on all KOB announcements.

The board asks $2 for each of 250-000 alleged violations of contract provisions [Broadcasting, June 17, 1946].

The FCC set for hearing, in an order issued Jan. 3, the petition of John J. Dempsey, who retired recently as New Mexico's Governor, alleging KOB broadcasts "false, defamatory and scurrilous allegations."

Station Court Appeal Right Upheld

RIGHT of a station to go to court to settle legal questions concerning operation of its business was affirmed by the U. S. Circuit Court of Appeals, 10th Circuit, in a decision sustaining a District Court ruling in the case involving the demand of New Mexico State College for specific time on KOB Albuquerque. KOB was sold in 1936 by the college board of regents to T. M. Pepperdor, publisher of the Albuquerque Journal.

The decision handed down by Judge Orin L. Phillips and concurred in by Judges Walter A. Huxman and Alfred T. Murrah, holds the station is bound by FCC regulations and by the Federal Communications Act to refuse specific time demands of the college which had claimed right to an hour of free time daily on KOB under terms of the 1936 contract of sale.

In June 1945 the college had served an informal demand on KOB for quarter-hour and half-hour periods in the late afternoon and evening, as well as Sunday morning, without offering program plans.

Judge Phillips upheld the station's duty to exercise its own judgment in control over and supervision of its programs. Refusal of college demands for specific periods, with no mention of program plans, was within KOB's rights, he held, ruling that the station may not surrender its rights to duties as a licensee through private contract.

Effect of the decision is believed to deprive the FCC of exclusive jurisdiction to decide contractual questions involving station public interest responsibilities.

District court decision holding that the company had sole right to exercise its judgment in refusing to surrender by private contract its right to choose programs and designate time was handed down in December 1945, KOB receiving a declaratory judgment interpreting the 1936 contract.

One of the claims KOB included was Theodore Pierson, of Pierson & Ball; Sen. Carl A. Hatch and former Gov. A. T. Hennett. Representing the college were Philip J. Loucks and Joseph F. Zias, of Loucks & Scharff.

January 20, 1947 • Page 17
Color Telecast by Cable To Be Tested

Comparison With Local Transmission Sought
In Video Hearing
WHAT EFFECT does intercity coaxial cable transmission have on reception of color television?
Seeking an answer to the question, FCC announced last Wednesday that CBS program material would be transmitted from New York to Washington and back to New York via coaxial cable as part of the color video hearings in New York Jan. 27-Feb. 1.

"This will enable the Commission to observe the reception of CBS color program transmission as broadcast locally, in comparison with the same program as broadcast after transmission over the intercity coaxial cable," FCC explained.

Effect of Cable
The color's present effectiveness in transmitting color telecasts was discussed briefly during the first sessions of the hearing, held in Washington the week of Dec. 9 [BROADCASTING, Dec. 16].
The cable transmission will be handled by American Telephone & Telegraph Co., pursuant to an FCC request that AT&T "introduce certain equipment for color transmission... concerning the operation of its coaxial cable."

AT&T also "will have a qualified workman present at all the hearings to present testimony concerning the technical aspects of its coaxial cable in connection with the transmission of television," FCC asserted.

The demonstration of its mechanical-scanning color system "for the record" was requested by FCC. Allen D. Du Mont Labs. and RCA, which are opposing the CBS presentation, asked that the output of the 460-920 mc band for commercial color operation, volunteered to demonstrate their own video developments, also for the record.

M. D. Waksman, chairman of the Public Board, said that the network's development the past weekend. They were to be accompanied by New York by Harry M. Plotkin, assistant general counsel, and Curtis F. Skoog, manager of the Engineering Dept. of the Television Section.
The Jan. 27-28 session will be held in Room 1003, U. S. Court House, Foley Square, New York, starting at 10 a.m.
CBS will lead off with a demonstration of color video transmission by the mechanical sequential pickup. It will broadcast from the network's experimental transmitter atop the Chrysler tower several miles north of the Court House and received on one or more color receivers in the hearing room.
Allen B. Du Mont Labs. will follow, the CBS demonstration with one of its own, designed to show the limitations of the CBS system, which Du Mont believes is based on standards too low to produce a satisfactory video service. Two days have been allotted for these demonstrations, the testimony of spokesmen for the two companies and cross-examination.

The third day, Jan. 29, the hearings will be moved to Princeton, N.J., home of the RCA Labs., where RCA will demonstrate its electronic method of color transmission in a showing that will be essentially a reprise of that given last fall [BROADCASTING, Nov. 4], except that the program will be transmitted by radio waves from antenna to receiver instead of by cable as was done in the earlier showing.

Queried about details of the CBS presentation, Adrian Murphy, CBS vice president, said the network's present plans are to put on a program of about 20 to 30 minutes and to let the demonstration speak for itself, with only as much oral testimony as is necessary to explain the transmission process. How long the total CBS presentation will run will depend on the FCC and on the length of the cross-examination, he said.

Allen B. Du Mont, president of the Du Mont organization, told the FCC that the primary point the Du Mont presentation will attempt to make is that the CBS mechanical color transmission in effect limits the picture speed to 24 a second, in comparison with the 30 pictures per second produced in today's black-and-white picture transmission. "We believe," Dr. Du Mont said, "that the CBS standards are entirely too low and that the standards set for color video should be at least as high as those for black-and-white television."

Asks Same Subject
Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, Dr. Du Mont said, in contrast to the CBS pictures of 6-by-8 inches with brightness of only 20-foot lamberts. The effects of room illumination on images of various degrees of brightness will also be demonstrated to show the importance of a bright picture to the television viewer, he said. Dr. Du Mont added that he had requested the FCC to hear the same subject transmitted at the same time by his station, WABD New York, and the CBS experimental color station, comparative transmission in both stations laboratory set-up have so far made it impossible to reach a satisfactory basis for such an arrangement.

Dr. Du Mont also reported that he has asked the Commission to have CBS demonstrate reception of its color pictures in Yonkers, Nyack, Peekskill, West Point, Newburgh, Poughkeepsie and Saugerties. In all these communities, ranging from 12 to 100 miles from New York, television has shown an acceptable reception of black-and-white video pictures on the present commercial band, he said, but an inability to receive color demonstrates of the need for an experimental color transmitter in the upper frequencies around 500 mc.

RCA's demonstration on Jan. 29, will feature color picture transmission of all-ton-tone color program which transmits the three basic colors simultaneously on three individual channels for reception by three tubes. RCA will also demonstrate two projection tubes which project their images together on a single screen where they combine into a composite color picture. Demonstration, as outlined for BROADCASTING by Dr. E. W. Engstrom, RCA vice president in charge of research, will also show how the colored telecast can be received on a monochrome picture on a present day or prewar black-and-white receiver fitted with an inexpensive converter.

Final Session Will Get Under Way in Washington Feb. 1
After the CAB's sessions, which will end Jan. 30, final hearings. This will include testimony by Du Mont, which was deferred from the December session; and cross-examination of Dr. Peter C. Goldman, director of CBS color television system, and Ray D. Kell, in charge of television system research for RCA Labs.

AFRA Slow To Move on NAB Refusal
Union Marks Time on Board Failure to Appoint Committeemen
THE HOT POTATO which the NAB dropped into the AFRA-network labor problem when it refused to participate in a labor-management committee, as specified in a compromise contract which AFRA and network executives had initially regarded as "a reissue."

Wrote Mr. Heller: "AFRA wants to create a labor-management committee willing to sit around a table and discuss affairs of mutual interest—not solely AFRA's interest please note—for the purpose of promoting amicable relations in the best interest of the radio industry."

The original composition of the committee to which AFRA and the networks agreed was four representatives from the networks, four to be appointed by the NAB, and eight from AFRA.

After the NAB board's decision in December (BROADCASTING, Jan. 18) to refuse to participate in a labor-management committee, AFRA leaders in New York were reported to be preoccupied with developments in the negotiations proceeding in Hollywood between the union there and KFI and therefore unwilling to turn their attentions immediately to the eventually necessary renewal of talks with the network chieftains.

Since it seemed evident that the appointment of one network executive was understood to have proposed that the four appointments which the NAB refused to make might be made by network affiliate advisory councils. Of the four major networks only Mutual is without such a council.

It was not known, however whether this plan would be acceptable to AFRA.

Heller's Letter
EDWIN, BROADCASTING: In your editorial of Jan. 13 you appear to have failed to realize that the refusal of the NAB leaders for its action in failing to approve the provisions of the compromise contract with AFRA regarding the so-called unfair station houses.

Because the entire radio industry is very much under public scrutiny just now, the public's best interest is served where all phases of the industry would be most properly served by peace between labor and management. It seems to us that your comment tends toward misconception and bad feeling rather than toward the harmonious working relations which AFRA has sought to create. AFRA tried to "exchange" network affiliates into a "secret covenant" simply did not stand up in the light of the facts. As is true in any negotiations the step-by-step discussion was not published. But once the present clause is fully tested by the faith of all parties, it was initiated by the authorized representatives of the networks who signed the contract. Nothing secret about it as far as AFRA was concerned.

Inasmuch as AFRA operates on a completely voluntary basis, the term you term "a secret covenant" was replaced by "a note of agreement" with AFRA's national board, (b) to local boards in New York, Chicago, Los Angeles, Boston, (c) to networks, and file membership in the same four states of the United States with the official local and national publications. This is where the note was made.

The real issue involved is that AFRA wants a labor-management committee willing to sit around a table and discuss affairs of mutual interest. If AFRA is not, solely AFRA's interest please note—for the purpose of promoting amicable relations, the interests of the (Continued on page 75)
Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track!

But our radio point is this: just being big isn’t always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don’t forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember . . . it’s W-I-T-H, the independent.

W I T H
AM and FM
Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed
January 20, 1947 * Page 19
WOKO Offers Reorganization Plan

Separation from WABY
Also Anticipated In Petition

COMPLETE reorganization of WOKO Albany and separation of that station from WABY, now under common ownership, are proposed in a petition filed last week with the FCC by Dempsey & Koplovitz, Washington counsel for WOKO Inc.

At the same time an amended application for license renewal and increased power to 5 kw was filed. Within a fortnight application to transfer control of WOKO to The Press Co., Albany, and control of WOKO to Raymond M. Curtis will be filed, the petition stated.

Presented to the Commission Wednesday afternoon, the petition was filed two days after the U. S. Court of Appeals issued an order certifying the Supreme Court's decision which upheld the Commission's denial of license renewal to WOKO (broadcasting, Dec. 161).

Stock Is Sold

Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, has sold his 24% interest in WOKO Inc. to the corporation for $108,000, the petition recited. That transaction, which included $19,200 in dividends which had been withheld, was consummated on Jan. 9, petition stated. Purchase of Mr. Pickard's stock, held in the name of Richard K. Phelps but beneficially owned by Mrs. Francke Pickard, wife of Mr. Pickard, was made with surplus funds by the corporation.

On Jan. 10, Harold E. Smith, who was found by FCC to have aided Mr. Pickard in the concealment of Mr. Pickard's interest, resigned as secretary, treasurer and director of the corporation and entered into a firm agreement whereby he relinquishes his 255 shares (25.6%) of voting stock in WOKO and receives, in lieu, an equal number of non-voting shares. The necessary papers have been filed with the New York Secretary of State to permit issuance of non-voting stock.

Because of his ability as a station manager, the firm plans to retain Mr. Smith as manager, but without voice in policy or operations beyond technical and programming, the petition stated.

Replacing Mr. Smith as a director of the stockholders have elected Samuel Jacobs, who also is the WOKO Albany, loser in its fight for Supreme Court reversal of FCC's denial of its application for license renewal, would be reorganized and separated from WABY under plans outlined to FCC last week in a WOKO petition.

new secretary, Mr. Jacobs is assistant corporation counsel in the Law Dept., City of Albany, and formerly was counsel for the Dept. of Public Welfare, Albany County. He will prepare and execute all applications, reports and other documents which must be submitted to the FCC.

Messrs. Smith and Curtis, who own 510 out of 766 shares of WOKO, and 105 out of 200 shares of Station WABY, on Jan. 10 made an agreement with the Press Co., owner of 250 shares of WOKO and 30 shares of WABY, to exchange their controlling interest in WABY for the Press Co.'s minority holdings in WOKO, subject to FCC approval. In addition Messrs. Smith and Curtis agreed to pay to the Press Co. $5,000 each, the petition said.

Pursuant to the new contract whereby Mr. Smith relinquishes a voice in WOKO's affairs, the 125 shares he acquires from the Press Co. will be turned over to the corporation for non-voting stock.

Submitted with the petition and amendment to the renewal application were letters from civic, charitable, religious and other organizations of Albany and Albany County, commending the service presented by WOKO under its present management.

At the same time WOKO filed application to increase power to 5 kw fulltime from 1 kw day, 600 w night. Station operates on 1450 kc. WABY uses 250 w on 1450 kc.

At press time the FCC had taken no affirmative action on the appeals court order, pending complete study of the Supreme Court decision by the Commission staff. Meanwhile WOKO continues operations on special temporary authorization.

Pending before the Commission is the application of Van Curler Broadcasting Corp. requesting WOKO's facilities with 5 kw power. Should the Commission accept the amended WOKO application, a consolidated hearing likely would be held, said FCC sources.

Seek License Transfer

ASSIGNED to the licensee of WQUA, new 250-w station on 1230 kc at Moline, Ill., from a partnership to a corporation with no change in ownership is sought in an application reported by FCC last week. Bruff W. Olin Jr. owns 90% of the present licensee, Moline Broadcasting Co., and of the proposed licensee, Moline Broadcasting Corp.; G. Decker French and Howard P. Eckerman own 5% each. Mr. Olin is president and treasurer of the corporation; Mr. French is vice president, and Mr. Eckerman is secretary.
ELECTED NATION’S NO. 1 PROMOTIONAL HORSE IN CANTOR-PABST “GODIVA”

KGNC INGENUITY PAYS OFF TO TIMEBUYERS TOO!

Proud? You bet! But not cocky of the $1,000 first prize we won in promoting the Eddie Cantor Show for Pabst Blue Ribbon... just anxious to do a bang-up job for you, too! Contest or no contest... ours is a full-time merchandising and promotional job throughout the year. To you, KGNC means this... full, effective coverage of Amarillo and its vast trading area; super programming that has won not only national recognition, but a constant, loyal, local audience as well. We promise WINNING RESULTS FOR YOU, TOO!

KGNC AMARILLO, TEXAS 1440 ON YOUR DIAL

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales
GOING TO 10,000 WATTS, 710 KC. SOON

PABST BLUE RIBBON

CHECK
PAY TO ORDER OF
KGNC
$1,000 00/100 DOLLARS
PABST BREWING CO.
Gold Drops News Editing
To Write Capital Column
BILL GOLD, news editor of WINX, Washington independent
owned by the Washington Post, has transferred to the Post as column-
ist. His column, “District Line,” light commentaries on the Wash-
ington scene, started last Monday and will appear Monday through
Saturday. Mr. Gold will continue his nightly Post Preview at 11
p.m. on WINX.

His successor as WINX news editor has not yet been named. Mr.
Gold became the station’s news editor in the summer of 1944. He was
formerly news editor of WCPO Cincinnati.

Covers Installation
INSTALLATION ceremonies at the Washington National Cathedral of the
Right Rev. Henry Knox Sherbili as Bishop of the Episcopal Church in the
U. S. was telecast last week by Du Mont station WWTC Washington and
Carried in New York by WABD and WNB.

AMONG TBA officers for 1947 (left to right, seated): Will Batin,
TBA secretary-treasurer; F. J. Bingley, Philco; J. R. Foppele, WOR
New York, TBA president; Curtis W. Mason, KFI Los Angeles. (Standing,
1 to r): G. Emerson Markham, WRBG Schenectady, TBA vice
president; Paul Raiburn, Television Productions, TBA assistant sec-
retary-treasurer; Allen B. Du Mont, Du Mont Laboratories.

NAB Says 7-8 a.m.
Good Daytime Hour
Broadcast Advertising Dept.
Issues Listening Report
RADIO listening before breakfast
(7-8 a.m. m.) is higher than that of
six other daytime hours, according to
a publication on audience measure-
ments titled “It Pays to Know
Your Radio Audience,” published
last week by the NAB Dept.
Broadcast Advertising.

The 16-page report covers results of
several studies conducted during
1946 to evaluate types of radio re-
search and their application to
sales and programming, according
Frank E. Pellegrin, NAB direc-
tor of Broadcast Advertising. The
studies were conducted by the NAB
Sales Managers Subcommittee on
Audience Measurement. A report
on the work was given at the NAB
Chicago convention last October by
Howard S. Meighan, CBS vice pres-
ident and subcommittee member.

Charts depicting audience habits
were prepared by the Research
Dept. of CBS Radio Sales. The
booklet will be distributed by NAB.

7-8 a.m. Superior
In a section on little known di-
ensions of a station’s audience,
the booklet shows the superiority of
the 7-8 a.m. hour over other
hours from 6 a.m. to 6 p.m. Ex-
tent of outside area listening as
against home county listening is
pointed out, with the suggestion
that city surveys are not adequate
to tell the audience story. A chart
on audience composition indicates
that 7-8 a.m. and the noon hour
draw large numbers of men lis-
teners.

“Mood sequence” programming is
advocated by the subcommittee’s
report, based on “where a pro-
gram’s audience comes from and
where it goes.” “Mood sequence”
is described as referring to the
mood of the audience during a se-
dence of period times. Careful
study of audience flow is advised,
with charts and suggestions on
how to win and hold listeners.

Third section of the subcommit-
tee study shows how typical local
programs were analyzed by the
Lazarsfeld-Stanton Program Ana-
lyzer technique, used by CBS and
McCann-Erickson. The method is
declared to show not only how lis-
teners react, minute-by-minute, to
a specific program, but also why.
Cases are cited to show how sta-
tions can benefit by research find-
ings.

Delay KBIX Hearing
HEARING on the KBIX Muskogee,
Okla., applications for license
renewal and a new FM station was
postponed from Jan. 15 to Feb. 17
on FCC’s own motion, the Commis-
sion announced last week. It will
be held at Muskogee. KBIX pro-
gramming is involved in the re-
newal hearing.

WSIX gives you all three: Market, Coverage, Economy
Audiences are what count
...and in BUFFALO

the "New" WGR*

has the strongest
program appeal in
its long history

*WGR...Buffalo's oldest station...Columbia's basic outlet...
is heading for new peaks in 1947 under the new ownership of two of the industry's most successful management pioneers...Leo J. ("Fitz") Fitzpatrick and L.R. ("Ike") Lounsberry.
Washington, as the news capital of the world, provided radio its greatest opportunity and responsibility in 1946—to report, speedily and impartially, news of the tremendous economic, social and political postwar upheaval.

The WOL-Mutual Washington Radio News Bureau (organized just a year ago) met this responsibility squarely: broadening the overall scope of capital news coverage—pioneering in the effective use of the wire recorder—relentlessly exposing intolerance and political immorality—scoring radio's most impressive list of news "firsts."

LOOK AT THE RECORD →
BILBO

Senate Investigation:
FIRST
to crack the ban against broadcasting Senate investigations. VARIETY said: "WOL-Mutual newsmen for the second time this year pioneered in opening hitherto closely guarded Government sessions to radio mike."

GEORGIA LYNCHINGS:
FIRST
with an on-the-spot wire-recorded survey of the Georgia scene following the Walton County multiple lynchings. WOL reporter Macon Reed flew direct to the scene.

ICKES RESIGNATION:
FIRST
to crack the ban against broadcasting Cabinet press conferences. VARIETY said: "Big-time news scoop * * * Mutual's WOL broke the first tabu when it took a wire recorder into former Secretary of the Interior Harold Ickes' bow-out press conference." This program was named by RADIO DAILY one of the six outstanding broadcasts of 1946.

Congressional Record Citations:
FIRST
radio news bureau ever to earn consistent Congressional Record references—seven times within seven months!

CAPITOL QUOTES:
FIRST
in Washington with the extensive use in news programs of wire-recorded direct quotations from personalities in the news.

CONGRESS TODAY:
FIRST
to provide regular daily comprehensive reports on Congress broadcast direct from Congressional galleries. Reported by WOL's Ray Henle, called by THE BILLBOARD "one of radio's top commentators."

This partial review of the record of the WOL-Mutual Radio News Bureau is published not in a spirit of boastfulness but in tribute to the accomplishments of its distinguished chief, Albert L. Warner, and his staff: Ray Henle, Russell Turner, Loren Pope, Macon Reed, George Reedy, Lou Brott, Winthrop Sherman, Dale Morgan, Steve McCormick, Bill Brundige and Helen Keller ... to the members of the Cowles Publications Washington Bureau including Richard Wilson, William Mylander, Nat Finney, Marr McGaffin and Jack Wilson ... and to Mutual's Fulton Lewis Jr., Bill Hillman and Fred Morrison.

BASIC MUTUAL
A COWLES STATION
WOL
"THE VOICE OF WASHINGTON"
Represented nationally by THE KATZ AGENCY, INC.
FM Pushed by New Outlet
At Hornell, N. Y., WWHG

EXTENSIVE PROMOTION on the advantages of FM broadcasting was carried on by WWHG, new FM outlet at Hornell, N. Y., before it went on the air Dec. 24, and the station is continuing a vigorous promotional campaign, C. S. Roberts, promotion manager, states.

The GE film, "The Story of FM," was shown to service clubs and other groups in the Hornell area, newspaper advertising was carried for nearly a year, and an open house for inspection of WWHG's studios was held before the station started broadcasting. Advertising is still being pushed to keep FM constantly before the public, Mr. Roberts says.

At its open house WWHG distributed a pamphlet, "WWHG Brings You FM," which gives an explanation of FM in language understandable to the layman. This pamphlet also has been made available to dealers in the Hornell area, and WWHG is giving the dealers streamers to further call attention to FM and WWHG.

The station, which is on Channel 260 (99.9 mc), is operating with a temporary power of 250 w from 3-6 p. m. daily. Licenses is W. H. Greenhow Co. Inc. Additional equipment has been received, and as soon as two more bays can be added to its antenna, WWHG will be up to its full output of 10 kw, Mr. Roberts says.

ABS Adds KAWT

ARIZONA Broadcasting System Jan. 11 increased affiliates to seven stations with addition of KAWT Douglas, Ariz. Other outlets of regional network are KTAR KVOM KYCA KYUM KWJB KGLU.

Midland Broadcasting Co. to Acquire New Home for KMBC Kansas City, Mo.

ANNOUNCEMENT that the Midland Broadcasting Co., operating KMBC and KMBC-FM Kansas City, has contracted to purchase the American Red Cross building at 11th and Central streets, near the center of the city's downtown section, was made last week by Arthur B. Church, president of Midland.

The four-story marble building with more than 100,000 square feet of floor space will provide facilities for KMBC and KMBC-FM, and the studios of the new Midland station at Concordia, Kans., which the FCC authorized last November, also will be located there, Mr. Church stated. At present the stations operated by Mr. Church occupy the 11th and most of the 10th floor of the Pickwick Hotel in Kansas City.

Mr. Church said plans have not been completed for use of the spacious auditorium in KMBC's new home, but it is expected that the auditorium, now devoid of seats and furnishings, in time will be made available to Kansas City civic interests who will use it in conjunction with KMBC. The Red Cross may retain office space in the building until the end of 1948.

KMBC-FM, which operates on both the low and high FM bands, expects to begin operating with 12 kw soon, using newly installed equipment, Mr. Church announced.

Joins KRLJ Staff

APPOINTMENT of Bill Dickson, ex-Army public relations officer and writer, to the staff of KRIO (Valley Broadcasting Assn.), which will begin operation about April 1, at McAllen, Tex., was announced last week by station's general manager, Ingham S. Roberts. Before entering the Army Mr. Dickson studied economics and government at the U. of Texas, where he was chief announcer and actor for the Radio House, an experimental radio production laboratory.
DEVICES OF DISTINCTION

Makers of early American pewter ware stamped "touch marks" on their wares to identify their craftsmanship. These marks not only symbolized the artisan's pride in his handiwork, but also served as a primitive type of advertising to encourage "repeat business."

In modern advertising the letters "WCBM" mean much to sponsors who continuously use this station. It is the type of "repeat business" that eloquently describes WCBM's ability to reach and sell to the people of metropolitan Baltimore. For your 1947 advertising, give full consideration to what WCBM can do for you.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
Grant for Jackson Outlet Made Final
FCC Also Okays KWFT and WROL
Power Increase Requests

PROPOSED GRANTS for a new station at Jackson, Miss., and for power increases for KWFT Wichita Falls, Tex., and WROL Knoxville, Tenn., were made final by FCC last week.

The Commission meanwhile rescinded its Dec. 8 grant to James S. Rivers, general manager of WMJM Cordele, Ga., for a new station at Sanford, Fla., on 1400 kc with 250 w fulltime [BROADCASTING, Jan. 13]. FCC said the grant was set aside “pending further study of the qualifications of applicant.” Mr. Rivers applied in the business name of Southeastern Broadcasting System.

The proposed grants made final involved three of six applications in a 620-kc proceeding [BROADCASTING, Dec. 16]: Rebel Broadcasting Co. was authorized to operate a new station at Jackson on 620 kc with 5 kw day and 1 kw directionalized at night. The company is owned by a partnership composed of C. A. Lacy, in broadcasting for 15 years, and Charles E. Russell, W. C. McCarty, and T. E. Wright, Jackson businessmen. CBS affiliation is planned.

5 kw Fulltime
KWFT was authorized to increase power on 620 kc to 5 kw fulltime, directionalized at night. The station now operates with 5 kw day and 1 kw night, directionalized fulltime.

WROL, now on 620 kc with 1 kw day and 500 w night, was authorized to operate with 5 kw fulltime, directionalized fulltime.

Engineering conditions accompanying each proposed decision were modified in the final grants.

The grants were issued after WRAL Raleigh, the only applicant which received a proposed denial in the six-application proceeding, notified the Commission that it would contest only the proposed grants which were mutually exclusive with its own application: WDNC Durham’s application to move from 1490 kc with 250 w to 620 kc with 5 kw day and 1 kw night, directionalized fulltime, and Public Information Corp.’s application for a new Durham station on the local frequency WDNC proposed to vacate. The WROL application asked for a move from 1240 to 620 kc and a power increase from 250 w to 5 kw day and 1 kw night, directionalized fulltime. Oral arguments on these three will be held.

Radio Introduction
TOWN AND GOWN, is enabling an eight-week “Learn About Radio” course on Wednesday evenings. Gretta Baker, script writer and radio lecturer at New York U., directs course which is being addressed by such radio personalities as Bob Hawk, Bud Shafter, Jack Barry, Tex Falkenberg and Tex McCraze, House Journalist of Downey and Charles Collingwood. Some sessions include off-the-air presentations of radio programs.

‘TIMES’ SUGGESTION

Paper Takes Stand Against
Sponsored Newscasts

“RADIO might well consider the precedent of the press and separate completely its commercial and news content,” states a New York Times editorial in the Sunday, Jan. 12 issue. The Times takes issue with sponsorship of news programs.

“The advertiser under these circumstances, [sponsored newscasts] has the power,” says the editorial, “to take off the air part of the news and opinion a station furnishes.” The Times continues, that “the present method of sponsored news and commentators is open to some grave criticism. Advertisers are being permitted to say what news is to be put on the air. The power and responsibility of such a choice is not properly put into their hands alone.”

“Jack Gould, discussing the problem in this newspaper’s columns, has suggested entirely separate commercials before or after news and comment periods but without any sponsorship connection. This is one logical alternative to a system that casts doubt on the impartiality of stations and newscasters,” the editorial concludes.

CP APPROVAL RAISED
43% TO $50 MILLION

WEEKLY rate of construction project approvals has been raised from $35,000,000 to $50,000,000 per week, an increase of 43%; according to Maj. Gen. Philip B. Fleming, administrator of the Office of Temporary Controls. Control of non-veterans construction was imposed last March 27 by the Civilian Production Administration, a unit of OTC.

Besides easing the building limit, CPA has notified field offices they may approve foundations and structural frames in areas of unemployment and where cement is in free supply, provided critical materials are not used.

Existing rules governing approval and denial of building projects by local boards otherwise remain unchanged. Broadcast stations are limited to $1,000 in construction projects unless CPA permits are granted by local boards.

Ad Club Host

LOS ANGELES AD CLUB will be feted by San Francisco Ad Club at Palace Hotel in latter city Jan. 22. Approximately 100 Los Angeles members will attend, with Robert L. Smith, executive vice president and general manager of Los Angeles Daily News, speaking on “Does Advertising Have A Conscience?” Fred Kerman, president of Los Angeles Ad Club, will preside, with Charles Levitt, vice president and general manager of Los Angeles Times, speaking.

Page 28 • January 20, 1947

WMC
MEMPHIS • NBC • 5000 WATTS
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS DOMINANT RADIO STATION
* "WHEN IT’S MEMPHIS YOU WANT, IT’S WMC YOU NEED!"
You can't cover California's Bonanza Beeline without on-the-spot radio

California's great central valleys plus Reno and wealthy western Nevada — this is the vast Beeline market and it's a bonanza! It absorbs more retailed merchandise than San Francisco and Seattle combined.

But it's a market set apart by mountains — mountains that stop most outside radio signals cold. So, to radio-sell California's Bonanza Beeline, you need on-the-spot radio.

That means the five BEELINE stations. Each of this group (not a network or a chain) dominates its community. KFBK Sacramento, for example, with a 26-week nighttime local show rated an astounding 18.6 in a recent Hooper survey — outstripping the next best station nearly 6 to 1! See what any or all of these Beeline stations can do for you.

SACRAMENTO, CALIFORNIA  PAUL H. RAYMER CO., National Representative

McCLOTHCHY BROADCASTING COMPANY

<table>
<thead>
<tr>
<th>KMJ</th>
<th>Kern</th>
<th>Koh</th>
<th>KwG</th>
<th>Kfbk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno (NBC) 5000 watts 1580 kc.</td>
<td>Bakersfield (CBS) 1000 watts 1410 kc.</td>
<td>Reno (NBC) 1000 watts 630 kc.</td>
<td>Stockton (ABC) 250 watts 1230 kc.</td>
<td>Sacramento (ABC) 10,000 watts 1530 kc.</td>
</tr>
</tbody>
</table>
WLOX Attacks FCC Reasoning
In Denying Biloxi Application

AN ATTACK on FCC’s reasoning in its proposed denial of the WLOX Broadcasting Co. application for a new local station at Biloxi, Miss. (1490 kc, 250 w) is contained in a petition filed with the Commission by the WLOX group.

The proposed decision anticipated denial of the application on grounds that the principal stockholder, James S. Love Jr., “has consistently violated certain laws of the State of Mississippi” through the operation of slot machines and the sale of liquor on property which he manages [Broadcasting, Oct. 14].

In its petition, the WLOX group argues that “the State has not even accused anyone involved in this proceeding of violating any state law, and, of course, has never found him guilty.” It contends that “the Commission is without jurisdiction to ‘try’ anyone for the violation of any state law, much less to punish him by denying an application because of such alleged violation.”

“If the Commission be assumed to be clothed with that function, it must impartially exercise it,” the petition continued. By that standard, the petition contended, the Commission “must determine” whether the owners of WGCM Gulfport, which has a Biloxi application mutually exclusive with WLOX’s, “have violated any of the Mississippi laws, particularly the statute making it unlawful to keep, have in one’s possession, sell, or give away intoxicating liquor. [This] means that anyone, even a representative of the Commission, who may have sipped a glass of wine in the State of Mississippi violated the law.”

In its proposed decision, FCC anticipated denial of the WGCM application on grounds of duopoly. WGCM owners, Hugh O., William E., and James O. Jones, have offered to amend to withdraw William E. Jones from the Gulfport ownership and make him, instead, the applicant for Biloxi, so that “there will be no ownership connected between the Gulfport station and the proposed Biloxi station.”

The WLOX group, although contending that Mr. Love paid liquor taxes as required by State law and secured and posted all necessary Federal licenses relating to liquor and slot machines, has petitioned for permission to amend its application to show Mr. and Mrs. Love, who owned 90% of the stock, as having 23½%, and to add six new stockholders, Vance M. Thompson, who had the remaining 10% in the original application, would retain 6%. New stockholders would be: M. H. Dees, automotive dealer, president (16%); L. J. Smith, dentist, vice president (16%); B. B. O’Mara, physician, secretary (13%); C. S. Wentzell, owner of the local tavern, treasurer (16%); Howard McDonnell, attorney and State Senator (3%); Glenn L. Swetman, bank cashier (3%).

NAME NEW DIRECTORS
At McCann - Erickson

Mr. Harper Mr. Deane

ROY M. ALDERMAN, Marion Harper, Jr., and Julian Lowrie Deane, all vice presidents of McCann-Erickson, New York, have been elected directors of the agency.

Mr. Alderman has been associated with McCann-Erickson for 17 years, 12 of which were spent in Cleveland as vice president and manager of the agency’s local office. He entered the Army in 1940, and following his release was assigned to the agency’s New York office as vice president and a service group head.

Marion Harper Jr., joined McCann-Erickson as a trainee in February, 1939. He was named manager of copy research and later director of all research activities and was appointed a vice president in April 1945.

Julian Lowrie Deane, who is McCann-Erickson’s account executive for Standard Oil Co. of New Jersey and affiliated Esso Marketers, has been with the agency since 1934.

Complaint Filed

JOAN EDWARDS, whose option on the CBS Hit Parade program, sponsored by American Tobacco Co. (Lucky Strike Cigarettes) through Ponte, Cone & Belding, was dropped after the current 13 weeks, has filed an objection with AFRA (Early story page 64). Miss Edwards claims that she had an oral understanding with the agency and sponsor indicating that her option would be picked up after 13 weeks and as a result moved her home from New York to the West Coast. AFRA is currently studying the case.
Mind If We Try On This Garland In Public?

Hard Hitting Sales Promotion WINS Sales for Time Buyers—
WINS Community Interest — WINS CONTESTS TOO!

There's a Boost For Time-Buyers in Every KRGV Achievement . . .

We're serving the "Magic Valley"... but there's nothing magic about the way we get results down here! We're mighty proud of every tangible indication of achievement... like the prize won in the Eddie Cantor Promotional Contest... but our pride is second to our desire to do the same kind of selling job for you! Let us garland YOUR product with laurels, too!
FEATURES

High Fidelity Signal—flat frequency response 30 to 10,000 c.p.s.—distortion less than 3% at 95% modulation—noise level minus 60 db below 100% modulation.

Low Operating Cost—simple circuit design plus quality components operated at well below capacity assure exceptionally long tube life and economical operation.

Fast, Easy Maintenance—full length doors, large compartments and improved mechanical design provide maximum convenience and accessibility.

Instantaneous Power Reduction for nighttime operation through a single switch, without program interruption.

High Stability Crystal Oscillator with transfer switch. Provision for second crystal.

Easy to Operate—centralized manual or automatic plus remote console control. Minimum number of tuning controls, sixteen meters instantly check all circuits, full complement of circuit-indicating lights, modern motor tuning.

Automatic Recycling minimizes lost air time.

Easily Meets All FCC Requirements and is fully approved.

Enduring beauty! Modern functional design, finished in harmonious contrast of Dove Grey and Woodland Brown baked enamel, trimmed in chrome. A full complement of circuit indicating lights immediately localize a control circuit failure.
Rugged and completely accessible. Compartments, large enough for a man to enter, make cleaning and servicing easy.

Brilliantly developed in this new

5 or 10 KILOWATT AM TRANSMITTER

Big station engineers all over the country designed this transmitter. It is custom engineered to their specifications—to give you exactly what you want and have asked for. That, is the advantage of Raytheon design.

For the first time—complete accessibility including convenient servicing from the inside of any one of the roomy compartments.

Reliability that is built into every circuit plus extra safeguards against program interruption. Control features that instantly locate a failure, meter every circuit, allow manual or automatic operation at the centralized control panel or at the remote console.

Positive safeguards to equipment are provided—double protection to personnel—quiet high-velocity air cooling with an individual blower for each modulator and power amplifier tube.

The efficient high level system of modulation means real operating economy. The low initial cost will also surprise you.

Before you order your transmitter get all the facts on the RA-5 or 10. Write today for fully illustrated booklet containing complete technical specifications, inside views and schematic diagram.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7475 North Rogers Avenue Chicago 26, Illinois

FOR THE BROADCASTING INDUSTRY
Lower Technical Standards Protested

Vets Deplore 'Gimme' Attitude in Some Ex-Servicemen

VIGOROUS PROTESTS on the proposal to relax the FCC operator rules [BROADCASTING, Jan. 8] have reached Broadcasting from several veterans who feel that present requirements are not too strict for those who really know technical radio.

"Anyone who knows enough about transmitters to fill the position of transmitter operator will have no difficulty in passing the license examination," writes Eugene Hill of Little Rock, Ark.

"The inference here," he continues, "is that relief should be given veterans by relaxing the requirements that stations employ first-class license holders. This is not relief to veterans nor anyone else, not even the stations. The veterans feel it would open a field of employment to them, but in reality it would remove a field because the rate of pay, already low, would practically disappear and the veterans would not want the jobs ..."

Realize Obligations

Harold F. Jones, radio operator at WGY Schenectady, and a veteran, writes: "There are too many people more interested in lowering present standards than meeting them as others already have. . . . Surely Mr. Thompson [Gordon Thompson, who is referred to in past article] or anyone else wouldn't expect to become a doctor, lawyer, licensed electrician or plumber on what he learned in the service, then why a radio operator? I wonder if he realizes some of the obligations of good radio and responsibility to other stations. I'm sure I do after ten years of operating. I wonder if he knows that despite the rigid examination there are still darned poor operators. And he wants the standards lowered!"

Another technician, George W. Brooks, radiomarine technician, with several years commercial radio experience, says the article "makes my blood boil."

"Let's look at it truthfully," he writes. "First, only the 250 w class stations are mentioned. Why? First, they suffered most when, after the war the requirement that transmitter personnel have first class radiotelephone licenses was reinstated. That meant more personnel with only restricted permits.... They no longer could hire their technical staff on a shoestring, but must pay out hard-earned money for the men with sufficient ability to get the first class licenses. . . . If they make so little that they cannot pay men a decent salary for their existence, then the 250-watters shouldn't be in business. . . .

"Second, is the ex-serviceman who operates a 250-watter really being trained under the "GI Bill" or is this another dodge to try to keep from paying good men what they are worth?"

"I spent the better part of my Army career," Mr. Brooks continues, "as an instructor at Ft. Monmouth, N. J., and imagine I saw between 50,000 and 100,000 men studying communications. [We gave] them enough 'book learning' and practice to enable them to service and maintain GI equipment well enough to maintain communications. Very few of these men, even when the war ended, were experts, and without additional training they could not expect to fit into professional communications. But if they had wanted to learn, they could have, and then they could and would have found their niche in communications.

"The quicker we realize that there are 52-20 clubs in radio, too, and the quicker the ex-serviceman realizes that his 'gimme' has got to stop, and that he has got to go to work if he wants to be paid, the quicker we can have a real 'Break for Servicemen'."

A radio operator of WTMA Charleston, S. C., former Army radio instructor, George H. Knapp, writes that he saw through experience that "an altogether too great a percentage of the men who went through Signal Corps training schools had little or no desire to learn and spent their entire time in the course being merely exposed to the training. . . . All these men are out looking for jobs on the civilian market now. Heaven help them and the civilian market. . . ."

"I think the FCC's present exam requirements and system are splendid. They've kept a high caliber of technician among the first class men. . . . There's a shortage of 'first' men now, but new station owners should have counted their pennies before they went to the market to buy eggers. To cure that shortage by tearing down requirements means knocking the props out from under the wage-scale for the position. . . ."

"If anything," Mr. Knapp goes on, "I say increase the requirements for each respective class of license . . . equipment is not becoming less complex.

"Give American young men higher stars to shoot at and you'll make better American men."

Berle for Vallee

PHILIP MORRIS & Co., New York, March 11 will replace its current Rudy Vallee program on NBC, Tues. 8:30 p.m., with a new variety show featuring Milton Berle. Agency is the Biow Co., New York.
The very best in broadcasting service is Baltimore's right!

That's why WBAL has continuously improved programs and facilities, through the years.

Now that our war job is over and materials and personnel are more plentiful, here is a preview of some of our plans for 1947 ... at a cost exceeding three quarters of a million dollars.

1—A NEW HOME—Now under construction, radio broadcasting studios—among the finest in this country. The quality and quantity of our studios will enable us to present ever greater programs to listeners in this area.

2—GREATER PROGRAMS—The WBAL organization has been augmented with additional personnel that during 1947 will raise WBAL programs to new heights of excellence.

3—TELEVISION—Within a short time, WBAL's television field car and personnel will be experimenting around the City. We hope to have WBAL's television station in operation in mid or late 1947.

4—F.M. and FACSIMILE BROADCASTING—WBAL has an application pending before the F.C.C. for a Frequency Modulation Station. Equipment for Facsimile Broadcasting has been purchased and experiments will begin as soon as possible.

We are proud to join with other progressive institutions in building for the future of Baltimore!
YOU MAY BE ABLE TO MAKE A 289' SKI JUMP*—

BUT—you can't reach Western Michigan from Chicago or Detroit!

A skier always will make several trial runs over a new course to look for hidden obstacles. But you can't look over the area surrounding Western Michigan and see the wall of fading that isolates this district from outside broadcasts.

When people in this area listen to their radios, they tune to their favorite "behind-the-wall" stations—WKZO in Kalamazoo and WJEF in Grand Rapids. This CBS combination gives you complete coverage of Western Michigan, with approximately a 10% greater "Share of Audience", morning, afternoon or night, than all the stations of any one other network, combined! Let us send you all the facts, or just ask Avery-Knodel, Inc.

* Torger Tokle did it at Iron Mountain, Michigan, in 1942.
ABC Drops WABD As Video Outlet

Plans to Launch a Television Station If FCC Approves

ABC, which for several years has produced television programs, both sustaining and for commercial sponsors, on the Du Mont video station, WABD New York, has discontinued that arrangement, at least temporarily. Resumption, according to Paul Mowrey, ABC national director of television, depends on the FCC. If the network's application for its own television station in New York is granted in the near future, ABC will concentrate on getting that station on the air and probably will not again buy time from WABD for ABC video programs. If, however, the completion of the ABC station should be delayed, then the network probably will go back on WABD, according to Mr. Mowrey.

Network halted its program schedule on WABD last week, after the station had notified ABC of its intention to go off the air for the month of February while its new antenna is being installed. ABC had a full commercial schedule lined up for February, Mr. Mowrey said, but was putting its video shows on a sustaining basis this month and under the circumstances it seemed advisable to stop at that time and to save several thousand dollars in time and production costs that an additional three weeks operation would involve.

Meanwhile, he said, the network has received two image orthicon cameras and is making arrangements to use these for picking up sporting events on a closed circuit basis to give ABC an opportunity to develop skilled camera crews before it is ready to go on the air with its own station. In addition, ABC will continue its production of film video programs, Mr. Mowrey said.

Continues With WPTZ, WBKB

Outside New York, ABC is continuing its use of the Philco video station, WPTZ Philadelphia, and the Balaban & Katz station, WBKB Chicago, for both sports pickups and studio shows. Network has construction permits in Los Angeles, Chicago, Detroit and San Francisco, in addition to its New York application, hopes to build stations first in New York and then in Detroit this spring, moving westward as rapidly as possible. Mr. Mowrey estimated that, barring strikes or other delaying circumstances, ABC could go on the air in New York within five months of receiving authority from the Commission.

HOLLYWOOD HUDDLE centers about new radio promotion campaigns for CBS Mel Blanc show (Colgate-Palmolive-Peet) during visit of Art Marquette, vice president and treasurer of Sherman & Marquette, agency serving account. Gathered (1 to r): Mr. Marquette; Sam Fuller, agency radio director and program producer; Mel Blanc, program star.

AFFILIATES ADVISORY BOARD (CBS) TO MEET

THE CBS AFFILIATES advisory board will meet for the first time this year at CBS headquarters in New York on Jan. 23 and 24. Mutual problems of affiliates and the network will be discussed by the board members who represent the 167 independently-owned stations affiliated with CBS.

Members of the board are: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall, WFOY St. Augustine, Fla.; W. Harold Summerville, WWA New Orleans; Frank Eighmey, WTAD Quincy, Ill.; Arthur Church, KMBC Kansas City, Mo.; Kenyon Brown, KOMA Oklahoma City; Clyde Coombs, KARM Fresno, Calif.

CBS executives who plan to attend the meeting are: Frank Stanton, president; Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; Edward R. McRee, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; Earl H. Gammons, vice president and director of CBS Washington office; J. Kelly Smith, director of station relations, and William A. Schadt Jr., Eastern Division manager of station relations department.

Radio Facts

INVESTORS Syndicate, Minneapolis, quotes facts and figures from BROADCASTING and BROADCASTING Yearbook in its recently published statistical booklet highlighting U.S. economic development between 1894 and 1945. Included in "Trends in American Progress" is a report on FM, a list of television stations in the U.S., figures on radio's development, and peacetime applications of economics.
Straight-line Arrangement (overall width, 208 inches). Unit-construction permits flexible station layout, advantageous use of available floor space.

U-shaped Arrangement—several versions possible down to a minimum width of 150 inches. Transmitting equipment also includes console; sideband filter, diplexer, and dummy load (three units at right, rear); water-cooling equipment (left, rear); and racks for test and other equipment (right, foreground).
Deliveries to begin soon on...

THE FIRST POSTWAR ALL-CHANNEL TELEVISION TRANSMITTER

RCA's new 5-kw, 54 to 216 mc, Type TT-5A

One transmitter... one standard of quality... for all 12 metropolitan channels

This revolutionary, new RCA television transmitter, we believe, offers the last word in convenience, operating economy, and performance. Here, in one attractively styled group of cabinets, are all the necessary components of both the visual and aural transmitters.

Take a look at some of its features:

- Simplicity of operation... complete unification of control...no trick circuits...no neutralization of modulated power-ampifier stage required on any channel...only one easily adjusted modulated stage.
- Roomy, "walk-in" type construction...easy access to all parts through full-length front and rear doors...ease of handling and installation (each section only 2½ by 36 by 80 inches).
- A revolutionary new tube used in both sound and picture power amplifiers—the RCA-8D21, a dual tetrode. Sets new records for stability, gain per stage, low grid current, linearity, and band width by employing advanced principles of screening, cooling, and electron optics.
- The separate, sideband filter used in RCA's high-level system (i.e., only last stage modulated) means more straightforward circuits; eliminates complicated adjustments; assures better picture quality.
- "Reflecometers" incorporated in both the aural and visual output circuits. Basically, these are uni-directional vacuum-tube voltmeters which provide an instantaneous check of the standing-wave ratio on the transmission line and peak power output; also used as safety devices to protect transmission line from power arcs caused by lightning, etc.
- Manual or automatic sequence starting. In automatic position, a three-shot recycling sequence returns transmitter to the air three times in case of momentary overload.
- A special "hold-in" circuit. Provides instantaneous return to air after momentary power-line failure.
- Console provides four-position, push-button monitoring of visual signal—transmitter input, modulator output, sideband-filter output, and "off the air." (Third or fourth position measures percentage modulation of visual carrier.)

Outstanding features like these—of benefit to the station engineer, manager, owner, and audience—have been built into all the new items in RCA's complete television line. Deliveries on existing orders from 20 top broadcasters have already begun on such items as portable field equipment, synchronizing generators, and monoscope cameras. Initial shipments of transmitters and other equipment will be made this fall.

An early indication of your interest in your television plans will help us meet your delivery requirements. Write or call: Engineering Products Department, Radio Corporation of America, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal
West Lags in Filing for FM Stations, FCC Analysis Reveals

A TOTAL of 38% of U. S. cities with licensed AM stations on Jan. 1, 1946, were represented a year later in FM applications filed with or approved by the FCC. This was revealed in a Commission analysis showing no FM applications as of the first of this year from 208 of the 553 cities which had one or more AM stations on Jan. 1, 1946. Conversely 345, or 62%, were represented in the FM rolls.

"As would be expected," the Commission reported, more than half (53.6%) of the AM cities without FM applications "are located in the West Central, Mountain, and Pacific regions."

The computations did not take into account the large number of AM grants issued in 1946, "which created a large number of new AM cities."

West Central stations "in which proportionately few AM cities have provided FM applicants" were listed as North and South Dakota, Nebraska, Kansas, Arkansas, and Oklahoma. In these six there were 57 AM cities, whereas FM applications have been received from 19, or one out of three.

In the Mountain region, Montana, Wyoming, Colorado, New Mexico, Arizona and Utah had 44 AM cities. "FM applications have been received from only eight of them, or less than one out of five," FCC reported.

In the Pacific region, Washington and Oregon had 29 AM cities. Nine of these, or one out of three, are represented in FM applications on file as of Jan. 1, 1947.

"In the other regions of the country where the overall proportion of AM cities providing FM applicants is much higher," FCC said, "certain states are quite low, as follows: Maine, 2 out of 5 AM cities; New Hampshire, 2 out of 4; Vermont, 1 out of 4; Alabama, 6 out of 14; and Mississippi, 4 out of 13."

The analysis was released Jan. 11, along with a report on the status of pending FM applications and a study of construction permits and conditional grants already issued [BROADCASTING, Jan. 13]. Findings are reflected in the following tables, prepared as of Jan. 1, 1947.

Table No. 1 analyzes grants to show the division between AM and non-AM and newspaper and non-newspaper interests. Table No. 2 makes a similar breakdown of applications. Table No. 3 shows the business interests of applicants and grantees who are not in the AM field and the number of applications filed by or grants issued to each group.

### Table No. 1

<table>
<thead>
<tr>
<th>Holders of Construction permits and conditional grants</th>
<th>Number issued</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the AM field</td>
<td>446</td>
<td>74.0</td>
</tr>
<tr>
<td>with newspaper interest</td>
<td>143</td>
<td>22.7</td>
</tr>
<tr>
<td>without newspaper interests</td>
<td>303</td>
<td>50.3</td>
</tr>
<tr>
<td>Not in the AM field</td>
<td>157</td>
<td>26.0</td>
</tr>
<tr>
<td>with newspaper interests</td>
<td>76</td>
<td>12.6</td>
</tr>
<tr>
<td>without newspaper interests</td>
<td>81</td>
<td>13.4</td>
</tr>
<tr>
<td>Total</td>
<td>603</td>
<td>100.0</td>
</tr>
<tr>
<td>Total with newspaper interests</td>
<td>219</td>
<td>36.3</td>
</tr>
<tr>
<td>Total without newspaper interests</td>
<td>384</td>
<td>63.7</td>
</tr>
<tr>
<td></td>
<td>603</td>
<td>100.0</td>
</tr>
</tbody>
</table>

1. See Table No. 3 for other business interests of this group.

### Table No. 2

<table>
<thead>
<tr>
<th>FM applicants</th>
<th>Number of applications</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the AM field with newspaper interests</td>
<td>108</td>
<td>22.0</td>
</tr>
<tr>
<td>without newspaper interests</td>
<td>430</td>
<td>47.7</td>
</tr>
<tr>
<td>Not in the AM field with newspaper interests</td>
<td>100</td>
<td>22.0</td>
</tr>
<tr>
<td>without newspaper interests</td>
<td>173</td>
<td>19.2</td>
</tr>
<tr>
<td>Total with newspaper interests</td>
<td>291</td>
<td>33.1</td>
</tr>
<tr>
<td>Total without newspaper interests</td>
<td>503</td>
<td>55.9</td>
</tr>
<tr>
<td></td>
<td>794</td>
<td>100.0</td>
</tr>
</tbody>
</table>

1. See Table No. 3 for other business interests of this group.

### Table No. 3

<table>
<thead>
<tr>
<th>Business Interests of FM Applicants and Grantees Who Are Not In the AM Field</th>
<th>Nature of applicant</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>100</td>
<td>76</td>
</tr>
<tr>
<td>Professional (engineers, doctors, lawyers)</td>
<td>43</td>
<td>10</td>
</tr>
<tr>
<td>Labor unions</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Dealers and distributors</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Religious institutions</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Real Estate</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Non-commercial organizations (cooperatives)</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Banking, finance, insurance</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Transportation</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Retail and department stores</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Military service, veterans</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Advertising</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Dairy interests</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Not ascertainable</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>275</td>
<td>186</td>
</tr>
</tbody>
</table>

1. No one person or type of business interest holds 50 percent or more of the stock.

---

**RKO TELEVISION CORPORATION**

Dept. B-15, 1270 Avenue of the Americas, N. Y. 20, N. Y.  
A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U. S. Pat. Off.*

**MOTION PICTURES Can Give You TELEVISION Market CONTROL!**

New television stations are springing up all over the map.

But **only film** can develop new television markets for you... instantly...effectively... economically.

**Only Film** makes possible selective marketing, **without rooted individual programs**—expensive rehearsals—telephone line charges—time zone differentials.

**Only Film** can guarantee repeat performances of uniform quality—identical selling messages.

**Only Film** will assure you perfect lighting—absolute focus—flawless dialogue.

**In TELEVISION...** ...

**FILM removes the question mark.**

Now available for sponsorship... exclusive "Television Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film — The Backbone of Television Programming."
Look at those large mushroom type control knobs—made for finger-tip control and so easy to handle. Notice the flat type key handles, in two colors, with wide concave finger surfaces—and the easy-to-read volume indicators. See how all controls are functionally located for maximum ease in handling programs.

Designed by Bell Laboratories, the 25B handles AM and FM programs simultaneously—gives highest quality studio control. In the panel at right, you'll find more reasons why broadcasters go for this new Western Electric console.

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

---

Why broadcasters go for the 25B

- Designed for both FM and AM broadcasting.
- Frequency response ±1 db 50 to 15,000 cycles.
- Harmonic distortion less than 1 percent at +8 dbm single frequency output.
- Noise 70 db below peak signal.
- Minimum of lost air time—duplicate equipment permits instantaneous switching from one amplifier channel to the other.
- Maximum accessibility to all equipment.

Complete equipment for 2-studio operation.
- Seven channel mixer circuit can be used with four microphone inputs and three line level inputs simultaneously.
- Operating controls arranged and coordinated for flexibility and convenience.
- Compact—only 36” high, 55 1/4” wide, 28 1/4” deep.
- Wired for plug-in connection to wall boxes.
- Simple and economical to install.

QUALITY COUNTS
### 142 FM Stations Operating in 33 States

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Location</th>
<th>Magox-cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAFM</td>
<td>Voice of Alabama (WAFM), Birmingham</td>
<td>94.3</td>
</tr>
<tr>
<td>WAFM-FM</td>
<td>Paducah B/C (WPAF), Paducah</td>
<td>96.9</td>
</tr>
<tr>
<td>WAFM-FM</td>
<td>Paducah B/C (WPAF), Paducah</td>
<td>96.9</td>
</tr>
<tr>
<td>WAFM-FM</td>
<td>Paducah B/C (WPAF), Paducah</td>
<td>96.9</td>
</tr>
<tr>
<td>KFRR-FM</td>
<td>Central Louisiana B/C (KFRR), Alexandria</td>
<td>100.5</td>
</tr>
<tr>
<td>WBRB</td>
<td>Baton Rouge B/C (WBRB), Baton Rouge</td>
<td>96.1</td>
</tr>
<tr>
<td>WRCM</td>
<td>Supreme B/C System (WRCM), New Orleans</td>
<td>95.3</td>
</tr>
<tr>
<td>WTSF-FM</td>
<td>Times-Picayune Pub. Co. (WTPS), New Orleans</td>
<td>94.5</td>
</tr>
<tr>
<td>WLWW</td>
<td>Loyola U. (WLWW), New Orleans</td>
<td>94.9</td>
</tr>
<tr>
<td>WTRA-FM</td>
<td>Maryland B/C (WTRA), Baltimore</td>
<td>102.5</td>
</tr>
<tr>
<td>WBSB-FM</td>
<td>Westinghouse Broadcasting Stations (WBSB), (46.7), Boston</td>
<td>100.7</td>
</tr>
<tr>
<td>WMNE</td>
<td>Yankee Network (WMNE) (Studio), Studio, Boston; Transmitter—Mt. Washington, New Hampshire</td>
<td>98.1</td>
</tr>
<tr>
<td>WGRY</td>
<td>Yankee Network (WGRY), (44.3), Boston</td>
<td>108.1</td>
</tr>
<tr>
<td>WFMF</td>
<td>E. Anthony &amp; Sons, New Bedford</td>
<td>97.8</td>
</tr>
<tr>
<td>WBSA-FM</td>
<td>Westinghouse Broadcasting Stations (WBSA), (46.4), Springfield</td>
<td>96.3</td>
</tr>
<tr>
<td>WTAG-FM</td>
<td>WTAG Inc. (WTAG), Worcester</td>
<td>102.7</td>
</tr>
<tr>
<td>WCBC-FM</td>
<td>Bay City Radio Corp. (WCMC), Bay City, Michigan</td>
<td>97.9</td>
</tr>
<tr>
<td>WLOU</td>
<td>Booth Radio Stations Inc. (WLOU), Detroit</td>
<td>96.5</td>
</tr>
<tr>
<td>WFED-FM</td>
<td>Federal Communications (WFLD), Chicago</td>
<td>100.2</td>
</tr>
<tr>
<td>WZNA</td>
<td>Brown News Assn. (WZNA), (44.5), Boston</td>
<td>96.9</td>
</tr>
<tr>
<td>WTCN-FM</td>
<td>Minnesota B/C Corp. (WTCN),</td>
<td>97.1</td>
</tr>
<tr>
<td>WROC-FM</td>
<td>Southern Minnesota B/C Corp. (WROC),</td>
<td>94.7</td>
</tr>
<tr>
<td>KSTP-FM</td>
<td>KSTP Inc. (KSTP), St. Paul</td>
<td>102.1</td>
</tr>
<tr>
<td>WMBH-FM</td>
<td>Joplin B/C (WMBH), Joplin</td>
<td>102.8</td>
</tr>
<tr>
<td>WIL-FM</td>
<td>Missouri B/C Corp. (WRL), St. Louis</td>
<td>92.1</td>
</tr>
<tr>
<td>KFWR-FM</td>
<td>Thomas Family Pub. Co. (KFWR), St. Louis</td>
<td>92.6</td>
</tr>
<tr>
<td>WAOA-FM</td>
<td>Ohio B/C (WAOA), Columbus</td>
<td>97.9</td>
</tr>
<tr>
<td>W2XEA</td>
<td>Edwin H. Armstrong (44.1), Alpne</td>
<td>96.1</td>
</tr>
<tr>
<td>WFMN-FM</td>
<td>Edwin H. Armstrong, Alpne</td>
<td>96.1</td>
</tr>
<tr>
<td>WGBA</td>
<td>Georgia-Alabama B/C Corp. (WGBA), Birmingham</td>
<td>96.5</td>
</tr>
<tr>
<td>WMFL-FM</td>
<td>Georgia-Alabama B/C Corp. (WMFL), Macon</td>
<td>101.9</td>
</tr>
<tr>
<td>WMZK-FM</td>
<td>Southern B/C Corp. (WMZK), Macon</td>
<td>101.9</td>
</tr>
<tr>
<td>WRAF-FM</td>
<td>Florida Broadcasting Co. (WRAF), Savannah</td>
<td>93.1</td>
</tr>
<tr>
<td>WTCF-FM</td>
<td>Savannah B/C (WTOC), Savannah</td>
<td>98.5</td>
</tr>
<tr>
<td>WDK-FM</td>
<td>Kidd Inc. (WDK), Boise</td>
<td>102.1</td>
</tr>
<tr>
<td>WBBM-FM</td>
<td>CBS Inc. (WBBM), Chicago</td>
<td>99.8</td>
</tr>
<tr>
<td>WDLH</td>
<td>Moody Bible Institute of Chicago</td>
<td>99.7</td>
</tr>
<tr>
<td>WGNB</td>
<td>WNQ Inc. (WGNB), (45.3), Chicago</td>
<td>98.9</td>
</tr>
<tr>
<td>WGGW</td>
<td>WGN Inc. (WGQ), (45.3), Chicago</td>
<td>98.9</td>
</tr>
<tr>
<td>WUNF</td>
<td>Commodore B/C (WUNF), Detroit</td>
<td>98.7</td>
</tr>
<tr>
<td>WMSX</td>
<td>Mt. Vernon Rd. &amp; Telus., Mt. Vernon 106.7</td>
<td></td>
</tr>
<tr>
<td>WMLL</td>
<td>Evansville on the Air (WMLL), Evansville.</td>
<td>94.7</td>
</tr>
<tr>
<td>WOWO-FM</td>
<td>Westinghouse Radio Stations (WOWO),</td>
<td>99.5</td>
</tr>
<tr>
<td>WBBW</td>
<td>Associated Broadcasters (WBBW), (47), Indianapolis</td>
<td>100.2</td>
</tr>
<tr>
<td>WSBF</td>
<td>South Bend Tribune (WSBT), South Bend 101.3</td>
<td></td>
</tr>
<tr>
<td>KBSU-FM</td>
<td>Burlington B/C (KBSU), Burlington</td>
<td>99.3</td>
</tr>
<tr>
<td>KTJS</td>
<td>Topeka State Journal, Topeka</td>
<td>102.9</td>
</tr>
<tr>
<td>WBIW-FM</td>
<td>B/C Assn. (WBIW), Topeka</td>
<td>102.5</td>
</tr>
<tr>
<td>KEMU</td>
<td>KEMU Inc. (KEMU), (92.1), Oklahoma City</td>
<td>95.1</td>
</tr>
<tr>
<td>KTRK-FM</td>
<td>KTRK Inc. (KTRK), Houston</td>
<td>98.9</td>
</tr>
<tr>
<td>KHY-FM</td>
<td>KY-FM Broadcasting Corp. (KHY), Portland</td>
<td>98.5</td>
</tr>
<tr>
<td>KGAW-FM</td>
<td>Oregonia Pub. Co. (KGAW), Portland</td>
<td>95.8</td>
</tr>
<tr>
<td>KFRR-FM</td>
<td>Central Oregon B/C Corp. (KFRR), Portland</td>
<td>95.3</td>
</tr>
<tr>
<td>WKCI-FM</td>
<td>Westinghouse Radio Stations (WKCI),</td>
<td>100.3</td>
</tr>
<tr>
<td>WFFM-FM</td>
<td>WFFM Inc. (WFFM), (56.3), Chicago</td>
<td>99.9</td>
</tr>
<tr>
<td>KDKA-FM</td>
<td>Westinghouse Radio Stations (KDKA),</td>
<td>92.9</td>
</tr>
<tr>
<td>WAXJ</td>
<td>Peoples B/C (WLAN), Lancaster</td>
<td>92.3</td>
</tr>
<tr>
<td>WMOT-FM</td>
<td>WWSS Inc. (WWSS), Philadelphia</td>
<td>94.5</td>
</tr>
<tr>
<td>WIZZ</td>
<td>Scranton-Wilkes-Barre-Pittston B/C, Wilkes-Barre</td>
<td>108.8</td>
</tr>
<tr>
<td>WGLA-FM</td>
<td>WGAL Inc. (WGLA), Lancaster</td>
<td>92.7</td>
</tr>
<tr>
<td>WSCA-FM</td>
<td>Spartanburg Adv. Co. (WSCA),</td>
<td>92.1</td>
</tr>
<tr>
<td>WTJS-FM</td>
<td>Sun Pub Co. (WTJS), Jackson</td>
<td>95.1</td>
</tr>
<tr>
<td>WBBJ-FM</td>
<td>Associated Newspapers (WBBJ),</td>
<td>97.9</td>
</tr>
<tr>
<td>WAPA-FM</td>
<td>WAPA Inc. (WAPA), Chattanooga</td>
<td>97.9</td>
</tr>
<tr>
<td>WPH-AM</td>
<td>WKPR Inc. (WPH), Dallas</td>
<td>94.3</td>
</tr>
<tr>
<td>WBOY</td>
<td>Boston Tribune Co. (WBOY),</td>
<td>95.7</td>
</tr>
<tr>
<td>WAPF-AM</td>
<td>Wapo Inc. (WAPF),</td>
<td>97.9</td>
</tr>
<tr>
<td>WAPR-FM</td>
<td>Pacific Radio Adv. Service,</td>
<td>94.7</td>
</tr>
<tr>
<td>WCFC</td>
<td>Beckley Newspapers Corp.</td>
<td>101.1</td>
</tr>
<tr>
<td>WJLS-FM</td>
<td>Joe L. Smith Jr. (WJLS),</td>
<td>100.7</td>
</tr>
<tr>
<td>WTMJ-FM</td>
<td>Journal Co., Milwaukee</td>
<td>92.3</td>
</tr>
<tr>
<td>WDDL</td>
<td>Head of the Lakes B/C (WDDL), Superior</td>
<td>92.8</td>
</tr>
<tr>
<td>KFPA</td>
<td>Broadcaster,</td>
<td>95.7</td>
</tr>
</tbody>
</table>

### Adds to List Released

**By FCC**

A TOTAl OF 142 FM stations in 33 states and the District of Columbia are now in operation according to a list released by FCC last Tuesday.

The list exceeded by 53 the number reported in operation last November [BROADCASTING, Nov. 11], and was 86 (or 100) greater than the 136 which FCC announced 10 days ago were on the air as of Dec. 31 [BROADCASTING, Jan. 13].

"Nearly all FM stations are employing interim equipment pending completion of full construction, the Commission said, "and in some instances operation may be interrupted due to equipment changes and construction."

Almost 50 of the 142 were licensed before the war and some of these are continuing temporarily to operate in the old FM band. In addition to the 136, FCC said, an FM program service is being furnished by a development station in Cleveland.

The FCC list of operating stations follows. In cases where the old FM band is still used, that frequency is shown in parentheses. Astereisks denote temporary frequency assignments. AM affiliation of the FM stations, if any, is shown in parentheses.
WHICH STATION WAS FIRST TO BE HEARD IN EVERY STATE OF THE UNION, IN CANADA, MEXICO AND ON SHIPS BOTH IN THE ATLANTIC AND PACIFIC OCEANS?*

THE SAME STATION WHICH WILL BE FIRST ON THE AIR IN ST. LOUIS WITH TELEVISION - KSD**

*Page 50, "The First Quarter-Century of American Broadcasting."
**KSD-TV is scheduled to begin operations in April, 1947.

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

KSD
ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

January 20, 1947 • Page 43
IT WAS GOOD BUSINESS

Quite a few years ago we put down a number of ideas that seemed to us essential for good station representation. These we published at the time and are reproducing in the copy below and on the opposite page.

Now, as we start our fifteenth year, we realize how these principles of good business have evolved into our consistent guiding policy.

"A national representative should:

1. Value above all else the respect and confidence of recognized, progressive advertising agencies.

2. Give prompt and dependable information to be worthy of this respect and confidence.

3. Sell effectively without exaggeration or high pressure.

4. Employ only men with experience of ten or more successful years in selling national advertising.

5. Have enough resources, offices and men to sell radio time effectively to national advertisers throughout the country, and obtain first information about new radio prospects.

6. Direct its entire energy to selling radio time, and not be dominated by the demands of competing media.
THEN—IT IS GOOD TODAY

7. Report to stations not only on business they will get, but in advance on orders that are slated for a competitor.

8. Sell each station individually as a unit, not just as part of a list.

9. Hold consistently to the same policies, without reorganization, refinancing or frequent change of men, over a period of years.

10. Have firmly established a proven record of success.

We consider that our obligation to our stations is a many-sided one requiring more than just the selling of time. It involves a willingness on our part to accept responsibilities, to offer constructive suggestions in the matter of national sales policies, and in general to consider ourselves as added to each station’s organization rather than the station as ‘added to our list.’ We believe that these characteristics make for representation in the fullest sense of the word . . . representation that gets a maximum of results for the important stations with which we are associated.”
Editorial

The Problem Is Clear

ADVERTISING agency executives, by majority vote (51%), feel that there is too much commercialism in American radio. Thus they cast their ballot with listeners generally, one third of whom believe commercial practices in radio could be improved. (The People Look at Radio. Broadcasting, Oct. 14, 1946.)

The executives of agencies expressed their opinion in replying to a Broadcasting Trends poll conducted by Audience Surveys Inc. and reported in this issue.

Agency executives also place considerable responsibility for commercial excesses on broadcast station management and owners—as well as on advertisers.

Station operators will find much profit in studying closely the results of this poll. We're sure that even the Government critics of radio would agree that station owners do not condone practices which will alienate agency executives, who are required of them to the placing business on stations, or listeners, who buy the advertised products.

Worth particular attention are the free answers given by agency people when they were asked what they particularly dislike in commercials. Note that many of them stressed quality of commercial over its quantity or length as a factor mitigating against good commercial practice. They believe preponderantly, in the case of network shows that commercials should be integrated more expertly with the production. And in considering national spot advertising, they seek elimination of "crude and objectionable commercials." They make a special issue of repetitiveness in commercials.

In this survey, agency executives expressed the belief that station operators should exercise a more strict control over commercials. Earlier, in a station manager's poll, Broadcasting Trends learned that the operators felt too much of their control had been wrested from them—principally by agencies and advertisers.

This seems to state the problem clearly. The operators want control returned to them; and the agencies want exactly the same thing.

It could be deduced from this, therefore, that any lag in improvement of the situation can hereafter be placed on the operators. They want control; the agencies want them to have it. They should take it.

Of course, there's one obstacle: Old man sponsor. He still rates pretty high both with agency and station people as the goblin in the plot. Perhaps the answer is joint management-agency action to instruct the sponsor more effectively in the proper use of the medium. This doesn't apply to all advertisers—actually, it applies to the largest of them who supply a bulk of the national revenue, because these have been employing radio long enough to have discarded outdated commercial practices. But it probably does apply to the newcomers and upstarts, and to many of those employing national spot.

The search, at all events, should be for self-improvement, for that is the more certain avenue to escape from the meddling of the marginal moguls who would like to assume the job of "reforming" radio.

Self-improvement, it becomes more evident daily, must come through strengthening of program operations down the line—with heavy emphasis on continuity acceptance.

Monopoly Warning

THE FOLLOWING is quoted directly from a pamphlet entitled "Communist Infiltration in the United States—Its Nature and How to Combat It," issued by the Chamber of Commerce of the United States.

One of the most interesting attempts in totalitarian control of thought is the plan issued in July, 1946, for an American Authors' Authority. The Authority's proposals are for a marketing monopoly which will copyright and lease to users all writings by American authors. It will be the exclusive agent for America's most significant writers. It will form an agency to write a club to force all publishers and other users to employ the American Authors' Authority. The monopoly will be the den of malice by the writers under the Authority's control. The grip on the publishers will then force recalcitrant authors into the Authority and the related guilds.

It is obvious that these techniques are similar to those used successfully by Petrelli in forcing musicians to join his union and compelling radio and recording groups to follow his rules. The language and methods outlined when the plan was proposed leave no other interpretation. Significantly, this proposal appeared in the "Screen Writer," edited by Dalton Trumbo, who writes for several Communist publications. It was overwhelmingly adopted by the Communist-dominated Screen Writers Guild and Radio Writers Guild. It is currently being considered by the Authors League.

In addition, over a hundred of America's most prominent authors have been compelled to divert their efforts to the Communist-dominated Screen Writers' Assn. to oppose thought control for the United States. Whether or not the Authority succeeds in its announced aims, it furnishes a galling illustration of what objectionable forces can do to improve the situation.

The philosophy upon which the proposed American Authors' Authority is based is one which is closely interwoven with the Communist creed of regimenting thinking. Any such philosophy is diametrically opposed to the precepts upon which a democratic form of government is founded. Philosophy no place in a free nation, and its acceptance can be interpreted only as surrender to forces which would destroy liberty as we know it.

Broadcasters should employ their full capacities in resisting this organization. They should now be fully prepared to take a stand on the rights of American writers and the monopoly which will be forced upon them.

The people are the only censors of their governors; and even their errors will tend to keep these to the true principles of those who instituted them—will necessarily become so too severely to be the only safeguard of the public liberty.—Thomas Jefferson (1787)

Sound Planning

YOU KNOW, if your maid does the shopping every day, and you complain about the second grade vegetables she brings from market, the censure might more properly be placed on you.

Perhaps your grocer has higher class merchandise on his shelves, but you'll never know unless you pay a visit to the store.

This analogy—as distasteful as it will be to Cliff Dunn—might certainly apply to radio. People in the upper 12 percent of our population who have benefited from "higher education or its equivalent experience" has not searched assiduously for programs in radio which will satisfy its more critical demands.

That's why the NAB's new plan, as outlined generally by Justin Miller and A. D. (Jesse) Willard, to reach those in this special category in an expanded public relations program, appears to be sound. It merits the careful consideration of all broadcasters.

Theodore Pennington Jardine

IN EVERY generation there are boys who seem to be stamped from the mould first patterned by Horatio Alger. They usually come from poor but respectable families and their climb up the ladder of success is, as Horatio aptly put it, "Slow But Sure." In 1901, the year of Theodore (Ted) Pennington Jardine's birth, the Alger stories were more numerous than today, but few were indigenous to Bridgeport, Conn., his birthplace.

Consequently, young Jardine didn't follow the Alger boy career until his family moved to Chicago in 1907. By the time he had finished elementary school, he was ready to begin his career in the business world. His first job was messenger boy on skates for Western Union. Unlike the familiar WU messenger (this was before the late war, when there were still under 65) he worked in the main office, delivering messages on rollers. To this day, the sight of a pair of skates makes him slightly ill.

During his spare time, the youth's favorite hang-out was the telegraph room, where he looked on the tobacco chewing operators with typical hero worship of a 12-year-old. His greatest ambition was to become one of this romantic fraternity and he even went so far as to learn Morse code and apply for a job. Unfortunately, his mother put her foot down when a physical examination revealed it would be necessary for him to have his tonsils removed (he doesn't yet know what tonnalis had to do with telegraphy).

Mrs. Jardine found her son his next job by the simple expedient of looking in the classified ads. The job was errand boy for J. Walter Thompson Co., advertising agency. This was in 1917 and he has been on the JWT payroll ever since.

Today, as an account executive and vice president of the agency's Chicago office, Mr. Jardine not only handles three of its biggest accounts (Swift, Libby McNeill & Libby, Bowman Dairy) but in point of service, is one of its three oldest employees. This honor he shares with George Pearson, head of space, and with the manager's secretary. For a man who will be observing his 50th year with the Thompson agency next April, Mr. Jardine looks far younger than his 45 years should allow.

Returning, momentarily, to his WU days, Mr. Jardine credits his speed on skates with helping him when his big chance came along. That was the day when he made as much in 30 minutes as he did in a week ($10) by break-
PROMISE for the FUTURE...

The Pacific Northwest... Oregon, Washington... is America's most promising new industrial empire.

Those who are a part of the Pacific Northwest work unceasingly in the development of that promising future. Among these is...

KOIN

PORTLAND, OREGON

A Marshall Field STATION

AVERY-KNODEL, Inc., National Representative
ing all world's records for the mile to deliver a letter for the late C. E. Raymond to the Broadway Limited. He had less than five minutes to get the letter aboard the train and he made it just as the train was pulling out of the station. The $10 bonus he got brought him to the attention of Mr. Raymond and helped compensate for the insults from a score or more of innocent passersby knocked down during his dash to the station.

Mr. Jardine's first promotion at JTW was from errand boy to office boy. His interest in learning the many phases of advertising led shortly to an assignment to the mechanical department. There he observed the trade secrets of copy, composition, and printing for all media that then and now were responsible for much of JTW's success and eventual leadership in the agency business.

By 1925 Mr. Jardine had advanced to the point where he was considered one of the agency's bright young men, fully capable of an executive position. Accordingly he was transferred to the San Francisco office in charge of production.

He set up the agency's traffic department, and in his spare time handled publicity, radio, research and client contacts. Some of his accounts there were Sun-Maid Raisins, L. W. Straus investment brokerage, and Langendorf Bread.

Mr. Jardine's first experience in radio was in 1927 when he convinced Langendorf that Rush Hughes would be a good radio buy. Eventually he began to spend more and more time on the client account, until in 1930 he was assigned to that department exclusively. His accounts included Langendorf, Kraft, Phoenix and Swift. His planning on the Swift account eventually led him to be transferred back to Chicago in 1934 as chief account executive.

In that capacity he supervised advertising campaigns for many of Swift's subsidiaries; including Jewel shortening and All-Sweet margarine. In 1940 he was given the Libby, McNeill & Libby, and Bowman Dairy accounts. While exact figures are confidential, Swift & Co. spends considerably more than $1,500,000 for radio (principally, the ABC Breakfast Club) and Libby McNeill & Libby may also be in the neighborhood of $1,500,000, a very fine neighborhood indeed. The Bowman account spends approximately 40% or in excess of $100,000 for its sponsorship of the Bowman Milkweeds on WMAQ Chicago. The figures are, obviously, not Mr. Jardine's.

At the present time, Mr. Jardine also serves the Elgin Watch Company, but its radio ventures are common to mammoth Hollywood variety shows at Christmas and an experimental campaign on the local television station WBKB.

Mr. Jardine married the former Mary Eleanor Hessler and they have two children, both juniors. Their son, Ted Jr. is 18 and wants to be a rancher. Their daughter, Mary Eleanor, aged 12, just wants to graduate. Mr. Jardine's current hobbies are swimming and golf. At one time he collected coins, but gave it up in favor of larger denominations. Last July, the long career with J. Walter Thompson was rewarded with a vice presidency and the Horatio Alger story he began in 1917 added another chapter. The Jardines live in Highland Park where he is content to spend most of his evenings in an easy chair. No joiner, his only membership is in the Exmoor Country Club.

Frances Farmer Wilder
CBS consultant on daytime programs, told the Midwest Inter-City Conference of women's advertising clubs Jan. 11 at St. Louis that there is need for more research work in connection with radio commercials.

U. S. Chamber Expands Radio Department Work
USE of the broadcast medium by the U. S. Chamber of Commerce is being expanded under direction of Albert C. Leitch, C of C radio director, with participation in three network series and plans being drawn for a transcribed program to be placed locally.

The C of C will take over the NBC America United series, Sunday 1-1:30 p.m., for the month of February. The program is a forum in which national organizations and persons prominent in public life participate. Starting April 5 the C of C will produce the ABC Voice of Business series, Sat. 7-7:15 p.m., on which it alternates for 13-week periods with the National Assn. of Manufacturers. C of C will change its formula to dramatize constructive achievements by business and management, with less talk and more drama. The chamber takes part in the new Cross Section U. S. A. program on CBS, Sun., 1-1:30 p.m.

Sanforized Budget
MORE THAN $1,000,000 will be spent on advertising of the "Sanforized" label during 1947, it was stated last week by Robert M. Dowling, advertising director of the Sanforized division of Cluett Peabody & Co. Newspapers will be used for first time in addition to increased leading magazine schedule and continuation of the Nancy Dixon programs in Boston, Pittsburgh, Cleveland, St. Louis and Los Angeles.

Kirby E. Torrance has been named commercial manager of KEVR (AM) and KAVR (FM), San Francisco, for Arthur Moore, resigned. Mr. Torrance has been with KEVR since December 1944 as salesman and promotion manager.

Keith Stone Byerly, former Charlotte, N. C., baler of Hugh A. Dick- wyer Adv. and Navy veteran, has joined WJOL Charlotte as sales manager for Carolinas. Mr. Byerly also was previously with Charlotte Observer and Nachman-Rhodes Adv. in sales and adver- ting.

John Charles Atiotti has joined Melchor Olzman Co., New York, as time salesman.

Fremantle Overseas Radio, New York, last week announced addition to the Italian Network of Radio Americas and Radio Masani, and the increase in power of Radio Florence (Florencio) to 100 kw.

Tracy Moore, continuing to represent Pacific Northwest Broadcasters (KEYE-KXLX KXLL, KXLKK KXLL), has expanded his operations to include overseas stations and has changed firm name to Tracy Moore & Associates, Inc., with offices in Hollywood and San Francisco.

Melchor Guzman Co. has been appointed exclusive representative in the United States and Canada for 80 stations of a network also has been named to represent Radio Metro (CB68) in the San Francisco-Oakland-Occidental (YV3R-MY2RD), and Radio Barquisimeto, (YESV-YESN), both of Barquisimeto, Venezuela.

Blanche Adison, new to radio, has joined the agency of Theodore H. Burnoff.

Joseph R. Kirby, recently separated from the former home sales staff at WLJ, Joliet, Ill., has been promoted to sales manager.

Chonton Head, head of traffic at KOIL Omaha for 13 years, has resigned. Tomine Schedlack, former assistant in traffic department, succeeds Mrs. Wood as traffic head.

Marc Legault, formerly of CRAC Montreal, commercial department, has been named sales assistant of Joseph A. Hardy & Co., Montreal.

Guy Bolam, former head of radio for J. Walter Thompson Co., London, has established New York headquarters at 75 Fifth Ave., to service Radio Luxembourg in the joint interests of the chambers of commerce of the British agents and prospective sponsors.

Taxi-Now-Snowden Radio Sale has moved New York office to 500 Fifth Ave.

Title Change
TITLE OF the program sponsored by Charles E. Post and currently heard on ABC as "Sunday Party" will change when it moves over to CBS Jan. 26 to "Hire's to Ya." Show which features Louise Coiner, Phil Haines,混凝土 and his orchestra, will retain same format. Agency is N. W. Aey & Son, New York.
The WTAG
Modern Kitchen

Gretchen Thomas,
five mornings a week, presents the very latest in food news to Central New England's 125,000 housewives.
Otis Q. Bookworm

Naturally a fellow can't spend all his time sopping up Greek and Sanskrit. So Otis Q. Bookworm spends some time out of his well-ordered life listening to WTCK. Naturally nothing as frivolous and frothy as "Music and Marv" on platters would interest Otis, but he finds Der Bingle's "jargon academically interesting, and his voice pleasantly relaxing." Otis listened to the political candidates, too. Besides all us normal people, lots of odd ducks like.

The DOUBLE-DUTY STATION

MINNEAPOLIS ST. PAUL

NOW-WTCK-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

Page 50 - January 20, 1947

MANAGEMENT

GORDON GRAY, president of Piedmont Pub. Co., licenses of WJSJ and WMIT (FM) Winston-Salem, N. C., has been elected president of the Winston-Salem Chamber of Commerce for 1947. Mr. Gray was elected to the North Carolina State Senate last fall and has been elected to the Senate Finance Committee.

DUCKS

Otis listens,
G.E.'s NEW 5-KW TELEVISION TRANSMITTER

COMPLETELY self-contained, General Electric's new 5-kw television transmitter combines every modern improvement for producing the finest pictures and sound that money can buy. Built-in sweep oscillators and crystal monitors make circuit adjustments easy for any operator. Plate modulation assures maximum modulation linearity. Elimination of vestigial side-band filter increases power-amplifier efficiency. New type power-amplifier triodes in push-pull, grounded grid circuit do away with neutralization and grid "swamping" resistors, speed up tube replacement, and cut tube costs. Important advancements like these are your assurance of unmatched program reliability, ease of control and maintenance, and lower operating cost.

See your G-E broadcast sales engineers for complete technical specifications or write today to the Electronics Department, General Electric Company, Syracuse 1, New York.

Write for these G-E Television Books
G-E Television Equipment Data Book — An illustrated description of G-E studio units, transmitters, and antennas. Will be sent free when requested on your company letterhead.
Television Show Business — 246 richly illustrated pages of television "know-how" by Judy Dupuy. An indispensable guide to better television program operation. $2.50 per copy.

Outstanding v-h-f
Power Amplifier Triode GL-9C24
Two sturdy GL-9C24 triodes — running lightly — deliver 5-kw of peak power in the push-pull power amplifier of the TT-6-A and TT-6-B transmitters. GL-9C24 features compact design for close side-by-side mounting, ring-seal construction for low lead inductance, maximum terminal contact area, only two pairs of water connections per tube, minimum cooling requirements with low-pressure water supply, and ease of replacement.
ORY L. BROWN has been appointed program director of WAGA Atlanta.

WOODY HERMAN, orchestra leader now in Hollywood, has signed to handle the weekly session of AL JARVIS' "Make Believe Ballroom" on KLAC that city.

DAVID NAUGLE, formerly with KKGV Waco, Tex., has joined announcing staff of WPFA Dallas. He was previous with KWPJ Fort Worth, KAND Cor- sicana, and KFRC Austin.

KLAUS LANDERS, western television director of Television Productions, Hollywood, Paramount Pictures subsidiary and operator of WOKY that city, has signed five year contract with company.

TOM RODGERS, recently injured in an automobile accident, has returned to his announcing duties at KYW Philadelphia.

EDGAR BERGEN, star of NBC Chase & Sanborn "Charlie McCarthy Show," has been elected to serve as first president of recently organized Academy of Television Arts and Sciences, Term is for six months.

RAY INGELHART and RALPH Mc- GREGOR, both students at the radio department of Cincinnati College of Music, have been added to the production service department of WLW Cincin- nati, where Ray is production manager, and television consultant of WLW Cincinnati, was guest speaker Jan. 15 at Cincinnati Exchange Club. He discussed "Status of Television Today."

ESTHER BILZIERIAN has been added to the musical department of WTAI Worcester, Mass.

TOM WABER, former news and special events supervisor on WKAF Kalamazoo, Mich., has been named educational program director for U. of Illinois broadcasting service, WILL-WIUC Urbana, II. Initial development of broadcast series featuring research and administrative activities at Illi- nois, Chicago, and Galesburg campuses.

JOSEPH J. LYONS, WJOL Joliet, III., staff editor and World War II veteran, has been named music director at the station.

FRANKLIN PEDDIE, formerly with WSGO Sioux Falls, S. D., and WACU, has joined announcing staff of WDAM Hattiesburg, Miss.

BILL ROPER, former featured artist with WCAU Philadelphia, has rejoined announcing staff of WFAT Paterson, N. J., where he had served as chief announcer.

WALTER ORRIN, comedian, replaces BILL CULLEN as m.c. of CBS "Winner Take It All" Jan. 23. The quiz show began June 3, 1946.

RYTT ROBERTSON, formerly of the production staff of NBC Washington, has joined the program staff of KPCO San Francisco.

DON OTIT, former program director of Capitol Transcriptions, Hollywood, is handling nightly half hour record show on KJU that city.

NORMAN GLADNEY, formerly in radio advertising sales field and also with WATT Chico, Calif., has been added to the production staff of WLA Los Angeles as recording artist. Program will be recorded Mon. through Fri., 11 a.m.-12 noon.

ROBERT LABOUR, formerly of the production staff of BBDG New York, has joined WNEW New York to handle new shows and talent. At BBDG Mr. Labrador was program director, previously, was formerly director of the Garry Moore program on NBC.

JOAN MEYERS has joined the program department of WCAU Philadelphia.

JOSEPH LUBCKE, former program director of the station, has resigned. Miss Meyers formerly had been with stations in Ala- bama and New York.

FRANCES BOYCE of the program department of KYW Philadelphia has an- nounced her marriage to Joseph McIntyre of Whiskey Bar Pa.

GEORGE F. CROWELL, who recently joined KGCP Santa Barbara as staff announcing, now is host for nightly midnight show "Romance and Dance Time."

FRED ROBBINS, New York record m.c., has been signed to replace MARTIN BLOCK on weekly "Record Shop" pro- gram on WOR New York, Sat. 10-11 p.m.

LOIS ROACH has joined WJAC Pull- man, Wash., as producer-director.

MARILYN PATTERSON, continuity writer at KOKI Omaha, has resigned to accept teaching position at Platte Center, Neb.

ROBERT W. SWAN, former announcer of KFI Los Angeles, has joined ABC Hollywood in similar capacity.

KNOX MANNING, CBS Hollywood commen- tator, has narrated a 10,000 word subject film describing annual Soap Box Derby.

HOWARD HARRIS has joined writing staff of NBC "Amos 'n Andy" program.

ISING WASSMAN, former CBS Hollywood production department member, has been named head librarian of continuity department.

VAL BROWN, former KFWB Holly- wood announcer, has joined KFAC Los Angeles in similar capacity.

VICTOR PERRIN and HERB BUTTER- TENDER have been added to staff of NBC "Masterpiece" program.

DIANA JONES has joined cast of NBC "Women in White" show.


LOIS ROACH, former WCBS New York in charge of auditions and casting has joined ABC Hollywood pro- duction department.

SAM PIERCE, production supervisor of Bathrafft & Ryan, Hollywood, has re- placed DICK UHL as producer of CBS "Dick Powell at the Piano" show.

GORDON BARNAU, formerly of KRMP Regina, Sask., is now editor of new publication "Open Door Publica- tions, Regina, which aims to assist Canadian writers and artists and publicize their work.

HARRY R. LUBCKE, director of Don Lee television, addressed Burbank Junior Chamber of Commerce Jan. 13 on "Television Today."

WALTER ARNOLD, announcer of KECA Hollywood, has joined ABC Hollywood as director, replacing RALPH ROGERS who resigned to become program manager of KGLO San Jose.

GEORGE F. CROWELL, formerly of WGED Boston, has joined KSFQ San Francisco as announcer.

CATHERINE MACVY has been ap- pointed assistant talk producer at ABC WNEW New York.

ABC Cue Feeder

BY EMPLOYING a musician-engineer in the control room to cue the network engineer, ABC Director of Music Paul Whiteman is providing better music balance for his Wednesday night broadcasts over ABC. Mr. Whiteman, who has developed other methods to improve the quality of his music, has engaged Milton Casset to work in the control room and to cue the engineer when various instruments and ensembles are to raise their "voices."

Radio to Aid Drive

RADIO will be asked to aid the Veterans Administration during February, March and April in an information campaign concerning lapsed National Service Life Insurance. Advertising agencies, artist-sponsors and the four major networks are being asked to aid in the drive to tell veterans "It's too late to reenlist. Campaign will be under supervision of Charles E. Dillon, VA radio director.

ABC Cue Feeder

BY EMPLOYING a musician-engineer in the control room to cue the network engineer, ABC Director of Music Paul Whiteman is providing better music balance for his Wednesday night broadcasts over ABC. Mr. Whiteman, who has developed other methods to improve the quality of his music, has engaged Milton Casset to work in the control room and to cue the engineer when various instruments and ensembles are to raise their "voices."

Radio to Aid Drive

RADIO will be asked to aid the Veterans Administration during February, March and April in an information campaign concerning lapsed National Service Life Insurance. Advertising agencies, artist-sponsors and the four major networks are being asked to aid in the drive to tell veterans "It's too late to reenlist. Campaign will be under supervision of Charles E. Dillon, VA radio director.
Another Award to WOWO

Longines

honors the Westinghouse station in Fort Wayne, Indiana, with

FIRST PRIZE

for effective promotion of one of radio's outstanding dramatic programs

"THE WORLD'S MOST HONORED FLIGHTS"

The "world's most honored watch" helps make WOWO the nation's "most honored" station!

For this is the twentieth award won by WOWO in a two-year period... a record unmatched by any other station of this size.

These twenty awards cover every factor that stimulates listener loyalty: local programming, promotion of network and spot programs, continuing service in the public interest. And each factor represents a basic tenet of Westinghouse policy.

The men and women of WOWO, and of the Westinghouse organization, accept this latest award as welcome recognition of their day-and-night efforts to serve both listener and advertiser.

WESTINGHOUSE RADIO STATIONS Inc

KDKA - KYW - KEX - WBZ - WAZA - WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
EUGENE J. COGAN, has been appointed media director of Geyer, Newell & Ganger, New York. He formerly was media director of Ward Wheelock Co. and before that media director and business manager of Paris & Pearl. Mr. Cogan had been with latter firm for 14 years. In his new post he succeeds CHARLES A. BROCKER, recently named vice president in charge of operations of Geyer, Newell & Ganger.

MARY MCKENNA, formerly in charge of media research at Benton & Bowles, New York, has been promoted to head of all spot radio time buying except on Procter & Gamble accounts. Latter will be handled by RUTH E. JONES.

PETER HILTON, former vice president of Mason Inc., has been named vice president and account executive of Donahue & Co., New York.

JAY E. KASHUK has been made partner in Lew Kashuk Adv., New York. Name of agency becomes Lew Kashuk & Son. J. E. Kashuk heads new business department in addition to duties as account executive.

TOMMY BRIGGS has joined E. W. Reynolds & Co., Toronto, as radio director. EVA RACE, former timebuyer of J. J. Gibbons Ltd., Toronto, has joined Ruthrauff & Ryan, Toronto, as media buyer. A. CLAIRE has been appointed time buyer at J. J. Gibbons Ltd. to succeed her.

SHERWIN R. RODGERS, recently separated from Navy and former radio actor-producer director known under professional name of R.W. Bottman, has been named account executive and publicity director of Harry J. Lazarus & Co., Chicago. He will coordinate agency publicity and radio activities.

LEWIS H. TITTERTON, vice president in charge of radio of Compton Adv., New York, is in Hollywood for conferences with agency officials.

MARIAN RYAN, production manager of Jere Bayard & Assoc., Los Angeles, has resigned.

R. E. (Joe) MESSER has been named executive vice president of Robert F. Dennis Inc., Los Angeles. In this capacity he will oversee all media production, including radio. Previously he had been general manager of Bay- mond R. Morgan Co., Hollywood, for 12 years. Mr. Messer will maintain his interest in R.M. Productions, Hollywood, and continue his activities.

BETTY GUNTER has joined Dancer-Fitzgerald-Sample, Chicago, in radio production department, replacing RITA McCULLOUGH, who resigned to marry.

ETHEL M. FORDSMAN, former media buyer with J. R. Kupple Adv., New York, has been named media director at Moore & Hamm, New York.

GIL SIMON, former promotion-publicity director of KFWB Hollywood, has been named manager of Jim Ward & Co., Hollywood. Mr. Ward was member of dissolved firm of Ward & Puttman Chico (BROADCASTING, Dec. 30). Hollywood offices are at 1822 Cahuega Blvd.; telephone: Hollywood 5222.

H. B. HUMPHREY Co., New York, now occupies the 22nd floor of the Fuller Bldg., 150 Madison Ave. For several years office has been in Graybar Bldg.


ROBERT SHIREY, former service repre- sentative of Walter Thompson Co., San Francisco, has shifted to agency's Los Angeles office.

JACK R. HOLMES, formerly of Smith & Reilly, Los Angeles, has joined West- mullin as manager of newly opened Portland, Ore. office.

TOM ROSS, former executive of The Tulio Co., Hollywood, is now with Holman & Center.

DOUGLAS CRANE, formerly of Forest Lawn advertising department, has joined Associated Adv., Los Angeles, as vice president.

KNOX ADV., Los Angeles, Feb. 1 will move offices from 800 W. 6th St. to Quinby Bldg., 650 S. Grand Ave.

H. F. FURBER, with Sportswear Inc. following discharge from the Army and formerly with Talon Inc. and Hand-Made Felt & Advertiser Adv., has joined Julius H. Bowen Co., New York, as account executive.

WALTER BLAKE, for eight years with Blaine-Thompson Co., New York, as an account executive handling Warner Bros. Pictures, has resigned effective Jan. 17 to join the Los Angeles office of McCann-Erickson as account executive in Radio Productions.

SULLIVAN, Stanfield & Colwell & Bayles, New York, has taken over the fourth floor at 780 Park Ave., in addition to the tenth floor.

JAMES C. FLETCHER, president of Los Angeles Research Foundation, New York, has been named vice president in charge of research and labor relations for Buchanan & Co., that agency's Western office. Executive of Berkshire Foundation, including facilities for coordination of advertising, public relations, labor, government, consumer and industry activities, will be available to all Buchanan clients.

CHARLES J. CHARNEY Assoc., New York, has moved to larger quarters at 330 W. 51st St., Telephone: Chickerling 4-2628.

ISABELLE SHAYER, formerly with Anderson Davis & Platte, New York, has joined the copy staff of Ruthrauff & Ryan, New York, as member of home-furnishings group.

JANE W. KALMUS, head of the publicity department of Rutchins Adv., New York, has temporarily resigned from the agency, with Miss A. C. Peterson, vice president of the agency, taking over Miss Kalmus' duties for the time being.

DOROTHY YAKOWITZ, former publicity director of Williamsers Adv., San Francisco, has joined Harry Scheiber Adv., Los Angeles, as assistant to publicity and public relations director.

ELIZABETH LEVI, former WAC ad agency, has joined the research department.

DAVID OWEN, general supervisor of daytime radio for Dancer-Fitzgerald-Sample, is new producer of the "Ma Perkins" show, which has moved to Chicago. Sponsor is Procter & Gamble (Oxydol).

IN CANADA

WINNIPEG

is a "MUST" buy

Men Who Know

select

SKR 5 skw.50c

REPRESENTATIVE-WEE & CO.  

BROADCASTING • Teletesting
"little drops of water..."

Water, drop by drop, can make an impression on the hardest stone. There being no particular objective behind this steady routine, you can hardly recognize in it any indication of genius. And yet it has the quality most often found in genius—unwavering perseverance.

By the same procedure, words and ideas can be directed to make permanent (and intentional) imprints of profitable value upon the daily lives of millions of people.

WTRY is doing just that, with a flow of words and ideas that leave strong impressions in nearly 200,000 radio homes throughout this rich Capital District of New York that we serve. We lay no claim to genius because we do this. We place the credit rather with a smart sense of programming and a popularity based upon giving people what they like and want.

In all three important urban buying centers of Albany-Troy-Schenectady, WTRY has won a high proportion of the listening hours. In eight surrounding and prosperous counties* our leadership is no less. And it costs so little to take advantage of this top audience popularity.

If you want to make a permanent impression on more than 600,000 consumers, you don't need genius. You just need the steady impact of WTRY, teamed with CBS.

*BMB calls it 12.
FM—FINE MUSIC? . . . FLAWLESS MELODY? . . . FREQUENCY MODULATION?

FM is a welcome new alphabetical symbol in this shorthand world in which we live.

For FM are the initials of FREQUENCY MODULATION—a new kind of radio broadcasting and reception which banishes static and for the first time permits the listener to hear fine music, actors' voices and other sounds just as they are broadcast.

In fact, FM can even broadcast absolute silence which is itself a "radio miracle." It could broadcast the sound of a pin dropping if anyone wanted to hear it. No static can hitch a ride on an FM radio wave. FM has taken radio out of its scientific swaddling clothes.

FM, or Frequency Modulation, was invented and patented in 1933, after 20 years of research, by Dr. Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University. Dr. Armstrong refused to believe the old platitude that "static like the poor will always be with us."

Now, after 13 years of further experimentation and the overcoming of many natural as well as man-made problems, FM is with us on a practical commercial basis. Every week new FM transmitting equipment is being produced. New stations are being authorized and are abuilding. New FM receiving sets are being produced and delivered to the public.

But, as with every new and better thing, FM already has imitators who hope to exploit the public's interest in scientific progress. While Dr. Armstrong has made the basic inventions covering "wide swing" Frequency Modulation, without the use of which it is impossible either to broadcast or to receive high quality FM radio signals, nevertheless, the public is already being offered "just-as-good" substitutes under beguiling titles like "Improved FM," "Superior FM," "John Smith's Better FM," etc., etc.

So, as the Romans used to say, Caveat Emptor—"Let the buyer beware."

If you buy an FM radio, beware to see that you get what you pay for.

As the buyer of an FM radio you are entitled to the Armstrong system of Frequency Modulation which represents the highest scientific development of the radio art.

On the opposite page are listed all of the receiving set manufacturers who are licensed under the patents covering Dr. Armstrong's invention of Frequency Modulation.

FM's PUBLIC DEBUT—On November 5, 1935, Dr. Edwin Armstrong and his long-time friend, C. R. Runyon, fellow pioneer of early amateur days, went "on the air" with an FM transmitter (Station W2AG) located in Mr. Runyon's home in Yonkers, New York. The occasion was a proof-of-the-pudding demonstration to a large and properly skeptical engineering audience, listening in a downtown New York auditorium, to hear if static had at last been really overcome. The FM broadcast, made on power scarcely sufficient to illuminate an ordinary light bulb, was received with "astonishing staticless clarity" from the home-made transmitter located 15 miles away.

FM, the Static-Free Radio of Tomorrow, Will Soon Replace the Old-Fashioned AM Radio of Today
The companies listed below are authorized and licensed to build radio receiving sets containing genuine Armstrong Frequency Modulation:

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airadio, Inc.</td>
</tr>
<tr>
<td>Ansley Radio Corporation</td>
</tr>
<tr>
<td>Browning Laboratories, Inc.</td>
</tr>
<tr>
<td>Espey Manufacturing Company, Inc.</td>
</tr>
<tr>
<td>Fada Radio and Electric Company, Inc.</td>
</tr>
<tr>
<td>Freed Radio Corporation</td>
</tr>
<tr>
<td>Garod Radio Corporation</td>
</tr>
<tr>
<td>General Electric Company</td>
</tr>
<tr>
<td>Hallicrafters Company</td>
</tr>
<tr>
<td>Howard Radio Company</td>
</tr>
<tr>
<td>Magnavox Company, Inc.</td>
</tr>
<tr>
<td>Maguire Industries, Inc.</td>
</tr>
<tr>
<td>Minerva Corporation of America</td>
</tr>
<tr>
<td>Pilot Radio Corporation</td>
</tr>
<tr>
<td>Scott Radio Laboratories, Inc.</td>
</tr>
<tr>
<td>Stewart-Warner Corporation</td>
</tr>
<tr>
<td>Stromberg-Carlson Telephone</td>
</tr>
<tr>
<td>Manufacturing Company</td>
</tr>
<tr>
<td>Templetone Radio Company</td>
</tr>
<tr>
<td>Westinghouse Electric Corporation</td>
</tr>
<tr>
<td>Zenith Radio Corporation</td>
</tr>
</tbody>
</table>

AT ALPINE, NEW JERSEY

Dr. Armstrong operates his own experimental laboratory for continued research in FM broadcasting. Utilizing the heaviest steel radio tower in the world, two stations, W2XMN and W2XEA, are on the air daily. From Alpine, staticless FM signals are now being broadcast which can be clearly received 100 miles away.

ON DECEMBER 1, 1946

66 FM stations were in operation
564 stations had been authorized by the F.C.C.
307 applications were pending
65% of all established AM stations had already applied for FM licenses
Harvel Contest

A CONTEST, which began Jan. 19, is being conducted each week by the Harvel Watch Co. on its ABC Harvel Music Time, with winners receiving a Harvel Datograph watch as first prize and an AC-DC Cinderella washing machine as second prize. Presenting a scene from a new movie each week, the program asks listeners to determine how long it takes to enact the scene. Answers are mailed in, together with a statement of 25 words or less telling why the listener likes the part as a vehicle for the leading star. A different film will be used each week.

HUBBELL ROBINSON, vice president in charge of radio of Foots, Cone & Bending, New York, leaves Jan. 20 for a one-week trip to Hollywood to be on hand for the Dinah Shore appearance on the "Hit Parade." Saturday on CBS, sponsored by American Tobacco Co. (Lucky Strike Cigarettes), through P&G.

Network Accounts

New Business

WILDBLOOD Inc., Buffalo (hair tonic), Jan. 15 started for 52 weeks "What's the Name of That Song?" on Don Lee Pacific stations. Agency: BBDO, N. Y.

PROCTOR & GAMBLE Co., Cincinnati, Jan. 3 increased network for "Got for Good, M.D." from 101 to 143 NBC stations, Mon. 10:45-11:15 a.m. Agency: Dancer-Fittergall-Sample, N. Y.

STANDARD BRANDS, Montreal (food products), has started spot announcements on a large number of Canadian stations. Agency is McKim Adv., Montreal.

PERFECION CORSETS Co., Quebec, has started spot announcements on four Canadian stations. Agency is R. C. Smith & Son, Toronto.

PACKAGED PRODUCTS, Toronto (cleaners), has started spot announcement campaign on three Canadian stations. Agency is Ardelt Adv., Toronto.

CANADIAN CANNERS, Toronto (real estate), has increased its radio budget and spot and flash announcements are now on 50 Canadian stations. Agency is Cockfield Brown & Co., Montreal.

CANADIAN AID TO CHINA, Toronto (welfare), has added transcription spot announcement campaign on a number of Canadian stations. Agency is Mailer Adv., Toronto.

ROGERS MAJESTIC, Toronto (receptionists), has started limited spot announcements on 10 Canadian stations. Agency is F. H. Hayhurst Agency, Toronto.

CANADIAN CANNERS, Toronto (beer), has been given a two city, 10-week campaign through WATTS Rapid Graph, Chicago.
BURKE R. MEAD, news editor at WJCL, Joliet, Ill., prior to war when station's call was WCL, has rejoined station as promotional and public relations director. Mr. Mead, veteran newspaper, and radio public relations man, served in USNR during war.

CHALMER ADAMS, former member of the news staff of the Midwest (Ohio) Journal, has been named trade news editor of WILD Cincinnati.

JACK CUMMINS, discharged from Navy and former aporer for WPQ4 Jacksonvile, Fla., has been named to the station as promotion director.

WILLIS GERMAN, former WRHC and VIRGINIA HADDEN in CBS Western Division sales promotion department. Latter has resigned.

STEVE LIBBY, promotion-publicity manager at WRWC Columbus, O., has been making a circuit of the Carolinas, establishing contacts and views with promotion-publicity personnel at various stations.

ROBERT MCANDREW, advertising and promotion manager of NBC Western Division, has been elected a director of Los Angeles chapter of American Marketing Assn.

FM Promotion

DISCUSSION of FM broadcasting and its future was theme of supper meeting held Jan. 7 by WYO and WYOC-FM Succasunna, N. J., where representatives and servicemen. Chairman of meeting was Howard K. Chatfield, engineer of WYOC-FM, who gave a resume of station's inauguration and development to date and outlined plans for future, including prospects for increased in power from present 250 w to 45,000 w. Representatives from Electrical News, who explained physical aspects of FM transmission and generally elaborated on FM receivers. Also present were executives and station managers of all FM stations who spoke regarding their own plans for FM broadcasting. Discussion period followed.

Advertising Essays

ESSAY Contest for high school students on theme "What has Mean to the Future of America," is being conducted by Advertising Club of New York. Competition, which will close March 15, is being sponsored by Advertising Federation of America. Winning essays will compete with other advertising clubs in national contest. Grand prize will be $500 and all expenses of trip to attend annual convention and exposition of federation in Boston, May 22-26. Second and third national prizes are $200 and $100 respectively.

Roget's Gallery

POSTER-styled promotion piece featuring a typical FIBER-GLAS Hepatica viridis of Henry Morgan is being distributed by Shaw Co., agency for Everhart Inc., sponsor of the "Henry Morgan Show" on ABC following Philco Co. Bing Crosby and his band. Caption reads: "Warning! This man is after Crosby!" and is labeled "Henry (Killer) Morgan" with number of 764,305- 106%. Copy further warns that "he can find out anything by means of radio listeners." Distribution includes mail, car cards, shows cards and window and similar media.

Newsbrief

AS PART of the WHN New York promotion campaign in behalf of the "Ted Haney Story"希望能 chronicled in a weekly minute newscast whole is being presented in 200 motion picture houses in New York, New Jersey and Connecticut. A shot of the Army-Penn football clash each week's may attract by Mr. Husting in the background and is followed by a scene in a WHN studio showing of Mr. Husting as record m. c. Film was produced by Mr. Mead, eastern director for Metro-Goldwyn-Mayer, which has been owned by Loew's Inc., new owner of WHN.

Essay Contest

ESSAY CONTEST in which listeners express personal reasons for saying "It's a Wonderful Life" is being conducted by WFIL Philadelphia in cooperation with REM Pictures' promotion of new Liberty film. "It's a Wonderful Life" will be shown over 500 stations in this country. Rules for contest are: a commended will be shown in 200 motion picture houses in New York, New Jersey and Connecticut. A shot of the Army-Penn football clash each week's may attract by Mr. Husting in the background and is followed by a scene in a WHN studio showing of Mr. Husting as record m. c. Film was produced by Mr. Mead, eastern director for Metro-Goldwyn-Mayer, which has been owned by Loew's Inc., new owner of WHN.

Letter Contest

CASH PRIZES are being offered to housewives in a three week contest being held as part of "Get Instant Peanut News" program, sponsored by General Foods and Peanut News. Contestants are to complete a statement of five sentences on "The Influence of the Peanut Nut in Our Diet." Five winners will be chosen at random each week from persons submitting best entries. Cash prizes of $300, $200, $100 and $50 for second, third and fourth place respectively will be presented to winners.

Mr. Brougham

ROYAL BROUGHAM, sports editor of the Seattle Post-Intelligencer, has written a news column about a radio broadcast covering the Olympic Games in London and heard on NBC for many years when he conducted the weekly sports events such as the Rose Bowl games and the Punchbowl in Reigate. Has been named sports editor of EOMO Seattles. He is heard on his own Friday evening program, 10:15-10:30 p.m., sponsored by Fredrick & Nelson department store.

Bill Bowden

CBS news analyst, Jan. 17 addressed the Oklahoma City Chamber of Commerce weekly forum. The forum saluted KOA for its program "Live and Learn," an educational series that has been an affiliate inaugurated its bond increase over $100,000.

Mr. Dreecher

MAURICE DREICER, commentator at WVRIL Woodside, L. I., N. Y., has written a syndicated column which he titles: "Talk Effectively." Book was written by Lawrence H. Rogers and published Jan. 13.

Mr. Zelman

SAM ZELMAN, past staff member of ABC Hollywood, is the father of a boy born Jan. 9.

Mr. Roosevelt

LEONARD MILL, Washington corresponding for the BBC, is the father of a baby born Jan. 9.

Mr. Moore

ELISABETH須OKOOL, new analyst of WTOE Worcester, Mass., has been selected as one of the outstanding editorial writers and editorial writers from other states and selected by the Press Association of Columbia to attend the American Press Institute's Seminar on Editorial Writing. Mr. Roosevelt is the father of two children, Paul R. Swan, director of public relations and student publications for Massachusetts Institute of Technology, temporarily replaces Mr. Moore as WTOE news analyst.

Recall these prices when you buy in the METROPOLITAN NEW YORK AREA

WAAT is the station in North Jersey America's Fourth Largest Market.

When the time costs are considered, WAAT is the best buy.

Result

WAAT delivers more listeners per $ in North Jersey America's 4th Largest Market than any other station including all 50,000 watters.

(Please consider the bonus audience in the 5 Boroughs of New York City.)

*Do you realize this market contains over 3 1/2 million people more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Oklahoma, Syracuse, Richmond, Hartford, Des Moines, Baltimore, Fort Wayne, Dallas.

January 20, 1947 • Page 59
IN EASTERN NORTH CAROLINA
THE DIALS STAY TUNED TO

WRRF

WRF is the regional station of a wealthy and growing market of 600,000 population. The WRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year’s tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this “as good as gold” market...invest your advertising dollar in WRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FOR JOE & CO.
New York Los Angeles Chicago

JANUARY 10 TO JANUARY 16

Actions of the FCC

JANUARY 10 TO JANUARY 16

Now
5,000 Watts
120 KC • 5,000 Watts

Coming to an antenna near you...

WEST MIDLAND, Texas—New FCC grants

Midwest Bestc, Co., Mount Vernon, Ill.—Granted petition requesting extension of time within which to file consolidated hearing on petitioner's original decision in re its application and time was extended to 3/4, including Jan. 30. Berks Bestc. Co., Reading, Pa.—Granted hearing on its application for a new standard television station.

REcejStED

WKBW
New York, N. Y.—Granted petition for leave to amend its application to change commencement and completion dates.

TRIAL

WBTS, West Coast Bestc. Co., Tampa, Fla.—Granted petition for leave to amend its application as to subterranean mast and for new standard station.

TV—Decision


TV—Decision

Antetam Bestc. Corp., Hagerstown, Md.—Commission on its own motion to dismiss without prejudice application.

WLS
Chicago, Ill.—Granted application for a new standard television station.

FM—Decision

WAPI Madison, Wis.—Modification of CP, which authorized increased power to 7 kw, change service area.

FM—Decision

WLBH New York, N. Y.—Granted application for a new standard television station.

FM—Decision


10 Applications

ACCEP TED FOR FILING

AM—1110 kc

WKID Providence, R. I.—Modification of CP, which authorized increased service area.

AM—1050 kc

WAPC Annapolis, Md.—Modification of CP, which authorized increased service area.

FM—Unassigned

WPAY-FM Portsmouth, Ohio—Modification of CP, which authorized new FM station, to change effective radiated power to 7 kw, change service area.

AM—1400 kc

WHGB Harrisburg, Pa.—CP to make changes in transmitting equipment.

AM—1400 kc

WAGS Jacksonville, Fla.—Modification of CP as modified, which authorized new FM station, to change frequency to channel 219, 7 kw, and to change commencement and completion dates.

FM—Unassigned

WNNY-FM Watertown, N. Y.—Modification of CP, which authorized new FM station, to make changes in antenna system and change commencement and completion dates.

AM—730 kc

WARB Memphis, Tenn.—Modification of CP which authorized new standard station, for approval of antenna, for approved of transmitter and studio locations.

FM—33.7 mc

KBON-FM Omaha—Modification of CP which authorized new FM station to change frequency to channel 239, 7 kw, and to change commencement and completion dates.

TV—Amendment

KCFR Denver, Colo.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates—AMENDED: to change time period from Jan. 1 to May 31.

TV—Amendment

WAKA San Juan, P. R.—CP to install directional antenna for day and night service.

FM—Unassigned

WNBB Washington, D. C.—Modification of CP to change visual effective radiated power to 30.0 kw, and to change time period of type of transmitter, makes changes in antenna system and for extension of commencement and completion dates.

AM—Change Transmitter

WRGB Schenectady, N. Y.—CP to install new aural and visual transmitting equipment and to make change in antenna system.

AM—780 kc

Community Bestc. Co., Bloomfield, Fla.—CP for new standard station 780 kc, 250 kw, daytime.

AM—1400 kc

Hotels and Theaters Inc., Bluefield, W. Va.—CP for new standard station 1400 kc, 250 kw, 250 kw.

AM—1340 kc


AM—1340 kc

Lyles Van Valkenburgh, St. Petersburg, Fla.—CP for new standard station 1340 kc, 250 kw, unlimited.

AM—470 kc

WLAQ Rome, Ga.—Modification CP which authorized new standard station, for approval of antenna and change type of transmitter.

AM—680 kc

WMPS Memphis—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location, to change frequency from 5 kw, daytime, 10 kw to 5 kw, daytime.

AM—870 kc

Frank Mitchell, Jr., Austin, Tex.—CP for new standard station 1410 kc, 1 kw, directional antenna for day and night use, unlimited—AMENDED: to change time period from Jan. 1 to 12/30.

AM—1230 kc

Voice of Borger, Borger, Tex.—CP for new standard station 1230 kc, 250 kw, directional antenna for day and night use, unlimited—AMENDED: to change time period from Jan. 1 to 12/30.

AM—1290 kc

Texas Bicentennial, Houston, Tex.—CP for new standard station 1250 kc, 1 kw, unlimited—AMENDED: to change time period from Jan. 1 to 12/30.

AM—1650 kc

Kaw Bestc. Co., Minot, Kan.—CP for new standard station 1500 kc, 1 kw, unlimited—AMENDED: to change night power from 1 kw to 1 kw, unlimited; to change night power to 500 kw, daytime; hours of operation from unlimited to daytime only; directional antenna for daytime and night use to vertical antenna and directional antenna, type transmitter and change transmitter location.

AM—1650 kc

KFWB Cape Girardeau, Mo.—CP to change frequency from 1460 to 1460 kc, unlimited—AMENDED: to change time period from Jan. 1 to 12/30.

AM—1650 kc
FCC Actions (Continued from page 81)

Applications Cont.: standard station and authority to determine operating power by direct measurement of antenna power.

KAKC Tulsa, Okla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

KAKL San Antonio, Tex.—Authority to determine operating power by direct measurement of antenna power.

KBE Jacksonville, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WALT Tampa, Fla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WHAI Shelbyville, Tenn.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WXNN Jackson, Miss.—Authority to determine operating power by direct measurement of antenna power.

WDJU Columbia, Miss.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WESC Greenville, S. C.—Modification of CP which authorized new standard station and authority to change type of transmitter and to specify studio location.

WLGC Lebanon, N. C.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WCNI Wilmington, N. C.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WGBC Elberton, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WROM Rome, Ga.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WORX Paramus, N. J.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

RADIO BROADCASTING COMPANY

Applications (Continued from page 81)

Applications Cont.:...
You get the whole picture with WBNX

No matter how carefully you've planned your New York coverage, you're missing a big piece-over six million foreign language prospects-unless your present schedule includes WBNX. WBNX smooths deviations into your New York coverage:

3,200,000 Spanish speaking persons
3,100,121 Italian speaking persons
1,230,000 German speaking persons
576,000 Polish speaking persons
206,000 Spanish speaking persons
637,727 foreign language prospects

There you get the whole picture. Our trained, experienced personnel will assist in translating your copy. Remember WBNX means New York coverage in any language. Photo: Lots Erell Pix

PROMOTION plans for the 1947 Mite of Dixie campaign are discussed by Fred Jones (l), owner of KFPM Tulsa, Okla., and Otto Tocher, director of advertising in Oklahoma. Calls for the promotion have been made for local and national advertisers, and an extended national campaign is planned. The program continues with a frank discussion of the crime between the ex-criminal and Edwin Lukas, executive director of the Society for the Prevention of Crime.

Commision Panel

ISSUE of broadcasts on atheism was discussed in a round table program on WIP Philadelphia Jan. 12. Program was part of the station's Forum of Public Opinion and the subject was inspired by the West Coast controversy. Participating in the panel were Rabbi W. H. Gunther, representing the Jewish faith; Rev. Daniel A. Poling, representing the Christian faith; and Wolsey Teiler and Marshall Grullin, members of the Philadelphia Agnostics group, which includes atheists, agnostics and deists.

Corwin Series on CBS

THE RECORDINGS which Norman Cor-

win made for the CBS around the world last year as winner of Freedom House's One World Award will form the major basis of his new 13-week CBS series, "One World Flight," begun Jan. 14, Tues. 10:15-10:30 p.m. The Blase Dept. has requested permission to send recordings of the series to its consulates and embassies throughout the world.

About Toronto

SERIES of six broadcasts on the city of Toronto are being aired on CJCB that are part of the Board of Education. Broadcasts hear in schoolsrooms Monday mornings, present dramatized information about the city's history, government, school system and culture.

Amateur Composers

Series of new programs, "Composer's Round," on WFAA, composer-conductor, has started on WNEW New York, M.T. 3-9:13 p.m. Series gives amateur songwriters an oppor-


tunity to present creations in a professional performance with Dar-

tega selection to his own songs.

Community Show

WWRL Woodside, L. I., N. Y., and the Parkchester, Bronx, community newspapers have joined to present a new program, "Salute to Parkchester" which is cooperatively sponsored by Park-

chester merchants. Broadcast on a cycle of current local news, record requests and local talent, series airs on Tues. 1-1:30-2:03 p.m.

Option Dropped

AMERICAN TOBACCO Co. (Lucky Strike Filters) has dropped its option on Joan Edwards who has been a star for the Hit Parader on WOR-14, starting Jan. 18 the CBS series will feature different top-name vocalists on station, including Keyser, Tunhe & Beiding, New York, is agency.

National Announcement

NEW WEEKLY quarter-hour program on CBC Trans-Canada network, "New World Wipeout," presents tales by architects, social workers, psychologists and housewives.

Workshop Extended

WGRB Schenectady, General Electric central station, has extended until the end of February the weekly television workshop on the Television Workshop, New York.

COLUMBIA PICTURES Corp. has purchased film title rights to "Make Believe Ballroom," on KLAC Hollywood from Al Jarvis, disc m.c.
RMA Asks Removal Of Tax on Radios

10% Excise Levy on Receivers Called Handicap to Industry

REMOVAL of the 10% manufacturers' excise tax on radios and phonographs was asked last week in letters received by Sen. Eugene Millikin (R-Co.), chairman of the Senate Finance Committee, and Rep. Harold Knutson (R-Minn.), chairman of the House Ways & Means Committee. The letters were sent on behalf of Radio Manufacturers Assn. by Joseph Gerl, chairman of RMA's Excise Tax Committee and president of Sonora Radio & Television Corp.

The tax, which is a permanent levy and not one of the war excise taxes affected by the President's declaration that hostilities had ended, was adopted in 1941, doubling the previous 5% impost.

Mr. Gerl wrote that the tax had the practical effect of increasing prices on radio receivers and television sets, thereby decreasing sales, production and employment in radio factories. He said that in the case of FM the tax cripples an infant industry by deterring the public from buying FM sets. Only theound equipment in a television receiver is taxable under a recent Revenue Bureau ruling.

Competitive Inequities

The tax gravely handicaps educational and cultural activities, Mr. Gerl wrote. It results in competition between the radio industry, where the average net return is 2.7%, and is difficult to collect, especially when it applies to parts manufacturers. Yield to the Govemment is only 1.2% of the excise tax income from the bulk of manufacturing industries, he said, and many of these industries are not nearly as important to the American public as the radio industry.


KCOY on Air

KCOY Santa Maria, Calif., was to start operation Jan. 17, according to its owner-publisher, station manager. Operating on 1400 kc, as an ABC affiliate, station is owned by News-Press Pub. Co., Santa Barbara, operator of KTMS that city. Located at 114 West Cook St. Two way line between KCOY and KTMS is maintained for exchange of programs.

CITATION for "exemplary endeavors in the field of radio journalism" was presented to Cliff Evans (r), managing editor of WLIB New York News Bureau, by John McManus, president of the New York Newspaper Guild. This is the first time in radio history that the Guild has made such an award. Presentation was made at the Waldorf-Astoria, the Page One Ball.

Cultural Radio Programs Get Guatemala's Support

MINISTRY of Communications and Public Works of Guatemala has issued an executive order to Guatemalan National Radio Stations requiring them to devote the most time possible to cultural programs. At the same time, the stations were allowed the following time limits for commercial announcements:

Two minute commercial for a five-minute program, three and a half minutes for ten-minute program, four and a half minutes for 15-minute program, five and a half minutes for 20-minute program, six and a half minutes for 25-minute program, eight minutes for half hour program, 15 minutes for one hour program.

Scripts also have to be delivered to the Ministry of Communication 24 hours before broadcast time.
Theodore F. Searl has succeeded Frank N. Bernato as chief engineer of WIGA Ashatabula, Ohio. Mr. Bernato is attending Ohio State U.

John Styrek, recently discharged from Army Signal Corps as radio and radar technician, has joined I-ROAD Omaha engineering staff.

FEDERAL TELEPHONE & RADIO Corp., Newark, is manufacturing a small-diameter, polyethylene insulated wire for the winding of loop antennas for home radio receivers. Identified as K-1046, the wire is constructed of bare soft copper and has an overall diameter of only .038 inches. The company claims the wire to be highly resistant to water, acids and oils, thus insuring efficient receiving operation under all atmospheric conditions. Federal last week also announced a new, low cost FM and television receiving antenna can be constructed with the use of 300 ohm lead-in wire K-1046, manufactured by the company. K-1046 is polyethylene insulated, which makes it weather resisting and flexible, even in sub-zero climates.

Crosley Division of the Aviation Corp. presented its first television receiver model at the American Furniture Mart's winter show at Chicago. Advertised features are: a swivel tube mounting which allows a 60 degree angle; a continuously rotatable switch providing right -hand or left -hand tuning; an automatic channel selector by means of channel selector plug-in units, and an automatic channel selector. Set operates on standard band, FM band (88-108 mc) and also includes automatic record changer. Cabinet is 37 1/4 inches wide and 18 deep.

FEDERAL ELECTRIC PRODUCTS, Inc., New York, Electronics Division, has developed two new types of Geiger-Muller tubes suitable for a wide range of laboratory and industrial applications. When used with auxiliary apparatus, the tubes detect radiations emitted by radioactive substances by responding to the individual sub-atomic particles and protons comprising such radiations. New tubes are designed for those engaged in the research and practical application of nuclear physics.

JAMES A. MacFarland, with WWSW Pittsburgh since 1924, and control room supervisor, has resigned to become chief engineer of Pittsburgh Broadcasting Co. He replaces RAY CUMMINS, resigned.

KENT VYTRUS, engineer at WYTV, and L. C. Proctor, engineer at WYTV, Wash., was recovering from strep throat infection. Edward Paine, formerly with engineering staff of WPIF and WCAU Philadelphia, has joined KHRO of Gulf, T. H. International, short-wave station of State Dept., OIG, in similar capacity. IRV WATSON, chief engineer, has been elected IBEW shop steward for this year for union members of WCCS-TV New York.

J. B. Hatfield

CONSULTING RADIO ENGINEER
920 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

A. R. Bitter

CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

Robert M. Silliman

CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

Barclay & Saxson
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

FEDERAL Telephone & Radio Corp., Newark, has developed a high-performance power triode designed to meet the specific requirements of FM transmission service in the 88 to 108 mc band with a maximum output up to 110 mc. Designated as the TC27, it is one of the first tubes that, in pairs, provides kw output.

Ethridge Confirmed

Nomination of Mark Ethridge, publisher of the Louisville Courier Journal and Times as U.S. Representative on the United Nations Security Council Commission investigating Balkan problems, was confirmed Monday by the Senate. Mr. Ethridge sailed last week for Europe on a Balkan investigation mission. Before sailing he conferred with President Truman and former Secretary Byrnes.
JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
Consulting Radio Engineers
983 National Press Bldg. Di. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phones: LITTLE FALLS 4-1900

G E O R G E C. D A V I S
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

BROADCASTING SERVICE
Kellogg Bldg. Republic
MAY 1469 Church
PAUL RAYMOND M.

INTERNATIONAL
Washington
WILLIAM
1422 Columbia, South
830 14th St., N. W.

CONSULTING RADIO
CONSULTING RADIO ENGINEERS
WELDON & CARR
Consulting Radio Engineers
WASHINGTON, D. C.
1405 Connecticut Avenue
PHONE—MICHIGAN 4151

CONSULTING RADIO ENGINEERS
HOLEY & HILLEGAS
Consulting Radio Engineers
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 410

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. Republic 1951
Washington, D. C.

CONSULTING RADIO ENGINEERS
DIXIE B. McKENNY
& ASSOCIATES
1730 Connecticut Ave., N.W.
Washington, D. C.
ADAMS 3711

CONSULTING RADIO ENGINEERS
GRETHER RADIO ELECTRONICS CORP.
Julius L. Grether—William P. Grether
118 BROOKE AVENUE NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Night 2408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D.C.
Telephone National 7737

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.

Benness, Jr.
Consulting Radio Engineer
830 Gregg Street
Columbus, South Carolina
Phone 7342

William E. Benness, Jr.
Consulting Radio Engineer
830 Gregg Street
Columbus, South Carolina
Phone 7342

H. V. Anderson
Consulting Radio Engineers
715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

Guy C. Hutcheson
Consulting Radio Engineer
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

Grether Radio Electronics Corp.
Julius L. Grether—William P. Grether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Night 2408
Consulting Radio Engineers
AM Installation Specialists

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Raymond M. Wilmotte
Consulting Radio Engineer
PAUL A. DEMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1294

May and Bond
Consulting Radio Engineers
1422 F St., N.W., Wash., D.C.
Kellogg Bldg. Republic 3984

Our 40th Year
Consulting Radio Engineers
Weldon & Carr
Consulting Radio Engineers
WASHINGTON, D. C.
1405 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. Earl Cullum, Jr.
Consulting Radio Engineers
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.
921 15th Street NW, Republic 3883

William E. Benness, Jr.
Consulting Radio Engineer
830 Gregg Street
Columbus, South Carolina
Phone 7342

PREISMAN & BISER
Consulting Radio Engineers
AM, FM, Television
allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 16th St., N. W.
Washington 10, D. C. — Adams 7299

Singleton and Barnard
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

William E. Benness, Jr.
Consulting Radio Engineer
830 Gregg Street
Columbus, South Carolina
Phone 7342

PREISMAN & BISER
Consulting Radio Engineers
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 16th St., N. W.
Washington 10, D. C. — Adams 7299

Singleton and Barnard
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

Grether Radio Electronics Corp.
Julius L. Grether—William P. Grether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Night 2408
Consulting Radio Engineers
AM Installation Specialists

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D.C.
Telephone National 7737

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.

Weldon & Carr
Consulting Radio Engineers
WASHINGTON, D. C.
1405 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. Earl Cullum, Jr.
Consulting Radio Engineers
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.
921 15th Street NW, Republic 3883

John Creutz
Consulting Radio Engineer
319 Bond Bldg. Republic 2151
Washington, D. C.

H. V. Anderson
CONSULTING RADIO ENGINEERS
AND ASSOCIATES

715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

Singleton and Barnard
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

Grether Radio Electronics Corp.
Julius L. Grether—William P. Grether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Night 2408
Consulting Radio Engineers
AM Installation Specialists

John Creutz
Consulting Radio Engineer
319 Bond Bldg. Republic 2151
Washington, D. C.

H. V. Anderson
CONSULTING RADIO ENGINEERS
AND ASSOCIATES

715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

Singleton and Barnard
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

Grether Radio Electronics Corp.
Julius L. Grether—William P. Grether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Night 2408
Consulting Radio Engineers
AM Installation Specialists

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D.C.
Telephone National 7737

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.

Weldon & Carr
Consulting Radio Engineers
WASHINGTON, D. C.
1405 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. Earl Cullum, Jr.
Consulting Radio Engineers
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.
921 15th Street NW, Republic 3883

John Creutz
Consulting Radio Engineer
319 Bond Bldg. Republic 2151
Washington, D. C.

H. V. Anderson
CONSULTING RADIO ENGINEERS
AND ASSOCIATES

715 American Bank Bldg., Tel. Raymond 0111
New Orleans 12, Louisiana

Singleton and Barnard
Consulting Radio Engineers
AM FM Television Marine
1111 S.W. 5th Ave.
ATwater 0438
PORTLAND 4, OREGON

Grether Radio Electronics Corp.
Julius L. Grether—William P. Grether
118 Brooke Avenue
Norfolk 10, Virginia
Phone Norfolk 26511—Night 2408
Consulting Radio Engineers
AM Installation Specialists

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

John Barron
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D.C.
Telephone National 7737

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W.
ME. 4477
Washington, D. C.
"Broadcasting serves as a valuable aid here at Bulova. It keeps us posted on the business developments of radio. This is important because Bulova is one of the largest consistent users of spot radio time."

Ray Warren, Advertising Manager
Bulova Watch Company

"Broadcasting is the most comprehensive and best edited trade paper in radio or any other field."

C. A. (Fritz) Snyder
Account Executive
Biow Company

Broadcasting's growth has been synonymous with radio development itself during the last fifteen years. Pioneer broadcasting journal, it has consistently excelled in news volume covering mass radio media—AM, FM, television and facsimile—as the reliable, authentic, complete weekly newsmagazine. Nine independent surveys in nine years have voted Broadcasting the overwhelming favorite news medium of men in the business of broadcasting.
FCC Announces Actions; Six Grantees Also in AM Field

CONDITIONAL GRANTS for 10 FM stations and construction permits for 20 B and 18 V were authorized by FCC last Thursday.

Six of the conditional grantees are also in the AM field. All given Class B authorizations, these aren't WOW Omaha, Crosley Broadcasting Corp., licensee of WLW Cincinnati and WINS New York, which received an FM grant for Columbus, Ohio; Larus & Bros. Co., WVTY Richmond licensed, which was given a grant for Norfolk, Va.; WGB Goldboro, N. C.; WNXN Macon, Ga., and New Haven Broadcasting Corp., AM grantees for New Haven, Conn.

Com., Clifford J. Durr voted for further inquiry on the Crosley and Larus & Bros. applications.

Meanwhile, the Commission announced reallocation of two Class B FM channels—Nos. 224 and 231—to the Atlanta area, bringing the number immediately available there to five. With five Atlanta applications now pending and set for hearing, FCC said the hearing would be cancelled and the applications considered individually "if the situation remains unchanged for the next 30 days."

Atlanta Applicants

The Atlanta applicants, who had petitioned for additional channels to so could be granted [Broadcasting, Oct. 21], are WSBE WAGA WATL WGST and Wilson & Cope. One of the channels added to the Atlanta area, No. 224, was taken from the Griffin, Ga. area, where no FM applications have been filed.

Griffin is left with one Class B channel (No. 222) and is eligible for at least one Channel A channel whereas Atlanta is not eligible for any Class A assignments. The other channel added to Atlanta, No. 221, has not been allocated in that area heretofore. The additional seven channels for the Atlanta section, one of which has been assigned (to Constitution Publishing Co.), and one withheld under the channel reallocation plan.

Conditional grants to applicants not now in AM were as follows:

Paul River, Mesa, Ariz.—Narangvessett Broadcasting Co., Class A station. Owners are Clark S. Murdough (president, 14.3%), operator of a secretarial school in Providence; Albert Patelín (24.8%), part owner of a tire and rubber business at Providence; George S. Lightner Jr. (24.8%) and Leonard Cohen (26.8%), Army Air Force veterans.

Albuquerque, N. M.—FM Broadcasting Co., Class A station. Owners are Harold O. Bishop, FM grantees at Harrisburg, Pa., where he is also the owner of radio stations, and Joe L. Martinez, Albuquerque attorney.

Lockport, N. Y.—Lockport Union Sun & Journal Co., Class A station. The company, headed by Elbert D. Conson, publishes Union-Sun and Journal, Pan-American, Sun, and Star, Class B station. The company, owner of several buildings, is controlled by Stephen Quackenbush Jr. and a 12.5% stockholder, Stephen Quackenbush Jr. owns 8.1% and Elsie N. Quackenbush, 4.7%.

Construction permits went to the following (power is effective radiated power, antenna height, height above average terrain; AM affiliation shown in parentheses):

Dixie Broadcasting Co. (WMGY), Mobile, Ala.; Central Valley Best Co. (KCMR) and a 20 kw (Channel 258); 6:45 hours; 550 feet; (No. 276); $67,500.

Central Valley Best Co. (KCMR), Blastin' 93.3 (KCMR). Class B; 103.1 mc (No. 271); 50; 350 feet; (No. 296); $75,000.

Wichita Beacon Best Co., Wichita, Kan.; Class A; 103.1 mc (No. 278); 20 kw; 400 feet; (No. 296); $75,000.

Sulfur Best Co., Corp., Coram, N. Y.; Class A; 103.9 mc (No. 299); 340 kw; 410 ft; (No. 299); $150,000.

Eastern Carolina Best Co. (WGBB), Goldboro, N. C.; Class B; 97.9 mc (No. 265); 250 kw; 500 feet; (No. 296); $150,000.

The News & Observer Pub. Co. (AM grantees), Raleigh, N. C.—Class B; 93.1 mc (No. 256); 25 kw; 400 feet; (No. 256); $75,000.

Ohio Best Co. (WHERC), Canton, Ohio; Class B; 81.7 mc (No. 246); 20 kw; 390 feet; (No. 246); $75,000.

Tom-Joys Best Co. (WICM), Do-Bois, Pa.; Class B; 97.5 mc (No. 245); 6 kw; 200 feet; (No. 245); $25,000.

Scranton - Wilkes-Barre Citizens Broadcasting Corp., Scranton, Pa.; Class B; 103.3 mc (No. 277); 2.5 kw; 1,065 feet; (No. 277); $25,000.

Dixie Broadcasting Co. (WBC), Clar- ksvll, Tenn.—Class B; 98.1 mc (No. 255); 2.5 kw; 800 feet; (No. 255); $25,000.

Mary Hardin-Baylor College, Belton, Tex.—Class B; 98.3 mc (No. 255); 2.9 kw; 300 feet; (No. 255); $25,000.

Sunshine Best Co. (KTRB), San An- tonio, Tex.—Class A; 100.5 mc (No. 255); 2 kw; 300 feet; (No. 255); $25,000.

Hampton Roads Best Co. (WQH), Newport News, Va.—Class B; 92.3 mc (No. 223); 35 kw; 300 feet; (No. 223); $25,000.

Head of the Lakes Best Co., Super- tior, Wis.—Class B; 92.3 mc (No. 225); 82 kw; 750 feet; (No. 225); $25,000.

Western B & C Co. (WSAU), Wausau, Wis.—Class B; 94.9 mc (No. 225); 48 kw; 415 feet; (No. 225); $25,000.

In lieu of previous details.

Requests Are Filed for Video Station in Detroit and Miami

APPLICATIONS for commercial television stations at Detroit and Miami, filed by Fort Industry Co. and Southern Radio & Television Equipment Co., respectively, were reported by FCC last week.

Fort Industry, which has a video grant for Toledo [Broadcasting, Dec. 8], applied for Channel 2 (54-60 mc) for its proposed operation at Detroit, where it has bought 250-w WJBK from James F. Hop- kirk Inc. for $650,000 subject to FCC consent [Broadcasting, Aug. 26].

Southern Radio, a new corporation, requested Channel 4 (66-72 mc). The company is headed by Robert G. Rich, former general manager of WGBS Miami, who owns 66% stock interest and would be general manager of the Miami television outlet. Edward N. Smiley, real estate owner and investor, is vice president and owns 32%; Edward J. Nelson, attorney, is secretary-treasurer and owns 26%.

Fort Industry estimated initial installation costs would approximate $229,000 plus $76,000 already spent on land and buildings for television and FM. Monthly operating costs were estimated at $35,000, with no revenue anticipated during the initial months of operation. Not expecting video network facilities to be available to Detroit "much before the end of 1948 or early 1949," the company said it would carry studio programs, films, and remote pickups. Afternoon and evening programs would be carried, too, perhaps 25 hours a week.

Southern Radio anticipated initial construction costs of about $163,550 exclusive of land and buildings: monthly operating costs of $11,657 and monthly revenues of $9,756. The company plans to conduct a class at the University of Miami on "Prac- tical Television Broadcasting," similar to a radio course instituted there by Mr. Venn while he was manager of WGBS.

Plans to "carry our cameras to locations where the most interesting program fare may be obtained at reasonable cost," but without "Hollywood-type" productions at first, were reported. The station would operate four hours a day for four days a week at the outset, so maximum time would be available for rehearsals and other preparations.

"The applicant suffers from no illusion of rewards to industry income from sale of time," the application pointed out. "Such revenue may be unlimited but certainly television sets are placed in a considera-ble number of Miami homes. The schedule has been planned to exact the greatest possible interest of residents per dollar expended for program costs."

Takes 3-Hour Spot

ONE OF THE largest blocks of local commercial time sold in recent years in Chicago has been purchased on WIN that city by Peter Fox Brewing Co., which contracted for Sun. 2:30-5:30 p.m. on the respective days, for the Keith & Scoggin team of Jack Keith & Jack Scoggin. During the three hour spon- sorship, client will offer The Aven- ger, transmitted mystery drama, 2:30-3:30 p.m.; home games of the Chicago Pro Stag basketball team, 3:45-5:15 p.m.; the Sunday Dance Party, recorded music, 4:30-5 p.m., and conclude with a second mystery drama, The Haunting Hour, 5- 5:30 p.m.

In this Major Market

MBM's

WEWM

5000 WATTS

N BC IN RICHMOND, VA.

January 20, 1947 • Page 69
New Columbus, Ga., Station, 3 Regional Operations Okayed

GRANTS for a new regional station at Columbus, Ga., and regional operations for WRBL Columbus, WMBR Jacksonville, Fla., and WLAK Lakeland, Fla., were authorized in a final decision announced by FCC last Tuesday.

The new regional authorized for Columbus went to Chattahoochee Broadcasting Co., which had received a proposed denial of its application in the Commission’s initial decision [Broadcasting, Nov. 4]. The grant, for use of 1460 kc with 1 kw, directionalized fulltime, was made possible when Chattahoochee agreed to modify its directional antenna plans to give adequate protection to WETU Tampico, Mexico.

Grants for changes in facilities, all anticipated in the proposed decision, were as follows:
1. WMBR, move from 1400 kc with 250 w to 1460 kc with 5 kw, directionalized fulltime, was made possible when Chattahoochee agreed to modify its directional antenna plans, giving adequate protection to WETU Tampico, Mexico.
2. WRBL, move from 1230 kc with 250 w to 1420 kc with 5 kw, directionalized at night, engineering conditions.
3. WLAK, move from 1340 kc with 250 w to 1430 kc with 5 kw, fulltime, engineering conditions.

Several Denials

Mutually exclusive with the applications granted, the following were denied: WWPPL Palm Beach’s application to change from 1340 kc with 250 w to 1420 kc with 1 kw; City of Sebring, for a new 1 kw Sebring station on 1430 kc; A. Frank Katzenstein (licensee of WKAT Miami Beach), for a new Orlando station on 1420 kc with 5 kw; Muscogee Broadcasting Co. and Georgia Alabama Broadcasting Corp., for new 250 w station on 1450 kc at Columbus.

Chattahoochee, grantees for Columbus, is owned by William K. Jenkins (60%), president; Willis J. Davis (20%), secretary and treasurer, and Edwin Mullix (20%), vice president.

Mr. Jenkins, over-all director of some 60 motion picture theatres in Georgia, owns 33% interest in WBWD Augusta, 19% in WSAV Savannah, 16% in WLAC LaGrange, 37% in WMAG Brunswick, 50% in Atlanta Radio Enterprises, AM applicant at Atlanta.

First in Radio

More radio stations and networks buy more pages of advertising in TIDE than in any other general advertising publication.

These radio stations and networks are using TIDE for the best reason possible: they know that TIDE reaches the right people... the people with advertising say-so!

Be sure you’re reaching those people too! Advertise your facilities in TIDE, the leader among general advertising publications in radio station and network advertising!

TIDE

The Newsmagazine of Advertising, Marketing and Public Relations

232 Madison Avenue, New York 16, N.Y.

Hooper Pays

WHEN FRED ALLEN, asked by Archie, on whose Duff’s Tavern program he was a guest, how long he had been in radio, replied “so long that I lent Hooper the nickel to make his first call,” C. E. Hooper promptly sent him a five-cent piece with the message “All right. All right. Here it is!” and 20% in Charleston Broadcasting Co., AM applicant at Charleston, S. C.

Mr. Mullix has been general manager of WLAG since 1941; he plans to resign that position to become general manager of the new station. Mr. Davis, executive assistant to Mr. Jenkins, is vice president and secretary of WLAG and vice president of Atlantic Radio Enterprises, but has no financial interest in either group.

Great Falls, Chester

Grants Authorized

FCC Reissues Kinston, Pa., CP Local Station for Nogales

A 5-kw station for Great Falls Mont., and a 1 kw daytime outlet for Chester, Pa., were authorized Thursday by FCC.

At the same time the Commission reissued to Kinston Broadcasting Co., Kinston, N. C., the grant which it had withdrawn “pending further investigation of qualifications of John G. Dawson,” a 16 2/3% stockholder [Broadcasting, Jan. 13]. The grant, for 1 kw daytime operation on 1000 kc, was first issued Dec. 17 [Broadcasting, Dec. 23]. The company is owned by 24 stockholders and headed by A. K. Burris.

The Commission also granted a fourth Arizona station to Mrs. Gene Burke Brophy, for use of 1240 kc with 250 w fulltime at Nogales. The grant was rescinded, however, because of complications arising from Mexican use of the 1240 kc channel.

The grants:

Chester, Pa.—Lou Potter, 1500 kc 1 kw daytime, engineering conditions.

Mr. Potter, former owner of WARM Scranton, has been engaged since January 15 in sale and purchase of war surplus goods. He is also treasurer and general manager of Bernard Communications Co., Philadelphia, engaged in plant clearance for E.P.R.

Great Falls, Mont.—Sun River Broadcasters Inc., 970 kc 5 kw directional antenna at night. Principals: O. P. Soule, president, 35%; lawyer, Harry Fletcher, vice president, treasurer, and general manager of KPTF Pocatello, Idaho, 18%; Ruth Fletcher, 8%; Florence Gardner, daughter of Mr. and Mrs. Soule and general manager of KPTF; 21.43%; Hannah Soule, wife of O. P. Soule, 21.43%; and J. W. McChesney, 39.19%. Montana operations manager for Beatrice Newspapers Inc., 6.99%; William R. Davis, insurance man, 3.34%; and L. R. Taylor, in automobile and ranching business, 4.79%.

JAMES BISHOP, public relations director of Hixon-O’Donnell Adv., Los Angeles, Calif., recently signed a contract to form his own advertising firm.

Du Mont Is Granted Video in Pittsburgh

Maison Blanche TV Station In New Orleans Approved

FIFTH television station grant, the maximum number allowed in television, was given Allen B. Du Mont Labs. Thursday, to a station in Pittsburgh, Pa. The Commission listed other Du Mont-Paramount television interests in announcing the grant.

A new station was also granted Maison Blanche Co., New Orleans, department store owning 50% of WSNB New Orleans.

Television Productions Inc., Hollywood, listed by the FCC as a Du Mont-Paramount interest, was granted a video station Dec. 20 at which time the Commission made public corporate relations of the paramount group [Broadcasting, Dec. 23].

The New Orleans station covers a 66-72 mc channel (No. 4) with 13.6 kw and antenna height of 72 kw. Antenna height will be 375 feet.

The Pittsburgh grant specifies the 60-66 mc channel (No. 3) with visual power of 14.6 kw and aural power of 7.2 kw. Antenna will be 818 feet high.

Five to Pending File

In announcing the Pittsburgh decision the FCC placed in the pending files five television applications of Du Mont-Paramount. They are: Allen B. Du Mont Labs., Cincinnati; Allen B. Du Mont Labs., Cleveland; Interstate Circuit, Dallas; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit.

Besides the Pittsburgh and Hollywood grants, Du Mont-Paramount interests operate WABD New York, WTTG Washington and WBBK Chicago. In its Hollywood grant the Commission noted that Du Mont-Paramount “has no stock ownership or management interest in Maison Blanche Co.”

Higher Power Is Granted Three Sations by FCC

HIGHER POWER for three AM stations was authorized by FCC last Thursday.

WSAR Fall River, Mass., received a grant to increase on 1480 kc from 1 to 5 kw, directionalized fulltime.

WKAT Miami Beach, on 1360 kc, was authorized to increase daytime power from 1 to 5 kw, subject to correction of any interference complaints and on condition that it reduce power if necessary. Commr. C. J. Dury, voted for hearing. WKAT will continue nighttime operation with 1 kw.

KPAC Fort Arthur, Tex., on 1250 kc, was authorized to increase daytime power from 250 w to 1 kw and nighttime power from 250 w to 1 kw directionalized, subject to engineering conditions.
Engineers to Map Uniform Data Plan
Committee Is Chosen by FCC, Industry Conference

UNIFORM METHODS of presenting technical data in future AM broadcast applications are to be worked out by a committee of industry engineers chosen last week in an FCC-industry engineering conference.

The group also will study ways of standardizing channel-study procedures to be followed in connection with the technical processing of pending AM applications by Commission and private engineers during the "freeze" from Feb. 7 to May 1 [Broadcasting, Jan. 18].

James A. Barr, chief of the FCC Engineering Dept.'s AM Section, will head the committee. Members include representatives of the following Washington offices, which volunteered their assistance: Ring & Clark, Glenn D. Gillett & Assoc., Bear & Kennedy, and Lent & Poast.

Engineers Designated

In its announcement that AM applications for new and improved facilities will not, if filed after Feb. 7, be considered until after May 1, the Commission said that "the formula to be followed ... in determining the order in which the various channels will be considered will be announced shortly after May 7." On each channel, after preliminary conferences of parties and counsel have been held, a group of consulting engineers, headed by a member of the Commission's technical staff, will be designated to prepare a channel study. During the freeze period, FCC said, all AM applications filed by Feb. 7 will be granted or set for hearing.

PEARSON-ALLEN ASK HEARST SUBPOENA

FCC was asked last week to issue a subpoena to compel William Randolph Hearst to attend and testify in the forthcoming hearing on WBAL Baltimore's application for license renewal and the Drew Pearson-Robert S. Allen application for WBAL's facilities (1090 kc, 50 kw). The request was filed by Messrs. Pearson and Allen in a letter pointing out that Mr. Hearst owns controlling interest in Hearst Radio Inc., WBAL licensee, and asserting that his testimony was important to the proceeding.

They previously asked FCC to disclose whether it would seek of its own accord to have Mr. Hearst attend the hearing, to which the Commission replied that each party should develop its own case regardless of the presentation which would be made by the Commission [Broadcasting, Dec. 30].

The letter was sent to FCC by the Washington law firm of Cohn & Marks, counsel for Messrs. Pearson and Allen. The hearing is slated Feb. 24.

AT NEWSMEN'S LUNCHEON in New York Norman Corwin (standing), CBS producer-writer-director, tells of his recent around-the-world trip and his Columbia series, One World Flight. At the head table with him are (1 to r.): George Field of Freedom House (who gave Mr. Corwin first One World award); Edward R. Murrow, CBS vice president and director of public affairs; Davidson Taylor, CBS vice president and director of programs; Jacques Farrand, Freedom House.

NAB Sales Executive Group to Study Single Rate Card Promotion Proposal

DRIVE to promote use of single rate cards by stations, with rates applicable to all advertisers, will be considered by the NAB Sales Managers' Executive Committee, which meets Jan. 23-24 at the Mayflower Hotel, Washington. Committee chairman is Odin S. Ramsland, KDAL Duluth.

Recommenda­tion of the Sub-committee on Sales Practices, made to the NAB convention in Chicago last October, will be taken up by the full committee. This subcommittee, of which John M. Butler Jr., WSB Atlanta, is chairman, proposed the single rate card plan after an NAB survey showed that four out of five stations have more than one rate [Broadcasting, Sept. 2, 1946].

Though universal adoption of the single rate card was advocated, the subcommittee suggested an interim plan for special cases. Under this plan rates would be divided into "general" and "retail," with identical rate card format.

The executive committee will take up a heavy agenda at its three-day meeting, according to Frank E. Pellegrin, NAB director of broadcast advertising. Back from the first NAB area meeting in San Francisco [Broadcasting, Jan. 13], Mr. Pellegrin will report on the sales managers' portion of the three-district Coast convention.

Heavy Agenda

Among topics scheduled are adoption of the standard contract form; standardized rate card format; Joske retail report; lending library of retailer-sponsored programs, maintained jointly by NAB and National Retail Dry Goods Assn.; promotion of television among manufacturers by NAB and NRDGA; NAB management studies of FM stations; sales promotion activities; 2% cash discount campaign of AAA; commission for salesmen on talent charges; standard billing practice; salesmen's compensation, salary vs. commission; training of local salesmen; advertising agency recognition on the local level; per inquiry deals.


Kpac

January 20, 1947 • Page 71
NAB Drive (Continued from page 11)
negotiations with such unions as AFRA and AFM, was reflected in a resolution calling upon the NAB “to establish and promote policies of employer-employee relations which will recognize and make as effective as possible local and area negotiations.”

The resolution observed that the prevailing trends throughout the industry tend to impose nationwide or industrywide practices and policies upon all broadcasters without regard to respective local and area conditions and that such practices were considered “economically unsound and destructive of most effective employer-employee relations in local stations.”

Induced by an off-the-record discussion of the music situation by Sydney M. Kays, vice president and general counsel of BMI, the district adopted a resolution urging early renewal of BMI contracts and greater performance of BMI tunes. The resolution recited that BMI was established as a measure to protect radio against unjust and unreasonable demands and to create healthy competition in music copyrights. Stations were urged to analyze their music used to the extent that a larger percentage of BMI music may be employed “where such music on the basis of merit deserves such performance,” and that every effort be made to popularize BMI tunes.

Public Relations Plan
A pledge of “wholehearted support” of President Miller in his “splendid efforts to bring about a better understanding in the minds of public officials and the public at large” was voted. It cited the “enlightened, constructive and forceful leadership” given by the NAB president in his 15-month tenure, and commended him for the “constructive contribution which he has made to a better understanding on the part of the public of the valuable public broadcasting occupies in the economic, social and political lives of the nation.”

Another resolution “highly commended” District Director Terry for his two years of stewardship and voted him “sincere appreciation.”

Ralph W. Hardy, executive assistant in charge of public affairs of KST Salt Lake City, chairman of the arrangements committee for the district meeting, and the Salt Lake NAB member stations were voted thanks.

With 125 delegates registered from the 14th District States of Colorado, Montana, Utah, Idaho, Wyoming and Nevada, Director Terry said attendance at the meeting was an all-time high. The two-day business session was followed Wednesday by a news clinic conducted by Art Stringer, NAB director of special services—the first of the year. It was called following a poll of stations in the district, which voted overwhelmingly for it. (See story page 14).

Judge Miller’s keynote address was off-the-record, but related generally to this new public relations thesis for radio set forth at the San Francisco area meeting (BROADCASTING, Jan. 13). Executive Vice President Willard outlined the new structure and enlarged services of the NAB, and reiterated his San Francisco appeal for selective listening through selective programming by stations and consequent increase in the number of hours during which the public tunes in.

He urged support of the joint Radio Manufacturers Assn.-NAB campaign for a radio in every room as one means of increasing tune-in. Articulate minorities would listen more if they knew about the hundreds of hours of serious programming on all stations, he said, advocating purchase of newspaper space by stations on editorial pages in book review sections and other preferred positions. He urged cross-announcing and log-rolling of such features, to catch those who listen least and criticize most, pointing out that they are “thought leaders” and among the most influential people in the country.

Interest in FM
Walter J. Damm, vice president in charge of radio of the Milwaukee Journal stations WTMJ, WTMJ-FM and WTJX-TV, former NAB president and luncheon speaker Monday, sounded a note of optimism on FM’s future and warned against lethargic broadcasters who may “find themselves on the outside looking in.” He was questioned about the economic feasibility of the medium and its coverage prospects in the western plains and mountains.

Mr. Damm, who also had addressed the San Francisco sessions, contended that high-band FM coverage in many respects is superior to the old low band. He predicted that FM would provide more consistent coverage patterns day and night than AM and that broadcasters should be prepared to go to FM promptly as the ultimate new service.

Holds Audiences
Mr. Damm contended that because of FM’s noise-free qualities, his own experiences have shown listeners will stay tuned to FM even when they are not interested in the program because there are no annoying background noises.

Disagreeing with the concept that clear channels will remain even after FM becomes established, Mr. Damm said the present trend at the FCC is to restrict AM coverage to actual trading areas, and he felt all clear channels will give way to FM.

When John Baldwin, engineering director of KDYL, commented that the intermountain area constituted one area where AM service will always be preferred to FM, Mr. Damm countered that FM service will be better everywhere in the country. Once the people listen to FM, they won’t go back to AM, he argued.

He disagreed that cost of building of stations on mountain tops of the almost inaccessible Rockies to get unobstructed line of sight coverage, would be prohibitive. At the music session, most of it closed, Messrs. Kaye, Glenn Dol...
REGISTRATION at the NAB District 14 meeting at Salt Lake City for the session was:

Ackerley, Gene, KEDY; Arney, C. E., Jr., KVTH; Bader, E. C., KGL; Bains, David, KBCA; Baker, Frank, KFDY; Baker, Kenneth H., NAB; Baker, Tom, KIDJ; Baldwin, John, KDFY; Baten, Charles A., NAB; Bennett, Ken, KQV; Bennett, Tom, KSL; Benson, Ray, KSL; Biorgie, Al, KVNU; Blanchette, But, KDSY; Bratton, Norman, KIDJ; Brown, Jim, NAB; Buckley, Ed, KLSX; Burns, James, KVVR; Burnett, Jack A., KUTA; Damm, Walter J., WTMJ; Davidson, Virginia Phillips, KIDO; DeChambey, E. G., KUTA; Doherty, Richard P., NAB; Dixon, Marion, KOVO; Dixon, Paul, KSSL; Dobler, Glenn, BMI; Ekren, T. C., KVOL; Engle, Cliff, Hollywood; Evans, C. Richard, KSL; Feltis, Hugh, BMI; Fitzpatrick, Jack, KFRF; Fletcher, Henry H., KBSI; Flinn, W. F., Star Printing Co.; Foss, S., KFDY; Frost, Jack, RCA; Fuller, MILL, KIRK; Gardner, Florence M., KTFI; Garland, Bill, NBC; Glade, Earl, KFAR; Griffith, Homer, NAB; Grove, Wm. G., KFRC; Grover, R. A., KDNF; Hays, D. Spencer; Hager, Kolin, SESAC; Haliday, Gene, KSL; Hamilton, Ray V., Blackhawk-Hamilton Co.; Hardy, Ralph W., KSL; Hart, Herb, Collins Radio Co.; Hecker, Con, KVOO; Howard, Sibley, General Tire Co.; Howe, Louise Hill, KSL; Howard, Tad, KPJJ; KFJZ; Howe, Rex, KFJZ; Kuttner, Frederick, KDPN; Jelenik, Eugene, KDFY; Kahl, D. D., Ft. Collins, Col.; Kaye, Stanley, KSL; King, Gerald, SESAC; Keit, Barry, Universal Radio Sales; Kercher, George A., Edw. Peterson Co.; Kimball, Rollow, KSL; Kimball, Ted, KSL; King, Jerry, Standard Radio; Kuhn, F. H., KUTA; Lawrence, James H., KID; McAllister, Ber, KFRL; McCain, H. L., KVBS; McIntyre, Frank C., KUTA; McKinley, Lyn, A. KEL; McLatchey, F. B., KBSI; Madden, Arch L., Intermountain Network; Maddox, James A., MSB; Maniwaring, L. A., KSL; Martin, Don F., Associated Press; Meyer, Elwood, KXRY; Mooney, Bill, Rocky Mountain Network; Miller, Allen, Rocky Mountain Radio Council; Miller, Bres- tyl Y., KOVO; Miller, Justin, NAB; Montgomery, Kenneth W., KTFI; Sey- borg, A. J., KOVO; Murdock, Lennox, KEL; Newman, R. J., RCA; Nicholson, Bar- bara L., KANA; Oster, G. E., Capitol Records; Orme, Ewun, WSL; Petty, Don, NAB; Pierce, Jennings, NBC; Porter, R. Russell, Denver, Primal; George A., KFDY; Pyle, William D., KVOO; Read, Roger B., Transcription Sales; Richards, Wayne, KSL; Roberts, W., KDFY; Rogers, Craig, KOAL; Rohrer, Joe, KRDQ; Rudolph, J. C., F. M. McGregor Co.; Seavey, Cecil, KORDO; Sharp, Ivo, KSL; Smith, Emerson E., KDSM; Soule, C. P. F., KFPO; Slentz, Cl, Clarksburg; Steevey, Cecil, KORDO; FRY; Tasseh, Sol, BROADCASTING; Tannehill, Don, KJDF; Terry, Hugh B., KLZ; Thomas, Allan, KUTA; Toon- ford, Clifford, Collins Radio Co.; Turner, Walter E., KIDO; Waaden, Leonard, Idaho Falls; Wentworth, Ralph, BMI; White, Ken, Denver, Whalen; Joe F., KFJZ; FJZ; Willard, A. D. Jr., NAB; Yoder, Lloyd E., KOA.

NAB 14th District Registration

FCC Appointment

(Continued from page 13)

but it was considered doubtful if he would accept.

Sen. Homer E. Capehart (R-Ind.) said he favored the appointment of Paul S. R. Roberts & Mc- Innis, Washington law firm. Son of the late Commissioner Thad Brown, of Ohio, Mr. Brown recently returned to law practice after serv- ing in the Navy. His mother, Kath- erine Kennedy Brown is, Republican National Committeewoman from Ohio and wielded considerable influence in the Republican party. He was known for his support of the Ohio delegation in Congress. Since Sen. Robert A. Taft (R-Ohio) heads the GOP Policy Committee, he was expected to favor Mr. Brown over Miss Martin.

Former Sen. James Mead (D-N. Y.), has been mentioned frequently as a candidate for the FCC, although he is definitely known he would accept nothing short of the chairmanship.

The name of former Sen. Hugh Mitchell (D-Wash.), who was fost- ered by Gov. Mon Walgren of Washington and former colleague in the Senate of the President, no longer figures in the Commission setup, according to Democratic sources.

Reappointment of Comr. Ray C. Wakefield, whose term expires June 30, has entered into the con- versations of political “horse-trading” involving the FCC. Republi- cans are set against Mr. Wake- field another seven-year term, contending that he has been too close to the New Deal and has joined Comr. C. J. Durr too often on policy matters. On the other hand former Chairman Porter and Chairman R. Danny, have understood to have urged the Pres- ident to rename Mr. Wakefield.

Some Republican members of the Senate Interstate and Foreign Commerce Committee say Mr. Wakefield cannot be confirmed for another term.

Mr. Terry

CONFUSION pervaded the Tues- day's session as Delegates trekked into the darkened meeting room to be confronted by motion pictures of the inside of cows, and other medical scenes. The Intermountain Vet- eranarians Assn. held their annual meeting over the broadcasting has been shifted across the hall.

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

NAB Sidelights

RADIO DAY was observed by the Advertising Club of Salt Lake City Wednesday, in honor of the interna- tionally known broadcaster, Hugh B. Terry, KLZ Denver manager and NAB district director, spoke on the responsibility of advertisers in maintaining a vi- rile radio; pointed out that only a solvent radio can be free, that ad- vertiser dollars keep radio alive, and that a greater degree of un- derstanding could be derived from teamwork.

* * *

Mr. Terry

January 20, 1947 • Page 73
FIGHT INTOLERANCE

WGAR Cleveland Series Aimed

NEW QUARTER-HOUR weekly series, Inside Story, designed to combat and attack intolerance and prejudices, had its premier Sunday, Jan. 12, at 1:45 p.m. over WGAR Cleveland. Problems involved in Cleveland's mixed racial and religious backgrounds will be dramatized on the series, which WGAR is airing with the cooperation of the City of Cleveland Community Relations Board.

The opening script dealt with the ABC's of community living, and the program received favorable comment from Cleveland radio editors. Stanley Anderson of the Cleveland Press said Inside Story "may well be the top public service show ever flogged up by a local station." Bob Stephan of the Plain Dealer said the series is "in the right direction." Elmore Bacon of the Cleveland News commented that "judging from the introductory program the series is to have substance."

Sidney Vincent currently is preparing scripts for the series but guest script writers may be used later. The WGAR management announces. The race riot that didn't have to happen, based on a true story from police files of how police officers prevented a serious riot in Cleveland, was the theme for the second Inside Story broadcast scheduled for yesterday.

NINE MBS PROGRAMS
HONORED LAST YEAR

NINE AWARDS were made to the Mutual network for outstanding broadcasts during 1946.

The Ohio State Institute made fast breakthroughs in May 1946: House of Mystery, for outstanding children's programs; Don't Be a Sucker, for personal and family problem programs; If Was a Convict, for an intelligent approach to the problem of crime; and American Forum of the Air, as a good program on public issues.

Tom Slater, then special events director of Mutual, received the 1946 Radio Daily Award for "the person who has done most to bring credit and honor to the sports broadcasters profession during the past year." Fulton Lewis Jr. and Gabriel Heaster were included in the top 10 commentators by American Institute of Public Opinion.

The MBS program Twenty Questions received the program of the month award made by Dramatics magazine, and the U.S. Army Recruiting Service awarded the network a special plaque for Men of Vision. The network also received the Norwegian Broadcasting Gold Medal in 1946 for "for the full cooperation given Oslo broadcasting during the war years."

Trends

(Continued from page 15)

Advertise programs in the national business papers

Provide air-checks

- 2
- 2

Comment: While advancing these suggestions some agency executives were frankly pessimistic about the ability of local programs to overcome the obstacles to their acceptance by national advertisers: "I think it is a matter of economics," only money can lure the outstanding talent to the station's stable, and the cost to the advertiser may be prohibitive, especially when compared to mass production transcribed shows, or spot radio": "very little can be done without duplicating the facilities of major outlet points." Nevertheless, six of the above groups of replies (provide proof of results, 14%; improve promotion and merchandising, 9%; provide more and better data, 7%; impress advertisers with local appeal, etc. 2%; improve selling, 2% and advertise programs 2%) calling for 56% had to do with improved selling by stations of their locally produced programs. Implicit in the observations of this 56% is the belief that more would be bought if they were better sold.

The final question in this survey of agency opinion asked for suggestions for radio's improvement.

TABLE IV

What one thing would you like to see done to increase the value to advertisers of: Network Radio

Spot Radio

Replies included a wide variety of suggestions. For network radio, major suggestions were:

Per cent of all respondents

Develop new stars and new types of shows

8%

Improve commercial copy

Integrate with the show

6

Provide more accurate and detailed survey system

Eliminate station break, cow-calf effect and hitch-hikers

Cut length of commercials

5

Better merchandising assistance

4

Broadcast programs at the same time in all time zones

3

More control over commercial copy

3

Others suggested: reductions in talent charges; less monopoly of time by the same few advertisers; improve sectional networks by reducing the number of national programs carried by them; more understanding by radio of advertisers' problems.

For spot radio, advertisers hope for these improvements:

Eliminate crude and objectionable commercials

7%

Better programs

Fewer spots

3

More good time

Reduction of length of spot announcements

3

Uniform policies—make spot subject to standards of acceptability

3

LOOKING DOWN from Mr. Wilson, site of projected ABC Hollywood video transmitter, during recent visit of Robert H. Hinckley, network Washington, D. C., vice president, are (l to r): Frank Samuels, ABC Western Division sales manager, Mr. Hinckley; T. B. Palmer, ABC Western Division technical director; Donn Tatum, ABC attorney.

Expect Communications Subcommittee
To Be Appointed in House This Week

WITH RADIO legislation slated to be introduced before the 80th Congress in many weeks old, the House Interstate & Foreign Commerce Committee, which deals with radio, is expected to be fully organized this week with naming of a subcommittee on communications.

The House Tuesday approved without dissent a report of the Republican Committee on Committees, making assignments under the Reorganization Act to the 29 all-party groups. A member may hold membership on only one major committee, except that serving on the District of Columbia and Un-American Activities committees may be named to one or the other major committees.

Heading the Interstate & Foreign Commerce Committee is Rep. Charles A. Wolverton (R-N. J.). Other Republican members, in order of their rank on the committee, are: Carl Hinshaw (Calif.), Evan Howell (III.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), Harris Elsworth (Ore.), Marion T. Bennett (Mo.), James I. Dohiler (Iowa), Edward J. Ellsasser (N. Y.), John W. Helston (Mass.), Hugh D. Scott Jr. (Pa.), William J. Miller (Conn.), Henderson H. Carson (Ohio), John B. Bennett (Mich.).

Democrats in caucus Wednesday designated the following to the Interstate & Foreign Commerce Committee: Clarence F. Lea (Calif.), former chairman, now ranking Minority member; Robert Crosser (Ohio), A. L. Bulwinkle (N. C.), Virgil Chapman (Ky.), Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), George G. Sadowski (Mich.), Richard F. Harless (Ariz.), Dwight L. Rogers (Fla.), Benjamin J. Rabin (N. Y.).

Holdovers from the 79th Congress, who served on the Committee last session, are Wolverton, Hinshaw, Howell, Hall, O'Hara and Gillette, Republicans; all Democrats are holdovers.

Rep. Clarence J. Brown (R-Ohio), who was torn between Rules and Interstate & Foreign Commerce Committee, finally was assigned to the Rules Committee, on which he is the ranking Majority member. Mr. Brown had been urged for the Interstate Commerce Committee because of his keen interest in broadcasting affairs.


Democrats on the Un-American Activities Committee are: John E. Wood (Ga.), former chairman, now ranking Minority member; John E. Rankin (Miss.), J. Hardin Peterson (Fla.), Herbert C. Bunner (N. C.).

WGFQ to ABC

WGFQ Kalamaoozom, Mich., will join ABC on March 1 as a member of the network's northeast group and the 237th ABC affiliate. Owned by Southwestern Michigan Broadcasting Co., station will operate full time with 1 kw on 1360 kc and will be managed by Harold Gross.

Page 74 • January 20, 1947

BROADCASTING • Telecasting
The Baha'i two-page statement on this subject, "A Pattern For Future Society," points directions along the road on which mankind is trying to find its way.

Nothing could be more helpful to the professional man obliged to define his ideas on the outcome of the present world situation, or compelled to make decisions far ahead.

Write for a complimentary copy of "A Pattern For Future Society," sent free with an outline of Baha'i teachings for your reference file.

Heller

radio industry which provides all of us with our bread and butter.

The southeast thinkers on industrial relations are pretty generally agreed on the value of the method of reasonable face-to-face discussion of disputed issues in the long run as less costly and more satisfactory to everybody concerned.

The NAB itself recognized this principle when it established the concept of employer-employee relations. The major networks have accepted this principle in their dealings with AFRA over a period of eight years, and have found that our policies have been of open and above board dealing.

We have respected and lived up to our contracts. Whenever we have formulated a policy—such as the union stations clause—it has been based upon democratic procedure and has reflected the opinion and vote of our entire membership.

In view of the fact that this report expressed fear of "a wave of shackledown in radio" is again not justified by the facts.

When NAB set up its department of employer-employee relations, we have been of positive experience. We have had an expansion of such relations. To implement this intention by accepting the AFRA-management committee would therefore seem to be a step forward for NAB to secure that department real function.

George Heller
National Executive Secretary, AFRA

On January 20, 1947
WHO

is
“Listened-to-Most”
in 74 of Iowa’s 99 Counties
(during daytime)

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

---

NBC to Honor More
20-Year Affiliates

Nine Additional Stations Will Get
Plaques at Jan. 23 Dinner

NINE MORE NBC affiliates will
receive plaques honoring their 20th
anniversary with the network at a
special dinner on Jan. 23 in New
York in conjunction with the NBC
stations planning and advisory
committee meeting. The stations
are WGY Schenectady, WBZ-
WBZA Boston and Springfield,
KDKA Pittsburgh, WSM Nash-
ville, WKBW Buffalo, WMC Mem-
phis, KVNO Tulsa, WBAA Dallas
and KYW Philadelphia.

Niles Trammell, NBC president,
will present the plaques to the
following station representatives:
Westinghouse Stations (KYW,
KDKA and WBZ-WBZA), Walter
C. Evans, vice president of West-
inghouse Radio Stations Inc.;
Walter Benzette, vice president
of Westinghouse; John B. Conley,
general manager, Westinghouse
Radio Stations Inc.; William C.
Swartley, manager, WBZ-WBZA;
Joseph Baudino, manager KDKA;
Robert E. White, manager, KYW;
Harry Stone, general manager,
WSM; John M. Butler, general
manager, WSB; Hank W. Slavick,
director, WMC; William B. Way
vice president and general mana-
ger, KVNO; Martin B. Campbell,
general manager, WFAA; W. A.
(Al) Dealey, executive of the Dal-
las Morning News, which owns
WFAA, and Robert S. Peare, vice
president, General Electric Co.,
WGY.

Guests at the dinner will include
Frank E. Mullen, NBC executive
vice president, other NBC officials
and the following officials of sta-
tions honored late last year for
ten years of affiliation with the
network: John J. Boyle, managing
director, WJAR Providence; Paul
W. Morency, vice president and
general manager, WTIC Hartford;
Harley Bannister, general manager,
WWJ Detroit; George M. Bur-
bach, general manager, KSD St.
Louis; William H. Rines, managing
director, WCHS Portland, Me.;
and H. Donk Fitzger, manager,
WDAF Kansas City.

A salute to the 21 stations whose
20th anniversaries with NBC fall
during this year will be broadcast
on NBC Jan. 23, 6:15-6:45 p.m.
etitled The 20th Anniversary Sta-
ture, to be directed by Jack Hill.

The remaining stations will be sim-
ilarly honored at ceremonies later.

Distress Channel

A SECOND distress frequency,
8280 kc, was placed in service in
the U.S. last Wednesday by FCC.
It will be used by maritime and
aeronautical services in the U.S.
in addition to the international
distress frequency of 500 kc.
Transmission on the new high frequency
channel must cease twice hourly
for three minutes, except for emerg-
cency or distress messages.

---

Television’s Greatest Need Today Is
Flexibility, Paul Belanger of CBS Says

FLEXIBILITY is the one thing
most needed in television today,
according to Paul Belanger, a CBS
television program director, who
spoke last week before the Ameri-
can Television Society in New
York.

Mr. Belanger, who received the
Television Broadcasters Assn.
award in October for his outstand-
ing artistic program Dance in Te-
levision, recommended:

"Flexibility in the lighting units,
which will completely cover the
ceiling, attached to a complex cat-
walk which will crisscross over the
total studio area.

"Flexibility in the separation of
the studio floor itself into indivi-
dual sections to be lowered or raised
on hydraulic elevators, giving an
unlimited arrangement of plat-
form levels.

"Flexibility in the treadmills
and revolving stages which are
part and parcel of the 20th century
theatre...and in the number of
film projectors, so that problems
presented by the cutting up of short
film strips in quick succession will
vanish.

"Above all, flexibility in the pre-
viewing of advance shots in the
control room, with technical assis-
tants feeding to the director’s desk
only those shots he is concerned
with at any given point in the sce-
nario—totally relieving him of the
advance setting up of the sequence
of his show, and leaving him free
for a more precise polishing and
editing as the final stages."

Mr. Belanger declared that the
television industry is oversupplied
with men who say, "it has to be
done this way," and undersupplied
with men who say, "well, I’m not
sure."

---

Savings Bond Series

The U. S. SAVINGS BONDS
Radio Division last week began
production on: a series of transcribed
variety programs which will be
aired on more than 1,000 stations
beginning Feb. 18. With Kenny
Delmar as permanent m.c., such
radio and film stars as Gladys
Swarthout, Henry Morgan, Lau-
ritz Melchior, Gracie Fields, James
Melton, Hildagard, Alec Temple-
ton, and Zazu Pitts will make
guest appearances. Discs will be
cut on a two-a-week basis each
Thursday afternoon before a studio
audience at NBC, and will be re-
leased to stations for one-a-week
airing as a public service prese-
tation. The Joseph Katz agency,
through the Advertising Council,
supervises savings bonds tran-
scriptions.

---

NBC has a
RICH NEW
PRIMARY AREA
in
California

---

KERO
Bakersfield

ROOMAN RADIO STATIONS
KFRE - KRFR - FRESNO
KERO - BAKERSFIELD

Page 76 • January 20, 1947

---

VIEW of new WBKB Chicago studio, 34 x 55 ft. shows orthicon cameras, mike boom (center) and a few of the Tele-Light fixtures, each containing 12 lights. Station has been operating from the new studio (partly on experimental basis) for about two months. When new floor is installed, cost of complete studio will amount to approximately $150,000.
FUNKHOUSE AGENCY STAFF IS ENLARGED

APPOINTMENT of several men to the staff of Justin Funkhouser Advertising Inc., Baltimore and New York agency, as a part of the firm's reorganization and expansion program was announced last week by Justin Funkhouser, head of the agency.

As radio director, Harry H. Wright, former partner in L. C. Pedler agency and representative of several radio stations, will supervise all radio and television activities. New media director will be Jay Wingate, former vice president of Dorland International agency. Mr. Wingate will be responsible for all space buying operations, together with Richard Jeffrey, who has been appointed space buyer.

Public relations will be headed by Malcolm MacPherson, who directed publicity for the Ralph Jones agency and traveled as special advisor to the Republican presidential candidate in the last election. Production will be in charge of Dan Wright, who was with Calkins & Holden for 16 years as production chief and who held a similar position with War Finance Division, Treasury Dept., for three years.

Paul Cornwell, whose appointment as creative director of the agency and manager of the New York office was announced by Mr. Funkhouser in November, is noted for the copy writing he produced for his own agency and as president of Geyer, Cornwell & Newell Inc. The New York office will open soon, Mr. Funkhouser says.

Radio Newsmen See Our Peacetime Navy Operate

IN ORDER to inform the public of peacetime life at the sea, the Navy is sending out radio newsmen on a number of cruises. The U.S.S. Wisconsin Naval Reserve cruise left Norfolk Jan. 6 and returned Jan. 18, after a trip through the Panama Canal Zone. Reporters were allowed to make recordings during the cruise.

Radiomen aboard were: Edward S. Whitlock, vice president, Virginia Assn. of Broadcasters, and manager of WRNL Roanoke; Allan Brown, news and special events director of WTMA Charleston, S. C.; Charter Hasley, Mutual Washington representative; W. Mitchell, manager of Radio Roanoke, WROV Roanoke; Edward N. MacWilliams, independent radio producer.

The U.S.S. Vanderbilt on the first phase of a shakedown cruise from Boston to Guantanamo Bay, Cuba, returning to Washington Jan. 11, had aboard the following radio men from Manchester, N. H., stations: Warren Journay, WFEA; Herbey Carter, WMUR; William Carlyle, WKB.

Other cruises are planned for the future.

WIZZ INSTALLATION WORK MOVING AHEAD

WIZZ (FM) Wilkes-Barre, now on the air in interim operation with broadcasts from noon to 9 p.m., expects to complete installation within three months for full use of its authorized facilities, President and General Manager Richard G. Evans announced last week.

The station is assigned 103.3 mc (Changel 277) with 2000-watts radiated power and antenna height 1,065 feet above average terrain. Now operating with a 250-w GE transmitter, two-bay GE antenna and associated GE speech input equipment, WIZZ has received reports that it is heard in communities as far as 60 to 70 miles away.

Temporary studios are maintained at the transmitter site, Mountain Top, Pa. Permanent studios will be in Wilkes-Barre.

Mr. Evans, who is Licensee and General Manager of WIZZ and Pittston Broadcasting Co., which received its final construction permit last September [BROADCASTING, Sept. 16.] It is owned by a number of businessmen and professional men including President Evans (17.32%), who is a former commercial manager of WBAX Wilkes-Barre; Simpson Goodfellow (11.07%), and Vernon Logan (5.52%), owner of a local electric service.

Interim operation was started Dec. 13.

ORCHIDS TO KFAB

DON SEARLE, former manager of KFAB Omaha, was among the many persons who extended congratulations to the station on the occasion of its increase in power to 50 kw [BROADCASTING, Jan. 19].

Commenting on KFAB's growing up, Mr. Searle told Broadcast- ing last week: "Although it has been several years since I have actively participated in the operation of KFAB, I cannot help but feel a warm glow of satisfaction in its growth to 50,000 watts. I am confident that under its present splendid management KFAB will take full advantage of this opportunity to better serve a greater audience."

KEEPING CHIN UP!

"MERELY KEEPING my chin up," said Rob Colwell of SSC & B in explaining the sprouting foliage on the lower part of his face. One of the chief advertising executives on the Smith Brothers account, Mr. Colwell has joined S. B. executives who are sporting chin whiskers in honor of Smith Brothers' 100th anniversary.

Mr. Colwell insists that he intends to make the whiskers a permanent part of his appearance . . . at least until he gets a razor account.

HOWARD STARK JOINS SMITH DAVIS IN N. Y.

HOWARD E. STARK, radio broker, has merged his company with Smith Davis & Co., newspaper and radio brokers, and will act as radio director for the latter concern, it has been announced by Mr. Davis.

Mr. Stark, formerly doing business as Stark & Co. Inc., New York, henceforth will be located in the New York Smith Davis office in the Waldorf Towers.

The move presages expansion of the Davis firm's activity in the radio field, according to Albert Zugsmith, vice president. Mr. Zugsmith handled the transaction last Monday involving transfer of majority holdings in WDSU New Orleans (See story, Page 81).

Mr. Stark, before forming his own company in 1946, had been associated with Lehman Brothers, New York investment banking firm.

PLACES IN ITALY

STANDARD BRANDS, New York, has started a two-month campaign on behalf of Royal baking powder, Radio Turin and Radio Genoa in Italy. The campaign features singing commercials by Elsa Miranda, known in the U. S. as the Chiupita Banana girl, Fremantle Overseas Radio, New York, is handling campaign.

INVEST YOUR AD DOLLAR WCK Y s-ly IN THE GREAT CINCINNATI MARKET

L. B. Wilson

WCKY

FIFTY THOUSAND WATTS OF SALES POWER

January 20, 1947 • Page 77
California Broadcasters Organizing State Group

PLANS FOR FORMATION of a California state association of broadcasters, dormant for the past year, have been revived on recommendation of the NAB, and articles of incorporation are being drawn up. The new organization will work for joint action in legislative matters affecting California radio and plans to have a representative in Sacramento to keep broadcasters of the state informed on proposed legislation. Its activities will in no way affect the independent status of Northern and Southern California Broadcasters Assns., it was pointed out.

Committee working on the details of setting up the new organization includes: C. L. McCarthy, KQW San Francisco; Paul Bartlett, KFRE Fresno, and Art Westlund, KRE Berkeley, all representing Northern California Broadcasters Assn., and Calvin Smith, KPAC Los Angeles; Fox Case, KIST Santa Barbara, and Lee Wynn, KGIR Long Beach, representing Southern California Broadcasters.

NORMA A. SCHLADER, former reporter with the Brooklyn Eagle, has joined Advertising Ideas, New York, as copy chief.

ASKS UP, AP, INS MEN TO BE RADIO-MINDED

SINCE HUNDREDS of American radio stations are served by wire services, Dave Driscoll, director of news and special features at WOR New York, has urged wire service correspondents to recognize themselves as radio correspondents as well as newspapermen.

Mr. Driscoll, in a letter to UP Vice President and General Manager Edward Johnson, suggested that "in view of the fact that United Press has such an imposing list of radio clients, I'd like to suggest your consideration of a policy for United Press wherein UP writers regard their own work ... as newspaper and radio work."

In addressing similar letters to AP and INS officials, Mr. Driscoll said he believes wire services have no intent to forget radio. However, he doubts that wire service correspondents realize how much of their work is actually broadcast.

THE "SALESMAN" Panacoustic portable playback unit could sell itself on merit even without the name, explains Eugene Rosen, sales manager of U. S. Recording Co., KQW San Francisco, as its activities the state informed plans for joint broadcasters, dormant for the past chief.

KIST

Broadcasters.

KABC

Lund, KFAC

Santa Barbara, and Calvin Smith,

organization includes:

KQW Los Angeles; Fox Case,

the independent

KABC

Kate California radio and

organization.

MORGAN, New York, as copy

of

Brooklyn Eagle, has joined

ideas, New York, as copy chief.

KWHK

Shreveport

Announces

The Appointment of

BOB ATHERTON as

PROGRAM MANAGER

Until recently, Mr. Atherton was Program Manager, WMC, Memphis. Immediately prior to joining KWHK, he was engaged in putting into operation the new KOCO, AM & FM, Ontario, California.

Named by Cooke

CHARLTON COWLING, former manager of the Detroit office of Headley-Reed Co., has been appointed manager of the new Detroit office established by Donald Cooke Inc. 701 Penobscot Bldg.; phone: Cherry 8881.

WASL on Air

BEGINNING with nine acres of virgin forest land and on the air within 45 days after clearing of land and erection of tower and studio and transmitter building—that's the record of WASL Annapolis, Md., new daytime outlet on 810 kc with 250 w. Owned by Chesapeake Radio Corp., WASL began operations in late December. Manager is Harry E. Layman, formerly of WFNC Fayetteville, N. C., and Army Signal Corps veterans. Arriving from Baltimore, N. C., is "mother" station WMAR, 1130, of Balto-WVQ, New York, is commercial manager. Doris B. Brown, previously with WAIR-Winston-Salem, N. C., is business manager and Jill Allen, formerly with WRAL Raleigh, N. C., is program director. Chief Announcer Harrison Eargle has been with NBC. WASL has Collins transmitter, RCA speech equipment, and 260 ft. Lehigh self-supporting tower.

Ruppert to Place

JACOB RUPPERT, BREWER, New York, during the next two months will start an announcement campaign in the East using the theme that Ruppert beer is "Slow aged until it is full aged." Spots will be used in all Ruppert markets on the Eastern Seaboard. Theme also will be used on Stan Lomax Sports Round-Up on WOR New York and the New York Ranger hockey broadcasts on WHN New York. Campaign will continue through the summer. Agency is Lennen & Mitchell, New York.

ON 'DRONE' PLANE

Lyle, Rodda, Freeman Report

Historic Event

RADIO not only claims technical credit for facilitating the direction of the pilotless "drone" flight of the B-17 Army bomber Jan. 13 from Eglin Field, Fla., to Washington, but it also wins acknowledgement for complete in-flight news coverage of the historic event.

Aboard the drone whose movements were radio-directed from a "mother" plane Bob Lyle, Lyle, Rodda, and special events director of WGBS Miami, reporting for ABC; Walter Rodda, WKAT Miami Beach announcer, reporting for Mutual, and Pvt. Claude Freeman, formerly with WMGC Greenville, S. C., who was acting as "Voice of AAP" in preparing transmissions for WARL Arlington, Va., and WQQW Washington.

The Lyle report was used on the ABC Bakhauge show and another on Taylor Grant's Headline Edition while a quarter-hour Rodda version was carried by MBS. The theme of high bombing practice flights, practice target in the Atlantic, ended at Washington when bad weather set in. Mr. Lyle used this enforced vacation to acquire a number of special events interviews in the Capital, using WMAL facilities.

Save on Tie Lines

EFFECTIVE Feb. 1 the American Tobacco Co. will save approximately $100,000 on tie lines for its commercials on its three shows by transferring the origination point of the commercial from New York to Hollywood. Currently the shows, Hit Parade, Jack Benny and Frank Morgan, originate in Hollywood but the commercials, which include the tobacco auctioneering chants, have been picked up from New York. Under the new plan, F. E. Boone and Speed Riggs, the auctioneers, will move to Ducos

End of line.
LYMAN BRYSON, CBS counselor on public affairs, in a recent Sunday afternoon Time for Reason program over CBS, said that the Columbia network is putting 23 hours of broadcast programs on the air every day, which amounts to 160 hours a week.

"Out of those 160 hours, at the present time, 11 hours are commercial and 89 hours are sustaining."

Program Cost
Mr. Bryson, discussing how radio is financed, said that "on the full CBS network a 15-minute period will cost the sponsor for every broadcast a price somewhere between $9690 and $7820 ... depending upon the time of day when the broadcast is made." He stated that there are programs on the air that cost more than $90,000 for talent alone for each broadcast.

Speaking about the amount of advertising in CBS programs, Mr. Bryson said that more than half of the CBS network programs are sustaining and "carry no commercial copy whatever." The rest of them "include an average of two and three-fourths minutes of advertising copy for each program. If the station carries a larger proportion of advertising than the amount I have told you we carry on the CBS network programs, that is a matter of local responsibility and will have to be settled between the station and its own listeners."

Citing the cost of sustaining programs to the network, Mr. Bryson said that the Columbia School of the Air costs CBS "for program and administration more than $7000 a week or $290,000 for the half-year it is on the air." The commercial value of the time given to the School of the Air series is $1,438,091.

Network Editing
In the Jan. 5 Time for Reason program, Mr. Bryson discussed how radio programs are edited by the network. He named four chief points on which the editors, acting for the network, may question a program offered by a sponsor.

"The network," he said, "may refuse to carry the program because it advertises something which the network believes should not be talked about on the air. Or the network may refuse the program because of the character of the program itself, for a good many different kinds of reasons. Or it may refuse it because the advertising copy, the commercials, are objectionable. Or fourth, it may refuse a program because the commercials are too long. ... The four chief points then are the thing advertised, the entertainment that goes with it, the character of the advertising, and the length of the commercial."

Mr. Bryson said that CBS does not sell time for programs on religion or controversy, but rather it donates such "valuable and essential services to the listening public." He pointed out, however, one exception to the above rule. This, he said, is "during a political campaign, when time is sold to parties and candidates who have been duly nominated."
WKBB
First in Dubuque
Iowa's Fastest Growing City
JAMES D. CARPENTER
Executive Vice President
Represented By
HOWARD H. WILSON CO.

KFXJ
Has come of age!

Last week we celebrated our twenty-first birthday.
Since 1926... some ownership... some management...

THE VOICE OF WESTERN COLORADO

GRAND JUNCTION
920 kc. MBS—1000 watts

K B
920 kc. MBS—1000 watts

B—you are sure of all news of all phases of radio advertising;
of AM, FM, Television and Facsimile— all in one magazine...

CW
Broadcasting

BROADCASTING

THE CROSBY CORP., Columbus, Ohio—
Authorized conditional FM grant for class B station, subject to further review and approval of engineering details (Comr., Durr, for further inquiry).

Larus & Bros., Co., Norfolk, Va.—
Authorized conditional FM grant for class B station, subject to further review and approval of engineering details (Comr. Durr, for further inquiry).

BROADCASTING

CHARTLETTOWN

كفActions

Applications Cont.:

WROD Daytona Beach, Fla.—Modification of CP which authorized new standard station on frequency now occupied by WRSD.

KOME Tulsa, Okla.—CP to change frequency from 1360 to 1330 kc, increase power from 500 to 1000 watts, and install new transmitter site. (AM—770 kc.)

WSTC Shreveport, La.—To install change transmitter location—Amended: to install Day for new station.

ASH—660 kc.

WIS Columbus, Ohio—CP to install new transmitter.

AM—1230 kc.

KHTT Houston, Texas—CP to install auxiliary transmitter (present site of main transmitter) to be operated on 1230 kc, power of 250 w.

FM—Unassigned

Plains Radio Bestg. Co., Lubbock, Tex.—CP for new (class B) FM station on frequency 97.9, CP to be approved by FCC, effective radiated power of 13 kw, height above average terrain 900 ft.—Amended: to site transmitter in antenna system.

FM—Unassigned

Mercury Bestg. Co., San Antonio, Texas—CP for new (class B) FM station on frequency 100.7, to be approved by FCC, effective radiated power of 46.5 kw.

FM—Unassigned

Westex Bestg. Co., Wichita Falls, Texas—CP for a new (class B) FM station at Wichita Falls, Texas, on 98.3, to be approved by FCC, effective power of 46.5 kw.

WNNP Evanston, Ill.—Modification of CP which authorized new standard station and for approval-type antenna, to change type of transmitter, for approval-type transmitter located near specified studio location—Amended: to make changes in antenna and change transmitter location.

AM—730 kc.

KFBX Bestg. Co., Worthington, Minn.—CP for new standard station 730 kc, 1 kw day and night, to be approved by FCC.

AM—1000 kc.

C. Thomas Patten, Oakland, Calif.—CP for new standard station to be operated on 1000 kc, power of 10 kw, DA and approval modified—Amended: changes in antenna from non-directional to directional and change transmitter location from site make changes in antenna, San Francisco to Skyline Boulevard, Oakland.

License Renewal
Applications for renewal of experimental television broadcast license for W8XBB W8XBT W8XBY W8XBY Chicago.

License Renewal
WKBB Chicago—License renewal.

WKBK Pittsfield, Mass.—Same.

Applications Dismissed:

FM—95.5 mc.

WMBC-FM New York—CP for change in frequency from 165.1 mc to 94.9 mc, channel 123, to change frequency from channel 35 to 94.9 mc to channel 35, 1 kw transmitter (request of applicant.)

FM—Unassigned

The Ohio Council of Farm Cooperatives, Columbus, Ohio—CP for new FM station AMENDED: to specify frequency as "to be assigned," antenna system to "to be assigned," antenna system to specify rural type of antenna and type of transmitter.

AM—700 kc.

WMRS-FM Cleveland—CP for new FM station—AMENDED: to specify rural type of antenna and type of transmitter.

AM—1490 kc.

KROD Melissa, Texas—CP to change frequency from 97.9 mc to 98.3 mc, to increase power from 25 to 100 kw, subject to correction of any interference complaints and reduction of power if necessary. (AM—770 kc.)

Petition Denied
Central Michigan Radio Corp., Lansing, Mich.—Amended order, denial of petition requesting that four applications which were previously consolidated and approved, be consolidated, or in alternative, that the two proceedings, each involving two applications, be heard simultaneously.

AM—1270 kc.

WHRF Rock Island, Ill.—Granted CP to increase power from 30 kw to 75 kw, to include a block of frequencies 94.5 mc to 94.8 mc subject to assignment by the FCC.

FM—106.1 mc.

The New Haven Bestg. Co., New Haven, Conn.—Granted CP to new standard station, subject to further review and approval of engineering details. (Comr. Durr, for further inquiry)

Narragansett Bestg. Co., Fall River, Mass.—Granted CP to new standard station, subject to further review and approval of engineering details. (Comr. Durr, for further inquiry.)

Greenbush Broadcasting Co., Greensboro, N. C.—Same except class B station.

ERNEST A. BARBEAU
Radio Station Consultant
48 Vernon Street Schenectady, N. Y.
WHILE visiting Chicago, Prime Minister Alcide De Gasperi of Italy, delivered a speech to Italo-Americans direct from his hotel suite over WBSC Chicago. Pictured with him (1 to rj are: Robert O. Miller, general manager of WSBC; Professor Ferdinando Della Rocca, Secretary to the Prime Minister; Signorina Maria Romana De Gasperi; the Prime Minister; and Amerigo Lupi, president of the Roma Broadcasting Co.

77.5% Interest in WDSU Goes To N. Y. Broker for $580,000

CONTROLLING interest (77.4%) in WDSU New Orleans has been acquired by William Spiegelberg and associates for about $580,000 in a transaction consummated last week, subject to FCC approval.

Mr. Spiegelberg, a Wall Street broker, and his associates purchased the stock held by the stockholder and former general manager of WDSU since 1943, retains ownership in no radio properties. Before his activity in Indianapolis radio, he had been secretary and director of the Fort Industry Co., operating stations in Ohio, West Virginia, Georgia and Florida.

Mr. Stephens is a New Orleans automobile dealer and radio executive, long prominent in Louisiana politics.

The Spiegelberg interests, according to Mr. Zugsmith, are new radio. The same group unsuccessfully bid for WOOD Grand Rapids when it was sold to ABC (Broadcasting, Aug. 26, 1946).

JAMES LEAVING F.C.C.; WILL PRACTICE LAW

WALTER E. JAMES, assistant to the General Counsel of FCC, has resigned effective Jan. 31 to enter private law practice in the firm of James, Adair & Emlor in Montgomery, Ala.

Mr. James joined FCC in 1941 as assistant to Comr. Clifford J. Durr and became assistant secretary of the Commission in 1943. Commissioned a lieutenant in the Navy in 1944, he saw action at Iwo Jima, Okinawa, and with the Third Fleet in the East China Sea.

When he returned to the Commission in early 1946 he was made special assistant to Chairman Paul A. Porter. Following Mr. Porter's resignation to become OPA Administrator, he was made assistant to the General Counsel on July 12, 1946. His successor in that post has not been chosen. Mr. James formerly served as special assistant to the Administrative Management Division of the Commerce Dept. and as office manager of the Employment Division of Federal Works Projects Administration. He is a native of Montgomery.

AGENCY RADIO HEADS, MBS OFFICIALS MEET

MUTUAL EXECUTIVES met promotion and radio directors of five advertising agencies Thursday in Chicago to discuss a mutual problem—how to avoid conflict of promotional offers and ideas on their respective programs.

Ed Kobak, Mutual president, who conceived the idea of a network agency conference, denied reports that it was inspired by any desire to subject the networks' impressive list of juvenile programs to a sociological shot in the arm. Said Mr. Kobak at the conclusion of the meeting, "We had three objectives (1) to work out a schedule for premium offers that would eliminate duplication (three of Mutual's clients recently had ring offers on their respective programs simultaneously); (2) to synchronize story outlines in advance and (3) to discuss promotion plans.

The MBS president said the meeting which was termed the first of its kind ever-attended, anticipated many problems that might have come up in the future, with each agency working independently of its competitors.

"We had no intention of toying with plot or characters because we both feel our juvenile programs not only entertain but inspire their listeners," he declared.

Participants

Participants at the meeting were Mr. Kobak; Ade Hult, vice president of MBS Central Division; his assistant, Carroll Marts; Dorothy Kemble, MBS continuity acceptance director; Harold Coulter, MBS promotion director; Rex Metzger, radio director of Ruthrauff & Ryan, Chicago (Hap Harrigan); Robert Wolfe, Kenyon & Eckardt, New York; George Spiegelberg, New Orleans ABC Station; Jerry Kircher, vice president, Ralston Purina Co. (Tom Miza); Phil W. Cleland, Benton & Bowles, New York (Buck Rogers); and Robert Wilson, Hill Blackett (Captain Midnight).

As a result of the meeting each agency will prepare its story outline, premium offers and promotion plans sufficiently in advance to avoid duplication.

Ship-to-Shore Grant

SHIP-TO-SHORE radio communications for vessels operating in the upper Columbia River, from Bonneville, Ore., to Pasco, Wash., about 150 miles, was authorized by FCC last week in a grant to Tide-water-Shaver Barge Lines and Inland Navigation Co. for coastal harbor radiotelephone stations at Umatilla and The Dales, Ore. The 10 vessels operated by these companies, and Government and private boats regularly navigating the portion of the river will use the service. Both stations will operate on 2738 kc, the one at Umatilla with 100 w and the one at The Dales with 65 w.
FOR SALE
Midwest Radio Station

Deeply creates an opportunity to a new owner to spread station, network affiliate with fine record and great potential. Located in the Midwest market. Quick action necessary. Price $150,000.

Write or Phone
BLACKHAM-HAMILTON CO.
Stations BROADCASTING
San Francisco, California

WANTED!
PROMOTION MANAGER

A $50,000 watt network station in an important Middle Atlantic market will enjoy hearing from an experienced sales promotion man who appreciates full rein, opportunity for advancement, alert management, and a generous budget to invest. Write fully in strictest confidence.

BOX 619, BROADCASTING

PERSONALITY

Here's a new, refreshing personality to the broadcasting family, not to the weeds. It takes a lot of humor to ask for $110 a week! This adaptable to disc, morning stuff and single productions. Writer chips in on the $110 months. Experience 5 years. Sample transmitted audition on request.

Box Beto BROADCASTING


TOP RADIO EXECUTIVE

with highly successful experience in broadcasting including network sales, national station representation in New York and eastern area, also station operational experience in West and Midwest, gives complete competitive advantage among key station executives wherever he goes. Desires competitive slot and setting up of advertising schedules on stations.

DESIRE KEY POST—

either in national representation field, combination business manager—station, network affiliation, or specifically Commercial or General Manager at station, regional or national network. Box 569, BROADCASTING.

Classified Advertisements

PAYERABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted $1.25 per word. All other rates, 75c per line. One inch ads, acceptable. $1.00 per insertion, non-commission. Minimum two weeks preceding issue date. Send box replies to Broadcasting Magazines, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Engineer—For permanent or part-time position with Washington network. Must be capable of handling all types of network radio checking and directing systems and completing network performances. Salary based on qualifications and salary required. Box 485, BROADCASTING.

Transmitter engineer for progressive NBC affiliate in upstate New York. Good working conditions and good salary. Box 492, BROADCASTING.

Operator—First class transmitters. Penalties of responsible to expected salary earned. Full details in letter. Box 587, BROADCASTING.

New New England network affiliate needs first class engineer to complete staff. Opportunity to grow with progressive station in beautiful and prosperous community. Send qualifications, salary requirement. Box 558, BROADCASTING.

Help wanted: Combination traffic and continuity writers; salesman, and engineer for radio broadcasting position. Complete information in first letter, stating experience, expected salary etc. Positive offer in three stations in east coast area. Could size use experienced news reporters to handle local news coverage. Box 587, BROADCASTING.

Announcer—Progressive New England station looking for qualified disc jockey capable of doing all-round good job. Send credentials, picture, references, salary requirements etc. to Box 573, BROADCASTING.

Chief engineer—Network affiliate in New England is looking for an experienced traffic announcer who knows how to lead and direct men. The man we want does a top news-casting job, and handles all knowledge in station promotion. Starting salary $450 with increased salary for the first two months if you are the man and we keep you. If you believe you are the man, send complete details and picture to Box 574, BROADCASTING.

National transaction sales company has opening for salesmen. Commission based on sales, 5% is shown. Box 575, BROADCASTING.

Salesman, Here's your chance with a hardworking, rapidly expanding company. The emphasis is on selling, not just making calls. Send resume and self-seller local accounts will pay off. Outgoing and promotion of this young local network is so well established that the market has already won great acceptance. Calling range is growing, with a bulk of selling. Need another good man who loves to build accounts and carry on through long-run selling of account list and only on your ability to play against commission start to eventual transition to commissary salary and over-ride for permanent future with station determined to be one of nation's finest. Send full experience, details and immediate income remittance to Box 583, BROADCASTING.

Wanted—Experienced copywriter—announcer by western 5000 watt CBS affiliate. Box 587, BROADCASTING.

Announcer with top flight ability wanted with strong pull, for position with strong pull network. Must meet personnel requirements. Commision. Audition required. Will work as disc jockey. Box 588, BROADCASTING.

WANTED!—Immediate Delivery! uniform cross section buyer. 150 feet to 300 feet. Price to fit the pocket-book. Designed to please the completer. Complete with guys and lighting. First come, first served. BOX 600, BROADCASTING.

WANTED—BY LEADING TRANSCRIPTION MANUFACTURER. Salary increased in earning potential income or more than $15,000.00 per year. Experienced radio station men to cover territories east of Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal discussion against commissions. Automobile necessary. Give full details to first letter, Box 620, BROADCASTING.

Do You Want to
BUY or SELL
A Radio Station?

The Blackburn-Hamilton Company, exclusive Radio Station Brokers can help you. Confidential. NO NEGOTIATIONS—APPRASIALS—FRANCHISE MARKET ANALYSIS—CONTRACTS—WRITE

BLACKHAM-HAMILTON CO.
San Francisco, California

TOWERS!!

IMMEDIATE DELIVERY! Uniform cross section guyed. 150 feet to 300 feet. Price to fit the pocket-book. Designed to please the completer. Complete with guys and lighting. First come, first served. BOX 600, BROADCASTING.

Do You Want to
BUY or SELL
A Radio Station?

The Blackburn-Hamilton Company, exclusive Radio Station Brokers can help you. Confidential. NO NEGOTIATIONS—APPRASIALS—FRANCHISE MARKET ANALYSIS—CONTRACTS—WRITE

BLACKHAM-HAMILTON CO.
San Francisco, California

WANTED—BY LEADING TRANSCRIPTION MANUFACTURER. Salary increased in earning potential income or more than $15,000.00 per year. Experienced radio station men to cover territories east of Rocky Mountains for sale of transcription library and syndicated recorded programs. Liberal discussion against commissions. Automobile necessary. Give full details to first letter, Box 620, BROADCASTING.
Situations Wanted (Cont'd)

Willing to sive, all excellent Versatile BROADCASTING.

Man announcers with tickets.

Andrews, 1196 and 600 South W. N. S., Los Angeles, Calif., invites your application.

Wanted Announcer on "the street"--moving announcer.

List of openings: 2 announcers, 549, KENO, Washington, D. C.

Project manager--assistant station manager-announcer. Seven years ex-

Wanted Young lady capable of taking complete charge of traffic department.

Midsouth 5 kw now accepting applica-

Proper radio professionals are invited contacting parties. Confidential negotia-

Wanted Engineer--1st class ticket.

SALESMAN WANTED

New station in one of the largest markets in the south is looking for a good salesman. With an excellent draw and commission arrangement, man selected for this job will be assured of a very substantial income. Excellent working conditions. Write in de-

WANTED-375 ft. antenna capable of supporting FM addition. Give all details. Reply Box 598, BROADCASTING.

Equipment for 250 watt station complete, engineer first class graduate, also experience. Desires work in investment. Box 586, BROADCASTING.

Existing or interest in proposed 250/500 watt station in southwest. Repli-

Miscellaneous

Partner, business and sales experience, invest $5000 proposed 250 watt station. Box 594, BROADCASTING.

Radio station appraisals. Property val-

Radio station brokers--Public and pri-

Radio Engineer interested contacting parties. Desires work in construction, operation all phases en-

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in Radio Engineering, you may not have capitalized completely on your talent. Now is the time to become familiar with this field, to convert your hobby into a career. Study now at home, at your own pace, in the comfort of your own home.

The National Academy of Broadcast-

Address inquiries to:

Chief Engineer, KXAI, 5415 North 56th St., Milwaukee, Wisconsin.

Western Electric 110-A program ampli-

One half of one percent common stock

Announcer, farm and news specialty, desires immediate placement. Write for BROADCASTING, 12001 Magnolia Blvd., North Hollywood, California.

Hai Styles may solve your problem with a young, ambitious, capable woman, or veteran radio professional in experience. Write or wire W. Durham, 4256 N. Kendall Drive, Miami, Fla.

Our company is a growing station, famous for its entertainment and public service. Excellent opportunities for growth in personnel. Write or wire Bob Bozak, 19 W. 43rd St., New York 18, N. Y.

I will pay my own salary as manager of your radio station if I do not, in one year, make a profit of at least $1000. Write or wire Box 614, BROADCASTING.

Manager-engineer, currently sales man-

SITUATIONS WANTED (Cont'd)

Not Cerwin, but offer good commercial copy, have written and produced daily class commercials, dubbing copy, voice and personality. Prefer Eastern time zone.

Eighteen days to get your application in before the freezes. We can handle your calls in England, Canada, France, Italy. Please contact us now. Delay now means you may have to wait till next May. Call numbers are Davenport, Iowa 7-2874 & 7-2872. After February 7th, we'll handle your calls in Brazil. There is no excuse for delay. Let us take your idea and move it through a CP and a completed station.

2 announcers. Work well together. Available immediately. Write or Wire Robert Boone, 500 S. W. N. S., Chicago 9, Ill.

Midwest stations: experienced, capable announcer desires permanent position with complete facilities. Write or Wire W. Durham, 4256 N. Kendall Drive, Miami, Fla.

Announcer, farm and news specialty, desires immediate placement. Write for BROADCASTING, 7135 Magnolia Blvd., North Hollywood, California.

Hai Styles may solve your problem with a young, ambitious, capable woman or veteran radio professionals in experience. Write or wire W. Durham, 4256 N. Kendall Drive, Miami, Fla.

Our company is a growing station, famous for its entertainment and public service. Excellent opportunities for growth in personnel. Write or wire Bob Bozak, 19 W. 43rd St., New York 18, N. Y.

WANTED-375 ft. antenna capable of supporting FM addition. Give all details. Reply Box 586, BROADCASTING.

Equipment for 250 watt station complete, engineer first class graduate, also experience. Desires work in investment. Box 586, BROADCASTING.

Existing or interest in proposed 250/500 watt station in southwest. Repli-

Miscellaneous

Partner, business and sales experience, invest $5000 proposed 250 watt station. Box 594, BROADCASTING.

Radio station appraisals. Property val-

Radio station brokers—Public and pri-

Radio Engineer interested contacting parties. Desires work in construction, operation all phases en-

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in Radio Engineering, you may not have capitalized completely on your talent. Now is the time to become familiar with this field, to convert your hobby into a career. Study now at home, at your own pace, in the comfort of your own home.

The National Academy of Broadcast-

Address inquiries to:

Chief Engineer, KXAI, 5415 North 56th St., Milwaukee, Wisconsin.

Western Electric 110-A program ampli-

One half of one percent common stock
time Toronto. A thought to the future, revised edition. 7th printing.

16 ft. tower section, 19 inches diameter. Also a 700 ft. span with 32' base dry air dehydrator and 1000 kw, 20000 kw, 29000 kw.air, 45000 kw. output. No reasonable offer re-}
REL Meet Set

INDICATIVE of the interest in FM broadcasting and its technical problems, Radio Engineering Labs. last week reported a registration of about 150 for the four-day REL FM Broadcast-Engineering Clinic which the company is holding at its Long Island City headquarters starting Monday. Reservations have been received from as far as Texas in the U. S. A. The group of Canadian broadcast engineers also were to attend, according to Frank A. Gunther, REL sales manager, who said that the most distant registrant up to last Thursday comes from Sydney, Australia. Sessions will include addresses by Prof. E. H. Armstrong, inventor of FM. Paul A. De Mars of Wilmette; C. M. Braun, chief engineer of the FCC's FM Division; Stewart Donnelly ofer and REL engineers, with ample time scheduled for questions and answers.

WRUN Full Power

WRUN (FM) Rome, N. Y., which started interim operation in late December, is making plans to go to full power, with studios in both Rome and Utica as soon as materials can be secured and construction completed. Present operation from the Rome studios employs a 250-w transmitter and twin antenna. Ultimate operating assignment is 43-kw effective radiated power on 98.3 mc, with antenna height of 370 feet. The station, owned by Rome Sentinel (United Press), is currently on the air from 3 to p.m. daily but plans 18 to 19 hours daily when more FM sets are available. The company also has applied for a $25,000 affiliate for the FM operation.

WHOB Gardner, Mass., which went on the air Dec. 23, broadcast a 24-hour salute program Dec. 29 in which leading citizens of the community participated. The broadcast also featured a talent parade salute from WHAI Greenfield, Mass., and a transcribed dramatization about radio from WEIM Fitchburg, Mass.

WHOB, which calls itself "The Voice of the Chair City," is operating with 250 w on 1490 kc. Gardner Broadcasting Co. is licensed to David M. Richman principal owner.

Bob Fuller, formerly with WTAG Worcester, WHEB Portsmouth, N. H., and WCAX Burlington, Vt., is acting station manager and program-production manager. Other WHOB staff members include: Bev Hobley, formerly with WBDO Augusta, Me., assistant program director and chief announcer; James Drake, formerly with WKEN Keene, N. H., chief engineer; Hugh McCoy, with Boston's WOOP and WOZ; Almon Koehler, radio room experience, news editor; Mary Marble, formerly with WTAG, woman's editor; Jim Dunham and Dick Owler, announcers; June Miss Poulin, announcer and bookkeeper; Bill Bailey and Wallace McGregor.

WHOB last Tuesday was scheduled to air the first of a series of programs prepared and presented by Gardner High School students in their Radio Workshop.

IRE Meet Set

INSTITUTE of Radio Engineers 1947 convention will be held March 3-8 at New York's Commodore Hotel and the adjacent Grand Central Palace, where more than 150 manufacturers are scheduled to display the latest radio and electronic developments. Technical sessions will comprise reading of 120 papers on all phases of radio and electronic engineering. Registration fee for non-IRE members is $5, with a special fee of $1 for college students recommended by their department heads.

WANN On Air

WANN Annopolis, Md., new 1-kw daytime station on 1190 kc, went on the air Saturday, Jan. 11. The station, authorized last July 15, is licensed to Annapolis Broadcasting Corp. and is principally owned by Morris H. Blum, formerly with the FCC Radio Intelligence Division, with 100 per cent stock interest, and Charles A. Blum, Baltimore engineer, secretary-treasurer and 22 per cent stockholder. Studios and offices are located in the Annapolis Banking and Trust Co. building.

Radio Schools Urged

MEMBERS of the Chicago Radio Management Club this week recommended that schools featuring radio courses de-emphasize instruction in programming, writing, production, and other professional fields and instead offer an introductory course in the management and administration of station and agency relations.

Holman Faust, radio director of Mitchell-Faust Adv. Co., and president of CRMG, said the club had endorsed a program based on curriculum drafted by Roosevelt College in Chicago and that members would assist in conducting courses in traffic, timebuying, salesmanship and other operational functions of station and agency relations.

A committee comprised of Mark Smith, Presba, Fellers & Presba; chairman; Kay Kennelly, Arthur Meyerhoff & Co.; Roy McLaughlin, WENN, and Art Harre, WJJD, will assist in selecting qualified members of Chicago radio stations and agencies to lecture during the radio course.

WHEN QUAKER OATS (Aunt Jemima) show Ladies Be Seated was aired from Chicago's WANN transmitter agency, LaRoche & Ellis, got together for luncheon. Seated (l to r) are following Quaker executives: H. Earle Muzzy, v. p. in charge of export sales; L. R. Hawley, v. p. in charge of feed sales; L. F. Watermulder, v. p. and treasurer; and D. B. Lourie, executive v. p. Standing (l to r) are: Hartley Samuels, L & E publicity director; G. R. Mommsen, L & E account executive; R. S. MacDonald, Aunt Jemima advertising director; W. R. Motheskill; M. S. Stone, Quaker advertising director; Robert Hilton; J. F. Price, L & E Chicago v. p.; Peter B. Warner, R. M. Compton, Victor Elting Jr., J. O. Smith and Hugh Doney, all of Quaker.

Teen-Agers Visiting WLW Ask Pertinent Questions

YOUNGER GENERATION is not as much interested in jazz music and the lighter things of life as some parents think. Elsa Waterman, director of guest relations at WLW Cincinnati, was convinced after she had conducted a group of teen-agers on a tour of WLW's studios last week. Instead, Mrs. Waterman found that the young visitors' interests centered about technical and mechanical aspects of radio.

Among questions the group asked Mrs. Waterman were: Who made the first microphone? Who thinks of all the sound effects for a program? How fast does sound travel? How much does a radio program cost? How does a station know whether or not people listen to its programs? What effect does this knowledge have on the station? Will television ever destroy radio? What type of music is preferred? How does a person get a job in a radio station?

A & T & T Income Up

NET INCOME of American Telephone & Telegraph Co. in 1946 was $191,993,000, equal to $9.41 a share, against $171,640,228, equal to $8.66 a share in 1945, the company announced last week. For the December quarter the company's net income was $53,234,000, equal to $2.53 a share, against $194,459,000, or $2.77 a share, in the same quarter of 1945. Total earnings for the quarter of 1944 were $704,293, equal to $2.27 a share. The consolidated report for the Bell System for 12 months to Nov. 30 shows a net income of $209,610,431, equal after minority interest to $9,98 a share of parent company stock. Gross revenues for this period were $7,060,214,409 against $1,915,881,117 for 1945. Walter Gifford, AT&T president, said that telephone rate increases aggregating $3,800,000 a year have been put in effect in three states, and applications have been made for rate increases in 14 other states.

C. P. Johnston

C. P. JOHNSTON, 67, father of Henry P. Johnston, managing director of WSGN Birmingham and president of the Alabama Broadcasters Association, died last Wednesday at his home in Uniontown, Ala., after a long illness. Funeral services were held Thursday at 3 p.m. in Uniontown. He is survived by his wife and Henry P. Johnston.

Advertisement

IFT, Inc. 396 Kingsbridge Road, Bronx, N. Y.

Public Relations

We have publicly announced your company's new product to the world. Now it's your turn to inform your dealers and customers. We can help. We have an experienced, well-organized, well-financed Public Relations Department equipped with the latest in equipment. A complete service from beginning to end. Just write, phone, wire, or call on the nearest representative of IFT.

Group Advertising

Money saved through group buying power is yours. We can arrange for your company to join with others to buy radio and television time for the most effective advertising possible. Write, phone, wire, or call on the nearest representative of IFT.

Radio Advertising

We can tell you about the history of radio advertising. Radio is the only medium that can bring your product to the bedside of a sick customer. Ask for the nearest representative of IFT to give you the complete story of radio advertising.

Television Advertising

Television can sell anything. We will provide you with a complete picture of the television situation in any city. You can count on us for telling the truth about television. Write, phone, wire, or call on the nearest representative of IFT.
Five Stations Use One Antenna Site

Syracuse FM Outlets Solve Location Problem

FIVE FM stations in New York will operate transmitters and antennas from a five-mile site outside Syracuse, it became known last week.

Five antenna towers will be erected 500 feet apart on a ground of about three miles in diameter, N. Y. While four of them will be owned by competitive firms, they'll have the same coverage. The fifth will be the Onondaga County FM transmitter serving the Highway Dept. and other mobile equipment.

After months of study of available sites, WFBL Syracuse selected the location for its FM transmitter. The site is 1,585 feet above sea level and within a 100-foot self-supporting mast, the overall elevation is figured at 1,732 feet above sea level and approximately 1,400 feet above the surrounding terrain.

FCC Conferences

After WFBL purchased an acre at the site, other Syracuse stations which planned to enter FM began seeking available locations. A survey of the WFBL property was made, engineers found it to be excellent for FM and informal conferences were held with FCC engineers.

As a result four FM commercial stations and the Onondaga County highway station will broadcast from transmitters and antennas within a few hundred feet of each other. The site has been named "Radio Village."

Sharing the site with WFBL and the county highway station will be Broadcast Projects Inc., permittee; WNDR-FM and WOLF-FM. Quonset type buildings, 20 by 36 feet, will house transmitting equipment. Each antenna will be 600 feet above the average terrain, according to Commission records.

The Syracuse broadcasters say there are many advantages to the combined type operation. More economical public utility service, such as telephone lines, power, etc., is possible. Construction by the same general contractor and the joint use of a site will be among other advantages resulting in economic savings.

United Front

"Probably the most important consideration," said a statement from the group, "is that after the four commercial stations go on the air, if it is found that certain areas do not receive proper service, the group appearing in the FCC for correction will prove more effective than if such a condition affected only one station."

WFBL-FM goes on the air this week, with the tentative date set at Jan. 21. Station's equipment includes the second 3-kw General Electric Transmitter and the first GE four-bay antenna. WFBL will start with full 8.5 kw radiated power and completely engineered antenna.

WNDR-FM and WOLF-FM are under construction. WOLF-FM will contract for RCA transmitter and antenna. WFD-BF will operate on 93.1 mc (Channel 226), WNDR-FM on 92.7 mc (Channel 224), Radio Projects Inc. (call letters to be assigned) on 94.3 mc (Channel 232) and WOLF-FM on 94.7 (Channel 234).

Cyril M. Braun, chief of the FM Section, Broadcast Division, FCC Engineering Dept., said the Commission will watch the new cooperative plan with interest. Such a setup insures greater safety for airplanes, he explained, inasmuch as antenna towers are not scattered in their operations. With the towers concentrated, the CAA is less likely to complain about hazards.

Don Lee Denies Coercion of Affiliates At FCC Hearing Held in Los Angeles

DON Lee network has never dropped a station for failure to give clear time or cooperate nor has it coerced an affiliate into accepting a program, Lewis Allen Weiss, network vice president and general manager testified at the FCC's Jan. 14 hearing in Los Angeles. Commissioner Rosel Hyde presided with Bernard Koteen as FCC counsel.

At opening of the hearing William J. Dempsey, Don Lee counsel, asked specific definition of charges, but this was not produced. FCC allegations cover Section 3.104, option time; 3.101, exclusive affiliation; 3.102, non-exclusive affiliation; 3.105, right to reject programs.

Financial Setup

A. M. Quinn, Don Lee secretary-treasurer, explained the network's financing and gave a breakdown of network-affiliate financial arrangements. Sydney Gaynor, general sales manager, and Pat Campbell, director of station relations, reviewed their operations.

Mr. Koteen produced a surprise witness, Melvin Marshall, former manager of KYOS Merced, Cal., endeavoring to show "pressure" in connection with his station's network. FCC sought appearance of Thomas S. Lee, network president, but Dr. J. M. Lacey, his physician, said he could not appear because of a chronic spine condition.

Mr. Weiss said he was personally responsible for the network's operations and discussed problems of the network, affiliates and advertisers in the state.

He showed how Don Lee has lost revenue due to affiliation with MBS, which it serves as a western leg. He said Don Lee affiliates found their affiliation profitable, often raising rates. He voiced opposition to the 56-day requirement for notice.

Statements in a letter from C. O. Chatterton, KWLK Longview, Wash., referring to a misunderstanding over option time, were misinterpreted, Mr. Weiss said, since the letter dwelt mainly with other subjects and the option complaint was far removed from the event to which it referred.

Transfer of KGEM Grant Follows Partner's Death

ASSIGNMENT of construction permit for KGEM Boise, Ida. (1340 kc, 250 w), arising out of the death of one of the four owners, was approved by FCC last Thursday.

The permit was held by Frank C. Carman, David G. Smith, Grant Wrathall, Washington consulting engineer, and Jack Powers, doing business as Idaho Broadcasting Co. The assignment, following the death of Mr. Powers, transfers the grant to Idaho Broadcasting and Television Co., owned by the surviving partners and Mr. Carman as administrator of Mr. Powers' estate. The group also are associated in the ownership of KUTA Salt Lake City.

WATL Airs Feud

WATL Atlanta, MBS affiliate, was on the air 10 a.m.-2 a.m. Jan. 14 with an 11-station wide network of MBS outlets highlights and eye witness accounts of the struggle for the Georgia governorship between Herman Talmadge, son of the late Gov. Eugene Tal- madge, and Ellis Arnall, Jim Har- din, WATL program director, was in charge of the broadcasts.

MORTON HEADS K J R; STEFFNER IS NAMED

APPOINTMENT of J. A. (Arch) Morton as manager of KJR Seattle and the elevation of three other Marshall Field station managers to directorships was announced last week by Howard B. Lane, director of broadcasting for Field Enterprises Inc. Mr. Morton, who has been CBS Western Division sales manager since last June [Broadcasting, Dec. 2, 1946] takes over his new KJR post Feb. 10.

CBS announced that Wayne Steffner, manager of the network's San Francisco office and Pacific sales, will succeed Mr. Morton as Western Division sales manager.

Made Directors

Elevated to directorships in the Field organization are R. M. Samuelson, general manager of WSAT Clinton, Arthor F. Harre, general manager of WJWD Chicago, and Harry H. Bucken- dahl, general manager of KOIN Portland, Ore. That move was in line with Field policy to give station managers greater responsibilities in the policymaking of their respective operations, said Mr. Lane.

Mr. Morton entered radio in 1934 as a salesman for KOMO Seattle. Later he became account executive for Erwin, Wasey & Co., Seattle, and in 1937 joined the sales staff of KCOK Seattle. In 1939 he was named KIRO sales manager. Three years later he moved to the CBS Western Division sales staff and in 1943 was made sales manager of the Pacific Coast division. This week he was elevated to CBS Western Division sales manager.

Mr. Steffner joined CBS San Francisco sales division in 1942, shifting from KSFO where he had been account executive. Previously he had served with McCann-Erickson Inc. in San Francisco for seven years. He became CBS San Fran- cisco manager in 1943 and took over management of the network's Pacific sales last year.

Mrs. Roy F. Thompson

MRS. ROY F. THOMPSON, wife of the managing director of WFBG Altoona, Pa., died Jan. 5 after a long illness. Funeral services were held the following Wednesday. Mr. Thompson is a former director of the NAB.

WARREN E. BRAGG, formerly in charge of media research in the Chicago office of Foote, Cone & Belding, has joined Chicago staff of American Newspaper Publishers Assn.

ROBERT S. KELLER Inc., New York, Jan. 8 was appointed to handle na- tional production for New York area for WKMO Kokomo, Ind.

January 20, 1947  Page 83
EMPLOYMENT DATA FORMS SENT STATIONS, NETWORKS

FORMS calling for data on employees and permits for all new stations were sent to stations and networks Friday by FCC, to be returned by Feb. 24. Revised first time in eight years, forms ask data on part-time and fulltime employees and permit segregation by FCC of certain new stations, which FCC first proposed [BROADCASTING, Sept. 9], form does not require broadcasters to make segregation.

Replacing former Schedule 13 of Form 324 (annual report), new forms designated Schedule 13-A and 13-B. No. 13-A relates to number, hours, and compensation of all but non-supervisory program employees, which are covered in 13-B. Broadcasters asked to make separate report for each station—AM, FM, TV, facsimile or international—which is not jointly operated with another station. If licensee operates one station "to some degree jointly," separate report covering both stations is required.

But in such joint operation, separate report is requested containing "all available information relating to each non-AM part of the joint operation." In addition, licensees of more than one station are asked to submit consolidated report covering all stations.

STATION PROMOTION CONTEST WINNERS NAMED

WINNERS in station promotion contest covering final 13 weeks of weekly MBS Michael Shane, Detective series sponsored by Hastings Mfg. of Hastings, Ia. (piston rings and castings), announced Friday.

250-w group—(1) WAXL Hamilton, Pa. (2) WJAR Madison, N.J.; (3) WMCL Columbus, Ohio; (4) 250-1000-w—(1) WKKY Yakima, Wash. (2) WTHB St. Petersburg, Fla.; (3) WYB Toluca, Ill. (4) KFHC Minot, N.D. Honorable mentions to WXT Cedar Rapids, WSB Chicago, WBOS Boston and WMBH Jolli, KABR Aberdeen, S.D. WHK Cleveland.


PROPOSED AM STANDARDS

FURTHER amendments of AM engineering standards to come in line with contemplated U.S. proposals to forthcoming NARBA engineering conference, proposed by FCC Friday.

Besides original changes [BROADCASTING, Dec. 30], new plans propose chart on "Angles or Departure vs. Transmission Range," providing method of allowing for variations in height of Loayer in computing angle of departure of pertinent radiation from transmitting antennas. Proposal includes "10% Skywave Signal Range Chart," regarding determinations of skywave nighttime interference by regional, state, and local channels. Clear channels not affected pending further-channel chart.

New proposals outgrowth of FCC-industry engineering conference. Objectives to these and originally proposed changes will be received until Feb. 7; oral argument may then be called.

FCC PROMOTES ADAMS

DAVID C. ADAMS, FCC chief rate counsel, Common Carrier Division, promoted to assistant to General Counsel, succeeding Walter E. James, resigned (see story page 81). Mr. Adams, the son of the late Edward S. Adams of Chicago, was named Friday, provided general counsel approves action. Section 1.143 of rules amended.

VERNON BROOKS, administrative assistant to Carl J. Meyers, WGN director of engineering, back in Chicago coordinating television, FM and AM engineering after research assignment in Washington.

People

BRIG. GEN. KEN R. DYKE, NBC vice president in charge of broadcast standards and practices, and Charles Wall, administrative assistant to NBC vice president in charge of finance, awarded Conspicuous Service Cross of State of New York for war careers.

AROLD AZINE, ex-Marine combat correspondent, to WTOP Washington as producer-director. Before war service he was at WLS Chicago and WBAL Baltimore.

QUIN RYAN, radio pioneer and former WGN Chicago manager, returns to air Jan. 23 in new ABC station, That Was The Year, Thurs. 8:30-9 p.m., featuring events of the Year.

GEORGIA CONTROVERSY AIRED

GEORGIA's gubernatorial controversy between Ellis Arnall-Herman Talmadge furnishing spicy unrehearsed special events material for Atlanta stations, with WATL and WSB airing bitter feud from direct State House. Broadcasts slated today (Monday) from State Senate when Lt. Gov. Elect. E. M. Thompson takes oath, with both stations carried statements from both sides, interviews with Messrs. Talmadge and Arnall. WSB boosted Friday morning from executive office reception room, taken over by Talmadge assistants. Station denied direct pickup from news conference, but aired summary following.

Closed Circuit

(ex-Count Guard communications chief, or Paul Goldsborough, former Aeronautical Radio head, now in charge of communications for TWA.)

IF PRESENT plans materialize WQX New York and its FM affiliate WQXQ by end of year may be operating from new headquarters in building to be erected by station's owner, New York Times, as neighbor to present Times building on West 43 St. When new project is announced, probably in next couple of weeks, newspaper will disclose that new building will provide for facsimile as well as audio broadcast. Problem will also be allocated for video studios if FCC approves Times application for television station.

FIRST EXCLUSIVE FM network expected to be announced some time in spring. Details still in making but eastern seaboard stations will be linked.

WILDROOT Co., Buffalo, contemplating sponsoring What's the Name of That Song on Don Lee network, in addition to other two shows, The King Cole Trio and Sam Spade. Company has also cut record to be used alternate weeks, featuring King Cole on Wildroot 114-station announcement campaign. Spots will continue to feature quartet every other week. BBDO, New York, is agency.

YOU CAN EXPECT William Spiegelberg and associates, who purchased controlling interests in WDSU New Orleans last week (see story, page 81), to seek broadcasting properties in other major markets. They want to operate group of stations; Fred Weber, former general manager of MBS and occupying same post now at WDSU, probably to be directing head of Spiegelberg properties.

NEW AM STATIONS PROPOSED AT NEWNAN, GA., DANVILLE, KY.

PROPOSED DECISIONS anticipating grants for new stations at Newnan, Ga., (1,700 w, directionalized at night), Danville, Ky. (1,230 k, 250 w, fulltime), and Grass Val- ley, Calif. (1,400 k, 250 w, fulltime) issued by FCC Friday.

Proposed grant for Newnan went to Newman Broadcasting Co.; Volunteer State Broadcasting Co. application for same facilities at Nash- ville, Tenn., given proposed denial. Decision based on relative needs of Newnan (Pop. 7,128; 11 stations) and Nashville (Pop. 167,402; 44 stations). But Commission said if Volunteer State finds local frequency for Newman applicant before Feb. 7, grant of 1500 kc regional channel to Volunteer State will be considered.

Newnan Broadcasting owned by D. T. Mangen (one-third) and wife, operators of weekly Newnan Times; Ida A. Thomason (one-eighth), w., Jr. and James Thomason (one-sixth), brother-in-law by Edwar W. Kirby (40%). Public relations council-

At Deadline

Page 86 • January 20, 1947

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Blow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule (same north market). The former Cantor and Flex Radio, and real estate; Carlton G. Thompson (30%), insurance and investment brokerage; Robert T. Ingram (30%), editor-publisher of Grass Valley Daily Union; Earl John Cadwallader, general manager Business and Mutual- ly exclusive application of Town Talk Broadcasting Co., which was bought by Bulova Group (Robert W. Londek, CBN announcer in Hollywood; Clarence Barlow, former WABC and WCAO radio directors in Los Angeles; and Francis Clinton Jones, general manager (Creations) are less familiar with Grass Valley than 94er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Blow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule (same north market). The former Cantor and Flex Radio, and real estate; Carlton G. Thompson (30%), insurance and investment brokerage; Robert T. Ingram (30%), editor-publisher of Grass Valley Daily Union; Earl John Cadwallader, general manager Business and Mutual- ly exclusive application of Town Talk Broadcasting Co., which was bought by Bulova Group (Robert W. Londek, CBN announcer in Hollywood; Clarence Barlow, former WABC and WCAO radio directors in Los Angeles; and Francis Clinton Jones, general manager (Creations) are less familiar with Grass Valley than 94er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Blow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule (same north market). The former Cantor and Flex Radio, and real estate; Carlton G. Thompson (30%), insurance and investment brokerage; Robert T. Ingram (30%), editor-publisher of Grass Valley Daily Union; Earl John Cadwallader, general manager Business and Mutual- ly exclusive application of Town Talk Broadcasting Co., which was bought by Bulova Group (Robert W. Londek, CBN announcer in Hollywood; Clarence Barlow, former WABC and WCAO radio directors in Los Angeles; and Francis Clinton Jones, general manager (Creations) are less familiar with Grass Valley than 94er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Blow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule (same north market). The former Cantor and Flex Radio, and real estate; Carlton G. Thompson (30%), insurance and investment brokerage; Robert T. Ingram (30%), editor-publisher of Grass Valley Daily Union; Earl John Cadwallader, general manager Business and Mutual- ly exclusive application of Town Talk Broadcasting Co., which was bought by Bulova Group (Robert W. Londek, CBN announcer in Hollywood; Clarence Barlow, former WABC and WCAO radio directors in Los Angeles; and Francis Clinton Jones, general manager (Creations) are less familiar with Grass Valley than 94er group.

CLARK A. SNYDER NAMED BULOVA RADIO DIRECTOR

CLARK A. (Fritz) SNYDER, account executive of Blow Co., New York, joins Bulova Co., New York, Feb. 1 to direct $3,000,000 annual spot radio schedule (same north market). The former Cantor and Flex Radio, and real estate; Carlton G. Thompson (30%), insurance and investment brokerage; Robert T. Ingram (30%), editor-publisher of Grass Valley Daily Union; Earl John Cadwallader, general manager Business and Mutual- ly exclusive application of Town Talk Broadcasting Co., which was bought by Bulova Group (Robert W. Londek, CBN announcer in Hollywood; Clarence Barlow, former WABC and WCAO radio directors in Los Angeles; and Francis Clinton Jones, general manager (Creations) are less familiar with Grass Valley than 94er group.
Folk Music . . .

There's a little hillbilly in the most of us. Millions, whether at Broadway or along the country's Main streets, find satisfaction to their inner-most cravings for such musical intercourse through the voice of radio. In the heart of folk music land KMBC conducts the "Brush Creek Follies"—now in its tenth consecutive season of successful Saturday night stands as one of America's great barn dance shows.

—KMBC of Kansas City
WKY programs are tops...

with listeners 93.3% of the time in the 30-county area immediately surrounding Oklahoma City, according to a Diary Study conducted by Audience Surveys, Inc. WKY programs have what it takes to attract listeners...what it takes to keep listeners. Three-fourths of the listeners to the average WKY program, according to this same study, are inherited from the previous WKY program. There is no substitute for programs to build an audience and no substitute for an audience to build sales.