For the seventeenth consecutive year, WLS in 1946 received a million letters—1,071,540 to be exact! In its 17 years under the present management, 18,073,848 letters have been received—more than a million a year average for 17 years! To say it another way—the large and loyal WLS audience in Chicago and Midwest America responds to us and our advertisers—and so, WLS gets results!

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
From

Tiquisate ........ to Wagner, S. D.
Quetzaltenango .. to Jamestown, N. D.
Chichicastenango .. to Spencer, Iowa
Totonicapan ...... to O'Neill, Neb.
Chimaltenango . . . to Morris, Minn.

CHRIS MACK
BRINGS THE STORY

WNAX Farm Director, Chris Mack, knew there were some startling agricultural experiments taking place in Guatemala. How about the Iowa State College Tropical Research Center near Antiqua and its experiments in corn with stalks so tough and roots so extensive that the corn can live through anything in the lines of diseases and insects? Or the farms near Tiquisate with those interesting results from crossing India Brahmas cattle with Holsteins and Brown Swiss?

"My listeners would like to know about those things," decided Mack, so last October, he packed himself, his satchel, his wire recorder and camera off to Central America.

Mack's back home on WNAX, now. (Also booked for lectures in 47 towns at this writing.) And folks in the Big Aggie neighborhood are clamoring to hear him tell about things happening in Guatemala for the advancement of agriculture. Folks in the WNAX area are progressive that way; want to keep up on the latest. And Chris Mack's trek to Guatemala is typical of WNAX's efforts to give its listeners the kind of broadcasts they want to hear.

Pays off, too ... as your nearest Katz man will gladly show you.
It's an Old New England Custom

To Serve Turkey and Cranberry Sauce

To Be Fond of Fish

To Beat the Drum

It's an Old New England Custom
Edwin Valentine Mitchell

To listen to Yankee home-town stations!

A Yankee home-town station has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportscasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose co-operation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS
Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

IF NEW "temporary expediting procedure" of FCC on standard broadcast matters works as planned, with all pending applications cleared by grant or denial by May 1, logical expectation is it will become permanent procedure. In other words, each three months FCC would cut off applications, run them through, and then consider next accumulation on production line basis.

IF YOU WONDER what motivates FCC's wholesale licensing of new AM stations in almost utter disregard of engineering standards, bend ear to this bit of philosophy loosed by a member of FCC: "If we clutter up the broadcast band enough with new grants, we will force these guys into FM."

STRICTLY unmentionable have been actual figures on how effective radio was in tested programs during retail clinic at Jokes of Texas, but understood store may relent and divulge hints. Results are impressive—tested programs ballooned sales as high as 200%.

JACK HARRIS, assistant general manager of WSM Nashville, former Army Bureau of Public Relations radio chief, slated to take over general management of RPBC Houston, operated by ex-Governor and Mrs. (ex-WAC colonel) Hobby. Kern Tips, former general manager, has left to take partnership in Houston advertising agency.

NOW THAT Supreme Court has upheld WOKO in Sam Pickard-hidden ownership case, FCC can be expected to clear its dockets of similar cases, hanging fire many months. These involve WORL Boston, WGKV Charleston, W. Va., and related case with respect to WCHS Charleston.

COULD SOME of those newly authorized day-timers on clear channels be planning party line network? There's talk about daytime hookup of such stations with limited commercials keyed from Washington where Ed (Blue Book) Brecher's WQWQ now operates and with New York key which its backers are confident is upcoming. Unity group of stations, backed by CBS, also talked about as daytime party lines. One wag suggests group might borrow from NBC old "red network" tag.

THIS BUSINESS of ex-FCC bureaucrats entering radio may be contagious. On heels of departure of Ed (Blue Book) Brecher, who runs new WQWQ in Washington, Walter E. (Red) James, assistant to general counsel, has resigned ostensibly to join Montgomery, Ala., law firm. But prior to Feb. 7 there may be application for new station in that market in which James will be interested.

NOW THAT NARBA engineering conference, having to do with domestic broadcast allocations, is set for postponement from April 1 to Nov. 1 at request of Mexico and with acquiescence of FCC, postponement of final clearence (Continued on page 84)

Upcoming


(Other Upcomings on page 87)

Business Briefly

BROKER USES TV • Merrill, Lynch, Pierce, Fenner & Beane, New York broker, Jan. 30 sponsors 15-minute video show Money at Work, produced by New York Stock Exchange for educational purposes, on WCBS-TV. Other TV outlets to be used later.

QUAKER OATS RENEWS • Quaker Oats Co., Chicago, March 2 renews for 52 weeks These Websters Sun., 5-3:00, MBS. Agency, Ruthrauff & Ryan, Chicago.

AFRA CONTRACT SIGNING EXPECTED THIS WEEK

FOUR MAJOR networks slated to sign western AFRA agreements early this week, despite disagreement between union and KFI Los Angeles, NBC affiliate, and fact that Seattle contract still being negotiated.

Strike threats waned. Final signatures to nationwide contract between AFRA-networks delayed pending West Coast settlement.

Substantial increase won by AFRA for announcers on WINS and WNEW New York, retroactive to Dec. 1, 1946, authentic reports state, but negotiations continue today (Monday). AFRA also negotiating with WMCA New York.

In Chicago five Class A stations—WGN WBBM WMAQ WLS WENR—signed contracts but stations and AFRA officials agreed to withhold announcement pending Coast settlement. Clause relating to shortwave, television, FM and facsimile talent fees eliminated from contract; will be taken up separately later.

PHILCO TO SHOW COLOR SYSTEM AT VIDEO HEARING

WPTZ Philadelphia, Philco television station, will participate in FCC color television hearing Wednesday (Jan. 29) at Princeton with demonstration of system previously shown to Radio Technical Planning Board.

Frank J. Bingley, WPTZ chief engineer, said system simulates color video system of sequential type, showing frame rate necessary to avoid flicker. System, he told Broadcasting, "is the basis for the RTPB's recommendation for 60-color frames whereas CBS is using 48 frames." (Earlier story, page 93)

FCC NOT TO ACCEPT INCOMPLETE AM APPLICATIONS

ANTICIPATING what many observers believe will be last real deluge of AM applications, FCC Friday warned it will not accept incomplete applications rushed in to beat Feb. 7 "temporary expediting procedure" deadline.

Upsurge in filings already becoming evident since announcement that applications for new or changed AM facilities filed between Feb. 7 and May 1 will be kept in pending files while FCC staff and private consultants work on applications already on hand [Broadcasting, Jan. 19].

Broadcasting...at deadline

Page 4 • January 27, 1947
Country Stores
with
City Sales

Over 28 million dollars in annual sales — that's the total volume of general stores in the Nashville area . . . And the buyers in this rich rural market make as good sales prospects as their city cousins . . . Harder to reach? Not when WSIX effectively covers the Nashville market area . . . And audiences in both city and country are attracted by the variety of top-rated shows broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

Represented Nationally by the
KATZ AGENCY, Inc.

5,000 WATTS • 980 KC

AMERICAN • MUTUAL

January 27, 1947 • Page 5
akins the ost of your innesota arket

PROMOTION HELPS Tailor-Made FOR YOU

The new WDGY is going all-out to make the most of every time dollar spent in the billion dollar Minnesota Market—and it’s paying off. Service, performance and results are being enjoyed by advertisers who are now taking advantage of choice availabilities on the station that gives you Minnesota—and then some.

Wire, write or call Avery-Knodel. They will give you the complete profit picture.

MINNEAPOLIS

WDGY

SAINT PAUL

CHARLES T. STUART

Pres. & Executive Director

Executive Offices, Lincoln, Nebr.

AVERY-KNODER INC.

National Representatives

BROADCASTING

TELECASTING

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BROADCASTING * TELECASTING

Page 6 • January 27, 1947
IF IT'S OPOSSUMS YOU WANT...
Use a hound dog in Kentucky!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Of the 9 top cities of the deep South—

- 7th: Fort Worth
- 3rd: Dallas
- 8th: San Antonio
- 4th: Houston
- 5th: Memphis
- 6th: Birmingham
- New Orleans

... and WWL is the greatest selling
New Orleans is 1st in both wholesale and retail sales*

**Source: Sales Management.**

Map shows rank in wholesale sales.

Retail sales rank:
1. New Orleans  
2. Houston  
3. Atlanta  
4. Dallas  
5. Memphis  
6. Miami  
7. Birmingham  
8. Fort Worth  
9. San Antonio

**Dun's Statistical Review.**

BUYING POWER

Buying power in New Orleans more than doubled in the past 5 years according to a survey by the magazine *Sales Management.*

INCOME

Effective income in New Orleans is higher than the U. S. average — and increasing faster. In 1945, the national index was 226 compared with the New Orleans index of 262.

RETAIL TRADE

Retail trade in New Orleans increased 29% in the first half of this year as compared with the same period of 1945. This increase is greater than average for the U. S.**

INDUSTRY

New Orleans industry continues to grow in spite of lost war production. New Orleans now shows an index of 146 as compared with an index of 100 in 1939. This year, 30,000 more industrial workers are employed than in 1940.

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts --- Clear Channel --- CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
Feature of the Week

A STATION that circulates the daily program schedule of its competitor side by side with its own—that is KTUC Tucson.

This new promotion project is carried out with the aid of a KTUC advertiser each month. It takes the form of a monthly booklet, prepared by the 250-w CBS and Arizona Network outlet, containing the daily program log of KVOA and that of KTUC, a story about the advertiser's business and one relating to his program activities on KTUC.

The advertiser featured in the "issue" distributes the booklets with his monthly statements.

And the idea is catching on:

"The listener is the one who really benefits," explains KTUC General Manager Lee Little, "and Tucson listeners are demanding this schedule each month."

As proof of the demand, the station points out that 5,000 copies of the November schedule were printed; the number doubled in December, and the January edition reached 12,000 copies. To meet the demand, officials said, it will be necessary to print 15,000 copies of the February schedule.

In addition to the copies sent out by the featured advertiser each month, KTUC retains a supply for distribution by the station to listeners who request them. The cost of printing is paid by the station.

And what does KTUC expect to gain by sending into the homes of listeners not only its own program schedule but also that of a rival station?

The answer, according to Mr. Little, is more sets-tune-in in the Tucson area. As the total number of listeners grows, KTUC expects to get its share of the increase.

Sellers of Sales

It was through a blind date that Mary McKenna met her husband; it was blind faith in advertising that brought her into the radio business; but it was her own capabilities that brought her the recently acquired title of time buyer in charge of all spot buying (except Procter & Gamble) for Benton & Bowles, New York.

Born in New York on August 14, 1915, the attractive brown-haired, blue-eyed Mrs. McKenna majored in finance and advertising at Columbia U. She received her B.S. in 1937. She knew then that she wanted to be in advertising but never thought it would end up in radio.

Her first job was with Calkins & Holden, New York, in the production department. Ten months later, she joined Young & Rubicam, New York. There she was in charge of handling the fan mail for the WJAZ "The People show. In 1940, she joined Hearst Radio, station representatives for Hearst owned stations (no longer in existence), in the market research department. Two years later, she joined Benton & Bowles in charge of media research in Brooklyn.

The McKennas live in a three-room apartment on East 89th Street. Sailing is their hobby. They own a cruising motor-sailer, the "Dazzle-puss III," which is docked during the winter months on City Island.

Music—Mrs. McKenna plays the piano—is another of their hobbies. They also collect records—jazz and classical. During the winter months, the McKennas ice skate on weekends in the country, and are also avid bridge players.
Showmanship

Such as has made Gil

Newsome’s Teen Thirty Club* far and

away St. Louis’ most popular

program with teen-agers, in only three months:

*Sponsored by Royal Crown Cola.

10:30 to 11:00 a.m. Saturday

(Hooper Rating 11.2)

Talent

That group of veteran radio entertainers

that has made KWK known as the station

for “St. Louis’ outstanding personalities

and locally produced shows”.

New job peak coming

in 1947. (Currently 660,000). Wholesale sales over

$1,164,000,000.00. Almost $1,000,000,000.00 in retail sales.

Over $600,000,000.00 scheduled for 1947 building and expansion.

$15,000,000.00 Post Office volume...another all-time peak.

For St. Louis’ Outstanding

Personalities and Locally

Produced Shows: it’s

HOTEL CHASE
ST. LOUIS
These Western Electric FM Broadcast transmitters — 22 in all — are now on the air in the 88-108 mc band... and others (not shown) are in operation for experimental purposes, or are in process of installation. In FM—as in AM—transmitters of Bell Telephone Laboratories design and Western Electric manufacture have acquired a reputation for quality,
Outstanding in styling and performance! 250 watt, 1, 3, 10, 25 and 50 kw. QUALITY COUNTS
Never let it be said that we would burst a lovely bubble of illusion, nor tear a veil from innocent eyes. But what is all this talk about network advertisers “not needing” spot-broadcasting?

Inasmuch as we all know that every network has weak spots in numerous markets—that no network can claim top coverage everywhere—isn’t it true that network advertisers can use spot-broadcasting just as sensibly and smartly as anybody else?

If you want some revealing facts on this subject, ask the nearest F & P office!

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOB
BOSTON: WBZ
BEAUMONT: KBDM
BUFFALO: WGR
CHARLESTON, S. C.: WCSC
CINCINNATI: WCKY
COLUMBUS, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WMCE
KANSAS CITY: KMB
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OKLAHOMA CITY: KOMA
OMAHA: KFAB
PEORIA-TUSCOLA: WMBO-WDJ
PORTLAND, ORE.: KEZ
RALEIGH: WTFF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFLB
TULSA: KTUL
Law Defining FCC Powers Ready Soon

White Plans Bill; Ed Cooper Named Radio Expert

By BILL BAILEY

LEGISLATION defining the powers of the FCC will be introduced within a week by Chairman Wallace H. White, Jr. (R-Mo.) of the Senate Interstate and Foreign Commerce Committee.

He told Broadcasting he would use the old White-Wheeler Bill (S-814) of the 78th Congress as a foundation for legislation that will express the intent of Congress with reference to FCC control over programs and business practices of stations.

He has criticized the Supreme Court (so-called Frankfurter) decision of May 10, 1943, which upheld the FCC's chain broadcasting regulations. He has openly expressed the opinion that the Commission's procedure needs to be more definitely outlined by Congress.

White Critical of FCC

Senator White has made no secret of the fact that he feels the FCC has gone far beyond the intent of Congress in many policy matters, particularly with reference to programs and business practices. As co-author of the original Radio Act of 1927, the Communications Act of 1934, and the White-Wheeler Bill, Senator White has some definite ideas about radio legislation and its interpretation by the law by the Commission.

Indicating that he means to leave nothing undone to provide the country with a sound radio act, the Senator named Edward Cooper as professional staff member in communications and charged him with the responsibility of supervising the proposed radio legislation.

Mr. Cooper has been chief of the committee's subcommittee on international communications under former Chairman Burton K. Wheeler (D-Mo.).

Senator White also announced appointment of Edward Jarret as clerk of the committee; Miss Vera Burgess as clerical assistant, and Alfred G. Davis as professional staff member to major in aviation. Mr. Jarrett and Miss Burgess served the committee under former Chairman Burton K. Wheeler (D-Mont.).

As Senator White unfolded his plans for radio legislation, the House was hearing an all-out investigation of the FCC. Strategy had not been mapped as Broadcasting went to press, although it was learned that the Republican leadership was considering two courses of action.

Involves Hearings

The first involves legislative hearings at which pertinent questions involving FCC policy and procedure would be developed. The second is for appointment of a select committee to devote its full time to investigating several executive agencies, with subcommittees to be named for specific probes of agencies such as the FCC, Maritime Commission and others now being scanned.

Speaker Joseph W. Martin Jr. (R-Mass) Thursday afternoon called a meeting of standing committee chairmen to map an overall legislative program. Rep. Richard B. Wigglesworth (R-Mass) has gone on record favoring a "thorough investigation" of the FCC.

Since the 80th Congress opened he has been quietly assembling data looking toward a probe of the Commission.

Senator White said that so far as he knew there is no move afoot in the Senate to investigate the Commission. Sen. Charles W. Tobey (R-N.H.), who introduced a resolution in the 79th Congress to investigate the FCC, said Thursday he had not made up his mind whether to press for an investigation. He indicated he would be inclined to go along with Senator White on legislation to define and curb the powers of the FCC.

Chairman White said the need for legislation in his opinion is more imperative than an investigation. He added, however, that should hearings indicate that the Commission needed to be investigated, he felt that such a probe should be undertaken by Congress.

Hopes for Satisfactory Bill

"We attempted overall legislation in the last bill," said Senator White. "On some things Senator Wheeler and I were in agreement. On others we were far apart. I hope we can bring out a bill that will be satisfactory to everybody concerned."

Whether he will attempt overall legislation or "specific revision" of

(Continued on page 78)

Petrillo Forecasts Contract This Week

Wage Increase Is Only Issue Yet to Be Decided

JAMES CAESAR PETRILLO announced late Friday that the American Federation of Musicians had agreed with the four major networks to negotiate for wage increases under a new contract to replace the present one which expires Jan. 31.

He predicted with confidence that the new contract will be signed this week and that it "will be in effect by Feb. 1." It will be negotiated locally in Los Angeles, Chicago and New York for one-year period. The only issue will be wage increases, said Mr. Petrillo.

An earlier union demand that the present contract be continued until the Supreme Court decides the constitutionality of the Lee Act and that future pay increases be retroactive to Feb. 1 was rejected by the networks. Mr. Petrillo indicated that the retroactive feature no longer was an issue.

Among those who met with the AFM head and his international board were Niles Trammell, president, Frank E. Mullen, executive vice president, and John MacDonnell, vice president in charge of finance, NBC; Frank Stanton, president, and Frank K. White, vice president and treasurer, for CBS; Mark Woods, president, Joseph A. McDonald, vice president and secretary, and Robert E. Kintner, executive vice president, for ABC; Edgar Kobak, president, Robert D. Sweezy, vice president and general manager, and Theodore C. Streibelt, WOR president and executive vice president of MBS, for Mutual.

The network-AFM conversations have no direct bearing upon individual station contracts with union locals, which expire next month. Meetings held last spring between President Justin Miller of the NAB and AFM President Petrillo were abruptly ended by the latter after passing of the Lee Act.

While last week's conversations were reported hazy on the possibility of a rupture of negotiations was not overlooked. In the past Mr. Petrillo has repeatedly threatened work stoppages or strikes, on the ground that no law can force his men to work against their will.

The fact that Congress now is on the threshold of enacting new labor legislation along the lines of the Lee Act, which would be broadly applied to all industry, rather than narrowly to broadcasting, is believed to have some bearing on the surface harmony at the sessions last Thursday and Friday. Appearing before the Senate Labor Committee when hearings on new legislation opened Thursday, Sen. Joseph A. Ball (R-Minn) denounced secondary boycotts (a chief AFM weapon against networks) and jurisdictional strikes.

It was conceded on Capitol Hill last week that Congress would favor making at least some Lee Act provisions applicable to all industry.
NAB Group to Get Legislation Plans
Definition of FCC Power Suggested in Basic Proposals

PROGRAM of radio legislation will be submitted to the new NAB Legislative Committee, Feb. 10-11, by President Justin Miller and Executive Vice President A. D. Willard. The new committee will hold its first meeting at the Hotel Mayflower, Washington, with J. Harold Ryan, Fort Industry Co., vice president and NAB director-at-large for large stations.

NAB this week is distributing first of a series of weekly legislative digests prepared by the Legal Dept., of which Don Petty is general counsel. The digests cover Federal and State legislation. It was authorized at the San Francisco board meeting.

The legislative program for Committee study is expected to follow along the lines of Judge Miller's address to the annual Assn. of Broadcasters Dec. 1 at its Miami meeting [BROADCASTING, Dec. 9]. The program is understood to have been considered by the NAB board at its San Francisco meeting early this month.

Proposals

Basic proposals are understood to cover clear definition of the rights of licensees; automatic renewal except upon FCC protest; Federal court trial of revocation and renewal upon protest; further libel protection; enlarged scope of judicial review of FCC decisions; specific definition of free speech limitations. The program would sharply define the limits of FCC power and stop dabbling in program standards.

President Miller returned to Washington over the weekend. NAB headquarters did not know whether he would confer in the near future with Congressional leaders, as directed by the board.


MBS Co-Op Record

COOPERATIVE sales of the Fulton Lewis jr. program on 250 stations—a record number—were reported by MBS last week. Since the end of the war in August 1945 the Lewis program, heard Mon.-Sat. 7-7:15 p. m., has shown an increase from 161 stations sold to a new total of 250. Carrying this program on a sustaining basis are an additional 80 to 100 MBS outlets.

FMA Head Urges FCC to Drop Standard Broadcast, Use AM REQUEST that the FCC delete all references in existing rules to "standard broadcast" and substitute "AM" was made of the Commission last week by Roy Hofheinz, president of the FM Assn.

In a letter to FCC Chairman Charles R. Denny, Mr. Hofheinz said: "We feel this request is most timely since it is generally recognized in the industry and by the Commission that frequency modulation offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any reference to an inferior service as a standard service."

Mr. Hofheinz pointed out that "within recent months the Commission has amended its rules" by deleting the term "high frequency" and substituting the term "frequency modulation or FM."

"We trust that the Commission may take such action at an early date and be assured if you feel our association may be of service to you in the consideration of the matter, please command us," wrote the FMA president.

"Within a comparatively short period of time I am confident that FM will become the standard method of broadcasting," said Mr. Hofheinz, president of the Texas Star Broadcasting Co. (KTHT-KOYP-FM), Houston. "A breed of receivers will be loosed to the market in the next few months and by the end of 1947 hundreds of thousands of homes will be enjoying the benefits of FM reception."

He predicted that within two years FM will be the "accepted standard" method of broadcasting.

Before leaving Washington over the week-end for Houston, Mr. Hofheinz called a meeting of the FMA executive committee for Feb. 10 in Washington to map plans for the organization's promotion campaign. Offices will be located at 1019 Denrike Bldg., 1010 Vermont Ave., N.W.

On the executive committee agenda will be such matters as an operating budget, determination of policy questions by the FCC Liaison Committee [BROADCASTING, Jan. 20], and tentative plans for the FMA's first annual convention, to be held in late 1947 or early 1948.

Sarnoff to Speak

BRIG. GEN. DAVID Sarnoff, board chairman of RCA, will be the principal speaker at the annual meeting of the Cincinnati Technical and Scientific Societies Council, Tuesday, Feb. 11, at Taft Auditorium. James D. Shouse, president of Crosley Broadcasting Corp., will introduce General Sarnoff at the meeting which is expected to attract an estimated 5,000 persons.

Mayor James Garfield Stewart of Cincinnati will welcome General Sarnoff at a dinner preceding the meeting. Officials of WLW that city are cooperating in arrangements for the event.

Revere Sponsors

REVERE CAMERA Co., Chicago, enters network radio Feb. 15 with sponsorship of Jan August and his trio, a Music Corp. of America package, on 17 Mutual stations, Sat. 5:45-6 p.m. Program will originate in Chicago. Agency is Roche, Williams & Cleary, that city.

TRUMAN QUERIED

Parries Questions on Filling Vacancy on the FCC

IF THERE'S any premature inside information on who President Truman is going to appoint to the FCC vacancy, and when, it isn't going to come out of the White House offices, especially the President's own headquarters.

At his Thursday afternoon news conference the President was asked:
"Sewards White and Brewster have recommended appointment of Marion Martin to the FCC. Can you say whether she will be appointed?"

The President said he had the recommendation under consideration.
"Do you plan to name a Republican to the vacancy?"

He answered that a number of people are under consideration.
"Do you plan to make an appointment soon?"

Mr. Truman said he would make an announcement when he was ready.

WHEELER REPRESENTS ZENITH IN RCA CASE

EX-SENATOR Burton K. Wheeler (D-Mont.) will represent Zenith Radio Corp., Chicago, in its legal battle over patent rights with RCA in the Wilmington, Del. courts, Comdr. Robert J. McDonald, Zenith president, said Tuesday.

Zenith filed suit Dec. 14 against RCA on the contention that patents now held by RCA have passed into the realm of public domain. Commander McDonald said Mr. Wheeler had been engaged because of his "long familiarity" with anti-trust cases before Federal courts and "familiarity of the nation's best legal minds."

The Zenith president also announced the appointment of Samuel Darby Jr., New York attorney, to handle the company's patent arguments against RCA.

Morency Is Chairman

Stations Planning Group

PAUL W. MORENCY, vice president and general manager of WTCI Hartford, Conn., was elected chairman of the NBC stations planning and advisory committee at the opening session of the two-day meeting held Jan. 22 and 23 in New York. Richard H. Mason, manager of WPTF Raleigh, N. C., was named secretary.

Niles Trammell, NBC president, welcomed the new SPAC members including William B. Way, manager, KVOD Tulsa; Milton Greenebaum, president and general manager of WOR New York; Michael Sagninow, Michael W. Slavick, director, WMC Memphis; John J. Gillin Jr., president, WOW Omaha; Walter E. Wagstaff, general manager, KIDO Boise; H. Quentin Cox, manager, KGW Portland, Ore.

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BROADCASTING • TELECASTING
**TQN Upheld by FCC in ‘Rainey Case’**

**Newspaper Tie-in Issue Given Spotlight**

DOES FCC INTEND to hold newspaper-owned stations more strictly accountable than others in handling controversial issues?

Reading the Commission’s memorandum on the “Rainey case,” released last week, many broadcasters concluded that the Commission is moving in that direction.

Dr. Homer P. Rainey had charged that the four Texas Network stations, three of which are affiliated with newspapers which opposed him editorially, limited their political broadcast time in order to avoid disqualification for Democratic nomination for Governor of Texas last July [BROADCASTING, July 8].

The Commission found these charges to be “not supported by the record.” Calling FCC, the stations’ limitations on political time date back to 1940. **Sequel to ‘News’ Case**

In portions of the decision, however, some broadcasters saw a sequel to the debate between the New York Daily News and the American Jewish Congress, now pending before the Commission, over FCC’s right to consider editorial policies of a newspaper in passing upon the petition for application for a station [BROADCASTING, Dec. 16].

After reiterating that no station, whatever its ownership, should “arbitrarily deny or restrict” discussion of a public controversial issue, the Commission declared: “Where the licensee has a connection with a newspaper in the community with facilities in the station in regard to such controversy, then the failure, refusal, or arbitrary restriction on the right to present an opposing point of view of the controversy over the station, becomes aggravated.”

Commission sources generally preferred to let the opinion speak for itself, but in broadcasting circles the inference was that the Commission will expect newspaper-owned stations at least to be “more circumspect” than non-newspaper affiliates in dealing with public controversial questions.

But insofar as Dr. Rainey’s reference to unfavorable publicity in newspapers associated with the TQN group was concerned, the Commission declared: “Nothing in the record would suggest that this Commission has jurisdiction to make inquiry concerning the matter of such publicity.”

Of the radio sources, but less unanimously, saw in the opinion an implication that a newspaper-owned station may be expected to make time available for answers to the editorial position taken by the newspapers matter of current controversy. In support of this interpretation they cited other portions of FCC’s opinion, in one of which the Commission appeared to raise the question without answering it, as follows: “It does not appear that the petition applied for the use of network facilities on these occasions for the specific purpose of answering the above-mentioned editorials and press notices appearing in the newspapers.”

In another sentence FCC said it found no evidence of concerted action by TQN licensees to cause Dr. Rainey’s defeat “by commenting upon him unfavorably in the newspaper and thereafter refusing him an opportunity to respond over the radio stations.”

The TQN stations and the newspapers are: WOAI San Antonio; WBAP Fort Worth (Star-Telegram); WFAA Dallas (News); KPRC Houston (Post).

Although finding no violation of the Communications Act, the Commission did question the “reasonableness” of the limitations which the stations placed on political broadcast time, and the propriety of June 11 and July 13, and that “if additional open time is available it may be sold to candidates any time after June 11th” on a first-come, first-served basis.

The prospect for a “test” of the opinion appeared slim. The stations involved were found to have committed no violation of the Communications Act, and Dr. Rainey, in any event, did not appeal the decision. The action against the stations, however, was to be “in the nature of a warning,” and the FCC, in a subsequent order, instructed the station owners to “promptly and promptly” does not appear that the need of the particular campaign. In addition . . . there is a recent decision by the Commission in a case involving the sale of network facilities to a radio operator.”

It was pointed out that the stations have agreed that in future elections each will determine how much time it will make available for political broadcasts, based on “the importance of the campaign and the number of requests for time received.” This was viewed by FCC as “an acceptance by the licensees of the responsibilities which lie with each of them individually.”

The arrangement for all four stations in 1946, of which Dr. Rainey complained, was that no TQN time would be sold before June 11; that each candidate would be allotted 30 minutes between June 11 and July 13, and that “if additional open time is available it may be sold to candidates any time after June 11th” on a first-come, first-served basis.

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**Drive to Promote Retail Radio Planned**

**NAB Sales Officials Endorse BMB Activities**

DRIVE to promote use of broadcast by retailers will be undertaken by NAB through a retail advisory subcommittee to be created by the NAB Sales Managers Division. Preliminary plans were set up last week at the Jan. 22-24 meeting of the NAB Sales Managers Executive Committee, held at the Mayflower Hotel, Washington. The new committee will work with the National Retail Dry Goods Assn. as well as other retail organizations and broadcast stations on problems of mutual interest. Personnel will be named for the project.

In addition, the committee will study a proposal to set up a retail research foundation within the broadcasting industry. Idea of this plan was to promote cooperation among retailers and broadcasters. It was originally proposed at the NAB convention last October by James H. Calvery, president of Joske's of Texas, growing out of the 1945 retail promotion proposal sponsored by the entire industry and the Joske clinical study of radio for retailers.

**Recommendations**

Four recommendations covering standard rate practices were adopted by the committee. They included:

- Single rate card, with prices applicable to all advertisers.
- If single rate is not used, division into general and retail rates, with these terms used on rate cards. Identical rate card format was recommended in such cases.
- The retail rates would apply only to individual dealer who sold at retail and direct to the consumer a commodity or service through outlets within the single local community under the same name, controlled by the advertiser whose signature and address appear in the advertising.
- All advertising should be commissionable to a recognized advertising agency operating independently of the advertiser's business if agency has had a part in creation, production and servicing.

Cooperation by NAB in the radio-in-every-room campaign of the Radio Manufacturers Assn. was reviewed by John M. Outler, WSB Atlanta, head of the Subcommittee on Sales Promotion: Drive is designed to increase tune-in by sale of extra sets. NAB stations will be asked to join the campaign in late spring or early summer when plans have been completed. The full committee approved the plan.

**SALES AND ADVERTISING** issues provided a full agenda Jan. 22-24 at the first meeting of the 1947 NAB Sales Managers Executive Committee. Attendees were (seated, l to r): Lee Hart, NAB; John M. Outler Jr., WSB Atlanta; Hugh Higgins, NAB; Odin S. Ramslad, KDAL Duluth, committee chairman; Lewis H. Avery, Avery-Knodel; Arthur Hull Hayes, WCBS New York; C. E. Arney Jr., NAB; J. Robert Gulick, WGAL Lancaster.


The committee adopted a resolution endorsing BMB and asking stations to report experiences with the BMB material. These reports would provide a basis for developing new means of utilizing the data, as well as refinements in methods.

- A subcommittee will be named to explore sales opportunities in commercial television and to cooperate with broadcasters, agencies and advertisers. Suggestions were made on remaining studies in the FM management analyses, first of which was presented to the committee. The study covered operation of WBCA Schenectady.

Proposal to allow agency commission on talent costs was approved, "as a recommended sales practice designed to improve the operation of radio salesmanship and to place greater emphasis on the building of better programs." Question involving payment of sales commissions on talent costs to local salesmen and national representatives was referred to the Subcom

**Station-Network Labor Row Probed**

**NAB Seeking Formula For AFM-APRA Relations**

EFFORT to settle intra-industry differences in the handling of two major labor negotiations — AFM and AFRA—will be made at the first meeting of the new NAB Employe-Employer Relations Committee, to be held today (Jan. 27) at the Mayflower Hotel, Washington.

With networks deep in negotiations on the national level, and affiliates more concerned about their local problems, the committee will explore all sides in search of harmonious handling of AFRA and AFM negotiations.

Though AFM contracts with the networks were to expire Jan. 31, James C. Petrillo, AFM president, late last week decided to continue present-contracts indefinitely. (See page 15.)

Sharp differences over the AFRA negotiations arose at the San Francisco meeting of the NAB board (Broadcasting, Jan. 13). The board refused to give President Justin Miller authority to name participants in an advisory council whose formation was proposed in the AFRA-network compromise. This was construed as a blow at the networks, which had worked out a compromise contract.

The contract as finally agreed on had omitted the "unfair stations clause" which would prevent networks from feeding programs to affiliates engaged in disputes with AFRA. The NAB board took a firm stand against this, construing it as a "secondary boycott."

In fact, at the West Coast area meeting Jan. 8-10 a resolution was adopted calling for local-level negotiations and urging continued development of factual reports by the NAB Employe-Employer Relations Dept.

Action at Salt Lake

A few days later at the NAB 14th District meeting in Salt Lake City a resolution was adopted urging the NAB board and management "to establish and promote policies of employer-employee relations which will recognize and make as effective as possible local and area negotiations." This resolution stated that "prevailing trends" in industry-labor relations tend to impose nationwide or industrywide practices and policies upon all broadcasters; such practices also were deemed unsound.

At this meeting and at San Francisco, talk was heard of reviving the old IRNA affiliate organization, or forming a new affiliate group to interchange data on network contracts and renewals.

The new Employe-Employer Relations Committee has been vested with the functions of the NAB Industry-Wide Committee, organized in late 1946 by President Miller to advise him on labor relations problems, particularly AFM. The industry...

(Continued on page 79)

THE NEW NAB Employe-Employer Relations Committee, meeting for the first time today at the Mayflower Hotel, Washington, will try to untangle the knotty problem of differences within the industry concerning handling of negotiations with AFRA and AFM. Meanwhile, as the expiration date for AFM contracts with the networks in New York, Chicago and Los Angeles (Jan. 31) drew nearer, broadcasters were meeting with James C. Petrillo, AFM president, in New York. The union leader predicted an agreement soon. (Story page 15.)

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WHO Enlists Entire Midwest for BETTER FARMING!

U. S. Soil Conservation Chief Says WHO Promotion Probably Most Important Farm Event in History!

For many years WHO has sponsored the cause of Soil Conservation in Iowa and the midwest.

WHO has worked hard for Soil Conservation because productive farm land is the very basis of public welfare in Iowa.

The Annual WHO Corn Belt Plowing Match and Soil Conservation Field Day is just one of many WHO efforts in that direction. Growing greater each year, the fourth annual event, held in 1946, was pronounced “probably the biggest and most significant one-day demonstration ever given on farm land in this or any other country,” by Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service.

Before an audience from all over “Iowa Plus”, the 1946 event completely remodeled a run-down farm, converting it into a modern, scientific, and vastly more productive unit. Thanks to the 50,000 farmers who attended, and the countless farmers who followed the event by radio, it is safe to say that WHO’s one-day promotion has tangibly improved many thousands of farms throughout the midwest.

That’s WHO Public Service in action. It is the result of selecting great and inspiring public service projects—of organizing cooperation from literally hundreds of public-spirited individuals and civic organizations—of enlisting the vast public-service facilities of all logical governmental agencies—of enthusiastically throwing our own resources of talent, showmanship and persuasion unstintingly into the projects. . . .

A great radio station like WHO draws its strength from the people, because it serves the people—and they know it. As an advertiser on WHO, you share that public confidence because you too are participating in constant Service.

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ♦ J. O. Maland, Manager
Free & Peters, Inc., National Representatives

January 27, 1947 ♦ Page 19
Refunds Due for Excess Tax Payments

Relief Provisions Help Broadcast Industry

By A. R. ELLMAN

Director of Research
Broadcasting Statistics Research

THERE usually is a aura of foreboding about the date March 15. The date is associated with writing a check made payable to the Collector of Internal Revenue. However, there can be an unusual reversal of procedure on March 15, 1947. Broadcasters can present a bill for a refund of part of their excess profit tax payment for the year 1943 and for years subsequent to 1943. The Statute of Limitations for filing Form 991 under Section 722 of the Internal Revenue Code for the year 1941 expired on March 15, 1947 for calendar year taxpayers.

Corporate radio broadcasters who have not already filed a claim for refund of excess profits tax should review the relief provisions provided in Section 722 and their application to their own circumstances. The excess profit tax relief law is particularly favorable to the radio industry. The regulations in citing the application of provisions of the law mention radio stations several times, in fact more than any other type of business.

Three Groups

For the purposes of determining eligibility for relief, radio stations are divided into three groups as follows:

1. Radio stations starting operations prior to 1943.
2. Radio stations starting operations from 1943 to Dec. 31, 1939.
3. Radio stations starting operations after Jan. 1, 1940.

The largest group are those stations falling into Group 1. These stations presumably were well established at the beginning of the base period, and will have to rely upon certain qualifying circumstances occurring within the base period or immediately prior to the beginning of the base period.

At the beginning of the base period, there were 563 commercial broadcasting stations that continued in existence during the entire base period. Of these 563 stations, 274 increased their power, thus making them eligible under Sec. 722(b)(4) as having changed the character of their business. This increase in power is defined as a basis of relief in Regulations 112 as follows:

A radio broadcasting station increased its power during the base period, thereby effecting changes in the power to be used in operation and thus enlarged the area it served. This increase in power was considered to have increased its volume of advertising and advertising rates. Such radio station is deemed to have effected a change in its power for production or operation.

The above statement undoubtedly is a qualifying factor for the 274 stations that increased their power during the base period. There remain 297 stations that were in operation at the beginning of the base period whose power was not increased during the base period. However, of these 297 stations, only 55 should be considered for the purpose of preparing the application and the preparation of the engineering data should be considered as "expenditure of money in the commencement of the desired change." Of the remaining 242 stations, none were in operation at the beginning of the base period, changes in network affiliation should be considered as a basis of relief either under Sec. 722(b)(4) or Sec. 722(b)(1). A change from a non-network affiliate to a network affiliate should qualify a station for relief under Sec. 722(b)(4) as a change in the character of business. A change to network affiliation from one network to another or from one station to another following a resulting increase in business also should qualify a station under Sec. 722(b)(4). The regulations cite the following example:

"Radio broadcasting station R entered the broadcasting agreement of a network on Dec. 31, 1939. Although the above quotation was for the purpose of describing (Continued on page 98)"

100 Engineers Attend FM Clinic

Armstrong Relates Early Difficulties Medium Encountered

IF THE ANGLE of a house in Westhampton, Long Island, had been a little different, the history of FM might have been changed considerably, Dr. E. H. Armstrong, inventor of FM, told of some of the early difficulties encountered in the development of this method of broadcasting and of how these difficulties were overcome. At other clinic sessions technical matters relating to present-day FM were discussed.

REL, built an FM station, W2AG, in his home in Yonkers to give Dr. Armstrong a means of demonstrating his invention after his break with RCA.

W2AG operated at 110 mc, then an amateur channel. Little was known about such high frequencies and to check on the possibility of long distance reception, Dr. Armstrong took an FM receiver to Westhampton, L. I., some 70 miles from W2AG, which was then using about 600 or 700 w power. For the experiment he designed an eight-element flat array receiving antenna, a two-element vertical, four-element horizontal combination with the elements connected by a triple-X cross-bar arrangement. The workman erecting this antenna had orders to line it up directly with the W2AG transmitter, but there was no line of sight. It was reported that to get enough height he had been forced to follow the line of the roof and that the antenna was about 15 degrees off the desired angle.

Reception Excellent

Despite this deviation, reception was excellent, Dr. Armstrong said, which was a cause of great elation to him. In general the elation at the time was that FM signals at such frequencies would not be good for more than 10 or 15 miles. After a few days at Westhampton the receiver was returned to New York and found that it was in good condition but when he returned it to the shore there was still no sound from W2AG.

Finally it was suggested that the antennae was used when it was the signal came in. The trouble had been the crossed bars of the receiving antenna; only when they presented a flat face to the signal could they pull it in. "Here was an idea," Dr. Armstrong declared. "If the two mistakes had not cancelled each out at the first trial, I might have decided the majority was right and had improved the equipment." In the next few years FM was demonstrated to all who would listen, with W2AG broadcasting music and such homely sounds as the..."
A RECORD FOR RECORDS!

One of our Richmond record shops sponsors the “Children’s Music Hall” on Sunday mornings.

On Sunday, December 1st, one of the albums featured was “Rusty in Orchestaville.” In two days, the stock of these albums was sold out; a re-order was received immediately from the local distributor, and before the week was out the re-order had been sold.

On the following Sunday, December 8th, the featured album was “Bozo at the Circus.” In four days, the entire stock was sold out.

If you have a sales problem in Richmond . . . WLEE can give that curve a big bump UP!

W·L·E·E
Mutual in Richmond

TOM TINSLEY, DIRECTOR  IRVIN G. ABELLOFF, GENERAL MANAGER  REPRESENTED BY HEADLEY-REED
BROADCASTING • Telecasting

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First Two Months Are WGAY's Hardest

Operations at New Station Getting Under Control

By JOSEPH L. BRECHNER
General Manager, WGAY
Silver Spring, Md.

ALTHOUGH I've been in and around radio for ten years, it has been an embarrassing illumination to discover that managing a radio station is an art in itself.

If we'd had several hundred thousands of dollars to fool around with, things would not have been quite so hectic. And a good primer entitled, "How to Set Up and Run a Successful Radio Station" would have been a great help. Although advice has been plentiful, John Kluge, president and sales manager of Tri-Suburban Broadcasting Corp., and I still feel that we're stumbling along.

The story of WGAY's history up to the opening date and the expanded investment we undertook is quite accurately told in the Saturday Evening Post, current issue.

John Kluge has been the mainstay as far as the financial picture and sales are concerned. We're close to meeting our basic operating expenses in the first two months of operation and it's a tribute to him as a salesman and organizer.

John and I handle promotion together. Street-car cards, newspaper advertisements, movie trailers, talks before community groups and publicity all play a vital part in the intense promotion campaign we began before going on the air. The figure $10.50 has played an important part in our promotion campaign. Several local newspapers carried reports of our opening day's offer of $10.50 to the first five listeners who phoned the station (and they mentioned that the prize was based upon our frequency of 1050 kc). We were swamped with calls. It cost us a little extra, however, because one of the papers increased our offer to include the first ten listeners.

At Board of Trade meetings, John would conclude his talk with the statement: "Someone in this room is sitting on our frequency!"

Then he would mention that the number pasted under one of the chairs would entitle one of the members to a prize.

The prize was ten silver dollars and fifty cents.

We've yet to find anyone who attended those meetings who has forgotten the stunt or frequency.

Selling time began with a direct post card campaign to a list of "influencers" whom we had begun to collect from the moment we first filed our application.

A good portion of our time—particularly on Sundays—could have been sold out readily to racket broadcasts. We received wires and letters and long distance calls from promoters of various schemes. I'm still holding on my desk a package of transcriptions sent air-mail special delivery, and followed up with air mail letters "ordering" me to put a five minute commercial on the air. I might have fallen for it if one of my staff hadn't worked for a station which had succumbed to the scheme. It seems the potential sponsor doesn't pay his bills—unless things get too hot. And most stations find it economically unsound to hire and pay a lawyer to recover the debt. It's one of those mail bearer campaigns in which the station is "instructed" to forward the replies daily to the phoney agency so that it may supposedly determine how long the campaign should run.

Another venture involved aid and assistance to convicts and down and outers. The potential sponsor told us of interviews he had made with condemned prisoners. "It's the real stuff," he assured us.

He also told us of his early morning broadcasts. "We want it seven days a week, in addition to our Sunday show," he said. Inquiry revealed that the program would have to be very early or the directives he wanted to interview on the morning show would rebel if their breakfast were delayed later than 8:30.

When we turned down the program—and of course, he was willing to pay for time, line charges and other expenses—he threatened to go to the FCC because "You discriminate against religious programs."

Meanwhile—on December 7th—we went on the air. We could have waited for the builders to finish their work, but with construction such a long and arduous operation

(Continued on page 48)
ON TARGET

Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
BROADCASTING • Telecasting

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First Radio Awards of National Retail Dry Goods Assn. at recent convention [Broadcasting, Jan. 20] attracted wide interest. Max Gugenheimer (left), of Lynchburg, Va., head of store bearing his name, congratulates Edward C. Sullivan, executive vp and general manager of Joske's of Texas, which won award for program on KONO San Antonio; KatherineFillos, advertising manager of James Black Dry Goods Co., Waterloo, Ia., which won grand prize for RDF 1540 on KXEL Waterloo; Frank E. Pellegrin, NAB director of broadcast advertising and participant in NRDGA panel.

Application for San Francisco 50-kw Station Is Withdrawn

Withdrawal of Alvin E. Nelson Inc.'s application for a new 50-kw San Francisco station on the 1030 kc clear channel was reported last week.

Under FCC's policy, pending a decision on the clear channel hearing, consideration of fulltime clear channel applications only if they conflict with applications for channels adjacent to clear, the Nelson request had been consolidated for hearing with other California applications for 1000, 1000, and 990 kc.

In letters to civic and educational groups which had offered support of the proposed station, Mr. Nelson explained that the withdrawal was made without prejudice, with the intention of re-filing later. Reasons included the fact that "no assurance of any kind could be given us until the clear channel dispute is settled" and that "we would have been subjected not to the one hearing which every applicant anticipates, but to two hearings, with all the heavy attendant costs."

The Nelson application was the "link" which brought the applications of C. Thomas Patten for a new 10-kw daytime station on 1000 kc at Oakland and of Pittsburgh Broadcasting Co. for a new 1-ｋw fulltime station on 900 kc at Pittsburgh, Calif., into the consolidated hearing, which was held last week. Spokesmen said that with the withdrawal of the Nelson request, there is no question of conflict between the Pittsburgh and Oakland cases.

Other applicants include KROY Sacramento and KFA San Francisco, both of which are seeking assignment on 1060 kc: KYY with 50 kw and KROY with 10 kw, both fulltime. KYY is now on 1260 kc with 5 kw day and 1 kw night; KROY on 1240 kc with 250 kw. In addition, KYSM San Mateo, now a 250-w daytime station on 1050 kc, is seeking KYA's present assignment in event KYA receives a grant for new facilities.

Mr. Nelson, now head of the San Francisco advertising and public relations organization bearing his name, formerly was general manager of KPO-KGO San Francisco and assistant vice president of NBC, and previously was identified with a number of other stations, including KOA Denver and KDKA Pittsburgh.

Explaining withdrawal of the San Francisco application, he said his company has not changed, "in any way, our conception of what a radio station should be and what KNOX would be."

"We still believe that 50% of a station's total operating time, and 25% of its choice evening time, should be non-commercial and sincerely devoted to the benefit of the listening public... We cannot, however, expose our application to the treatment it would receive at the present time. We cannot expend time and money foolishly or futilely. We will not endanger the future of a project which we hold so dear," he declared.

Nebblett Honored

Angelina Orr Nebblett, widow of Johnnie Nebblett, Chicago transcription producer, was presented Treasury's Dept.'s Distinguished Service Award as a posthumous tribute to her late husband, killed Sept. 16 in an airplane crash. The award, in recognition of Mr. Nebblett's services in stimulating war bond sales, was presented to Mrs. Nebblett at a special ceremony in the Blackstone Hotel, Jan. 22.

Free political broadcasts for British Columbia stations on Pacific region stations of the Trans-Canada network have been announced by the CBC, and will cover weekly quarter-hour broadcasts distributed among the four political parties of the province.
Now the Spartans have FM through WSPA-FM

No, we don’t mean the ancient Spartans.
We mean that the modern Spartans living in and around Spartanburg, South Carolina, have frequency-modulation radio.

Back in 1929, when radio was in short pants, we opened WSPA, the first AM station in South Carolina. Last November, operating on 92.1 megacycles, we opened WSPA-FM... the first FM station in the entire state of South Carolina.

For these past seventeen years, modern Spartans have been very well served by WSPA. With our recent power increase*, WSPA punches home to 151,458 affluent radio families in 16 North and South Carolina counties.

Textiles, plastics, wood industries, fruit and cotton make this 16-county area an advertiser’s paradise. A paradise high government officials call “one of the best-balanced sections in the entire country.”

And remember, WSPA and WSPA-FM swing the balance your way.

*5000 watts day and night on 950 kilocycles
KHUM Takes Air as 250-w Outlet at Eureka, Calif.

KHUM went on the air as a 250-w fulltime outlet on 1240 kc at Eureka, Calif., on Jan. 26. An ABC affiliate, station is licensed to Carroll R. Hauser. Studios and executive offices are located in the Gross Building, Fifth and F Sts.

In addition to Mr. Hauser, general manager and a veteran in the broadcasting industry, key staff members of KHUM include Jim Strain, commercial manager, formerly production manager of KLAC Hollywood; Frank Smith, account executive; Mort Werner, program director and former AFRS writer-producer; Susan Gable, director of women's activities, formerly of KLAC Hollywood; Charles F. Breeding, chief engineer, and Edward Strople, technician. Tom Edward, Jack Brebeck and Mal Sears are announcers.

In radio since 1922, Mr. Hauser has been associated with various Los Angeles area stations including KHJ KFWB and KIEV. He constructed and operated old

ORGANIZING the new amateur radio dramatic club for NBC employees in the program and personnel departments are C. L. Menser (seated), NBC vp in charge of programs; (1 to r) Donald Bogart, employe service manager; Garnet Garrison, NBC director, who will instruct classes; Ashton Dunn, personnel manager. The club's plays will not be broadcast, and are intended merely as an activity for those interested in radio from the drama and production angle.

KMTR (now KLAC) Hollywood, and was chief engineer until 1941. With advent of war he joined OWL as chief engineer on the West Coast. Since 1944 he has been a Navy research engineer.

Prestige...

popularity...

power to make

SALES

These are what KTSOM offers you in the rich El Paso market.

KTSOM
EL PASO, TEXAS

Page 26 • January 27, 1947

Sets-in-Use Mark Hits 5-Year High

34.6 Average in Jan. 15 Report is Best Since Early 1942

AVERAGE SETS-IN-USE was 34.6 in the Jan. 15 Program Operating Report released last week. This represented the highest figure released by C. E. Hooper Inc. since the beginning of publication of its 32-city average, excepting only the January and February reports published immediately following Pearl Harbor.

Bob Hope and Fibber McGee and Molly tied for first place among the top 15 evening programs and Jack Benny was third. Bob Hope was listed above Fibber McGee and Molly because of his higher share of audience figure.

The average evening sets-in-use of 34.6 was up 2.5 from last report, up 1.8 from a year ago. The average evening rating was 11.3, up 0.5 from last report and up 1.0 from a year ago.

Average available homes were 82.3, up 1.1 from last report and up 1.0 from the same period last year. The current total sponsored hour index was 70.3% as compared with 70 last report, 77.7% last year.

The first 15 evening programs listed were: Bob Hope, 30.2, Fibber McGee and Molly 30.2, Jack Benny 29.5, Charlie McCarthy Show 27.4, Red Skelton 25.4, Fred Allen 24.9, Screen Guild Players 23.8, Radio Theatre 23.8, Walter Winchell 22.7, Amos 'n' Andy 22.5 Mr. District Attorney 22.4, Bandwagon 21.3, Duffy's Tavern 19.6, Suspense 13.2, George Burns and Gracie Allen 17.9.

Top Week-Day Shows

When a Girl Marries led the list of top 10 week-day programs in the report, with Right to Happiness in second place and Portia Faces Life in third.

Average daytime sets-in-use was 16.7, up 12.2 from last report, up 1.7 from a year ago.

Average daytime rating was 5.0, up 0.2 from last report and up 0.3 from the same period last year.

Average available homes was 53.5, representing an increase of 4.0 from last report and up 0.6 from last year.

The current total sponsored hour index was 61 as against 85½ last report, 91½ a year ago.

The top 10 week-day programs listed in the report were: When a Girl Marries 8.8, Right to Happiness 8.1 Portia Faces Life 7.9, Ma Perkins (CBS) 7.5 Breakfast in Hollywood (Kellogg) 7.5, Stella Dallas 7.4, Young Widder Brown 7.2 Our Gal Sunday 7.2, Pepper Young's Family 7.2, Big Sister 7.2, Ma Perkins (NBC) 7.2.

Jaycee Panel

PUBLIC discussion series titled "Mr. Jaycey at Your Service" has been started on WTMJ and WTMJ-AM Milwaukee. Program is conducted by Junior Chamber of Commerce and is aired Sat. 8:30 p.m. "Mr. Jaycey" acts as moderator for panel of Milwaukee Junior Chamber of Commerce members who discuss and answer questions regarding civic and community problems sent in by listeners.

George P. Hollingbery Co., National Representatives

BROADCASTING • Telecasting
Let's stop short-changing radio!

one of a series to show the men who build programs, and who buy and sell time, how sound radio research is revealing new values of the medium—and new opportunities in its use.

—here's one for your book!

Let's call it—

“The Baffling Case of the Unclaimed Listeners”

Let's go fishing for facts.

Here's the first—and it's a sad, strange fact indeed—radio, every day, is throwing away millions of listeners.

Don't throw 'em away. They cost a lot of money. And these listeners you throw away are like listeners you count. They can, and do, buy your products. Who are they?

Well, let's find 'em and count 'em. Many of the men who build programs, buy programs, sell programs continue by force of habit to measure the audience of programs only by the one yardstick of Average (or “Coincidental”) Audience. Well, let's take this measurement apart. If we do, we'll see it's like a fishing net that's got lots of holes in it through which your listeners are continually escaping.

The radio audience is not fixed for the entire duration of a program. Some people tune in early; others tune in late; and still others tune out before the end of the program. But these part-time listeners hear commercials, gain impressions, and buy the products. Figure 1, which uses 10 homes to illustrate this principle, shows what happens to these part-time listeners when measured in terms of Average (or “Coincidental”) Audience, instead.

The Average Audience during each minute of the program is 5—you can't help yourself, that is the way Average (or “Coincidental”) Audience works.

We now reach the solution of this baffling case. A total of 10 different families actually tuned to the program. We've found 'em; now let's count 'em.

Figure 2 shows the Average (or “Coincidental”) Audience and the Total Audience for programs of varying duration. While the number of unclaimed listeners varies widely from program to program, the average 15-minute program has a Total Audience 30% higher than its Average (or “Coincidental”) Audience. And for the typical 30-minute program, we have been even more wasteful, since the Total Audience is 41% higher than the Average (or “Coincidental”) Audience.

Thus the seller of radio handicaps his own sales efforts; the work of the radio producer stands in an unfavorable light; and the buyer of radio underestimates the true value of his purchase—in addition to misleading himself as to the relative value of various programs.

The baffling case of the unclaimed listeners proves not so baffling after all. We found 'em, and now we've counted 'em. And we can keep them in our net if we use the yardstick of Total Audience instead of this short-changing measurement of Average (or “Coincidental”) Audience.

Only NRI service can give you this and many other accurate measurements of the true value of radio. Our experienced service executives are ready to help you find and use the true force of radio.
Revision of Standard Time Act Sought

ICC Tells Congress U. S. Needs Uniform Time Zone System

REVISION of the Standard Time Act to provide a uniform system of time zones in the U. S. was recommended to Congress by the Interstate Commerce Commission in its 80th annual report, filed last week.

Dealing that the situation has resulted in "much confusion and inconvenience," the ICC report said that in the past year the local determination of Federal standards "have affected the whole or parts of over half of the States, embracing areas which have more than two-thirds of the entire population of the country."

After 28 years under the Standard Time Act, the U. S. "is farther away from a uniform system of time standards than it has been at any time since the zone system of time standards was adopted in 1883," said the ICC report.

The report was filed with Congress as NAB district meetings in the West were adopting resolutions urging the commission to take steps to eliminate the confusion brought about by part of the country adopting daylight saving time. (Broadcasting, Jan. 20).

Members of its Salt Lake City district, meeting in Salt Lake City, adopted a resolution urging the NAB management "to cooperate with other industries similarly affected (by upsets in time schedules) in developing some plans whereby uniform time may be applicable throughout the country and throughout the year."

Districts 15, 16, and 17, meeting in San Francisco earlier, adopted a resolution commending the NAB board "for its policy of conferring with other industries affected by daylight saving time with the objective of securing legislation looking to the establishment of uniform time throughout the country."

Departures Increase

The ICC told Congress in its report that "frequently in the past" the Commission had directed the attention of the Congress "to the failure of the Standard Time Act to accomplish its stated purpose "to provide standard time for the United States."

This failure is due to the actions of individual states and communities "of adopting and observing, either for the entire year, or for a certain portion, a standard of time differing from that provided by the Standard Time Act," said the ICC.

These departures from the Standard Time Act have been growing "in number and extent" and in many instances where state laws are involved, cities and towns have refused to follow their states, and in the absence of such Federal, State and municipal time standards has "resulted in much confusion and inconvenience," the report stated.

Since the termination of war time the country has witnessed the "recurrence of the prewar confusion attending the annual shift of states and municipalities in the eastern parts of the zones to daylight saving time," said the report.

Areas affected were "more extensive, and the cities and towns observing the fast time last summer were more numerous than ever before," the report added.

Independent Actions

New adherents to daylight saving time have developed in western Maryland, the eastern and western extremes of Virginia, western North Carolina, the East Coast of Florida, eastern Ohio, West Virginia, and Tennessee, the ICC reported. Cities adopting daylight saving time included Clinton and Dubuque, Iowa; St. Louis, New Orleans, Duluth and Butte, Montana.

Several cities and towns in Kentucky tried daylight saving time but dropped it after a few weeks. "We understand that since the end of the daylight-saving period the recent departures in western North Carolina and eastern Tennessee have been continued on a permanent basis," said the ICC.

The exercise by certain states of their rights to independent action in time matters "is unnecessarily and invariably dictated or interfered with the standards of time observed in other states or communities," said the ICC.

Independent local determination of time standards is wholly incompatible with a uniform system of time zones.

"The confusion which uncorrelated independent state or local action brings about practically forces us as a matter of expediency to a policy of alleviation in the defining of the zone boundaries, without possibility of conforming to the Congressional standards which look to the needs of the commerce of the area as a whole," the report continued.

The ICC said that it had made repeated recommendations for legislation to make the standard time provided thereby for the four zones in the United States proper be made the exclusive measure of time for all purposes within the respective zones. . . . We renew our recommendation that Congress amend the Standard Time Act so as to occupy the legislative field to the exclusion of state legislation and local ordinance respecting the vast body of daily transactions which do not now fall within the scope of Section 2 of that Act."

Ready for Video

PREPARING for day when television assumes wide-spread use in Southern California, newly elected prefabricated Crest Theatre in Long Beach will be one of the first picture houses equipped for such entertainment, according to R. H. McCullough, director of television for Fox-West Coast Theatres, Los Angeles. Over its marquee, new theatre has a 110 foot high television tower specifically constructed of lattice steel piping which can be immediately placed into use to carry televised programs.

Promotion Campaign

PROMOTION CAMPAIGN for new Raiston-Purina Checkerboard-Jamboree series (MBS, Mon.-Fri., 12-12:15 p.m.), which began Jan. 13, was outlined by representatives of MBS promotion departments at meetings in Mutual New York offices last week. Seated (1 to 9) are: Dave Shurtleff, director of promotion for the Yankee Network; Charles Cloggart, vp of Gardner Advertising Agency, which handles Raiston account; Ralph Minton, promotion director of WIP Philadelphia; Joseph V. Getlin, advertising manager of Raiston-Purina's cereal division; Charles Roeder, assistant general manager of WCBS Baltimore; Standing (1 to 8): Edwin Otis, MBS commercial program manager; Carleton MacVarish, MBS promotion manager; Harold Coulter, MBS promotion.

Colorado Assembly Studies Libel Bill

Daylight Saving Time Plan Is Also Introduced in State

LEGISLATION to provide daylight saving time and to protect stations and networks against libel suits for broadcasts unless negligence is introduced was introduced in the Colorado General Assembly. Chance of passage of the libel bill is considered good. Copies have been supplied to broadcasters in other states.

As introduced, the libel measure protects against defamatory statements by candidates for public office and limits any recovery to actual damages. Television broadcasters are networks of the stations mentioned in the bill. Its text follows:

Section 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employees of any such owner, licensee, operator, or agent, shall be liable for any damages for any defamatory statement or statements of fact uttered in or as a part of a visual or sound broadcast by one or more than one such owner, licensee or operator, or agent or employee thereof, unless it is shall be alleged and proved by the complaining party, that such owner, licensee, operator, or agent or employee thereof, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast.

Section 2. The owner, however, shall not be liable for any damages for any defamatory statement uttered in or as a part of any visual or sound broadcast by one or more than one such owner, licensee or operator of such a statement, unless it is alleged and proved by the complaining party, that such owner, licensee or operator, or agent or employee thereof, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast.

Section 3. The owner, however, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of any visual or sound radio broadcast, the complaining party shall be allowed only such actual damages as he has alleged and proved.

KYOR on Air

KYOR San Diego, operating with 250 w on 1130 kc, went on the air as a daytime outlet Jan. 24. Licensed to Silvergate Broadcasting Co., studios and offices are in San Diego Hotel Bldg. William A. Evans is station manager. William H. Buckley, former chief engineer of KDB Santa Barbara, is engineer-supervisor of KYOR. Aubrey H. Ison, formerly ABC Hollywood announcer, is chief announcer of the station, with Virgil Wyatt assigned public relations director. George C. Smith, formerly of KSDJ San Diego, and prior to that sports editor of the San Diego Daily Journal, has been made an account executive.
OF ALERT, CONSCIENTIOUS, IMAGINATIVE STATION OPERATION

First and foremost, KLZ is concerned with serving the manifold interests of its listeners to the best of its ability. Doing this job conscientiously and creatively has earned KLZ not only the growing esteem and appreciation of listeners throughout the Denver-Rocky Mountain region but frequent national recognition as well. During 1946, ten significant awards came to KLZ for outstanding show-management, programming, listener service and promotion. KLZ's best efforts will again be put forth in 1947—not to win awards, but to win listeners for its programs and sales for their sponsors.
50 kw Grant Is Proposed for WIBC
Mid-America Given FCC Nod Over WINN in Another Action

A GRANT for 50-kw operation on 1070 kc by WIBC Indianapolis, using a directional antenna full-time, was proposed for FCC in a decision announced last Monday. WIBC now uses the frequency with 5 kw.

In the same proceeding, basing its choice primarily on program factors, the Commission proposed to grant the application of Mid-America Broadcasting Corp. for a new Louisville station on 1080 kc with 5 kw day and 1 kw night, also directionalized full-time, and to deny WINN Louisville's bid for that assignment in lieu of its present 250-w operation on 1240 kc.

Noting that WIBC's service area would gain approximately 970,000 persons daytime and 100,000 at night (from 901,470 day and 419,240 night at present), FCC proposed to grant the 50-kw application even though adjacent channel daytime interference from the proposed Louisville station would cut WIBC's daytime population gain by 5%. Similarly, FCC said, the Mid-America operation at Louisville, reaching almost 769,000 persons daytime and 300,000 at night, would lose about 5% of its population potential as a result of the power increase to WIBC.

Evidence Conflicts
The Commission reported "sharp conflict in the evidence as to whether the proposed Louisville operation would cause interference to the secondary service areas" of KRLD Dallas and WTIC Hartford, which operate with 80 kw on 1080 kc. KRLD contended its secondary service area loss would approximate 86,855 persons; WTIC, 337,470. These estimates, FCC said, were based on the so-called "Newton" measurements on KRLD and the "Terrell" measurements on WTIC, which "were not even introduced in evidence."

"In any event," the Commission concluded, "the areas and populations which Stations KRLD and WTIC claim will be lost are small and appear to receive adequate primary and secondary service from other stations."

First reason cited by FCC for its choice of Mid-America over WINN was that "the resident stockholders of Mid-America... by reason of the fact that they have for many years been closely identified with all phases of community life and have been much more active in Louisville civic, fraternal and governmental affairs than the local stockholders of Kentucky Broadcasting Corp. (WINN), appear to be in a better position to gauge the needs of local organizations and of the listening audience in that city."

"This is reflected in the program proposals submitted by the applicants," the Commission said, drawing the following comparison:

Mid-America Broadcasting Corp. proposes to provide Louisville with a new local non-network service which appears to have been designed to serve the needs of the community to a greater extent than the service proposed by Kentucky Broadcasting Corp. (WINN). For example, Mid-America Broadcasting Corp. will carry musical programs of such local organizations as the Louisville Philharmonic Orchestra and the Louisville Symphony Orchestra and will broadcast religious programs from local churches of the established faiths. Station WINN does not now carry, nor does it propose to carry, such musical programs and has limited, and would limit, its religious programs to network programs and commercial religious programs from evangelical sects. Similarly, station WINN does not propose to have any members of its staff assigned to the gathering of local news but will rely upon such news as might be supplied by its wire service. Mid-America Broadcasting Corp., on the other hand, proposes to establish a news-gathering staff of three persons and will make particular effort to give good coverage of local news.

Final Reason
The final reason cited by FCC for its preference for Mid-America is that its application was filed more than five years before WINN's, that it received a grant previously and that, "but for the intervention of the war, this applicant would now have its station in operation."

Voting control in Mid-America is distributed as follows: James F. Brownley, former deputy administrator and deputy director of Office of Economic Stabilization, president and 4.36%; H. E. and C. R. Plunkett, principals owners of a lumber company at New Rochelle, N. Y., 20% each; Emanuel Levy, attorney, former vice president and general manager of Louisville Courier-Journal and Times and their WHAS Louisville, 8.59%; Milton S. Trost, investment banker, 16.59%; Edward L. Altsheler Jr. Henry Riffthugh Jr., Mary Peabody Pitkagh, and William H. Veneman, 4.36% each; Willard G. Johnston, 3.28%; Laurence Jones estate, 9.60%. Messrs. Brownley and Veneman are former presidents of Frankfort Distilleries Inc. but no longer have any interests in the concern.

Named to CED Post
RAYMOND RUBICAM, co-founder and until his recent retirement chairman of the board of Young & Rubicam, New York, has been appointed chairman of the Committee for Economic Development research and policy committee, succeeding U. S. Senator Ralph E. Flanders of Vermont. Mr. Rubicam has been a trustee and a member of the CED research and policy committee since June, 1944.
You can buy time today and sell goods tomorrow with SPOT BROADCASTING!

Once you've picked the markets you want, you can start selling fast with Spot Broadcasting. In each of those markets there's a leading station with a leading locally produced program. Chances are that program has room for your sales message.

What kind of audience will you reach? Many such programs have been heard for years...many have larger local ratings than the so-called national favorites. So you'll reach a big pre-tested audience that's right where you want it.

How do you find these successful programs? Ask your John Blair man. He represents the kind of aggressive station that has built them and merchandised them and made them profitable selling tools...for advertisers like you. Better call your John Blair man today.

John Blair & Company

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Refunds Due
(Continued from page 20)

a commitment, it admits that a change in network affiliation from one of low volume to one of higher volume can be a change in capacity for production. The same reasoning can be applied to a change from a non-network station to a network affiliation.

One type of situation is not covered by the example cited in the Regulations. This situation is the change from a network affiliation of high volume of business to one of low volume. There were several such changes in addition to the definite division of the Red and Blue networks of the NBC. This division occurred during the base period.

It is the writer’s opinion that such a situation is a basis of relief under Sec. 722 (b) (1). This section is quoted as follows:

"Interruption or diminution of normal production, output, or operation. in the base period. . . . the taxpayer establishes that his one or more taxable years in its base period of any increase in production, output, or operation was interrupted or diminished in consequence of the absence of the taxpayer or the taxpayer immediately prior to, or during the base period of events unusual and beyond control in the experience of the taxpayer, the average business not normally influencing the operations of the taxpayer shall be considered to be an inadequate standard of normal earnings. Activities comprised within the meaning of production, output, or operation include the rendering of services in those cases in which corporations render services rather than manufacture or market tangible goods, as for example advertising agencies, brokerage concerns, purchasing agents, etc. Normal production, output, or operation means the level of production, output, or operation that would have been reached by the business of the taxpayer had the unusual and peculiar events not occurred."

The gross time sales of the major networks as appearing on Page 18 of the 1942 Broadcasting Yearbook are as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Base Period</th>
<th>Red</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1936</td>
<td>$36,483,960</td>
<td>$4,428,110</td>
<td>$22,055,850</td>
</tr>
<tr>
<td>1937</td>
<td>$38,651,286</td>
<td>$3,938,674</td>
<td>$34,712,612</td>
</tr>
<tr>
<td>1938</td>
<td>$40,398,538</td>
<td>$3,774,816</td>
<td>$36,623,722</td>
</tr>
</tbody>
</table>

Thus a change from a CBS affiliate to a Blue NBC affiliate is a diminution of normal production.

The change is a "physical change" and qualifies as "unusual and peculiar events" encountered by a radio station.

The writer knows of no stations receiving relief under Sec. 722 (b) (1) or of any application filed under Sec. 722 (b) (1). Reconversion of normal earnings under Sec. 722 (b) (1) is not as difficult as under Sec. 722 (b) (4).

Other Causes for Relief

There still remain stations in the body of the 555 stations that were in business during the entire base period. Several of these are owned by the major networks. For the others, causes for relief under Sec. 722 (b) (4) could be changes in management, change in method of operation and change from part-time operation to full-time operations.

The writer knows of one case where relief was granted to a radio station because of a difference in ratio of non-borrowed capital to total capital.

The remaining stations may have to look to Sec. 722 (b) (3) for relief.

NEW KRNT POLICY

Iowa Station to Cease Using "Sports Betting Odds"

KRNT DES MOINES has announced that in the future it will not quote gambling odds. Members of its sports staff have been instructed to refrain from quoting betting odds on any sporting event and to cease giving the point odds on such sports as football and basketball.

In explaining KRNT’s action, which he said was a move to curtail gambling, Jon Hackett, director of athletics for the station, declared it was his belief that by refusing to quote gambling odds and prices radio stations could make it much more difficult for the bookies to get the public to wager on sports contests.

Some weeks ago the New York chapter of the Sports Broadcasters Assn. recommended to its members that they refrain from quoting the betting odds on certain athletic events. This action, however, was mainly directed at protecting young people of college age from wagering on collegiate events. The KRNT move, Mr. Hackett said, was the most drastic step yet taken to curtail large gambling on sporting events by the general public.

Jim Wessel, sports editor for Press Assn., Inc., wrote Mr. Hackett to congratulate him and KRNT for "offering such courageous leadership on this controversial issue" and advised him that KRNT’s new policy would be brought to the attention of the Sports Broadcasters Assn.

There is a group of stations falling between this classification and the one that is now being used after Jan. 1, 1940. These are the stations that were incorporated during the base period but did not receive their licenses to operate until Jan. 1, 1940. Many applications were held up until the North American Regional Broadcasting Agreement was ratified.

Until the Commissioner’s statement of April 1, 1946, these stations were ineligible for relief as they qualified neither under Section 722 (b) (2) nor (c). The Commissioner’s statement was partially the result of a petition filed by radio station WLOL. Eligibility under Sec. 722 (c) is now open to these "hiatus stations.

Eligibility Defined

The last group of stations are those that commenced business after Jan. 1, 1940. These are known as Sec. 722 (d) stations.

The regulations define eligibility under Sec. 722 (d) (c) as those companies that possess an intangible asset not included in capital that make important contributions to income. The definition of intangible asset includes a license to do a certain kind of business in a certain locality as a result of a grant by governmental bodies. Radio broadcasting stations are specifically mentioned as an example of a business having an intangible asset in its license.

A problem of Sec. 722 (c) does not also include figures to prove that radio broadcasting stations have a high yield on its capital as (Continued on page 36)
To cut through a welter of post-war distribution problems, industry is staging a grand revival of an ancient and versatile art—salesmanship!

And the star performer is the microphone. In cities and in far-ranging rural stretches, radio is doing an extremely effective sales job, timed to the moment, for clocks and coffee, for tires and tobacco and toothpaste, for waffle irons and watches.

Take watches. Longines Watches.

To stimulate sales in selected territories, Longines employed a dramatic program of unusual distinction, "World's Most Honored Flights." It was broadcast on more than one hundred stations. All vied with one another in local promotion of the program. Recently, when Longines announced awards for most effective promotion, the name of the first-prize winner came as no surprise to the radio industry. It was the Westinghouse station in Fort Wayne, Indiana—WOWO, winner of twenty such awards during the last two years.

WOWO's prize-winning record is unmatched by any other station of its size. But the resourcefulness that won these awards is typical of all Westinghouse stations. It stems from a traditional insistence on custom-tailored local programming, consistent promotion of network and spot shows, and, above all, continuing service in the public interest.
Red Cross Will Use Radio Extensively

Plans for Annual Fund Campaign March 1-31 Are Announced

PLANS for extensive national use of radio in the 1947 Red Cross fund campaign March 1-31 have been announced by Red Cross National Headquarters, Washington. The plans, according to B. Walter Huntington, Red Cross national radio director, include a seven-program series of dramas starring Helen Hayes titled These Are My People, a four-minute spot featuring Hollywood radio and film stars, a double-faced plaster of transcribed announcements, foreign language live announcements on domestic foreign language stations, and live announcement and program material, plus network coverage and special events.

The Helen Hayes programs, Mr. Huntington says, were recorded by NBC Radio Recording Division in New York, and advance orders received at Red Cross National Headquarters from local groups indicate that approximately 800 stations will carry the series.

Transcriptions of interviews with Army and Navy personnel overseas are to be made available to local stations in home towns of the participants. Spot announcements, recordings were arranged through Red Cross field directors abroad.

In the foreign language phase of the annual fund drive, NBC’s broadcasting in French, Italian, Polish, Spanish and Yiddish are scheduled to receive live announcements for their audiences, according to Mr. Huntington.

Complete network coverage also is planned, as many Red Cross messages will be allocated through the Advertising Council on the same basis as in the 1946 campaign.

Book on Radio Use

BOOKLET titled Radio, How, When and Why to Use It has been prepared by Beatrice K. Tolleris, chief consultant of the National Publicity Council for Health and Welfare Services, New York, as one of that organization’s “How-to-Do-It” series. The booklet considers in some detail such topics as “Assessing Radio as a Medium,” “Your Choice of Format,” “Ready-Made Opportunities in Radio,” “Joining Forces for Radio Education,” “Building a Radio Audience” and “Checklist on Station Relations.”

New Regulation

CANADIAN BROADCASTING CORP. has issued a new regulation, following January meeting of board of governors, that no one shall broadcast appeals for agents to represent sponsors of any program, or to handle the goods or services advertised therein. Under the new CBC ruling, the CBC board voted to make a specific regulation.

SERVING as caterers at a reception Jan. 15 for secretaries engaged in the Salvation Army’s $1,000,000 annual maintenance fund drive were (l to r): Frank White, vice president of CBS; Edward J. Noble, ABC board chairman, in whose New York office the reception was held; Walbridge S. Taft of Cadwalader, Wickersham & Taft; Walter Hoving of the Hoving Corp. Eighty secretaries to campaign chairman went to the reception after attending ABC’s Pot o’ Gold broadcast.

Let Single Standard Service Conduct Radio Audience Surveys, Palmer Says

EDITOR, BROADCASTING: I have just read the article in BROADCASTING relative to “Southern California Stations Quietly Plan BMB Withdrawal” and the article you quote Hugo Feltis as saying “. . . a uniform measurement of stations’ audiences is an absolute ‘must’ for the continued growth of radio advertising.”

Let’s go back and look at the compass if we’re going in the direction we started for.

Many stations joined BMB because it was a step in the right direction. Today, we’re not questioning the ability of such an outstanding leader as Hugo Feltis, but we are questioning the direction BMB does not give us a “uniform measurement of station audiences.” I have asked many station managers if their BMB report has helped them secure additional advertising, and not one has told me it has been helpful.

In 1943, I suggested a formula to the Chicago Radio Executives Club for audience measurement that would be standard and could be accepted on the same basis as the Audit Bureau of Circulation in the newspaper field.

1. Let the industry arrange with Western union to make our surveys—telephone, door to door, and mail.

2. Let an NAB committee determine the size of the sample in any market.

3. Western union would provide able and experienced supervision.

4. Every Western union office would be open to public inspection so that the results of any survey could be checked by any interested party.

We now have a half dozen duplicating services, all purporting to make audience surveys. A single standard service, such as the above outlined, would save the industry much more than the entire cost of the radio advertising.

LEW HAHN FIRST PAID PRESIDENT OF NRDGA

LEW HAHN was elected the first paid president, general manager and treasurer of National Retail Dry Goods Assn. at the 56th annual meeting last week in New York.

Benjamin H. Nannm, head of Nannm store in Brooklyn and retiring president of association, was elected chairman of the executive committee. Jay D. Runkle of Crowley & Milner, Detroit, was named chairman of board.


WFLM Now WTCB

WFLM Flint, Mich., last week announced a change in call letters to WTCB and at the same time rescheduled its affiliation with NBC from Feb. 1 to on or about April 15.

Receiver Production Hits Alltime High

Total Exceeds 15,000,000 Units For 1946, RMA Says

PRODUCTION of radio receivers exceeded 15,000,000 units in 1946, far ahead of the previous alltime record in 1941 of 13,642,384 sets. Radio Manufacturers Assn. announced this week that the figures show steady increase in production of FM models as well as television receivers, reflecting progress in these two phases of broadcasting. During the year 165,762 AM-FM console models were turned out by RMA member companies, along with 15,723 table models, a total of 181,485 units with the FM band. Output of sets with FM rose slightly in December to 40,908 units, well above the previous 1946 record of 27,330 units in November.

Output of television sets in 1946 totaled 6,746 units, of which 3,561 were shipped in December. The total video production for the year comprised 5,070 table models, 1,344 direct-viewing radio-television consoles, 10 projection consoles, 51 radio-phonograph combination projection consoles, 1 direct-viewing radio-phonograph console.

RMA’s production figures for 1946 show that 10,191 of the 13,326,985 sets produced by its member companies were table models and 925,171 were consoles, of which 829,979 had phonograph attachments. Auto receivers totaled 1,158,468 and portables 1,022,683 units. Of the table models 1,215,924 had phonograph attachments.

RMA member production is estimated at about 90% of the industry total. Its 1946 member figures of 13,326,985 does not include production of some members who failed to supply reports early in the year. RMA conservatively estimated that 77% table models, 7% consoles and the rest auto and portable types. Shortage of wood cabinets accounted for the low console output.

Production for the year was slow to reach prewar rates due to pricing and reconversion problems, RMA said, but by year-end had reached a rate of nearly 20,000,000 units a year. Total December production of 1,454,687 units by RMA members was slightly under December due to the shorter work month.

UE Wage Negotiations

UNITED ELECTRICAL, Radio and Machine Workers of America (CIO) have announced that negotiations for wage increases for 250,000 workers at four major electronic and radio manufacturing companies will start within a week. UE will seek new gains from GE, Westinghouse and RCA, and the electrical division of General Motors (Broadcasting, Jan. 13). In addition to higher wages, the union will seek establishment of a comprehensive medical and welfare program throughout the industry and a union shop.
Jack Baker came to WSM with a national reputation—top ratings in fan-mag polls—eight years on Don McNeill's Breakfast Club—100,000 letters on his 10th year in radio—all that sort of thing.

But playing for a sectional audience and playing to network listeners spread over 48 states requires two completely different formats.

WSM listeners get the same Baker. But the ingredients he puts into his program are different, mixed to the recipe we know pleases the WSM audience.

It's Jack Baker on RFD DIXIE, a folksy, zany, informal song-ful quarter-hour designed for Southern housewives. They "eat it up"—which on the dollars and cents side means they are keeping the JFG Coffee Company busy supplying their dealers.

Yes, he not only entertains, but this Baker Sells Coffee, too.

★ Whatever your product, WSM has the talent (a roster of 300)

the production know-how (5 production men with network experience)

and an intimate knowledge of our audience (through serving them for 21 years)

to build the show YOU need —

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

"The Best in Broadcasting"

WSM
NASHVILLE
Refunds Due
(Continued from page 28)
a result of this intangible asset.
The average yield of all manufac-
turing corporations on its invested
capital during the base period was as
follows:
1936 9.7% 1937 9.5%
1938 9.2% 1939 8.9%
Average 9.1%

Although there are no published
figures as to the yield on invested
capital of the radio broadcasting
industry, in certain cases they can
be made available for groups of
stations. In 1939 the yield of the
entire industry on the original cost
of equipment was 37%.

Eligibility for Relief
From the foregoing it would ap-
pear that a radio station should
have little trouble in proving eli-
gibility for relief. However, the diffi-
cult problem has been how much
relief, and the presentation of a
correct reconstruction of what
normal earnings should have been
during the base period. There are
two methods of reconstruction, and
each is to be used according to the
rules in the Bulletin published by
the Bureau of Internal Revenue.
The first method is a detailed
reconstruction of the sales and ex-

penses of the “changed business.”
This appears difficult, but again
the problem is not too forbidding,
as it applies to radio. The supply
is determinable. There are just so
many hours to be sold. The rates
charged by established stations in
comparable markets and of compar-
able power can be obtained. The
percentage of time devoted to
commercial broadcasting of these
stations can also be obtained.

The reconstruction of expenses
during the base period is also not
difficult. Transmitter and control
studio expenses are not subject to
great increases, whether the pro-
gram is sustaining or commercial,
or whether the power is 1 kw or
5 kw. Program expenses are not
usually affected by changes in
power. General expenses are sub-
jected to small increases with in-
creased operations, whereas selling
expenses are directly affected by
increases in business.

The use of the above formula
permits a reconstruction in detail.
In many cases, such a reconstruc-
tion is not necessary. The second
method can be used. This calls for
the presentation of earnings during
the base period of established sta-
tions operating under similar cir-
cumstances to the changed station.

Despite the advantageous posi-
tion of the radio broadcasting in-
dustry as to eligibility and recon-
struction, less than a score of sta-
tions have received relief. Relief so
far has been granted as a result of
compromises and because of cer-
tain specific events. No definite or
scientific formula has yet been de-
vised. Perhaps soon a case may be
devised by the Excess Profits Tax
Council which will result in estab-
lishing a method of calculation of a
reconstructed base period net in-
come.

7 out of 10
NORTHERN CALIFORNIANS
ONE COLUMBIA STATION SERVES THEM ALL!

21/2 million people—that’s 70% of Northern California’s
population—live in KQW’s primary listening area.

KQW is the only Columbia station serving this rich
14 county San Francisco-Oakland Bay Area Market—and
delivers it at least cost.

RCA Victor Honors
15 for ‘46 Records

Awards of Merit for Outstanding
Individual Work Presented
THE HIGHEST AWARD pro-
vided by the RCA Victor Division
was presented to 15 RCA em-
ployees on Jan. 18 for individual ex-
ceptional performances during the
previous 12 months’ period. The
outstanding salaried workers re-
ceived the 1946 RCA Victor Award of
Merit at a dinner at the Hotel
Barclay.

Frank M. Folsom, RCA execu-
tive vice president in charge of the
RCA Victor division, lauded the
winners for their outstanding con-
tributions to the company’s ad-
vances in 1946. J. G. Wilson, op-
erating vice president, read the
citations and made the awards, and
J. K. West, director of public rela-
tions for RCA Victor, reviewed
the entire award of merit program.

The award consists of a gold
and gold watch, and a scroll citing
the recipient’s outstanding perfor-
manence.

The presentations included one
posthumous award to the late Gor-
don E. Riley, former general traf-
fc manager, who died in Chicago
on Jan. 8.

The Winners
Winners of the 1946 awards
were: Albert F. Watters, home in-
struments department, Indiana-
apolis; John H. Pfieger, account-
ing and finance department, Cam-
den, N. J.; William T. Warrender,
record department, Camden; Rob-
eson Howell, record department,
Camden; A. K. Weber, personnel
section of engineering products de-
partment, Camden; Neal A.
Drought, personnel department,
Camden; J. K. Burton, tube de-
partment, Lancaster, Pa.; Otto H.
Schade, tube department, Harri-
son, N. J.; J. M. Clifford, law de-
partment, Camden; W. F. Pell, en-
gineering products department,
Camden; Edward M. Tuft, tube de-
partment, Harrison; H. M. Rundle,
home instruments department,
Camden; H. I. Reikind, record de-
partment, Camden; Merrill G.
Gander, RCA Service Co., Camden.

WMMJ, Peoria Daytime
Station, Is Now on Air

WMMJ Peoria, Ill., operated by
Mid-State Broadcasting Co., start-
led operations Christmas Day with
a kw on 1020 kc, daytime only, in-
President William Kutsch announ-
ces. Ted Giles is chief engineer,
Bener Enterline program manager
and Al Kaufman sales manager.
Other staff members include:
Marjory Heiken, traffic manager;
Jean Deterick, women’s director,
who also has charge of continuity;
Glen Callison, Art Little, and
Robert Snow, engineers; Robyn
Weaver, Dave Chase, Lee Edwards
and Dave Smith, announcers and
producers; Verne Boyson and Jim
Butler, salesmen.
EASY Aces

And the renewal record by local sponsors that's the talk of the industry...

Denver .... 7th Renewal  Kansas City .... 6th Renewal
Salt Lake City .... 7th Renewal  Boston .... 6th Renewal
Cincinnati .... 7th Renewal  St. Louis .... 5th Renewal
Altoona .... 7th Renewal  Knoxville .... 5th Renewal
Miami .... 7th Renewal  Zanesville .... 5th Renewal
Seattle .... 6th Renewal  Chattanooga .... 5th Renewal

And dozens more!

America's Funniest Husband and Wife!
Written and played by Goodie Ace, one of the nation's top comedy creators, a headline laugh fashioner for 13 years...
Plus Jane Ace — radio's beloved "dumb dora" who has malapropriated her way to radio immortality. 1040 quarter hours immediately available. EASY Aces means easy listening and easy renewals.
Our Mr. Gallaher gets
Eddie Gallaher has a habit of popping up in the most interesting places. Like this...

A radio reporter catches the drama as a kidnapped girl is returned unharmed to her mother. It's Gallaher. Washington sport fans listen to a description of first downs and touchdowns. It's Gallaher.

And again it's Gallaher—WTOP's versatile mikes-man about Washington—who emcees three of WTOP's most popular local originations:

Monday through Friday afternoons Eddie Gallaher and organist Johnny Salb dare listeners to "Stump Us", with musical questions. ("Stump Us" pulls more mail than any other WTOP show!) Six afternoons a week Eddie "Meets the Missus"...fishes stunts out of a fishbowl...and awards prizes to contestants. (It's standing room only at every broadcast until after Easter!) At night, Gallaher jockeys discs. D.C. night owls like his "Moondial" for its patter about new releases; inside Tin Pan Alley stories, and the finer points about recordings.

Eddie Gallaher, like all WTOP performers, is capable of handling a variety of assignments—all equally well. To get big sales around Washington, get Gallaher—or another versatile WTOPer—to do a capital job for you.
FCC Approves Sale Of WGAP Interest
Half of Maryville, Tenn. Interest Changes Hands

FCC announced last week that it had approved the $2,500 sale of George Burne Smith's 50% interest in Gateway Broadcasting Co., permitting for WGAP Maryville, Tenn. (1400 kc, 250 w), to George R. Dempster, former city manager of Knoxville.

The once-complex case had been pending since early last spring. In his original application Mr. Smith, former WNOX Knoxville engineer, attributed his withdrawal from the Gateway partnership to ill health [BROADCASTING, April 18]. Later he asked the Commission to disregard the application. Subsequently, on the last day for competing bids under the Avo Rule, a firm headed by Knoxville Mayor Cas Walker matched Mr. Dempster's $2,500 offer. Later the Commission set the price for hearing:

One by one, however, the “complications” were removed. Mayor Walker's firm withdrew its competing bid, and, this year, the Commission was notified that the sale to Mr. Dempster had been consummated. In an accompanying letter, Mr. Smith told the Commission that he was “satisfied” and had “no further interest in the matter.” Last Tuesday, FCC reported that on Jan. 9 it cancelled the hearing, which had been slated for April 15, and approved the sale.

Mr. Dempster is president of Dempster Bros. Inc., construction equipment manufacturers. V. H. McLean retains the remaining 50% interest in the radio firm.

'BROADCASTING' GETS WAR DEPT.'S THANKS

EDITOR, BROADCASTING:

I wish to take this opportunity to thank you and the members of your staff for the assistance which you have rendered the War Department in securing and selecting an individual to assume the post of Chief, Radio Unit, in General MacArthur's Headquarters in Japan.

Through the medium of BROADCASTING, many outstandingly qualified persons in the field of radio have been referred to this office and contacts have been established which not only permitted the filling of the present important vacancy, but which will enable us to provide our occupation forces with additional competent personnel in the future.

Your cooperation in this connection has been most gratifying, and your efforts on behalf of the War Department are greatly appreciated.

Geo. F. Schulgen
Brigadier General, USA
Acting Chief, Civil Affairs Division, War Dept., Washington 25, D. C.

January 14, 1947

CAST OF WOWO FT. WAYNE'S Junior Jamboree, half-hour weekly show which had its premiere on Jan. 25, receives instructions from Sam Gifford, its producer. Program is being broadcast in cooperation with Junior Achievement Group and is sponsored by Wolf and Dessauer to promote interest in store's Hi-School and Under-Grad Shop.

MEXICO WILL HAVE 5 NEW STATIONS SOON

FIVE NEW STATIONS will begin operations this spring and summer in Mexico, that country's Government has notified signatory nations to the North American Regional Broadcasting Agreement. List of changes, proposed changes and corrections in assignments, as announced by Mexico, follows:

500 kc—XEXM Hermosillo, Sonora. 1 kw night; 5 kw day, unlimited, Class III-B, to begin April 10.
350 kc—New, Monterrey, Nuevo Laredo. 1 kw, daytime only, Class III, to begin Aug. 1.
1720 kc—New, Ciudad Guzman, Jalisco. 250 w, unlimited, Class IV, to begin June 1.
1145 kc—XEXK Coldas Delicias, Chihuahua. 250 w, unlimited, Class IV, to begin June 1; new, Cuernavaca, Morelos. 250 w, unlimited, Class IV, to begin Aug. 1.
1400 kc—XEM Matamoros, Tamaulipas. 250 w, unlimited, Class IV. In operation on XERA Guadalajara, Jalisco, change in call letters, previously XEXM. 1540 kc—XEXM Iguala, Guerrero, assignment of call letters.

CKVC NIAGARA FALLS PLANS START IN JUNE

CKVC Niagara Falls, Ont., new 1 kw station on 1600 kc, is expected to go on the air in June, according to Mr. Bedford. Station has signed with British United Press for full BUP and UP radio wire service.

Mr. Bedford has asked a number of prominent citizens of the Niagara Falls area, both in the United States and Canada, to sit on an advisory council for the station. Included on this board are Wm. L. Houck, mayor of Niagara Falls, Ont.; Stephen A. Lamb, mayor of Niagara Falls, N. Y.; Ben R. Prior, reeve of Stafford Township, Ont.; Harry A. Parn, president of Niagara Falls Junior Chamber of Commerce; Fred M. Cairns, vice chairman of Niagara Parks Commission and president of Niagara Division of the Borden Co.; R. W. Dickson, manager of National Grocers Co., Ltd., Niagara Falls, Ont.

The board will meet at least four times annually, Mr. Bedford said, to deal with such problems as

Final Farm Radio Report Is Issued

Receiving Sets Found on 94.3% Of Washington State Farms

Of Washington State Farms

Receivers are found on 94.3% of occupied farms in the State of Washington, according to the Bureau of the Census. Results just tabulated, covering farm facts as of Jan. 1, 1945, show that 73,297 of 77,780 occupied farms in the State had at least one radio set, with 67,955 farms having electricity and 35,502 having telephones.

Final state returns show the following results:

California—44,393 of 47,409 farms have radio (93.5%), 18,595 have electricity, 10,186 of these are also of these have telephones.

Michigan—45,847 of 48,423 farms have radio (95.1%), 14,503 of these have electricity, 11,750 have telephones.

Wisconsin—15,484 of 16,562 farms have radio (93.9%), 10,078 have electricity, 5,027 have telephones.

Oklahoma—32,448 of 37,059 farms have radio (87.7%), 21,467 have electricity, 14,927 have telephones.

Texas—48,620 of 51,181 farms have radio (95.2%), 15,891 have electricity, 8,848 have telephones.

Texas—157,983 of 168,714 farms have radio (94.3%), 21,604 have electricity, 11,750 have telephones.

Chiefsletting political time, auditing public service programs and advising on requests of local groups for free radio time.

CKVC will be the second station in Canada authorized to mention prices on its commercial announcements, according to Mr. Bedford. The first was CKLW Windsor-Detroit.
IN BALTIMORE,
AMERICA'S 6th MARKET

Remember These Facts:
1. WCAO Is Basic CBS
2. WCAO Has 600 Kc - 5000 Watt Coverage
3. WCAO Promotes Your Show

Now, more than ever before, WCAO is a great buy in Baltimore. Let a Raymer representative give you the full story.

"The Voice of Baltimore"
REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
these days, we decided to begin
with the one studio.

We learned that the best plans
submitted to the FCC go awry as
new talent enters the operation
and unexpected problems arise.

The discovery of outstanding
sports talent leaned the station
toward a daily sports feature not
originally scheduled. An inability
to round up interesting women in
the community to report daily to
the station cancelled our preten-
dious plans for The Lady Speaks.
Community Forum had to be can-
celled its first two weeks until com-

munity groups could be stirred up
to present forums.

And with the station's entry into
the community which had not used
radio extensively, we fell heir to
an educational task.

"We'll need at least an hour to
discuss our problem," said the
serious civic leader.

I recommended a 15-minute pro-
gram.

"I had no time to consider my
subject in that brief period."

We compromised on a half-hour
roundtable debate involving five
persons.

After we were on the air for two
weeks we experienced that terri-
sible sensation of having a sponsor can-
cel his commercial.

"I've been on the air for three
days and have yet to hear anyone
who heard my spot announce-
ment!"

But a later report came in:
"Sponsor delighted. Says he de-

deliveries business (pharmacy) has
definitely picked up as a direct re-

sult of radio advertising.

Then there was the lady who
owned a hat shop who thought 156
times meant one week! She cried
when shown the contract she had
signed. We reluctantly ignored the
usual two week cancellation clause
and released her from her con-
tract immediately.

Principles

We realized that we were in a
new market, dealing with busi-
nesses who were using radio ad-
vertising for the first time. After
a sales staff meeting, we agreed on
certain principles:

"Don't oversell radio."

"Make certain the sponsor un-
derstands the contract."

"Don't let him overbuy."

"Advise him not to use radio un-
less he plans a long campaign."

We invite listeners to phone us
and give us their reactions to our
programs. The results are not al-
ways quite what we expect. When
we neglected to include sufficient
time-signals in the morning, we
were promptly notified. A lady in
Rockville, Md., told us that our
Saturday morning Hold Tight show
fast swing music—disturbed her
children. A couple of people even
phoned after one broadcast of
Manager's Corner—my own weekly
broadcast—to say "If you want my
opinion, your voice is terrible!"
And, "Give me boogie woogie in-
stead of talk."

And there is Smiling Music—al-
most ill fated, but now a perma-
nent fixture on WGAY.

As a Saturday afternoon fea-
ture, we included in it all the music
that we ordinarily would schedule
anywhere else. Main Street band
music, silly music, etc. The an-
nouncer doing the program threat-
ened to quit.

Tell Facts

I told him to let the listeners
know the facts. "All the manage-
ment has heard about the program
is complaints. If there's still any-
one out there who wants this music
on the air—he'd better let us know
—and fast."

So now the phones ring like mad
each Saturday for the entire 15
minutes as listeners enter into the
spirit of the program, "I love it!"
"What! That's funny!" "That's sweet and
soothing" are some of the com-
ments. Now we're inviting the
audience to let us know the number
they would least like to hear—and
we'll play it.

What surprises me most is the
lack of sound information and ad-
vice available on handling the de-
tails of station management. The
NAB has been very helpful—but
there's still much to be done in this
field.

Apparent traffic systems are a
matter of personality and whim.
Boards, card index files, large
sheets of paper, and other systems
are widely used.

Logging systems are still a mys-
tery.

Fan Mail

What do you do with fan mail?
It seems a shame to throw it away.
I've loaned some to our salesmen.
But what do you do with the rest?
And old scripts. We follow a
system of using copy only once and
keeping the day's book complete.
In three weeks of operation we
packed a full file drawer.

We haven't really entered in any
serious personnel problems since
the staff has entered into the spirit
of developing the new station.
There was the Steve Bagus deal
that got us national publicity when
the ex-Redskin halfback got in-
volved in a minor problem and
abruptly left our highly publicized
Double-O Time show.

But we can see definite progress
in our "new baby" as the Saturday
Evening Post caption writer called
WGAY.

The other day, I even got home
in time to help with the 10 o'clock
feeding of my new son, born a week
before the station opened.

Renews MBS 300

WILLIAMSON CANDY Co., Chi-

goto (O’Henry candy bars), March
2 renew True Detective Mysteries
for 52 weeks on 300 MBS stations.
Sun. 4:30-5 p. m. Agency is Aub-
rey, Moore & Wallace, Chicago.

Thrifty Choice

Let WTAR-Norfolk give you more sales at less cost per sale

Compare WTAR's audience delivery per advertising
dollar with any you choose to check. See WHY it's
your thrifty choice for richer profits.

MORE SALES? . . . Yes! The Norfolk market is creamier
than ever before, by every index. 50,000 live and buy
in the metropolitan area alone, a compact, econom-
ically merchandised unit...with more to spend now
than ever before.

LESS COST? . . . Yes! You get one-station, one-cost
control of this concentrated, substantial market. WTAR
gives you more listening customers than all other
stations, combined, outside listening practically nil.

PROVE IT...WTAR-Norfolk is ready—right now—
to do an efficient, profitable job for you. Let's talk
about it.

NBC AFFILIATE

5,000 Watts
Day and Night

NORFOLK VIRGINIA

National Representatives: Edward Petry & Co.

Page 42 • January 27, 1947

BROADCASTING • Telecasting
You're looking at a **SUBWAY** (San Antonio Style)

These people are standing in the geographical center of downtown San Antonio. A few feet above, on either side of the river, speeds the traffic of Texas' third city. But the San Antonio subway wasn't made for speed. For San Antonio is a city of contrasts, a city shared by oil millionaire and Mexican peddler; a town where the ancient Alamo and modern skyscraper stand side by side; a community that holds within its county lines five major Army air fields; a city whose picturesque river is used in turn for city swimming pool, zoo water supply, boat run, irrigation, fishing grounds, flood control, and downtown thoroughfare. That's why so many tourists come for a day and stay for a lifetime (estimated annual tourist trade $13,000,000). People can't forget San Antonio. You shouldn't forget that 50,000 watts on 680 kilocycles provides the largest daytime coverage of any Texas radio station, delivers primary service to 105 counties that make up the Heart of Texas.

**AMERICAN BROADCASTING CO.**
**TEXAS STATE NETWORK**
**WEED AND COMPANY**
**Representatives**

**THE HEART OF TEXAS BELONGS TO—**

**Kabc**
**SAN ANTONIO**

**FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB**

**BROADCASTING • Telecasting**

**50,000 WATTS, DAY**
**10,000 WATTS, NIGHT**

**CHARLES W. BALTHROPE**
**Station Manager**

January 27, 1947 • Page 43
With 20 YEARS of leadership, KOMO continues to set the pace in the important Puget Sound Market by building one of the most efficient, most modern broadcast production plants in the country. Radio Center, Seattle, scheduled to open early in 1947, will be years ahead in design and physical equipment, thus even better able to serve this rich, important and growing market.

Radio Center, illustrated above, is but one example of the aggressive and progressive thinking that has made it possible for KOMO to maintain indisputable leadership and obtain active, instantaneous response for its advertisers.

By any yardstick you choose, KOMO—the leading radio station in this wealthy market—the appealing, EXCLUSIVE voice of NBC in the Puget Sound country—is far and away the best dollar for dollar advertising value.

65% of Washington State's dollars is spent in this pool—the KOMO effective Merchandising Area.

KOMO for SEATTLE AND THE PUGET SOUND COUNTRY
OLD FRIENDS meet at the final luncheon of the New Horizons Committee in Syracuse as Col. C. Wilder, (1) president of WSYR and Sir Guy Garrod, Air Chief Marshal of the RAF, reminisce over their previous meeting in Germany. Colonel Wilder was a member of the broadcasting group that met Sir Guy while touring Europe in 1945.

VIDEO PLANS OF ABC MOVE AHEAD—SAMISH TELEVISION OPERATIONS of ABC now are well into the second of three stages, Adrian Samish, vice president in charge of the network's television and program departments, revealed Jan. 15 in Hollywood, where he had gone to confer with ABC executives.

During the first, or experimental, stage, ABC spent the last year in programming on another company's facilities. Mr. Samish said, this stage now has been completed, he added, and ABC feels capable of going on its own.

The network, now in the midst of the second stage—obtaining franchises—already has a franchise in Los Angeles and high hopes of acquiring others in New York, Chicago, Detroit, San Francisco and Washington. Before the second stage is completed, Mr. Samish said, ABC will have selected choice sites and completed plans for building studios and purchasing equipment.

The third stage will be actual operation, in which ABC will begin television broadcasts with its own equipment and studios.

Mr. Samish said the network is more interested in getting television operations rolling in New York because it is the commercial center, with more prestige at present, and the point of greatest competition. This will not deter ABC in its plans for the West, however, he added.

WABP Now WDIA

THE NEW station in Memphis whose call letters were WABP has now been assigned WDIA as call letters at the request of the owners, John R. Pepper and Bert Ferguson. The FCC has also given final approval of the transmitter location at University and Highland in Madison. The station plans to be on the air no later than May 1. The 730 kc daytime independent will have studios at 2074 Union Ave., Memphis. Mr. Ferguson is also general manager.

PRODUCTION OF TELEVISION sets should increase substantially during 1947, with an estimated minimum of 250,000 sets on the market by the end of the year, but video is not expected to develop sufficiently in 1947 to be a serious competitor to the motion picture theatre, according to an article appearing in the January issue of the Department of Commerce publication, Domestic Commerce, under the byline of H. B. McCoy, director of the department's Television Section. Volume of sets moving into wholesale and retail channels will be limited by the size of television coverage, the article points out. Shortage of materials for construction of stations and of studio transmission and receiving equipment will slow up television development. With reference to FM, Mr. McCoy says it is estimated that by last quarter of 1947 about 30% of all sets manufactured will be equipped to receive FM. Production of automatic AM consoles is expected to fall behind present levels. Concept to the care of export orders, as the demand is for radio combinations having both AM and FM reception.

From the overall production standpoint of the radio industry during 1947 fully expects to exceed the all-time peak production of 1946, Mr. McCoy says, pointing out that controls have been removed and critical materials previously not available are expected to move into production channels in greater quantities.

Optimism is expressed with reference to tube production, which Mr. McCoy says will increase during 1947, with new improved types being brought out to increase the efficiency and performance of radio receivers, particularly AM and FM models, to meet the demands of the several types.

With the end of the first half of the year the industry expects to meet current demands for tubes for all purposes, he asserts.

Loggan Named President Of Oregon Broadcasters

OREGON State Broadcasters Assn. held a meeting at the NAB area meeting in San Francisco, and elected officers for this year. Frank H. Loggan, KBND Bend, was elected president; Lee Jacobs, KKKR Baker, vice president; Frank Coffin, KGW Portland, secretary; Chet Wheeler, KWIL Albany, Charles Couche, KALE Portland, Glenn McCormick, KSLM Salem, directors.

The Association voted to award a scholarship to a deserving senior or junior interested in radio now attending an Oregon university or college. H. Quentin Cox, general manager of KGW, was appointed head of an executive committee to formulate plans for the scholarship.

250,000 - Set Video Output Predicted

COMMERCE DEPT. SEES NO THREAT TO MOVIES IN TV IN 1947

WILLIAM R. MURRAY, program director at WPVU Pulaski, Va., has been named successor to C. WOLFENDEN as manager of WPVU. J.W. STANLEY replaces Mr. Murray as program director.

JOHN F. MEACHER, general manager of KTSN Manhasset, L.I., was elected president of Manhasset Chamber of Commerce.

R. G. SOULE, vice president-treasurer of WPBS Syracuse, Jan. 17 addressed class of 246 attendants of Syracuse Radio Workshop on “Problems in Operating a Station.”

LEWIS ALLEN WEISS, vice president and general manager of Don Lee Broadcasting System, Hollywood, for second consecutive year has been named president of Los Angeles Chamber of Commerce.

JACK RADFORD, supervisor of broadcast regulations of CBC Toronto, has resigned from CBC and bought controlling interest in CPJM Brockville, Ont., to take over Feb. 1, when he becomes supervisor of station relations of CBC, and later supervisor of broadcast regulations. He was manager of former New WFRO Wilmington, Ohio (5 kw daytime, 880 kc). Temporary executive offices are at 246 N. High St., Columbus.

ROBERT M. SCHOLLE, former vice president-operations, ABC, has been named station manager of WJKX New Orleans, and superintendent of Concert Program Magazines, New York.

GENEROSO POPE, president of WHOM New York, has been named chairman of the foreign language radio stations division for the March of Dimes campaign. He is chairman of the National Foundation for Infantile Paralysis.

WISMER WINS JAYCEE AWARD, ARMY THANKS

BARRY WISMER, newly appointed assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, [Broadcasting, Dec. 30, 1946] has been named to succeed Mr. Wiser in a ceremony at the Pentagon Bldg. in Washington.

The Junior Chamber of Commerce, in citing Mr. Wiser for national honors, gave recognition to his campaigns to interest young people in sports as a means to better physical and mental development and his efforts in the field of youth welfare.

For several years one of the nation’s leading sports broadcasters, Mr. Wiser arrived at the WJR executive offices in Detroit last week to take over his new duties. He was appointed by Mr. Richards who had been named general manager, along with other officers, for the station.

WJR executive, Maj. Gen. St. Clair Street, chief of military personnel procurement, presented the Army award to Mr. Wiser in a ceremony at the Pentagon Bldg. in Washington.

Wismer Wins Jaycee Award, Army Thanks

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T. RUMAN BRIZEE, publicity and promotion director for WHAM and WHFM Rochester, N. Y., and with those stations for 10 years, has been appointed general sales manager of WHFM effective Feb. 1. This first step in expansion plans for the FM staff of the Strohman-Carson Co. outlets, ARTHUR W. KELLY, publicity director before the war and who had transferred to engineering for the duration, is new director of publicity and promotion for the stations. ARNOLD BENDER, former publicity director at the U. of Rochester, joins WHAM as supervisor of special services and will assist Program Director CHARLES SILVERSON in public relations, research and general institutional-educational work.

F. G. VENABLES has been appointed to sales coordinator of ABC Central Division, Chicago. ROBERT BREITHAUS has been named sales service manager. Both will be responsible in their respective capacities for Central Division contracts, clearances and sales service. W. Z. MCDONALD, southern advertising manager, has joined WDSU New Orleans as sales representative.

FRANK SCHMITT, former purchasing agent for Basin Rock Co., has joined sales department of KGO San Francisco, replacing RUSS SHAFFER, resigned.

GEORGE F. HOLLINGBERRY, vice president and general manager of WHAM, has been appointed to the Citizens Olympic Committee, which will lead the campaign to bring the 1952 Olympic Games to Chicago.

Mr. Blackwell has been appointed to the Citizens Olympic Committee, which will lead the campaign to bring the 1952 Olympic Games to Chicago.

STUART M. KELLY, formerly on the sales staff of Joseph Hershey McCullough Inc., New York, has joined the Howard D. Wilson Co., New York, in the same capacity. Mr. Kelly served with the Army during the war.

FRED BURTON REDD has joined WCOP Boston as sales representative. He was a former advertising man with the Chicago Times, The Standard Times, New Bedford Bee, Brockton Mass.

JOSEPH BADGER of the sales staff at WYXK Concord, N. H., has been appointed to the sales department of WHM to represent local and station’s interests.

BILL TUCKER, national advertising manager of KHNO Seattle, is father of a girl.

PAUL MILLER, JR., Central Division account executive, has returned to the sales department of KGBF Marshalltown, Iowa.

FRED MURPHY, formerly a manager of CKEY Toronto, has returned to the station as an account executive.

ANK S. MILLER, former manager of CKCM Montreal, has been appointed as advertising manager of KSUM New York.

KURT W. HUNTER, former manager of CKRM Dryden, Ont., has been appointed as advertising manager of KSUM New York.

C. LEICHER, formerly with WABC New York and WABX New York, has been appointed as advertising manager of WABC New York.

New N. Caroliva Outlet Announces Staff Members

STAFF APPOINTMENTS have been announced by WCPS Tarboro, N. C., which expected to go on the air last week, operating with 1 kW on 760 kc daytime. John C. HANNE, formerly Army Air Forces pilot, is manager and director of sales. Other appointments include: Jim Scott, formerly in the production department of WOLS Florence, S. C., program-production manager; Carl L. CHANDLER, chief engineer; Bruce Joyner, staff engineer; Eccles Wall, formerly with WWGP Sanford, N. C., and Welcome Station, new to radio, announces.

Licensee of WCPS is the Coastal Plains Broadcasting Co. Inc. Manager Hanner announces that because of the station's proximity to the world's greatest tobacco marts WCPS has chosen the slogan, "From the Tobacco Belt of the Nation, This Is Your Coastal Plains Station."

From New Agency

JOHN CROWE, formerly with McCann-Erickson, New York, and Herbert Chason, formerly head of his own agency, Herbert Chason Co., New York, have formed a new agency, Cole & Chason, with offices at 24 East 20th St. New York. Mr. Cole has returned to the agency field after a year's vacation. Before his association with McCann-Erickson Co., Mr. Cole was with Lord & Thomas on the Pacific Coast and in New York. Mr. Chason formerly was with the Du Pont Co., and CBS.

Buchanan Quits CHAB

H. CARSON BUCHANAN, part-owner and manager of CHAB Moose Jaw, Sask., has sold his interest in the station after managing it for many years. He has not announced any plans for the future, and is expected to take a long-planned rest before announcing future activities. Syd Boyling has been appointed acting manager.
NEW COLLINS 213A
TRANSCRIPTION TURNTABLE

Designed For Better
Recorded Programs

Yes, the Collins 213A turntable is designed for those who insist that their recorded programs be given every opportunity for success. This new table, shown for the first time at the 1946 NAB convention, reflects the careful attention given to its general appearance, operating performance, and functional convenience.

The 213A gives you faultless, professional turntable performance. Use it for better recorded programs. Available with or without cabinet and pick-up assembly. Write for complete details.

1 Designed for recording as well as playback.
2 Maximum difference of five seconds between recording and playback time in a 15-minute program.
3 Quick lever shift of speed, with turntable either running or stopped.
4 Rim driven by two rubber idlers, self-aligning to compensate for wear. Constant peripheral speed.
5 Speed regulation of 0.07% r.m.s. at 78.26 r.p.m., 0.13% r.m.s. at 33\(\frac{1}{3}\) r.p.m.
6 Three-point support eliminates levelling adjustments on ordinary floors.
7 Hardened, ground, and polished stainless steel shafts running in oilite bearings reduce maintenance problems.
8 Driving mechanism is mounted on rubber shock-mounds. Rumble is held to a negligible level.
9 Black and gray baked enamel finish provides an attractive, long wearing appearance. Other colors available on special order.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
Mr. Stanton P. Kettler  
Radio Station WSM  
1605 Biscayne Boulevard  
Miami, Florida

Dear Mr. Kettler,

It is with keen interest and satisfaction that I have followed the progress of the courses in radio broadcasting that WSM is conducting at the University.

The success of these courses is evidenced by the enthusiasm of the students and the results that have been achieved.

The course in Practical Radio Broadcasting, as you already know, has enjoyed the largest enrollment of any single class in its department during the current semester. In fact, I have been informed that the quota of students for the courses you will preside over next semester was filled during the first two days of pre-registration, which also reflects the popularity of these courses.

I have been particularly impressed both with the members of the station's staff who have acted as instructors, and with the generous use of the station's facilities for the presentation of student-planned and produced programs.

As we embark on the new expansion and construction program for our campus, we are more mindful than ever of the continuing contributions of the University of Miami. This, to my way of thinking, is an achievement of broadcasting in the public interest.

With kindest personal regards and appreciation, I am

Sincerely,

Bowman P. Aebe  
President
Achievement...
IN THE PUBLIC INTEREST

WGBS
Miami, Florida
On the Ball

As RADIO enters what has been predicted as its most competitive year, broadcasters can well afford to explore their resources for avenues of new business.

As an example of ingenious selling the recent formation of the Midwest Baseball Network (BROADCASTING, Jan. 20) to air the Chicago Cubs baseball games for the season should provide similar ideas for independent stations fortunate enough to have big league or even Three-Eye League teams in their backyards.

While airing the home-town team is as old as radio, the plans laid out by Midwest call for stations outside WIND's primary area to broadcast the Cubs' games on a participating basis. By the simple process of setting up a regional throughout Illinois, Michigan, Iowa and Indiana, thousands of Cub fans will be able to tune-in games of their National League favorite. Advertisers will likewise be tempted to tap the potential market created by the broadcasts as were WIND sponsors last summer when the station had an 11.1 Hooper for Sunday afternoon, greater than the combined ratings of the network opposition for the same period.

In 1924 when the Cubs' games were first broadcast, paid admissions amounted to 700,000. Last year, according to the Cubs' business manager, admissions exceeded 1,300,000, although the team finished third. Thousands of those tickets were paid for by people outside Chicago who became Cub fans via their loud-speakers.

As a result of Midwest's initiative, numerous small advertisers who have rejected radio because of limitations of proper program vehicles and the cost of choice time are afforded new opportunities in participating sponsorship of baseball and other sports broadcasts which enjoy wide following.

I see you do not fully comprehend the danger of abridging the liberties of the people. A Government had better go to the extreme of toleration than to do that which could be construed into an interference with, or jeopardize in any degree the rights of the people.

-Abraham Lincoln, in a statement to one who had advocated suppression of the Chicago Times.

Our Respects To

LESLEY CLIFFORD JOHNSON

WHEN large metropolitan stations offer excellent programs within anybody's dialing distance, a radio station in a city of 60,000 must try something more effective than imitation. The main goal of such a station should be community service through programs of local interest.

That's the philosophy of Leslie C. (Les) Johnson, vice president and general manager of WHBF Rock Island, Ill., 5 kw fulltime outlet on 1270 kc.

"Chicago stations, 175 miles from Rock Island, have greater facilities for programs of national interest, but they can't be of special service to Rock Island," said Mr. Johnson. "That is why we emphasize home-grown programs and local color."

WHBF is owned and operated by Rock Island Broadcasting Co., which is affiliated with The Argus, Rock Island's 95-year-old daily newspaper. Manager Johnson had 25 years of newspaper reporting, editing, and advertising and publishing experience before he entered radio.

WHBF has concentrated on news, because, according to Mr. Johnson, "in the news field, radio is a natural complement to the newspaper. They are not competitive, but help each other."

Born in Rock Island March 19, 1897, Les Johnson began his newspaper career as a high school reporter for The Argus in 1914 and 1915, doubling at the same time in football under the name of "Toughy" Johnson, quarterback. Both came easy for him, and he thought selling books would be a breeze, as promised by a crew manager. Other book salesmen were growing rich, so it seemed, but young Johnson sold nothing.

Broke and hungry, he finally found a woman in Indianapolis who wanted a set of books but who had only 90 cents in cash. He took that as a down payment, bought an egg sandwich and resolved to succeed. He did well in Indianapolis and thereafter managed to eat regularly.

Some of Mr. Johnson's friends among the book salesmen were students at James Millikin U., Decatur, Ill. They inspired him to enroll there. He earned his way through two years of college and played on the varsity football team.

After a year as a reporter for the Decatur Review and a year on The Argus, he became editor-manager, secretary-treasurer of the Democrat Publishing Co., later the Mercer County News, weekly newspaper and job printing plant at Aledo, Ill., 1919-28. During that time he also was Mercer county circulation manager and news editor of The Argus.

He returned to The Argus staff as advertising (Continued on page 52)

Page 50 • January 27, 1947

BROADCASTING • Telecasting

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Bristol Clear

LEE H. BRISTOL, president of Bristol-Meyers Co., is one of radio's strongest boosters. His company's appropriation of several millions for radio gives eloquent testimony to that.

In a letter to this journal, Mr. Bristol reiterates his confidence in radio as an advertising medium. He dilutes it, however, with these words:

"Radio is one of the most important media, and a very large proportion of our advertising budget is spent that way. Of course, it will always be subject to challenge if and when costs rise so much that the efficiency of the dollar spent, in relation to the product distributed, diminishes to a point where the equation is unsatisfactory for radio.

"It behooves every broadcaster to heed that comment. Radio costs have skyrocketed, as have those of other media. Radio, moreover, is Blue-Book shocked and FCC shy. Yet Bristol does not forget that radio is a commercial medium; that Congress has decreed it that way, and that advertising is a proud profession. There's nothing wrong with radio that judicious operation, resourceful management and a congressional trimming down of the FCC can't cure.

The Dean Does It

IT WAS only natural that WDAF, operated by the Kansas City Star, should jettison its regular program schedules in favor of vastly expanded news coverage when its parent newspaper was struck by contract carriers in a union dispute. The Star is Kansas City's only daily newspaper. The people had to be served.

But WDAF's public relations went far beyond that which came naturally. People began to call about program listings. So H. Dean Fitter, WDAF manager, ordered that the complete radio log be aired at three-hour intervals, covering AM, FM, KABC, but KMBQ, KCMO, KWEN and KCNN.

The Star was having its troubles. The Star station had to carry the load. Sponsored NBC and other programs were thrown out to make way for the news job. To use premium time for the reading of all station schedules, such a contingency, constitutes devotion to public interest beyond ordinary call.

We salute WDAF and Manager Fitter for magnificent performance in the finest radio tradition.
THE NEIGHBORS LISTEN TO THESE NEIGHBORLY PROGRAMS OVER WOAI

People don’t just listen casually to the dozens of local shows over WOAI, the powerful clear channel station of San Antonio and the Southwest... no, they feel a warm, personal friendship for the performers. They’re home folks—neighbors.

Take Red River Dave, known far and wide for his singing and “geetar” playing, or Lou Emerson, who brings Songs of Home to early risers at 5:45 a.m. daily, or Billy Triggs with well-loved hymns an hour later, or the Texas Tophands, famous recording cowboy band. Why, folks in Texas don’t think of them as just radio performers—they feel like they’re “part kin” to “em.”

The singers and musicians on “Once Over Brightly” bring new tunes and old ones, friendly chatter and comment and famous people visiting in San Antonio to a whale of a big audience at 8:30 every morning. Other local, live, listened to programs on WOAI include “Melody for Two” with Libby Hale and George Gilbert; the Old Spanish Trail with South of the Border songs and rhythms; and Radio Rodeo on Saturday morning. This is when all of the WOAI artists get together for a real musical “hoe down.”

Saturday morning also brings a couple of shows cut to fit the younger set of the range country: “Junior Jamboree,” presided over by two high school jive bands, has hot records spiced with news of sports, clubs and other activities sent in by high schools all over this section. It hits the jackpot with the jitterbugs. Then there’s the Kiddie Club, Marjorie Hart’s league for the little ‘uns of 6, 7 and 8 years. They eat up her extra-special songs, jingles and games.

We could list a lot of other WOAI exclusives but does this give you a general idea of why we’re all neighbors? We admit—it’s a gift to bring the folks their own kind of music, singing and talking. It’s a gift—and WOAI has it!
Respects
(Continued from page 50)

ing salesman in 1929, and a year later was promoted to advertising manager. On Jan. 1, 1939, he became vice president and general manager of the Rock Island Broadcast- ing Co., which six years earlier had bought WHBF, established in 1925.

Mr. Johnson has long been fa- miliar with the station's problems and possibilities, for he had assisted in an advisory way in its purchase. "We visited a number of radio stations, especially those affiliated with newspapers, to inquire about the future of radio," he recalls. "Every- where the picture was gloomy. All the station owners said they were losing money, but none was willing to sell. That convinced us."

During the nearly eight years Mr. Johnson has directed WHBF, many improvements have been made. The broadcasting company early in the war bought a former bank building in the heart of down- town Rock Island as a site for a new home. As soon as building conditions permit, the company plans to erect an office and store building on the site reserving two floors for WHBF studios. The sta- tion expects to be in the forefront in FM and television.

Mr. Johnson is an enthusiastic civic worker. He is past president, director and a former vice presi- dent of the Rock Island Chamber of Commerce. He was chairman of the Rock Island County War Bond publicity committee. He is a di- rector and former campaign man- ager of the Rock Island Community Chest, and for eight years has headed the chest's publicity commit- tee. He is a director of the Rock Island Chapter, American Red Cross, and has done outstanding work as a member of the Citizens and Depositors Committee of the Rock Island Bank & Trust Co.

He is chairman of the standing Rock Island Plans Committee. In 1940 he supervised the U. S. cen- sus in the 14th Illinois Congress- ional district.

Mr. Johnson is a 32d degree Mason, member of both the Elks and Odd Fellows lodges, the Rock Island Arsenal Golf Club, National Press Club and associate member of the Radio Correspondents Assn., Washington. His fraternity is Sigma Alpha Epsilon.

A member of Trinity Episcopal Church, Rock Island, Mr. Johnson has been a vestryman for the last 10 years. Since 1941 he has been chairman of the church finance committee.

Mr. Johnson has never sought political office, but has been active in local and state politics for sev- eral years. He served the late Gov. Henry Horner of Illinois as campaign advertising director from 1932-38, handled advertising for Sen. Scott W. Lucas (D.-Ill.) in 1938 and placed copy for several Illinois Supreme Court justices.

In broadcasting Mr. Johnson gets around. He wants to know how the other fellow operates. He's a good source of information. Mr. Johnson is serving his second two-year term as NAB District 9
director (southern and eastern Wisconsin and all of Illinois). He is also a member of the FM Execu- tive Committee of NAB.

Mr. Johnson is married, has two children, Marilyn, who was grad- uated from the U. of Iowa last spring, and a son, Robert, 17, senior in the Rock Island high school. His hobbies are golf and fishing — he says for publicity purposes — but his close friends will tell you that Mr. Johnson likes to work with his hands. His ambition is to develop a complete machine and tool shop in the basement of his home, where he likes to putter.

American Network Shows Hold High Canada Rating


English language daytime programs during December were led by The Happend Gang (Canadian program) 19.0, Ma Perkins 18.4, Big Sister 17.0, Pepper Young's Family 16.8, and Life Can Be Beautiful 15.4.

Five leading French-language evening programs in December were Enchantant dans le Vivoir 40.9, Un Homme et son Poche 40.4, Le Routard du Pore 35.8, Radio Caraibes 34.6, and Le Tourbillon de la Gaite 34.5. Leading French-language daytime shows were Jumeaux Dore 25.1, Rue Principale 23.5, Les Joyeux Troubadours 21.3, Gervais, de Famille 18.9, and Taute Lucie 18.2.

HATS ARE LIKE HOOPERS!

"The Case of the Missing Hat" proved recently what our Hoopers (6:5-6:15 to 6:30 portion) keep telling us about KQV's Newsreel program. When editor Bill Burns told listeners about a WAC on fur- lough losing her only WAC hat, over 150 people 'phoned her, offer- ing replacement of the scarce item. Ample proof that the Newsreel, like so many KQV shows, has not only a big audience but a respons- sive one tool

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network - Natl. Reps. WEED & CO.

American Network Shows Hold High Canada Rating


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100,000 ORDERS
of $1 or more* ... and still going strong!

*An average of 554 orders per week for 182 weeks.
Time of broadcast, 6:45 a.m., across.

50,000 WATTS
WLAC
NASHVILLE

'GATEWAY TO THE RICH TENNESSEE VALLEY'
BROADCASTING • Telecasting

Represented by the
PAUL H. RAYMER
COMPANY

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram, unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

CA264 38/36=CHICAGO ILL 3 508P
F C SOWELL=
MANAGER STATION WLAC NASH=

CONGRATULATIONS ON YOUR 100000TH ORDER FOR SUNWAY VITAMINS
FROM WLAC LISTENERS. INFLUENCING 100000 PEOPLE TO BUY A PRODUCT
 SPEAKS WELL FOR THE RESPONSE AND CONFIDENCE THE LISTENERS OF
YOUR AREA HAVE IN YOUR STATION. BEST REGARDS=
MURIEL WAGMAN,

100000TH 100000.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE.

January 27, 1947 • Page 53
Ralph A. Hart, radio director of Harvey Feigenbaum Adv., Philadelphia, and Leon Greenfield, art director at the agency, have formed their own agency at 1700 Walnut St., Philadelphia.

Irvin Rosner is to leave the Cox & Thomas Agency, Philadelphia, to become radio director of Feigenbaum firm. He was a member of the agency's radio department before he left for the armed forces.

John W. Ross, who during the war had charge of the OWI domestic radio unit in San Francisco, has joined the advertising and public relations agency in that city with offices in the Flood Bldg.

Mac L. Olds, former advertising manager of Harper-Meggs Co., Portland, Ore., has joined Adolph L. Bloch Adv., that city, as account executive.

Robert A. McInnes, formerly producer of Wade Adv., Los Angeles, has been appointed public relations director of Minton Dry Corp. (citrus fruit juices), that city.

Ted Stirling, formerly of Times-Mirror Co., has been appointed production manager of BBDO Los Angeles.

Robert C. Wilson, account executive, has been named partner of The Toffe Co., San Diego, Calif., agency which recently changed name from Allied Business Builders.

William Thoenley, formerly of Pepsi-Cola Bottling Co., Los Angeles, has joined J. Walter Thompson Co., Seattle, as account executive, and is handling cooperative advertising of Pacific Northwest Ford Motor Co.


Ramsay S. OPPENHEIM, general manager of Western Advertising, Pacific Coast bureau, has been named timebuyer and production manager, effective Feb. 1, to become vice president and San Francisco manager for Short & Baum, Portland, Ore.

Phyllis Flynnvanagh, formerly in copy department of Gomath Adv., New York, has joined Street & Finney, that city, in similar capacity.

Fred Gardner, former account executive and merchandising and marketing specialist for McCann-Erickson, New York, last week announced formation of his own advertising agency to be known as the Fred Gardner Co. New company will be located at 425 E. 86th St., New York. Mr. Gardner has also been with Buchanan & Co., Sherman & Sills Inc., Benton & Bowles and Geyser, Cornell & Newell.

Mr. Gardner

Vernon Delton, radio writer, has been named radio consultant of Seymour Kameny Assoc., New York.

James C. Chil, president of Cecil & Prestrey, New York, has been appointed general chairman of the Red Cross 1947 Fund of Greater New York.

Russell Mitchell, formerly with Lawrence Perl & Co., New York, and prior to that copy chief of the New York office of Mason, Inc., has been appointed vice president in charge of plants and copy at Henry L. Davis Co., New York.

Albert E. Van Wagner, former assistant advertising manager of Teller Chemical Corp., New York, has joined the copy department of St. Georges & Keys, New York.

Taylor S. Castell has resigned as advertising director of Kenyon & Eckhardt, Chicago, to become president of the Republic Newspapers Advertising Co., new organization which will begin operation about April 1. His new company will promote advertising programs for independent newspapers as a link between manufacturers and retailers in local promotions.

Robert M. Warriner, former research department manager of Lennen & Mitchell, New York, has joined Fuller & Smith & Ross, that city, in similar capacity.

Bob Stern, formerly of Brands Assoc., Chicago, has been made account executive of Leo Burnett Adv., newly organized, with offices at 1511 Cahuenga Blvd., Hollywood, Telephone: Granville 2975.

Ben Post, formerly with N. W. Ayer & Son and prior to that with McCann-Erickson, has joined the radio department of Federal Adv., N.Y., as assistant to Frank Barton, radio director.


Roy Stritz Jr., chairman of the board of Buchanan & Co., New York, postponed last week mission to Washington with government officials. Object of trip is to get more information on the general business prospects for 1947 and to analyze current economic trends.

George Megarett, radio supervisor and contact man on the Celanese Corp. of America account for Young & Rubicam, New York, has resigned to join Foote, Cone & Belding, New York, as an account executive on the American Tobacco Co. account.

Cheif A. Ettinger Jr., former director of art and production of Mort Duff Agency, Omaha, and Navy veteran, has joined Joe H. Langhammer & Assoc., Omaha, as account executive.

Fairfax Cone, chairman of executive committee of Foote, Cone & Belding, Inc., is in Hollywood for two weeks.

Ed Brisacher, president of Brisacher, Van Norden & Staff, San Francisco, is in New York on client business.

Norman Weinor has opened his own agency under name of Norman Adv., 235 S. Broadway, Los Angeles.

Sam Kaufman, advertising director of Rosell & Jacobs, Minneapolis, Feb. 1 becomes manager of firm succeeding Tom Hasting, resigned.

John Driscoll, story editor of BBDO Hollywood on NBC "Cavalcade of America," has been named technical advisor on MGM film of "*The Hucksters*.

Robert Forsche, commercial copy writer of N. W. Ayer & Son, Hollywood, on "*Cuba Libre" show," is currently in New York.

Carlton Alsop, Hollywood producer of "*Cavalcade of America,*" has been technical advisor on "*The Hucksters*.

Hal R. Makelim, president of Make- line, Chicago, and client of T. Ander- sen, president of Ready-to-Serve Frozen Foods, San Luis Obispo, Calif., are in large mid-west and eastern markets for four weeks, completing plans for national distribution of frozen fruit products.

Madeline Butler, copy writer of Pardoe, Cash & Assoc., Hollywood, suffered a severe attack of tonsillitis Dec. 27 and is on leave until May. Also, Butler, also a copy writer, injured in boat accident Jan. 3, will be away from her desk for an extended time.

Mildred Fluent, previously account executive of Robert F. Dennis Inc., Los Angeles, has joined Abbott Klinekell Co., that city in similar capacity. Nancy Dinsmore, agency assistant publicity director, has been made manager of the agency's traffic department. Jery May Ohloff has joined agency as traffic manager.

Margaret Slaney, formerly of Harry R. Foster Agency, Toronto, has joined Sewart-Lovick, Toronto, as timebuyer and production manager.

John J. Finn, has been promoted to head the media and research department of Walsh Adv., Windsor, N. Y. Mr. Finn is a veteran of the Canadian Army, has been appointed vice president of Russell T. Kelley Ltd., Hamilton, Ont.

Stewart-Lovick, Vancouver, B. C., has opened an office at Annacis with Ewart G. MacPherson as partner and vice president of the firm. This marks the fifth office for the firm which started in Vancouver in 1933 and now also has offices in Toronto, Calgary and Edmonton. Stewart-Lovick has also opened offices at Montreal and Regina.

Wynn Mack Rainbolt Jr. has been appointed by Young & Rubicam, New York. He recently was with creative group specializing on war bond work of U. S. Treasury. Prior to that he was with Y & R's research and copy departments.


Franklyn W. Dyson, former account executive at Roy S. Dusinong Inc., New York, is in Chicago, and now in New York, in similar capacity.

Stu Smith has been appointed tempo- rary chairman of the National Ad- blank.

Boston Adv., to succeed the late R. W. Winchester on the Chicago-W Minneapo- lises-Rockford branch with Young & Rubicam, Toronto.

Barney Ross, former boxing cham- pion, is now in charge of clients, after a prolonged illness.


Coca-Cola Hiatus

Coca-Cola Co., Atlanta, which is cancelling its MBS Morton Donw- key program on MBS Jan. 31, and last fall discontinued its Spokes- man program on MBS, will return to network broadcasting when assured that the present sugar shortage is over, it was reported last week. The MBS program sponsors both a network nighttime and daytime show, featuring its current star, Morton Downey. As of last week no contracts had been signed by the soft drink firm with any network. Agency for Coca Cola is D'Arcy Adv., New York.

WINBF

BINGHAMTON, N. Y.

takes pleasure in announcing the appointment of

The Bolling Company

Incorporated

NEW YORK
480 Lexington Avenue
Plaza 9-8150

CHICAGO
360 N. Michigan Avenue
Dearborn 3277

as exclusive national representative

Effective February 1, 1947
"Y'all oughtta be on the radio"

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolinians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"... that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT... that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.
Actions of the FCC

January 17 to January 23

KWat Watertown, S. D., and Tri-State Boc., Sioo Falls, S. D. Designated for hearing application to change operating assignment of KWat from 1340 kc, 250 w, unlimited, to 1540 kc, 1 kw; change transmitter site; install new transmitter and install DA for night use, in consolidated proceeding with application of Tri-State Boc., Co. for new station on 950 kc, 5 kw, unlimited, DA and day night.

AM-1460 Co.

Community Boc., Omaha, Nebr. Designated for hearing application for new station on 1460 kc, 250 w, unlimited, in consolidated proceeding with applications of Times Pub. Co. and Erla Boc. for new stations. Commission is ordering hearing to consider two applications for hearing for these stations.

AM-1460 Co.

Clearwater Radio Broadcasters, Clearwater, Fla., and Lyle Van Valkenburgh, St. Petersburg, Fla. Designated for hearing in a consolidated proceeding application of Clearwater Broadcasters with application of Lyle Van Valkenburgh, both requesting new station on 1360 kc, 250 w, unlimited.

AM-1460 Co.

Radio Bluefield Co., Bluefield, W. Va. Designated for hearing application of Radio Bluefield Co. for a new station on 1240 kc, 250 w, unlimited time in consolidated proceeding to be held Jan. 24 at Bluefield, on applications of Pocahontas Boc., Co., the Bluefield Boc., Co., and Odes E. Robinson; and ordered the Commission to consolidate these latter three applications for hearing into an one cause proceeding application of Radio Bluefield Co.

AM-1460 Co.

WLJ, St. Louis, Mo. Designated for hearing application of WL, to change operating assignment from 1430 kc, 250 w, unlimited time, to 1430 kc, 5 kw, unlimited; change transmitter site; install new transmitter and DA for day and night use. Hearing to be held Jan. 29 in Washington, on applications of WLS, Boc., Co., Metropolitan Boc., Corp., and Belleview News-Democrat, and the Commission's orders designating latter three for hearing were amended to include WLJ's application.

AM-1460 Co.

KMBS Shreveport, La. Granted consent to voluntary assignment of license of KMBS from John C. McCormack, et al. to Allen D. Morris, Prentiss E. Purl, and George W. Sharp, 66% as Radio Station KMBS, for consideration of $314,000, growing to $100,000 at retirement of one of original four partners. (Commrs. Durr and Walker voting for hearing.)

AM-1190 Co.

WLJ, Brooklyn, N. Y. Granted modification of license to move main studio from Brooklyn to Manhattan.

AM-1240 Co.


AM-1240 Co.

Provisional Decisions:

Dayville, Ky. Commonwealth Boc., Co. for station on 1230 kc provided application file for use of 250 w (present application specifies 100 w), unlimited time. At same time Commission proposes to deny application of Danville Boc., Co. seeking same frequency with 250 w at Danville.

Newnan, Ga. Newnan Boc., Co. 1300 kc, 1 kw, unlimited, DA for night use. At same time Commission proposed to deny application of Volunteer State Boc., Co. for new station at Nashville, Tenn., 1500 kc, 5 kw, unlimited, DA for night use. However, Commission on statement filed that if on or before Feb. 1, Volunteer State Boc., Co. can show that a local broadcast facility is available for use at Newnan, Ga., the Commission will consider granting such facility to Newnan Boc., Co. In lieu of proposed grant, and granting the same application of Volunteer State Boc., Co.

Grass Valley, Calif. 49er Boc., Co. 1600 kc, 250 w, unlimited; denial of application of Town Talk Boc., Co. seeking same facilities.

Jan. 17 Applications...

ACCEP TED FOR FILING

AM-1460 Co.

WMDI Fairbanks, P. I. Modification of CP which authorized new standard station for approval of antenna and for approval of transmitter and studio location.

WPHG Bristol, Va. License to cover CP as modified which authorized new "standard" station, to specify studio location and authority to determine operating power of antenna.

WSIR Winter Haven, Fla. Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

KSSG Crowley, La. Modification of CP which authorized new standard station for approval of antenna and transistor location and change studio location.

WMMC Minneapolis, Minn. Modification of CP which authorized new standard station, for approval of change of type of transmitter for approval of transmitter and studio locations.

WWOK Columbus, S. C. License to cover CP as modified, which authorized new standard station, authority to determine operating power by direct measurement of antenna power.

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

KHUZ Borger, Tex. License to cover CP as modified, which authorized new standard station and change of studio location and authority to determine operating power by direct measurement of antenna power.

WRYS Canton, III. Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and specify studio location.

WMMJ Peoria, III. License to cover CP as modified—1150 kw authorized new standard station and authority to determine operating power by direct measurement of antenna power.

WFTW Fort Wayne, Ind. Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

KTIP Porterville, Calif. License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

KLAS Las Vegas, Nev. Modification of CP which authorized new standard station, for approval of antenna, and authority to determine operating power by direct measurement of antenna power.

KVAN Vancouver, Wash. Special service authorization for leave on 930 kc, 500 w day and night for the period ending in no event later than May 1, 1947.

Renewal Applications

WFIG Sumter, S. C. License renewal, standard station.

AM-1190 Co.

KZGC N. J. License renewal, RCA experimental television station.

Applications Dismissed:


Tendered for Filing:

Beloit Boc., Inc., Beloit, Wis.—CP for new standard station, 1380 kc, 1 kw daytime.

Francisco A. Marquez, Aguadilla, P. R.—CP for new standard station, 550 kc, 1 kw unlimited.


Jan. 20. Decisions...

BY COMMISSIONER WALKER

H. J. Walker has tendered a Series B Petition to duphuba without prejudice application for CP.

Mid-State Boc., Co., Peoria, Ill.—License to cover CP as modified—1380 kc, 1 kw daytime.

Northwestern Ind. Boc., Co., Fort Wayne, Ind.—Granted petition for extension of time within which to file an appearance in re reconsideration filed Dec. 16 by Fort Industry Co., Topeka, Kan., and including Jan. 10. And granted license to operate.

Nebraska Boc., Nebr.—Granting petition for leave to intervene in the matter of application of Lake Worth Boc., Corp.

Lake Worth Boc., Corp., Lake Worth, Fla.—Granting petition for waiver of requirement to file appearance in re application.

Coastal Boc., Co., Lakeland, Fla.—Granting consent to amend (Continued on page 60)

I hate WFDF Flint for broadcasting 'Gang Busters.'
Pull Out Plug

DEAN LANDFEAR of WMT Cedar Rapids is ready to believe the often-heard remark that anything can happen to a disc jockey. And here's why. In an overcrowded rooming house in Iowa City a fellow was parking over-long in the community bath tub while he enjoyed Dean's platter show. The gent next in line found knocking on the bathroom door of no avail and, in desperation, put through a long distance call to Dean and pleaded with him to ask the bath tub squatter to scram. Dean relayed the request via WMT and the portable radio in the bathroom. Result: the tub loafer took the hint and scampered.

from Broadcasting, Jan. 6

Evidently it's true that some people never stop listening to WMT . . . but, we do know that more people in Eastern Iowa listen to WMT than to any other station. 101 good reasons are those good, good CBS programs that entertain exclusively via WMT. Have you a client who would like to sell this great "custom-made" audience with the nation's highest per capita buying income***? Get the facts now and get on WMT. Our story is a big one to tell—an important one to hear.

Contact Your Katz Agency Man At Once!

---

* 1,131,782 people within its 2.5 MV line.
** 1946 Sales Management Index: $4,824 per family.
HAROLD GOLD, former district reporter with the New York Herald Tribune, has been appointed MBS joy chief succeeding JACK DOYLE resigned. Previous to his association with the Herald Tribune Mr. Gold was sports announcer on WAAT Jersey City.


WALTER LUBEY, MBS New York head of program development, is in Hollywood for two months on conferences on new programs to originate from West Coast.

JIMMY NEWELL, vocalist, replaces ALLAN JONES on ABC "Hollywood Music Hall" when latter starts four week concert tour on Feb. 10.

ART GILMORE, Hollywood freelance announcer, starts announcing course at U. of Southern California Feb. 10.

MILIS CASEY of WDSU New Orleans continuity department, has been named radio representative of Glamour magazine's "Career Council."

K. B. (Buck) CANEL, director of Latin American programs of the NBC International Division, flew to Mexico City Jan. 21 to do a series of broadcasts in connection with the 15-round exhibition bout between Joe Louis and Arturo Godby to be held Feb. 5 in the Mexico City bull ring under the auspices of the Mexican government. While in Mexico Mr. Canel also will do a series of broadcasts for NBC concerning the political, social and economic aspects of the recently-inaugurated government of President Miguel Aleman.

ALBERT R. MOXLEY, formerly with public service department of NBC New York, and veteran of three years in the Army, has joined announcing staff of WLAT Conway, S. C.

JOHN FLOOD, assistant program director at WHQ Memphis, has been elected to membership in Memphis Civitan Club, national organization which takes only one member from any given field or occupation in any community.

AL GORDON, night production manager of KFWS Hollywood, Jan. 16 married JEAN KARASIN, station receptionist.

PAT CAMPBELL, formerly of KCAN Kansas City, has joined WGN Chicago program department.

RICHARD L. STEVENS and PAUL E. HEPFORD have joined announcing staff of KYOM Mankato, Minn. Both are Navy veterans.

DONALD REYNOLDS, former announcer on WGAO and WOBP Evansville, Ind., and previously with WJOL.

FRANK WILSON, WRVA Richmond disc jockey, known to listeners to his On the Record show as "Jughead Jr.," is asking for contributions for the "March of Dimes" drive. Listeners who send contributions, receive above picture free.

Vets’ Video Course

COMPREHENSIVE video training courses are offered by Ameri- can Theatre Wing Professional Training Program for Veterans for new semester starting Feb. 24. Part of a unit system of related subjects, the television curriculum includes a Television Seminar required for all enrollees in video training. Seminar is headed by Harvey Marlowe, ABC producer-director, and comprises weekly lec- tures given by guest speakers from the ABC and CBS video depart- ments. Seminar is followed by a beginning production group, which writes, directs, acts and produces its own shows on leased video equipment. Following preliminary classes is a class in advanced production now putting programs regularly on NBC under the supervision of Edward Sobol, NBC pro- ducer, and Byron McKinney, ABC television head. Registration for the new term is to be held Feb. 14, 15, 17 and 18 for new students, with former students enrolling Jan. 27-31 or Feb. 3-7. Registration time is from 10 a.m. to noon, at Wing headquarters, 730 Fifth Ave., New York.

INVEST YOUR AD DOLLAR IN THE GREAT CINCINNATI MARKET

L. B. Wilson

WCKY

FIFTY THOUSAND WATTS OF SALES POWER

BIRMINGHAM, ALABAMA

Page 58 • January 27, 1947

INVEST YOUR AD DOLLAR WCKY

IN THE GREAT CINCINNATI MARKET

B. Wilson

WCKY

FIFTY THOUSAND WATTS OF SALES POWER
It's a great year for Utah... a statewide year-round celebration of the hundredth anniversary of its historic founding by people of courage and vision.

It's a great year for KDL ... the twenty-fifth anniversary of one of radio's pioneers — the station that brings the famous NBC Parade of Stars to Utah homes together with timely and interesting local features — the first station in the intermountain region to undertake experimental television broadcasting — the station where the art of showmanship wins listeners and benefits advertisers.

For information and availabilities phone, wire or write
JOHN BLAIR & CO.
National Representative

Here is KDL's first transmitter, a crude assortment of wires and coils, but in 1922 it sent radio waves out over the air and pioneered a great new service to Utah homes.

Today this modern structure houses the finest transmitting equipment to be had, putting on the air the brilliant NBC network programs and local productions from KDL's two downtown studios.
**FCC Actions**

(Continued from page 58)

**Decisions Cont.:**

application, so to specify 1230 kc instead of 1400 kc. Amendment was accepted and application removed from hearing docket.

KFDA Amarillo, Tex.—Granted petition for leave to amend application so as to specify operation with DA at night, the amendment was accepted and application was removed from hearing docket.

Capitol Bestg., Co., Charlotte, N. C.—Granted petition to dismiss without prejudice application for FM station.

Lincoln Operating Co., Miami, Fla.—Granted petition to dismiss without prejudice hearing upon its application and application for Consolidated hearing. Lincoln was notified that petition was granted.

KDAL Duluth, Minn.—Granted petition insofar as it requests leave to amend and continuation of hearings re application. Amendment to show revised DA array, etc., was accepted, and hearing presently scheduled Jan. 20 at Washington. Was continued to March 4 insofar as petition requests reconsideration and grant. It is dismissed.

KBCX Bakersfield, W. Va.—Granted petition to dismiss without prejudice application.

The Bluefield Bestg., Co., Bluefield, W. Va.—Granted petition for leave to amend its application for Consolidated hearing presently scheduled for March 21 to be continued to April 14 at Washington.

Berkshire Bestg., Co., North Adams, Mass.—Granted petition to dismiss without prejudice application.

WBAW Wilkes-Barre, Pa., and WARM Scranton, Pa.—Denied joint petition requesting construction dismissal of consolidated hearing presently scheduled for March 21 to be continued to April 14 at Washington.

WABM Bestg., Co., Opelousas, La.—Granted petition for leave to amend its application, so as to show new transmission site, revised engineering conditions, etc.

Fitzburg Bestg., Co., Pittsburgh, Calif.—Granted petition for leave to amend its application, so as to show new transmitter site; revised engineering conditions, etc.

San Fernando Bestg., Co., San Fernando, Calif.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

E. L. E., Inc., Loral, Ohio—Granted petition for leave to amend its application, so as to show current information on stockholders and directors.

KOLA Bestg., Co., Opelousas, La.—Granted petition for leave to amend its application, so as to subdivide consolidated hearing presently scheduled for March 21 to be continued to April 14 at Washington, and continued hearing to Feb. 26 at Lake Charles and Feb. 27 at Opelousas.

Mountain Bestg., Service, Princeton, W. Va.—Denied application for leave to amend its application, so as to subdivide consolidated hearing presently scheduled for March 21 to be continued to April 14 at Washington.

KROQ Sacramento, Calif.—Granted petition for leave to amend its application, so as to specify 10 kw instead of 5 kw power; to show a modified DA array, etc.

Consolidated Bestg., Co., Parkersburg, W. Va., News Pub. Co., Clarksburg, W. Va.—Denied petition for continuance of hearing upon application for transfer of control of WPAP and vol. assignment of license of WBLX, presently scheduled for Jan. 23 and 24 and said further hearing was continued to March 24 at Parkersburg and March 25 at Charleston.

Lincoln Operating Co., Miami, Fla.—Granted petition to dismiss without prejudice hearing upon its application and application for Consolidated hearing.

KOLA Bestg., Co., Enid, Okla.—Granted petition for leave to amend its application, so as to show new transmission site; revised engineering conditions, etc.

AM-578

**Phone Calls Aplenty**

WHEN 4,000 telephone calls came in simultaneously for WINC Winchester, Va., telephone circuits for the entire city were overloaded for a short while. Richard F. Lewis, WINC manager, reports. It all came about, Mr. Lewis says, when Mark Sheeler, WINC disc jockey, was narrating a Wolf Theater show and used as a signal for Winchester housewives to call him up. The first housewife to get her call through was to receive a free pair of 5,000 leafy horn and a $10 handbag. Mr. Sheeler got a call immediately, but it was from the telephone operator notifying him that the entire phone system had been thrown out of gear. He then made an announcement over the air calling the whole deal off.

CP from Jan. 15 to Jan. 30 at Washington.

Armstrong Co., Harrisburg, Pa.—Granted in part petition requesting extension of time in light of legal issues and issues adopted Dec. 30, 1946, were amended to include issue whether 1420 kc, as proposed, would be available for use at Shendeanah, Pa., and if so, whether it would be assigned to station WQSD or station WRQD.

The Bluefield Bestg., Co., Springfield, Mass.—Granted petition requesting construction of Consolidated hearing upon its application for FM stations in Springfield, presently scheduled for Feb. 10, 1947, was continued to Feb. 12 at Springfield, Expiration date for application for Consolidated hearing was January 19 at Springfield.

Radio Bestg., Co., Chippewa, Mass.—Proposed to increase power from 250 to 500 kw. refusing to change service area.

WIBC Indianapolis, Ind.—For increase in power from 5 kw to 50 kw, unlimited. 1070 kc.

Mid-Amer Bestg., Corp., Louisville, Ky.—For new station, 1060 kc, 1 kw night, 5 kw day; engineering conditions.

WINN Louisville, Ky.—For new station, 1060 kc, unlimited. 1070 kc.

AM-790

**CP from Jan. 15 to Jan. 30 at Washington.**

**Radio Bestg., Co., Reading, Pa.—Commission on its own motion, continued further consolidated hearing on these applications to be continued 19 at Philadelphia.**

Eau Claire-Chippewa Bestg., Co. and Consolidated Bestg., Co., Reading, Pa.—Commission on its own motion, continued further consolidated hearing upon applications for AM-790

**AM-790**

**AMENDEO to change frequency from 1340 to 720 kc and change hours of operation from unlimited to 24 hours per day.**

**Remote Pickup Call**

WIPB Philadelphia, Pa.—License to cover CP as modified and which authorized new remote pickup broadcast station.

AM-1370

**Radio Anhuluate, Pottstown, Pa.—For new video pickup broadcast station.**

AM-1392

**FM—Unassigned**

WMH Bostg., Co., Marietta, Ohio.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 10.5 kw.

AM-1392

**FM—Unassigned**

Independent Bestg., Co., Knoxville, Tenn.—For new (class B) FM station to be operated on frequency to be determined by FCC, ERP of 1.7 kw and antenna height above average terrain 300 feet.

AM-1392

**FM—Unassigned**

Southern Bestg., Corp., New Orleans, La.—For new (class B) station, 1200 kc, power of 250 kw, unlimited. Facilities of WNOX, New Orleans.

AM-1392

**FM—Unassigned**

Southfield Broadcasting, Mich.—For new station, 1020 kc, power of 1 kw.

AM-1392

**FM—Unassigned**

Sandhill Community Bestg., Inc., Southington, Mass.—For new standard station, 1150 kc, power of 250 kw.

AM-1392

**FM—Unassigned**

Sims Pub., Inc., Reading, Pa.—For new station, 1020 kc, 2 kw.

AM-1392

**FM—Unassigned**

Independent Bestg., Co., Cheriton, Va.—For new (class B) station, 1200 kc.

AM-1392

**FM—Unassigned**

WCVS-FM Springfield, Ill.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 37.2 kw.

AM-1392

**FM—Unassigned**

Teoma Bestg., Co., Victoria Falls, Tex.—For new (metropolitan) FM station, 92.1 mc.

AM-1392

**FM—Unassigned**

Newslungham Broadcasting, Inc., Chattanooga, Tenn.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 37.2 kw.

AM-1392

**FM—Unassigned**

Monteray Bestg., Co., Santa Cruz, Calif.—For new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 92.1 to 101.9 mc band.

AM-1392

**FM—Unassigned**

Western North Carolina Bestg., Co., Valdese, N. C.—For new standard station, 950 kc.

AM-1392

**FM—Unassigned**

WGWD —Loudonville, Ohio—For new (class B) station, 1250 kc.

AM-1392

The INDIANAPOLIS News Station

**"IBCing you..." in INDIANAPOLIS**

**They're Storming the Door for "The Dixie Four"**

Four palefaces from the land of corn pone are taking Hoosierland by storm. They're "The Dixie Four" and their close harmony is keeping Hoosiers close to "1070 on the dial" twice daily, Monday through Friday, 6:45 to 7 A.M. and 12:30 to 12:45 P.M. In addition, their "solid sending" has them booked solid for personal appearances every night in the week. Check your John Blair Man on "The Dixie Four." Ask him, too, about the wealth of sure-selling, live talent shows offered by WIBC.

John Blair & Company • National Representatives

**1070 KC**

**5000 WATTS**

**BASIC MUTUAL**

**AM-790**

**WHAS Louisville, Ky.—Voluntary assignment of license to WHAS Inc.**

**AM-790**

**WAMS Saginaw, Mich.—To change from 1340 to 1260 kc. Power from 10 kw to 7600 kw, power from 250 kw to 1 kw, install new transmitter and DA for day and night use, and change antenna system.**

**AM-790**

**AM-790**

**WMOA Marion, Ohio—To change frequency from 1490 to 1260 kc, increase power from 25 kw to 50 kw, install new transmitter and DA for day and night use, and change antenna system and studio location.**

**AM-790**

**AM-790**

**AM-790**

**AM-790**

**5000 WATTS—SOONI**


Know What We Can Do... Ask Him!
WHEN MAIL PULL COUNTS
...You can count on FOREMAN BILL!

His Rhythm Rodeo at BAR-NOTHIN’ RANCH over KYA really delivers low cost per inquiry! ... If you figure “close” on your advertising costs, investigate FOREMAN BILL’S program, heard 6 to 9 a.m. Monday through Saturday over KYA.

FOR PARTICIPATIONS CONSULT ADAM J. YOUNG, JR., INC. NEW YORK • CHICAGO

This will give you an idea how a 13-week participation works:

ACCOUNT: Wm. H. Wise & Co., Publishers
AGENCY: Huber Hoge & Sons

ACCOUNT: Basic Science Foundation
AGENCY: Smith, Bull & McCreery
RESULTS: 861. Cost of two 15-minute participations $195. Approximate cost per lead only $2.26 1/4. Pays off at $3.50 per lead. FOREMAN BILL $1.23 1/2 per inquiry to the good.

ACCOUNT: Mutual Benefit of Omaha
AGENCY: B-T Agency
RESULTS: 373. Used only 2 participating spots! Cost $65. Approximate cost per lead $2.26 1/4. Pays off at $3 per inquiry. FOREMAN BILL 73 1/2c per inquiry to the good.
LUKE new post. rejoined Beaumont years, he in cooperation with Beaumont assistant, purchasing position.

BEN F. GROGAN, Candy Coated Chocolate), has finally office the purchase & the purchase.

MICHAEL JONES to transferred to Bros. for department of New York, as vice advertising manager.

UNIVERSAL LABS., New of Lever foods.半个

FRED R. RINGER, former engineer at Buffalo's Department Store, Long Angeles, as advertising manager.

HASTINGS Corp., Hastings, Mich. (Castle Division), has started spot advertising on a number of Canadian stations. Agency is Keeling & Co., Indianapolis.

DREW BROWN Ltd., Montreal (provincial broadcaster), has started spot announcements on a number of Canadian stations. Agency is Cockfield Brown & Co., Montreal.

B. S. FITZPATRICK, newly appointed director of Imperial Broadcasting Canada, Montreal, has been appointed advertising manager of the company.

New Accounts

POWELL ADVERTISING Inc., Detroit, specialising in radio, announces the addition of seven new accounts in recent months. Most recent additions are Lee and Cody, wholesaler of bread and baked goods; G. S. Davis, Inc., DeSoto distributors. Other accounts added are: Detroit Retail Drugists Assn.; Peters Sauces Co. (radio only); McKay Davis Co. (radio only); practically all of the Southwestern market. Powell also successfully closed the first national account for the company, the J. C. Penney Co., Inc., which is currently being purchased by the company.

KVSF Tower

CONSTRUCTION of a 230-foot tower for KVSF Santa Fe, N. M., has been completed, Ivan R. Head, station manager, announced last week. KVSF, a CBS affiliate, will shortly increase power from 100 w to 1 kw and shift frequencies from 1340 kc to 1260 kc. The station is owned by the New Mexico Broad- casting Co., which also owns KGGM Albuquerque. The station plans permit for new stations in Roswell and Clovis, N. M., KGGM has a CP to change frequency from 1260 to 610 kc and increase power from 1 kw to 5 kw.

Frequency Changed

W8KY, U. of Kentucky educational FM station, last Monday changed its frequency from 42,900 kc to 44,600 kc at request of FCC. Approva was received from the FCC. Action to construct a new antenna for an increase to 1,000 w, and a change of frequency to 91,300 kc. Elmer G. Suller is the university director of radio activities.
CFRB LEADS
ALL Toronto Stations!

MOST OF THE TOP SHOWS ARE HEARD ON CFRB

11 of the first 15 in October

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<td>Treasure Trail</td>
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<th>SHOWS</th>
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<td>Jack Carson Show</td>
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Regular independent surveys prove that CFRB broadcasts the largest share of the highest-rated programs...

CFRB
ONTARIO'S FAVOURITE STATION!
No Exaggeration
HAROLD KERN, Fort Wayne, Ind., is ready to debunk the old idea of women talking too much as always imagined by men. "When," he says, "I read the statistics of public addresses made by women, I am amazed; they are twice as long as those made by men."

Recent Pickups

Remote Pickup
KMPG, Area of Los Angeles—CP for new remote pickup of 2015, 2790 kw., power of 55 w. and emission A2.

Remote Pickup
AM-1460 kc Crescent Bay Bestg., Co., Santa Monica, Calif.—For new remote pickup on 2015, 2790 kw. and emission A3. CP for new remote pickup station on 1822, 2015 and 2790 kw. power of 55 w. and emission A3.

License Renewal
WINDY Boston—License renewal. Continental Television Corp. experimental video station.

AM-1190 kc WANN, Annapolis, Md.—License to cover CP as modified, which authorized the new standard station and authority to determine operating power by direct measurement of antenna power.


FM-Unknown
WSYR-FM Syracuse, N. Y.—Modification of CP which authorized new FM station to change type of transmitter; direct measurement of antenna power. Re-940 kc.

FM-Unknown
Mid—Carolina Bestg., Co., Salisbury, N. C.—CP for new standard station, 1170 kw. power for day and night, change to direct measurement of antenna power from 1170 to 940 kc.

FM-Unknown
WKNC North Wilkesboro, N. C.—Modification of CP which authorized new FM station to change type of transmitter; direct measurement of antenna power. AM-1130 kc.

FM-Unknown
Greenville Bestg., Co., Greenville, S. C.—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 16.2 kw.

FM-Unknown
WXKZ Eastwood, Ky.—CP to restate CP which authorized change of frequency to be assigned by chief engineer from time to time, increase power to 10 kw., install new transmitting antenna. Re-97.5 mc and antenna height above average terrain to 476 feet and make changes in antenna system.

FM-Unknown
WJR-FM Detroit, Mich.—Modification of CP which authorized new FM station to change type of transmitter; ERP to 24 kw; antenna height above average terrain to 476 feet and make changes in antenna system. AM-1340 kc.

The Wooster Republican Printing Co., Wooster, Ohio—CP for new standard station, 1360 kc. power of 100 kw. unlimited.

WAZL Hasletts, Pa.—Authority to determine operating power by direct measurement of antenna power.

AM-1380 kc

WPFA Fortsville, Pa.—CP to change hours of operation from daytime to unlimited, increase power from 500 w. to 1 kw. day and night, make changes in transmitting equipment and install DA for night use. Completion Date.

WCOD Richmond, Va.—Modification of CP which authorized new FM station to make changes in antenna system and change commencement and completion dates.

AM-990 kc

WCHL-WMAG Morgantown, W. Va.—Modification of CP which authorized new FM station to change type of transmitter; direct measurement of antenna power. Completion Date.

FM-Unknown
Mid-Ohio Bestg., Co., Columbus, Ohio—CP for new standard station, 1230 kw. and unlimited in the daytime (class A) to be operated on WJR-FM frequency to 2790 mc.

FM-Unknown
WKNC Fort Wayne, Ind.—Modification of CP which authorized new FM station to make changes in antenna system and change commencement and completion dates.

AM-1490 kc

Thomas G. Harrington, Jr., Bestg., Co., Detroit—CP for new standard station to be operated on WJR-FM frequency to 250 kw., unlimited, AMENDED to change hours of operation from daytime to unlimited. ERP of WJR-FM as modified, 12.5 kw. and antenna height above average terrain to 361 feet. AMENDED to change type of transmitter.

FM-Unknown
TFC-FM Savannah, Ga.—Modification of CP which authorized new FM station to change type of transmitter and antenna system. Completion Date.

FM-Unknown
WCFM Chicago—Modification of CP which authorized new FM station to change hours of operation from daytime to unlimited.

AM-1290 kc

WWXW Peoria, Ill.—Modification of CP as modified, which authorized new standard station, 1210 kw. power from daytime to unlimited, AMENDED to change type of transmitter from vertical antenna to antenna system.

AM-1460 kc

WRQK Rockford, Ill.—CP to make changes in vertical antenna and mount new transmitter on top of existing tower and change transmitter location. AM-1460 kc.

WROK Rockford, Ill.—Involuntary transfer of control of Rockford Consolidated Newspapers (a part owner of which is the owner of several newspapers in Rockford, Ill.) to E. L. Ohrbach, Ill., for $100,000, dividend in the proportion of .40 to the owners of the Ohrbach Newspapers. AM-1490 kc.

WTAX Springfield, Ill.—CP to increase power from 100 to 250 kw. install new transmitter and new vertical antenna, and change transmitter and studio location.

Developmental CP
WXJZ Quincy, Ill.—License to cover CP which authorized new developmental station.

AM-1380 kc

WJMG Fort Wayne, Ind.—Modification of CP as modified, which authorized new standard station, 10 kw. power from daytime to unlimited, AMENDED to allow operation from daytime to unlimited.

AM-1230 kc


FM-Unknown
KDTH-FM Dubuque, Iowa—Modification of CP which authorized new FM station to change commencement and completion dates.

FM-Unknown
Tri-State Bestg. Co., Sioux Falls, S. D.—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 45 kw. and antenna height above average terrain 496 feet. AM-1710 kc.

FM-Unknown
Manona Bestg., Co., Madison, Wis.—CP for new standard station, 1070 kc. power of 10 kw. DA for day and night.

AM-1380 kc

Use, unlimited. AMENDED to change power from 10 kw. to unlimited. 2058 and 2170 kc. and to modify DA.

WXXY Milwaukee—Modification of CP which authorized new experimental television station, AMENDED to change completion date.

FM-Unknown
The Arrton Bestg., Co., Long Beach Calif.—License to cover CP as modified, which authorized new standard station, AMENDED to change completion date.

AM-1340 kc

KPRK Livingston, Mont.—License to cover CP which authorized new experimental television station, AMENDED to change completion date.

FM-Unknown
KWSW Roswell, N. M.—Modification of CP which authorized new standard station, for approval of antenna, for change type of transmitter for approval of transmitter location and specify studio location.

Applications Returned:
Relay Station
J. E. Redmond, area of Central, Calif.—License to cover CP which authorized new (class A) FM station. Returned to be resubmitted.

AM-1219 kc

Ventura County Bestg., Co., Oxnard, Calif.—CP for new standard station, 1210 kc. 1 kw. and daytime. Returned Jan. 1.

FM-Unknown
Charles V. Crittenden, Mount Vernon, Ohio—License to a standard station. Returned by law Jan. 9 incomplete as to questions.

Applications Tendered for Filing:
WOKO Albany, N. Y.—CP to increase power from 500 kw. to 1 kw. day and night, hours of daytime operation to unlimited, AMENDED to change type of transmitter.

AM-1460 kc

KLKJ San Antonio, Tex.—Modification of CP to change frequency from 760 to 550 kc, power 5 kw. day and night, hours from daytime to unlimited, AMENDED to change type of transmitter.

AM-550 kc

KNON Houston, Tex.—Modification of CP to change type of transmitter from 760 to 1460 kc. power from 350 kw. to unlimited, AMENDED to change type of transmitter.

AM-1380 kc

KNXH Honolulu, Hawaii—CP to change frequency from 1460 to 1380 kc. power from 55 kw. to unlimited, AMENDED to change type of transmitter.

AM-1293 kc

Halifax Bestg., Co., South Boston, Va.—CP for new standard station, 1330 kc. 250 w. and unlimited.

AM-1293 kc

Berkshire Ind., Co., North Adams, Mass.—CP for new standard station, 1250 kc. and unlimited.

AM-1370 kc

Charles M. Maxwell, Silverdale, Pa.—CP for new standard station, 1370 kc. 1 kw. and daytime.

AM-1400 kc

Brazoria County Bestg., Co., Freeport, Texas.—CP for new standard station, 1450 kc. 250 kw. and unlimited.

AM-1450 kc

Falls County Public Service, Harlin, Tex.—CP for new standard station, 1100 kc. 50 kw. and daytime.

AM-3450 kc

(Final page)
Four 807's
Push-Pull Parallel

The Presto 88-A is a 50-watt amplifier designed specifically to drive the modern wide range magnetic recording head, such as the Presto 1-D. Its very ample output stage—four 807's in push-pull parallel—provides adequate power at peak levels with a minimum of distortion. A selector switch provides a choice of:

1. Flat response 20 to 17,000 cycles per second, ± 1 db.
2. The NAB recording characteristic.
3. Rising characteristic for vertical recordings.

The Presto 88-A is ideal for the most exacting recording requirements.

For full specifications of the Presto 88-A, please write to the Presto Recording Corporation, 242 West 55th Street, New York 19, N. Y. To insure future delivery within a reasonable time, we suggest that you place your order on our priority list since orders are considerably in advance of production.
Applications Cont.: AM—1080 kc. Robert W. Romnus, Buckhead, Ga.—CP for new standard station, 1080 kc, 1 kw, daytime.

Jan. 21 Decisions...

Grass Valley-Nevada City Broadcaster, Grass Valley, Calif.—CP for new station on 1220 kc, upon condition that appropriate application be filed requesting 250 w power, unlimited time; application received 100 w.

AM—1400 kc.

WGAP Maryville, Tenn.—Granted. By direction of the Commission, an application designating for hearing an application for assignment of license of WQAP and for granting of an application without hearing. Commission set aside the application for hearing and granted same.

BY THE SECRETARY AM—1300 kc.

WKIX Lexington, Ky.—Granted license to cover new station on 1300 kc, 1 kw-D-A-N, unlimited.

AM—1330 kc.

KFAC Las Angeles—Granted modification of CP, to change type of transmitter.

AM—730 kc.

WMBY Birmingham, Ala.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location.

AM—1520 kc.

KSBF Creston, Iowa.—Granted license to cover new station on 1520 kc, 1 kw, and to specify studio location; conditions.

AM—1450 kc.

WGRV Greenville, Tenn.—Granted license to cover new station on 1450 kc, 25w unlimited time; conditions.

AM—910 kc.

WJHL Johnson City, Tenn.—Granted license to cover new station on 910 kc, 1 kw, to install new transmitter and for change of studio location.

AM—1450 kc.

KSVY Ontario, Ore.—Granted license to cover new station on 1450 kc, 25w unlimited conditions.

AM—1050 kc.

WPAG Annapolis, Mich.—Modification of CP which authorized increase in power, etc., to change type of transmitter.

BY THE SECRETARY

Modification of CP

KVOU Uvalde, Tex.—Granted modification of CP which authorized new station for approval of antenna and for approval of transmitter and studio location.

AM—1410 kc.

KWY Sheridan, Wyo.—Granted license to cover new station on 1410 kc, which authorized change in frequency to 1410 kc, increase in power, installation of new transmitter, and changes in vertical antenna.

AM—800 kc.

WKY Paducah, Ky.—Granted license to cover new station on 800 kc, 1 kw, day; conditions.

AM—970 kc.

KWBW Worth Bost, Co., Gen. Worth, Wyo.—Granted license to cover new station on 970 kc, 1 kw, day, and to specify studio location; conditions.

Modification of CP

KVCV Redding, Calif.—Modification of CP, for extension of commencement and completion dates to 1-1-47 and 1-1-47, respectively.

KRUL Cortvallis, Ore.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, approval of transmitter location.

KTT Corpus Christi, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WLQG Rema, Ga.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

KJFY Ft. Smith, Ark.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WHFN Geneva, N. Y.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location, and to specify studio location.

WALD Walla-bore, S. C.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter and studio location.

KSYK Yorca, Calif.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to change studio location.

KSNP Bakersfield, Cal—Granted modification of CP which authorized new station, for extension of commencement date to 2-7-47.

KWHR Flagstaff, Ariz.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter and studio location.

AM—910 kc.

WABQ Bangor, Maine—Granted license to cover new station which authorized increase in power to 5 kw employing DA night, and make changes in transmitting equipment.

Modification of CP

WOOB Anniston, Ala.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, for approval of new transmitter location and studio location.

AM—1230 kc.

WKFO Framingham, Mass.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1190 kc.

KGKX Williamsburg, Va.—Granted modification of CP which authorized new station, to make changes in antenna, to change type of transmitter, and to specify studio location.

WEAR Pensacola, Fla.—Granted modification of CP which authorized new station, for approval of antenna and for approval of transmitter and studio location.

WBBM Chicago, Ill.—Granted license to cover new station on 1520 kc, 1 kw, unlimited time; conditions.

WBBW Great Falls, Mont.—Modification of CP which authorized new standard station; for approval of antenna, to change type of transmitter and to to approval of transmitter location.

WJSQ New York, N. Y.—Granted license to cover new station, for approval of antenna, to change type of transmitter, for approval of transmitter location, and to specify studio location.

AM—1450 kc.

WJAX Concord, N. H.—CP to make changes in transmitting equipment.

AM—1190 kc.

WWJ Willimburg, Va.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

BY THE SECRETARY

VOLUNTARY ASSIGNMENT

WZXTN New York—Voluntary assignment of license to Metropolitan Regent, and Television.

Voluntary Assignment

WABF New York—Voluntary assignment of license to Metropolitan Regent, and Television.

AM—1330 kc.

WBBC Flint, Mich.—Modification of CP which authorized new standard station, to make changes in antenna and to change type of transmitter.

AM—1490 kc.

WESB Bridgewater, Pa.—Modification of CP which authorized new standard station, for approval of antenna, change type of transmitter, for approval of transmitter location.

(Continued on page 70)
Here is the one hundredth FM broadcast transmitter produced by G.E. It was shipped on January 10th. Nearly 150 more, on order, are now being built.

This 3 KW transmitter incorporates the famous Phasitron circuit plus many other technical advances by General Electric. It is one of the units in the complete General Electric line of transmitters which range in power from 250 W to 50 KW.

These FM transmitters have proved their efficiency and economy in stations throughout the country.

For complete information on these transmitters, designed and built to assure you lower costs per hour of operation, write or call your nearest General Electric broadcast sales engineer, or the Electronics Department, General Electric Company, Syracuse 1, New York.
In The Public Interest

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has dealt with such diverse subjects as the effects of the coal strike on this area, to the dramatic story of a man who regained his speech after 28 years of muteness; has interviewed such famous persons as ex-Marine General Evans Carlson, Secretary of Agriculture Clinton Anderson, Oregon's Governor Earl Snell, Harold Stassen, and Albert Goss, Master of the National Grange.

Bob Thomlinson, KGW chief announcer and director of special events, has been active in providing on-the-spot pickups and wire recordings of news events.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage—an outstanding example of KGW's activities "in the public interest".

In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.
BMB Shows Approved Ways to Use Its Maps

BMB SUBSCRIBER stations have received folders outlining three approved methods of using BMB maps, data in station promotion.

Virginia's Tidewater area described

BMB (1) Technical Maintenance, Construction figures for each Division must be available.

(2) If map cannot show full percentage figures for each county, they may be indicated by use of deciles (e.g., 50-59%, etc.), must be accompanied by additional statewise, county and city or county or city summarized tables of audience.

(3) Maps too large to include even county decile figures may print BMB maps if they use color, shading or cross-hatching to show different areas.

Byrd Interviewed

SOME of the difficulties encountered in polar exploration were described for radio listeners of Virginia's Tidewater area by Admiral Richard E. Byrd in an interview over WTB Norfolk.

shortly before the Byrd expedition sailed for the Antarctic recently. The interview was wire-recorded aboard the admiral's ship, the aircraft carrier U.S.S. Philippine Sea, and was heard the next night as part of Norfolk Speaks, a daily public service program of WTB.

A. R. Better

CONSULTING RADIO ENGINEER

TOLEDO 4, OHIO

FCC Actions

(Continued from page 66)

Applications Cont.: transmitter location and to specify studio and antenna arrangement.

AM-1400 ke

KCLA Fine Burlingame—License to cover CP as modified, which authorized new station and to determine operating power by direct measurement of antenna power.

AM-1400 ke

WFDB Lafayette, Ind.—License to cover CP as modified, which authorized new station and to determine operating power by direct measurement of antenna power.

AM-970 ke

KFMJ Tulsa, Okla.—CP to change frequency from 1050 to 970 ke, change height of main antenna, change type of transmitter, and for approval of transmitter location.

AM-1240 ke

KWOS Jefferson City, Mo.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM-860 ke

Texas Star Bestg., Co., San Antonio, Tex.—CP for new standard station 860 ke, 1 kw, 5 kw, DA for night and unlimited hours of operation.

AM-1240 ke

The McKeek Bestg., Co., McCoek: Neb.—CP for new standard station 1550 ke, 250 w and unlimited.

AM-1400 ke

KYTL Mesa, Ariz.—License to cover CP as modified, which authorized new standard station and to determine operating power by direct measurement of antenna power.

AM-1230 ke

KPHO Phoenix, Ariz.—Authority to determine operating power by direct measurement of antenna power.

AM-1490 ke

KYNG Idaho Falls, Id.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM-1400 ke

KUGN Eugene, Ore.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM-1240 ke

KRAL Rawlins, Wyo.—Modification of CP which authorized new standard station, to change type of transmitter, and for approval of transmitter location and to specify studio location.

AM-1400 ke

WFNS Burlington, C. D.—Modification of CP which authorized new standard station, to change type of transmitter.

FM—Unassigned

Greenbush Bestg., Co., Greensboro, N. C.—Application to cover CP as modified which authorized new station and to determine operating power by direct measurement of antenna power.

AM-1360 ke

WHAN Charleston, S. C.—License to cover CP as modified which authorized new standard station and to determine operating power by direct measurement of antenna power.

AM-1290 ke

Longview Bestg., Co., Longview, Tex.—CP for new standard station on 890 ke, 250 w and unlimited.

Remote Pickup—35.82 mc

J. C. Murray, of Hutchinson, Kan.—Application to cover CP as modified which authorized new station and to determine operating power by direct measurement of antenna power.

AM-1360 ke

Kalamazoo Bestg., Co., Kalamazoo, Calif.—CP for new standard station 1260 ke, 1 kw, unlimited.

AM-940 ke

Bear State Broadcasters, Van Nuys, Calif.—CP for new standard station 1260 ke, 1 kw, unlimited.

AM-1240 ke

Ithaca Broadcast Co., Welser, Idaho—CP for new standard station 1240 ke, 250 w, unlimited.

TV Experimental

Albuquerque Bestg., Co., Albuquerque, N. M.—Application for new experimental television station on 6890-7050 mc, power of .001 w, emission A5 and unlimited.

License Renewal

WXLA area of Los Angeles—License renewal experimental television station.

WBAP Pasadena, Tex.—License renewal commercial television station.

WNBT New York—License renewal commercial television station.

(Continued on page 77)
Buy **KNOW**... and you sell **AUSTIN**

Keep your sales chart on the up and up. Use **KNOW** to reach the ready-to-buy, able-to-buy audience of the rich Austin market.

In listener loyalty and sellability, **KNOW** is Austin’s leading station. Users of **KNOW** time always come back for more, because **KNOW** delivers more dialers per dollar, and Austin delivers more dollars per dialer.

Put **KNOW** on your *must* list today... watch your sales chart climb.

---

**KNOW**

**AMERICAN BROADCASTING CO.**

**TEXAS STATE NETWORK**

**WEED & COMPANY, Representatives**

New York, Boston, Chicago, Dallas, Hollywood, San Francisco
BUD SHAVER, before 66 months service in AAF sports director of WXYZ, Detroit and former vice president and general manager of the Detroit Lions professional football team for 15 years, is now publicity director of WWJ, Detroit. He succeeds LANNING FINLEY.

WILLIAM L. BARLOW has resigned as public relations director at WINS New York.

ROBERT J. McANDREWS, advertising and promotion manager of NBC Western Division, Los Angeles Community chest publicist, has joined ABC Hollywood publicity department.

Promotes Program

DURING the month of January, Liggett & Myers Tobacco Co. (Chesterfields) has used double page spreads in Life, Look, Collier’s, Saturday Evening Post and other high circulation weeklies to promote its “Chesterfield Superper” Club and for the first time, offered a prize of $10,000 for best radio writing.

A 1947 National Tobacco Report showed that 500 scripts per year are selected for use on the program and paid for from $100 to $500 each. More than 325 prizes totaling $38,600, have been awarded in five annual promotions, and the program has been broadcast on the west coast for 15 years.

Chicago area stations are participating in the promotion.

Fluorescent Techniques

FLUORESCENT paints and inks, said to produce “live” third-dimension effects in RKO San Francisco poster display, “Mr. and Mrs. Malone,” were being used as a test promotion scheme at RCA stores in Los Angeles. Over 2,000 posters were being distributed.

Newcomers Welcomed

The SECCO/VOE New York piano scholarship trial, began Jan. 17, featuring Fred Robbins, Peggy Lloyd and Bill Capers, sponsored by the American Music Publishers Association, operator of XEW New York City. Broadcasts are to be heard on all NBC affiliated stations, and are to be heard in Houston, New Orleans and St. Louis.

 Symphony Record Promotion

RCA VICTOR Division, New York, has scheduled a first of the season styled “Symphony Promotional Project.” The project will bring to the air the three major symphony orchestras in the country. The three orchestras are the Philharmonic Symphony Orchestra under the direction of Dr. Serge Koussevitzky, the San Francisco Symphony Orchestra under the direction of Francis Barlow, and the Minneapolis Symphony Orchestra under the direction of Donald Mitchell.

CRC Kit on Robbins

The CRC Kit on Robbins, who is m.c. of the Columbia Records show heard over 350 stations throughout the country, is the subject of a new publicity kit just released by the Columbia Recording Company. The kit includes color photographs of the “Professor of thermodynamics” in a copy of “Robbinsisms.”

LAMAR ON THE WALL STREET JOURNAL

LAMAR VOICE, March 7, 1947

Page 72 • January 27, 1947

Emerson Radio’s Yearly Net Sets All-Time Record

EMERSON RADIO & Phonograph Corp., in its report released last week for the fiscal year ending Oct. 31, 1946, showed a net income of $1,340,356, the largest in the history of the company. Net income in the year is equal to $3.35 a share on 400,000 capital shares, compared to $206,696, or $2.01 a share, for the fiscal year ended Oct. 31, 1945.

Benjamin Abrams, president, reported that the company’s net income for the period just ended was 66% greater than the largest reported in any single previous year. Discussing the outlook for the future, he said the company is entering 1947 with an unimpaired trade and public demand for its products, with the accent still on small radios.

WORLDWIDE PROMOTION

Income Jumps Up 175.2%

Total income payments to individuals in Mississippi increased 161% from 1940 to 1945. Per capita payments for the same period showed a gain of 175.2%, as compared to a national increase of 100.%.

Alert advertisers will realize that every advertising dollar spent in Mississippi will now bring greater than average returns.

* U. S. Dept. of Commerce
Behind Every IBM Electric Typewriter

...Sixteen Years of Proved All-Electric Performance

The IBM Electric Typewriter is backed by 16 years of commercial production and use in businesses of all types.

It has completely electric keyboard operation, including electric carriage return, line spacing, shift key, back spacer, tabulator and space bar. These features enable the typist to produce more letters with less effort.

IBM Electric Typewriters produce the ultimate in quantity and quality of carbon copies—with a feather-light touch.

There is an IBM Electric Typewriter for every typing purpose: the Standard for regular correspondence; the Executive for letters with the distinguished appearance of fine printing; the Formswriter for bills and orders; the Hektowriter for reproduction work on a liquid duplicating machine, and others for particular applications.

IBM ELECTRIC TYPEWRITERS

INTERNATIONAL BUSINESS MACHINES CORPORATION, WORLD HEADQUARTERS BLDG., 590 MADISON AVENUE, NEW YORK 22, N. Y.

BROADCASTING • TELECASTING
LARRY FENLY is transferring his headquarters from New York to Hol-lywood Jan. 25 where he will continue to handle his transcribed shows “Flight With Music” and “Mert & Marge.” He also will take over the distribution of television sets for Medco Radio and Television Co., New York on the West Coast office will be located at 1747 South Hill St. Los Angeles. A branch New York office will be retained. Mr. Fenly plans to cut a series of new transcriptions for “Flight With Music” and “Mert & Marge.”

TOM CARR has withdrawn from Carr & Stark, New York, package firm, and hereafter the organization is known as Charles Stark & Co.

HARRY HICKOX, radio freelance for 12 months and prior to Army service with Intestate Theatres, Dallas, has joined The Cardinal Co. Hollywood program packager, as assistant to BERT HOBESWELL, station relations director.

PAUL MORRIS, formerly with WGBR Louisville and WCAO Baltimore and recently returned from Europe after re-signing as program director of American Forces Network station in Berlin, has joined Radio Package Features, New Orleans.

MILTON J. KRAMER, and AL GARRY, radio writers, have developed a new radio version of “Detective O’Mally” a Saturday Evening Post feature. The radio version, which has been offered to agencies and networks as a package show.

The ALL-AMERICAN RADIO FORUM, New York, has announced that it has been the first in a series of transcribed 15-minute “Book Previews” which are being prepared by 20 leading book publishers for spon-sorship over 45 stations throughout the country. First transcription sent to stations has been on the book of a discussion of Eric Hodgins’ new book. Mr. Blandings Builds His Dream House.

RAY DOREY, bartonie at WBZ Boston and WBTW Fort Wayne, has signed a two-year contract to record for Majestic Records. Former Benny Goodman soloist, Mr. Dorey also is heard on NBC “Boston Tune Party.”

To Record in Europe

BING CROSBY will cut several records for his Philo radio series in Europe during July and August, according to present plans. Upon completion of the Paramount pic-ture “Road to Rio,” he goes to New York and will make several recordings there before returning to Hollywood preparatory to his European trip. Bill Morrow, writer-producer of Philo series, will accompany Mr. Crosby abroad. Supporting talent for discs will be drawn from roster of English stage, screen and music hall favorites. Recordings will be air-expressed back to the United States for regular spotting. Bob Hope, who will tour the European continent at that time, will team with Mr. Crosby in one of the discs.

You supply the tenor ...

... and we of Harvey will supply that varied assortment of equipment needed to carry his voice across space. As distributors for America’s leading brand names, we can promptly fill orders for tubes, test equipment, recorders, receivers, recording blanks and all other vital parts. As merchants with a backlog of 18 years experience, we know that you also require service and full value for every dollar you spend. That we can give you, too. Next time you need equipment, find out first what Harvey can do for you.

Goodman soloist, Mr. Dorey also is heard on NBC “Boston Tune Party.” First disc is to be ready in March.


LAWRENCE HAMMOND PRODUCTIONS has appointed Harry S. Goodman Radio Program Packager as distributing agency for “Keeping Up With the Wigginsworths,” transcribed series of which 78 programs have already been recorded by Hammond.

JOSEF CHERNISSKY, vice president and program director of Morcom-Joseph Radio Productions, Chicago, has re-signed.

E. J. BROMAN, vice president and general manager of Universal Radio Pro-Productions, Hollywood, is in New York for two weeks contacting agency ex-ecutives on summer replacement shows.

In Tokyo, the broadcast station of the General Post Office, has announced that it will begin re-transmitting from its station in Japan at 1000 to 1300, and from 1600 to 1900 JST (Japanese standard time) during the summer. The station, which has been in operation since last summer, will be shut down in winter months.

In Canada, the Canadian Radio News (CRN) has announced that it will resume its daily news bulletins at 9:00, 11:00, and 2:00 p.m. local time, starting July 1. CRN, which had been broadcasting news bulletins since February, has been off the air due to technical difficulties.

The Canadian Broadcasting Corporation (CBC) has announced that it will begin broadcasting in French on September 1, 1947. The French service will be transmitted from its studios in Montreal and will be available throughout the province of Quebec.

In the United States, the National Broadcasting Company (NBC) has announced that it will begin broadcasting in Spanish on September 1, 1947. The Spanish service will be transmitted from its studios in New York and will be available throughout the state of New York.

In Europe, the BBC has announced that it will begin broadcasting in Spanish on September 1, 1947. The Spanish service will be transmitted from its studios in London and will be available throughout the United Kingdom.

In Asia, the Voice of America has announced that it will begin broadcasting in Japanese on September 1, 1947. The Japanese service will be transmitted from its studios in Washington, D.C. and will be available throughout the United States.

In Africa, the Commonwealth Broadcasting Station (CIS) has announced that it will begin broadcasting in Arabic on September 1, 1947. The Arabic service will be transmitted from its studios in London and will be available throughout the United Kingdom.

In the Middle East, the Palestine Broadcasting Corporation (PBC) has announced that it will begin broadcasting in Arabic on September 1, 1947. The Arabic service will be transmitted from its studios in Jerusalem and will be available throughout the country.

In South America, the Radiocentrale (Radiodiffusion Centrale) has announced that it will begin broadcasting in Portuguese on September 1, 1947. The Portuguese service will be transmitted from its studios in Rio de Janeiro and will be available throughout the country.

In South Africa, the South African Broadcasting Corporation (SABC) has announced that it will begin broadcasting in Afrikaans on September 1, 1947. The Afrikaans service will be transmitted from its studios in Johannesburg and will be available throughout the country.

In Oceania, the Australian Broadcasting Commission (ABC) has announced that it will begin broadcasting in English on September 1, 1947. The English service will be transmitted from its studios in Sydney and will be available throughout the country.

In the Pacific, the Voice of America has announced that it will begin broadcasting in Chinese on September 1, 1947. The Chinese service will be transmitted from its studios in Washington, D.C. and will be available throughout the United States.

In Australia, the National Broadcasting Service (NBS) has announced that it will begin broadcasting in English on September 1, 1947. The English service will be transmitted from its studios in Melbourne and will be available throughout the country.

In New Zealand, the Broadcasting Service (BS) has announced that it will begin broadcasting in English on September 1, 1947. The English service will be transmitted from its studios in Auckland and will be available throughout the country.

In the Philippines, the Philippine Broadcasting Corporation (PBS) has announced that it will begin broadcasting in Filipino on September 1, 1947. The Filipino service will be transmitted from its studios in Manila and will be available throughout the country.

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NEW ENGLANDERS rise to the melodies of The Down Homers, the popular program that greets the new day, 5:30-6:00 A.M., Monday through Saturday, on your NERN station.

NERN stations thus give you another fine opportunity for a head start in the entire New England market. This spirited combination stimulates a desire to buy in one of the most concentrated top-buying areas in the U.S.

ONLY $85 PER MINUTE ANNOUNCEMENT


This program may be purchased on full sponsorship basis if you prefer.

NERN STATIONS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRJ</td>
<td>1030</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WSSH</td>
<td>970</td>
<td>Providence, R.I.</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>Bangor, Maine</td>
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<tr>
<td>WLBZ</td>
<td>620</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WBOO</td>
<td>1400</td>
<td>Hartford, Conn.</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

- These stations are NBC affiliates and carry the nation's popular top-ranking shows.
- These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit San Francisco Hollywood

WHEN YOU BUY NERN YOU BUY A NETWORK'

IT'S A LIVELY DAY
dawning when "The Down Homers" sing and play their specially arranged selections of tuneful American folk music.

IT'S A WIDE-AWAKE WAY
to make your cash register jingle at the start of each day's business.
WDAF IS 'NEWSPAPER OF AIR'
During Paper Strike Station Broadcasts
- Program Logs of Other Stations

WHEN the Kansas City Star, the city's only daily newspaper, dropped publication last week because of labor difficulties, the Star-owned WDAF virtually became a newspaper of the air. The station threw out sponsored programs by the dozens and shocked listeners and members of the station staff alike—by reading the complete program listings of the six Kansas City stations every three hours.

In the middle of the strike, listeners flooded the switchboards of the paper and WDAF, asking "What will we do about program listings?"

H. Dean Fitter, WDAF manager, decided that public service should go all the way and ordered that the complete radio log be aired at 3-hour intervals. When Newsaster Frank Feeley went to the microphone on Jan. 17, with the first of the log listings, the rest of the WDAF staff, control men and engineers had not been informed of what was to take place.

Mr. FITZER

Mr. Feeley’s announcement that the program schedules would be announced attracted little attention until he began reading what would be heard on KMBC KCMO WHB WREN and KCKN. The control room men jumped up and perched through the panel at Mr. Feeley in amazement. The other announcers were electrified, and an engineer called in from the transmitter to ask "what was going on."

A call to the front office brought the information that Mr. Feeley hadn’t "blown his top" and it was just a service to the public.

In its stepped-up news coverage WDAF covers fully the deaths and funeral notices, has a greatly expanded market news schedule, including reading of leading listed stocks, the comics, local clatter columns, a radio column, society, entertainment news, announcements of meetings and lodge notes as well as shopping highlights and sports. The news schedule is 15 minutes on the hour for the day and several times at irregular intervals during the evening.

Randell Jesses reads the comics twice a day, and the Star sends copies of the comics to the other stations in the city, who also present them daily.

The five other Kansas City stations have also augmented their news coverage considerably. KCMO, owned by the Crown Drug Co., read the Sunday radio schedule of all stations in the area.

Is Named V-P

WILLIAM MORRISON, radio director and account executive of Garfield & Guild, San Francisco, has been named a vice president of the agency.
Radio Legislation
(Continued from page 10)

the Communications Act will not be determined until after Mr. Cooper has made a survey and reports to the committee, the chairman said. He expressed the opinion that the sooner certain specific functions of the Commission and broadcasters are defined more clearly by Congress the better the entire broadcasting situation will be.

The original S-814, which was introduced March 2, 1943, would have divided the Commission into two autonomous divisions of three members each—one for broadcast matters and the other for common carriers—with the chairman denied a seat on either division. The bill also contained these provisions:

Amending procedure to give applicants and licensees better opportunity to be heard both before the FCC and in court.

Amending Commission procedures with reference to transfers of control.

Clarifying the licensee's responsibility in political broadcast and authorizing him to exercise editorial judgment in deleting any libelous or slanderous remarks.

Prohibiting the FCC from exercising any control over programs or business practices.

Requiring stations to grant equal time to all sides of controversial questions where time was afforded one side.

Authorizing the FCC to issue declaratory rulings respecting the rights of any applicant or construction permit holder.

Later Senator Wheeler wrote in a proviso that would make commercialism in radio broadcasts illegal. The bill died in committee.

White Undecided

Senator White is undecided whether to name a subcommittee on communications or have the full committee consider important legislation. He indicated that he favors the full committee sitting on all hearings involving major legislation.

Mr. Cooper first joined the Interstate Commerce Commission in July 1939 as chief of the committee's telegraph investigation. He later became acting clerk and aide to the chairman. In February 1945 he was a strong candidate for assistant secretary of the FCC, a post which had been vacant since 1941 and still is not filled.

When W. Bailey Stortz, former clerk of the Interstate Commerce Committee, entered the service in 1942 Mr. Cooper was named acting clerk. In September 1942 he was commissioned in the Navy Reserve and assigned to Navy communications. When the Interstate Commerce Committee began an investigation of international communications in early 1945, Lieutenant Cooper was released by the Navy to become executive of the committee's subcommittee on international communications, a post he held until the 79th Congress ended.

He is temporarily off the Senate Office Bldg. but shortly will move into new quarters in the committee's offices in the Capitol, now being enlarged. As soon as the move takes place Mr. Cooper will go to work on radio legislation.

Organization of the House Interstate and Foreign Commerce Committee into subcommittees to deal with various types of legislation will be held in abeyance for some time, Chairman Charles A. Wolverten (R-N.J.) announced. He plans to ask the full committee to sit on all important legislation, he said.

"We have several new members this year and I want them all to become acquainted with the full responsibilities of the committee," Mr. Wolverten told Broadcasting.

"After we become adjusted and the members decide which phases are of chief interest to them, we may appoint some subcommittees, but I believe a lot of time will be saved and the committee will do a better job if all members sit at hearings on legislation."

Under a new method of considering legislation, announced Jan. 17 Broadcasting, Jan. 20, Chairman Wolverten has designated Monday at 10 a.m. as hearing date for all newly-introduced bills and resolutions. Rep. William Lemke (R-S.D.), who early in the session introduced a joint resolution to "authorize and direct" the FCC to allocate a portion of the 50-mc band to FM, was scheduled to appear before the committee this morning (Monday) in behalf of his resolution.

Representative Lemke's office said the resolution, a counterpart of a bill introduced by him in the 78th Congress, was introduced "at the request of a group in Chicago."

Chairman Wolverten said he did not know just what approach his committee would make towards radio legislation. "We'll study the field and if legislation is necessary, we'll take it up," he said. Until the committee is organized, however, he declined to comment on any specific action. He said that so far he knew there were no requests pending for an investigation of the FCC, nor is there any legislation expected on the Lemke resolution.

At the moment the committee is conducting hearings on aviation accidents and likely will make some recommendations or present a bill in that field before considering radio, he added.

Counter-Plan Given To Writers' Guild
Details Undisclosed as Networks And Guild Renew Discussions

NEGOTIATIONS between the Radio Writers Guild and the networks (all but one of which does not employ staff writers) on contracts for staff dramatic and continuity writers continued last Wednesday. The networks offered a counter-proposal—details of which were not disclosed—to the Guild's demands and the meeting was to be continued again Jan. 28.

The Guild has asked a 20% increase and a scale to be set up on rebroadcast shows to give an equal share of royalties to the writer and the network.

Meanwhile the week before the Guild visited the networks to meet with it in contract negotiations for sustaining free lance writers in addition to negotiations on behalf of local staff writers. The Guild filed a Supreme Court decision in a Hearst newspaper case as a basis for its right to act as a bargaining union for the "independent contractors," as the networks termed freelance writers.

The Hearst case resulted in a Supreme Court decision which entitled newsboys and newsstand operators to be represented by a union. Publishers had contended that newsboys were "independent operators" and therefore should be dealt with individually.

Hearing Waiver

ONE OF FEW waivers of hearing filed by applicants since the waiver plan was instituted seven months ago [Broadcasting, July 1] was reported by FCC last week. The application of Parkersburg Broadcasting Co. for a new 250-w station on 1170 Parkersburg, W. Va., which had been set for hearing Jan. 22, was ordered taken from the hearing docket and the record was closed, following submission of an affidavit by applicant. Action on the application will be taken on the basis of the written record. Parkersburg Broadcasting is owned by five local business and professional men headed by J. V. Anderson, owner of the T-Up Bottling Co. at Parkersburg.
Vincent Advises Correspondents To Submit Petition to Judges

RADIO Correspondents Assn, executive committee met last Wednesday with Supreme Court Chief Justice Fred L. Vincent to discuss the problem of the court's recognition of radio on equal footing. The meeting was brought about by treatment accorded radio correspondents covering John L. Lewis trial in Federal court last December 12 (Broadcasting, Dec. 16, 1946). When microphones were not allowed in court building, and marshals were posted in the corridors by Judge Goldsmith to insure that no out-of-broadcast order was carried out.

Judge Vincent suggested the Radio Correspondents Assn. submit a petition to the Conference of Senior Circuit Judges, comprising 12 judicial districts, scheduled to hold a meeting in late spring. The group, headed by Judge Vincent, takes action on matters pertaining to general policy in Federal courts.

According to Albert L. Warner, member of the correspondents executive committee, and head of the Mutual Washington bureau, "The petition is for recognition of radio correspondents as a body rather than as separate correspondent. Each judge has jurisdiction over his own court."

The group also discussed discrimination against radio correspondents in Supreme Court hearings. Judge Vincent advised that a petition be submitted direct to the Supreme Court, requesting the establishment of broadcast facilities in the building.

Requests for broadcast facilities in the Supreme Court building have been consistently turned down, despite the fact that direct telephone lines are installed for press associations. In addition, the Supreme Court provides press desks only for non-radio and press association reporters. There are special booths beneath the court bench where newspaper reporters can get copies of decisions while they are being read.

During the Supreme Court arguments on the John L. Lewis appeal a fortnight ago, there were no seats allocated radio correspondents in the room until correspondents, headed by Mr. Warner, protested. The appeal was taken to Judge Vincent, who intervened and secured seats for the radio reporters.

The petitions will be framed following the Radio Correspondents Assn. dinner Feb. 1, according to Rex Good, association president and Washington manager of Trans Radio Press.

In addition to the petitions to be sent to the Senior Circuit Judges Conference and to the Supreme Court, the separate petition to the district judges will also be discussed at the meeting.

Attending the meeting with Judge Vincent Wednesday were Mr. Good; Mr. Warner; Eric Sevald; CBS: Bill McAndrew, NBC: Bill Neel, ABC: Fete Tully, Yankee Network.

NAB Probes (Continued from page 18)

try committee has been abandoned. It represented a cross-section of the industry on overall labor problems.

Headed by John Elmer, WCBM Baltimore, the EERC represents all segments of broadcasting, including many members who have taken active part in labor negotiations.

Negotiations Broken Off

At its meeting the industry committee had discussed principally the proposal to conduct policy negotiations with AFM. Preliminary meetings were held by Presidents Miller and Petrillo, flanked by advisors. These meetings had progressed last spring to the point of naming small groups to do the actual policy framing, but negotiations were broken off when Congress passed the anti-AFM Led Act and Petrillo thereupon sought a test of its constitutionality. This test is now awaiting Supreme Court review of a Federal court decision holding the law unconstitutional.

Members of EERC besides Chairman Elmer are: William Fay, WHAM Rochester; Frank King, WMBF Myrtle Beach; B. E. Miller, Field Enterprises; Harry H. Redondo, WRJN Racine; C. L. McCarthv, KQW San Francisco; Frank R. Smith, WWSW Pittsburgh; Marshall Fenner, KKNR Roseburg, Ore.; John D. MacDonald, NBC; Joseph K. A. McDonald, ABC; Frank C. Joseph, KBS; Robert Swezy, MBS; C. L. Thomas.

KXK St. Louis. Board liaison members are Fred W. Borton, WQAM Miami; Leslie C. Johnson, WIBF Rock Island. Head of the NAB Employee-Relations Dept. is Richard P. Doherty.

WDRC Identifies

WOMAN'S handbag recently found on a New Haven train contained no identification other than a membership card in the Music Off the Record club of WDRC Hartford. Station manager called WDRC, checked the number on the card, and turned the handbag to owner Bernice A. Dowhan of Hartford.

Plans Move Slowly

CALIFORNIA plans for a statewide radio organization are moving forward slowly with approval in principle by both Northern and Southern California Broadcasting Assns. Neither body has committed itself to organization but rather is exploring all possibilities. Apparently acting on its own, the northern group has retained its own legal counsel at Sacramento to screen all bills relating to radio.

Mr. Howard Bloomquist
Pilotsbury Flower Mills
Metropolitan Bldg.
Minneapolis, Minn.

Dear Howard: I was asleep on my broomstick probably half asleep as I slipped and I woke up down on hard cold floor. I jarred my lower plate bone. The base. "oh, oh, that's a shock," I thought as I fell to the floor. They woke up with a shock, down and out. That's a shock I'll never happen again. WCHS. We're always awake to the needs of the people of W. Va. and we know how to sell them. We have 5000 watts and a format. Said "WCHS has known how all along the line" We'll always be awake. You'll always be awake. Wake up now, you're right, except for one thing. I won't sleep on my broom. Bye.

WCHS
Charleston, W. Va.

January 27, 1947
Retail Radio
(Continued from page 18)

of Herald Beckjorden and Richard Scheidker, AAAA; Carlos Franco, Young & Rubicam, chairman of the AAAA Timebuyers Committee, and Linea Nelson, J. Waite Thompson Co., committee member. No action was taken.

Friday’s agenda included discussion of employ-employer relations and their relation to sales, with Richard P. Doherty, NAB director of employ-employer relations, leading the discussion. A. D. Wil-lard Jr., NAB executive vice presi-dent, addressed the luncheon ses-sion on all-media efforts to continue elevation of advertising standards.

Attending the meeting were: Chairman O. D. in S. Ramsland, KDAL Duluth; James V. McConnell, NBC; Ray Baker, KOMO Seattle; Bill Bennett, KZTV Houston; John H. E. Culic, WGA Lan-caster; Arthur Hull Hayes, WCBS New York; John W. Kennedy, WHAM Rochester; William D. Murdock, WOL Washington; Louis Read, WJZ New York; H. Preston Peters, Free & Peters; Lewis H. Averly, Avery-Knodel; Joseph J. Weed, Weed & Co.; Eugene Thomas, WOR New York. Present at the meeting were: C. E. Arney Jr., Frank E. Pellegrin, Lee Hart, Hugh Higgins, J. Allen Brown, Kenneth H. Baker. Mr. Butler at-tended as chairman of the Sub-committee on Sales Promotion.

WCFC Beckley Building
New $100,000 FM Plant

WCFC Beckley, W. Va., FM station, is completing construction of a $100,000 building to house its 3 kw transmitter. Building overlooks the city and adjoins the business district. Present 250 w power will be increased to 1500 w next month, with a formal inaugural planned when 3000 w equipment is in stalled.

Promotion of FM has been so effective that nearly one-fifth of Beckley radio homes have FM sets, according to Edward J. Hodel, WCFC manager. The station, owned by Beckley Newspapers Corp., has been on the air since August, operating on 101.1 mc. Rate card will be issued when inaugural cere monies are held.

Richard H. Mason (r), general man-ager of WPTF Raleigh, N. C., congratulates " Gus" Young-stead, station’s advertising and promotion manager, for his efforts in winning for WPTF the silver loving cup given as first prize in the Auxiliary Awards for best pro motion by a 5-50 kw station on Atlantic Refining Co.’s 1946 football games.

Use of Radio Ads by Stores Growing

Joske Clinic Helps Sell; Grant Chain Is Extensive User

WIDESPREAd trend toward in creased use of the broadcast medium by retailers is developing as as result of the Joske Radio Clinic long with growing understanding of the medium’s sales power, ac cording to the NAB Dept. of Broad cast Advertising. Better salesmen ship on the part of stations is also der blade as a factor.

More extensive use of radio is observed among the 500 stores of the W. T. Grant Co. chain, according to J. Allen Brown, NAB as sistant director of broadcast ad vertising, based on information from stations and from Joseph R. Rowen, Grant national advertising manager.

Grant store executives are ad vised to concentrate on one or two media in placing advertising, and the New York headquarters has a “sympathetic understanding of broadcast advertising,” Mr. Rowen reported. Grant’s advertising bud get, based on a gross in excess of $200,000,000, exceeds $1,000,000, with most stores spending from 2% to 5% of gross on advertising. Mr. Rowen said that if Grant’s radio budget is noticeably higher in 1947 the increase can be traced to ability of stations to think in terms of a Grant store’s particular problems and to sell station man agers on use of broadcasting. Store managers draw up their own advertising budgets.

FM Clinic
(Continued from page 80)

lighting of a cigarette, pouring of a drink, sawing of a board, and the like, to demonstrate the lifelike quality of FM modulation. These demonstrations, Dr. Armstrong stated, were directly responsible for 150 applications for FM being filed with the FCC, which in turn caused the Commission to expand the FM allocations from one mc to eight mc. A duplicate of these old demonstrations was put on for the Monday clinic session and repeated daily throughout the week.

Other Sessions Technical

Remainder of the sessions were more strictly technical. Paul A. De Mars, who as chief engineer of the Yankee Network built the pioneer FM transmitters at Paxton and Mt. Washington and who is now with the Washington consulting firm of Wilmot & Co., spoke on "Propa-gation in FM Broadcasting." John Boze, associated with Dr. Arm strong, gave a detailed analysis of the phase sh mid modulation, and M. H. Armstrong of the REL research staff demonstrated the operation of the REL modulator. C. M. Braun, chief engineer of the FM division of the FCC engineering department, discussed the Commission’s FM rules and regulations and answered questions about them put by the visiting engineers. Another REL researcher, James Day, wound up Tuesday’s meeting with a talk on FM reception and measurements.

Wednesday morning Mr. Jennings demonstrated the power amplifiers for FM transmitters and Mr. Day discussed the FM station monitor, followed by an STL demonstration. In the afternoon, Stewart Bai ley, of the Washington consulting firm, Janksy & Bailey, spoke on factors affecting service standards and Mr. Day demonstrated an FM measurement set in use.

Thursday’s schedule included a talk on transmission lines for FM stations by C. Russell Cox of An tonova Co., Chicago, manufacturer of transmission lines, and one by F. M. McIntosh, Washington consultant, on FM antenna systems. Mr. Day demonstrated the REL FM receiver, and Wilbur E. Thorp, REL project engineer, discussed radio equipment for use in FM broadcasting. Four-day meeting ended with appropriate “graduation ex ercises.”

Weather Broadcasts

FOUR-TIMES-DAILY weather broadcasts of three minutes’ duration direct from the Akron Weather Bureau at Akron airport have been inaugurated by WADC Akron, Allen T. Simmons, owner-man age r of the station, announces. The broadcasts, which are popular with farmers, aviators and other WADC listeners, Mr. Simmons says.

Take New Duties

HAROLD DAY, sales manager of the ABC cooperative program department, has assumed additional duties directing advertising and promotion activities for the depart ment. In addition, Lud Simmel has been appointed to new post of busi ness manager in in-house opera tions of that department.
KNOWLSON SEES BUYER RESISTANCE GROWING

The radio industry has come face to face with public opposition to rising prices. James S. Knowlson, chairman of the board of Stewart Warner Corp., informed 300 employees at the annual meeting of the company's Quarter Century Club last week in Chicago.

The danger now confronting all business, Mr. Knowlson warned, is the growing conviction on the part of the consumer that he is not getting a square deal.

"Prices are so high," he declared, "that we may find buying falling off and the minute we have a decrease in buying both employers and employers will feel the effect."

The Stewart Warner chairman said the company had already faced such a situation and had lost one automotive account because prices on an instrument panel were too high.

Mr. Knowlson said labor was making a "grave mistake" in pursuing its portal-to-portal damage suit against industry because it exposed the public to the fact that labor was not interested in public equity but only in wages.

"When buyers stop buying it is poor consolation to have a high pay rate if you don't have a job," Mr. Knowlson declared. He urged closer cooperation between labor and management in combating problems of mutual interest.

BASKETBALL AIRD

Winter Games Being Sponsored

Over WTRY by Raceway

SARATOGA RACEWAY, whose trotting races inaugurated in 1941 have been described each season in a series of broadcasts over WTRY Troy, N. Y., began sponsorship Jan. 8 of American Trotting League games, again using WTRY. Roy Shudt, who handles the Saratoga races for WTRY, also is doing the basketball broadcasts.

During times out and between periods Mr. Shudt brings WTRY listeners up to date on the winter activities of their favorite trotters and pacers and on plans for Saratoga Raceway's 1947 summer and fall season.

Frank Wiswell, president of Saratoga Raceway, who as executive vice president of the U. S. Trotting Assn. was credited with having done most to revive the sport of harness racing in this country, explains his sponsorship of basketball as follows: "Those basketball fans are a major league audience. The Saratoga Raceway is major league when it's in season, so those fans are my customers too."

EFFECTS OF "HORROR TYPE" RADIO PROGRAMS AND MOVIE PICTURES ON JUVENILES will be studied by Los Angeles County Youth Committee, consisting of peace officers and juvenile authorities.

A NEW BMI SERVICE

Disc Data—Program Continuity—Recorddata—Pin Up Sheet—Music Memo—Songs of the Month

These are among your aids to programming regularly provided by BMI.

NOW, BMI presents . . .

PRACTICAL PROGRAMS OF RECORDED MUSIC

Here is a new, helpful and practical file of music for participating programs. It will come to you once each month in handy compact form.

The first series contains 18 one-hour programs. The selections available are all BMI-licensed, and all are current popular favorites or all-time standards.

Make up of the programs is guaranteed to provide maximum listening appeal. Openings, breaks are 5-minute mental numbers. No "hot jazz" is included in this series.

LOOK FOR YOUR FOLDER OF "PRACTICAL PROGRAMS" WHEN IT ARRIVES
Norton Clarifies ABC Network Selling Plan at Chicago Meet

AMERICAN Broadcasting Company's recently announced reduction of its discount rate by 21% means that the network has modified its policy of selling time, John H. Norton Jr., ABC vice president in charge of station relations, said in Chicago Thursday.

Discussing with affiliates reasons behind the network's decision to make the rate increase said ABC did not feel it jeopardized any of its affiliates save possibly those located in isolated markets.

"We realize that a few of the small stations on the line may object to being excluded from contracts by advertisers who wish to use only the basic network (some 45 stations)," Mr. Norton said, "but they must realize the grave train of the war years has made its last trip."

$11,500 For Basic

Under ABC's new policy an advertiser may buy any or all of the basic network at $11,500 per hour with options for additional stations at $2,400 levels up to full network with a discount of 46 per cent. In addition to buying the basic the advertiser may also buy one or more stations in any of ABC five loops.

This flexibility, Mr. Norton declared, gives the advertiser an opportunity to justify his expense by selling markets where he already has distribution or wishes to expand.

While in some cases ABC secondary or tertiary affiliates can expect loss of revenue, he said, the network's attitude is that first responsibility is to its network advertisers.

Smaller stations will have to accept network programming as a service to stimulate the local audience and advertisers rather than as a major source of revenue, Mr. Norton declared.

NBC Gives Plaques To 9 More Outlets

Six Other 20-Year Affiliates Are Honored at N. Y. Meeting

In CELEBRATION of their 20th year with the network, the 15 NBC affiliates were honored at a dinner held last Thursday night at the "21" restaurant in New York.

Nine of the 15 were presented commemorative plaques by Niles Trammell, NBC president, the other six having received the plaques at ceremonies late last year.

Plaques were received from Mr. Trammell by the following station representatives: G. Emerson Markham, manager, WGY Syracuse; Charles S. Swartley, manager, WBZ-WBZA Boston and Springfield; Joseph Baudino, manager, KDIA Pittsburgh; Robert E. White, manager, KYW Philadelphia; Harry Stone, general manager, WSM Nashville; John M. Butler, general manager, WSB Atlanta; H. W. Slavick, director, WOR New York; William B. Long, manager, KYW Philadelphia; Martin B. Campbell, general manager, WFAA Dallas.

Also saluted were the following officials of the stations already honored for their 20 years with NBC: John J. Boyle, managing director, WHJ Providence; Paul T. Moroney, WTIC Hartford, Conn.; Harry Barnister, general manager, WJW Detroit; George M. Burbach, general manager, KSD St. Louis, and William H. Rines, manager, WABC New York.

New Coast Station Authorized by FCC

Ownership Details of Other New AM Outlets Announced

GRANT for a new station at Grass Valley, Calif., to operate on 1320 kc fulltime, was issued to Grass Valley-Nevada City Broadcasters Mr. and Mrs. G. H. Thomas of Grass Valley, Calif., principal owner of KMYC Marysville, Calif.

Meanwhile, ownership details of earlier authorizations for new AM stations at Miami Beach, Fla.; San Bernardino, Calif., and Americas, Ind., were disclosed.

The grants:

Grass Valley, Calif.—Grass Valley-Nevada City Broadcasters, 1320 kc fulltime (conditioned on applying for separate license), $3,000.

ABC vice president and secretary, respectively.

Miami Beach, Fla.—Biscayne Broadcasting Co., 800 kc, 1 kw, day only. Owners are Harold D. McClure, WOOC manager, and Albert J. Powell Jr., KMYO operator-announcer. $24,500 each, with vice president and secretary, respectively.

R. E. Keys, president of Keys Co. (real-estate), and Mrs. H. E. Keys, president of Keys Co. (real-estate), $11,500 each, with president and board chairman (35 shares) $24,500.

Mr. Miller, who was released from the Navy as a commodore, served as labor relations director of the NAB from 1938 through 1943, when he entered the service as an apprentice seaman. He had served as labor correspondent for the AP from 1933 until he assumed the newly created NAB post.

Average Wage of Radio Third Highest in 1945

average annual wages in the "radio, broadcasting and television" industry in 1945 were estimated at $5,566 by the Dept. of Commerce, ranking third highest among all industries. The figures for the year are preliminary.

Industries paying higher annual wages in 1945 were security and commodity brokers, dealers and exchanges, and water transportation.

Broadcasting and television wages rose from fifth place in 1942, when they averaged $2,667. Wages in 1943 were $2,929; in 1944 $3,291. These figures do not include other income such as dismissal pay, directors' fees, pension plans and other items.

Weekly wages in 1945 in broadcasting amounted to $65.40, according to the FCC data [Broadcasting, Jan. 25, 1946]. This would amount to $3400.80 for a full year.
FCC Considering Curb on FM Class A Channel Assignments

Faced with a "heavy demand" for Class A FM channels in certain thickly populated areas and fearful that some communities may consequently have to go without Class A service, FCC last week proposed to apply its Class B channel reservation plan to Class A channels.

Under the proposal, which the Commission said "would affect only applications for the areas of Boston, Chicago, Los Angeles and New York City," no further assignments would be made on Channels 297, 298, 299 and 300 until July 1. These represent one-fifth of the Class A Channels.

A juggling of existing Class A assignments in the congested areas is expected. Later, FCC disclosed, "in order that improved and additional allocation of Class A facilities may be permitted." This study would be made after July 1, when the Commission begins to pass upon applications which, because of the reservation plan, could not be granted before then.

Jett Opposes Plan
Com'r. E. K. Jett voted against the proposal, reasoning that after final adoption it would have only a few months to run before the termination date, and asserting also that he sees "no urgent requirement" for it.

Objections to the reservation proposal must be submitted in writing to FCC by Jan. 31. If the comments warrant it, the Commission said, oral argument will then be ordered.

"It has become apparent," FCC declared, "that communities in some congested areas may ultimately lack Class A service due solely to the assignment of all available channels prior to receipt of applications from these communities. Since it is not known for what cities Class A applications will be received, the Commission cannot now devise an allocation of Class A channels for congested areas which would make maximum use of the available frequencies.

The Commission singled out New York and Los Angeles as areas where "the demand for Class A channels is rapidly approaching the number of channels available for assignment." Since the proposal calls for the Commission to continue to grant stations in these areas until other areas on Channels 297, 298, 299 and 300, wherever possible, FCC explained, "station locations will be important in determining whether additional Class A assignments may be made at this time in the New York City and Los Angeles areas."

"Applications received which cannot be granted due to the unavailability of channels assignments will be held for consideration until July 1, 1947, at which time all pending applications will be given equal consideration regardless of their respective filing dates," FCC continued.

4 Cities Affected
"On the basis of the information presently available," it was pointed out, "it does not appear that adoption of the proposed rule would preclude the granting of any application now on file. The proposed rule would affect only future applications for the areas of Boston, Chicago, Los Angeles and New York City. It is particularly important for Class A FM channels to be reserved in these areas in order to insure so far as possible that the numerous small communities surrounding these large cities have an opportunity to obtain their own FM station.

Because of evolving allocating Class A channels to specific cities, as was done with Class B frequencies, the new reservation proposal differs from the Class B withholding plan in that specific channels would be withheld. The plan for Class B channels reserves every fifth channel allocated to an area [Broadcasting, July 22].

ABC Moves 2 Top Sunday News Shows Hour Ahead

IN AN EFFORT to attract listeners to its new Goodyear program, The Greatest Story Ever Told, which was to begin Jan. 26, ABC, effective Feb. 9, will switch two of its top Sunday news shows to precede the new half-hour religious drama.

New Pearson, formerly heard in the Sunday, 7-7:15 p.m. spot, will move to 6:6:15 p.m. and will broadcast a live repeat show, which will be rewritten with late news, weather and entertainment by Morley, manager, until simultaneous heard on the West Coast at 8 p.m. PST. The Pearson show is sponsored by Lee hats through William H. Weintraub.

Meanwhile, Monday Morning Headlines show, formerly heard Sundays 7:15-7:30 p.m. will be switched to the 6:6:9-6:30 p.m. period. Sponsor is Seenam Bros. (Airwick) through William H. Weintraub.

In addition, the ABC sustainer, Court of Missing Meters, presently Sunday from 3:4-3:30 p.m. Sundays will shift to the 7:7:30 p.m. period vacated by Mr. Pearson and the Headlines show.

Kenyon Brown (I), KOMA general manager, and Bill Downs, CBS newsmen.

RADIO and newspaper news coverage supplement each other, and "we radio reporters have never felt in institutional competition with the newspapers or the news services," said Bill Downs, CBS newsmen, in a recent talk before the Oklahoma City Chamber of Commerce.

Speaking at a luncheon celebrating the approaching power increase of KOMA Oklahoma City from 5 kw to 50 kw, Mr. Downs said that the responsibility of radio reporting is a great one. "But somewhere along the line of our national history, someone figured out that if you give the American people the facts, give them some interpretation to clarify these facts and then leave them alone—they will usually figure things out for the general good of themselves and the world."

Seek New Station
APPLICATION was filed with the FCC last week by The Four States Broadcasting Co., a newly formed corporation, for a new station at Hagerstown, Md., to operate on 1000 kc with 1 kw daytime. Hal A. Seville, formerly sales manager of WEJH Hagerstown, is president and, with his family, principal stockholder, with three-fifths interest. James Noel Sr., president of Victor Products Co., Hagerstown, deep-freeze unit manufacturer, holds one-fifth, and the remaining one-fifth is held by Eugene Raney, Hagerstown businessman. The $50,000 capitalization, of which $25,000 is paid in, the Seville family holds $15,000, and the other participants $5,000 each.

Staff Announced

JAMES E. MOREN, former assistant manager and publicity director of WMRF Lewistown, Pa., has been named station manager of WJSJ Altoona, scheduled to go on the air Feb. 16. According to T. W. Metzger, general manager, Jerry McDavitt, formerly of WMC Memphis, will head production and program departments. WJSJ, a Mutual affiliate, will operate on 650 kc.
Van Curler Fights Petition of WOKO

FCC Told Reorganization Plan Is No Basis to Reconsider Plea

VAN C U R L E R Broadcasting Corp., seeking WOKO Albany's frequency, told FCC last week that the Commission would be treating the Supreme Court's decision in the WOKO case "as a mere advisory opinion" if it accepted WOKO's plea to continue operation under a reorganized corporate structure. WOKO's license renewal application was denied by FCC and the denial upheld by the Supreme Court [Broadcasting, Dec. 18], filed a petition two weeks ago proposing a reorganization of WOKO and separation of the station from WABY Albany [Broadcasting, Jan. 20]. At the same time WOKO applied for 5-kw fulltime operation on 1460 kc, instead of its present 1 kw day and 500 w night. The station currently is operating on 1460 kc under special temporary authorization.

Van Curler's reply said FCC rules provide no basis for considering the WOKO request.

The station's license renewal application was denied on grounds that a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice president, was concealed. The reorganization petition said Mr. Pickard had sold his interest to the licensee corporation, WOKO Inc., for $108,000 and that Harold E. Smith, found to have aided in the concealment of Mr. Pickard's interest, has exchanged his 26% of voting stock for non-voting shares and has resigned as secretary, treasurer and director but will be retained as manager.

Small Market Group to Further 'Editorial' Drive at Capital Meet

S MALL market stations will take up the movement to promote freedom of broadcasters to editorialize when the NAB Small Market Stations Executive Committee meets Jan. 29-31 at the Statler Hotel, Washington. These stations have been leaders in the effort to editorialize in the interest of their communities.

A small market station representative, Rex Howell, KFXJ, Grand Junction, Col., introduced the resolution unanimously adopted at the Salt Lake City meeting of District 14 [Broadcasting, Jan. 20]. This resolution called on the NAB board to establish the rights of broadcasters to present their own views in accordance with constitutional rights. Mr. Howell is chairman of District 14 Small Market Stations.

The subject of editorializing will be discussed by the executive committee with President Justin Miller and Executive Vice President A. D. Willard Jr., who have been directing a movement to revive editorializing despite implications of the FCC's Mayflower decision. On the small market group's agenda are such topics as development of new local business, operator requirements, spot sales, group selling, cooperative selling, local news, station rates, labor relations, religious programming, salesman training and other matters. Arthur C. Stringer, NAB director of special services, will discuss first of a series of FM management studies covering WBCA Schenectady.


Braun Given New Post By Kenyon & Eckhardt

JOSEPH P. BRAUN, formerly media director of Kenyon & Eckhardt, New York, has been elected vice president and supervisor of the newly consolidated spacebuying and timebuying departments. Mr. Braun has been with the agency since 1933.

Within the newly merged department, Frank Palmer remains chief of radio timebuying, and Davis J. Gillespie and Robert Erath are in charge of magazine and newspaper spacebuying, respectively.

D. C. RADIO INSTITUTE CONSIDERS JUVENILES

COOPERATION between organized women's groups and stations in the District of Columbia was effected at a radio institute held Thursday afternoon at the Washington Gas Light Co. auditorium. Several hundred women attended.

Women broadcasters from nine Washington stations directed a panel on proper use of broadcast programs participated in a skill titled "Has This Happened to You?" An audience participation program conducted by WOL Washington, with Arthur Cutler, assistant general manager of WOR, discussed the importance of women broadcasters and club groups to each other. A. D. Willard Jr., NAB executive vice president, told the institute that the Dept. of Justice had found no documented evidence that broadcast programs contribute to child delinquency. Most criticism of radio on this ground has been eloquent rather than factual, he said. He told how broadcasters are working with educational, civic, governmental and religious groups to prevent programs from adversely influencing children.

DOROTHY LEWIS, NAB coordinator of listener activity, found a threefold responsibility for juvenile listening—parents, organizations serving children and stations. She pointed out that there are no clandestine broadcasts and parents are able to observe the type of programs their children hear.

BANKRUPT NETWORK'S SUCCESSOR EMERGES

REMNANTS of the North Central Broadcasting System, forced into bankruptcy Dec. 16 after affiliated stations had filed suit for indebtedness exceeding $180,000, emerged this week as the Great Northern Broadcasting System, with (Tony) Fahy, KABB, as president.

The new regional, with headquarters at Kasota Bldg., Minneapolis, comprises 15 stations located in Minnesota, North and South Dakota, Wisconsin and Michigan. Other officers include John B. Cooley, KLPM Minot, N. D., vice president; Harold Bell, KGDE Fergus Falls, Minn., treasurer; and J. W. Huss, WJMS Ironwood, Mich., secretary.


The LADIES TALK it over as plans were formulated for the Radio Institute held last Thursday, 1:30 p.m. at Washington Gas Light Co. auditorium. This Washington area group of the NAB Assn. of Women Broadcasters includes (standing, l to r), Ruth Crane, WMAL, regional chairman of AWB; Elinor Lee, WTOP, state chairman; (front row) Marion Sexton, WHQI; Hazel Kenyon Martin, WTOP; Muriel Reger, WBCC; Pat Griffin, WINX; Alice Lane, WDWC; (back row) Helen Mohrbery, WDWC; Bettie Allen, WINX; Nancy Osgood, WRC; Bliss Harris, WARL; Kay Malvey, WARL.

Heard by most... Preferred by most in the BUYING Ark-La-Tex

The Sheboygan Times Station

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KHKE

Shreveport
50,000 Watts
Represented by The Branham Co.

Jacobs Now V-P

JOEL F. JACOBS, account executive at Doherty, Clifford & Shenfield, New York, has been appointed a vice president of the agency.
FCC Must Decide If Union’s Charges Make It Necessary to Reopen Record

DO a labor union’s charges against a station justify FCC’s reopening the record—or withholding a decision temporarily—on the station’s application for increased facilities? That question was awaiting an answer last week.

The National Assn. of Broadcast Engineers & Technicians (NABET), whose five members at WDNC Durham, N. C. staged a strike last fall in a wage dispute [Broadcasting, Nov. 18], has petitioned FCC to reopen the record on WDNC’s bid for a regional assignment. In the alternative, NABET asked that the Commission, which already has issued a proposed decision anticipating a grant of the WDNC application, withhold final decision pending the outcome of charges filed by NABET against WDNC, now under study by NLRB.

NABET contended the charges “are of such a serious character as to justify the Commission in reopening the case to consider vital and material evidence to determine whether . . . WDNC [is] fit and qualified to operate a radio station of increased power or, in fact, to operate any radio station at all.” The petition was filed by Clarence A. Allen, NABET national representative.

In reply WDNC contended, through the Washington law firm of Dempsey & Koplovitz, that the petition is actually a complaint and should be treated as such—that NLRB findings of unfair labor practices must logically precede the filing of a complaint. To grant the union’s request and hear the charges, the station argued, “will lead to a breakdown of orderly administrative process and to a multiplicity of agency proceedings since then the same charges would have to be passed upon by two agencies: FCC as well as NLRB. The WDNC petition said a “complete denial” of the union charges had been filed with NLRB.

Public Information Corp., a new company which holds a proposed decision for WDNC’s present local facilities in event WDNC receives a final grant for a change of assignment, also filed opposition to the NABET petition. WDNC is now on 1490 kc with 250 w fulltime. The proposed decision looking toward a grant of the station’s application for 620 kc with 5 kw day and 1 kw night, directionally fulltime, and of Public Information’s request for the present WDNC assignment, was issued last month [Broadcasting, Dec. 16].

SEES VIDEO AS MAJOR ADVERTISING FACTOR

TELEVISION will be an important part of many advertising budgets in two or three years, according to J. David Cathcart, advertising director, Home Instruments Division, RCA Victor. Mr. Cathcart addressed the Advertising Club of Washington at a luncheon last Tuesday.

Introduction of sets in cities—T.—Day—brings an “upheaval” in every case he said. Public understanding of the medium has been simplified by use of simplified terminology, such as picture tube instead of kinescope, he added. He described the kinescope as the production bottleneck, saying that every time a tube is built and tested a set is shipped, since the cabinet and chassis problem has been solved.

Mr. Cathcart described television as a two-sense (sound and sight) medium with important influence on the consumer. He said advertising agencies in New York that have experimented with television have been receiving inquiries from interested advertisers not among their clients. Video is a marketing natural, he added, and the world is waiting for it.

In its advertising, RCA Victor has decided to do a competitive job against other makers of television receivers instead of simply promoting the medium, Mr. Cathcart explained. As to color television, he explained operation of the CBS sequential and RCA simultaneous method and said his division doesn’t care which is finally adopted since it will make whatever the public will buy.

McGEEHAN RESIGNS

MARTIN J. MCGEEHAN, manager of The Walker Co. Chicago office, has announced his resignation effective Jan. 15.

NEW NORFOLK OUTLET TO TAKE AIR FEBRUARY 2

WLOW, new 1-kw daytime independent at Norfolk, Va., will begin operations Sunday, Feb. 2, at 3 p.m. on 1590 kc, the station management announces. Station, licensed to Commonwealth Broadcasting Corp., plans to feature local, national and international special events and spot news coverage, locally produced variety and studio participation shows, and classical, folk and popular music. UP wire service, Raytheon and Collins technical equipment and Associated and Capitol transcription libraries will be used.

WLOW’s new studios are located at Granby St. and Brooke Ave. in downtown Norfolk, and its transmitter is in West Norfolk.

Thirty per cent of the station’s staff members are World War II veterans, according to Bob Wasdon, vice president and general manager.

Raymond Penner, program director, formerly was with WNEX Macon, Ga. The commercial staff includes; Don Kelly, commercial manager, formerly with WSBT South Bend, Ind., and WJOL Joliet, Ill.; Bill Carpenter, formerly chief of the Radio Division, Public Relations, Veterans Administration, Richmond; Coburn Gum, formerly with WTPS St. Petersburg, Fla.

Engineering staff is headed by Jack Siegel, secretary-treasurer, and chief engineer. Also on the engineering staff are; William M. Manrov, recently with the West Virginia Network, and Preston Spera, who has recently conducted research work for Norfolk Navy Yard.

Nancy Penner, formerly with WNEX Macon, is traffic manager, Ralph Wasdon is continuity chief, Sam Siegel bookkeeper, and Wayne Franklin control room operator.


KIOX Fulltime

FULLTIME regional operation for Bay City Broadcasting and KIOX, new station at Bay City, Tex., has been authorized by FCC. The company was granted a modification of construction permit to change daytime frequency from 1110 kc to 1110 kc with 1 kw fulltime instead of daytime-only operation. An extension of dates for commencement and completion of construction also was granted. The company is owned by T. C. Dodd, in the cattle and other businesses, and J. A. Clements, formerly with KPAC Port Arthur, Tex.

INTERCESSION AN NBC line failure produced the following bizarre conversation on Lights of the World program over WPFT, Raleigh, N. C. During the Bible story dramatization, Abraham had just said to Lot: “Let’s leave.” “Never fear. God will help us.” The line went dead and Joel Lawhon, WPFT announcer, stepped in with the customary: “One moment, please.” Broadcasting was resumed with Abraham’s comment: “Thank you, God!”

BROADCASTING • Telecasting
5 Executives of Crosley Broadcasting Corp. Resign; Reasons Not Announced

FIVE EXECUTIVES of the Crosley Broadcasting Corporation, four with WLW Cincinnati and one with WINS New York, have resigned, it was learned last week. James D. Shouse, Crosley president, declined comment.

The five are: Wilfred Guenther, manager of WLWA Cincinnati, Crosley FM station; Richard W. Hubbell, television consultant; A. E. (Tony) Schol (4), public relations and food merchandising consultant; Roger W. Baker, account executive of the sales department, all of headquarters operations in Cincinnati, and William Barlow, publicity director of WINS. Their resignations took place Wednesday.

Mr. Guenther, one-time promotion manager, television manager and subsequently international shortwave manager, returned to the Crosley organization following the war after four years in the Navy. When Crosley entered the FM field a short time ago Mr. Guenther was named manager of FM operations.

Mr. Hubbell joined the organization October 1944 as production manager, later being named television consultant.

Mr. Baker, a veteran sports announcer, became chief sports announcer of WSAI (then a Crosley-related station) in 1939. Three years later he was appointed public relations director and in September 1945 was transferred to the sales department.

Mr. Barlow, formerly with the publicity department of the Kroger Co., Cincinnati, was appointed to the WLW publicity department in 1938 and later became publicity director. When Crosley acquired WINS from Hearst Radio Inc. Mr. Barlow was transferred to New York as WINS publicity director. He recently recovered from an illness and plans to rest at his home in Cincinnati before announcing further plans.

Mr. Schol resigned to resume his former post of managing director of the Cincinnati Retail Grocers’ Pure Food & Health Show, an annual event prior to the war.

Shortly after the U. S. entered the war, the food show was terminated for the duration and Mr. Schol was named executive assistant to Mr. Shouse. When Mr. Baker was moved into sales Mr. Schol became public relations director. Last April he was made public relations and food merchandising consultant, paving the way for his eventual resignation to resume the food show direction in 1947 [Broadcasting, April 22, 1946].

Plans of Messrs. Guenther, Hubbell and Baker are not known.

Defend Free Competition
Stoutly. NAB Head Urges

ASSERTING that only the economically free broadcaster is a free broadcaster, Justin Miller, NAB president, advised members of Hollywood Ad Club to stand vigorously against those who would eliminate free competition. His address, "Advertising, A Public Necessity," was presented at group’s Jan. 20 meeting.

Attacking those opposing over-commercialism in radio, Judge Miller cited a recent issue of the New York Times containing advertising on all pages but one. Yet, he concluded, few ever criticize this newspaper on comparative grounds.

Judge Miller added an annual banquet of Los Angeles Chamber of Commerce Jan. 22 on "Government By Law or Administrative Decree."

Durkee Advisor

JAMES D. DURKEE, chief of the FCC Engineering Division’s International Aviation Section, has been named one of the advisors to the U. S. delegate to the South Pacific Regional Advisory Meeting of the Provisional International Civil Aviation Organization (PICAO), which convenes at Melbourne, Australia, on Feb. 4.

Glen A. Gilbert, consultant to the CAA, and Dr. John H. Stoker, director of Engineering Administration, were named delegate with Capt. A. S. Heyward, USN, PICAO Navy coordinator, as alternate. 

PROBE OF SUBVERSIVE INFLUENCES PROMISED

PROVIDING a thorough investigation and exposure of "subversive influences operating in the United States," Chairman John Parnell Thomas (R-N.J.) of the House Committee on Un-American Activities, announced last week the committee would institute a "counter-educational program" against "subversive organizations" on the air and in other media of communication.

He stated that Robert E. Stripling, former chief investigator of the old Dies Committee, had been named committee clerk and chief investigator (Clossen Currant, July 1, 1946). Mr. Stripling succeeds Al Sarles who resigned Jan. 1 as general counsel. Resignation of George V. McDaevit, investigator, also was announced. The committee retained Louis Russell, one-time investigator for the House Select Committee to Investigate the FCC (7th Congress), and ex-FBI agent Al Helfer is John Carrington, former committee clerk, who becomes minority clerk.

Chairman Thomas declined to reveal the committee’s concrete plans but said he was submitting a "program of investigations" to the full committee. That program, it was understood, will include a thorough probe of alleged subversive activities in the radio, newspaper, motion picture and educational fields, as well as in Government.

NAB-RMA Liaison Committee Planning Washington Luncheon Meeting Jan. 30

FIRST inter-industry meeting ever held by top-level officials representing the broadcasting and radio manufacturing industries will be held Jan. 30 in Washington when the joint NAB-RMA Liaison Committee will hold all-day meeting at the Statler Hotel.

Jointly presiding will be Justin Miller, NAB president, and Ray C. Cosgrove, RMA president. They will be flanked by other executives of the two associations as well as by members of the joint committee, which was appointed last November.

A general program is worked out for the liaison operation, the committee is expected to take up two projects—National Radio Week, and the RMA’s "A Radio in Every Room—A Radio for Every Purpose" campaign.

NAB will submit the resolution adopted at the San Francisco meeting of three West Coast districts calling on set manufacturers to widen the dial spread of station settings, particularly in the upper end of the standard AM band.

NAB already has taken steps to join RMA’s promotion plan through the Sales Managers Executive Committee (see separate committee story page 18). RMA has appropriated $50,000 for the campaign, which will be formally launched in March. FM Assn, also is planning to take part in the set promotion.

Representing NAB on liaison committee are the T. A. Craven, Cowles Broadcasting Co.; William Fay, WHAM Rochester; Gordon Gray, WPRO-Albany-Salem; James D. Shouse, WLW Cincinnati, an NAB board member; Carleton D. Smith, WRC Washington.


Detailed plans for the set drive will be drawn Feb. 6 at a meeting of the RMA Advertising Committee, to be held at the Farnsworth Television & Radio Corp. The committee is expected to receive recommendation for appointment of an advertising agency to handle the drive from a subcommittee headed by E. R. Taylor, Zenith Radio Corp.

SonoCraft Disc - Tape - Wire for Immediate Delivery!

RECORDING EQUIPMENT AND RECORD BLANKS

PRESTO REPRODUCING STATIONS:

Presto Recording Corp.
Afite-Lobna Corp.
Brush Development Co.
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SONOCRAFT, Inc.
45 West 45th St., New York 19, N. Y.
BRYant 9-8997

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CBS Executive Tells Electrical Group
Why His Network Favors Color Video

A REVIEW OF CBS efforts to gain acceptance of its color television system was given by Adrian Murphy, vice president of the Knox Electric League at Military Park Hotel, Newark, N. J., last week.

said Mr. Murphy: “I can assure you that interest in color television is worldwide. We have demonstrated our pictures to the representatives of a large number of broadcasting organizations from foreign countries. Their interest is naturally high — particularly in those foreign countries where a television broadcast service has not yet been established.”

Mr. Murphy also explained to his audience, made up of experts in various electrical fields, why the sequential standards for which CBS is seeking FCC approval, “will prevent the best service per dollar spent by the broadcaster and the public.”

First, he pointed out, “because there is assurance that the simultaneous standards will be made to work satisfactorily within the limitations of economic practicability.

“Second, because linking stations into a network appears to be more difficult and costly with simultaneous than with sequential standards.”

Third, since the simultaneous standards appear to require projection type receivers, and to preclude the manufacture of small, direct-view receivers which can be sold at minimum cost and which will obviously constitute the backbone of the viewing audience.”

The CBS vice president emphasized that it isn’t what CBS or any television broadcaster or manufacturer or the FCC thinks about color television, but that so long as a system is technically feasible “the public should be permitted to choose the kind of television it prefers.” He said CBS is asking “for equal treatment with black and white television so the public can choose.”

WCIF, FIFTH LACKEY STATION, TAKES AIR

WCIF Madisonville, fifth member of the Lackey group of stations in Western Kentucky, went on the air Sunday, Jan. 19, on 730 kc. Station is licensed for daytime operation with 250 w.

Feature of the opening day’s broadcasts was a studio program at 2 p.m, in which leading citizens of Madisonville and Hugh O. Potter, WOMI Owensboro, welcomed the new outlet on the airwaves. Responding to the welcome, the Lackey brothers—Pierce E. Lackey of Paducah, president of Hopkinsville Broadcasting Co. Inc. and manager of WPAD Paducah; and South Lackey of Hopkinsville, vice president of Madisonville Broadcasting Co. and manager of WHOP Hopkinsville, and Hecht S. Lackey, manager of WSON Henderson—engaged in a round-the-mike discussion.

T. E. Brewer, formerly chief engineer of WHOP, is station manager at WCIF, and the staff includes C. R. Fredericks, chief engineer; Dick Harris, announcer; John Hatcher, program and traffic manager and announcer. Other station members are to be added.

The station has announced that its call letters stand for the slogan, “With Community Interest First.”

Stations in the Lackey group besides WCIF and WHOP: WSC Favors Madisonville, established in 1930; WHOP Hopkinsville, established in 1940; WSON Henderson, 1941, and WKTM Mayfield, October 1946.

WILT GUNZENDORFER IS PROMOTED BY KROW

Promotion of Wilt Gunzendorfer to general manager of KROW Oakland, Calif., was announced last week by Sheldon Sackett, president of KROW Inc. Coincident with Mr. Gunzendorfer’s appointment, Richard D. Bell, formerly with KPAC Port Arthur and KRKC Beaumont, was named assistant general manager, and Russ Coughlan, of the station’s special events staff, program manager.

Mr. Gunzendorfer, named KROW station manager in January 1946, was elevated from commercial and assistant general manager.

Prior to coming to KROW, Mr. Gunzendorfer was commercial and station manager of KSFO San Francisco, and before that for six years manager of KSRQ Santa Rosa. He is at present a member of the radio faculty of the extension division of the U. of California.

Morelock Named

VERNON L MORELOCK, radio director of Anfenger Adv., St. Louis, has been elected a vice president and director of the agency.

In addition to his agency activities, Mr. Moreland has served as radio chairman of the 1945 and 1946 Red Cross campaigns in St. Louis and as civilian radio director for the Waves and Spars recruiting drives.

He recently accepted the appointment as publicity chairman for the 1947 St. Louis Red Cross campaign.

AGRICULTURAL

We’ve been programmed for the farmer for 20 years. That’s why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

January 27, 1947 • Page 87
Classified Advertisements

SALE ENGINEERS
Engineering firm desires sale engi-
neers for southwestern territory
and middle east territory to sell
professional services, broadcasting
and communications equipment.
Eight man can earn $500.00 to
$1000.00 monthly on commission
basis against drawing account.
In-
structions new, new training
and refer-
ences required.
BOX 679, BROADCASTING

SPORTS ADVERTISING — Desiring
change to good new or old station de-
est and position.
Ten years major college football,
base-
ball, organized baseball. Network and
agency recommendations.
BOX 631, BROADCASTING

PRESTO 10-A BROADCAST
TRANSCRIPTION TURNTABLES
Packed two in wood case, only four
available at present. $172.40 each.
These Transcribers write $1.18
each in factory cases; not surplus.
Transcribers ship same day order is
received; balance on receipt of
shipped goods.
RADIO & TELEVISION SUPPLY CO.
388 Hadley Ave., Box 892
Pueblo, Colorado

FOR SALE
Regional Station
Complete station now in operation
under one roof, new building,
land, self-supporting tower and
excellent equipment.
Present owner may have to sac-
ifice because of health. Desires
to discuss possible sale imme-
diately with prospective buyers.
BOX 656, BROADCASTING

WANTED IMMEDIATELY
Immediate need by progressive 1
kw station in all areas. Preferences
if you are an immediate producer,
we are interested.
Write to D. K. Long, WRLK,
Lexington, Ky.

TOWERS!!!
IMMEDIATE DELIVERY!
Uniform cross section guyed, 150 feet to 300 feet. Priced
to fit the pocket-book. Designed to
please the engineer. Complete with
guyes and lighting. First come,
first served.
REGENCY RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIF.
N. J. PATTERSON, OWNER

ADVERTISING SALESMAN WANTED
Perhaps there is a newspaper ad-
saleman in your town who has printers ink in his veins and
wants to get back to his first love.
An only daily in a fine, small western
ity of 10,000 without competition
and which also owns the only radio
station, is looking for a man to head
as advertising manager.
Salary $60.00 per week for the first
year. Full in letter. Enclose full length
snapshot.
BOX 637, BROADCASTING

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Stamps count! Job must be complete
blind box number. One inch ads, acceptable, $12.00 per insertion, non-com-
missionable. Deadline two weeks preceding issue date. Send box replies to
Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Frontwest Radio Academy, 206 E. John
Street, Seattle 2, Washington, trains
commercial and disc jockey announcers
at once to Box 492, BROADCASTING.
Help wanted: Combination traffic and
consultant. Must have previous ex-
perience as radio bookkeepers. Give
complete qualifications when apply-
ing. Expected salary $5000.00. Posi-
tion opens in the West. Send your
information and qualifications to Box 587,
BROADCASTING.
National transcription sales company
has position opening for transcription
associate. Top-flight shows Box 575,
BROADCASTING.

Help Wanted (Con’t)

Northwest Radio Academy, 206 E. John
Street, Seattle 2, Washington, trains
commercial and disc jockey announcers
at once to Box 492, BROADCASTING.
Help wanted: Combination traffic and
consultant. Must have previous ex-
perience as radio bookkeepers. Give
complete qualifications when apply-
ing. Expected salary $5000.00. Posi-
tion opens in the West. Send your
information and qualifications to Box 587,
BROADCASTING.

Transmitter engineer with first class
license. WPIK, Alexandria, Va.
Combination announcer-operators and
engineers starting about March first.
Mostly on nights and part time.
WIRG Bogalusa, Louisi-
ana.

New station going on air March 1. Need
announcers, engineers, writers, program
staff. Send full particulars and
reference to first class letter. W. S. Weatherly,
WOOD, Anniston, Ala.

Situations Wanted
Progressive engineer desires chief engi-
neering position with station which will go
way up. Good experience and FM and
AM experience. Present employer is
stable.

Write to D. K. Long, WRLK,
Lexington, Ky.

WANTED RADIO COPYWRITER
We need a man or woman who has
considerable experience writing
commercial and retail announce-
ments with plenty of punch. The
right person can do this with pleas-
ant job with a good future. If you
would like a permanent position
with one of Ohio's established ad-
vertising agencies, send complete details as given
on this job announcement and general copy. (Our
staff knows of this ad.)
BOX 654, BROADCASTING

Broadcasting • Telecasting
Situations Wanted (Cont’d)

Man with excellent administrative and financial experience, looking for a salaried position. Desires a background in radio and television. Assistant manager. Outstanding references. Box 616, BROADCASTING.

Nine years announcing, programming, writing, merchandising, and promotion. Successful in selling. Orches- trate voice, Terrific malap. State all interesting salary. Reference. Box 561, BROADCASTING.

Experienced announcer—own business. How employed as program director-announcer, desires to make change. Full details upon request. Box 638, BROADCASTING.

Experienced engineer, some announcing ability. Make offer. Box 590, BROADCASTING.

Experienced manager available—New general manager Mutual outlet. Fifteen years all phases to prove. South only. Box 622, BROADCASTING.

Experienced man desiring change to wide-awake station with pleasant working conditions. Box 633, BROADCASTING.

NY agencies, reps: Before you hire that new man, talk to me. Fully familiar with all phases of radio, presently employed. Box 624, BROADCASTING.

Sales manager available for station that needs a strong promotion man. Outstanding record on basic network operations. Box 625, BROADCASTING.

Sales, available, must be permanent position with future. Excellent references plus background. Veteran. Box 626, BROADCASTING.

Announcer staff, experienced. Veteran, married, good established firm. Box 627, BROADCASTING.

Announcer—24, married, no experience. Can handle any type of advertising, commercials, news, letter-boards, lds and lib and special events. Has completed radio workshop courses and attended a well known school. Ambitious, reliable, capable. Need only a chance. Ability, audition disc and photograph available. Box 628, BROADCASTING.

A we Leprechaun awoke me the other morning and said, "Denise me bye, it’s time that you have your some sleep bed, yer e’er fuchin’." "Right you are, little man," says I, "I must be a slipper for the letter-J to Broadcastin’ givin’ ye’ a nine (27), experience in all phases of radio, commercials, turning records, etc., and that ye’ will ye’er be able to have the - jockey’s comedy collection, $2.00. I didn’t by saying ‘inrush- ducation’ it’s Box 633, BROADCASTING.

Announcer—very, 26, married, no experience. Can handle any kind of advertising, commercials, news, letter-boards, lds and special events. Has completed radio workshop courses and attended a well known school. Ambitious, reliable, capable. Need only a chance. Ability, audition disc and photograph available. Box 628, BROADCASTING.

Chief engineer 1000 watt directional station desires change. Thoroughly experienced in complete operation and operation of stations. Box 638, BROADCASTING.

Station manager 17 years personnel, production, programming. Want to develop small station with national reputation. Can make the most of what you’ve got. Excellent organizational ability. Will relocate anywhere. Top references. Veteran, married, 38. Box 641, BROADCASTING.

For west station manager 15 years experience with ABC Los Angeles area. Particularly interested. Happy to send audition disc if you have definite opening. Box 642, BROADCASTING.


Situations Wanted (Cont’d)

Energetic writer, ex-G.I. seeks position on major network. Long on ideas, if short on experience. Give me a chance to contact. Box 644, BROADCASTING.

Musical director: Three years radio, 18 years piano, organ, musical background. Excellent transcriber. Can supply own organ. Box 646, BROADCASTING.

Veteran, eight years radio, desires announcer or program director position or announcement—regional. Prefer north- east. Have excellent references. Box 647, BROADCASTING.

Musical director, experienced in all phases of radio broadcasting. Presently employed by a reliable station with the "know how" to give a young man a chance. Let’s try me. Box 648, BROADCASTING.

Engineer, experienced. Box 649, BROADCASTING.

Program director-experienced. Box 650, BROADCASTING.

Engineer—junior—trained in all phases of radio. Has made change. Full details upon request. Box 651, BROADCASTING.

Engineer—junior—trained in all phases of radio. Has made change. Full details upon request. Box 652, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.

Ex-yet 26, has just completed intensive course in audio engineering nationally known school. Desires position with a progressive station. Box 654, BROADCASTING.

For full particulars and references, write to: Edith Springer Field, Chicago 47, Illinois.

Engineer-announcer—first class, college graduate, with three years professional experience. Has four years. Prefer small station looking for versatile individual with good background. Prefer national network. Box 655, BROADCASTING.

Excellent references, photo, disc, and an opportunity to sell.Applications in confidence. Box 656, BROADCASTING.

Engineer-announcer, veteran. College graduate. Excellent references plus volume background. Veteran. Box 657, BROADCASTING.

Announcer, veteran. College graduate. Excellent references plus volume background. Veteran. Box 658, BROADCASTING.

Announcer, veteran. College graduate. Excellent references plus volume background. Veteran. Box 659, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.

Engineer-announcer: interested in position. Have stage, picture and radio experience. Presently employed. 1st class ticket. Box 653, BROADCASTING.
RAY C. JENKINS NAMED BY ERWIN, WASEY CO.

RAY C. JENKINS, since August 1945 Minneapolis business consultant specializing in advertising, sales, radio merchandising and business promotion and formerly for 10 years commercial manager of KSTP St. Paul, has been named by Erwin, Wasey & Co., Minneapolis, as executive vice president and member of the board of directors effective Feb. 1, it was announced last week by Mac Martin, president of the agency.

Joseph Mac Gaheran, who has been with the agency for 20 years, has been elected vice president in charge of all creative work of Erwin, Wasey of Minnesota.

Clients and staff of Mr. Jenkins will be consolidated with those of the Erwin, Wasey organization which has five offices in the U. S. and abroad. Expansion of the Minneapolis office includes acquisition of a half of the top floor of the Rand Tower in that city.

Mr. Jenkins has been in radio, advertising, market research, merchandising and business promotion fields for 26 years. Active in Twin Cities civic affairs, he was first to receive the award of merit issued by the Minneapolis Advertising Club for outstanding achievement in the war effort, according to Erwin, Wasey. Mr. Jenkins is former general sales manager of the 12-station Northwest Network and the Minnesota Radio Network.

TV Receivers Shown

DU MONT presented the first television showing of its receivers last week in Washington in cooperation with the three Washington Du Mont dealers, Woodward & Lothrop, Campbell Music Co. and Electronic Engineering Inc. Television shows originating from the Sky Room of the Washington Hotel were produced by Robert J. Coar, president of Electronic Engineering. The telecasts, attended by an invited audience of 300 nightly, started Jan. 26 and were concluded on Jan. 24th. At the Monday evening show managing editors of the Washington Star, Washington Post, Times Herald, and Washington Daily News engaged in a panel discussion. The show was televised by Du Mont's WTTG and fed to WABD New York. On Wednesday evening a forum of Senators and Congressmen discussed the 80th Congress. Thursday evening a style show was given by Woodward & Lothrop. The final show on Friday night was titled Washington Personalities and featured nationally prominent social and legislative figures.

PLENTY OF PULCHRITUDE gathered around the WBAB Atlantic City microphone when Jini Boyd Connor, who conducts daily women's program, interviewed Miss Canada of 1946 (1) and Miss America of 1946 on the same program. Miss Canada is Marion Saver; Miss America, Marylyn Buferd. We nominate Jini as Miss WBAB.

Construction Under Way

At WELM, Elmla, N. Y.

WELM is the call letter of the new 250 w station on 1400 kc granted to J. Robert Meachem for Elmla, N. Y. Construction of studies will start soon at 222 Market St., with transmitter building at the north city limits on Lake St. already under way. Raytheon equipment and a 200-foot tower will be installed.

Mr. Meachem, who started one of the early college stations at Cornell U., was an airborne engineer for the Bureau with the Navy Dept. Program director will be Preston Taplin, formerly of WHCU Ithaca and WIS Columbia, S. C. Walker Co. will be national representative.

Contest Board Meets

WINNERS of the National Radio Week writing contest conducted by the NAB Assn. of Women Broadcasters during the Nov. 24-30 celebration will be selected today (Monday) by a board of judges at a meeting in the Waldorf-Astoria, New York. Two hundred radio sets will be awarded to winners. An estimated 150,000 letters have been screened by the 200 stations that promoted the contest under direction of Dorothy Lewis, NAB coordinator of listener activity. Plans for the meeting of judges were drawn up last Monday at a session held at the offices of the Radio Manufacturing Assn. in Washington. Taking part were Mrs. Lewis; James D. Secrest, RMA director of publications; W. B. McGill, director of advertising, Westinghouse Radio Stations Inc.; Charles Anderson, NAB director of information.

Joints Storecasts

GEORGE H. HENNESSY, grocery store merchandiser of BBDO New York, has resigned effective Feb. 1 to join Storecast Corp. of America as vice president. New service will bring music and commercials into super markets. Mr. Hennessy will supervise the planned expansion of the system.

PROGRAMMING MAIN STATION COST ITEM

ANALYSIS of broadcasting station revenues for 1945, based on FCC figures for the year, has been completed by the NAB Research Dept. for circulation among members.

Breaking down what happens to the revenue dollar in radio, the department found that technical expenditures consume 10.7 cents of the dollar, of which 7.7 cents goes to salary and wages. Programming consumes 24.8 cents, of which 5.7 cents covers salaries and wages of the department and 7.6 cents covers talent expenditures.

Selling uses 10.8 cents of the dollar, with 5.8 cents for salaries and wages, 3.6 cents for advertising, promotion and publicity, and 1.2 cents for other sales expenditures. Thus 46.1 cents covers total direct expense for selling programs and putting them on the air. General administrative expenses cover 22.9 cents, of which 9.3 cents goes for salaries and wages, total broadcast expense thus amounting to 69 cents, leaving 31 cents for taxes, profit and other items.

Market Conference

THE ADVERTISING CLUB of Baltimore Jan. 22-24 sponsored a marketing conference at the Sheraton-Belvedere Hotel, addressed by advertising and market research authorities. The panel of speakers included Harvey, marketing research director, Standard Brands; Dr. John P. Foley Jr., vice president, The Psychological Corp.; L. C. Truesdell, general sales manager, radio and television division, Bendix Aviation Corp.; J. Howard Blake, director of market research, The Glenn L. Martin Co.; Dr. P. M. Hauser, assistant to the Secretary, U. S. Dept. of Commerce, assistant director, Bureau of the Census; Dr. R. S. Alexander, associate professor of marketing, Columbia U.; Harry Boyd Brown, president, Good Housekeeping Institute; R. R. Hawkins, dean of marketing, Johns Hopkins U.; T. G. Johnstone, assistant to the president, Jam Handy Organization; Dr. Michael Lever, South American trade consultant. Dinner session was addressed by Judge R. V. Fletcher, president of the American Assn. of Railroads.

Two Are Elected

HERBERT R. BAYLE and L. Grant Hamilton, charter members of Brooke, Smith, French & Dorrance, Detroit and New York, have been elected vice presidents of that agency. Mr. Bayle is director of marketing for Detroit division. He one time had both media and research department of N. W. Ayer & Son. Mr. Hamilton, account executive, formerly had been factory and agency executive on such accounts as Studebaker and Packard. He one time was manager of the motion picture department of Campbell-Ewald Co.
Listeners to Participate in CCNY Conference

COLLEGE of the City of New York's 1947 Conference on Radio and Business April 22-23 will introduce a new feature, listener participation in evening sessions. Recordings will be used to illustrate points under discussion.

Using NORC study, WHAN surveys and similar polls as starting point, conference will explore current beliefs and criticisms of radio. Broadcasters, advertisers, agencies, program producers are to receive awards for the best radio programming and promotion. Dr. Robert A. Love, of City College, is conference chairman.

WFRC-FM Dedicated

WITH EMPHASIS on local talent productions, WFRC-FM Fremont, Ohio, which went on the air Jan. 15, plans to present a weekly series of variety programs, utilizing Fremont performers. More than 300 more turned away when the station was formally dedicated at a local theatre. The audience not only saw the dedicated program but heard it on FM receivers placed at strategic spots throughout the auditorium. FCC Chairman Charles R. Denny sent a letter of congratulations to WFRC-FM in which he said: "With the dedication of WFRC, the Fremont area acquires a most important civic asset, an educational, cultural and entertainment medium of almost limitless potentialities, a powerful force for community betterment... It gives me great pleasure to congratulate you on being the first to bring this new and superior type of broadcasting to your section of Ohio."

WRAL-FM Promotion

WITH SEVERAL sponsors already signed, WRAL-FM Raleigh, N. C., has announced appointment of Claude V. Dunnagan, staff announcer of WRAL, as director of sales and promotion for the new FM outlet. A survey by WRAL-FM indicates about 600 FM sets in Raleigh and the number growing, according to Mr. Dunnagan. Pre-stamped and addressed postal cards are distributed to FM receiver dealers in the station's territory to be given to set purchasers. Owners then receive the FM station's program schedules and promotion material. Chief local promotion for WRAL-FM is a Trans-Lux flashlight sign which operates 15 hours daily at Raleigh's chief downtown shopping intersection.

 Heads AWB Group

VIOLET SHORT, KTSA San Antonio, has been elected president of the San Antonio chapter, Assn. of Women Broadcasters, to serve for 1947. Other officers are: Jane Howley, KONO, vice president; Lily Joiner, KABO, secretary; Nancy Mayo, KCMO, treasurer; Natalie Zolteh, KMBC, assistant; and Ruth Burleson, KFOR, treasurer.
Mobile Two-Way Radio Grants Total 1000—FCC

FCC REPORTED last week that approximately 1,000 experimental grants, involving about 12,000 devices, have been issued to promote the development of mobile two-way radiotelephone service. In addition there are about 27,000 licensees operating mobile units in such recognized services as police, fire, special emergency, aviation, etc.

In the taxicab industry, which was reported to have $4,000,000 in radio, the Commission had been covering almost 8,000 taxicabs in cities from Boston to San Diego, and that applications are on hand for nearly 2,000 additional units involving 196 cities in 40 states. Telephone facilities in 60 cities have received or applied for radio links with private cars, buses, and boats, FCC said, estimating that about 4,000 pieces of mobile equipment are now operating in this category.

WNCA Sale to WPDQ Owners For $80,100 Reported to FCC

SALE of WNCA Asheville, N. C. (1340 kc, 250 w) to the owners of WPDQ Jacksonville, Fla. for $80,100 was reported to FCC last week for approval.

The Commission also received an application covering the previously announced sale of WHZ Zanesville, Ohio (1280 kc, 250 w) by Fort Industry Co. to Southeastern Ohio Broadcasting System for $272,600 [BROADCASTING, Dec. 30]. In view of Fort Industry’s present ownership of seven AM stations, FCC has requested the filing of the application to sell WHZ before passing upon Fort Industry’s application to acquire WHK Detroit from James F. Hopkins Inc. for $550,000 [BROADCASTING, Jan. 6].

Purchasers of WNCA are James R. Stockton, president and 39% stockholder of Jacksonville Broadcasting Corp. (WPDQ); Linton D. Baggs Jr., vice president and 60%; Robert R. Fesgain, secretary, 10%. The other 10% is associated with the ownership of Voice of Augusta Inc., unsuccessful applicant in a competitive proceeding for a new station at Augusta, Ga.

Equal Owners

The sales agreement provided that the purchasers would pay $25,000 in earnest money and advance up to $10,000 as of Jan. 1 for the interim operation of WNCA, a new station authorized a year ago. Equal owners of the station are James M. Earnest and Alices. Have. Knights, Washington attorneys; J. Alfred Miller, manager of a printing business; Richard Marion Arnold, electro-medical equipment dealer, and Jack E. Barfield, owner of Dr. Pepper Bottling Co. at Asheville.

Southeastern Ohio Broadcasting System, buying WHZ, is headed by H. C. Rittick, vice president and general manager of the Zanesville Times-Signal. Other owners are Orville B. Littick, president and publisher of the Times-Signal, and Earnest M. Graham, attorney and businessman. Each has one-third interest. They also own the Zanesville Baseball Club.

Meanwhile, reorganization of the license of WWCO Waterbury, Conn. (1240 kc, 150 w) in partnership to a corporation was reported for approval. Equal owners are Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, all of Fitchburg, Mass. The application asks that the licensee name of WWCO be changed to Mattatuck Broadcasting Co.

KRNT Has Big News Day Quickly Covers Bank Robbery, Murder Stories; KSD Helps Bring Woman Bandit to Justice

KRNT Des Moines got a series of news breaks Jan. 22 which enabled the station to give quick coverage to several stories, most sensational of which was a daring robbery of the Des Moines Bank and Trust Co. and the subsequent capture of and confession by the woman bandit who held up the bank.

The robbery occurred at 1:20 p.m. when a woman walked into the bank as a KRNT foursome was leaving a lunchroom across the street. The foursome got out immediately, according to the KRNT management, and at 1:30 p.m. the station flashed a brief lead story photon from the scene. This was followed five minutes later by a detailed story by a member of the foursome.

By 1:35 KRNT Newsman Charles McCuen was on the scene with a wire recorder, and found then on he had a busy day. Mr. McCuen first got interviews with bank officials and was in the bank with police officers, arrived after the robbery with Mrs. Dixon.

All of this was wire recorded by Mr. McCuen and put on air on KRNT as 2 p.m. newscast. Newsman McCuen also was on the scene when Mrs. Dixon confessed shortly before 10 p.m. and he got a quick interview with Des Moines’ chief of police which was wire recorded and put on the air, along with a description of the confession, at 10:05 p.m. KRNT also fed the complete account to the ABC network.

To complete a day of rapid-fire news coverage KRNT on its late evening news broadcasts aired the following wire recording of an eye-witness account of a murder in a Des Moines tavern brawl, live news reports of the accidental fatal shooting of a small boy by his father and an automobile accident involving those fatalities, and a wire recording of an interview with John Hackett, newly appointed Drake U. football coach.

Another station, KSD St. Louis, figured in the news lead-up to the capture of the Des Moines bank robber, Mrs. Dixon, who it later developed was the same woman who had robbed the United Bank and Trust Co. in St. Louis on Dec. 26. Reading an AP dispatch describing the Des Moines robbery and noting that this robbery was very much the same manner that the St. Louis bank had been held up, an alert KSD reporter called the matter to the attention of Herman Seibels, St. Louis Detective. Detective Seibels immediately got in touch with Des Moines authorities, and within an hour Mrs. Dixon had confessed not only the Des Moines robbery but also the one in St. Louis.

Actors Feted

RALPH H. JONES Co., Cincinnati, Feb. 1 is giving a dinner in honor of the five actors playing major roles in the cast of Linda’s First Love and who have been with the program for 10 years. The company is agency for the Kroger Co., sponsor of the program on a number of stations. Kroger executive will be present at the dinner as well as representatives of stations carrying the program and members of the cast and producers of all the Kroger programs. The five actors associated with the show for the past 10 years are Arline Blackburn, Karl Swenson, Edith Spencer, Barbara Weeks and Bennett Kipack. Dinner will be held at the Sherry Netherland Hotel, New York.

Recorders Ready

BRUSH DEVELOPMENT Co., Cleveland, last week introduced the BRUSH Voice Kop, the Soundribbon, two new types of magnetic recorder-reproducers which are now on sale in the New York area. The Mail-a-Voice records and reproduces the human voice on folding tell-tale paper which can be erased and used again. The Soundribbon “magnetic ribbon” recorder-reproducer makes half-hour continuous recordings on a special magnetized paper tape, which also can be erased. A national advertising campaign is expected to begin shortly with McCann-Erickson as agency.
RCA Electronic Color Show To Be Held Near Princeton

RCA's demonstration of its all-electronic system of color television in the FCC color video proceedings will be held in the Penn's Neck Community Club on U. S. Route 1, Princeton, N. J., starting at 10:30 a.m. Wednesday (Jan. 29), FCC said last week.

For the benefit of those going to the demonstration from New York, where demonstrations by CBS and Allen B. Du Mont Labs will be presented today and on Monday and tomorrow, the Commission said those planning to travel by train may take a 7:55 a.m. train from Pennsylvania Station to Princeton Junction. From there, transportation to the Community Club will be arranged by RCA.

Start Today

The CBS and Du Mont demonstrations will be held in Room 1703, U. S. Court House, Foley Square, New York, starting at 10 a.m. today. CBS, which is seeking immediate allocation of the 480-920 mc band for commercial color television, will demonstrate its mechanical-stamping color system. At FCC request, color material also will be transmitted from New York to Washington and back to New York by coaxial cable, for comparison with color broadcasting.

Du Mont will show receivers with tubes giving a brightness of as much as 450-foot lamberts to pictures 14-by-18 inches, company officials said, pointing out that the effects of room illumination on reception also will be demonstrated (Broadcasting, Jan. 20).

Meanwhile, the system which CBS proposes as a standard for commercial color operation was demonstrated Jan. 17 at Tarrytown, N. Y., for FCC Chairman Charles R. Denny and Comr. Ray C. Wakefield, who were unable to attend the FCC hearings last week.

Prior to the Tarrytown demonstration, which consisted of reception of a telecast originating 25 miles away in New York, the FCC officials made a trip through the CBS television laboratory. There they saw the CBS color television image orthicon equipment for remoting the signal, as well as the system which CBS is now developing, and a demonstration on contrast range.

Rotarians See TV Show

TELEVISION demonstration was given last Wednesday at the weekly luncheon of the Washington Rotary Club by WMAL, now constructing a video station slated to go into operation in the nation's capital next summer. Kenneth H. Bernath, who is in charge of the demonstration, assisted by Dan Hunter, chief engineer. Three image orthicon cameras and a dozen RCA table model receivers were used. All proceedings of the luncheon were televised, along with sidewalk interviews and a newscast by Jimmy Gibbons, WMAL announcer.

CBC Keeps Unit

CANADIAN Broadcasting Corp. has continued its wartime Overseas Unit in peacetime and has established a permanent London office for interchange of programs and news between Canada and Great Britain. CBC Overseas Unit is housed in a section of BBC offices at 200 Oxford St., and is under charge of Andrew Cowan who staffs three girl assistants. The CBC London office picks up CBC shortwave broadcasts, records them and sends recordings to BBC of programs of interest to British listeners. To Canada it sends news from Europe every night and acts as liaison with BBC for programs to Canada. The CBC Overseas Unit was started in 1939, first members and mobile unit going overseas with Canadian troops.

WINX Series Cited

THE SERIES dedicated to international and inter-racial understanding, Bright Tomorrow, broad cast on WINX Washington, last Tuesday received an award from the East and West Assn. Presenting the award to C. O'Donnell, station manager, following the Tuesday night broadcast. The nation-wide organization devoted to better social relations cited the program for "having made to the 'American' its important contribution to peace . . . " Sol Panitz, WINX director of public affairs, is producing, directing, and in part writing the Bright Tomorrow series.

RCA Says Truman Manuscript

Shadows Not From TV

EDITOR, Broadcasting: In the Jan. 13 Broadcasting, there is an item in the Closed Circuit column having to do with the shadows on the President's manuscript during his "State of the Union" address on Jan. 6. CBS, DuMont, and ourselves joined in the newsreel lighting pool for what benefits might be accrued to television. Three of the eight 2-kw flood lamps used would have been, in themselves, more than adequate for television. I mention this because I feel some people might get the impression that the lighting causing the shadows on the President's manuscript was put in there specifically for television.

J. HARRISON HARTLEY, Director, New to Special Features, Telecast Dept., NBC, New York.

January 14, 1947.

Novel Surrender

HEARING the name of Detective Inspector Eugene Bernath of Minneapolis mentioned on the Gang Busters show while listening to a radio in Atlantic City caused L. S. Engbelle, who lives in the Minnesota metropolis on a charge of embezzlement, to return to Minneapolis to the inspector. Mr. Engbelle, who said the radio was tuned to WTCN Minneapolis when he heard the inspector's name mentioned in connection with the embezzler's conviction, explained that "Bernath gave me square treatment last year and I decided to give myself up to him."

Elliman Plans 'Telecity' Statement in Two Weeks

LAWRENCE B. ELLIMAN, Manhattan realtor who nearly seven months ago announced plans for a monster television and radio center in New York, last week told Broadcasting that he expects to issue a statement regarding the progress of the project within two weeks.

Mr. Elliman made a similar remark three months ago in response to questions as to the project's future. In his original announcement, Mr. Elliman said that adequate financing had been assured for the construction of the 1,000-acre, $60,000,000 center which would be built to house offices of networks and radio and television stations, national advertisers and advertising agencies.

KIRO Engineer Claims Idea 'Similar' To Lemmon's Dual Transmission Plan

EDITOR, Broadcasting: Am submitting this as a "to keep the record straight" type of letter in reference to the article on page 36 of the Dec. 23 issue regarding Mr. Lemmon's system of dual transmission utilizing the carrier shift principle.

I doubt whether this system of transmission can be considered new. If operation is as easy as my system, it is very simple as compared to the various modern methods of multiplexing for the purpose of multiple transmission.

During the war, while in Milwaukee, I had occasion to submit a similar idea to the National Inventor's Council, its purpose being to transmit confidential information in the means of carrier phase shift—the amplitude modulation being of an unrestricted nature, or simply "camouflage", band width being determined only by the occupied by the amplitude modulation.

The Council received the suggestion favorably and it was subsequently forwarded to the proper military authorities who felt that it had insufficient secrecy to justify military acceptance.

I have since found that my last private interest in this for post-war possibilities through the Crosby Research Foundation and the AT and T organization, having done much along this line, anticipating legal (patent) and financial difficulties.

Mr. Lemmon deserves much credit in the development of this system to the point of actual demonstration in connection with his station and his endeavors to utilize it in furthering the "war" effort. It is highly commendable to say the least.

Very truly yours, RUDOLPH A. RABSON, KIRO Seattle.

Newmen's Dinner Plans Announced

Four Networks Supply Shows; ABC Handling Production

PAUL WHITEMAN, music director of ABC, his orchestra and chorus will spearhead the entertainment Saturday night (Feb. 1) at the New York Rotary Club's annual dinner in the Statler Hotel, Washington, at which President Truman will be the guest of honor.

Music for the dinner will be provided by the New York State Marine Band under the direction of Capt. William E. Santeian. Abbott & Costello, among the several acts being provided by the four major networks, will also be featured.

The networks will combine to hold a cocktail party in the hotel at 6:30. The dinner is at 8 p.m. ABC will produce the 90-minute show. In past years CBS and NBC have divided production honors. Limited to 500, the dinner will draw such dignitaries as the Supreme Court, the Senators, Representatives, all members of the FCC and industry leaders, among them J. Leonard Reinsch, radio adviser to the President; Justin Milton, assistant to the Director of Hofhelnz, FMA president; J. R. Poppele, TBA president, and R. C. Cosgrove, RMA president.

Association officers are Rex Goad, Transradio-Press president; Eric Sevareid, CBS, vice president; Albert Warner, WOL-MBS, secretary; Ray Henle, MBS, treasurer; Francis W. (Pete) Tully Jr., non-voting, representing independents; Richard Hanke, immediate past president. Serving with the officers on the dinner committee are: Charles Harles, MBS Washington, chairman; William Hillman, MBS; William Mc-Andrew, NBC; Bryson Rash, WMAL-ABC.

January 27, 1947
5 NEW AM STATIONS GET FCC APPROVAL

GRANTS for five new AM stations and full-time use of 970 kc by WWSW Pittsburgh, WICA Ashatabula, and WEBR Buffalo announced by FCC Friday.

Commission withdrew Oct. 31 grant to KMOG KCMO Kansas City for broadcast station on 550 kc near Concordia, Kans. [BROADCASTING, Nov. 4], on petition of KWTQ Springfield, Mo., which claimed Concordia application would violate KWTQ's interference-protection rights. Prompt hearing on application is foreseen, with KWTQ KLZ WIBW KSAC KCBS and Radio Broadcasters Inc. making further applications. Oklahoma City 550-kc proposal of Fred Jones Radiocasting & Television Co., which presented Concordia grant, to be heard at same time.

New-station grants for Eugene, Ore.; Yuba City, Calif.; Maconom, Ill.; Clinton, Ill.; Green Bay, Wisc. Latter arose out of competitive proceeding and went to Green Bay Broadcasting Co., winner of proposed decision, after rival applicant, Green Bay Newspaper Co., amended to a non-conflicting frequency. Newspaper group later voluntarily withdrew its application.

Winners in 970-kc case: WBWW, move from 1460 to 970 kc. Increase from 250 w to 5 kw, DA fulltime; WICA, go from 1 kw daytime on 970 kc to fulltime with 1 kw 970 to 1200 kc, DA fulltime; WBRS, move from 1430 to 970 kc, increase from 250 w to 5 kw, fully protected DA fulltime; all but WICA; grants for all three, subject to modification of DA, may result in new site. Result of FCC-reporting conference, WSWA Harrisonburg, Va., fourth applicant for 970 kc, found it impractical to revise engineering plans to give protection that would be required and its application was denied.

Grants
WBOM, Providence, R.I.: Super Bowl Broadcasters, 1600 kc, 5 kw, fulltime, Equal partnership; Beverly B. Balsama, chairman; Robert E. Balsama, treasurer; Wesley乳房 Broadcasters, FM permittee for Maryville, Calif.; KVMO, Kirksville, Mo.: Elton, Lines dip superintendent at Camp Beale, Calif.; Clyde L. Goodnight, real estate and insurance; Raymond F. Linn, accountant; Rather Ulion, engaged in farming.

Clinton, Ill.—Cornbelt Broadcasting Co. 1500 kc, 1 kw, day only. Principals: Henry E. Eber (30%), sales manager for broadcasting and television equipment; RCA; Edison R. Rehm (30%), executive vice-president; Thomas S. Dilsamore (15%), bank executive; Frank Moore (15%), attorney; John E. Landis (10%), will be farm director.

WIBC, Indianapolis, Ind.: WIBC Broadcasting Co., 1510 kc, 250 w, day only. Principals: James L. Kincade, president, (49.53%), bank official; Larry B. Landis (49.53%), radio executive; James W. Rehm (49.53%), wife of James W. Rehm (10%), who will be farm director.


WSB GIVES TALMADGE TIME; FCC GETS COMPLAINT

EMBROILED in argument with Herman Talmadge, one of claimants to Georgia gubernatorial office, WSB Atlanta offered him 6:15-6:30 p.m. Friday. From now on time to be decided, either to Talmadge or Ellis Arnall. FCC received Talmadge complaint charging WSB with unfair treatment.

N. M. PETITION DISMISSED

FCC Friday dismissed application of New Mexico State College Regents for involuntary assignment of KOB Albuquerque license to college. sheriff said assignment was lacking. [CLOSED CIRCUIT, Sept. 9, 1946].

EDWARD J. HEFFRON, executive assistant on public relations to NAB President Martin Miller, resigns Jan. 31 to enter law practice.

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in this area...

In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW
THE NATION'S MOST MERCHANDISABLE STATION

 Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION
Behind every big stride in Television—RCA Laboratories!

From the scene of action—to your own living room—these RCA developments based on research at RCA Laboratories mean television at its finest:

RCA Image Orthicon Camera sees whatever the eye sees, even in the light of a match! Sports events on cloudy days or in twilight do not fade because this camera eliminates the need for strong lighting.

RCA Mirror-backed Kinescope—All the lifelike realism and detail caught by the super-sensitive RCA Image Orthicon Camera is reproduced by this new receiving tube that allows none of the original brilliance to be lost.

RCA Victor Television Receiver—with new RCA exclusive “Eye Witness” feature that “locks” the picture, makes it as steady as a picture on the wall.

RCA Radio Relay equipment enables television stations to broadcast events taking place far from the studio.

In television, as in radio, Victrola® radio-phonographs, records, tubes or electronic equipment, if it bears the name RCA or RCA Victor you can be sure it is one of the finest instruments of its kind science has achieved.


RCA VICTOR table model television receiver with the exclusive “Eye Witness Picture Synchronizer” that assures you brighter, clearer, steadier pictures. This receiver is now available in some areas. For further details, stop in and ask your local RCA Victor dealer.